

## YouGov Survey Results

Sample Size: 1124 London adults (aged 18+)  
Fieldwork: 17th - 19th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Interest in NFL?			
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Yes	No	Don't know	
<b>Weighted Sample</b>	<b>1124</b>	x	x	x	x	336	339	215	554	570	135	402	361	226	673	451	112	970	43
<b>Unweighted Sample</b>	<b>1124</b>	301	352	87	122	336	284	257	582	542	128	291	413	292	749	375	110	987	27
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### How interested, if at all, are you in American Football?

Very interested	3	4	5	1	1	5	4	1	5	2	2	3	4	4	4	3	34	0	0
Fairly interested	7	5	8	11	5	6	7	6	9	4	11	6	6	6	7	66	0	0	
<b>TOTAL INTERESTED</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>6</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>14</b>	<b>6</b>	<b>13</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>100</b>	<b>0</b>	<b>0</b>	
Not very interested	16	23	16	13	12	19	17	15	20	12	10	15	17	18	19	12	0	18	0
Not interested at all	71	68	69	67	82	70	67	77	62	79	63	72	70	72	70	72	0	82	0
<b>TOTAL NOT INTERESTED</b>	<b>87</b>	<b>91</b>	<b>85</b>	<b>80</b>	<b>94</b>	<b>89</b>	<b>84</b>	<b>92</b>	<b>82</b>	<b>91</b>	<b>73</b>	<b>87</b>	<b>87</b>	<b>90</b>	<b>89</b>	<b>84</b>	<b>0</b>	<b>100</b>	<b>0</b>
Don't know	4	0	3	8	0	0	5	1	4	4	13	4	2	0	2	7	0	0	100

### Generally speaking, do you think it is a good thing or a bad thing for some NFL teams to play their home games in the UK?

Good thing	29	28	32	37	29	29	30	31	33	24	33	32	28	22	29	28	72	25	7
Bad thing	11	9	17	8	9	10	14	11	16	5	11	10	11	11	12	9	5	12	0
Makes no difference	46	51	39	43	45	51	39	47	41	50	38	47	43	51	45	46	21	50	16
Don't know	15	12	12	12	17	11	16	11	10	20	18	11	17	16	14	17	1	14	76

### Do you think it would be a good thing or a bad thing for London to have its own NFL team?

Good thing	29	31	34	22	31	33	33	23	30	27	30	32	28	22	29	27	76	24	3
Bad thing	13	12	15	10	13	12	12	19	21	6	18	14	11	12	14	12	11	14	3
Make no difference	38	40	34	53	34	39	32	41	35	40	29	37	41	40	38	38	9	43	8
Don't know	20	17	17	15	22	16	23	17	13	27	23	17	19	27	18	23	4	19	86

### And generally speaking, do you think London having its own NFL team would be a good thing or a bad thing for the UK economy?

Good thing	36	38	38	38	41	40	38	32	41	32	40	38	38	27	35	37	70	34	7
Bad thing	6	3	10	4	7	3	10	4	9	3	6	8	4	4	6	5	2	6	0
Make no difference	38	42	34	43	34	41	29	51	37	39	29	36	39	46	42	33	27	41	7
Don't know	20	17	18	15	18	16	23	13	14	26	25	18	18	23	17	25	1	19	86

### If London was to have its own NFL team, do you think they should play their home matches at Wembley Stadium or do you think they should play somewhere else?

They should play their home matches at Wembley Stadium	38	41	43	32	35	43	41	36	38	39	43	40	38	34	40	36	57	38	6
They should play their home matches somewhere else	22	22	22	23	27	21	23	25	32	12	15	21	20	29	21	22	33	21	6
Don't know	40	37	35	45	38	37	36	39	31	49	42	39	43	38	39	42	10	41	88

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*