

YouGov Survey Results

Sample Size: 3679 adults in GB
Fieldwork: 29th - 31st July 2023

	Total	LGBTQ+	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country		
			Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	3679	367	1203	890	313	1296	1370	1781	1898	386	1519	909	865	2097	1582	3175	184	320
Unweighted Sample	3679	338	1262	845	312	1469	1419	1635	2044	261	1476	927	1015	2179	1500	3174	198	307
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in football?

Very interested	18	9	17	22	17	21	16	29	7	17	20	20	12	20	15	18	12	20
Fairly interested	18	14	19	19	18	17	20	21	16	21	17	20	18	18	19	19	11	18
TOTAL VERY / FAIRLY INTERESTED	36	23	36	41	35	38	36	50	23	38	37	40	30	38	34	37	23	38
Not very interested	19	17	19	20	22	22	17	15	24	21	19	20	19	22	16	19	20	18
Not at all interested	44	60	46	39	43	40	47	35	53	41	44	41	51	40	51	44	57	44
TOTAL NOT VERY / NOT AT ALL INTERESTED	63	77	65	59	65	62	64	50	77	62	63	61	70	62	67	63	77	62

In each of the following scenarios, please say whether you would consider that person to be an ally to the LGBTQ+ community, or not.

A sportsperson who had spoken out on LGBTQ+ issues in the past, but had now gone to play or work for sports teams in a country where it is illegal to be gay

Would consider that person to be an ally to the LGBTQ+ community	16	20	15	14	14	16	14	15	16	18	18	15	12	16	16	16	15	16
Would not consider that person to be an ally to the LGBTQ+ community	52	56	55	58	58	57	54	52	52	47	52	55	52	56	46	52	46	55
Don't know	32	24	30	28	28	27	32	33	32	34	31	30	36	28	38	32	39	30

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	Total	Region in England				TOTAL VERY/FAIRLY INTERESTED IN FOOTBALL
		North	Midlands	London	Rest of South	
Weighted Sample	3679	887	611	445	1232	1334
Unweighted Sample	3679	907	624	364	1279	1308
	%	%	%	%	%	%

How interested, if at all, are you in football?

Very interested	18	21	15	21	16	49
Fairly interested	18	19	19	24	17	51
TOTAL VERY / FAIRLY INTERESTED	36	40	34	45	33	100
Not very interested	19	18	19	20	20	0
Not at all interested	44	42	47	35	46	0
TOTAL NOT VERY / NOT AT ALL INTERESTED	63	60	66	55	66	0

In each of the following scenarios, please say whether you would consider that person to be an ally to the LGBTQ+ community, or not.

A sportsperson who had spoken out on LGBTQ+ issues in the past, but had now gone to play or work for sports teams in a country where it is illegal to be gay

Would consider that person to be an ally to the LGBTQ+ community	16	17	17	17	14	20
Would not consider that person to be an ally to the LGBTQ+ community	52	50	52	47	55	52
Don't know	32	33	32	36	31	28

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A sportsperson who had spoken out on LGBTQ+ issues in the past, has now gone to play or work for sports teams in a country where it is illegal to be gay, **and has not spoken out on LGBTQ+ issues since doing so**

Would consider that person to be an ally to the LGBTQ+ community	10	13	11	10	10	11	10	10	10	10	12	10	8	11	10	11	8	10
Would not consider that person to be an ally to the LGBTQ+ community	60	71	61	66	66	65	59	59	60	60	60	60	58	65	53	59	60	62
Don't know	30	16	28	24	24	23	31	31	30	29	28	30	34	25	37	30	33	28

A sportsperson who had spoken out on LGBTQ+ issues in the past, has now gone to play or work for sports teams in a country where it is illegal to be gay, **and has continued to speak out on LGBTQ+ issues since doing so**

Would consider that person to be an ally to the LGBTQ+ community	46	60	42	50	57	53	40	44	47	53	49	46	37	50	39	46	49	44
Would not consider that person to be an ally to the LGBTQ+ community	26	25	31	26	24	24	31	27	25	20	25	26	30	25	26	26	19	27
Don't know	29	15	27	24	19	23	29	29	28	28	26	29	33	24	34	28	32	29

A sportsperson who had **not spoken out on LGBTQ+ issues in the past, has now gone to play or work for sports teams in a country where it is illegal to be gay, **and has started to speak out on LGBTQ+ issues while there****

Would consider that person to be an ally to the LGBTQ+ community	48	63	43	52	63	55	42	46	50	57	52	46	40	52	42	48	52	47
Would not consider that person to be an ally to the LGBTQ+ community	21	20	25	22	17	20	25	21	20	15	20	21	23	21	19	21	14	22
Don't know	31	17	32	26	20	25	33	32	31	28	28	33	37	26	38	31	34	31

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Unweighted Sample	3679	907	624	364	1279	1308
	%	%	%	%	%	%

A sportsperson who had spoken out on LGBTQ+ issues in the past, has now gone to play or work for sports teams in a country where it is illegal to be gay, **and has not spoken out on LGBTQ+ issues since doing so**

Would consider that person to be an ally to the LGBTQ+ community	10	10	10	14	10	12
Would not consider that person to be an ally to the LGBTQ+ community	60	58	59	54	62	60
Don't know	30	32	31	32	28	29

A sportsperson who had spoken out on LGBTQ+ issues in the past, has now gone to play or work for sports teams in a country where it is illegal to be gay, **and has continued to speak out on LGBTQ+ issues since doing so**

Would consider that person to be an ally to the LGBTQ+ community	46	42	41	48	49	45
Would not consider that person to be an ally to the LGBTQ+ community	26	28	29	21	25	30
Don't know	29	30	30	31	26	26

A sportsperson who had **not spoken out on LGBTQ+ issues in the past, has now gone to play or work for sports teams in a country where it is illegal to be gay, **and has started to speak out on LGBTQ+ issues while there****

Would consider that person to be an ally to the LGBTQ+ community	48	46	45	49	50	47
Would not consider that person to be an ally to the LGBTQ+ community	21	22	22	20	20	24
Don't know	31	32	32	31	30	29