

YouGov Survey Results

Sample Size: 1994 GB Adults
Fieldwork: 2nd - 3rd April 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Interest in football?	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Interested	Not Interested	
Weighted Sample	1994	X	X	X	X	621	510	453	969	1025	241	508	682	562	1137	857	255	648	427	491	173	800	1169
Unweighted Sample	1994	459	681	128	207	580	535	455	958	1036	200	474	773	547	1325	669	292	663	398	469	172	756	1217
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very interested	21	23	27	11	18	19	27	14	35	8	18	22	25	15	20	22	23	19	21	22	21	52	0
Fairly interested	19	21	21	13	17	20	19	20	23	16	21	19	20	19	20	18	17	19	18	21	26	48	0
TOTAL INTERESTED	40	44	48	24	35	39	46	34	58	24	39	41	45	34	40	40	40	38	39	43	47	100	0
Not very interested	16	18	15	17	18	18	16	18	13	19	13	19	15	16	16	16	16	17	17	14	15	0	27
Not interested at all	43	38	37	56	47	43	38	47	27	57	44	38	39	51	43	42	40	45	42	43	38	0	73
TOTAL NOT INTERESTED	59	56	52	73	65	61	54	65	40	76	57	57	54	67	59	58	56	62	59	57	53	0	100
Not sure	1	0	1	2	0	0	1	1	2	1	4	2	1	0	1	2	3	1	2	1	0	0	0

Paulo Di Canio has recently been appointed as manager of Premier League football club Sunderland AFC. In 2005, Paolo Di Canio was banned for one game and fined almost £7,000 for using a straight-arm salute to Lazio fans after a game against Roma. Di Canio defended his actions at the time and claimed "I am a fascist, not a racist" however, since his appointment at Sunderland, Di Canio claimed that "I expressed an opinion in an interview many years ago. Some pieces were taken for media convenience. They took my expression in a very, very negative way, but it was a long conversation and a long interview. It was not fair."

Do you think it is acceptable or unacceptable for Sunderland to appoint Paolo Di Canio as manager?

Acceptable	34	46	27	37	44	41	26	34	47	21	32	36	35	30	35	32	31	34	32	36	33	55	19
Unacceptable	30	21	41	34	25	23	41	31	28	32	28	23	32	35	31	29	30	29	31	31	29	28	32
Don't know	36	34	32	29	31	36	33	35	25	47	39	41	33	35	34	39	40	37	37	33	38	16	49