

YouGov Survey Results

Sample Size: 1962 GB Adults
Fieldwork: 4th - 5th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Interested in Football
Weighted Sample	1962	496	645	165	613	477	406	954	1008	237	500	671	553	1118	844	251	638	420	483	171	869
Unweighted Sample	1962	435	702	141	571	519	427	931	1031	170	472	794	526	1295	667	277	655	393	497	140	816
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested are you in football?

Very interested	25	25	31	13	23	30	21	38	12	20	30	27	20	25	25	20	20	29	29	27	56
Fairly interested	19	22	20	20	21	20	19	20	18	14	20	19	21	18	21	24	20	16	20	16	44
TOTAL INTERESTED	44	47	51	33	44	50	40	58	30	34	50	46	41	43	46	44	40	45	49	43	100
Not very interested	18	16	18	27	17	18	19	13	22	23	18	15	17	19	16	17	17	17	18	21	0
Not at all interested	38	36	30	40	40	32	42	28	48	43	31	39	41	38	38	39	43	37	33	36	0
TOTAL NOT INTERESTED	56	52	48	67	57	50	61	41	70	66	49	54	58	57	54	56	60	54	51	57	0

Would you say you have a positive or negative opinion of David Beckham?

Positive	54	60	58	54	55	58	53	54	54	52	57	55	51	55	53	49	57	57	58	35	68
Negative	12	10	10	12	12	9	11	13	11	15	9	12	13	11	13	10	13	10	11	14	10
Neither	32	28	31	33	32	31	34	31	33	29	31	31	34	32	31	40	27	30	30	47	21
Don't know	2	1	1	1	2	2	1	2	3	3	3	1	2	2	3	1	3	3	1	4	0

David Beckham has announced that the wages from his new club, Paris Saint-Germain, are to be donated to a local charity.

Does this make you feel more or less favourable towards David Beckham?

More favourable	46	41	50	62	38	49	54	44	49	62	57	42	35	50	42	43	45	49	50	40	48
Less favourable	4	3	5	1	5	4	2	5	4	9	4	4	4	4	5	5	4	3	6	6	5
Makes no difference	47	55	44	35	56	46	44	50	45	27	35	53	61	45	50	50	48	47	44	50	47
Don't know	2	1	1	1	1	2	0	2	2	2	4	1	1	1	2	2	2	1	1	4	0

And do you think he is mainly doing this...?

For positive publicity	34	34	33	25	34	30	31	38	30	33	34	36	32	33	35	36	32	33	34	38	34
Because he thinks it's the right thing do	32	34	35	34	32	38	34	30	34	23	29	34	35	32	32	31	34	33	33	20	37
Neither	8	9	7	9	9	8	7	8	8	6	8	8	8	7	8	7	6	10	8	9	8
Both	16	15	16	19	14	15	18	15	16	25	21	12	12	18	13	15	17	14	15	19	16
Don't know	11	8	9	13	11	9	11	10	12	11	8	11	13	11	11	11	12	9	10	13	6

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

And do you think he should have donated the money to a charity that works in...?

France	10	11	12	10	10	13	12	13	8	9	12	11	9	12	8	15	10	8	10	12	15
England	31	32	28	31	36	28	23	28	34	27	26	31	36	29	33	29	33	29	35	18	29
The United States	0	0	1	1	1	0	0	1	0	0	2	0	0	1	0	1	0	1	0	2	1
Another country	1	0	2	1	1	1	0	1	1	2	1	1	1	1	2	2	0	0	2	4	1
It doesn't matter	51	52	52	53	49	53	60	53	50	57	51	50	49	52	50	46	50	57	48	57	51
Don't know	6	4	5	3	4	5	4	5	6	4	8	6	5	5	7	7	7	5	5	6	4