

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 1

Q.1 Thinking about all the programmes that are currently on television, what is your favourite TV show?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Coronation Street	77 8%	15 3%	62 12%	9 9%	9 5%	12 6%	18 10%	17 11%	12 6%	18 7%	21 7%	15 7%	25 10%	21 8%	16 6%	34 14%	4 3%	4 4%
Eastenders	57 6%	17 3%	40 8%	13 12%	18 11%	12 6%	4 2%	5 3%	5 3%	8 3%	18 6%	21 10%	10 4%	16 6%	16 6%	14 6%	4 3%	7 8%
Match of the Day/ football	44 4%	43 9%	2 *	7 7%	8 5%	12 6%	6 3%	7 5%	5 2%	14 6%	14 5%	9 4%	8 3%	9 3%	11 4%	14 6%	7 5%	3 3%
The Bill	33 3%	16 3%	17 3%	- -	4 2%	2 1%	9 5%	7 5%	12 6%	3 1%	10 4%	10 5%	9 4%	8 3%	8 3%	10 4%	3 2%	5 5%
Little Britain	32 3%	18 4%	14 3%	8 7%	9 5%	8 4%	5 3%	1 1%	- -	13 5%	10 3%	6 3%	2 1%	10 4%	9 4%	4 2%	7 5%	1 1%
News	30 3%	23 5%	6 1%	1 1%	1 *	4 2%	9 5%	3 2%	12 6%	11 4%	9 3%	4 2%	5 2%	12 5%	6 2%	4 2%	2 2%	5 6%
Emmerdale	28 3%	9 2%	18 4%	3 3%	2 1%	8 4%	1 1%	7 5%	5 3%	2 1%	12 4%	6 3%	8 3%	2 1%	9 4%	7 3%	5 3%	4 5%
Strictly Come Dancing	27 3%	9 2%	18 3%	1 1%	1 *	1 *	3 2%	8 5%	14 7%	6 2%	7 2%	4 2%	11 4%	7 3%	6 2%	7 3%	3 2%	4 4%
Sport	22 2%	18 4%	4 1%	- -	- -	5 2%	2 1%	5 3%	10 5%	5 2%	4 1%	2 1%	11 4%	7 3%	5 2%	7 3%	1 1%	1 1%
Friends	20 2%	6 1%	14 3%	7 7%	5 3%	5 3%	2 1%	1 1%	- -	6 2%	8 3%	4 2%	2 1%	11 4%	6 2%	3 1%	1 *	- -
Simpsons	20 2%	18 4%	1 *	4 3%	7 4%	5 3%	3 2%	- -	1 *	12 5%	3 1%	4 2%	2 1%	7 3%	7 3%	2 1%	3 2%	1 1%
Only Fools and Horses	17 2%	17 4%	* *	1 1%	4 3%	3 1%	3 2%	1 1%	6 3%	2 1%	7 2%	7 3%	2 1%	4 1%	2 1%	4 2%	5 4%	2 2%
Property	17 2%	8 2%	9 2%	- -	3 2%	5 3%	5 3%	2 2%	2 1%	2 1%	6 2%	5 2%	4 2%	3 1%	5 2%	8 3%	2 1%	- -
Spooks	16 2%	7 1%	9 2%	2 2%	2 1%	3 2%	3 2%	6 4%	- -	2 1%	8 3%	3 1%	3 1%	6 2%	2 1%	3 1%	4 3%	- -

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Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Top Gear	16 2%	16 3%	-	5 5%	5 3%	2 1%	4 3%	-	-	3 1%	9 3%	3 2%	1 *	1 1%	6 2%	7 3%	2 1%	-
X-Factor	15 1%	5 1%	10 2%	2 1%	3 2%	4 2%	3 2%	1 1%	2 1%	1 *	5 2%	1 1%	7 3%	4 2%	5 2%	1 *	2 2%	2 2%
Soaps	14 1%	4 1%	10 2%	2 2%	-	4 2%	1 1%	2 2%	4 2%	3 1%	-	5 2%	6 2%	2 1%	4 1%	4 2%	4 3%	-
I'm a Celebrity Get Me Out Of Here	12 1%	3 1%	9 2%	2 1%	2 1%	2 1%	5 3%	1 1%	-	3 1%	2 1%	3 1%	4 2%	2 1%	5 2%	4 2%	-	-
History	12 1%	9 2%	3 1%	-	1 1%	-	2 1%	2 2%	7 3%	-	5 2%	2 1%	5 2%	-	6 2%	2 1%	1 1%	3 3%
Wife Swap	11 1%	1 *	10 2%	4 3%	4 2%	3 1%	-	1 1%	-	2 1%	1 *	7 3%	2 1%	4 1%	1 *	5 2%	2 1%	-
Casualty	10 1%	1 *	10 2%	-	* *	3 1%	3 2%	2 1%	2 1%	3 1%	1 *	3 2%	3 1%	4 1%	4 1%	2 1%	1 *	1 1%
Documentaries	10 1%	3 1%	7 1%	2 2%	2 1%	-	1 1%	4 3%	1 *	1 *	7 2%	-	2 1%	-	5 2%	1 1%	4 3%	-
Frost	10 1%	1 *	9 2%	-	1 *	-	2 1%	2 1%	5 2%	1 *	6 2%	1 *	3 1%	1 *	5 2%	3 1%	1 1%	-
Wildlife	9 1%	4 1%	5 1%	1 1%	-	-	3 2%	1 *	5 2%	2 1%	1 *	2 1%	5 2%	2 1%	5 2%	1 1%	1 1%	-
Max and Paddy	9 1%	6 1%	3 1%	1 1%	2 1%	4 2%	2 1%	-	-	2 1%	4 1%	2 1%	1 *	1 *	3 1%	3 1%	-	2 3%
Stargate	8 1%	6 1%	2 *	-	2 1%	* *	1 1%	1 1%	3 2%	1 *	2 1%	2 1%	4 1%	1 *	4 1%	2 1%	1 1%	1 1%
CSI	8 1%	1 *	7 1%	-	1 1%	4 2%	1 *	1 1%	1 1%	1 *	4 1%	1 *	3 1%	3 1%	1 1%	1 1%	-	2 2%
Who Wants to Be a Millionaire	8 1%	5 1%	3 1%	-	1 *	-	-	3 2%	4 2%	3 1%	-	1 *	4 2%	2 1%	3 1%	1 *	1 1%	1 1%
Big Brother	8 1%	3 1%	4 1%	4 4%	2 1%	-	1 1%	-	-	-	-	7 3%	1 *	7 2%	-	1 *	-	-

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Neighbours	6 1%	3 1%	4 1%	1 1%	2 1%	1 *	- -	2 1%	1 1%	3 1%	1 *	2 1%	1 *	1 *	2 1%	1 *	1 *	1 2%
Will and Grace	6 1%	1 *	5 1%	1 1%	1 1%	2 1%	2 1%	- -	- -	3 1%	2 1%	1 *	* *	2 1%	1 1%	2 1%	1 1%	- -
Holby City	5 1%	- -	5 1%	- -	* *	1 *	1 1%	1 *	3 1%	1 1%	2 1%	- -	2 1%	2 1%	1 *	2 1%	* *	- -
North and South	5 *	2 *	3 1%	1 1%	- -	- -	1 1%	1 1%	1 1%	4 2%	- -	- -	1 *	1 *	1 1%	1 *	1 1%	1 1%
Music Shows	5 *	3 1%	1 *	- -	2 1%	1 1%	* *	- -	1 *	1 1%	2 1%	- -	1 1%	4 1%	1 *	* *	- -	- -
Law and Order	4 *	2 *	3 1%	- -	- -	1 1%	2 1%	2 1%	- -	- -	3 1%	2 1%	- -	2 1%	2 1%	1 *	- -	- -
Sky	4 *	4 1%	* *	2 2%	- -	2 1%	- -	- -	* *	- -	4 1%	- -	* *	* *	2 1%	2 1%	- -	- -
Antiques Roadshow	3 *	1 *	2 *	- -	- -	1 *	- -	1 1%	1 1%	1 *	- -	1 *	1 1%	1 *	- -	- -	2 1%	1 1%
Blackpool	3 *	1 *	2 *	- -	- -	2 1%	1 1%	- -	- -	2 1%	1 *	- -	- -	1 *	1 *	1 *	1 1%	- -
Gardeners World	3 *	2 *	1 *	- -	- -	- -	- -	1 1%	2 1%	1 *	1 *	- -	2 1%	- -	1 1%	2 1%	- -	- -
Midsummer Murders	2 *	2 *	* *	- -	- -	1 1%	1 *	- -	* *	1 *	- -	- -	1 *	1 *	- -	- -	1 1%	* 1%
Billy Connolly	2 *	2 *	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 *	1 1%	- -	1 *	1 *	- -	- -	- -
Bo Selecta	2 *	2 *	- -	- -	- -	2 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	1 1%
Quiz Shows	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 1%	1 *	- -	- -	1 *	- -	1 *	- -	1 1%	- -
Sopranos	1 *	1 *	- -	- -	- -	* *	1 1%	- -	- -	1 *	- -	- -	* *	- -	- -	* *	- -	1 1%

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Base: All respondents

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Other	124 12%	55 11%	68 13%	8 8%	21 12%	27 13%	27 16%	14 9%	27 13%	40 16%	29 10%	19 9%	34 14%	33 12%	32 12%	19 8%	27 19%	12 14%
Don't know/ none	240 24%	118 24%	122 23%	18 16%	49 29%	51 25%	34 20%	40 27%	47 24%	65 26%	69 23%	50 23%	57 23%	65 24%	55 21%	60 24%	35 25%	24 27%

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Q.1 Thinking about all the programmes that are currently on television, what is your favourite TV show?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Coronation Street	77 8%	5 6%	1 9%	9 6%	1 6%	17 15%	3 3%	13 7%	8 8%	2 4%	8 16%	1 3%	9 9%
Eastenders	57 6%	4 4%	- -	10 7%	1 4%	4 4%	3 4%	15 8%	5 5%	6 10%	3 5%	* 1%	6 7%
Match of the Day/ football	44 4%	2 2%	- -	7 5%	- -	6 6%	5 6%	8 4%	4 4%	3 5%	4 7%	1 3%	4 5%
The Bill	33 3%	4 4%	- -	4 3%	3 11%	4 4%	1 1%	2 1%	4 4%	2 3%	2 3%	2 6%	6 7%
Little Britain	32 3%	2 3%	- -	4 3%	1 5%	3 3%	4 4%	11 6%	- -	- -	2 3%	2 6%	2 3%
News	30 3%	2 2%	1 4%	5 3%	1 5%	4 4%	1 1%	9 5%	1 1%	4 6%	- -	1 3%	1 1%
Emmerdale	28 3%	4 5%	- -	4 3%	1 3%	2 2%	4 4%	1 1%	1 1%	4 6%	* 1%	1 3%	5 6%
Strictly Come Dancing	27 3%	1 1%	1 5%	4 2%	1 2%	4 4%	2 2%	6 3%	3 3%	2 4%	1 2%	- -	2 2%
Sport	22 2%	1 1%	1 5%	4 3%	- -	2 2%	1 1%	3 2%	4 4%	1 2%	2 4%	- -	2 3%
Friends	20 2%	3 3%	- -	2 1%	- -	2 1%	1 1%	10 5%	2 2%	- -	1 3%	- -	- -
Simpsons	20 2%	3 3%	- -	3 2%	- -	2 2%	3 4%	4 2%	4 4%	1 2%	- -	- -	- -
Only Fools and Horses	17 2%	- -	1 9%	2 1%	2 7%	3 3%	2 3%	3 2%	4 4%	- -	- -	- -	- -
Property	17 2%	1 1%	- -	3 2%	- -	5 4%	1 1%	3 1%	- -	- -	2 3%	1 3%	2 2%
Spooks	16 2%	1 1%	- -	1 1%	- -	- -	4 5%	2 1%	5 5%	- -	3 5%	- -	1 1%
Top Gear	16 2%	1 1%	- -	5 3%	- -	4 4%	2 2%	1 1%	- -	- -	- -	- -	3 3%

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Q.1 Thinking about all the programmes that are currently on television, what is your favourite TV show?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
X-Factor	15 1%	- -	- -	5 3%	- -	1 1%	- -	3 2%	2 2%	2 3%	- -	1 3%	- -
Soaps	14 1%	- -	- -	5 3%	- -	1 1%	3 3%	1 1%	1 1%	- -	1 2%	- -	2 2%
I'm a Celebrity Get Me Out Of Here	12 1%	2 2%	- -	3 2%	- -	2 2%	- -	1 *	2 2%	- -	2 4%	- -	2 2%
History	12 1%	- -	- -	3 2%	- -	2 2%	- -	3 2%	- -	3 5%	- -	1 3%	- -
Wife Swap	11 1%	1 1%	- -	- -	- -	1 1%	1 1%	3 1%	2 2%	- -	3 6%	- -	1 1%
Casualty	10 1%	3 4%	- -	- -	- -	1 1%	1 1%	2 1%	1 1%	1 1%	- -	- -	2 3%
Documentaries	10 1%	- -	1 6%	2 2%	- -	1 1%	3 3%	2 1%	- -	- -	- -	1 3%	- -
Frost	10 1%	2 2%	- -	2 1%	- -	* *	- -	1 1%	1 1%	- -	2 4%	1 2%	1 1%
Wildlife	9 1%	1 2%	- -	3 2%	- -	1 1%	1 2%	- -	2 2%	- -	1 2%	- -	- -
Max and Paddy	9 1%	2 2%	* 2%	2 2%	- -	1 1%	- -	- -	- -	2 4%	1 1%	- -	1 2%
Stargate	8 1%	* *	- -	2 2%	- -	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	2 2%
CSI	8 1%	- -	- -	3 2%	- -	1 1%	- -	1 1%	- -	2 3%	- -	- -	1 1%
Who Wants to Be a Millionaire	8 1%	1 1%	- -	2 1%	1 3%	- -	1 1%	1 1%	1 1%	- -	- -	- -	1 1%
Big Brother	8 1%	- -	- -	- -	- -	- -	- -	4 2%	2 2%	- -	- -	- -	1 1%
Neighbours	6 1%	- -	1 7%	1 1%	- -	- -	- -	1 1%	1 1%	1 2%	- -	- -	1 1%

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Q.1 Thinking about all the programmes that are currently on television, what is your favourite TV show?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Will and Grace	6 1%	-	-	*	-	2 1%	1 2%	2 1%	1 1%	-	-	-	-
Holby City	5 1%	-	-	1 1%	-	-	* *	-	2 2%	-	1 3%	-	1 1%
North and South	5 *	1 1%	-	1 *	1 4%	-	-	1 *	-	-	-	1 4%	1 1%
Music Shows	5 *	1 1%	-	-	-	-	-	3 1%	1 1%	-	* 1%	-	-
Law and Order	4 *	-	-	2 1%	-	-	-	2 1%	-	-	1 2%	-	-
Sky	4 *	2 2%	-	-	-	-	-	* *	-	-	2 3%	-	-
Antiques Roadshow	3 *	-	-	-	-	-	2 2%	1 *	-	1 1%	-	-	-
Blackpool	3 *	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 2%	-
Gardeners World	3 *	1 2%	1 6%	-	-	-	-	-	-	-	-	-	1 1%
Midsummer Murders	2 *	-	-	-	-	-	1 1%	-	1 1%	* 1%	-	-	-
Billy Connolly	2 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-
Bo Selecta	2 *	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-
Quiz Shows	2 *	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-
Sopranos	1 *	-	-	-	1 4%	* *	-	-	-	-	-	-	-
Other	124 12%	18 21%	2 16%	11 7%	6 23%	10 9%	17 19%	31 16%	5 5%	6 10%	1 2%	7 21%	8 9%
Don't know/ none	240 24%	17 21%	5 36%	37 24%	5 22%	25 23%	21 24%	36 19%	30 30%	17 27%	9 17%	11 32%	25 28%

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Table 2

Q.2 Again thinking about programmes you watch on television, please could you say whether you have watched any of the following types of programmes in the last year or so?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Comedy programmes	850 84%	415 86%	434 83%	98 88%	148 86%	176 87%	144 84%	132 87%	152 76%	226 90%	241 83%	185 87%	197 78%	219 82%	229 87%	210 85%	120 85%	72 82%
Soaps	675 67%	264 55%	411 79%	90 81%	120 70%	128 63%	112 65%	104 69%	120 60%	150 60%	193 66%	152 72%	179 71%	171 64%	170 65%	177 72%	97 69%	59 67%
Reality TV programmes	543 54%	222 46%	321 61%	89 81%	121 71%	129 64%	89 52%	61 40%	53 26%	128 51%	160 55%	142 67%	113 45%	146 54%	134 51%	139 56%	73 52%	51 58%
Day Time TV (programmes that are on TV after 9am and during the afternoon)	379 38%	143 30%	236 45%	55 50%	55 32%	59 29%	46 27%	67 44%	98 49%	75 30%	112 38%	77 36%	116 46%	104 39%	97 37%	100 40%	54 38%	25 29%
None of these	43 4%	26 5%	18 3%	5 5%	6 3%	4 2%	9 5%	4 3%	15 7%	8 3%	13 5%	8 4%	14 6%	15 6%	12 5%	7 3%	5 4%	5 5%

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	TV Region												
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Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Comedy programmes	850 84%	67 79%	14 96%	134 87%	19 76%	97 88%	79 87%	163 85%	83 82%	51 83%	41 80%	24 73%	77 85%
Soaps	675 67%	47 55%	9 64%	107 70%	17 68%	77 70%	65 72%	126 66%	65 64%	41 67%	39 76%	21 64%	61 68%
Reality TV programmes	543 54%	39 46%	9 64%	82 54%	13 54%	60 54%	50 55%	107 56%	55 55%	36 59%	25 49%	15 44%	52 57%
Day Time TV (programmes that are on TV after 9am and during the afternoon)	379 38%	29 35%	1 9%	62 41%	9 35%	37 33%	33 37%	70 36%	42 42%	17 27%	24 46%	13 38%	43 48%
None of these	43 4%	6 7%	- -	5 3%	2 8%	4 4%	1 1%	7 4%	8 8%	3 4%	- -	4 13%	3 3%

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Table 3

Q.2a Thinking of all the REALITY TV programmes you have seen over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched Reality TV

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	529	215	314	74	113	129	87	64	62	144	111	115	159	134	130	146	72	47
Weighted base	543	222	321	89	121	129	89	61	53	128	160	142	113	146	134	139	73	51
I'm a Celebrity Get Me Out of Here	203 37%	77 35%	126 39%	27 30%	32 27%	66 51%	41 46%	24 40%	13 24%	45 35%	56 35%	57 40%	45 40%	51 35%	53 40%	61 44%	21 29%	17 33%
Big Brother	130 24%	56 25%	73 23%	38 42%	41 34%	29 22%	17 19%	3 4%	3 5%	30 24%	50 31%	35 24%	15 13%	35 24%	29 22%	34 25%	16 22%	16 31%
Wife Swap	38 7%	5 2%	33 10%	4 4%	15 12%	6 5%	5 5%	7 12%	2 3%	8 6%	13 8%	11 8%	6 5%	11 7%	10 8%	9 6%	6 8%	2 5%
The X Factor	19 3%	6 2%	13 4%	5 5%	3 2%	5 4%	2 2%	4 6%	1 2%	4 3%	5 3%	4 3%	5 5%	5 3%	5 4%	4 3%	5 6%	- -
Strictly Come Dancing	12 2%	4 2%	9 3%	- -	1 1%	1 1%	2 2%	4 6%	5 9%	2 2%	2 1%	3 2%	5 4%	- -	6 4%	2 2%	3 5%	1 2%
Pop Idol	7 1%	1 *	6 2%	3 3%	1 1%	- -	2 2%	- -	1 2%	2 1%	- -	4 3%	1 1%	2 1%	1 1%	* *	2 2%	2 4%
A Place in the Sun	4 1%	3 1%	2 *	- -	2 2%	- -	1 1%	1 1%	1 1%	2 1%	1 1%	- -	1 1%	2 1%	1 1%	- -	1 1%	- -
Ground Force	3 1%	2 1%	1 *	- -	- -	- -	2 2%	- -	2 3%	- -	2 1%	- -	2 2%	1 1%	- -	1 1%	2 2%	- -
Jo Millionaire	3 1%	3 1%	- -	- -	2 2%	- -	1 1%	- -	- -	- -	1 1%	2 1%	1 *	2 2%	- -	1 1%	- -	- -
Hells Kitchen	2 *	1 *	1 *	- -	2 2%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 1%	- -	- -	1 2%	- -
Bargain Hunt	2 *	2 1%	1 *	- -	- -	1 1%	2 2%	- -	- -	- -	2 1%	1 1%	- -	2 1%	1 1%	- -	- -	- -
Blow Out	2 *	2 1%	- -	- -	- -	- -	- -	2 4%	- -	- -	2 1%	- -	- -	- -	- -	2 2%	- -	- -
Survivor	2 *	2 1%	- -	- -	1 1%	- -	- -	- -	1 2%	1 1%	- -	1 1%	- -	1 1%	- -	- -	1 2%	- -
Aggie and Kim Clean Up	2 *	- -	2 1%	- -	2 2%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 3

Q.2a Thinking of all the REALITY TV programmes you have seen over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched Reality TV

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	543	222	321	89	121	129	89	61	53	128	160	142	113	146	134	139	73	51
Trisha	2*	-	2	1	-	-	1	-	-	-	-	-	2	1	-	1	-	-
	*	-	1%	1%	-	-	1%	-	-	-	-	-	2%	1%	-	1%	-	-
Musicality	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	-	*	-	-	1%	-	-	-	-	-	-	1%	-	-	-	2%	-
What the Butler Saw	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-
House Doctor	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1
	*	-	*	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	1%
Location, Location, Location	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	*	-	*	-	-	1%	-	-	-	1%	-	-	-	-	-	*	-	-
Punk'd	1	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-
	*	*	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-
Chancers	*	-	*	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-
	*	-	*	-	-	-	-	1%	-	-	-	-	*	*	-	-	-	-
Other	15	9	6	4	4	2	1	2	2	3	-	9	3	4	5	-	4	2
	3%	4%	2%	4%	3%	2%	1%	4%	4%	2%	-	7%	2%	2%	3%	-	5%	5%
Don't know/not stated	92	47	45	10	15	18	12	14	24	29	24	14	25	30	22	20	10	10
	17%	21%	14%	11%	12%	14%	13%	23%	45%	22%	15%	10%	22%	21%	16%	15%	13%	19%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 3

Q.2a Thinking of all the REALITY TV programmes you have seen over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched Reality TV

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	529	40	11	75	12	69	48	95	56	33	23	15	52
Weighted base	543	39	9	82	13	60	50	107	55	36	25	15	52
I'm a Celebrity Get Me Out of Here	203 37%	18 46%	6 63%	34 41%	4 28%	27 45%	14 28%	35 32%	18 34%	11 32%	16 63%	3 24%	17 32%
Big Brother	130 24%	7 19%	2 26%	18 22%	5 37%	15 25%	7 15%	27 25%	13 24%	11 30%	- -	5 33%	19 37%
Wife Swap	38 7%	1 4%	- -	8 10%	- -	2 4%	3 6%	6 6%	6 11%	2 7%	3 14%	2 12%	3 6%
The X Factor	19 3%	- -	- -	3 4%	- -	2 3%	4 8%	6 5%	1 2%	- -	- -	- -	2 5%
Strictly Come Dancing	12 2%	4 11%	- -	1 2%	- -	1 2%	- -	- -	1 1%	1 3%	- -	3 18%	1 2%
Pop Idol	7 1%	- -	- -	1 1%	2 16%	- -	1 2%	2 2%	- -	- -	* 1%	1 6%	- -
A Place in the Sun	4 1%	1 2%	- -	- -	- -	- -	1 2%	2 2%	- -	- -	- -	- -	1 1%
Ground Force	3 1%	- -	- -	- -	- -	- -	2 3%	- -	1 1%	- -	- -	- -	1 2%
Jo Millionaire	3 1%	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	1 4%	- -	- -
Hells Kitchen	2 *	- -	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -
Bargain Hunt	2 *	- -	- -	1 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Blow Out	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 4%
Survivor	2 *	- -	- -	- -	- -	- -	1 2%	1 1%	- -	- -	- -	- -	- -
Aggie and Kim Clean Up	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 8%	- -	- -
Trisha	2 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 3

Q.2a Thinking of all the REALITY TV programmes you have seen over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched Reality TV

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	543	39	9	82	13	60	50	107	55	36	25	15	52
Musicality	1 *	-	-	-	-	-	1 3%	-	-	-	-	-	-
What the Butler Saw	1 *	-	-	-	-	-	1 2%	-	-	-	-	-	-
House Doctor	1 *	-	-	-	-	-	-	-	-	1 2%	-	-	-
Location, Location, Location	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%
Punk'd	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-
Chancers	* *	-	-	-	-	-	-	* *	-	-	-	-	-
Other	15 3%	-	-	1 1%	-	-	4 8%	7 7%	-	2 7%	-	-	-
Don't know/not stated	92 17%	6 16%	1 11%	15 18%	3 19%	13 21%	9 19%	15 14%	15 27%	7 20%	3 10%	1 7%	4 9%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 4

Q.2b Thinking of all the SOAPS you have seen over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched soaps

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	671	258	413	75	110	132	107	112	135	166	131	126	248	162	161	197	94	57
Weighted base	675	264	411	90	120	128	112	104	120	150	193	152	179	171	170	177	97	59
Coronation Street	252 37%	78 30%	174 42%	13 15%	34 29%	62 49%	51 46%	45 43%	46 38%	58 38%	66 34%	58 38%	70 39%	46 27%	63 37%	86 49%	31 31%	26 44%
EastEnders	189 28%	80 30%	110 27%	45 50%	56 47%	30 23%	20 18%	18 18%	20 16%	48 32%	53 28%	51 33%	37 21%	59 34%	56 33%	30 17%	31 32%	13 22%
Emmerdale	99 15%	36 14%	63 15%	9 10%	5 4%	15 12%	22 20%	21 20%	27 22%	15 10%	31 16%	17 11%	36 20%	11 6%	34 20%	34 19%	13 14%	7 11%
Neighbours	29 4%	15 6%	14 3%	4 4%	3 2%	8 6%	6 5%	5 4%	4 4%	10 6%	7 4%	6 4%	7 4%	18 11%	4 2%	4 2%	1 1%	2 4%
Hollyoaks	14 2%	5 2%	9 2%	10 11%	2 2%	1 1%	1 1%	1 1%	- -	5 4%	5 3%	2 1%	2 1%	6 3%	2 1%	3 2%	2 2%	1 2%
The Bill	5 1%	4 2%	1 *	1 1%	- -	- -	1 1%	2 2%	1 1%	- -	- -	2 1%	3 1%	2 1%	- -	1 1%	1 1%	1 2%
Friends	3 *	2 1%	1 *	1 1%	2 2%	- -	- -	- -	- -	- -	3 2%	- -	- -	3 2%	- -	- -	- -	- -
Casualty	3 *	2 1%	1 *	- -	- -	- -	- -	1 1%	2 2%	- -	2 1%	- -	1 *	2 1%	- -	1 *	- -	- -
Home and Away	3 *	3 1%	- -	2 2%	- -	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	1 *	- -	2 1%	- -	- -
Doctors	2 *	- -	2 1%	- -	1 1%	1 1%	- -	1 1%	- -	- -	1 *	2 1%	- -	1 *	1 *	1 *	- -	- -
Family Affairs	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -
Other	7 1%	2 1%	4 1%	2 2%	- -	1 1%	- -	- -	4 3%	- -	2 1%	2 2%	2 1%	2 1%	- -	1 1%	3 4%	- -
Don't know/not stated	68 10%	37 14%	31 8%	4 5%	17 14%	9 7%	10 9%	11 11%	17 14%	14 9%	20 11%	12 8%	22 12%	21 12%	12 7%	12 7%	14 15%	9 15%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 4

Q.2b Thinking of all the SOAPS you have seen over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched soaps

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	671	46	11	98	15	96	62	115	66	41	39	20	62
Weighted base	675	47	9	107	17	77	65	126	65	41	39	21	61
Coronation Street	252 37%	12 27%	3 37%	42 39%	9 53%	41 54%	22 34%	36 29%	17 26%	17 42%	20 52%	6 27%	25 41%
EastEnders	189 28%	20 43%	3 29%	31 29%	2 10%	7 9%	17 26%	46 37%	18 28%	12 28%	8 21%	13 60%	13 21%
Emmerdale	99 15%	9 20%	2 20%	21 20%	1 5%	17 22%	10 15%	9 7%	7 11%	5 12%	5 12%	1 4%	13 21%
Neighbours	29 4%	1 2%	-	1 1%	1 9%	2 3%	1 1%	13 10%	6 9%	1 2%	-	-	4 6%
Hollyoaks	14 2%	1 2%	-	-	1 6%	-	1 2%	4 3%	2 3%	-	3 9%	1 4%	1 1%
The Bill	5 1%	-	-	-	-	1 2%	-	2 1%	1 2%	1 2%	-	-	-
Friends	3 *	-	-	-	-	-	-	3 3%	-	-	-	-	-
Casualty	3 *	-	-	-	-	1 1%	-	-	2 3%	-	-	-	-
Home and Away	3 *	-	-	-	-	-	-	-	1 1%	-	2 5%	-	-
Doctors	2 *	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%
Family Affairs	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Other	7 1%	-	-	-	-	-	1 2%	2 1%	2 3%	-	1 2%	-	1 1%
Don't know/not stated	68 10%	3 7%	1 13%	10 10%	3 17%	7 9%	13 20%	10 8%	9 14%	6 15%	-	1 4%	4 7%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 5

Q.2c Thinking of all the COMEDY programmes you have seen on TV over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched comedy

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	848	409	439	85	136	178	145	141	163	255	168	152	273	207	224	230	116	71
Weighted base	850	415	434	98	148	176	144	132	152	226	241	185	197	219	229	210	120	72
Only Fools and Horses	164 19%	89 21%	75 17%	14 15%	22 15%	33 19%	23 16%	38 29%	35 23%	30 13%	38 16%	48 26%	48 25%	39 18%	54 24%	34 16%	20 17%	17 23%
Little Britain	99 12%	52 13%	47 11%	19 19%	27 18%	26 15%	16 11%	8 6%	3 2%	38 17%	32 13%	19 10%	10 5%	32 15%	23 10%	16 7%	22 18%	7 9%
Friends	42 5%	18 4%	24 6%	11 11%	11 8%	9 5%	6 4%	2 1%	4 2%	11 5%	16 7%	8 5%	6 3%	15 7%	8 4%	11 5%	5 5%	3 4%
Max & Paddy's Road to Nowhere	24 3%	12 3%	12 3%	3 3%	12 8%	3 2%	6 4%	- -	- -	7 3%	8 3%	6 3%	4 2%	4 2%	4 2%	15 7%	- -	1 1%
My Family	23 3%	7 2%	16 4%	9 9%	3 2%	3 2%	5 3%	3 2%	1 *	5 2%	4 2%	8 4%	6 3%	6 3%	7 3%	8 4%	1 1%	2 2%
Have I Got News for You	23 3%	11 3%	12 3%	2 2%	2 1%	1 1%	6 4%	6 5%	6 4%	9 4%	9 4%	1 1%	3 1%	7 3%	4 2%	3 1%	7 6%	2 3%
The Vicar of Dibley	17 2%	3 1%	14 3%	- -	2 1%	4 2%	4 3%	4 3%	2 2%	5 2%	1 1%	4 2%	6 3%	3 1%	8 3%	1 *	3 3%	3 4%
The Office	16 2%	5 1%	11 2%	2 2%	7 5%	3 2%	2 2%	1 1%	- -	6 3%	5 2%	3 2%	1 1%	6 3%	6 3%	1 *	3 2%	- -
The Simpsons	15 2%	8 2%	7 2%	5 5%	5 3%	1 1%	4 3%	1 1%	- -	7 3%	6 3%	1 *	1 *	4 2%	3 1%	5 2%	1 1%	2 3%
Porridge	12 1%	8 2%	4 1%	- -	- -	2 1%	4 3%	1 1%	5 3%	3 1%	3 1%	1 1%	5 3%	2 1%	3 1%	2 1%	3 3%	2 3%
Bo Selecta	12 1%	8 2%	4 1%	3 3%	4 2%	5 3%	- -	- -	1 1%	4 2%	4 2%	2 1%	2 1%	2 1%	4 2%	5 2%	- -	1 2%
Phoenix Nights	12 1%	8 2%	4 1%	2 2%	2 1%	4 2%	3 2%	1 1%	- -	6 3%	2 1%	2 1%	2 1%	1 1%	3 1%	8 4%	- -	- -
Peter Kay	12 1%	4 1%	7 2%	- -	4 3%	4 2%	2 1%	1 1%	- -	3 1%	7 3%	1 1%	- -	- -	6 3%	4 2%	2 1%	- -
Open All Hours	11 1%	4 1%	7 2%	- -	2 1%	1 *	1 1%	3 2%	5 3%	1 *	3 1%	3 2%	4 2%	- -	6 3%	3 2%	- -	1 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 5

Q.2c Thinking of all the COMEDY programmes you have seen on TV over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched comedy

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	850	415	434	98	148	176	144	132	152	226	241	185	197	219	229	210	120	72
Will and Grace	10 1%	4 1%	6 1%	-	5 4%	4 2%	1 1%	-	-	3 1%	4 2%	2 1%	2 1%	1 1%	5 2%	3 1%	-	1 1%
Billy Connelly	9 1%	6 2%	3 1%	1 1%	-	1 *	3 2%	1 1%	3 2%	2 1%	3 1%	1 1%	3 2%	1 *	3 1%	* *	3 2%	2 3%
Last of the Summer Wine	8 1%	6 2%	2 *	-	-	1 1%	2 1%	2 2%	2 2%	1 *	-	1 1%	6 3%	3 2%	2 1%	3 1%	-	-
French and Saunders	8 1%	2 *	6 1%	1 1%	1 *	2 1%	2 1%	2 2%	-	1 *	3 1%	3 2%	1 *	2 1%	2 1%	1 *	3 3%	-
Absolutely Fabulous	7 1%	2 *	5 1%	-	1 1%	2 1%	1 1%	2 1%	1 *	2 1%	-	1 1%	4 2%	6 3%	-	1 1%	-	-
Father Ted	6 1%	3 1%	3 1%	-	-	2 1%	1 *	2 1%	2 1%	4 2%	-	-	3 1%	-	-	2 1%	2 2%	2 2%
Frasier	5 1%	3 1%	2 1%	-	-	3 2%	2 1%	-	-	3 1%	-	-	2 1%	2 1%	1 *	1 1%	1 1%	-
Green Wing	5 1%	3 1%	2 *	-	-	2 1%	1 1%	2 1%	-	2 1%	2 1%	1 *	-	1 1%	1 *	3 1%	-	-
Dead Ringers	4 *	3 1%	1 *	-	-	1 *	2 1%	1 1%	* *	1 *	3 1%	-	* *	* *	2 1%	1 *	1 1%	-
Fawlty Towers	4 *	1 *	2 1%	-	-	1 1%	-	1 1%	1 1%	-	4 1%	-	-	2 1%	-	1 1%	-	-
The Kumars at No. 42	3 *	-	3 1%	-	2 1%	2 1%	-	-	-	2 1%	2 1%	-	-	3 2%	-	-	-	-
Black Adder	3 *	1 *	3 1%	-	2 1%	-	2 1%	-	-	3 1%	-	-	1 *	2 1%	2 1%	-	-	-
Gimme Gimme Gimme	3 *	3 1%	-	2 2%	-	-	2 1%	-	-	1 *	-	2 1%	1 *	-	3 1%	-	-	-
Everybody Loves Raymond	3 *	1 *	2 1%	-	-	2 1%	-	-	1 1%	-	2 1%	-	1 *	3 1%	-	-	-	-
Red Dwarf	2 *	-	2 1%	-	2 2%	-	-	-	-	-	-	2 1%	-	-	2 1%	-	-	-

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 5

Q.2c Thinking of all the COMEDY programmes you have seen on TV over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched comedy

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	850	415	434	98	148	176	144	132	152	226	241	185	197	219	229	210	120	72
My Dad's the Prime Minister	2*	-	2	-	-	1	-	-	1	1	-	-	1	1	1	-	-	-
			1%			1%			1%	1%			*	*	1%			
Friday Night with Jonathan Ross	2*	1*	1*	-	-	-	1*	1	-	2	-	-	-	-	-	1	1	-
							*	1%		1%						*	1%	
QI	2*	-	2*	-	-	1*	1	-	-	1*	1*	-	-	-	-	1*	-	1
			*			*	1%			*	*					*		1%
The Good Life	1*	1*	1*	-	-	-	-	1*	1	-	-	1*	1*	-	-	1	-	-
			*					*	1%			*	*			1%		
Cheers	1*	1*	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
					1%							1%				1%		
Ed	1*	1*	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
					1%							1%		1%				
The Fast Show	1*	1*	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
							1%			*							1%	
Dead Ringers	1*	1*	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-
				1%									*	*				
'Orrible	1*	-	1*	-	-	1*	-	-	-	-	-	1*	-	-	1*	-	-	-
			*			*						*			*			
Other	91	54	37	13	14	17	16	9	23	24	19	19	29	26	18	27	12	9
	11%	13%	8%	13%	9%	9%	11%	7%	15%	11%	8%	10%	14%	12%	8%	13%	10%	12%
Don't know/not stated	183	80	103	13	17	34	27	37	55	39	58	41	45	43	48	48	28	16
	22%	19%	24%	13%	11%	20%	19%	28%	36%	17%	24%	22%	23%	19%	21%	23%	24%	23%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 5

Q.2c Thinking of all the COMEDY programmes you have seen on TV over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched comedy

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	848	65	17	128	18	118	76	151	84	50	40	24	77
Weighted base	850	67	14	134	19	97	79	163	83	51	41	24	77
Only Fools and Horses	164 19%	21 32%	4 30%	29 21%	1 8%	13 13%	15 19%	29 17%	19 23%	16 30%	8 18%	3 11%	7 9%
Little Britain	99 12%	9 13%	2 13%	12 9%	4 19%	6 7%	13 16%	28 17%	9 10%	3 6%	4 9%	5 21%	5 6%
Friends	42 5%	- -	- -	7 5%	- -	4 4%	3 4%	10 6%	6 8%	3 6%	* 1%	2 7%	7 9%
Max & Paddy's Road to Nowhere	24 3%	3 4%	1 8%	2 1%	- -	8 8%	- -	3 2%	- -	1 2%	4 10%	- -	2 3%
My Family	23 3%	2 3%	- -	2 1%	1 3%	3 3%	1 1%	4 3%	1 2%	1 2%	3 8%	- -	5 6%
Have I Got News for You	23 3%	2 2%	- -	1 1%	1 5%	2 2%	4 5%	4 3%	3 3%	1 2%	- -	2 8%	2 3%
The Vicar of Dibley	17 2%	1 2%	- -	7 5%	1 8%	1 1%	1 1%	2 1%	- -	1 3%	- -	2 9%	1 1%
The Office	16 2%	- -	- -	5 4%	- -	1 1%	3 3%	5 3%	2 3%	- -	- -	- -	- -
The Simpsons	15 2%	1 1%	- -	2 2%	1 7%	2 2%	1 1%	2 1%	2 3%	1 2%	2 5%	- -	1 1%
Porridge	12 1%	- -	- -	2 2%	1 4%	2 2%	2 3%	2 1%	1 1%	1 3%	- -	1 4%	- -
Bo Selecta	12 1%	1 1%	- -	2 1%	- -	4 4%	- -	2 1%	1 1%	1 2%	1 2%	- -	- -
Phoenix Nights	12 1%	1 1%	- -	1 1%	- -	4 4%	- -	1 1%	- -	- -	- -	- -	5 6%
Peter Kay	12 1%	- -	- -	6 4%	- -	2 2%	- -	- -	2 2%	- -	- -	- -	2 3%
Open All Hours	11 1%	1 1%	- -	5 4%	- -	1 1%	- -	- -	- -	1 3%	2 5%	- -	- -
Will and Grace	10 1%	1 2%	- -	4 3%	- -	3 3%	- -	1 1%	- -	1 2%	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 5

Q.2c Thinking of all the COMEDY programmes you have seen on TV over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched comedy

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	850	67	14	134	19	97	79	163	83	51	41	24	77
Billy Connelly	9 1%	2 3%	-	1 1%	-	-	2 2%	2 1%	-	2 4%	* 1%	1 4%	-
Last of the Summer Wine	8 1%	2 2%	-	1 1%	-	3 3%	-	2 1%	1 1%	-	-	-	-
French and Saunders	8 1%	1 1%	-	-	-	1 1%	2 3%	3 2%	1 2%	-	-	-	-
Absolutely Fabulous	7 1%	-	1 5%	-	-	1 1%	-	3 2%	3 4%	-	-	-	-
Father Ted	6 1%	-	1 5%	-	1 4%	-	2 3%	-	-	1 2%	1 2%	-	1 1%
Frasier	5 1%	-	1 7%	-	-	-	1 2%	1 1%	1 1%	-	-	-	1 1%
Green Wing	5 1%	-	-	1 1%	-	1 1%	-	1 *	1 1%	-	-	-	2 2%
Dead Ringers	4 *	-	-	-	-	2 2%	-	* *	-	-	-	1 6%	-
Fawlty Towers	4 *	-	-	-	-	-	-	2 2%	-	-	1 3%	-	-
The Kumars at No. 42	3 *	-	-	-	-	-	-	3 2%	-	-	-	-	-
Black Adder	3 *	-	-	2 1%	-	-	-	2 1%	-	-	-	-	-
Gimme Gimme Gimme	3 *	-	-	2 2%	-	-	-	1 1%	-	-	-	-	-
Everybody Loves Raymond	3 *	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-
Red Dwarf	2 *	2 4%	-	-	-	-	-	-	-	-	-	-	-
My Dad's the Prime Minister	2 *	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 5

Q.2c Thinking of all the COMEDY programmes you have seen on TV over the last year or so, please could you tell me what is your favourite?

Base: All respondents who watched comedy

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	850	67	14	134	19	97	79	163	83	51	41	24	77
Friday Night with Jonathan Ross	2 *	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-
QI	2 *	-	1 5%	-	-	1 1%	-	-	-	-	-	-	-
The Good Life	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Cheers	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2%
Ed	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
The Fast Show	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-
Dead Ringers	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
'Orrible	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-
Other	91 11%	5 7%	2 11%	11 8%	3 15%	7 7%	8 10%	18 11%	8 10%	5 10%	7 16%	2 7%	16 20%
Don't know/not stated	183 22%	13 20%	2 15%	27 21%	5 27%	24 25%	20 25%	28 17%	19 23%	11 21%	8 19%	5 22%	20 26%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 6

Q.2d Thinking of all the programmes on TV DURING THE DAY, please could you tell me what is your favourite daytime TV programme?

Base: All respondents who watched daytime TV

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	369	143	226	45	46	58	45	69	106	78	70	63	158	93	92	103	53	28
Weighted base	379	143	236	55	55	59	46	67	98	75	112	77	116	104	97	100	54	25
This Morning	76 20%	10 7%	66 28%	14 26%	25 46%	13 22%	10 23%	6 9%	7 7%	17 22%	24 21%	20 27%	15 13%	15 15%	19 19%	28 28%	8 15%	7 26%
Today with Des and Mel	26 7%	12 8%	14 6%	5 9%	3 6%	5 8%	4 9%	4 6%	5 5%	5 7%	6 5%	6 8%	9 8%	4 4%	7 8%	9 9%	4 7%	2 7%
Trisha	25 7%	10 7%	16 7%	9 16%	2 4%	8 14%	* 1%	3 5%	2 2%	5 6%	3 3%	8 11%	9 8%	7 7%	9 9%	2 2%	3 5%	4 18%
Countdown	19 5%	10 7%	9 4%	- -	2 3%	- -	1 3%	5 7%	11 12%	3 4%	5 4%	3 4%	8 7%	4 4%	7 7%	3 3%	4 7%	1 3%
Neighbours	13 3%	3 2%	9 4%	4 7%	2 3%	1 1%	- -	3 4%	4 4%	3 4%	3 2%	2 2%	6 5%	6 6%	1 1%	3 3%	2 4%	- -
Doctors	10 3%	2 1%	9 4%	- -	1 1%	3 4%	1 3%	3 4%	3 3%	3 4%	1 1%	3 4%	3 3%	3 3%	4 4%	2 2%	1 2%	* 2%
News	8 2%	7 5%	1 *	- -	1 1%	2 3%	1 2%	3 5%	1 1%	2 3%	1 1%	1 1%	4 3%	1 1%	2 2%	2 2%	1 2%	2 7%
Murder She Wrote	7 2%	2 1%	5 2%	1 1%	1 1%	- -	1 2%	2 2%	3 3%	- -	3 3%	1 1%	3 3%	3 3%	1 1%	2 2%	2 4%	- -
Judge Judy	7 2%	- -	7 3%	3 5%	- -	- -	2 4%	2 3%	- -	1 2%	3 3%	2 2%	1 1%	5 4%	2 2%	- -	- -	- -
Bargain Hunt	6 2%	2 2%	4 2%	- -	- -	- -	2 5%	2 3%	2 3%	2 3%	1 1%	- -	3 3%	- -	1 1%	4 4%	1 2%	1 3%
Loose Women	5 1%	1 *	5 2%	1 1%	2 3%	- -	- -	3 5%	- -	1 2%	2 2%	- -	2 1%	1 1%	3 3%	1 1%	1 1%	- -
Sport	5 1%	4 3%	1 *	1 1%	- -	- -	- -	- -	5 5%	1 2%	2 2%	- -	2 2%	4 4%	1 1%	- -	1 2%	- -
Flog It	5 1%	2 2%	3 1%	- -	- -	1 2%	1 2%	2 2%	1 1%	- -	1 1%	1 2%	3 3%	2 2%	3 3%	- -	1 2%	- -
The Daily Politics	5 1%	5 4%	- -	- -	- -	- -	- -	1 2%	4 4%	1 1%	3 3%	- -	1 1%	4 4%	1 1%	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 6

Q.2d Thinking of all the programmes on TV DURING THE DAY, please could you tell me what is your favourite daytime TV programme?

Base: All respondents who watched daytime TV

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	379	143	236	55	55	59	46	67	98	75	112	77	116	104	97	100	54	25
Ready Steady Cook	5 1%	1 1%	3 1%	-	-	1 2%	3 7%	-	-	-	5 4%	-	-	-	4 4%	1 1%	-	-
A Place in the Sun	4 1%	2 1%	3 1%	1 2%	-	1 1%	-	2 3%	1 1%	1 1%	1 1%	-	3 2%	-	-	3 3%	-	1 5%
Movie	4 1%	4 3%	* *	1 2%	-	1 1%	-	3 4%	-	-	2 2%	1 2%	1 1%	2 2%	1 1%	2 2%	-	-
Richard and Judy	3 1%	1 1%	2 1%	-	-	-	1 1%	-	3 3%	2 3%	1 1%	-	-	1 1%	1 1%	1 1%	-	-
Homes Under the Hammer	3 1%	2 1%	1 1%	-	3 5%	* 1%	-	-	-	1 1%	2 2%	-	* *	3 3%	-	* *	-	-
Columbo	3 1%	2 1%	1 *	-	-	-	1 3%	-	2 2%	-	1 1%	-	2 1%	1 1%	-	2 2%	-	-
GMTV	3 1%	-	3 1%	-	-	2 4%	* 1%	-	-	1 2%	-	1 1%	* *	-	-	1 1%	1 3%	-
Moneyspinners	2 1%	1 1%	1 *	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%	-	1 2%	-
Wildlife SOS	2 1%	2 1%	1 *	-	-	-	1 2%	-	2 2%	1 1%	-	-	2 1%	1 1%	2 2%	-	-	-
Sunset Beach	2 1%	-	2 1%	-	-	1 1%	-	1 2%	-	1 1%	-	-	1 1%	-	-	1 1%	1 2%	-
Home and Away	2 *	2 1%	-	2 3%	-	-	-	-	-	-	2 2%	-	-	-	-	2 2%	-	-
The Wright Stuff	1 *	1 1%	1 *	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-
Brainteaser	1 *	1 1%	-	1 2%	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-
Houses Behaving Badly	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-
Other	41 11%	15 10%	26 11%	3 5%	6 10%	5 9%	4 8%	8 11%	16 17%	5 7%	12 10%	10 13%	15 13%	11 11%	11 11%	6 6%	10 19%	3 12%

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 6

Q.2d Thinking of all the programmes on TV DURING THE DAY, please could you tell me what is your favourite daytime TV programme?

Base: All respondents who watched daytime TV

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	379	143	236	55	55	59	46	67	98	75	112	77	116	104	97	100	54	25
Don't know/not stated	82	40	43	11	8	13	11	15	25	18	27	17	20	27	17	22	12	4
	22%	28%	18%	20%	15%	21%	25%	22%	26%	25%	24%	23%	17%	26%	17%	22%	22%	18%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 6

Q.2d Thinking of all the programmes on TV DURING THE DAY, please could you tell me what is your favourite daytime TV programme?

Base: All respondents who watched daytime TV

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	369	29	2	56	9	43	32	61	41	19	23	13	41
Weighted base	379	29	1	62	9	37	33	70	42	17	24	13	43
This Morning	76 20%	3 12%	-	11 18%	2 28%	11 29%	4 12%	15 21%	7 17%	4 25%	10 43%	1 7%	8 19%
Today with Des and Mel	26 7%	-	-	6 10%	1 11%	3 9%	4 11%	3 4%	2 6%	1 5%	1 5%	-	5 10%
Trisha	25 7%	-	1 44%	9 14%	* 6%	1 2%	3 9%	6 9%	1 2%	4 24%	-	-	1 2%
Countdown	19 5%	3 11%	-	4 7%	-	2 5%	3 9%	2 3%	1 2%	1 4%	1 3%	1 7%	1 2%
Neighbours	13 3%	2 6%	-	* 1%	-	3 8%	1 4%	1 1%	5 12%	-	1 2%	-	-
Doctors	10 3%	1 4%	-	1 2%	-	-	-	2 2%	2 5%	* 3%	-	-	3 8%
News	8 2%	2 6%	-	-	-	2 5%	-	1 1%	1 2%	2 11%	-	1 8%	-
Murder She Wrote	7 2%	1 2%	-	-	-	1 2%	-	3 4%	-	-	-	2 15%	1 2%
Judge Judy	7 2%	-	-	1 2%	-	-	-	5 7%	-	-	-	-	1 2%
Bargain Hunt	6 2%	-	-	1 1%	1 10%	1 3%	-	-	-	-	-	1 7%	3 6%
Loose Women	5 1%	2 8%	-	1 1%	-	1 2%	1 2%	-	1 2%	-	-	-	-
Sport	5 1%	2 6%	-	-	-	-	-	2 2%	1 2%	-	-	1 7%	-
Flog It	5 1%	1 4%	-	1 2%	-	-	1 3%	2 2%	-	-	-	-	-
The Daily Politics	5 1%	1 3%	-	1 1%	-	-	-	3 5%	-	-	-	-	-
Ready Steady Cook	5 1%	-	-	4 6%	-	1 3%	-	-	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 6

Q.2d Thinking of all the programmes on TV DURING THE DAY, please could you tell me what is your favourite daytime TV programme?

Base: All respondents who watched daytime TV

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	379	29	1	62	9	37	33	70	42	17	24	13	43
A Place in the Sun	4 1%	- -	- -	- -	1 14%	1 2%	- -	- -	- -	- -	2 9%	- -	1 1%
Movie	4 1%	- -	- -	1 1%	- -	- -	- -	2 2%	- -	- -	- -	- -	2 5%
Richard and Judy	3 1%	- -	- -	1 2%	- -	- -	- -	1 2%	- -	- -	- -	- -	1 2%
Homes Under the Hammer	3 1%	- -	- -	- -	- -	- -	- -	2 3%	1 2%	- -	* 2%	- -	- -
Columbo	3 1%	- -	- -	- -	- -	1 3%	- -	- -	1 2%	- -	- -	- -	1 2%
GMTV	3 1%	- -	- -	- -	- -	1 2%	1 4%	- -	- -	- -	* 2%	- -	- -
Moneyspinners	2 1%	1 5%	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -
Wildlife SOS	2 1%	1 3%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sunset Beach	2 1%	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	1 2%
Home and Away	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 8%	- -	- -
The Wright Stuff	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 2%
Brainteaser	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Houses Behaving Badly	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%
Other	41 11%	4 15%	1 56%	6 9%	1 15%	3 8%	6 19%	9 14%	2 6%	2 11%	1 3%	3 27%	3 6%
Don't know/not stated	82 22%	4 15%	- -	12 19%	1 17%	6 16%	7 20%	12 17%	17 41%	3 18%	6 24%	3 22%	12 28%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 7
Q.3 Thinking about all the TV soaps that you watch, in which one is your favourite character?
Base: All respondents who watched soaps

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	671	258	413	75	110	132	107	112	135	166	131	126	248	162	161	197	94	57
Weighted base	675	264	411	90	120	128	112	104	120	150	193	152	179	171	170	177	97	59
EastEnders	171 25%	70 27%	100 24%	42 46%	43 36%	28 22%	22 19%	19 18%	17 14%	36 24%	52 27%	45 30%	37 21%	50 29%	47 28%	32 18%	26 27%	16 26%
Coronation Street	170 25%	52 20%	118 29%	8 8%	23 19%	37 29%	37 33%	39 37%	26 22%	42 28%	38 20%	37 24%	52 29%	35 21%	46 27%	55 31%	16 17%	18 30%
Emmerdale	67 10%	22 8%	45 11%	4 4%	5 4%	8 6%	14 12%	14 14%	23 19%	7 5%	20 11%	13 9%	26 15%	6 4%	25 15%	20 11%	11 11%	5 8%
Neighbours	16 2%	9 4%	6 2%	2 2%	3 2%	3 2%	3 2%	2 2%	4 3%	5 3%	3 1%	4 3%	4 2%	8 5%	2 1%	2 1%	1 1%	2 4%
Hollyoaks	6 1%	4 1%	2 *	3 3%	1 1%	2 2%	- -	- -	- -	2 1%	- -	3 2%	1 1%	1 *	1 1%	1 1%	2 2%	1 2%
Eastenders	5 1%	2 1%	3 1%	1 1%	1 1%	4 3%	- -	- -	- -	2 1%	3 2%	- -	- -	- -	4 3%	1 *	- -	- -
Casualty	4 1%	2 1%	2 *	- -	- -	- -	- -	2 2%	2 2%	- -	4 2%	- -	- -	2 1%	- -	- -	2 2%	- -
Simpsons	3 *	3 1%	- -	1 1%	1 1%	1 1%	- -	- -	- -	1 1%	- -	1 1%	1 1%	1 1%	2 1%	- -	- -	- -
Friends	2 *	1 1%	1 *	- -	1 *	1 1%	1 1%	- -	- -	- -	2 1%	- -	1 *	1 *	1 *	1 1%	- -	- -
Doctors	2 *	- -	2 1%	- -	1 1%	- -	- -	1 1%	- -	- -	1 *	1 1%	1 *	1 *	- -	1 1%	- -	- -
Family Affairs	2 *	1 *	1 *	- -	1 1%	- -	1 1%	- -	- -	2 1%	- -	- -	- -	1 1%	- -	1 *	- -	- -
Home and Away	1 *	1 *	* *	- -	- -	- -	- -	* *	1 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -
Summer Wine	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -
Other	8 1%	5 2%	3 1%	1 1%	2 2%	3 2%	2 2%	1 1%	- -	- -	3 1%	3 2%	3 2%	3 2%	- -	2 1%	2 2%	1 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 7

Q.3 Thinking about all the TV soaps that you watch, in which one is your favourite character?

Base: All respondents who watched soaps

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	675	264	411	90	120	128	112	104	120	150	193	152	179	171	170	177	97	59
Don't know/ none	217	90	127	30	39	40	34	26	48	54	67	44	52	61	41	61	37	17
	32%	34%	31%	33%	33%	32%	30%	25%	40%	36%	35%	29%	29%	36%	24%	34%	38%	28%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 7

Q.3 Thinking about all the TV soaps that you watch, in which one is your favourite character?**Base: All respondents who watched soaps**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	671	46	11	98	15	96	62	115	66	41	39	20	62
Weighted base	675	47	9	107	17	77	65	126	65	41	39	21	61
EastEnders	171 25%	14 29%	2 26%	26 24%	1 7%	11 15%	14 21%	44 35%	14 21%	14 35%	4 9%	9 44%	17 28%
Coronation Street	170 25%	11 24%	1 14%	32 30%	8 48%	27 35%	12 19%	26 21%	12 18%	10 24%	17 43%	2 8%	12 20%
Emmerdale	67 10%	8 17%	2 20%	14 13%	2 15%	11 15%	8 13%	5 4%	5 8%	1 3%	3 7%	1 4%	6 10%
Neighbours	16 2%	- -	- -	1 1%	1 9%	1 2%	1 1%	4 3%	4 7%	1 2%	- -	- -	2 4%
Hollyoaks	6 1%	- -	- -	1 1%	1 6%	- -	2 2%	1 1%	- -	- -	1 3%	- -	- -
Eastenders	5 1%	3 6%	- -	2 2%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
Casualty	4 1%	- -	- -	- -	- -	- -	2 3%	- -	2 3%	- -	- -	- -	- -
Simpsons	3 *	1 2%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Friends	2 *	1 2%	- -	- -	- -	- -	- -	1 *	- -	- -	1 2%	- -	- -
Doctors	2 *	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 1%
Family Affairs	2 *	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -
Home and Away	1 *	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -
Summer Wine	1 *	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	8 1%	- -	1 8%	1 1%	- -	1 1%	1 2%	2 1%	2 3%	1 2%	- -	- -	- -
Don't know/ none	217 32%	9 19%	3 31%	30 28%	3 16%	24 31%	25 39%	40 32%	25 39%	14 34%	13 34%	9 44%	23 38%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	457	171	286	52	74	92	74	81	84	104	86	89	178	104	118	136	59	40
Weighted base	457	174	283	60	81	87	78	78	73	97	126	108	127	110	129	116	60	42
Alfie Moon (Eastenders)	63 14%	18 10%	46 16%	8 13%	20 25%	14 16%	9 11%	7 8%	6 8%	8 9%	20 16%	23 21%	13 10%	17 16%	16 12%	13 11%	12 19%	6 14%
Karen MacDonald (Coronation Street)	38 8%	6 4%	32 11%	2 4%	10 13%	7 8%	8 10%	9 12%	1 1%	12 12%	6 5%	13 12%	7 6%	11 10%	14 11%	9 8%	1 1%	4 10%
Dennis Rickman (Eastenders)	26 6%	11 6%	15 5%	17 27%	3 4%	3 3%	3 3%	1 2%	- -	7 7%	3 2%	12 11%	4 4%	10 9%	3 2%	7 6%	5 8%	1 3%
Den Watts (Eastenders)	24 5%	19 11%	5 2%	6 10%	7 9%	1 1%	3 3%	4 6%	2 3%	8 8%	6 4%	4 4%	6 4%	3 3%	7 6%	4 3%	7 12%	2 6%
Fred Elliott (Coronation Street)	16 4%	7 4%	9 3%	- -	4 5%	4 5%	2 3%	5 7%	1 1%	2 2%	7 5%	4 3%	3 3%	5 5%	2 2%	6 5%	1 2%	1 3%
Marlon Dingle (Emmerdale)	14 3%	5 3%	9 3%	3 6%	2 3%	1 1%	4 5%	3 3%	1 1%	2 2%	7 6%	2 2%	3 2%	- -	5 4%	5 4%	3 4%	1 3%
Zak Dingle (Emmerdale)	11 2%	6 3%	6 2%	- -	- -	3 3%	1 1%	3 3%	5 7%	1 1%	3 3%	4 3%	4 3%	1 1%	8 6%	1 1%	1 2%	1 2%
Les Battersby (Coronation Street)	11 2%	6 4%	4 1%	- -	2 3%	4 4%	4 6%	- -	- -	2 2%	3 2%	2 2%	3 2%	2 2%	- -	4 4%	1 2%	3 7%
Jack Duckworth (Coronation Street)	10 2%	2 1%	8 3%	- -	2 3%	1 1%	4 5%	- -	3 4%	4 4%	1 1%	4 3%	1 1%	- -	5 4%	3 2%	1 1%	1 3%
Tracy Barlow (Coronation Street)	10 2%	2 1%	7 3%	2 3%	- -	5 5%	1 1%	2 3%	1 1%	5 5%	1 1%	- -	3 2%	3 3%	1 1%	4 3%	1 2%	- -
Vera Duckworth (Coronation Street)	9 2%	3 2%	6 2%	1 2%	- -	1 1%	2 3%	3 4%	3 4%	- -	2 1%	2 2%	5 4%	1 1%	1 1%	5 4%	1 1%	2 5%
Other (Coronation Street)	9 2%	1 1%	8 3%	- -	1 2%	3 3%	1 2%	1 2%	2 3%	1 1%	3 2%	1 1%	4 3%	2 2%	4 3%	1 1%	1 2%	1 2%
Kat Moon (Eastenders)	9 2%	1 1%	8 3%	5 8%	* *	1 1%	1 1%	2 3%	- -	1 2%	5 4%	1 1%	2 2%	3 3%	1 1%	3 3%	- -	1 2%
Dot Branning (Eastenders)	9 2%	5 3%	4 1%	2 3%	- -	2 2%	1 2%	1 1%	3 5%	3 3%	3 2%	- -	3 2%	3 2%	4 3%	2 1%	* 1%	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	457	174	283	60	81	87	78	78	73	97	126	108	127	110	129	116	60	42
Ken Barlow (Coronation Street)	8 2%	3 1%	6 2%	-	-	-	4 5%	4 5%	1 1%	1 1%	2 2%	3 3%	2 2%	1 1%	4 3%	3 2%	1 2%	-
Sharon Watts (Eastenders)	8 2%	-	8 3%	-	3 3%	-	2 3%	2 2%	1 2%	-	7 5%	-	1 1%	2 2%	5 4%	-	-	-
Mike Baldwin (Coronation Street)	6 1%	5 3%	1 *	-	-	2 2%	-	1 2%	3 4%	1 1%	3 2%	1 1%	1 1%	1 1%	3 2%	2 2%	1 2%	-
Billy Mitchell (Eastenders)	6 1%	3 1%	3 1%	3 4%	3 4%	-	-	-	-	3 3%	-	3 2%	1 1%	3 3%	3 2%	-	-	-
Jack Sugden (Emmerdale)	6 1%	3 2%	3 1%	-	-	-	-	2 3%	4 5%	1 1%	-	3 3%	2 1%	-	2 2%	3 2%	1 2%	-
Steve McDonald (Coronation Street)	6 1%	3 2%	3 1%	-	1 2%	2 2%	-	2 2%	1 1%	2 2%	-	1 1%	3 3%	-	4 3%	1 1%	1 2%	-
Charity King (Emmerdale)	5 1%	-	5 2%	-	1 1%	-	1 2%	1 1%	2 3%	1 2%	-	1 1%	3 2%	-	3 2%	1 1%	1 2%	-
Phil Mitchell (Eastenders)	5 1%	3 2%	2 1%	3 4%	2 2%	-	-	-	1 1%	1 1%	-	3 2%	2 1%	3 2%	3 2%	-	-	-
Other (Eastenders)	5 1%	2 1%	3 1%	-	2 3%	-	1 1%	-	2 2%	1 1%	-	1 1%	2 2%	1 1%	-	1 1%	-	3 7%
Hudson Billy (Eastenders)	4 1%	3 1%	2 1%	3 4%	2 2%	-	-	-	-	2 2%	-	3 2%	-	2 2%	3 2%	-	-	-
Sam Dingle (Emmerdale)	4 1%	1 *	3 1%	-	-	-	3 4%	-	1 2%	-	2 1%	-	2 2%	-	*	3 3%	1 1%	-
Tyrone Dobbs (Coronation Street)	4 1%	1 *	3 1%	1 1%	-	-	2 3%	1 1%	-	-	-	3 3%	1 1%	-	1 1%	1 1%	2 3%	-
Harold Bishop (Neighbours)	3 1%	1 *	3 1%	1 1%	-	1 1%	1 1%	1 1%	-	3 3%	-	1 1%	-	1 1%	2 1%	-	-	1 2%
Zoe Slater (Eastenders)	3 1%	3 2%	-	1 2%	1 1%	-	1 2%	-	-	2 2%	-	1 1%	-	1 1%	2 2%	-	-	-
Norris Cole (Coronation Street)	3 1%	1 1%	2 1%	-	1 2%	-	1 1%	1 1%	-	1 1%	1 1%	-	1 1%	-	-	3 3%	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	457	174	283	60	81	87	78	78	73	97	126	108	127	110	129	116	60	42
Fred (Coronation Street)	3 1%	-	3 1%	-	-	1 1%	2 2%	-	1 1%	2 2%	1 1%	1 1%	-	1 1%	2 1%	1 1%	-	-
Other (Emmerdale)	3 1%	-	3 1%	-	-	3 3%	-	-	-	-	3 2%	-	-	-	-	-	3 5%	-
Homer Simpson (Others)	3 1%	3 2%	-	1 2%	1 1%	1 1%	-	-	-	1 1%	-	1 1%	1 1%	1 1%	2 1%	-	-	-
Jarrold Rebecchi (Toadfish) (Neighbours)	3 1%	3 2%	-	1 1%	-	-	-	-	2 3%	1 1%	-	-	2 1%	2 2%	-	-	1 1%	-
Susan Kennedy (Neighbours)	3 1%	1 1%	1 *	-	-	-	1 2%	-	1 2%	* *	-	1 1%	1 1%	1 1%	-	-	-	1 3%
Chesney (Coronation Street)	3 1%	1 *	2 1%	-	1 2%	-	* 1%	1 1%	-	1 1%	-	1 1%	* *	-	1 *	2 2%	-	-
Chastity Dingle (Emmerdale)	2 1%	1 1%	1 *	-	-	* 1%	1 2%	1 1%	-	-	1 1%	-	1 1%	-	1 1%	1 1%	* 1%	-
Little Mo Mitchell (Eastenders)	2 1%	1 *	2 1%	-	-	1 2%	* 1%	-	1 1%	-	1 1%	-	2 1%	-	* *	* *	1 1%	1 2%
Debbie Dean (Hollyoaks)	2 1%	2 1%	1 *	2 3%	-	1 1%	-	-	-	-	-	2 2%	1 *	-	1 1%	1 1%	-	-
Pat Evans (Eastenders)	2 *	1 1%	1 *	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	-	-	2 2%	-	-	-
Diane Blackstock (Emmerdale)	2 *	-	2 1%	-	-	-	-	1 2%	1 1%	1 1%	-	-	1 1%	1 1%	* *	-	-	1 2%
Simon Meredith (Emmerdale)	2 *	-	2 1%	-	-	-	-	2 3%	-	-	-	2 2%	-	-	2 2%	-	-	-
Cain Dingle (Emmerdale)	2 *	1 1%	1 *	-	-	-	1 1%	-	1 2%	-	-	-	2 2%	1 1%	-	1 1%	-	-
Emily Kirk (Emmerdale)	2 *	-	2 1%	-	-	-	-	-	3 3%	-	2 1%	-	-	-	2 1%	-	-	-
Danny Daggert (Emmerdale)	2 *	1 *	1 *	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	457	174	283	60	81	87	78	78	73	97	126	108	127	110	129	116	60	42
Cilla (Coronation Street)	2*	1*	1*	-	-	-	-	1	1	-	1	-	1*	-	-	2	-	-
Shelly (Coronation Street)	2*	-	2	-	-	-	1	-	1	-	-	-	2	-	-	1	1	-
Rodney Blackstock (Emmerdale)	2*	-	2	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-
Bob Hope (Emmerdale)	2*	-	2	-	-	1	-	1	-	-	1	-	1	1	1	-	-	-
Sindi Watts (Neighbours)	2*	2	-	-	2	-	-	-	-	-	-	2	-	2	-	-	-	-
Janice Battersby (Coronation Street)	1*	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-
Ashley Peacock (Coronation Street)	1*	1*	1*	-	-	-	-	-	1	-	-	-	1	1	-	1	-	-
Pauline Fowler (Eastenders)	1*	-	1*	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
Joey (Others)	1*	1*	1*	-	1	1	-	-	-	-	1	-	1*	1*	1	-	-	-
Blanche Hunt (Coronation Street)	1*	-	1*	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-
Libby Kennedy (Neighbours)	1*	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-
Audrey Roberts (Coronation Street)	1*	-	1*	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-
Danny (Family Affairs)	1*	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-
Natalie Osbourne (Hollyoaks)	1*	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1
Jim Branning (Eastenders)	1*	-	1*	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-

TV Poll

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Absolutes/col percents

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Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	457	174	283	60	81	87	78	78	73	97	126	108	127	110	129	116	60	42
Liz McDonald (Coronation Street)	1 *	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	-
Alec Baldwin (Coronation Street)	1 *	1 1%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-
Rick "Minty" Peterson (Eastenders)	1 *	-	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-
Martin Platt (Coronation Street)	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-
Charity (Coronation Street)	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-
Dr Mac McGuire (Doctors)	1 *	-	1 *	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-
Jade (Home and Away)	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-	-
Seth Armstrong (Emmerdale)	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 2%
Ellie Hunter (Hollyoaks)	1 *	-	1 *	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-
Pete Callan (Family Affairs)	1 *	-	1 *	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 1%	-	-
Deirdre Barlow (Coronation Street)	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-
Tom Scully (Dennis) (Neighbours)	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-
Peggy Mitchell (Eastenders)	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-
Ashley Thomas (Emmerdale)	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	-
Izzy Hoyland (Neighbours)	1 *	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

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Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	457	174	283	60	81	87	78	78	73	97	126	108	127	110	129	116	60	42
Alf Stewart (Home and Away)	*	-	*	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-
Viv Hope (Emmerdale)	*	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-
Louise Appleton (Emmerdale)	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-
Dan Hunter (Hollyoaks)	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-
	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-	1%	-
Other (Others)	14	9	5	2	3	4	2	2	2	2	7	2	3	3	3	3	4	1
	3%	5%	2%	3%	3%	5%	2%	2%	3%	2%	6%	2%	2%	3%	3%	2%	7%	2%
Don't know/ none	48	18	29	2	4	17	6	9	10	9	14	4	20	14	10	13	6	6
	10%	11%	10%	3%	5%	20%	7%	11%	14%	10%	11%	4%	16%	12%	7%	11%	10%	14%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

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	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	457	36	8	69	12	68	37	79	41	27	29	12	39
Weighted base	457	38	6	77	14	53	40	86	40	27	26	12	38
Alfie Moon (Eastenders)	63 14%	6 16%	* 8%	8 10%	- -	5 9%	5 13%	12 14%	9 23%	6 22%	3 11%	3 24%	6 16%
Karen MacDonald (Coronation Street)	38 8%	3 8%	- -	9 12%	- -	3 6%	1 2%	8 9%	4 10%	4 16%	4 14%	- -	2 5%
Dennis Rickman (Eastenders)	26 6%	- -	- -	3 4%	- -	4 7%	4 11%	8 9%	2 4%	1 5%	- -	- -	4 10%
Den Watts (Eastenders)	24 5%	- -	1 22%	7 8%	1 8%	1 1%	3 8%	3 3%	- -	1 5%	- -	4 33%	2 6%
Fred Elliott (Coronation Street)	16 4%	1 2%	- -	2 2%	1 9%	1 3%	1 3%	5 6%	- -	- -	4 16%	- -	1 2%
Marlon Dingle (Emmerdale)	14 3%	- -	- -	5 6%	- -	1 3%	3 6%	- -	- -	1 5%	1 5%	- -	2 6%
Zak Dingle (Emmerdale)	11 2%	1 2%	- -	6 7%	1 6%	1 2%	- -	1 1%	2 4%	- -	- -	- -	- -
Les Battersby (Coronation Street)	11 2%	- -	- -	- -	2 13%	1 1%	1 3%	- -	2 5%	1 5%	- -	- -	3 9%
Jack Duckworth (Coronation Street)	10 2%	1 4%	- -	4 5%	1 9%	3 5%	1 2%	- -	- -	- -	- -	- -	- -
Tracy Barlow (Coronation Street)	10 2%	- -	1 11%	1 2%	- -	2 4%	1 3%	3 4%	- -	- -	- -	- -	1 1%
Vera Duckworth (Coronation Street)	9 2%	- -	- -	1 1%	1 8%	2 4%	1 2%	1 1%	1 1%	1 3%	- -	- -	2 6%
Other (Coronation Street)	9 2%	- -	- -	4 5%	- -	1 1%	1 2%	2 2%	- -	1 4%	1 3%	- -	- -
Kat Moon (Eastenders)	9 2%	- -	- -	1 2%	- -	- -	- -	3 4%	- -	1 3%	* 1%	- -	3 8%
Dot Branning (Eastenders)	9 2%	2 5%	- -	2 2%	- -	- -	- -	3 3%	- -	- -	- -	* 4%	2 4%
Ken Barlow (Coronation Street)	8 2%	- -	- -	2 3%	- -	1 3%	1 2%	- -	1 2%	- -	2 6%	- -	1 3%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	457	38	6	77	14	53	40	86	40	27	26	12	38
Sharon Watts (Eastenders)	8 2%	-	-	4 5%	-	-	-	3 4%	1 2%	-	-	-	-
Mike Baldwin (Coronation Street)	6 1%	-	-	3 3%	-	2 4%	1 2%	1 1%	-	-	-	-	-
Billy Mitchell (Eastenders)	6 1%	-	-	-	-	-	-	6 7%	-	-	-	-	-
Jack Sugden (Emmerdale)	6 1%	1 3%	1 15%	-	-	-	1 3%	1 1%	-	-	-	-	2 4%
Steve McDonald (Coronation Street)	6 1%	1 2%	-	3 4%	-	1 1%	-	-	1 2%	-	* 2%	-	-
Charity King (Emmerdale)	5 1%	1 2%	-	2 3%	-	1 1%	1 4%	-	-	-	1 3%	-	-
Phil Mitchell (Eastenders)	5 1%	-	-	-	-	-	-	5 6%	-	-	-	-	-
Other (Eastenders)	5 1%	-	1 9%	-	-	-	-	-	1 3%	3 11%	-	-	-
Hudson Billy (Eastenders)	4 1%	-	-	-	-	-	-	4 5%	-	-	-	-	-
Sam Dingle (Emmerdale)	4 1%	-	-	* *	-	2 4%	-	-	-	-	1 3%	1 7%	-
Tyrone Dobbs (Coronation Street)	4 1%	1 2%	-	-	-	1 2%	2 5%	-	-	-	-	-	-
Harold Bishop (Neighbours)	3 1%	-	-	1 1%	-	-	-	1 1%	-	1 3%	-	-	1 3%
Zoe Slater (Eastenders)	3 1%	1 3%	-	1 1%	-	-	-	1 1%	-	-	-	-	-
Norris Cole (Coronation Street)	3 1%	-	-	-	-	-	-	-	-	-	2 8%	-	1 2%
Fred (Coronation Street)	3 1%	2 4%	-	-	-	1 1%	-	1 1%	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	457	38	6	77	14	53	40	86	40	27	26	12	38
Other (Emmerdale)	3 1%	-	-	-	-	-	3 7%	-	-	-	-	-	-
Homer Simpson (Others)	3 1%	1 2%	-	1 1%	-	-	-	1 1%	-	-	-	-	-
Jarrod Rebecchi (Toadfish) (Neighbours)	3 1%	-	-	-	-	-	1 2%	1 1%	1 2%	-	-	-	-
Susan Kennedy (Neighbours)	3 1%	-	-	-	1 10%	-	-	-	1 3%	-	-	-	-
Chesney (Coronation Street)	3 1%	-	-	1 1%	-	2 3%	-	-	-	-	* 2%	-	-
Chastity Dingle (Emmerdale)	2 1%	-	-	-	-	1 2%	-	-	* 1%	-	-	-	1 2%
Little Mo Mitchell (Eastenders)	2 1%	-	-	* 1%	-	-	-	-	-	1 2%	* 2%	1 7%	-
Debbie Dean (Hollyoaks)	2 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 4%	-	-
Pat Evans (Eastenders)	2 *	2 6%	-	-	-	-	-	-	-	-	-	-	-
Diane Blackstock (Emmerdale)	2 *	-	1 14%	* *	-	-	-	1 1%	-	-	-	-	-
Simon Meredith (Emmerdale)	2 *	2 5%	-	-	-	-	-	-	-	-	-	-	-
Cain Dingle (Emmerdale)	2 *	-	-	-	-	1 1%	-	1 1%	-	-	-	-	1 2%
Emily Kirk (Emmerdale)	2 *	2 5%	-	-	-	-	-	-	-	-	-	-	-
Danny Daggert (Emmerdale)	2 *	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-
Cilla (Coronation Street)	2 *	-	-	-	-	1 1%	-	-	-	-	1 4%	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	457	38	6	77	14	53	40	86	40	27	26	12	38
Shelly (Coronation Street)	2 *	-	-	-	-	-	1 2%	-	-	-	1 3%	-	-
Rodney Blackstock (Emmerdale)	2 *	-	-	-	-	-	-	-	2 4%	-	-	-	-
Bob Hope (Emmerdale)	2 *	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-
Sindi Watts (Neighbours)	2 *	-	-	-	-	-	-	-	2 4%	-	-	-	-
Janice Battersby (Coronation Street)	1 *	-	-	-	-	-	-	-	1 4%	-	-	-	-
Ashley Peacock (Coronation Street)	1 *	-	1 9%	-	-	-	-	1 1%	-	-	-	-	-
Pauline Fowler (Eastenders)	1 *	-	-	-	-	-	-	-	-	1 5%	-	-	-
Joey (Others)	1 *	1 2%	-	-	-	-	-	1 1%	-	-	-	-	-
Blanche Hunt (Coronation Street)	1 *	-	-	-	-	1 2%	-	-	-	-	-	-	-
Libby Kennedy (Neighbours)	1 *	-	-	-	-	-	-	-	-	-	-	-	1 3%
Audrey Roberts (Coronation Street)	1 *	-	-	-	-	1 2%	-	-	-	-	-	-	-
Danny (Family Affairs)	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
Natalie Osbourne (Hollyoaks)	1 *	-	-	-	1 7%	-	-	-	-	-	-	-	-
Jim Branning (Eastenders)	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-
Liz McDonald (Coronation Street)	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	457	38	6	77	14	53	40	86	40	27	26	12	38
Alec Baldwin (Coronation Street)	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-
Rick "Minty" Peterson (Eastenders)	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
Martin Platt (Coronation Street)	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2%
Charity (Coronation Street)	1 *	-	-	-	-	-	-	-	-	-	1 3%	-	-
Dr Mac McGuire (Doctors)	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
Jade (Home and Away)	1 *	-	-	-	-	-	-	-	1 2%	-	-	-	-
Seth Armstrong (Emmerdale)	1 *	-	-	-	1 6%	-	-	-	-	-	-	-	-
Ellie Hunter (Hollyoaks)	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
Pete Callan (Family Affairs)	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Deirdre Barlow (Coronation Street)	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-
Tom Scully (Dennis) (Neighbours)	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Peggy Mitchell (Eastenders)	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
Ashley Thomas (Emmerdale)	1 *	-	-	-	-	-	-	-	1 2%	-	-	-	-
Izzy Hoyland (Neighbours)	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
Alf Stewart (Home and Away)	* *	-	-	-	-	-	-	-	* 1%	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 8

Q.3 Who is your favourite soap character?**Base: All respondents who watch soaps and nominate a soap in which they have a favourite character**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	457	38	6	77	14	53	40	86	40	27	26	12	38
Viv Hope (Emmerdale)	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 1%
Louise Appleton (Emmerdale)	* *	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	- -
Dan Hunter (Hollyoaks)	* *	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -
Other (Others)	14 3%	3 9%	- -	1 1%	- -	1 2%	3 8%	- -	3 8%	1 3%	2 7%	- -	- -
Don't know/ none	48 10%	4 11%	1 11%	4 5%	3 23%	9 18%	3 8%	11 13%	4 11%	2 9%	1 3%	3 25%	2 4%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 9
Q.3a Thinking about Coronation Street, who is your favourite character?
Base: All respondents who say their favourite character is from Coronation Street

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	175	55	120	8	20	43	33	38	33	47	28	30	70	33	41	67	18	16
Weighted base	170	52	118	8	23	37	37	39	26	42	38	37	52	35	46	55	16	18
Karen MacDonald	38 22%	6 12%	32 27%	2 32%	10 45%	7 19%	8 22%	9 23%	1 3%	12 28%	6 16%	13 35%	7 14%	11 30%	14 30%	9 16%	1 4%	4 24%
Fred Elliott	16 10%	7 14%	9 8%	- -	4 17%	4 11%	2 5%	5 14%	1 3%	2 6%	7 18%	4 10%	3 7%	5 15%	2 5%	6 11%	1 7%	1 7%
Les Battersby	11 6%	6 12%	4 4%	- -	2 10%	4 10%	4 12%	- -	- -	2 5%	3 8%	2 6%	3 5%	2 6%	- -	4 8%	1 6%	3 18%
Jack Duckworth	10 6%	2 4%	8 6%	- -	2 10%	1 3%	4 10%	- -	3 11%	4 9%	1 4%	4 10%	1 2%	- -	5 11%	3 5%	1 5%	1 7%
Tracy Barlow	10 6%	2 4%	7 6%	2 24%	- -	5 12%	1 2%	2 5%	1 2%	5 12%	1 4%	- -	3 6%	3 10%	1 3%	4 7%	1 8%	- -
Vera Duckworth	9 6%	3 6%	6 5%	1 15%	- -	1 1%	2 5%	3 8%	3 10%	- -	2 5%	2 7%	5 10%	1 3%	1 2%	5 8%	1 4%	2 11%
Ken Barlow	8 5%	3 5%	6 5%	- -	- -	- -	4 11%	4 9%	1 3%	1 2%	2 7%	3 8%	2 4%	1 2%	4 8%	3 5%	1 6%	- -
Mike Baldwin	6 4%	5 10%	1 1%	- -	- -	2 5%	- -	1 4%	3 11%	1 2%	3 7%	1 3%	1 3%	1 2%	3 6%	2 4%	1 6%	- -
Steve McDonald	6 3%	3 6%	3 2%	- -	1 6%	2 5%	- -	2 4%	1 4%	2 4%	- -	1 2%	3 6%	- -	4 8%	1 2%	1 6%	- -
Tyrone Dobbs	4 2%	1 2%	3 2%	1 11%	- -	- -	2 6%	1 2%	- -	- -	- -	3 8%	1 2%	- -	1 2%	1 2%	2 13%	- -
Norris Cole	3 2%	1 2%	2 2%	- -	1 6%	- -	1 2%	1 2%	- -	1 2%	1 4%	- -	1 1%	- -	- -	3 6%	- -	- -
Fred	3 2%	- -	3 3%	- -	- -	1 2%	2 4%	- -	1 3%	2 4%	1 2%	1 2%	- -	1 2%	2 4%	1 1%	- -	- -
Chesney	3 1%	1 2%	2 1%	- -	1 5%	- -	* 1%	1 2%	- -	1 3%	- -	1 2%	* 1%	- -	1 1%	2 4%	- -	- -
Cilla	2 1%	1 1%	1 1%	- -	- -	- -	- -	1 3%	1 2%	- -	1 3%	- -	1 1%	- -	- -	2 3%	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 9
Q.3a Thinking about Coronation Street, who is your favourite character?
Base: All respondents who say their favourite character is from Coronation Street

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	170	52	118	8	23	37	37	39	26	42	38	37	52	35	46	55	16	18
Shelly	2 1%	-	2 1%	-	-	-	1 2%	-	1 3%	-	-	-	2 3%	-	-	1 2%	1 6%	-
Janice Battersby	1 1%	-	1 1%	-	-	-	-	1 4%	-	-	1 4%	-	-	1 4%	-	-	-	-
Ashley Peacock	1 1%	1 1%	1 1%	-	-	-	-	-	1 6%	-	-	-	1 3%	1 2%	-	1 1%	-	-
Blanche Hunt	1 1%	-	1 1%	1 17%	-	-	-	-	-	-	1 3%	-	-	-	-	1 2%	-	-
Audrey Roberts	1 1%	-	1 1%	-	-	1 3%	-	-	-	1 2%	-	-	-	-	-	1 2%	-	-
Liz McDonald	1 1%	1 2%	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 3%	-	-	-	-
Alec Baldwin	1 1%	1 2%	-	-	-	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	-	-	-
Martin Platt	1 1%	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	-	1 2%	-	-	-
Charity	1 *	-	1 1%	-	-	-	-	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	-
Deirdre Barlow	1 *	-	1 1%	-	-	-	-	-	1 3%	-	-	-	1 1%	-	-	-	1 4%	-
Other	9 5%	1 3%	8 7%	-	1 6%	3 7%	1 4%	1 4%	2 9%	1 3%	3 7%	1 4%	4 7%	2 5%	4 9%	1 3%	1 6%	1 5%
Don't know/not stated	22 13%	6 11%	17 14%	-	-	7 19%	4 11%	6 16%	5 20%	7 15%	3 9%	2 5%	10 20%	5 14%	4 9%	5 9%	3 20%	5 27%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 9

Q.3a Thinking about Coronation Street, who is your favourite character?**Base: All respondents who say their favourite character is from Coronation Street**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	175	10	2	29	6	36	13	25	11	10	18	2	13
Weighted base	170	11	1	32	8	27	12	26	12	10	17	2	12
Karen MacDonald	38 22%	3 28%	-	9 29%	-	3 12%	1 5%	8 31%	4 34%	4 43%	4 22%	-	2 17%
Fred Elliott	16 10%	1 5%	-	2 5%	1 17%	1 6%	1 9%	5 20%	-	-	4 25%	-	1 6%
Les Battersby	11 6%	-	-	-	2 22%	1 3%	1 8%	-	2 19%	1 14%	-	-	3 29%
Jack Duckworth	10 6%	1 13%	-	4 12%	1 16%	3 10%	1 7%	-	-	-	-	-	-
Tracy Barlow	10 6%	-	1 56%	1 4%	-	2 9%	1 10%	3 13%	-	-	-	-	1 5%
Vera Duckworth	9 6%	-	-	1 3%	1 15%	2 8%	1 5%	1 2%	1 5%	1 8%	-	-	2 20%
Ken Barlow	8 5%	-	-	2 8%	-	1 5%	1 8%	-	1 7%	-	2 9%	-	1 10%
Mike Baldwin	6 4%	-	-	3 8%	-	2 7%	1 8%	1 3%	-	-	-	-	-
Steve McDonald	6 3%	1 8%	-	3 8%	-	1 3%	-	-	1 8%	-	* 3%	-	-
Tyrone Dobbs	4 2%	1 8%	-	-	-	1 3%	2 17%	-	-	-	-	-	-
Norris Cole	3 2%	-	-	-	-	-	-	-	-	-	2 13%	-	1 8%
Fred	3 2%	2 15%	-	-	-	1 2%	-	1 3%	-	-	-	-	-
Chesney	3 1%	-	-	1 2%	-	2 6%	-	-	-	-	* 3%	-	-
Cilla	2 1%	-	-	-	-	1 2%	-	-	-	-	1 7%	-	-
Shelly	2 1%	-	-	-	-	-	1 7%	-	-	-	1 5%	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 9

Q.3a Thinking about Coronation Street, who is your favourite character?**Base: All respondents who say their favourite character is from Coronation Street**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	170	11	1	32	8	27	12	26	12	10	17	2	12
Janice Battersby	1 1%	-	-	-	-	-	-	-	1 13%	-	-	-	-
Ashley Peacock	1 1%	-	1 44%	-	-	-	-	1 3%	-	-	-	-	-
Blanche Hunt	1 1%	-	-	-	-	1 5%	-	-	-	-	-	-	-
Audrey Roberts	1 1%	-	-	-	-	1 4%	-	-	-	-	-	-	-
Liz McDonald	1 1%	-	-	-	-	-	-	1 4%	-	-	-	-	-
Alec Baldwin	1 1%	1 8%	-	-	-	-	-	-	-	-	-	-	-
Martin Platt	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 7%
Charity	1 *	-	-	-	-	-	-	-	-	-	1 5%	-	-
Deirdre Barlow	1 *	-	-	1 2%	-	-	-	-	-	-	-	-	-
Other	9 5%	-	-	4 13%	-	1 2%	1 8%	2 7%	-	1 10%	1 5%	-	-
Don't know/not stated	22 13%	2 15%	-	3 8%	2 30%	4 16%	1 8%	4 14%	2 14%	2 25%	1 5%	2 100%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 10

Q.3b Thinking about Hollyoaks, who is your favourite character?**Base: All respondents who say their favourite character is from Hollyoaks**

	Sex		Age					Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	7	4	3	3	2	2	-	-	2	-	3	2	1	2	1	2	1
Weighted base	6	4	2	3	1	2	-	-	2	-	3	1	1	1	1	2	1
Debbie Dean	2 41%	2 42%	1 39%	2 63%	-	1 37%	-	-	-	-	2 59%	1 59%	-	1 100%	1 100%	-	-
Natalie Osbourne	1 17%	1 25%	-	1 37%	-	-	-	-	1 55%	-	-	-	-	-	-	-	1 100%
Ellie Hunter	1 14%	-	1 41%	-	1 67%	-	-	-	1 45%	-	-	-	1 100%	-	-	-	-
Dan Hunter	* 7%	-	* 20%	-	* 33%	-	-	-	-	-	-	* 41%	-	-	-	* 23%	-
Don't know/not stated	1 22%	1 33%	-	-	-	1 63%	-	-	-	-	1 41%	-	-	-	-	1 77%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 10

Q.3b Thinking about Hollyoaks, who is your favourite character?**Base: All respondents who say their favourite character is from Hollyoaks**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	7	-	-	1	1	-	2	2	-	-	1	-	-
Weighted base	6	-	-	1	1	-	2	1	-	-	1	-	-
Debbie Dean	2 41%	-	-	1 100%	-	-	-	1 41%	-	-	1 100%	-	-
Natalie Osbourne	1 17%	-	-	-	1 100%	-	-	-	-	-	-	-	-
Ellie Hunter	1 14%	-	-	-	-	-	-	1 59%	-	-	-	-	-
Dan Hunter	* 7%	-	-	-	-	-	* 23%	-	-	-	-	-	-
Don't know/not stated	1 22%	-	-	-	-	-	1 77%	-	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 11

Q.3c Thinking about Neighbours, who is your favourite character?**Base: All respondents who say their favourite character is from Neighbours**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	17	10	7	2	3	3	2	2	5	6	2	4	5	8	2	3	2	2
Weighted base	16	9	6	2	3	3	3	2	4	5	3	4	4	8	2	2	1	2
Harold Bishop	3 21%	1 8%	3 41%	1 45%	-	1 24%	1 44%	1 41%	-	3 54%	-	1 17%	-	1 10%	2 100%	-	-	1 33%
Jarrold Rebecchi (Toadfish)	3 18%	3 30%	-	1 55%	-	-	-	-	2 49%	1 24%	-	-	2 45%	2 25%	-	-	1 61%	-
Susan Kennedy	3 18%	1 16%	1 21%	-	-	-	1 56%	-	1 33%	* 10%	-	1 33%	1 22%	1 17%	-	-	-	1 67%
Sindi Watts	2 10%	2 16%	-	-	2 58%	-	-	-	-	-	-	2 34%	-	2 20%	-	-	-	-
Libby Kennedy	1 7%	1 11%	-	-	-	-	-	1 59%	-	-	1 38%	-	-	-	-	1 42%	-	-
Tom Scully (Dennis)	1 5%	-	1 11%	-	-	1 23%	-	-	-	-	-	1 16%	-	-	-	1 29%	-	-
Izzy Hoyland	1 4%	1 6%	-	-	1 22%	-	-	-	-	1 12%	-	-	-	1 7%	-	-	-	-
Don't know/not stated	3 19%	1 13%	2 27%	-	1 20%	2 53%	-	-	1 18%	-	2 62%	-	1 33%	2 22%	-	1 28%	1 39%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 11

Q.3c Thinking about Neighbours, who is your favourite character?**Base: All respondents who say their favourite character is from Neighbours**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	17	-	-	1	1	2	1	4	5	1	-	-	2
Weighted base	16	-	-	1	1	1	1	4	4	1	-	-	2
Harold Bishop	3	-	-	1	-	-	-	1	-	1	-	-	1
	21%	-	-	100%	-	-	-	18%	-	100%	-	-	52%
Jarrold Rebecchi (Toadfish)	3	-	-	-	-	-	1	1	1	-	-	-	-
	18%	-	-	-	-	-	100%	27%	20%	-	-	-	-
Susan Kennedy	3	-	-	-	1	-	-	-	1	-	-	-	-
	18%	-	-	-	100%	-	-	-	31%	-	-	-	-
Sindi Watts	2	-	-	-	-	-	-	-	2	-	-	-	-
	10%	-	-	-	-	-	-	-	36%	-	-	-	-
Libby Kennedy	1	-	-	-	-	-	-	-	-	-	-	-	1
	7%	-	-	-	-	-	-	-	-	-	-	-	48%
Tom Scully (Dennis)	1	-	-	-	-	1	-	-	-	-	-	-	-
	5%	-	-	-	-	51%	-	-	-	-	-	-	-
Izzy Hoyland	1	-	-	-	-	-	-	1	-	-	-	-	-
	4%	-	-	-	-	-	-	14%	-	-	-	-	-
Don't know/not stated	3	-	-	-	-	1	-	2	1	-	-	-	-
	19%	-	-	-	-	49%	-	41%	12%	-	-	-	-

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 12

Q.3d Thinking about Doctors, who is your favourite character?**Base: All respondents who say their favourite character is from Doctors**

	Sex		Age					Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	3	-	3	-	1	-	-	2	-	1	1	1	1	-	2	-	-
Weighted base	2	-	2	-	1	-	-	1	-	1	1	1	1	-	1	-	-
Dr Mac McGuire	1 37%	-	1 37%	-	-	-	-	1 61%	-	-	1 100%	-	1 100%	-	-	-	-
Don't know/not stated	1 63%	-	1 63%	-	1 100%	-	-	1 39%	-	1 100%	-	1 100%	-	-	1 100%	-	-

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 12

Q.3d Thinking about Doctors, who is your favourite character?**Base: All respondents who say their favourite character is from Doctors**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	3	-	-	-	-	1	-	1	-	-	-	-	1
Weighted base	2	-	-	-	-	1	-	1	-	-	-	-	1
Dr Mac McGuire	1 37%	-	-	-	-	-	-	1 100%	-	-	-	-	-
Don't know/not stated	1 63%	-	-	-	-	1 100%	-	-	-	-	-	-	1 100%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 14

Q.3f Thinking about Home and Away, who is your favourite character?**Base: All respondents who say their favourite character is from Home and Away**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2	1	1	-	-	-	-	1	1	-	-	-	2	2	-	-	-	-
Weighted base	1	1	*	-	-	-	-	*	1	-	-	-	1	1	-	-	-	-
Jade	1 65%	1 100%	-	-	-	-	-	-	1 100%	-	-	-	1 65%	1 65%	-	-	-	-
Alf Stewart	* 35%	-	* 100%	-	-	-	-	* 100%	-	-	-	-	* 35%	* 35%	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 14

Q.3f Thinking about Home and Away, who is your favourite character?**Base: All respondents who say their favourite character is from Home and Away**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	2	-	-	-	-	-	-	-	2	-	-	-	-
Weighted base	1	-	-	-	-	-	-	-	1	-	-	-	-
Jade	1	-	-	-	-	-	-	-	1	-	-	-	-
	65%	-	-	-	-	-	-	-	65%	-	-	-	-
Alf Stewart	*	-	-	-	-	-	-	-	*	-	-	-	-
	35%	-	-	-	-	-	-	-	35%	-	-	-	-

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 15

Q.3g Thinking about Family Affairs, who is your favourite character?**Base: All respondents who say their favourite character is from Family Affairs**

	Sex		Age					Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2	1	1	-	1	-	1	-	2	-	-	-	1	-	1	-	-
Weighted base	2	1	1	-	1	-	1	-	2	-	-	-	1	-	1	-	-
Danny	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-
	56%	100%	-	-	100%	-	-	-	56%	-	-	-	100%	-	-	-	-
Pete Callan	1	-	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-
	44%	-	100%	-	-	-	100%	-	44%	-	-	-	-	-	100%	-	-

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 15

Q.3g Thinking about Family Affairs, who is your favourite character?**Base: All respondents who say their favourite character is from Family Affairs**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	2	-	-	-	-	1	-	1	-	-	-	-	-
Weighted base	2	-	-	-	-	1	-	1	-	-	-	-	-
Danny	1	-	-	-	-	-	-	1	-	-	-	-	-
	56%	-	-	-	-	-	-	100%	-	-	-	-	-
Pete Callan	1	-	-	-	-	1	-	-	-	-	-	-	-
	44%	-	-	-	-	100%	-	-	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 16

Q.3h Thinking about EastEnders, who is your favourite character?**Base: All respondents who say their favourite character is from EastEnders**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	160	62	98	33	38	30	23	19	17	36	35	36	53	45	42	32	26	15
Weighted base	171	70	100	42	43	28	22	19	17	36	52	45	37	50	47	32	26	16
Alfie Moon	63 37%	18 25%	46 45%	8 18%	20 46%	14 51%	9 40%	7 35%	6 36%	8 23%	20 38%	23 50%	13 34%	17 35%	16 33%	13 39%	12 44%	6 39%
Dennis Rickman	26 15%	11 16%	15 15%	17 40%	3 7%	3 10%	3 12%	1 7%	-	7 19%	3 6%	12 25%	4 12%	10 20%	3 6%	7 22%	5 19%	1 8%
Den Watts	24 14%	19 27%	5 5%	6 14%	7 17%	1 5%	3 12%	4 24%	2 12%	8 22%	6 11%	4 10%	6 15%	3 6%	7 16%	4 12%	7 28%	2 16%
Kat Moon	9 5%	1 1%	8 8%	5 11%	* 1%	1 3%	1 4%	2 12%	-	1 4%	5 9%	1 2%	2 5%	3 7%	1 3%	3 10%	-	1 6%
Dot Branning	9 5%	5 7%	4 4%	2 4%	-	2 6%	1 6%	1 5%	3 20%	3 8%	3 6%	-	3 7%	3 5%	4 8%	2 5%	* 2%	-
Sharon Watts	8 5%	-	8 8%	-	3 6%	-	2 10%	2 8%	1 8%	-	7 13%	-	1 2%	2 5%	5 11%	-	-	-
Billy Mitchell	6 4%	3 4%	3 3%	3 6%	3 8%	-	-	-	-	3 7%	-	3 6%	1 2%	3 7%	3 5%	-	-	-
Phil Mitchell	5 3%	3 5%	2 2%	3 6%	2 4%	-	-	-	1 5%	1 2%	-	3 6%	2 5%	3 5%	3 5%	-	-	-
Hudson Billy	4 3%	3 4%	2 2%	3 6%	2 4%	-	-	-	-	2 5%	-	3 6%	-	2 4%	3 5%	-	-	-
Zoe Slater	3 2%	3 4%	-	1 2%	1 2%	-	1 6%	-	-	2 5%	-	1 3%	-	1 2%	2 5%	-	-	-
Little Mo Mitchell	2 1%	1 1%	2 2%	-	-	1 5%	* 2%	-	1 4%	-	1 2%	-	2 4%	-	* 1%	* 1%	1 3%	1 4%
Pat Evans	2 1%	1 2%	1 1%	-	1 2%	-	-	1 6%	-	1 3%	1 2%	-	-	-	2 5%	-	-	-
Pauline Fowler	1 1%	-	1 1%	-	-	1 5%	-	-	-	-	1 3%	-	-	-	-	-	-	1 9%
Jim Branning	1 1%	-	1 1%	1 2%	-	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 16

Q.3h Thinking about EastEnders, who is your favourite character?**Base: All respondents who say their favourite character is from EastEnders**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	171	70	100	42	43	28	22	19	17	36	52	45	37	50	47	32	26	16
Rick "Minty" Peterson	1 1%	-	1 1%	-	-	1 3%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	-
Peggy Mitchell	1 *	1 1%	-	-	-	-	-	-	1 4%	-	-	-	1 2%	-	-	1 2%	-	-
Other	5 3%	2 2%	3 3%	-	2 5%	-	1 4%	-	2 10%	1 3%	-	1 2%	2 6%	1 2%	-	1 2%	-	3 19%
Don't know/not stated	9 5%	6 8%	4 4%	1 3%	3 6%	4 13%	1 4%	1 5%	-	2 5%	5 10%	-	2 6%	4 7%	2 5%	2 6%	1 5%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 16

Q.3h Thinking about EastEnders, who is your favourite character?**Base: All respondents who say their favourite character is from EastEnders**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	160	13	3	23	1	13	14	37	14	14	4	9	15
Weighted base	171	14	2	26	1	11	14	44	14	14	4	9	17
Alfie Moon	63 37%	6 43%	* 20%	8 31%	- -	5 41%	5 38%	12 27%	9 68%	6 42%	3 78%	3 31%	6 35%
Dennis Rickman	26 15%	- -	- -	3 11%	- -	4 35%	4 32%	8 18%	2 13%	1 9%	- -	- -	4 21%
Den Watts	24 14%	- -	1 56%	7 25%	1 100%	1 7%	3 23%	3 7%	- -	1 9%	- -	4 43%	2 14%
Kat Moon	9 5%	- -	- -	1 6%	- -	- -	- -	3 8%	- -	1 6%	* 10%	- -	3 17%
Dot Branning	9 5%	2 15%	- -	2 7%	- -	- -	- -	3 6%	- -	- -	- -	* 5%	2 9%
Sharon Watts	8 5%	- -	- -	4 14%	- -	- -	- -	3 7%	1 7%	- -	- -	- -	- -
Billy Mitchell	6 4%	- -	- -	- -	- -	- -	- -	6 14%	- -	- -	- -	- -	- -
Phil Mitchell	5 3%	- -	- -	- -	- -	- -	- -	5 12%	- -	- -	- -	- -	- -
Hudson Billy	4 3%	- -	- -	- -	- -	- -	- -	4 10%	- -	- -	- -	- -	- -
Zoe Slater	3 2%	1 9%	- -	1 4%	- -	- -	- -	1 2%	- -	- -	- -	- -	- -
Little Mo Mitchell	2 1%	- -	- -	* 2%	- -	- -	- -	- -	- -	1 5%	* 12%	1 9%	- -
Pat Evans	2 1%	2 16%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pauline Fowler	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 9%	- -	- -	- -
Jim Branning	1 1%	1 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Rick "Minty" Peterson	1 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 16

Q.3h Thinking about EastEnders, who is your favourite character?**Base: All respondents who say their favourite character is from EastEnders**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	171	14	2	26	1	11	14	44	14	14	4	9	17
Peggy Mitchell	1 *	-	-	-	-	1 6%	-	-	-	-	-	-	-
Other	5 3%	-	1 24%	-	-	-	-	-	1 8%	3 20%	-	-	-
Don't know/not stated	9 5%	1 11%	-	-	-	1 12%	1 6%	3 7%	1 4%	-	-	1 13%	1 4%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 17

Q.3i Thinking about Emmerdale, who is your favourite character?**Base: All respondents who say their favourite character is from Emmerdale**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	69	24	45	3	4	6	12	17	27	7	12	11	39	7	23	26	8	5
Weighted base	67	22	45	4	5	8	14	14	23	7	20	13	26	6	25	20	11	5
Marlon Dingle	14 21%	5 24%	9 19%	3 84%	2 52%	1 12%	4 28%	3 19%	1 4%	2 27%	7 34%	2 18%	3 10%	- 19%	5 25%	3 24%	1 30%	
Zak Dingle	11 17%	6 26%	6 12%	- -	- -	3 35%	1 7%	3 18%	5 22%	1 11%	3 16%	4 26%	4 14%	13% 13%	8 30%	1 6%	1 9%	1 17%
Jack Sugden	6 9%	3 15%	3 6%	- -	- -	- -	- -	2 14%	4 17%	1 14%	- -	3 24%	2 6%	- -	2 8%	3 13%	1 12%	- -
Charity King	5 8%	- -	5 12%	- -	1 25%	- -	1 11%	1 5%	2 9%	1 21%	- -	1 9%	3 11%	- -	3 10%	1 7%	1 14%	- -
Sam Dingle	4 6%	1 3%	3 8%	- -	- -	- -	3 23%	- -	1 5%	- -	2 9%	- -	2 9%	- -	* 1%	3 15%	1 8%	- -
Chastity Dingle	2 4%	1 6%	1 3%	- -	- -	* 6%	1 9%	1 5%	- -	- -	1 6%	- -	1 5%	- -	1 3%	1 6%	* 5%	- -
Diane Blackstock	2 3%	- -	2 5%	- -	- -	- -	- -	1 9%	1 4%	1 13%	- -	- -	1 5%	1 14%	* 1%	- -	- -	1 19%
Simon Meredith	2 3%	- -	2 4%	- -	- -	- -	- -	2 14%	- -	- -	- -	2 15%	- -	- -	2 8%	- -	- -	- -
Cain Dingle	2 3%	1 5%	1 2%	- -	- -	- -	1 6%	- -	1 5%	- -	- -	- -	2 7%	1 12%	- -	1 6%	- -	- -
Emily Kirk	2 3%	- -	2 4%	- -	- -	- -	- -	- -	2 8%	- -	2 9%	- -	- -	- -	2 7%	- -	- -	- -
Danny Daggert	2 3%	1 3%	1 2%	- -	1 23%	- -	- -	- -	1 3%	- -	- -	1 8%	1 3%	- -	1 3%	1 5%	- -	- -
Rodney Blackstock	2 2%	- -	2 4%	- -	- -	- -	2 12%	- -	- -	- -	2 8%	- -	- -	2 27%	- -	- -	- -	- -
Bob Hope	2 2%	- -	2 3%	- -	- -	1 10%	- -	1 5%	- -	- -	1 4%	- -	1 3%	1 13%	1 3%	- -	- -	- -
Seth Armstrong	1 1%	1 3%	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	1 3%	- -	- -	- -	- -	1 16%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 17

Q.3i Thinking about Emmerdale, who is your favourite character?**Base: All respondents who say their favourite character is from Emmerdale**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	67	22	45	4	5	8	14	14	23	7	20	13	26	6	25	20	11	5
Ashley Thomas	1 1%	1 3%	-	-	-	-	1 5%	-	-	-	-	-	1 2%	1 10%	-	-	-	-
Viv Hope	* 1%	-	* 1%	-	-	-	-	* 3%	-	-	-	-	* 2%	-	-	* 2%	-	-
Louise Appleton	* 1%	* 2%	-	-	-	-	-	* 3%	-	-	-	-	* 1%	-	-	* 2%	-	-
Other	3 4%	-	3 7%	-	-	3 37%	-	-	-	-	3 14%	-	-	-	-	-	3 28%	-
Don't know/not stated	6 9%	2 11%	3 8%	1 16%	-	-	-	1 5%	5 20%	1 13%	-	-	5 19%	1 11%	2 7%	3 13%	-	1 17%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 17

Q.3i Thinking about Emmerdale, who is your favourite character?**Base: All respondents who say their favourite character is from Emmerdale**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	69	7	2	12	3	14	5	6	6	1	4	1	8
Weighted base	67	8	2	14	2	11	8	5	5	1	3	1	6
Marlon Dingle	14 21%	- -	- -	5 35%	- -	1 13%	3 31%	- -	- -	1 100%	1 44%	- -	2 42%
Zak Dingle	11 17%	1 11%	- -	6 41%	1 34%	1 10%	- -	1 18%	2 34%	- -	- -	- -	- -
Jack Sugden	6 9%	1 12%	1 52%	- -	- -	- -	1 16%	1 19%	- -	- -	- -	- -	2 28%
Charity King	5 8%	1 9%	- -	2 14%	- -	1 5%	1 18%	- -	- -	- -	1 29%	- -	- -
Sam Dingle	4 6%	- -	- -	* 2%	- -	2 21%	- -	- -	- -	- -	1 27%	1 100%	- -
Chastity Dingle	2 4%	- -	- -	- -	- -	1 11%	- -	- -	* 9%	- -	- -	- -	1 12%
Diane Blackstock	2 3%	- -	1 48%	* 3%	- -	- -	- -	1 17%	- -	- -	- -	- -	- -
Simon Meredith	2 3%	2 25%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cain Dingle	2 3%	- -	- -	- -	- -	1 5%	- -	1 15%	- -	- -	- -	- -	1 11%
Emily Kirk	2 3%	2 23%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Danny Daggert	2 3%	1 9%	- -	- -	- -	1 10%	- -	- -	- -	- -	- -	- -	- -
Rodney Blackstock	2 2%	- -	- -	- -	- -	- -	- -	- -	2 31%	- -	- -	- -	- -
Bob Hope	2 2%	- -	- -	1 5%	- -	- -	- -	1 16%	- -	- -	- -	- -	- -
Seth Armstrong	1 1%	- -	- -	- -	1 32%	- -	- -	- -	- -	- -	- -	- -	- -
Ashley Thomas	1 1%	- -	- -	- -	- -	- -	- -	- -	1 12%	- -	- -	- -	- -

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 17

Q.3i Thinking about Emmerdale, who is your favourite character?**Base: All respondents who say their favourite character is from Emmerdale**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	67	8	2	14	2	11	8	5	5	1	3	1	6
Viv Hope	* 1%	-	-	-	-	-	-	-	-	-	-	-	*
Louise Appleton	* 1%	-	-	-	-	* 3%	-	-	-	-	-	-	-
Other	3 4%	-	-	-	-	-	3 35%	-	-	-	-	-	-
Don't know/not stated	6 9%	1 11%	-	-	1 34%	3 23%	-	1 16%	1 13%	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 18

Q.3j Thinking about other soaps who is your favourite character that is currently in a soap?**Base: All respondents who say their favourite charecter is from another soap**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	26	16	10	6	5	8	3	3	1	6	8	5	7	7	10	4	3	2
Weighted base	27	17	11	6	4	9	3	3	2	5	11	5	6	8	10	3	4	2
Homer Simpson	3 11%	3 17%	-	1 17%	1 25%	1 10%	-	-	-	1 18%	-	1 21%	1 16%	1 13%	2 19%	-	-	-
Joey	1 5%	1 3%	1 7%	-	1 13%	1 9%	-	-	-	-	1 7%	-	1 8%	1 7%	1 8%	-	-	-
Other	17 63%	11 64%	7 62%	5 83%	3 62%	4 44%	2 72%	2 52%	2 100%	3 64%	7 63%	3 63%	4 64%	3 37%	6 56%	3 78%	4 100%	2 100%
Don't know/not stated	6 21%	3 15%	3 31%	-	-	3 38%	1 28%	2 48%	-	1 18%	3 30%	1 16%	1 12%	3 43%	2 17%	1 22%	-	-

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 18

Q.3j Thinking about other soaps who is your favourite character that is currently in a soap?**Base: All respondents who say their favourite charecter is from another soap**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	26	6	1	4	-	1	2	5	3	2	2	-	-
Weighted base	27	5	1	5	-	1	3	5	4	2	2	-	-
Homer Simpson	3 11%	1 17%	-	1 22%	-	-	-	1 20%	-	-	-	-	-
Joey	1 5%	1 16%	-	-	-	-	-	1 10%	-	-	-	-	-
Other	17 63%	3 67%	-	2 44%	-	1 100%	3 100%	1 19%	3 80%	2 100%	2 100%	-	-
Don't know/not stated	6 21%	-	1 100%	2 35%	-	-	-	3 51%	1 20%	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 19

Q.4 In recent years there have been a large number of so-called reality shows on TV. Thinking about shows like Big Brother and I'm a Celebrity Get Me Out of Here, would you say that there is...?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Too much reality TV at the moment	633 63%	311 64%	322 61%	46 42%	94 55%	123 61%	118 69%	108 72%	143 71%	176 70%	184 63%	121 57%	152 61%	169 63%	169 64%	152 61%	88 63%	55 63%
About the right amount	299 30%	132 27%	167 32%	55 50%	65 38%	70 35%	43 25%	36 24%	29 15%	58 23%	91 31%	79 37%	72 29%	74 28%	78 30%	81 33%	39 28%	26 30%
Not enough	26 3%	10 2%	16 3%	8 7%	7 4%	2 1%	5 3%	2 1%	2 1%	5 2%	5 2%	3 2%	13 5%	9 3%	5 2%	4 2%	4 3%	4 4%
Don't know/not stated	49 5%	31 6%	18 3%	1 1%	5 3%	6 3%	6 3%	5 3%	26 13%	14 5%	12 4%	9 4%	14 6%	17 6%	10 4%	10 4%	9 6%	3 4%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 19

Q.4 In recent years there have been a large number of so-called reality shows on TV. Thinking about shows like Big Brother and I'm a Celebrity Get Me Out of Here, would you say that there is...?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Too much reality TV at the moment	633 63%	63 74%	12 83%	93 60%	17 69%	65 59%	58 64%	121 63%	61 61%	36 59%	32 64%	22 67%	52 58%
About the right amount	299 30%	17 20%	2 12%	53 34%	6 25%	38 35%	27 29%	56 29%	25 25%	20 33%	14 27%	8 23%	34 37%
Not enough	26 3%	2 3%	1 5%	2 1%	1 4%	1 1%	1 1%	6 3%	6 6%	3 5%	1 2%	1 4%	2 3%
Don't know/not stated	49 5%	2 3%	-	7 4%	1 2%	5 5%	5 6%	10 5%	9 9%	3 4%	4 7%	2 6%	3 3%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 20

Q.5 How many hours of TV do you watch a week?**Base: All respondents**

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87	
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89	
None	(0)	5 1%	3 1%	2 *	-	3 2%	-	1 1%	-	1 1%	2 1%	-	2 1%	1 1%	2 1%	2 1%	1 *	-	1 1%
Less than one hour	(.5)	8 1%	3 1%	5 1%	-	1 1%	1 1%	2 1%	1 1%	2 1%	2 1%	2 1%	2 1%	3 1%	2 1%	1 *	1 1%	1 1%	
Between one and five hours	(2.5)	162 16%	71 15%	91 17%	19 17%	33 19%	42 21%	27 16%	18 12%	23 12%	45 18%	51 18%	31 14%	35 14%	46 17%	47 18%	35 14%	22 16%	12 13%
Between five and ten hours	(7.5)	199 20%	100 21%	100 19%	27 25%	45 27%	45 22%	36 21%	20 13%	26 13%	61 24%	59 20%	43 20%	37 15%	65 24%	53 20%	45 18%	17 12%	20 22%
Between ten and 15 hours	(12.5)	199 20%	94 20%	104 20%	17 16%	30 18%	46 23%	39 23%	38 25%	28 14%	52 21%	63 22%	47 22%	36 14%	44 16%	58 22%	47 19%	34 24%	16 18%
Between 15 and 20 hours	(17.5)	134 13%	76 16%	58 11%	8 7%	30 18%	23 12%	31 18%	15 10%	27 13%	37 15%	34 12%	29 14%	35 14%	42 16%	32 12%	28 11%	19 13%	14 15%
More than 20 hours	(22.5)	277 28%	126 26%	151 29%	32 29%	25 15%	38 19%	33 19%	59 39%	91 45%	49 19%	72 25%	53 25%	103 41%	63 23%	64 25%	80 32%	46 33%	24 27%
Don't know		23 2%	9 2%	13 2%	6 6%	3 2%	6 3%	2 1%	2 1%	3 1%	5 2%	10 3%	5 2%	3 1%	3 1%	5 2%	11 4%	2 1%	2 2%
Mean	13.18	13.26	13.11	12.82	11.23	11.67	12.53	14.98	15.72	11.96	12.72	13.07	15.01	12.48	12.60	13.97	14.16	13.33	
Standard deviation	7.39	7.24	7.53	7.65	6.96	7.07	6.94	7.21	7.51	7.10	7.28	7.20	7.66	7.36	7.33	7.45	7.36	7.36	
Standard error	0.24	0.34	0.33	0.81	0.56	0.50	0.54	0.56	0.51	0.42	0.52	0.55	0.41	0.46	0.46	0.46	0.63	0.80	

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 20
Q.5 How many hours of TV do you watch a week?
Base: All respondents

	TV Region													
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire	
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91	
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91	
None	(0) 1%	5 2%	- -	1 *	- -	- -	- -	- -	2 2%	1 2%	- -	- -	1 1%	
Less than one hour	(.5) 1%	8 1%	1 1%	- -	1 *	- -	1 1%	- -	3 1%	- -	1 1%	- -	1 1%	
Between one and five hours	(2.5) 16%	162 16%	14 16%	3 19%	28 18%	4 15%	18 16%	12 14%	38 20%	14 14%	7 12%	8 15%	5 16%	11 12%
Between five and ten hours	(7.5) 20%	199 20%	18 21%	2 14%	26 17%	6 23%	25 22%	10 11%	56 29%	13 13%	14 22%	9 17%	5 14%	16 18%
Between ten and 15 hours	(12.5) 20%	199 20%	15 18%	5 31%	37 24%	2 8%	18 16%	28 30%	26 13%	24 24%	12 20%	11 22%	4 12%	18 20%
Between 15 and 20 hours	(17.5) 13%	134 13%	12 14%	2 15%	23 15%	6 26%	11 10%	12 13%	20 10%	18 18%	7 12%	5 9%	7 20%	11 13%
More than 20 hours	(22.5) 28%	277 28%	23 27%	3 21%	35 23%	6 26%	34 31%	27 29%	49 26%	26 26%	18 29%	13 26%	12 35%	31 34%
Don't know	23 2%	1 1%	- -	4 3%	1 3%	3 3%	3 3%	2 2%	- -	3 3%	1 2%	5 11%	- -	2 2%
Mean	13.18	12.88	12.70	12.75	13.74	13.26	14.20	11.95	13.83	13.33	13.30	14.35	14.36	
Standard deviation	7.39	7.57	7.12	7.16	7.42	7.66	6.91	7.58	7.15	7.44	7.35	7.92	7.38	
Standard error	0.24	0.84	1.68	0.60	1.62	0.67	0.74	0.56	0.72	0.95	1.07	1.42	0.78	

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 21

Q.6 How many TVs do you have in your home?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
1	269 27%	132 27%	137 26%	27 25%	46 27%	43 21%	41 24%	48 32%	64 32%	63 25%	73 25%	48 23%	86 34%	94 35%	61 23%	61 25%	34 24%	20 22%
2	312 31%	156 32%	157 30%	19 17%	64 37%	69 34%	34 20%	47 31%	80 40%	84 33%	88 30%	55 26%	86 34%	84 31%	86 33%	71 29%	44 31%	28 32%
3	224 22%	101 21%	123 24%	32 29%	40 23%	44 22%	35 21%	38 25%	36 18%	46 18%	71 24%	60 28%	48 19%	37 14%	63 24%	64 26%	36 26%	24 27%
4	122 12%	60 12%	61 12%	18 16%	10 6%	30 15%	37 22%	9 6%	17 9%	32 13%	36 12%	31 15%	22 9%	32 12%	31 12%	28 11%	19 14%	12 14%
5	51 5%	22 5%	29 6%	11 10%	6 4%	11 6%	14 8%	7 5%	2 1%	18 7%	18 6%	9 4%	6 3%	11 4%	16 6%	15 6%	6 4%	4 4%
6	17 2%	4 1%	13 2%	- -	6 4%	4 2%	4 3%	2 1%	1 *	6 2%	6 2%	2 1%	2 1%	8 3%	4 1%	4 1%	- -	1 1%
7	9 1%	7 1%	2 *	3 3%	- -	- -	6 3%	- -	- -	2 1%	- -	6 3%	- -	2 1%	2 1%	3 1%	1 1%	- -
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 10	(15) *	3 *	1 *	1 1%	- -	- -	- -	- -	1 1%	1 *	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -
Mean	2.76	2.71	2.81	4.02	2.33	2.55	2.91	2.24	2.90	3.08	3.07	2.68	2.14	2.31	2.53	3.22	3.41	2.48
Standard deviation	5.94	5.76	6.10	11.77	1.24	1.24	1.57	1.17	9.69	7.89	8.07	1.40	1.12	1.39	1.29	8.76	10.48	1.16
Standard error	0.19	0.27	0.26	1.21	0.10	0.09	0.12	0.09	0.66	0.47	0.57	0.11	0.06	0.09	0.08	0.53	0.90	0.12

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 21

Q.6 How many TVs do you have in your home?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
1	269 27%	19 22%	2 14%	34 22%	6 23%	29 26%	22 24%	71 37%	34 33%	14 22%	11 22%	6 19%	22 24%
2	312 31%	29 34%	5 32%	50 33%	4 18%	31 28%	31 34%	55 29%	32 32%	23 38%	17 34%	10 29%	25 28%
3	224 22%	25 29%	5 37%	36 24%	9 38%	26 24%	20 21%	29 15%	15 14%	14 23%	11 21%	11 35%	23 25%
4	122 12%	7 8%	2 12%	20 13%	4 15%	14 13%	13 15%	21 11%	13 13%	8 14%	6 11%	4 12%	10 12%
5	51 5%	2 2%	1 5%	12 8%	1 6%	7 6%	5 5%	8 4%	3 3%	1 2%	3 5%	1 3%	7 8%
6	17 2%	2 2%	-	* *	-	-	-	5 3%	4 4%	1 1%	3 6%	-	1 2%
7	9 1%	2 3%	-	-	-	1 1%	-	2 1%	-	-	-	1 3%	2 2%
8	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 10	(15) 3 *	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-
Mean	2.76	2.49	2.63	2.52	2.62	4.00	3.92	2.29	2.32	2.40	2.62	2.63	2.65
Standard deviation	5.94	1.33	1.06	1.21	1.18	13.03	12.98	1.40	1.36	1.14	1.41	1.28	1.43
Standard error	0.19	0.15	0.25	0.10	0.25	1.12	1.38	0.10	0.13	0.14	0.20	0.23	0.15

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 22

Q.7 Some people say that there is too much sex on TV today, while others argue that there is not enough. Do you think that there is...?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Too much sex on TV	305 30%	99 21%	206 39%	24 22%	30 17%	39 20%	48 28%	58 39%	106 53%	52 21%	89 30%	52 25%	112 45%	83 31%	81 31%	68 27%	38 27%	35 40%
About the right amount of sex on TV	545 54%	288 59%	258 49%	66 60%	108 63%	136 68%	95 55%	72 48%	68 34%	158 63%	167 57%	125 59%	95 38%	132 49%	146 56%	148 60%	77 55%	42 48%
Not enough sex on TV	73 7%	60 12%	13 3%	15 13%	18 11%	12 6%	11 6%	10 7%	7 3%	16 6%	15 5%	20 10%	21 8%	25 9%	13 5%	13 5%	15 11%	6 7%
Don't know	84 8%	37 8%	47 9%	6 6%	15 9%	14 7%	17 10%	11 7%	20 10%	25 10%	22 7%	14 6%	23 9%	27 10%	22 8%	19 8%	10 7%	5 5%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 22

Q.7 Some people say that there is too much sex on TV today, while others argue that there is not enough. Do you think that there is...?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Too much sex on TV	305 30%	27 31%	3 21%	51 33%	9 37%	34 31%	28 31%	56 29%	28 28%	25 41%	14 27%	7 21%	23 25%
About the right amount of sex on TV	545 54%	45 53%	10 65%	82 54%	11 43%	59 53%	50 55%	99 52%	55 55%	31 51%	29 58%	16 48%	59 65%
Not enough sex on TV	73 7%	10 12%	1 4%	3 2%	4 18%	5 4%	9 10%	18 9%	9 9%	2 3%	4 7%	5 14%	4 4%
Don't know	84 8%	3 4%	2 10%	17 11%	* 2%	12 11%	4 4%	18 9%	9 9%	4 6%	4 8%	6 17%	5 5%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 23

Q.8 The BBC is currently funded by the licence fee. Do you think the licence fee should be abolished?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Yes	617 61%	276 57%	342 65%	63 56%	115 67%	133 66%	101 59%	104 69%	103 51%	124 49%	172 59%	154 73%	167 66%	157 59%	161 61%	160 65%	85 61%	54 61%
No	350 35%	197 41%	153 29%	39 35%	51 30%	63 31%	65 38%	45 30%	88 44%	122 49%	107 37%	51 24%	70 28%	97 36%	95 36%	78 32%	48 34%	32 36%
Don't know	39 4%	11 2%	29 5%	10 9%	5 3%	6 3%	5 3%	3 2%	11 5%	5 2%	13 4%	6 3%	15 6%	14 5%	7 3%	9 4%	7 5%	2 3%

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 23

Q.8 The BBC is currently funded by the licence fee. Do you think the licence fee should be abolished?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Yes	617 61%	51 60%	11 75%	90 59%	11 47%	68 62%	58 64%	114 59%	63 63%	41 66%	34 67%	15 45%	62 68%
No	350 35%	32 38%	3 23%	57 37%	13 53%	36 33%	29 32%	70 36%	33 33%	19 30%	16 31%	16 47%	28 31%
Don't know	39 4%	2 3%	* 2%	6 4%	- -	6 5%	4 5%	8 4%	4 4%	2 4%	1 2%	3 8%	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 24

Q.9 Can you get Sky channels on your TV at home?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Yes	572 57%	284 59%	288 55%	79 71%	108 63%	130 65%	97 57%	78 52%	80 40%	150 60%	165 57%	131 62%	125 50%	151 56%	146 56%	132 53%	84 60%	59 67%
No	428 43%	198 41%	231 44%	31 28%	62 36%	72 35%	74 43%	72 48%	119 59%	100 39%	127 43%	78 37%	124 49%	113 42%	115 44%	116 47%	55 39%	29 33%
Don't know	7 1%	2 *	5 1%	1 1%	1 1%	- -	1 *	1 1%	3 1%	2 1%	- -	2 1%	3 1%	4 1%	2 1%	- -	1 1%	- -

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 24

Q.9 Can you get Sky channels on your TV at home?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Yes	572 57%	43 51%	8 55%	86 56%	17 71%	60 54%	61 67%	112 59%	54 54%	41 67%	25 50%	15 45%	49 54%
No	428 43%	42 49%	7 45%	67 44%	7 29%	51 46%	29 32%	74 39%	46 46%	20 33%	26 50%	18 55%	41 46%
Don't know	7 1%	-	-	1 *	-	-	1 2%	5 3%	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 25

Q.10 What channel do you most often watch the news on?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
BBC1	459 46%	219 45%	240 46%	44 39%	67 39%	84 42%	77 45%	78 52%	108 54%	127 51%	138 47%	80 38%	114 45%	136 51%	109 42%	111 45%	68 49%	34 38%
ITV1	246 24%	89 18%	157 30%	20 18%	45 26%	60 30%	44 26%	37 24%	40 20%	49 19%	58 20%	76 36%	64 26%	43 16%	67 26%	76 31%	34 24%	26 30%
Sky News	119 12%	70 15%	49 9%	21 19%	26 15%	25 12%	18 10%	11 7%	19 9%	32 13%	39 13%	21 10%	27 11%	35 13%	29 11%	28 11%	20 15%	6 7%
BBC News 24	50 5%	32 7%	18 4%	10 9%	7 4%	9 5%	10 6%	8 5%	6 3%	12 5%	18 6%	10 5%	11 4%	16 6%	15 6%	9 4%	4 3%	6 6%
Channel 4	35 3%	22 5%	12 2%	5 4%	8 4%	6 3%	6 4%	3 2%	7 4%	12 5%	14 5%	6 3%	2 1%	16 6%	14 5%	3 1%	2 1%	- -
Channel 5	11 1%	6 1%	5 1%	4 4%	- -	- -	2 1%	2 1%	3 2%	1 1%	4 1%	1 1%	5 2%	1 *	2 1%	3 1%	- -	6 6%
BBC2	8 1%	6 1%	2 *	- -	3 2%	2 1%	1 1%	1 1%	1 1%	6 2%	1 *	1 *	* *	4 1%	1 *	1 1%	- -	2 3%
ITV2/3	8 1%	- -	8 2%	- -	1 *	2 1%	3 1%	1 1%	2 1%	3 1%	1 *	1 *	3 1%	3 1%	1 *	1 *	2 2%	1 1%
CNN	5 1%	4 1%	1 *	2 2%	- -	2 1%	1 1%	- -	1 *	1 *	3 1%	2 1%	- -	2 1%	3 1%	- -	1 1%	- -
STV	3 *	2 *	1 *	- -	- -	- -	1 *	2 1%	- -	- -	- -	1 1%	2 1%	- -	- -	- -	- -	3 3%
Grampian	2 *	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	1 1%	* *	- -	- -	- -	- -	2 2%
Granada	2 *	1 *	1 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -	2 1%	- -	1 *	1 *	- -	- -
HTV	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	* *	- -	2 1%	- -
Yorkshire	2 *	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	- -	2 1%	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 25

Q.10 What channel do you most often watch the news on?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Central	1 *	1 *	-	-	-	-	-	-	1 1%	1 *	-	-	-	-	1 *	-	-	-
Anglia	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-
Meridian	* *	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	-
Other	9 1%	7 1%	2 *	-	3 2%	3 1%	1 1%	1 1%	1 1%	-	5 2%	1 1%	3 1%	2 1%	5 2%	2 1%	-	-
Dont watch the news	11 1%	5 1%	6 1%	-	5 3%	2 1%	2 1%	1 1%	1 1%	3 1%	2 1%	2 1%	4 2%	3 1%	6 2%	1 *	2 1%	-
Don't know/not stated	33 3%	14 3%	19 4%	5 5%	8 5%	6 3%	3 2%	6 4%	4 2%	5 2%	11 4%	7 3%	11 4%	8 3%	6 2%	11 4%	5 4%	3 3%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 25

Q.10 What channel do you most often watch the news on?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
BBC1	459 46%	42 50%	8 51%	63 41%	6 24%	49 44%	44 49%	92 48%	48 47%	26 43%	21 42%	17 52%	43 47%
ITV1	246 24%	19 22%	3 19%	36 24%	6 26%	32 29%	21 23%	28 14%	29 29%	19 31%	17 33%	8 23%	28 31%
Sky News	119 12%	6 7%	1 9%	21 14%	3 11%	13 11%	15 16%	27 14%	10 10%	4 6%	6 13%	5 15%	9 10%
BBC News 24	50 5%	4 4%	2 13%	12 8%	3 13%	2 2%	2 2%	15 8%	4 4%	2 4%	2 3%	- -	4 4%
Channel 4	35 3%	4 5%	1 4%	7 5%	- -	3 2%	2 2%	10 5%	6 6%	- -	1 2%	- -	2 2%
Channel 5	11 1%	- -	- -	1 1%	1 5%	- -	- -	1 1%	- -	4 7%	2 3%	- -	1 2%
BBC2	8 1%	- -	- -	1 *	1 5%	1 1%	- -	4 2%	- -	1 2%	* 1%	- -	- -
ITV2/3	8 1%	- -	- -	1 1%	- -	- -	2 3%	3 2%	1 1%	1 1%	1 2%	- -	- -
CNN	5 1%	3 3%	- -	- -	- -	- -	1 1%	2 1%	- -	- -	- -	- -	- -
STV	3 *	- -	- -	- -	- -	- -	- -	- -	- -	3 4%	- -	- -	- -
Grampian	2 *	- -	- -	- -	2 8%	- -	- -	- -	- -	- -	- -	- -	- -
Granada	2 *	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
HTV	2 *	- -	- -	* *	- -	- -	2 2%	- -	- -	- -	- -	- -	- -
Yorkshire	2 *	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Central	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 25

Q.10 What channel do you most often watch the news on?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Anglia	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-
Meridian	* *	-	-	-	-	-	-	-	* *	-	-	-	-
Other	9 1%	1 2%	1 4%	3 2%	-	-	-	1 *	1 1%	-	1 2%	-	1 1%
Dont watch the news	11 1%	2 2%	-	3 2%	-	1 1%	-	3 2%	1 1%	-	-	1 3%	-
Don't know/not stated	33 3%	2 2%	-	4 2%	2 8%	8 7%	3 3%	7 4%	1 1%	1 2%	-	2 6%	4 4%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Ant and Dec	77 8%	32 7%	45 9%	11 10%	27 16%	20 10%	14 8%	3 2%	1 1%	16 6%	25 9%	22 10%	14 5%	13 5%	20 7%	24 10%	10 7%	11 12%
Trevor MacDonald	33 3%	13 3%	20 4%	- -	2 1%	3 2%	8 4%	9 6%	10 5%	8 3%	6 2%	7 3%	12 5%	12 5%	7 3%	9 4%	1 1%	2 3%
Jonathan Ross	32 3%	12 2%	21 4%	- -	13 8%	11 6%	8 4%	- -	- -	16 6%	10 3%	3 1%	3 1%	7 3%	9 3%	7 3%	5 4%	4 4%
Davina McCall	28 3%	5 1%	24 5%	8 8%	5 3%	8 4%	2 1%	4 3%	1 *	9 4%	8 3%	9 4%	3 1%	7 3%	4 2%	10 4%	2 1%	4 5%
Fern Britton	23 2%	- -	23 4%	2 2%	7 4%	4 2%	4 2%	4 3%	1 1%	6 3%	8 3%	6 3%	3 1%	5 2%	7 3%	3 1%	3 2%	4 5%
Phillip Schofield	20 2%	2 *	18 3%	- -	5 3%	5 2%	5 3%	3 2%	2 1%	3 1%	5 2%	9 4%	3 1%	4 2%	2 1%	9 4%	2 2%	2 2%
Eamon Holmes	19 2%	5 1%	14 3%	- -	1 *	3 1%	6 3%	8 5%	2 1%	2 1%	4 1%	8 4%	6 2%	4 2%	6 2%	6 2%	1 1%	2 2%
Bruce Forsyth	15 2%	8 2%	8 1%	- -	- -	3 1%	2 1%	7 4%	4 2%	2 1%	6 2%	5 3%	2 1%	7 3%	5 2%	1 *	2 1%	1 1%
Chris Tarrent	15 1%	8 2%	7 1%	4 3%	2 1%	1 1%	1 1%	3 2%	3 2%	2 1%	3 1%	4 2%	6 3%	4 1%	3 1%	5 2%	2 2%	- -
Natasha Kaplinsky	14 1%	10 2%	4 1%	- -	1 1%	3 2%	3 1%	3 2%	4 2%	7 3%	4 1%	1 *	2 1%	6 2%	4 1%	3 1%	1 1%	1 1%
Richard & Judy	14 1%	5 1%	9 2%	3 3%	1 1%	2 1%	3 1%	2 1%	3 2%	- -	9 3%	1 *	4 2%	7 2%	1 *	2 1%	3 2%	2 2%
Vernon Kay	11 1%	3 1%	9 2%	10 9%	1 *	1 *	- -	- -	- -	2 1%	7 3%	2 1%	- -	2 1%	4 1%	6 2%	- -	- -
Jeremy Clarkson	11 1%	9 2%	2 *	3 3%	1 1%	4 2%	3 1%	- -	- -	3 1%	3 1%	4 2%	- -	1 *	6 2%	4 1%	1 1%	- -
Michael Parkinson	9 1%	3 1%	6 1%	- -	1 1%	3 1%	2 1%	- -	3 2%	3 1%	3 1%	2 1%	1 *	4 1%	2 1%	2 1%	1 1%	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Gary Lineker	8 1%	8 2%	-	4 3%	2 1%	1 *	1 1%	1 *	-	4 2%	1 *	1 1%	2 1%	-	3 1%	3 1%	1 1%	1 1%
Ann Robinson	8 1%	1 *	7 1%	2 2%	1 *	1 1%	-	1 1%	3 2%	-	3 1%	2 1%	3 1%	* *	1 1%	3 1%	1 1%	3 3%
Trisha	7 1%	1 *	7 1%	1 1%	2 1%	3 2%	1 1%	-	-	1 *	1 *	3 1%	3 1%	3 1%	1 1%	3 1%	1 1%	-
Jeremy Paxman	7 1%	6 1%	1 *	-	1 1%	1 1%	1 1%	2 1%	2 1%	1 *	4 1%	-	2 1%	3 1%	1 1%	1 *	2 2%	-
Ian Wright	7 1%	5 1%	2 *	4 4%	-	2 1%	-	-	1 1%	1 *	5 2%	1 1%	-	2 1%	3 1%	1 *	-	1 1%
Fiona Phillips	7 1%	1 *	6 1%	-	3 2%	-	* *	3 2%	1 1%	2 1%	4 1%	-	1 *	-	4 2%	* *	1 1%	1 2%
Jonathn Dimbley	6 1%	3 1%	3 1%	1 1%	1 1%	-	1 *	-	3 1%	2 1%	3 1%	-	1 *	4 1%	-	1 1%	1 1%	-
Paul O'Grady	6 1%	1 *	5 1%	1 1%	1 1%	1 *	2 1%	-	1 *	2 1%	-	2 1%	2 1%	1 *	2 1%	2 1%	-	-
Huw Edwards	5 1%	4 1%	1 *	-	-	-	-	2 1%	4 2%	1 *	2 1%	-	3 1%	-	3 1%	-	2 1%	-
Stephen Fry	5 1%	3 1%	2 *	-	1 *	2 1%	-	2 1%	-	-	4 2%	1 *	-	2 1%	-	1 *	2 1%	-
Lorraine Kelly	5 1%	2 *	3 1%	1 1%	-	3 1%	1 1%	-	-	2 1%	1 *	1 *	* *	-	* *	1 1%	1 1%	2 2%
Cat Deeley	5 *	3 1%	2 *	1 1%	3 2%	1 *	-	-	-	1 *	1 *	1 *	2 1%	2 1%	3 1%	-	-	-
Sophie Rayworth	5 *	4 1%	1 *	-	-	-	-	1 1%	4 2%	1 1%	2 1%	-	2 1%	1 *	4 1%	-	-	-
Richard Keys	4 *	4 1%	-	-	2 1%	1 *	1 1%	-	-	2 1%	2 1%	-	-	1 *	3 1%	-	-	-
Gordon Burnes	4 *	-	4 1%	-	-	1 1%	2 1%	1 *	-	1 *	2 1%	-	1 *	-	1 *	3 1%	-	-

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
John Snow	4*	3 1%	1*	-	2 1%	1*	-	-	1*	4 1%	-	-	-	2 1%	1*	1*	-	-
Michael Barrymore	3*	3 1%	1*	2 2%	-	-	-	1 1%	1*	-	2 1%	-	2 1%	1*	2 1%	-	-	1 1%
Cilla Black	3*	1*	3*	-	1*	-	-	1 1%	2 1%	-	-	-	3 1%	1*	-	1*	2 1%	-
Matthew Wright	3*	1*	2*	-	2 1%	1 1%	-	-	-	2 1%	1*	-	-	2 1%	-	-	-	1 1%
Kirsty Young	3*	2*	1*	-	-	-	2 1%	-	1*	2 1%	-	-	1*	2 1%	1*	-	-	-
Fred Dinenage	2*	1*	2*	-	-	-	1*	1 1%	1*	-	-	1*	2 1%	1 1%	-	-	1 1%	-
Fiona Bruce	2*	1*	1*	-	* 1%	1*	-	-	1*	1 1%	-	-	1*	-	-	1*	1 1%	-
Tim Lovejoy	2*	1*	1*	-	1 1%	1*	-	-	-	1*	-	1 1%	-	-	2 1%	-	-	-
Billy Connolly	2*	1*	1*	-	-	-	2 1%	-	-	-	1*	-	1*	1*	1*	-	-	-
Fearne Cotton	2*	* 1%	1*	* 1%	1*	-	-	-	1*	1*	-	-	1*	1*	1*	-	-	-
Jeff Stelling	2*	2*	-	-	* 1%	1 1%	-	-	-	1*	-	-	1*	-	-	2 1%	-	-
June Sarpong	2*	-	2*	-	-	-	2 1%	-	-	-	-	2 1%	-	2 1%	-	-	-	-
Graham Norton	1*	1*	-	-	-	1 1%	-	-	-	-	1*	-	-	-	-	1*	-	-
Jeremy Vine	1*	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	1*	-	-	-
Simon Cowell	* 1%	-	* 1%	* 1%	-	-	-	-	-	-	-	-	* 1%	-	* 1%	-	-	-

Prepared by Populus

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Other	77 8%	50 10%	27 5%	10 9%	16 9%	9 4%	14 8%	8 6%	18 9%	22 9%	20 7%	15 7%	20 8%	24 9%	18 7%	17 7%	11 8%	7 8%
Don't know/not stated	487 48%	257 53%	230 44%	43 38%	62 36%	97 48%	82 48%	82 55%	121 60%	118 47%	130 44%	98 47%	141 56%	129 48%	126 48%	115 46%	79 56%	39 44%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Ant and Dec	77 8%	4 5%	2 12%	15 10%	- -	6 6%	7 8%	5 3%	8 8%	11 17%	6 11%	2 6%	11 12%
Trevor MacDonald	33 3%	3 4%	2 10%	6 4%	- -	4 4%	* *	8 4%	2 2%	1 2%	3 6%	1 3%	2 2%
Jonathan Ross	32 3%	1 1%	1 5%	5 4%	- -	4 4%	4 4%	6 3%	3 3%	3 5%	2 5%	2 6%	1 2%
Davina McCall	28 3%	1 1%	1 7%	3 2%	1 5%	5 4%	2 2%	7 4%	- -	3 5%	2 4%	- -	3 3%
Fern Britton	23 2%	3 3%	- -	3 2%	1 6%	2 2%	1 1%	4 2%	4 4%	3 4%	- -	- -	1 1%
Phillip Schofield	20 2%	- -	- -	- -	- -	6 6%	1 1%	6 3%	1 1%	2 3%	1 2%	- -	3 3%
Eamon Holmes	19 2%	1 1%	1 7%	3 2%	1 3%	4 3%	- -	5 3%	1 1%	1 2%	- -	- -	3 3%
Bruce Forsyth	15 2%	- -	1 6%	5 3%	- -	- -	2 2%	- -	7 7%	1 1%	- -	- -	- -
Chris Tarrent	15 1%	- -	1 9%	1 1%	- -	1 1%	2 3%	4 2%	1 1%	- -	1 2%	- -	2 2%
Natasha Kaplinsky	14 1%	3 3%	- -	2 1%	- -	- -	1 1%	4 2%	* *	1 2%	1 2%	- -	2 2%
Richard & Judy	14 1%	- -	- -	1 1%	- -	2 2%	2 2%	6 3%	1 1%	2 3%	- -	1 3%	- -
Vernon Kay	11 1%	2 2%	- -	1 *	- -	1 1%	- -	3 2%	- -	- -	2 3%	- -	3 3%
Jeremy Clarkson	11 1%	3 3%	- -	2 1%	- -	1 1%	- -	1 *	2 2%	- -	1 3%	- -	1 1%
Michael Parkinson	9 1%	- -	- -	2 1%	- -	2 1%	- -	4 2%	- -	- -	- -	1 3%	1 1%
Gary Lineker	8 1%	1 1%	- -	- -	1 4%	3 3%	1 1%	2 1%	- -	- -	1 2%	- -	- -

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Ann Robinson	8 1%	- -	- -	1 1%	2 8%	- -	- -	* *	- -	1 1%	1 2%	1 3%	2 2%
Trisha	7 1%	- -	- -	1 1%	- -	- -	1 1%	3 1%	- -	- -	- -	- -	3 3%
Jeremy Paxman	7 1%	1 2%	- -	1 *	- -	1 1%	- -	2 1%	- -	- -	- -	2 7%	- -
Ian Wright	7 1%	- -	- -	3 2%	1 5%	1 1%	- -	2 1%	- -	- -	- -	- -	- -
Fiona Phillips	7 1%	2 3%	- -	- -	1 4%	- -	1 1%	2 1%	- -	* 1%	* 1%	- -	- -
Jonathn Dimbley	6 1%	1 1%	- -	1 1%	- -	1 1%	- -	- -	3 3%	- -	- -	- -	- -
Paul O'Grady	6 1%	1 1%	- -	1 1%	- -	2 2%	- -	1 1%	- -	- -	- -	- -	- -
Huw Edwards	5 1%	- -	- -	2 1%	- -	1 1%	2 2%	1 1%	- -	- -	- -	- -	- -
Stephen Fry	5 1%	- -	- -	2 2%	- -	1 1%	2 2%	- -	- -	- -	- -	- -	- -
Lorraine Kelly	5 1%	- -	- -	* *	1 4%	1 1%	1 2%	- -	- -	1 1%	- -	- -	- -
Cat Deeley	5 *	1 1%	- -	1 1%	- -	- -	- -	1 *	2 2%	- -	- -	- -	- -
Sophie Rayworth	5 *	4 4%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Richard Keys	4 *	- -	- -	3 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Gordon Burnes	4 *	- -	- -	1 *	- -	3 3%	- -	- -	- -	- -	- -	- -	- -
John Snow	4 *	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 26

Q.11 Thinking about all the programmes that are currently on television, who is your favourite TV presenter?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Michael Barrymore	3 *	- -	- -	2 1%	- -	- -	- -	1 *	- -	1 1%	- -	- -	- -
Cilla Black	3 *	- -	- -	- -	- -	1 *	2 2%	1 *	- -	- -	- -	- -	- -
Matthew Wright	3 *	- -	- -	- -	- -	- -	- -	2 1%	- -	1 2%	- -	- -	- -
Kirsty Young	3 *	- -	- -	1 1%	- -	- -	- -	1 *	1 1%	- -	- -	- -	- -
Fred Dinenage	2 *	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -
Fiona Bruce	2 *	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Tim Lovejoy	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Billy Connolly	2 *	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Fearne Cotton	2 *	1 1%	- -	1 1%	- -	- -	- -	* *	- -	- -	- -	- -	- -
Jeff Stelling	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 1%
June Sarpong	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Graham Norton	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Jeremy Vine	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Simon Cowell	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	77 8%	6 7%	2 16%	11 7%	5 19%	4 4%	8 8%	17 9%	8 8%	2 4%	6 12%	3 9%	5 5%
Don't know/not stated	487 48%	47 55%	4 27%	69 45%	10 42%	50 46%	51 56%	86 45%	52 52%	28 45%	21 42%	20 61%	48 53%

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 27

Q.12 Thinking about all the programmes that are currently on television, who is your favourite TV comedy character?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
David Jason	82 8%	35 7%	47 9%	2 1%	12 7%	15 7%	14 8%	17 12%	23 11%	17 7%	22 8%	17 8%	26 10%	27 10%	18 7%	19 8%	11 8%	6 7%
Peter Kay	68 7%	41 9%	27 5%	12 11%	18 10%	14 7%	13 8%	7 5%	4 2%	18 7%	28 9%	18 8%	5 2%	9 3%	18 7%	37 15%	3 2%	1 1%
Del Boy	66 7%	37 8%	29 6%	7 6%	10 6%	20 10%	12 7%	10 7%	7 3%	10 4%	18 6%	22 10%	17 7%	18 7%	10 4%	13 5%	16 12%	9 10%
Billy Connolly	49 5%	24 5%	25 5%	1 1%	3 2%	9 5%	14 8%	12 8%	10 5%	7 3%	18 6%	14 6%	11 4%	15 6%	10 4%	11 4%	6 4%	8 9%
Dawn French	26 3%	1 *	25 5%	- -	6 3%	8 4%	6 4%	6 4%	- -	11 4%	6 2%	6 3%	3 1%	5 2%	14 5%	2 1%	3 2%	3 3%
Little Britain	22 2%	14 3%	8 1%	4 4%	10 6%	3 2%	4 2%	1 1%	- -	10 4%	8 3%	3 1%	2 1%	6 2%	5 2%	6 2%	2 2%	4 4%
Ronnie Barker	22 2%	15 3%	7 1%	- -	- -	1 *	4 2%	6 4%	10 5%	7 3%	2 1%	4 2%	9 4%	6 2%	7 3%	5 2%	3 2%	1 1%
Ricky Gervais	18 2%	8 2%	10 2%	1 1%	5 3%	7 4%	3 2%	2 1%	- -	8 3%	5 2%	1 *	4 1%	7 3%	5 2%	3 1%	2 2%	- -
Matt Lucas	17 2%	11 2%	6 1%	5 5%	4 2%	7 3%	1 1%	- -	- -	6 2%	7 2%	1 1%	3 1%	2 1%	3 1%	3 1%	8 6%	1 1%
Rowan Atkinson	15 2%	8 2%	7 1%	3 3%	2 1%	3 2%	3 2%	1 1%	3 1%	6 2%	3 1%	3 2%	2 1%	4 2%	2 1%	5 2%	2 1%	2 2%
Homer Simpson	15 1%	11 2%	4 1%	4 3%	8 4%	2 1%	1 1%	- -	- -	5 2%	6 2%	3 1%	2 1%	3 1%	6 2%	4 2%	1 1%	1 1%
Ant and Dec	12 1%	2 *	10 2%	1 1%	4 2%	2 1%	2 1%	2 2%	- -	2 1%	4 1%	2 1%	4 2%	4 2%	1 1%	4 2%	1 1%	1 1%
Joey (Friends)	11 1%	7 1%	4 1%	4 3%	6 3%	1 1%	- -	- -	- -	3 1%	6 2%	1 *	1 *	4 1%	4 1%	2 1%	2 1%	- -
Avid Merrion	10 1%	8 2%	2 *	4 3%	1 1%	3 2%	- -	2 1%	- -	1 *	4 1%	5 2%	- -	3 1%	3 1%	- -	2 1%	2 3%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 27

Q.12 Thinking about all the programmes that are currently on television, who is your favourite TV comedy character?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Joe Pasquale	10 1%	3 1%	7 1%	1 1%	-	1 *	4 2%	3 2%	1 *	1 *	3 1%	3 2%	2 1%	1 *	6 2%	1 1%	1 1%	-
Frasier	9 1%	3 1%	5 1%	-	-	2 1%	6 4%	-	1 *	3 1%	3 1%	-	3 1%	4 2%	2 1%	-	1 1%	2 2%
Ronnie Corbett	7 1%	3 1%	3 1%	-	-	-	-	1 *	6 3%	-	3 1%	1 1%	2 1%	-	2 1%	1 1%	2 1%	1 1%
Father Ted	5 1%	3 1%	2 *	-	-	1 *	2 1%	2 1%	1 1%	3 1%	-	-	2 1%	-	2 1%	1 *	2 1%	1 1%
Paul O'Grady	5 *	1 *	4 1%	1 1%	-	1 1%	2 1%	1 1%	-	-	1 *	1 *	3 1%	-	1 *	4 2%	-	-
Harry Enfield	4 *	3 1%	1 *	3 3%	1 1%	-	-	-	-	1 1%	3 1%	-	-	1 *	3 1%	-	-	-
Martin Clunes	4 *	4 1%	-	2 2%	-	-	-	-	2 1%	-	2 1%	1 1%	1 *	-	2 1%	1 *	1 1%	-
Harry Hill	4 *	2 *	2 *	-	2 1%	-	-	2 1%	-	1 *	1 *	2 1%	-	-	2 1%	2 1%	-	-
Paul Merton	4 *	2 *	2 *	2 2%	-	-	2 1%	-	-	1 *	2 1%	1 1%	-	4 1%	-	-	-	-
Jonathon Ross	3 *	1 *	2 *	-	1 1%	1 1%	1 1%	-	-	1 *	2 1%	-	-	-	2 1%	1 *	-	-
Stephen Fry	2 *	1 *	2 *	-	-	-	2 1%	-	1 *	2 1%	-	-	-	1 *	2 1%	-	-	-
Jasper Carrott	2 *	1 *	1 *	-	* *	-	-	1 1%	1 *	-	-	1 *	2 1%	1 *	1 *	-	* *	-
Frank Skinner	2 *	-	2 *	-	-	2 1%	-	-	-	-	-	2 1%	-	-	-	2 1%	-	-
Other	132 13%	66 14%	65 12%	22 20%	27 16%	20 10%	17 10%	20 14%	26 13%	32 13%	34 12%	27 13%	38 15%	43 16%	26 10%	41 16%	13 9%	9 10%
Don't know/not stated	381 38%	169 35%	212 41%	32 29%	53 31%	76 38%	60 35%	52 35%	107 53%	96 38%	101 35%	73 34%	111 44%	101 38%	106 40%	80 32%	58 41%	37 41%

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 27

Q.12 Thinking about all the programmes that are currently on television, who is your favourite TV comedy character?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
David Jason	82 8%	7 8%	* 3%	12 8%	1 3%	9 8%	6 6%	12 6%	15 15%	5 8%	4 8%	3 10%	7 8%
Peter Kay	68 7%	6 7%	1 4%	13 8%	- -	16 14%	3 3%	5 3%	3 3%	1 2%	9 17%	- -	13 14%
Del Boy	66 7%	5 5%	- -	4 3%	4 16%	3 3%	13 14%	13 7%	7 7%	5 8%	6 11%	1 3%	5 6%
Billy Connolly	49 5%	2 2%	1 6%	9 6%	1 3%	7 7%	5 5%	9 5%	5 5%	7 12%	1 2%	- -	2 2%
Dawn French	26 3%	* *	1 7%	12 8%	1 6%	1 1%	- -	4 2%	2 2%	1 2%	- -	2 6%	- -
Little Britain	22 2%	1 2%	- -	2 1%	1 5%	2 1%	1 2%	6 3%	2 2%	3 4%	2 3%	- -	2 3%
Ronnie Barker	22 2%	3 4%	1 4%	2 1%	- -	2 2%	4 4%	4 2%	3 2%	1 2%	1 2%	- -	1 1%
Ricky Gervais	18 2%	1 2%	- -	3 2%	- -	1 1%	1 2%	6 3%	2 1%	- -	1 2%	1 3%	2 2%
Matt Lucas	17 2%	1 1%	- -	3 2%	1 5%	1 1%	5 5%	- -	1 1%	- -	- -	3 9%	2 3%
Rowan Atkinson	15 2%	1 1%	- -	1 1%	2 8%	- -	1 1%	2 1%	2 2%	- -	- -	1 4%	5 5%
Homer Simpson	15 1%	2 2%	- -	4 3%	- -	1 1%	1 1%	2 1%	1 1%	1 2%	2 3%	- -	1 1%
Ant and Dec	12 1%	1 2%	1 5%	- -	- -	1 1%	1 1%	2 1%	2 2%	1 1%	- -	- -	3 3%
Joey (Friends)	11 1%	- -	- -	4 2%	- -	2 2%	- -	3 2%	1 1%	- -	- -	1 3%	- -
Avid Merrion	10 1%	- -	- -	- -	- -	- -	2 2%	4 2%	1 1%	2 4%	- -	- -	- -
Joe Pasquale	10 1%	4 5%	1 7%	- -	- -	- -	1 1%	1 1%	- -	- -	* 1%	- -	2 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 27

Q.12 Thinking about all the programmes that are currently on television, who is your favourite TV comedy character?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Frasier	9 1%	- -	- -	3 2%	1 4%	- -	1 1%	1 1%	1 1%	1 2%	- -	- -	1 1%
Ronnie Corbett	7 1%	- -	1 4%	2 1%	1 5%	1 1%	2 2%	- -	- -	- -	- -	- -	- -
Father Ted	5 1%	2 2%	1 5%	- -	1 3%	- -	2 2%	- -	- -	- -	- -	- -	- -
Paul O'Grady	5 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	3 3%
Harry Enfield	4 *	- -	- -	3 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Martin Clunes	4 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	1 2%	1 3%	- -
Harry Hill	4 *	2 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%
Paul Merton	4 *	- -	- -	- -	- -	- -	- -	3 1%	1 1%	- -	- -	- -	- -
Jonathon Ross	3 *	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -
Stephen Fry	2 *	- -	- -	2 1%	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Jasper Carrott	2 *	1 1%	- -	- -	- -	- -	* *	1 1%	- -	- -	- -	- -	- -
Frank Skinner	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 4%	- -	- -
Other	132 13%	9 10%	1 9%	10 7%	3 12%	19 17%	5 6%	40 21%	11 11%	6 10%	5 10%	4 13%	17 19%
Don't know/not stated	381 38%	36 42%	7 45%	60 39%	7 30%	43 39%	38 41%	69 36%	40 40%	27 43%	17 33%	15 45%	23 26%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 28

Q.13 What is your favourite TV channel?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
BBC 1	251 25%	115 24%	136 26%	16 14%	31 18%	43 21%	47 27%	45 30%	69 35%	63 25%	83 28%	41 20%	64 25%	64 24%	71 27%	56 23%	39 28%	22 24%
ITV 1	188 19%	62 13%	126 24%	16 14%	31 18%	43 22%	36 21%	26 17%	37 18%	36 14%	51 17%	50 24%	51 20%	37 14%	42 16%	66 27%	25 18%	18 20%
Channel 4	59 6%	27 6%	31 6%	17 15%	16 9%	11 6%	8 5%	5 3%	2 1%	22 9%	15 5%	17 8%	5 2%	25 9%	15 6%	10 4%	5 4%	4 4%
Sky Sports	53 5%	49 10%	4 1%	9 8%	7 4%	12 6%	8 5%	8 6%	8 4%	17 7%	19 6%	7 3%	10 4%	16 6%	10 4%	17 7%	5 4%	4 5%
BBC 2	42 4%	24 5%	18 4%	1 1%	6 3%	4 2%	14 8%	7 4%	11 6%	13 5%	15 5%	6 3%	9 4%	15 6%	12 5%	4 2%	7 5%	4 4%
Sky One	42 4%	30 6%	12 2%	12 10%	12 7%	11 5%	4 2%	2 1%	2 1%	10 4%	5 2%	18 8%	9 3%	10 4%	16 6%	7 3%	6 5%	3 4%
Channel 5	30 3%	13 3%	17 3%	2 2%	5 3%	5 2%	4 2%	6 4%	8 4%	4 2%	7 2%	8 4%	10 4%	8 3%	6 2%	8 3%	1 1%	7 8%
Discovery	24 2%	16 3%	8 1%	3 3%	6 3%	8 4%	3 2%	3 2%	- -	4 1%	11 4%	5 2%	4 2%	2 1%	8 3%	5 2%	6 4%	2 2%
ITV 3	23 2%	7 1%	16 3%	1 1%	3 2%	3 2%	4 2%	3 2%	9 4%	8 3%	3 1%	3 1%	9 4%	7 3%	5 2%	6 3%	3 2%	3 3%
BBC 3	20 2%	9 2%	11 2%	3 3%	3 2%	2 1%	1 1%	3 2%	8 4%	5 2%	4 2%	3 1%	7 3%	4 1%	3 1%	5 2%	4 3%	3 3%
BBC 4	16 2%	9 2%	8 1%	3 3%	6 3%	3 2%	2 1%	1 1%	2 1%	10 4%	2 1%	2 1%	2 1%	4 2%	4 2%	3 1%	3 2%	2 2%
UKTV	15 1%	8 2%	7 1%	- -	3 2%	6 3%	3 2%	1 *	2 1%	4 1%	5 2%	3 1%	3 1%	5 2%	3 1%	4 2%	2 2%	- -
MTV	12 1%	9 2%	4 1%	3 2%	7 4%	2 1%	- -	1 1%	- -	5 2%	5 2%	- -	2 1%	6 2%	4 2%	1 *	- -	1 1%
Hallmark	11 1%	5 1%	6 1%	- -	1 1%	3 1%	2 1%	6 4%	- -	- -	6 2%	3 1%	2 1%	4 1%	1 *	4 1%	2 1%	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 28

Q.13 What is your favourite TV channel?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Sky Movies	10 1%	7 1%	3 1%	5 4%	4 2%	-	-	-	2 1%	1 *	2 1%	4 2%	3 1%	3 1%	3 1%	3 1%	1 1%	-
Nat Geographic	10 1%	6 1%	4 1%	-	2 1%	4 2%	3 2%	1 1%	-	1 *	6 2%	1 1%	1 *	1 *	6 2%	-	1 1%	2 2%
History	9 1%	9 2%	1 *	-	-	1 1%	-	2 1%	6 3%	4 2%	3 1%	-	2 1%	2 1%	1 *	2 1%	3 2%	1 1%
Regional Stations	8 1%	4 1%	4 1%	1 1%	-	1 1%	1 1%	3 2%	1 *	-	1 *	1 *	6 2%	1 *	2 1%	2 1%	2 2%	-
E4	7 1%	1 *	6 1%	5 5%	1 1%	1 *	-	-	-	2 1%	2 1%	3 1%	1 *	3 1%	1 1%	-	2 2%	1 1%
ITV 2	5 1%	1 *	4 1%	-	* *	2 1%	2 1%	-	1 *	1 *	-	3 1%	2 1%	3 1%	1 *	1 *	-	-
Biography	5 *	1 *	3 1%	-	-	2 1%	3 2%	-	-	-	3 1%	1 1%	1 *	3 1%	2 1%	1 *	-	-
Living TV	5 *	-	5 1%	* *	3 2%	-	2 1%	-	-	2 1%	-	2 1%	1 *	1 *	-	3 1%	* *	-
Sky News	4 *	2 *	2 *	-	-	2 1%	-	2 1%	1 *	-	2 1%	-	2 1%	2 1%	2 1%	1 *	-	-
Animal Planet	4 *	4 1%	1 *	-	-	1 1%	2 1%	-	2 1%	1 *	-	2 1%	2 1%	1 *	3 1%	* *	-	-
Sky Travel	3 *	2 *	1 *	2 2%	-	-	1 1%	-	-	-	3 1%	-	-	-	-	2 1%	1 1%	-
BBC News 24	3 *	1 *	2 *	-	1 *	-	2 1%	-	-	-	-	3 1%	-	-	2 1%	-	-	1 1%
Paramount	2 *	1 *	1 *	-	-	2 1%	-	-	-	1 *	-	1 *	-	2 1%	-	-	-	-
Welsh Channels	1 *	-	1 *	-	-	1 *	-	-	1 *	-	-	-	1 1%	-	-	-	1 1%	-
TCM	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-

Prepared by Populus

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 28

Q.13 What is your favourite TV channel?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Ftn	1 *	1 *	-	-	-	-	1 1%	-	-	1 *	-	-	-	1 *	-	-	-	-
Sci-Fi	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-	-
Disney	1 *	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	-
Other	13 1%	7 2%	5 1%	2 2%	3 2%	2 1%	1 1%	4 3%	1 *	3 1%	2 1%	5 3%	3 1%	4 1%	4 2%	1 *	2 1%	2 2%
Don't know/not stated	129 13%	54 11%	75 14%	11 10%	21 13%	24 12%	20 12%	24 16%	29 14%	35 14%	36 12%	20 10%	38 15%	34 13%	33 13%	36 14%	17 12%	9 10%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 28

Q.13 What is your favourite TV channel?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
BBC 1	251 25%	27 31%	3 19%	40 26%	6 23%	28 26%	23 25%	35 18%	30 30%	15 25%	15 30%	12 37%	17 19%
ITV 1	188 19%	10 12%	4 28%	26 17%	5 20%	33 30%	18 20%	21 11%	21 21%	11 18%	12 24%	4 12%	23 26%
Channel 4	59 6%	7 9%	1 7%	6 4%	1 4%	5 5%	3 4%	24 13%	5 5%	3 5%	- -	- -	3 4%
Sky Sports	53 5%	3 4%	1 9%	8 5%	1 2%	8 7%	4 4%	15 8%	2 2%	4 6%	3 6%	1 3%	3 4%
BBC 2	42 4%	5 6%	- -	9 6%	1 6%	1 1%	4 5%	10 5%	3 3%	2 4%	- -	2 6%	4 4%
Sky One	42 4%	4 5%	1 5%	10 7%	2 8%	4 4%	5 6%	6 3%	4 4%	1 2%	1 2%	1 3%	1 1%
Channel 5	30 3%	- -	- -	4 2%	- -	2 2%	2 2%	9 5%	1 1%	7 11%	3 7%	- -	3 3%
Discovery	24 2%	3 4%	- -	5 3%	* 2%	1 1%	5 5%	2 1%	2 2%	1 2%	1 2%	- -	3 3%
ITV 3	23 2%	- -	1 4%	5 3%	1 5%	2 2%	3 3%	4 2%	3 3%	1 2%	2 4%	- -	2 2%
BBC 3	20 2%	2 2%	- -	1 *	1 5%	3 2%	2 3%	2 1%	3 3%	2 3%	1 2%	2 6%	2 2%
BBC 4	16 2%	2 2%	- -	1 1%	- -	1 1%	2 2%	4 2%	1 1%	2 3%	- -	1 3%	3 3%
UKTV	15 1%	1 2%	- -	2 1%	- -	- -	2 3%	3 1%	3 2%	- -	1 2%	- -	3 3%
MTV	12 1%	1 1%	- -	2 2%	- -	1 1%	- -	6 3%	1 1%	1 1%	- -	- -	- -
Hallmark	11 1%	1 1%	- -	- -	- -	- -	2 2%	2 1%	1 1%	1 2%	2 4%	- -	2 2%
Sky Movies	10 1%	- -	- -	2 1%	- -	- -	1 1%	4 2%	1 1%	- -	1 2%	- -	2 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 28

Q.13 What is your favourite TV channel?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Nat Geographic	10 1%	3 3%	-	1 1%	2 7%	-	1 1%	2 1%	1 1%	-	-	-	-
History	9 1%	-	1 6%	-	-	1 1%	1 1%	3 2%	-	1 2%	-	2 7%	-
Regional Stations	8 1%	-	-	2 2%	-	-	2 2%	1 *	* *	-	-	-	2 3%
E4	7 1%	-	-	-	1 4%	1 1%	-	4 2%	1 1%	-	-	-	-
ITV 2	5 1%	1 1%	* 2%	1 1%	-	-	-	2 1%	1 1%	-	-	-	-
Biography	5 *	1 2%	-	2 1%	-	-	-	1 1%	-	-	-	-	1 1%
Living TV	5 *	-	-	-	-	3 3%	-	1 *	-	-	-	-	1 1%
Sky News	4 *	-	-	1 1%	-	1 1%	-	2 1%	-	-	-	-	-
Animal Planet	4 *	1 1%	* 3%	2 2%	-	-	-	1 *	-	-	-	-	-
Sky Travel	3 *	-	-	-	-	-	1 2%	-	-	-	2 3%	-	-
BBC News 24	3 *	-	-	2 1%	1 3%	-	-	-	-	-	-	-	-
Paramount	2 *	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-
Welsh Channels	1 *	-	-	-	-	-	1 2%	-	-	-	-	-	-
TCM	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-
Ftn	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 28

Q.13 What is your favourite TV channel?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Sci-Fi	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
Disney	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-
Other	13 1%	-	-	3 2%	-	-	1 1%	4 2%	1 1%	2 3%	-	-	2 2%
Don't know/not stated	129 13%	12 14%	2 17%	17 11%	2 10%	15 13%	7 8%	21 11%	16 16%	6 10%	7 13%	8 24%	15 17%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29
Q.14 Which TV show do you most dislike?
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Big Brother	145 14%	77 16%	68 13%	3 3%	18 11%	37 18%	25 15%	34 23%	27 14%	49 19%	37 13%	24 11%	34 14%	46 17%	41 16%	27 11%	23 16%	8 9%
I'm a Celebrity Get Me Out of Here	129 13%	71 15%	58 11%	11 10%	22 13%	16 8%	26 15%	25 17%	28 14%	33 13%	37 13%	26 12%	33 13%	24 9%	34 13%	33 13%	20 14%	17 19%
EastEnders	68 7%	39 8%	29 6%	5 5%	10 6%	25 13%	15 9%	3 2%	9 5%	17 7%	27 9%	16 7%	8 3%	20 8%	21 8%	21 8%	4 3%	3 3%
Coronation Street	27 3%	21 4%	7 1%	4 4%	4 2%	7 3%	5 3%	1 1%	6 3%	8 3%	6 2%	9 4%	4 2%	3 1%	8 3%	8 3%	5 3%	3 4%
Emmerdale	22 2%	17 4%	4 1%	8 8%	6 3%	3 1%	2 1%	2 1%	1 1%	8 3%	3 1%	7 3%	3 1%	8 3%	7 3%	3 1%	4 3%	- -
Reality Shows	19 2%	8 2%	11 2%	- -	6 4%	3 2%	6 4%	1 *	3 1%	8 3%	7 2%	4 2%	1 *	4 2%	7 3%	6 2%	3 2%	- -
Little Britain	14 1%	2 *	12 2%	1 1%	1 1%	2 1%	2 1%	2 1%	6 3%	3 1%	1 *	2 1%	8 3%	4 2%	2 1%	4 2%	4 3%	- -
Neighbours	14 1%	5 1%	9 2%	5 5%	3 2%	- -	3 2%	1 1%	2 1%	2 1%	7 2%	3 1%	3 1%	3 1%	4 2%	2 1%	2 2%	2 2%
The X Factor	11 1%	8 2%	3 1%	1 1%	2 1%	3 2%	4 2%	- -	2 1%	4 2%	3 1%	3 1%	* *	1 *	2 1%	4 2%	5 4%	- -
The Bill	9 1%	3 1%	7 1%	2 2%	1 *	2 1%	2 1%	1 1%	1 1%	1 *	2 1%	5 2%	1 1%	3 1%	5 2%	1 1%	- -	- -
Changing Rooms	8 1%	3 1%	6 1%	4 4%	- -	- -	1 1%	1 1%	2 1%	5 2%	1 *	1 1%	1 *	- -	2 1%	5 2%	1 *	1 1%
Soap Operas	8 1%	5 1%	3 1%	1 1%	- -	3 1%	2 1%	- -	3 1%	3 1%	3 1%	1 1%	2 1%	4 2%	1 *	2 1%	1 1%	- -
Wife Swap	7 1%	2 *	5 1%	1 *	1 1%	2 1%	3 2%	- -	* *	3 1%	2 1%	- -	2 1%	1 *	1 *	2 1%	- -	3 3%
Sports	7 1%	2 *	5 1%	- -	3 2%	1 1%	1 1%	- -	2 1%	- -	1 *	1 1%	5 2%	- -	2 1%	1 1%	* *	4 4%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29
Q.14 Which TV show do you most dislike?
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Wildlife Programmes	7 1%	3 1%	3 1%	1 1%	2 1%	1 *	-	2 1%	1 *	-	4 1%	1 *	1 1%	2 1%	-	3 1%	2 1%	-
Who Wants to Be a Millionaire	7 1%	6 1%	1 *	2 2%	-	1 *	1 1%	-	3 2%	2 1%	4 1%	1 *	-	3 1%	3 1%	-	1 1%	-
Weakest Link	7 1%	1 *	6 1%	-	-	1 *	2 1%	3 2%	1 *	2 1%	4 1%	-	1 *	4 2%	1 1%	1 *	-	-
Family Affairs	6 1%	1 *	5 1%	2 2%	3 2%	1 1%	-	-	-	-	4 1%	1 1%	1 *	4 2%	1 *	1 1%	-	-
Bargain Hunt	6 1%	4 1%	2 *	1 1%	1 *	1 *	1 1%	2 1%	1 *	1 *	1 *	2 1%	2 1%	-	1 *	4 1%	-	2 2%
Strictly Come Dancing	5 *	2 *	3 1%	1 1%	-	3 2%	-	-	1 *	1 *	2 1%	-	2 1%	3 1%	1 *	1 *	*	-
Trisha	5 *	2 *	3 1%	-	2 1%	3 1%	-	-	-	-	2 1%	3 1%	-	-	1 *	2 1%	-	2 2%
Political Programmes	5 *	2 *	3 1%	-	1 1%	-	1 1%	3 2%	-	1 *	2 1%	-	2 1%	3 1%	-	-	2 1%	-
Countdown	5 *	2 *	3 1%	-	-	2 1%	2 1%	2 1%	-	2 1%	2 1%	2 1%	-	2 1%	-	2 1%	1 1%	-
Match of the Day	5 *	1 *	4 1%	2 2%	-	1 1%	1 *	1 *	-	1 1%	-	1 1%	2 1%	2 1%	*	2 1%	-	-
Ready Steady Cook	4 *	2 1%	2 *	2 2%	1 1%	-	-	1 1%	-	-	1 *	3 1%	-	1 *	1 *	3 1%	-	-
Richard and Judy	4 *	2 *	2 *	-	2 1%	-	1 1%	-	1 1%	1 *	-	1 1%	2 1%	1 *	1 *	2 1%	-	-
Home and Away	4 *	4 1%	-	-	2 1%	1 1%	1 *	-	-	-	3 1%	-	1 *	-	2 1%	1 *	-	1 1%
Ground Force	3 *	3 1%	* *	1 1%	-	1 *	2 1%	-	-	2 1%	-	1 1%	* *	-	2 1%	-	* *	1 1%
Gardening Programmes	3 *	-	3 1%	-	-	-	2 1%	-	1 *	-	1 *	-	2 1%	-	2 1%	1 *	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29

Q.14 Which TV show do you most dislike?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Have I Got News for You	3*	2*	1*	-	1%	-	2%	-	-	-	2%	1%	-	-	1%	-	2%	-
Last of the Summer Wine	3*	1*	2*	-	-	2%	1%	-	-	1*	-	2%	-	1*	1*	-	1%	-
Musicality	3*	3%	-	-	-	1%	-	2%	-	1*	1*	-	1*	-	2%	1%	-	-
Friday Night with Jonathan Ross	3*	-	3%	-	-	-	-	1%	2%	-	2%	-	1*	2%	1*	-	-	-
The News	3*	-	3%	-	1*	2%	-	-	-	-	1*	1*	1%	-	1*	-	2%	-
Hollyoaks	3*	1*	2*	-	1%	2%	-	-	-	-	-	2%	1*	-	*	2%	1*	-
Heartbeat	3*	*	2*	-	3%	-	-	-	-	-	1%	-	1*	1*	-	*	1%	-
Aggie and Kim Clean Up	3*	1*	2*	1%	1%	-	1%	-	-	1*	1*	-	1*	-	2%	1*	-	-
2DTV	2*	1*	1*	-	-	-	-	-	2%	1*	-	-	1%	1%	1*	-	-	-
Cash in the Attic	2*	-	2*	-	-	2%	-	-	-	-	2%	-	-	-	-	2%	-	-
Friends	2*	-	2*	-	1%	-	-	-	1*	-	-	1%	1*	-	1%	1*	-	-
The Simpsons	2*	1*	1*	-	1%	1*	-	-	-	1*	-	-	1*	2%	-	-	-	-
'Orrible	1*	-	1*	-	-	1*	1*	-	-	1*	-	1*	-	-	1%	-	-	-
Pop Idol	1*	1*	-	-	1%	-	*	-	-	-	-	1*	*	-	1*	*	-	-
Homes under the Hammer	1*	1*	-	-	-	-	1%	-	-	1*	-	-	-	1*	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29
Q.14 Which TV show do you most dislike?
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Faking It	1*	-	1*	-	-	-	-	1	-	-	1*	-	-	1*	-	-	-	-
Will and Grace	1*	1*	-	-	1	-	-	-	-	1*	-	-	-	1*	-	-	-	-
My Dad's the Prime Minister	1*	-	1*	-	-	1*	-	-	-	-	-	1*	-	-	-	-	1	-
The Fast Show	1*	1*	-	1	-	-	-	-	-	-	-	1*	-	-	-	1*	-	-
The Office	1*	-	1*	-	-	1*	-	-	-	1*	-	-	-	-	1*	-	-	-
Dead Ringers	1*	-	1*	-	-	-	-	1*	-	-	-	-	1*	-	-	1*	-	-
Fool Around...	1*	-	1*	-	-	1*	-	-	-	-	-	-	1*	-	1*	-	-	-
Other	88 9%	40 8%	48 9%	22 20%	18 11%	10 5%	11 7%	8 6%	17 8%	21 8%	29 10%	16 8%	22 9%	26 10%	19 7%	24 10%	9 6%	10 12%
Don't dislike any of them	8 1%	7 1%	1 *	1 1%	-	1 1%	3 1%	2 1%	1 1%	2 1%	4 1%	-	2 1%	2 1%	4 2%	1 *	1 1%	-
Don't know/not stated	308 31%	127 26%	180 34%	26 24%	51 30%	58 29%	42 24%	53 35%	78 39%	67 27%	81 28%	65 31%	94 37%	84 31%	74 28%	72 29%	46 33%	33 37%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29

Q.14 Which TV show do you most dislike?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Big Brother	145 14%	18 21%	4 30%	24 15%	2 7%	14 12%	18 20%	31 16%	15 15%	4 7%	2 3%	4 12%	9 10%
I'm a Celebrity Get Me Out of Here	129 13%	14 16%	2 16%	16 10%	7 28%	13 12%	14 15%	16 8%	9 9%	9 15%	13 26%	5 14%	11 12%
EastEnders	68 7%	8 10%	-	15 10%	3 11%	13 12%	1 1%	9 5%	9 9%	-	3 6%	1 3%	7 8%
Coronation Street	27 3%	2 2%	-	5 3%	1 4%	2 2%	5 5%	3 2%	1 1%	2 4%	3 5%	-	3 4%
Emmerdale	22 2%	-	-	2 2%	-	2 2%	4 5%	9 5%	2 2%	-	1 2%	-	1 1%
Reality Shows	19 2%	1 1%	-	6 4%	-	3 3%	1 2%	3 2%	1 1%	-	1 2%	1 3%	1 2%
Little Britain	14 1%	1 1%	1 7%	-	-	1 1%	1 1%	2 1%	3 3%	-	-	2 5%	2 2%
Neighbours	14 1%	2 2%	-	2 1%	-	-	2 3%	4 2%	-	2 3%	1 2%	-	1 1%
The X Factor	11 1%	2 2%	-	-	-	2 2%	2 2%	1 *	2 2%	-	* 1%	1 3%	1 1%
The Bill	9 1%	-	-	6 4%	-	-	-	2 1%	-	-	-	-	1 2%
Changing Rooms	8 1%	-	-	2 1%	1 5%	1 1%	1 1%	-	-	-	2 3%	-	2 2%
Soap Operas	8 1%	-	1 5%	1 1%	-	1 1%	-	-	5 5%	-	1 2%	-	-
Wife Swap	7 1%	-	-	1 1%	-	2 2%	-	1 1%	-	3 4%	-	-	-
Sports	7 1%	1 1%	-	-	-	-	* *	1 *	-	4 6%	* 1%	-	1 1%
Wildlife Programmes	7 1%	-	-	-	-	1 *	-	1 *	2 2%	-	-	1 3%	2 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29

Q.14 Which TV show do you most dislike?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Who Wants to Be a Millionaire	7 1%	- -	- -	3 2%	- -	- -	- -	1 *	2 2%	- -	- -	1 3%	- -
Weakest Link	7 1%	1 1%	- -	2 2%	- -	- -	- -	1 *	2 2%	- -	- -	- -	1 1%
Family Affairs	6 1%	- -	- -	1 *	- -	- -	- -	4 2%	- -	- -	- -	- -	1 1%
Bargain Hunt	6 1%	1 1%	- -	- -	- -	4 3%	- -	- -	- -	2 3%	- -	- -	- -
Strictly Come Dancing	5 *	1 1%	- -	- -	- -	1 1%	- -	2 1%	1 1%	- -	- -	- -	- -
Trisha	5 *	- -	- -	1 1%	- -	- -	- -	- -	- -	2 3%	2 4%	- -	- -
Political Programmes	5 *	- -	- -	- -	- -	- -	2 2%	1 *	2 2%	- -	- -	- -	- -
Countdown	5 *	- -	- -	- -	- -	- -	- -	2 1%	1 1%	- -	2 3%	- -	- -
Match of the Day	5 *	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 1%
Ready Steady Cook	4 *	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 1%
Richard and Judy	4 *	1 1%	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	2 2%
Home and Away	4 *	- -	- -	2 1%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -
Ground Force	3 *	1 1%	- -	1 1%	1 4%	- -	- -	- -	- -	- -	- -	* 1%	- -
Gardening Programmes	3 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -
Have I Got News for You	3 *	- -	- -	1 1%	- -	- -	2 2%	- -	- -	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29

Q.14 Which TV show do you most dislike?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Last of the Summer Wine	3 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	1 3%	- -
Musicality	3 *	1 1%	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Friday Night with Jonathan Ross	3 *	- -	- -	- -	- -	- -	- -	1 *	2 2%	- -	- -	- -	- -
The News	3 *	- -	- -	1 *	- -	- -	2 2%	- -	- -	- -	- -	- -	- -
Hollyoaks	3 *	* *	- -	- -	- -	- -	- -	- -	1 1%	- -	2 4%	- -	- -
Heartbeat	3 *	- -	* 2%	- -	- -	- -	1 2%	- -	1 1%	- -	- -	- -	- -
Aggie and Kim Clean Up	3 *	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
2DTV	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Cash in the Attic	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 3%
Friends	2 *	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
The Simpsons	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
'Orrible	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pop Idol	1 *	- -	- -	- -	- -	* *	- -	1 *	- -	- -	- -	- -	- -
Homes under the Hammer	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Faking It	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 29
Q.14 Which TV show do you most dislike?
Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Will and Grace	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -
My Dad's the Prime Minister	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
The Fast Show	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
The Office	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dead Ringers	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Fool Around...	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	88 9%	4 4%	-	11 7%	3 12%	8 8%	5 6%	23 12%	7 7%	8 12%	4 7%	3 9%	12 13%
Don't dislike any of them	8 1%	1 2%	-	1 1%	-	2 1%	1 1%	2 1%	* *	-	1 2%	-	-
Don't know/not stated	308 31%	23 28%	6 39%	43 28%	7 31%	33 30%	27 30%	61 32%	30 30%	26 42%	13 26%	13 40%	25 28%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 30

Q.15 Which TV character do you most dislike?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Dirty Den	26 3%	11 2%	15 3%	3 3%	5 3%	7 3%	4 2%	3 2%	5 2%	6 2%	5 2%	10 5%	5 2%	9 3%	6 2%	7 3%	1 1%	4 4%
Jonathan Ross	13 1%	7 1%	6 1%	- -	1 1%	1 1%	4 2%	2 1%	5 2%	3 1%	7 2%	- -	3 1%	6 2%	3 1%	- -	3 2%	1 1%
Bruce Forsyth	11 1%	4 1%	7 1%	- -	- -	5 2%	1 1%	* *	5 2%	- -	3 1%	3 1%	5 2%	2 1%	3 1%	3 1%	2 2%	1 1%
Harry Hill	9 1%	3 1%	7 1%	- -	- -	2 1%	4 3%	1 1%	1 1%	- -	5 2%	2 1%	2 1%	1 1%	2 1%	4 2%	1 *	1 1%
Kat Slater	9 1%	2 1%	7 1%	2 2%	3 2%	3 2%	- -	1 1%	- -	3 1%	1 *	4 2%	1 *	2 1%	3 1%	2 1%	2 2%	- -
Eastenders	9 1%	6 1%	3 1%	- -	1 *	2 1%	2 1%	- -	5 2%	2 1%	5 2%	- -	3 1%	5 2%	2 1%	2 1%	1 *	- -
Ann Robinson	9 1%	7 1%	2 *	1 1%	1 1%	1 *	2 1%	1 1%	2 1%	3 1%	1 *	1 1%	3 1%	2 1%	2 1%	3 1%	2 1%	- -
Kane Dingle	9 1%	3 1%	5 1%	3 2%	- -	2 1%	- -	2 1%	2 1%	5 2%	1 *	1 1%	1 *	2 1%	5 2%	1 *	- -	- -
Simon Cowell	8 1%	5 1%	3 1%	- -	1 1%	2 1%	3 2%	- -	2 1%	1 *	1 *	3 1%	4 2%	3 1%	2 1%	2 1%	1 1%	- -
Billy Connelly	8 1%	5 1%	2 *	- -	- -	- -	- -	1 1%	7 3%	- -	4 1%	- -	3 1%	1 *	1 *	- -	5 4%	1 1%
Richard Madeley	6 1%	5 1%	2 *	1 1%	3 2%	1 *	1 1%	- -	1 1%	1 *	1 *	3 1%	2 1%	1 *	1 *	5 2%	- -	- -
Terry Wogan	6 1%	6 1%	- -	- -	2 1%	- -	3 1%	1 1%	1 1%	1 *	3 1%	1 *	1 *	3 1%	2 1%	1 *	- -	1 1%
Graham Norton	6 1%	4 1%	2 *	- -	- -	1 *	2 1%	3 2%	1 1%	2 1%	1 *	2 1%	1 *	1 *	3 1%	2 1%	* *	- -
Ian Beale	6 1%	5 1%	1 *	3 3%	1 *	2 1%	* *	- -	- -	- -	4 2%	- -	2 1%	2 1%	4 2%	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 30
Q.15 Which TV character do you most dislike?
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Tracy Barlow	6 1%	1 *	5 1%	-	1 1%	3 1%	1 1%	1 *	-	2 1%	1 *	2 1%	1 *	-	1 1%	2 1%	1 1%	2 2%
Ant and Dec	6 1%	3 1%	3 1%	3 2%	2 1%	-	1 *	-	1 *	1 *	-	4 2%	1 *	2 1%	1 1%	1 *	-	2 2%
Paul O'Grady	5 1%	2 *	3 1%	1 1%	3 2%	-	1 *	-	-	1 *	-	3 2%	1 *	2 1%	-	3 1%	-	-
Pat Butcher	5 1%	5 1%	-	4 3%	-	2 1%	-	-	-	1 *	2 1%	3 1%	-	-	3 1%	-	2 1%	1 1%
Tony Blair	5 *	4 1%	1 *	-	1 *	-	1 *	1 *	3 1%	1 *	2 1%	-	2 1%	-	2 1%	2 1%	-	-
Simpsons	4 *	-	4 1%	-	-	2 1%	-	1 1%	1 *	3 1%	-	-	1 *	3 1%	1 *	1 *	-	-
Andy Hunter (Eastenders)	4 *	3 1%	1 *	1 1%	1 *	2 1%	1 1%	-	-	2 1%	-	-	2 1%	2 1%	1 *	1 *	1 *	-
Big Brother	4 *	3 1%	1 *	1 1%	-	1 1%	-	1 *	1 *	1 1%	1 1%	-	1 *	-	1 1%	1 *	1 1%	-
Ricky Gervais	4 *	2 *	2 *	1 1%	-	1 1%	-	1 1%	-	1 *	1 *	-	1 1%	-	1 *	1 1%	-	1 1%
Julian Clary	3 *	3 1%	-	-	1 1%	1 *	1 1%	-	-	1 *	1 1%	-	1 *	-	3 1%	-	-	1 1%
Fred Elliott	3 *	2 *	1 *	1 1%	-	1 1%	-	1 1%	-	1 *	-	2 1%	-	-	1 *	2 1%	-	-
Suranne Jones	3 *	1 *	2 *	1 1%	-	1 *	-	-	1 *	-	1 *	-	2 1%	1 *	-	2 1%	-	-
Phil Mitchell	3 *	2 *	1 *	1 1%	-	-	1 *	2 1%	-	1 1%	-	2 1%	-	2 1%	1 *	1 *	-	-
Fiona Phillips	3 *	1 *	2 *	-	-	1 *	1 *	1 1%	-	2 1%	-	-	1 *	1 *	2 1%	-	-	-
Frank Skinner	2 *	1 *	1 *	-	-	-	2 1%	-	1 *	2 1%	-	-	1 *	2 1%	-	1 *	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 30

Q.15 Which TV character do you most dislike?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Cilla Black	2 *	1 *	1 *	-	-	1 *	1 *	-	1 *	1 *	-	-	1 *	-	-	2 1%	-	-
Other	150 15%	58 12%	91 17%	23 21%	32 19%	24 12%	31 18%	17 11%	22 11%	35 14%	45 15%	37 18%	32 13%	42 16%	39 15%	37 15%	15 11%	17 19%
Don't know/not stated	660 66%	318 66%	342 65%	62 56%	113 66%	134 66%	105 61%	112 74%	135 67%	170 68%	194 66%	129 61%	167 67%	173 64%	167 64%	161 65%	103 73%	57 64%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 30

Q.15 Which TV character do you most dislike?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Dirty Den	26 3%	- -	- -	5 4%	1 5%	4 3%	- -	7 4%	1 1%	2 4%	- -	1 3%	4 4%
Jonathan Ross	13 1%	3 4%	- -	1 *	- -	- -	2 3%	3 2%	2 2%	1 2%	- -	- -	- -
Bruce Forsyth	11 1%	1 1%	- -	2 1%	- -	1 1%	1 1%	2 1%	- -	1 2%	1 2%	1 4%	1 1%
Harry Hill	9 1%	- -	- -	2 2%	- -	2 2%	1 1%	- -	1 1%	1 1%	- -	- -	2 3%
Kat Slater	9 1%	- -	- -	3 2%	- -	1 1%	- -	1 1%	2 2%	- -	1 1%	- -	2 2%
Eastenders	9 1%	- -	- -	2 1%	- -	2 2%	- -	4 2%	1 1%	- -	- -	- -	- -
Ann Robinson	9 1%	2 2%	- -	1 1%	- -	3 2%	2 2%	1 1%	- -	- -	- -	- -	- -
Kane Dingle	9 1%	- -	- -	4 3%	- -	- -	- -	3 2%	- -	- -	- -	- -	1 1%
Simon Cowell	8 1%	1 1%	- -	2 1%	- -	1 1%	- -	1 1%	3 3%	- -	- -	- -	1 1%
Billy Connelly	8 1%	2 2%	- -	- -	- -	- -	1 1%	- -	2 2%	1 1%	- -	2 7%	- -
Richard Madeley	6 1%	- -	- -	1 1%	- -	3 3%	- -	- -	1 1%	- -	- -	- -	2 2%
Terry Wogan	6 1%	- -	- -	2 1%	- -	- -	- -	3 1%	- -	1 2%	- -	- -	1 1%
Graham Norton	6 1%	- -	- -	- -	- -	1 1%	- -	2 1%	- -	- -	- -	* 1%	3 3%
Ian Beale	6 1%	1 1%	- -	3 2%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Tracy Barlow	6 1%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	2 2%	1 3%	- -	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 30

Q.15 Which TV character do you most dislike?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Ant and Dec	6 1%	-	-	-	2 8%	1 1%	-	2 1%	-	-	-	-	1 1%
Paul O'Grady	5 1%	-	-	-	-	1 1%	-	-	2 2%	-	-	-	2 2%
Pat Butcher	5 1%	-	-	-	1 4%	-	-	3 1%	2 2%	-	-	-	-
Tony Blair	5 *	-	-	2 2%	-	-	-	-	-	-	-	-	2 3%
Simpsons	4 *	-	-	1 *	-	-	-	3 1%	-	-	-	-	1 1%
Andy Hunter (Eastenders)	4 *	1 1%	-	-	-	1 1%	1 1%	1 1%	1 1%	-	-	-	-
Big Brother	4 *	1 2%	-	-	-	-	1 2%	-	-	-	-	-	1 1%
Ricky Gervais	4 *	-	-	1 1%	-	-	-	-	-	1 2%	1 1%	-	1 1%
Julian Clary	3 *	1 2%	1 5%	1 1%	-	-	-	-	-	-	-	-	-
Fred Elliott	3 *	-	-	-	-	-	-	1 1%	-	-	2 4%	-	-
Suranne Jones	3 *	-	-	-	-	1 1%	-	1 *	-	-	1 2%	-	-
Phil Mitchell	3 *	-	-	1 *	-	1 1%	-	2 1%	-	-	-	-	-
Fiona Phillips	3 *	1 1%	-	1 1%	-	-	-	1 *	-	-	-	-	-
Frank Skinner	2 *	-	-	-	-	1 1%	-	2 1%	-	-	-	-	-
Cilla Black	2 *	-	1 4%	-	-	1 1%	-	-	-	-	-	-	1 1%

TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 30

Q.15 Which TV character do you most dislike?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Other	150	11	2	24	6	15	13	32	13	9	10	3	11
	15%	13%	16%	15%	27%	13%	14%	17%	13%	15%	20%	8%	13%
Don't know/not stated	660	60	11	93	14	72	69	116	68	42	34	26	55
	66%	71%	75%	61%	56%	66%	76%	61%	68%	69%	67%	77%	60%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 31

Q.16 What kind of programme do you watch most often on TV?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Soaps	197 20%	36 7%	161 31%	33 29%	41 24%	43 21%	22 13%	28 19%	29 15%	33 13%	60 21%	42 20%	62 25%	51 19%	45 17%	67 27%	18 13%	15 17%
News	138 14%	71 15%	67 13%	5 4%	20 12%	26 13%	25 15%	21 14%	41 21%	47 18%	39 13%	23 11%	28 11%	37 14%	43 16%	23 9%	22 16%	13 15%
Sport	121 12%	111 23%	10 2%	14 12%	16 9%	30 15%	19 11%	18 12%	25 13%	34 13%	33 11%	21 10%	33 13%	28 11%	25 9%	32 13%	21 15%	15 16%
Drama	108 11%	34 7%	73 14%	10 9%	11 6%	20 10%	21 12%	20 13%	26 13%	31 12%	34 12%	18 9%	24 10%	27 10%	29 11%	31 12%	12 9%	8 9%
Comedy	102 10%	57 12%	45 9%	30 27%	29 17%	17 9%	11 6%	6 4%	9 5%	42 17%	14 5%	28 13%	18 7%	27 10%	27 10%	24 10%	12 8%	12 13%
Documentaries	76 8%	40 8%	36 7%	4 4%	14 8%	11 6%	23 13%	12 8%	12 6%	23 9%	30 10%	15 7%	8 3%	28 10%	15 6%	13 5%	16 12%	4 4%
Wildlife programmes	66 7%	31 6%	34 7%	2 2%	5 3%	11 5%	15 9%	16 11%	17 8%	8 3%	16 5%	19 9%	23 9%	12 4%	25 10%	17 7%	3 2%	9 10%
Films	29 3%	21 4%	8 2%	1 1%	5 3%	8 4%	5 3%	4 3%	5 3%	3 1%	10 3%	9 4%	7 3%	9 3%	7 3%	10 4%	1 *	2 2%
History	17 2%	11 2%	6 1%	- -	- -	2 1%	7 4%	1 1%	7 3%	3 1%	6 2%	2 1%	6 2%	2 1%	3 1%	6 3%	5 4%	- -
Entertainment	17 2%	5 1%	12 2%	2 2%	1 1%	2 1%	3 2%	8 5%	- -	- -	4 1%	11 5%	2 1%	5 2%	7 3%	4 1%	1 1%	- -
Reality TV	16 2%	7 1%	9 2%	1 1%	3 2%	5 3%	2 1%	* *	4 2%	2 1%	6 2%	4 2%	4 2%	7 2%	5 2%	1 *	2 1%	1 1%
Sci Fi	15 1%	13 3%	2 *	3 2%	1 1%	5 3%	4 2%	1 1%	1 *	3 1%	4 1%	3 1%	4 2%	2 1%	5 2%	3 1%	3 2%	2 2%
Quiz	11 1%	6 1%	6 1%	- -	- -	- -	- -	4 3%	7 4%	4 2%	- -	- -	7 3%	2 1%	3 1%	2 1%	3 2%	2 2%
Music	10 1%	8 2%	2 *	1 1%	6 3%	1 1%	- -	1 1%	1 *	3 1%	3 1%	- -	4 2%	7 3%	2 1%	1 *	1 1%	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 31

Q.16 What kind of programme do you watch most often on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Childrens programmes	9 1%	- -	9 2%	3 3%	5 3%	1 *	- -	- -	- -	- -	4 1%	4 2%	1 *	3 1%	3 1%	1 *	2 1%	- -
Property	9 1%	2 *	7 1%	- -	1 1%	3 1%	2 1%	2 1%	1 *	2 1%	3 1%	1 1%	3 1%	5 2%	- -	- -	3 2%	2 2%
Factual	9 1%	7 1%	2 *	- -	1 1%	3 1%	1 1%	2 1%	1 1%	3 1%	4 1%	- -	1 *	2 1%	- -	3 1%	2 1%	2 2%
DIY	6 1%	2 *	5 1%	- -	2 1%	- -	4 2%	* *	1 *	- -	1 *	2 1%	3 1%	2 1%	2 1%	1 *	1 1%	1 1%
Gardening	6 1%	2 *	4 1%	- -	- -	1 *	2 1%	1 1%	2 1%	1 *	2 1%	2 1%	1 *	- -	5 2%	- -	1 1%	- -
News	5 1%	4 1%	1 *	- -	- -	2 1%	1 1%	- -	2 1%	- -	5 2%	- -	- -	2 1%	2 1%	- -	1 1%	- -
Other	15 2%	8 2%	8 1%	3 2%	2 1%	1 *	2 1%	5 3%	3 2%	3 1%	4 1%	5 2%	4 2%	6 2%	2 1%	4 1%	2 2%	1 1%
Don't know/not stated	27 3%	10 2%	17 3%	- -	7 4%	9 5%	3 2%	1 1%	7 3%	7 3%	9 3%	2 1%	8 3%	6 2%	8 3%	5 2%	7 5%	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 31

Q.16 What kind of programme do you watch most often on TV?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Soaps	197 20%	13 16%	1 7%	28 18%	1 5%	25 23%	14 15%	31 16%	23 23%	14 23%	14 28%	1 4%	30 33%
News	138 14%	13 15%	5 37%	27 18%	3 14%	10 9%	14 16%	28 14%	14 13%	8 12%	3 5%	5 15%	8 9%
Sport	121 12%	7 8%	3 17%	16 10%	5 21%	14 13%	13 14%	23 12%	8 8%	9 15%	9 17%	7 21%	7 8%
Drama	108 11%	8 10%	1 4%	19 12%	3 13%	14 12%	8 8%	17 9%	11 11%	5 8%	6 11%	4 12%	13 15%
Comedy	102 10%	6 7%	1 7%	14 9%	5 19%	10 9%	7 8%	24 13%	11 11%	7 12%	4 8%	2 6%	10 11%
Documentaries	76 8%	8 9%	2 12%	6 4%	3 11%	8 7%	12 13%	17 9%	10 10%	1 2%	2 3%	5 16%	3 3%
Wildlife programmes	66 7%	7 9%	- -	15 10%	3 11%	6 6%	3 4%	7 4%	4 4%	6 9%	6 11%	- -	8 9%
Films	29 3%	6 7%	1 4%	3 2%	- -	5 4%	- -	4 2%	3 3%	2 3%	2 5%	- -	3 3%
History	17 2%	1 1%	1 6%	- -	- -	6 6%	5 6%	3 2%	* *	- -	1 2%	- -	- -
Entertainment	17 2%	3 3%	- -	2 1%	- -	1 1%	- -	7 3%	1 1%	- -	2 4%	1 3%	1 1%
Reality TV	16 2%	2 2%	- -	2 1%	- -	1 1%	- -	5 3%	3 3%	1 2%	- -	1 3%	* *
Sci Fi	15 1%	1 1%	- -	4 3%	- -	3 3%	1 1%	- -	3 3%	2 3%	- -	1 3%	- -
Quiz	11 1%	1 1%	- -	1 1%	1 4%	1 *	1 1%	1 1%	2 2%	1 2%	- -	1 3%	2 2%
Music	10 1%	1 1%	- -	2 1%	- -	- -	1 1%	4 2%	1 1%	- -	- -	- -	1 1%
Childrens programmes	9 1%	3 4%	- -	- -	- -	- -	1 1%	3 2%	- -	- -	1 2%	1 3%	- -

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 31

Q.16 What kind of programme do you watch most often on TV?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Property	9 1%	- -	- -	1 *	- -	1 1%	2 2%	4 2%	- -	2 3%	- -	- -	- -
Factual	9 1%	- -	- -	- -	- -	2 2%	2 2%	2 1%	- -	2 3%	1 2%	- -	- -
DIY	6 1%	1 1%	1 5%	- -	1 3%	- -	- -	1 *	2 2%	- -	* 1%	1 3%	- -
Gardening	6 1%	2 2%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 3%	1 1%
News	5 1%	- -	- -	2 1%	- -	- -	1 2%	2 1%	- -	- -	- -	- -	- -
Other	15 2%	- -	- -	2 1%	- -	2 2%	1 1%	5 3%	1 1%	1 2%	1 2%	1 3%	1 1%
Don't know/not stated	27 3%	2 2%	- -	7 4%	- -	3 3%	5 5%	5 2%	2 2%	1 2%	- -	1 3%	2 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Nigel Harman (Dennis Richman, EastEnders)	66 7%	12 2%	54 10%	18 16%	16 9%	9 5%	12 7%	5 3%	7 3%	17 7%	27 9%	13 6%	9 4%	20 7%	17 7%	14 6%	6 4%	9 11%
Maria from Coronation Street	22 2%	7 1%	15 3%	3 3%	4 3%	4 2%	3 2%	3 2%	4 2%	6 2%	6 2%	6 3%	3 1%	7 3%	7 3%	3 1%	-	5 5%
Natahsa Kaplinski	21 2%	14 3%	7 1%	-	4 2%	6 3%	7 4%	1 1%	4 2%	10 4%	8 3%	-	3 1%	11 4%	2 1%	3 1%	2 1%	4 4%
Shane Richie (Alfie Moon in EastEnders)	18 2%	1 *	17 3%	-	8 4%	2 1%	5 3%	1 1%	2 1%	2 1%	3 1%	5 2%	8 3%	4 2%	3 1%	8 3%	2 1%	1 1%
Cat Deeley	17 2%	17 4%	-	4 4%	6 4%	4 2%	-	2 2%	1 *	3 1%	7 2%	5 2%	3 1%	1 *	11 4%	2 1%	2 1%	2 2%
Alan Rickman	10 1%	-	10 2%	3 3%	5 3%	-	-	-	2 1%	1 *	2 1%	6 3%	1 *	1 *	2 1%	2 1%	3 2%	2 2%
Davina McCall	9 1%	8 2%	1 *	-	1 1%	2 1%	3 2%	1 1%	2 1%	2 1%	1 *	3 1%	3 1%	3 1%	1 *	2 1%	2 2%	1 1%
Kylie Minogue	9 1%	7 1%	1 *	-	2 1%	3 2%	-	1 1%	2 1%	4 2%	3 1%	1 *	* *	1 *	5 2%	* *	2 2%	-
Carol Vorderman	8 1%	8 2%	-	-	-	1 1%	1 1%	1 *	6 3%	-	2 1%	1 1%	5 2%	-	6 2%	2 1%	-	1 1%
George Clooney	7 1%	-	7 1%	-	2 1%	3 2%	1 1%	-	1 1%	2 1%	3 1%	2 1%	1 *	2 1%	2 1%	1 *	-	1 2%
Phillip Schofield	6 1%	-	6 1%	-	1 *	-	2 1%	2 1%	1 1%	1 *	2 1%	1 1%	2 1%	1 *	-	3 1%	-	2 2%
Denise Van Outen	6 1%	5 1%	1 *	1 1%	-	-	3 2%	-	2 1%	1 *	3 1%	1 1%	1 *	-	-	2 1%	4 3%	-
Sarah Michelle Gellar	6 1%	6 1%	-	5 4%	-	-	-	-	1 1%	1 *	4 1%	-	1 *	1 *	2 1%	3 1%	-	-
Penny Smith	6 1%	6 1%	-	-	2 1%	-	1 1%	1 1%	2 1%	1 *	-	3 2%	1 *	3 1%	3 1%	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Melanie Sykes	6 1%	3 1%	2 *	-	3 2%	-	-	2 1%	1 1%	1 *	2 1%	2 1%	1 *	3 1%	2 1%	1 *	-	-
Donny Osmond	6 1%	-	6 1%	-	-	4 2%	1 1%	1 1%	-	1 *	2 1%	1 1%	1 *	2 1%	1 *	1 1%	1 1%	-
Jordan	5 1%	5 1%	-	-	1 1%	-	3 2%	1 1%	-	1 *	3 1%	1 *	1 *	3 1%	1 *	1 *	1 1%	-
Jennifer Aniston	5 1%	5 1%	-	1 1%	2 1%	-	1 1%	2 1%	-	1 *	1 *	3 1%	1 *	3 1%	-	1 1%	1 *	1 1%
Martin Kemp	5 1%	-	5 1%	-	2 1%	-	-	2 1%	1 *	1 *	-	3 2%	1 *	1 *	-	-	2 2%	2 2%
David Jason	5 *	-	5 1%	-	1 1%	3 1%	1 1%	-	-	4 2%	1 *	-	-	-	3 1%	1 *	1 1%	-
David Jason	5 *	-	5 1%	-	1 1%	3 1%	1 1%	-	-	4 2%	1 *	-	-	-	3 1%	1 *	1 1%	-
Simon Cowell	5 *	-	5 1%	-	-	4 2%	-	1 1%	-	1 1%	1 *	1 *	1 1%	-	2 1%	1 *	* *	1 1%
Robbie Williams	5 *	-	5 1%	1 1%	3 1%	-	1 *	-	-	2 1%	1 *	2 1%	-	1 *	-	3 1%	1 1%	-
Suzie Perry	4 *	3 1%	1 *	1 1%	-	2 1%	1 1%	-	-	2 1%	1 *	1 1%	-	1 *	2 1%	1 *	-	-
Abi Titmuss	4 *	3 1%	1 *	-	2 1%	1 1%	1 1%	* *	-	-	-	3 2%	1 *	3 1%	1 1%	-	-	-
Michael Parkinson	4 *	1 *	4 1%	-	-	1 *	-	1 *	3 2%	3 1%	-	-	2 1%	2 1%	1 *	-	2 1%	-
Kate Thornton	4 *	4 1%	* *	2 2%	1 *	* *	-	1 1%	-	2 1%	1 *	1 *	-	2 1%	-	1 *	-	1 1%
Bradd Pitt	4 *	-	4 1%	1 1%	2 1%	1 *	-	-	-	1 *	2 1%	1 1%	-	-	2 1%	2 1%	-	-
Gabby Logan	4 *	4 1%	-	-	-	1 *	1 *	2 1%	-	2 1%	2 1%	-	-	-	1 *	3 1%	-	-

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Johnny Wilkinson	4 *	- -	4 1%	- -	2 1%	2 1%	- -	- -	- -	2 1%	1 1%	- -	- -	2 1%	1 *	- -	1 1%	- -
Johnny Depp	4 *	- -	4 1%	- -	3 2%	1 *	- -	- -	- -	1 1%	1 1%	- -	1 *	1 *	2 1%	- -	1 1%	- -
Sean Connery	4 *	- -	4 1%	- -	- -	1 1%	2 1%	- -	- -	1 *	2 1%	1 *	* *	1 *	1 *	2 1%	- -	- -
Dermot O'Leary	4 *	1 *	2 *	2 2%	1 1%	- -	1 1%	- -	- -	1 *	1 *	- -	2 1%	1 *	2 1%	- -	- -	1 1%
Hugh Grant	3 *	- -	3 1%	- -	- -	1 1%	2 1%	- -	- -	- -	1 *	2 1%	- -	1 *	- -	- -	1 *	1 2%
Kelly Brook	3 *	3 1%	- -	1 1%	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 1%	- -	1 *	1 *	1 *	- -	- -
Vernon Kay	3 *	1 *	2 *	2 2%	1 *	1 *	- -	- -	- -	3 1%	- -	- -	- -	- -	1 1%	2 1%	- -	- -
Julia Roberts	3 *	3 1%	- -	- -	1 1%	- -	2 1%	- -	- -	2 1%	- -	1 *	- -	2 1%	- -	1 *	- -	- -
Denzel Washington	3 *	- -	3 1%	- -	1 1%	1 *	- -	1 1%	- -	1 *	- -	- -	2 1%	1 *	1 *	- -	1 1%	- -
Roger Black	3 *	1 *	1 *	1 1%	- -	- -	1 *	- -	1 *	1 *	- -	1 1%	1 *	1 *	1 *	- -	1 *	- -
Katie Durham	3 *	3 1%	- -	- -	1 *	- -	1 1%	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	2 1%	- -	- -
Trevor McDonald	3 *	2 *	1 *	1 1%	- -	1 *	- -	- -	1 *	1 *	- -	1 *	1 *	1 *	1 *	1 *	- -	- -
Richard Madeley	2 *	- -	2 *	- -	- -	- -	- -	2 2%	- -	- -	2 1%	- -	1 *	2 1%	1 *	- -	- -	- -
Gordan Ramsey	2 *	- -	2 *	2 2%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -
Kilroy	2 *	- -	2 *	- -	1 1%	- -	- -	- -	1 1%	2 1%	- -	- -	- -	1 *	1 *	- -	- -	- -

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Charity	2*	-	2*	-	-	-	-	2	-	-	1*	-	1*	1*	1*	-	-	-
Judy Dench	2*	2*	-	-	-	-	-	-	2	-	2	-	-	-	-	2	-	-
Angela Rippon	2*	2*	-	-	1	-	1	-	-	1*	1*	-	-	1*	1*	-	-	-
Jodie Albert (Debbie Dean, Hollyoaks)	2*	1*	1*	1	1*	-	-	-	-	-	-	1	1*	-	1*	-	-	1
Fank Skinner	2*	-	2*	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-
Dec	2*	-	2*	-	-	2	-	-	-	-	2	-	-	-	2	-	-	-
Kate Galloway	2*	2*	-	-	-	-	2	-	-	2	-	-	-	-	2	-	-	-
Tess Daly	2*	2*	-	-	1*	-	-	1	-	1*	-	1*	-	1*	-	1*	-	-
Holly Willoughby	2*	2*	-	-	1*	1*	-	-	-	-	2	-	-	-	-	2	-	-
Denise Richards	2*	-	2*	-	-	1*	1	-	-	2	-	-	-	1*	-	-	1	-
Colin Firth	1*	-	1*	-	-	1	*	-	-	1*	-	-	*	-	-	1*	*	-
Pamela Anderson	1*	1*	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
Catherine Zeta Jones	1*	1*	-	1	-	1*	-	-	-	1*	-	-	1*	-	1*	-	1	-
Adam Brody (Seth Cohen, The OC)	1*	-	1*	-	-	1	-	-	-	1*	-	1*	-	-	1*	1*	-	-
Zoe Lucker	1*	1*	1*	-	1*	1*	-	-	-	1*	-	-	1*	1*	1*	-	-	-

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Ross Kemp	1*	-	1*	-	1%	-	-	-	-	-	1*	-	-	-	-	-	-	1%
Tim Lovejoy	1*	-	1*	-	1%	-	-	-	-	-	-	1%	-	-	1*	-	-	-
Helen Baxendale	1*	1*	-	-	1%	-	-	-	-	-	-	1%	-	1*	-	-	-	-
Pierce Brosnan	1*	-	1*	-	-	-	1*	1*	-	1*	-	-	1*	1*	-	1*	-	-
Sophie Raworth	1*	1*	-	-	-	-	-	1%	-	-	-	-	1*	-	1*	-	-	-
Kevin Whately	1*	1*	-	-	-	1*	-	-	-	-	-	-	1*	1*	-	-	-	-
Michael Buerk	1*	-	1*	-	-	-	-	-	1*	1*	-	-	-	-	1*	-	-	-
Leslie Grantham	1*	-	1*	-	-	-	-	1%	-	-	-	-	1*	1*	-	-	-	-
Amanda Holden	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-
Nigel Havers	1*	-	1*	-	1%	-	-	-	-	-	1*	-	-	-	-	-	1%	-
Jennifer Garner	1*	1*	-	1%	-	-	-	-	-	-	-	-	1*	1*	-	-	-	-
Fiona Bruce	1*	1*	-	-	-	-	-	1%	-	1*	-	-	-	-	-	-	1%	-
John Nettles	1*	-	1*	-	-	-	-	1*	-	-	-	-	1*	-	-	1*	-	-
Craig Doyle	1*	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-
Charlie (Corrie)	1*	-	1*	-	-	-	-	-	1*	-	-	-	1*	1*	-	-	-	-

TV Poll

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Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Jessie Wallace (Kat Slater, EastEnders)	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-
Alistair McKensie	1*	-	1*	-	-	-	-	1*	-	-	-	-	1*	-	-	1*	-	-
Jennifer Ellison	1*	1*	-	1* 1%	-	-	-	-	-	1*	-	-	-	-	-	1*	-	-
Benjamin McKenzie (Ryan, The OC)	1*	-	1*	-	-	1*	-	-	-	-	-	-	1*	-	1*	-	-	-
Michelle Ryan	1*	1*	-	-	1*	-	-	-	-	-	-	-	1*	1*	-	-	-	-
Joanna Lumley	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-
Lorraine Kelly	1*	1*	-	-	-	-	-	1*	-	1*	-	-	-	-	1*	-	-	-
Ben Fogle	1*	-	1*	-	-	1*	-	-	-	-	-	1*	-	1*	-	-	-	-
Sean Bean	1*	-	1*	-	-	1*	-	-	-	-	-	-	1*	1*	-	-	-	-
Des O'Connor	1*	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-
Judy Finnigan	1*	1*	-	-	1*	-	-	-	-	-	-	-	1*	-	-	1*	-	-
Steve McFadden	* *	-	* *	-	-	* *	-	-	-	-	-	-	* *	-	* *	-	-	-
Ian Wright	* *	-	* *	-	-	-	-	* *	-	-	-	-	* *	* *	-	-	-	-
Louise Nurdling	* *	* *	-	-	-	-	-	* *	-	-	-	-	* *	-	-	* *	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Suranne Jones (Karen McDonald, Coronation Street)	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-
Other	92 9%	56 12%	37 7%	18 16%	23 13%	19 10%	10 6%	9 6%	12 6%	25 10%	28 9%	22 10%	18 7%	27 10%	26 10%	23 9%	12 8%	5 5%
Don't know/not stated	588 58%	282 58%	307 59%	46 41%	78 46%	117 58%	103 60%	101 67%	143 71%	140 56%	164 56%	119 56%	165 66%	153 57%	142 54%	145 58%	94 67%	54 61%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Nigel Harman (Dennis Richman, EastEnders)	66 7%	4 5%	-	13 9%	3 12%	5 5%	4 5%	14 7%	6 6%	6 10%	4 7%	-	6 7%
Maria from Coronation Street	22 2%	2 3%	-	5 3%	2 8%	2 2%	-	4 2%	3 3%	3 4%	-	-	1 1%
Natahsa Kaplinski	21 2%	2 2%	-	1 1%	3 11%	1 1%	2 2%	8 4%	2 2%	1 2%	1 2%	-	1 1%
Shane Richie (Alfie Moon in EastEnders)	18 2%	3 3%	-	1 *	-	-	1 1%	2 1%	2 2%	1 2%	2 3%	-	7 7%
Cat Deeley	17 2%	1 1%	-	9 6%	-	3 3%	1 1%	1 *	-	2 3%	-	1 3%	-
Alan Rickman	10 1%	1 2%	-	-	2 8%	-	3 3%	2 1%	-	-	2 4%	-	-
Davina McCall	9 1%	-	-	-	-	2 2%	2 2%	2 1%	1 1%	1 2%	-	-	1 1%
Kylie Minogue	9 1%	1 1%	-	2 2%	-	* *	-	3 1%	-	-	-	2 7%	-
Carol Vorderman	8 1%	5 6%	-	1 1%	-	-	-	-	-	1 2%	-	-	2 2%
George Clooney	7 1%	-	-	1 1%	-	1 1%	-	2 1%	-	1 2%	-	-	1 1%
Phillip Schofield	6 1%	-	-	-	-	2 2%	-	1 *	-	2 3%	1 2%	-	* *
Denise Van Outen	6 1%	-	-	-	-	-	4 4%	-	-	-	-	-	2 2%
Sarah Michelle Gellar	6 1%	-	-	2 1%	-	-	-	1 1%	-	-	2 3%	-	1 1%
Penny Smith	6 1%	1 1%	-	3 2%	-	-	-	2 1%	-	-	-	-	-
Melanie Sykes	6 1%	-	-	2 1%	-	1 *	-	3 2%	-	-	-	-	-

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Donny Osmond	6 1%	-	-	2 2%	-	-	-	-	1 1%	-	-	-	2 3%
Jordan	5 1%	-	1 7%	-	-	-	1 1%	3 1%	-	-	-	-	1 1%
Jennifer Aniston	5 1%	-	-	-	1 4%	1 1%	-	3 1%	1 1%	-	-	-	-
Martin Kemp	5 1%	-	1 6%	-	-	1 1%	-	-	1 1%	1 2%	-	1 3%	-
David Jason	5 *	1 1%	-	3 2%	-	1 1%	1 1%	-	-	-	-	-	-
David Jason	5 *	1 1%	-	3 2%	-	1 1%	1 1%	-	-	-	-	-	-
Simon Cowell	5 *	-	-	1 1%	-	-	-	1 1%	* *	1 2%	-	-	1 1%
Robbie Williams	5 *	-	-	1 1%	-	3 3%	1 1%	-	-	-	-	-	-
Suzie Perry	4 *	1 2%	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-
Abi Titmuss	4 *	1 1%	-	1 *	-	-	-	* *	3 3%	-	-	-	-
Michael Parkinson	4 *	1 1%	-	-	-	-	1 1%	1 *	1 1%	-	-	1 3%	-
Kate Thornton	4 *	-	1 6%	-	1 5%	-	-	2 1%	* *	-	-	-	-
Bradd Pitt	4 *	-	-	-	-	1 1%	-	2 1%	-	-	-	-	1 1%
Gabby Logan	4 *	-	-	-	-	-	-	-	-	-	-	-	4 4%
Johnny Wilkinson	4 *	-	-	1 *	-	-	1 2%	2 1%	-	-	-	-	-

Prepared by Populus



TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Johnny Depp	4 *	- -	- -	2 1%	- -	- -	1 2%	1 *	- -	- -	- -	- -	- -
Sean Connery	4 *	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	* 1%	- -	- -
Dermot O'Leary	4 *	1 1%	- -	1 1%	1 5%	- -	- -	1 *	- -	- -	- -	- -	- -
Hugh Grant	3 *	- -	- -	- -	1 6%	- -	1 1%	1 1%	- -	- -	- -	- -	- -
Kelly Brook	3 *	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -
Vernon Kay	3 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	2 3%	- -	- -
Julia Roberts	3 *	- -	- -	- -	- -	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -
Denzel Washington	3 *	1 1%	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -
Roger Black	3 *	- -	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -
Katie Durham	3 *	- -	- -	- -	- -	2 2%	- -	- -	1 1%	- -	- -	- -	- -
Trevor McDonald	3 *	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 2%	- -	- -
Richard Madeley	2 *	- -	- -	1 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -
Gordan Ramsey	2 *	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Kilroy	2 *	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -
Charity	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?

Base: All respondents

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Judy Dench	2 *	-	-	-	-	-	-	-	-	-	-	-	2 2%
Angela Rippon	2 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-
Jodie Albert (Debbie Dean, Hollyoaks)	2 *	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-
Fank Skinner	2 *	-	-	-	-	-	-	-	-	-	2 4%	-	-
Dec	2 *	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-
Kate Galloway	2 *	2 2%	-	-	-	-	-	-	-	-	-	-	-
Tess Daly	2 *	-	-	-	-	-	-	1 *	-	-	1 2%	-	-
Holly Willoughby	2 *	-	1 5%	-	-	1 1%	-	-	-	-	-	-	-
Denise Richards	2 *	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-
Colin Firth	1 *	-	1 7%	-	-	-	-	-	-	-	-	* 1%	-
Pamela Anderson	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-
Catherine Zeta Jones	1 *	-	-	1 *	-	-	1 1%	-	-	-	-	-	-
Adam Brody (Seth Cohen, The OC)	1 *	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Zoe Lucker	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-
Ross Kemp	1 *	-	-	-	-	-	-	-	-	1 2%	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Tim Lovejoy	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-
Helen Baxendale	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-
Pierce Brosnan	1 *	-	-	-	-	1 1%	-	1 *	-	-	-	-	-
Sophie Raworth	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-
Kevin Whately	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
Michael Buerk	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-
Leslie Grantham	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-
Amanda Holden	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%
Nigel Havers	1 *	-	-	-	-	-	-	-	-	-	-	1 3%	-
Jennifer Garner	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
Fiona Bruce	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-
John Nettles	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-
Craig Doyle	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%
Charlie (Corrie)	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
Jessie Wallace (Kat Slater, EastEnders)	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?

Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Alistair McKensie	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Jennifer Ellison	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Benjamin McKenzie (Ryan, The OC)	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Michelle Ryan	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Joanna Lumley	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Lorraine Kelly	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ben Fogle	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Sean Bean	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Des O'Connor	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -
Judy Finnigan	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Steve McFadden	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ian Wright	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -
Louise Nurdling	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -
Suranne Jones (Karen McDonald, Coronation Street)	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -
Other	92 9%	8 10%	2 14%	13 8%	1 4%	9 8%	4 4%	25 13%	12 12%	3 6%	5 11%	2 6%	8 8%

Prepared by Populus



TV Poll
Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 32

Q.17 Thinking of all the people who currently appear on television who would you say is the sexiest person on TV?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Don't know/not stated	588	46	8	82	14	66	64	103	63	39	30	25	49
	58%	54%	54%	53%	57%	60%	70%	54%	62%	63%	59%	74%	55%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 33

Q.18 What is your favourite quiz show?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Who Wants to Be a Millionaire?	228 23%	107 22%	121 23%	24 22%	46 27%	40 20%	37 21%	36 24%	45 22%	50 20%	67 23%	48 23%	63 25%	51 19%	58 22%	66 27%	28 20%	24 27%
The Weakest Link	121 12%	36 7%	85 16%	11 10%	25 15%	25 12%	13 8%	17 11%	30 15%	31 12%	35 12%	22 10%	33 13%	37 14%	28 11%	31 13%	16 12%	9 11%
Countdown	82 8%	36 7%	47 9%	8 7%	11 6%	10 5%	18 10%	16 11%	19 10%	18 7%	20 7%	17 8%	27 11%	31 11%	18 7%	17 7%	9 6%	9 10%
A Question of Sport	43 4%	32 7%	11 2%	- -	3 2%	16 8%	9 5%	8 5%	7 4%	16 6%	13 4%	7 3%	8 3%	12 5%	12 4%	7 3%	6 4%	6 7%
Mastermind	38 4%	24 5%	15 3%	- -	3 2%	6 3%	9 5%	9 6%	12 6%	10 4%	13 4%	4 2%	11 4%	10 4%	11 4%	9 4%	7 5%	2 2%
University Challenge	31 3%	22 5%	8 2%	1 1%	1 1%	5 2%	6 4%	8 5%	9 5%	12 5%	13 4%	1 1%	4 2%	6 2%	14 5%	6 3%	3 2%	1 2%
Have I got News for You	26 3%	14 3%	12 2%	3 2%	6 4%	4 2%	6 4%	4 3%	3 1%	8 3%	10 3%	6 3%	2 1%	7 3%	4 1%	6 2%	3 2%	6 7%
QI	23 2%	13 3%	10 2%	- -	4 2%	6 3%	5 3%	5 4%	3 1%	10 4%	7 3%	2 1%	2 1%	5 2%	8 3%	5 2%	3 2%	2 3%
They Think It's All Over	17 2%	13 3%	5 1%	2 2%	2 1%	4 2%	6 4%	3 2%	- -	6 3%	2 1%	7 3%	2 1%	3 1%	5 2%	6 2%	3 2%	- -
Wheel of Fortune	14 1%	9 2%	5 1%	- -	2 1%	7 3%	3 2%	- -	3 1%	3 1%	4 1%	6 3%	2 1%	4 2%	3 1%	5 2%	- -	3 3%
The Vault	14 1%	8 2%	5 1%	3 3%	1 1%	2 1%	- -	4 3%	3 1%	2 1%	2 1%	7 3%	3 1%	4 1%	7 2%	3 1%	- -	- -
Test the Nation	14 1%	8 2%	5 1%	3 3%	1 1%	2 1%	- -	4 3%	3 1%	2 1%	2 1%	7 3%	3 1%	4 1%	7 2%	3 1%	- -	- -
15 to 1	12 1%	9 2%	3 1%	1 1%	2 1%	4 2%	2 1%	* *	2 1%	4 1%	3 1%	1 1%	4 1%	5 2%	2 1%	2 1%	1 *	2 2%
Any Questions	10 1%	8 2%	3 1%	- -	- -	3 2%	2 1%	2 1%	3 1%	3 1%	4 1%	2 1%	2 1%	2 1%	3 1%	3 1%	- -	2 3%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 33

Q.18 What is your favourite quiz show?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Beg Borrow or Steal	10 1%	4 1%	7 1%	3 3%	-	1 *	5 3%	1 1%	-	1 *	5 2%	4 2%	-	2 1%	7 3%	2 1%	-	-
Family Fortune	7 1%	4 1%	3 1%	-	2 1%	3 2%	1 1%	-	2 1%	-	-	6 3%	2 1%	3 1%	2 1%	2 1%	-	1 1%
Catchphrase	6 1%	3 1%	3 1%	1 1%	1 1%	2 1%	-	* *	2 1%	1 1%	-	1 *	4 2%	1 *	2 1%	1 *	2 1%	-
Never Mind the Buzzcocks	5 *	2 *	3 1%	4 4%	-	1 *	-	-	-	2 1%	2 1%	1 1%	-	-	1 *	-	2 1%	2 2%
Distraction	5 *	-	5 1%	3 3%	-	-	1 1%	-	-	2 1%	1 *	1 1%	-	-	3 1%	2 1%	-	-
Bullseye	4 *	1 *	3 1%	-	1 1%	-	1 1%	-	1 1%	-	-	2 1%	2 1%	1 *	1 1%	1 *	1 *	-
Brainteaser	3 *	1 *	2 *	-	-	1 1%	1 1%	* *	1 *	-	1 *	-	2 1%	1 *	1 *	-	-	1 1%
Play Your Cards Right	3 *	1 *	2 *	-	-	-	-	1 1%	2 1%	-	-	-	3 1%	-	1 *	-	1 1%	1 1%
Egg Heads	2 *	-	2 *	-	-	-	1 *	1 1%	-	1 *	-	1 1%	-	-	-	2 1%	-	-
Blockbuster	2 *	2 *	-	-	1 *	-	1 1%	-	-	1 *	-	-	1 *	-	1 *	-	1 *	-
Bognor or Bust	1 *	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-
Other	10 1%	8 2%	3 *	4 3%	1 1%	1 *	2 1%	-	3 1%	1 *	2 1%	3 1%	5 2%	4 1%	4 2%	1 *	1 1%	1 1%
Don't know/ don't have one	328 33%	153 32%	175 33%	44 39%	63 37%	75 37%	49 29%	37 25%	61 30%	78 31%	98 34%	71 34%	81 32%	92 34%	77 29%	83 33%	54 39%	22 25%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 33

Q.18 What is your favourite quiz show?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Who Wants to Be a Millionaire?	228 23%	10 11%	3 18%	40 26%	7 30%	30 27%	17 18%	43 22%	18 18%	16 27%	15 29%	8 24%	23 25%
The Weakest Link	121 12%	18 21%	1 7%	11 7%	5 21%	17 15%	8 9%	25 13%	14 14%	4 6%	7 13%	4 12%	9 10%
Countdown	82 8%	7 8%	2 13%	13 8%	4 18%	7 6%	5 6%	20 10%	11 11%	3 5%	5 9%	1 3%	5 5%
A Question of Sport	43 4%	7 8%	- -	4 3%	- -	3 2%	5 6%	11 5%	2 2%	6 10%	2 5%	1 3%	2 2%
Mastermind	38 4%	6 7%	- -	5 4%	- -	4 4%	5 6%	5 3%	4 4%	2 3%	2 3%	1 3%	4 4%
University Challenge	31 3%	2 2%	- -	8 5%	- -	3 3%	2 2%	7 4%	1 1%	1 2%	1 2%	1 4%	4 5%
Have I got News for You	26 3%	- -	- -	3 2%	1 6%	2 2%	3 4%	6 3%	1 1%	4 7%	3 5%	- -	2 2%
QI	23 2%	2 3%	2 17%	4 3%	- -	1 1%	2 2%	5 3%	1 1%	2 4%	- -	1 3%	1 2%
They Think It's All Over	17 2%	3 4%	1 10%	1 1%	- -	3 2%	2 2%	1 *	3 3%	- -	- -	1 3%	2 2%
Wheel of Fortune	14 1%	1 1%	- -	2 1%	- -	2 2%	- -	3 2%	1 1%	3 5%	3 5%	- -	- -
The Vault	14 1%	2 3%	1 7%	2 2%	- -	1 1%	- -	5 2%	1 1%	- -	1 2%	- -	- -
Test the Nation	14 1%	2 3%	1 7%	2 2%	- -	1 1%	- -	5 2%	1 1%	- -	1 2%	- -	- -
15 to 1	12 1%	- -	1 5%	1 *	1 5%	2 1%	1 1%	3 2%	2 2%	* 1%	1 2%	- -	1 1%
Any Questions	10 1%	2 2%	- -	1 1%	- -	2 2%	- -	1 *	1 1%	2 4%	1 2%	- -	- -
Beg Borrow or Steal	10 1%	- -	- -	5 4%	- -	1 1%	- -	3 2%	- -	- -	- -	- -	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 33

Q.18 What is your favourite quiz show?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Family Fortune	7 1%	1 1%	-	1 1%	-	-	-	3 1%	-	1 2%	2 4%	-	-
Catchphrase	6 1%	2 2%	-	1 *	-	* *	1 1%	-	1 1%	-	-	1 3%	1 1%
Never Mind the Buzzcocks	5 *	-	-	1 1%	1 4%	-	1 1%	-	-	1 2%	-	1 2%	-
Distraction	5 *	-	-	1 1%	-	-	-	1 1%	-	-	2 3%	-	-
Bullseye	4 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%
Brainteaser	3 *	-	-	-	-	-	-	2 1%	-	1 2%	-	-	-
Play Your Cards Right	3 *	1 1%	-	-	-	-	-	-	-	1 1%	-	1 3%	-
Egg Heads	2 *	-	-	-	-	-	-	-	-	-	-	-	2 2%
Blockbuster	2 *	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-
Bognor or Bust	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-
Other	10 1%	3 3%	-	1 1%	-	-	-	1 *	4 4%	1 1%	-	1 3%	1 1%
Don't know/ don't have one	328 33%	23 27%	6 39%	50 33%	4 17%	36 33%	39 43%	59 31%	36 36%	17 27%	13 25%	11 34%	34 38%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Only Fools and Horses	114 11%	65 13%	49 9%	8 7%	31 18%	26 13%	18 11%	19 13%	12 6%	21 8%	38 13%	35 16%	20 8%	26 10%	33 13%	28 11%	17 12%	11 12%
Coronation Street	55 5%	9 2%	46 9%	4 4%	12 7%	12 6%	13 8%	7 5%	7 3%	13 5%	16 5%	12 6%	14 6%	15 6%	16 6%	17 7%	4 3%	4 4%
Eastenders	30 3%	9 2%	21 4%	6 6%	9 5%	7 3%	4 2%	3 2%	2 1%	3 1%	7 2%	8 4%	12 5%	6 2%	6 2%	13 5%	2 1%	4 4%
Friends	28 3%	12 3%	15 3%	12 11%	10 6%	3 2%	3 2%	- -	- -	5 2%	14 5%	5 2%	3 1%	10 4%	6 2%	4 2%	6 5%	1 1%
Fawlty Towers	22 2%	16 3%	6 1%	1 1%	3 2%	12 6%	5 3%	1 *	1 *	8 3%	9 3%	1 *	4 2%	3 1%	10 4%	7 3%	1 1%	1 1%
Simpsons	17 2%	13 3%	4 1%	10 9%	5 3%	2 1%	- -	- -	- -	10 4%	- -	7 3%	- -	3 1%	8 3%	3 1%	1 1%	2 2%
The Morcambe & Wise Show	15 2%	8 2%	8 1%	- -	- -	3 1%	3 2%	1 1%	8 4%	3 1%	9 3%	- -	4 2%	9 3%	5 2%	2 1%	- -	- -
Dad's Army	12 1%	10 2%	3 1%	- -	1 1%	- -	4 2%	5 3%	2 1%	2 1%	- -	5 2%	5 2%	4 2%	4 1%	2 1%	2 1%	- -
The Two Ronnies	11 1%	9 2%	2 *	- -	- -	* *	- -	1 1%	10 5%	2 1%	4 1%	3 2%	2 1%	2 1%	3 1%	4 1%	2 1%	- -
The Good Life	11 1%	2 *	9 2%	- -	3 2%	4 2%	- -	4 2%	1 *	1 *	7 3%	1 *	2 1%	5 2%	2 1%	1 *	2 2%	1 1%
Monty Python	11 1%	9 2%	2 *	- -	2 1%	4 2%	3 2%	2 1%	1 *	2 1%	6 2%	1 *	1 1%	2 1%	2 1%	4 1%	3 2%	- -
Blackadder	10 1%	9 2%	2 *	1 1%	2 1%	3 1%	1 1%	4 3%	- -	4 1%	4 1%	2 1%	1 1%	3 1%	- -	3 1%	3 2%	1 1%
Inspector Morse	10 1%	2 *	7 1%	- -	1 1%	1 *	1 *	2 1%	6 3%	1 1%	2 1%	2 1%	4 2%	3 1%	- -	1 1%	3 2%	2 2%
Doctor Who	9 1%	6 1%	3 1%	- -	1 1%	3 2%	2 1%	1 1%	1 1%	5 2%	- -	1 *	3 1%	2 1%	3 1%	3 1%	- -	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Emmerdale	9 1%	2 *	7 1%	-	-	2 1%	2 1%	3 2%	2 1%	-	4 1%	-	5 2%	1 *	2 1%	6 2%	* *	-
A Touch of Frost	8 1%	2 *	6 1%	3 2%	-	3 1%	-	3 2%	-	2 1%	1 *	4 2%	1 *	3 1%	1 *	2 1%	2 1%	1 1%
CSI	8 1%	2 *	6 1%	-	1 1%	3 2%	2 1%	-	2 1%	3 1%	2 1%	-	3 1%	4 2%	1 *	2 1%	1 1%	-
Porridge	7 1%	6 1%	1 *	-	1 *	4 2%	-	2 1%	1 *	3 1%	1 *	1 1%	2 1%	2 1%	2 1%	2 1%	1 *	1 1%
ER	7 1%	1 *	7 1%	-	1 1%	3 1%	3 2%	-	1 *	3 1%	3 1%	1 1%	-	5 2%	1 *	-	1 1%	1 1%
Star Trek	7 1%	7 1%	-	1 1%	-	3 1%	2 1%	2 1%	-	3 1%	2 1%	-	2 1%	-	1 *	4 2%	2 1%	-
The Bill	7 1%	4 1%	3 1%	-	2 1%	-	1 1%	2 1%	2 1%	3 1%	-	3 1%	1 *	2 1%	4 1%	-	-	1 1%
Open All Hours	6 1%	5 1%	1 *	-	-	1 *	1 1%	-	5 2%	1 *	-	2 1%	3 1%	1 *	4 1%	1 *	1 1%	-
Sex and the City	6 1%	-	6 1%	3 3%	1 1%	2 1%	-	-	-	3 1%	2 1%	1 1%	-	3 1%	-	2 1%	1 1%	-
Pride and Prejudice	5 1%	1 *	4 1%	-	-	1 *	* *	2 1%	2 1%	1 1%	1 *	1 1%	1 1%	-	* *	5 2%	-	-
Who Wants to Be a Millionaire?	5 1%	2 *	3 1%	2 2%	1 *	-	-	-	3 1%	1 *	-	2 1%	2 1%	1 1%	-	1 *	-	3 4%
Big Brother	5 *	2 *	3 1%	1 1%	2 1%	2 1%	1 *	-	-	1 1%	3 1%	-	-	-	3 1%	2 1%	-	-
Mash	5 *	2 *	3 1%	1 1%	-	3 1%	-	-	1 *	1 *	2 1%	-	2 1%	1 *	1 *	2 1%	1 1%	-
Strictly Come Dancing	5 *	-	5 1%	-	-	-	1 *	1 1%	2 1%	2 1%	-	-	3 1%	1 *	2 1%	1 1%	-	-
The Sopranos	4 *	4 1%	-	1 1%	2 1%	* *	1 1%	-	-	3 1%	-	-	1 *	1 1%	1 *	* *	1 *	1 1%

Prepared by Populus

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Will and Grace	4*	-	4 1%	3 3%	-	1*	1*	-	-	1*	3 1%	1*	-	4 1%	-	1*	-	-
Steptoe and Son	4*	4 1%	* *	-	* *	-	2 1%	-	1 1%	-	-	2 1%	2 1%	-	2 1%	-	1 1%	1 1%
Top Gear	4*	4 1%	-	4 4%	-	-	-	-	-	1*	2 1%	1*	1*	-	2 1%	1*	1 1%	-
Dallas	4*	1*	3 1%	-	-	-	3 2%	2 1%	-	-	3 1%	1*	-	3 1%	-	1*	-	-
Match of the Day	4*	4 1%	-	-	1 1%	3 1%	-	-	-	4 2%	-	-	-	1*	2 1%	-	1 1%	-
The Forsyte Saga	4*	2*	2*	-	-	-	-	-	4 2%	1*	2 1%	-	1*	-	1*	1 1%	2 1%	-
Vicar of Dibley	4*	1*	3 1%	1 1%	-	1*	3 2%	-	-	1*	1*	1 1%	1*	-	2 1%	2 1%	-	-
The Office	4*	1*	3*	-	1 1%	1 1%	1 1%	-	-	1*	1 1%	1*	-	1*	1*	-	1 1%	-
Buffy The Vampire Slayer	3*	1*	3 1%	1 1%	3 2%	-	-	-	-	-	-	3 1%	1*	1*	2 1%	1*	-	-
Top of the Pops	3*	3 1%	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%	1*	1*	3 1%	-	-	-	-
A Question of Sport	3*	2*	1*	-	-	2 1%	-	-	1 1%	1*	-	1*	1 1%	3 1%	1*	-	-	-
Frasier	3*	3 1%	1*	-	-	1*	2 1%	-	-	2 1%	-	-	1*	2 1%	1*	-	-	-
Yes Minister	3*	3 1%	-	-	-	1 1%	1 1%	1 1%	-	3 1%	-	-	-	2 1%	-	1*	-	-
The Bill	3*	1*	2*	-	1*	-	-	-	2 1%	1*	-	-	2 1%	1*	1*	1 1%	-	-
Aufwiedersehen Pet	3*	3 1%	-	-	1*	-	2 1%	-	1*	-	2 1%	-	1 1%	1*	-	1*	2 1%	-

Prepared by Populus

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Sharp	3*	3 1%	-	-	-	1 1%	1 1%	-	-	-	1*	1 1%	1*	-	1*	1*	1 1%	-
Charmed	3*	1*	2*	-	1 1%	2 1%	-	-	-	2 1%	-	1*	-	2 1%	1*	-	-	-
Father Ted	3*	-	3*	-	-	1*	1*	-	1 1%	1 1%	-	-	1*	-	-	-	1 1%	1 2%
Weakest Link	2*	2*	1*	-	-	-	-	-	2 1%	-	-	-	2 1%	1*	-	-	2 1%	-
Casualty	2*	-	2*	-	1 1%	-	-	1 1%	1*	1*	-	-	2 1%	-	1*	-	2 1%	-
Last of the Summer Wine	2*	2*	-	-	-	-	1*	1*	1*	-	-	-	2 1%	1*	-	1 1%	-	-
University Challenge	2*	-	2*	-	-	-	-	2 1%	-	-	-	2 1%	-	-	2 1%	-	-	-
Footballer's Wives	2*	1*	1*	-	-	1*	1 1%	-	-	-	-	-	2 1%	2 1%	-	-	-	-
This Life	2*	1*	1*	-	1*	1 1%	-	-	-	2 1%	-	-	-	1*	-	-	1 1%	-
Cold Feet	2*	1*	1*	-	-	-	1*	-	1 1%	1*	-	1*	-	-	2 1%	-	-	-
Boys from the Blackstuff	2*	-	2*	-	-	-	-	2 1%	-	-	2 1%	-	-	2 1%	-	-	-	-
Bad Girls	2*	-	2*	1 1%	-	1*	-	-	-	-	1*	1*	-	-	1*	-	1 1%	-
One Foot in the Grave	2*	1*	1*	-	-	-	1 1%	-	1*	1*	-	-	1*	-	-	1*	1 1%	-
Blue Peter	2*	2*	-	-	2 1%	-	-	-	-	-	-	2 1%	-	2 1%	-	-	-	-
Likely Lads	1*	-	1*	-	-	-	1 1%	-	-	1*	-	-	-	-	1*	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Spooks	1*	1*	-	-	-	-	1	-	-	-	1*	-	-	1*	-	-	-	-
Walking with Dinosaurs	1*	1*	-	1	-	-	-	-	-	-	-	1*	-	-	-	-	1	-
Brideshead Revisited	1*	1*	-	-	-	-	1	-	-	1*	-	-	-	1*	-	-	-	-
Cracker	1*	-	1*	-	-	1*	-	-	-	1*	-	-	-	-	1*	-	-	-
Mastermind	1*	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	-	1*	-	-
Prime Suspect	1*	-	1*	-	-	-	-	1*	-	-	-	-	1*	-	-	1*	-	-
Life on Earth	1*	1*	-	-	-	-	-	1*	-	1*	-	-	-	-	1*	-	-	-
Parkinson	* *	- *	* *	- *	- *	- *	- *	* *	- *	- *	- *	- *	* *	- *	- *	- *	* *	- *
This is Your Life	* *	- *	* *	- *	- *	* *	- *	- *	- *	- *	- *	- *	* *	* *	- *	- *	- *	- *
Other	251 25%	125 26%	126 24%	29 26%	47 27%	40 20%	46 27%	29 19%	61 30%	68 27%	74 25%	51 24%	58 23%	64 24%	67 26%	62 25%	37 27%	20 23%
Don't know/not stated	237 23%	103 21%	133 25%	19 17%	29 17%	46 23%	39 23%	49 33%	54 27%	55 22%	66 23%	45 21%	71 28%	55 21%	60 23%	57 23%	33 24%	32 36%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Only Fools and Horses	114 11%	12 15%	4 29%	15 10%	1 6%	14 13%	9 10%	23 12%	12 12%	9 14%	2 4%	2 6%	9 10%
Coronation Street	55 5%	5 6%	2 11%	9 6%	- -	11 10%	4 4%	11 6%	5 5%	3 4%	3 6%	- -	4 4%
Eastenders	30 3%	1 1%	- -	3 2%	1 5%	3 3%	- -	6 3%	3 3%	3 4%	4 9%	1 2%	5 5%
Friends	28 3%	1 1%	- -	4 2%	- -	3 3%	5 5%	9 5%	2 2%	1 2%	- -	2 6%	2 2%
Fawlty Towers	22 2%	5 6%	- -	6 4%	1 5%	4 3%	- -	1 1%	2 2%	- -	1 1%	- -	2 3%
Simpsons	17 2%	3 4%	- -	1 1%	1 4%	2 1%	1 1%	7 4%	- -	1 2%	2 3%	- -	- -
The Morcambe & Wise Show	15 2%	3 3%	- -	4 3%	- -	1 1%	- -	5 3%	2 2%	- -	* 1%	- -	1 1%
Dad's Army	12 1%	2 2%	- -	1 1%	- -	1 1%	2 2%	1 1%	3 3%	- -	1 3%	1 3%	1 1%
The Two Ronnies	11 1%	2 2%	- -	2 1%	- -	1 1%	2 2%	1 1%	1 1%	- -	- -	- -	2 2%
The Good Life	11 1%	- -	- -	2 1%	- -	1 1%	1 1%	4 2%	1 1%	1 1%	- -	1 3%	- -
Monty Python	11 1%	- -	- -	- -	- -	3 2%	2 2%	1 1%	2 2%	- -	1 2%	- -	2 2%
Blackadder	10 1%	- -	- -	- -	- -	1 1%	2 2%	1 *	2 2%	1 2%	- -	1 4%	2 3%
Inspector Morse	10 1%	- -	- -	1 *	- -	1 *	- -	2 1%	1 1%	2 3%	- -	3 8%	1 1%
Doctor Who	9 1%	* *	1 4%	2 1%	- -	2 2%	- -	1 *	2 2%	1 1%	- -	- -	- -
Emmerdale	9 1%	- -	- -	- -	- -	1 1%	* *	1 1%	- -	- -	1 2%	- -	5 6%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
A Touch of Frost	8 1%	- -	- -	1 *	- -	* *	1 1%	- -	4 4%	1 1%	2 4%	- -	- -
CSI	8 1%	- -	- -	3 2%	- -	* *	1 1%	1 *	1 1%	- -	- -	- -	2 2%
Porridge	7 1%	1 1%	1 5%	1 1%	- -	1 1%	1 1%	1 1%	1 1%	1 2%	- -	- -	* *
ER	7 1%	- -	- -	3 2%	1 2%	- -	- -	2 1%	1 1%	- -	- -	1 3%	- -
Star Trek	7 1%	- -	- -	1 1%	- -	3 3%	2 2%	- -	- -	- -	- -	- -	1 1%
The Bill	7 1%	1 1%	- -	1 1%	- -	* *	- -	1 1%	1 1%	1 2%	- -	- -	1 1%
Open All Hours	6 1%	1 1%	- -	2 1%	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%
Sex and the City	6 1%	- -	- -	- -	- -	1 1%	1 2%	2 1%	1 1%	- -	- -	- -	1 1%
Pride and Prejudice	5 1%	* *	- -	- -	- -	1 1%	- -	- -	- -	- -	2 3%	- -	2 3%
Who Wants to Be a Millionaire?	5 1%	- -	- -	- -	2 8%	- -	- -	1 *	1 1%	1 2%	- -	- -	1 1%
Big Brother	5 *	3 3%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	2 2%
Mash	5 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	1 3%	2 3%
Strictly Come Dancing	5 *	1 1%	- -	1 1%	- -	1 1%	- -	1 *	* *	- -	- -	- -	1 1%
The Sopranos	4 *	- -	- -	- -	1 4%	* *	- -	2 1%	1 1%	- -	- -	- -	- -
Will and Grace	4 *	- -	- -	- -	- -	1 1%	- -	3 2%	1 1%	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Steptoe and Son	4 *	2 3%	-	-	1 3%	-	1 1%	-	-	-	-	-	-
Top Gear	4 *	-	-	2 1%	-	1 1%	1 2%	-	-	-	-	-	-
Dallas	4 *	-	-	-	-	1 1%	-	2 1%	2 2%	-	-	-	-
Match of the Day	4 *	-	-	1 1%	-	-	-	1 1%	-	-	-	1 3%	1 1%
The Forsyte Saga	4 *	-	-	-	-	1 1%	2 2%	1 1%	-	-	-	-	1 1%
Vicar of Dibley	4 *	-	-	1 *	-	1 *	-	-	-	-	1 3%	-	1 1%
The Office	4 *	-	-	-	-	-	1 2%	2 1%	-	-	-	-	-
Buffy The Vampire Slayer	3 *	-	-	2 1%	-	1 1%	-	-	1 1%	-	-	-	-
Top of the Pops	3 *	1 2%	-	-	-	-	-	2 1%	-	-	-	-	-
A Question of Sport	3 *	-	-	1 *	-	-	-	3 1%	-	-	-	-	-
Frasier	3 *	-	-	-	-	-	-	1 1%	1 1%	-	-	-	1 1%
Yes Minister	3 *	-	-	-	-	-	-	2 1%	-	-	1 2%	-	-
The Bill	3 *	-	-	-	-	1 *	-	1 *	1 1%	-	1 2%	-	-
Aufwiedersehen Pet	3 *	-	-	-	-	1 1%	2 2%	-	1 1%	-	-	-	-
Sharp	3 *	-	-	1 *	-	1 1%	1 1%	-	-	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Charmed	3 *	-	-	-	-	-	-	3 1%	-	-	-	-	-
Father Ted	3 *	-	-	-	1 3%	-	1 1%	-	-	1 1%	-	-	-
Weakest Link	2 *	-	-	-	-	-	2 2%	-	1 1%	-	-	-	-
Casualty	2 *	-	-	1 1%	-	-	1 1%	-	-	-	-	1 3%	-
Last of the Summer Wine	2 *	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-
University Challenge	2 *	2 2%	-	-	-	-	-	-	-	-	-	-	-
Footballer's Wives	2 *	-	-	-	-	-	-	1 *	1 1%	-	-	-	-
This Life	2 *	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-
Cold Feet	2 *	-	-	2 1%	-	-	-	-	-	-	-	-	-
Boys from the Blackstuff	2 *	-	-	-	-	-	-	-	2 2%	-	-	-	-
Bad Girls	2 *	-	-	1 *	-	-	-	-	1 1%	-	-	-	-
One Foot in the Grave	2 *	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%
Blue Peter	2 *	-	-	-	-	-	-	-	2 2%	-	-	-	-
Likely Lads	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%
Spooks	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 34

Q.19 What is your favourite TV programme of all time?**Base: All respondents**

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Walking with Dinosaurs	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-
Brideshead Revisited	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-
Cracker	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-
Mastermind	1 *	-	-	-	-	-	-	-	-	-	1 2%	-	-
Prime Suspect	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-
Life on Earth	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-
Parkinson	* *	-	-	* *	-	-	-	-	-	-	-	-	-
This is Your Life	* *	-	-	-	-	-	-	* *	-	-	-	-	-
Other	251 25%	19 23%	2 11%	47 31%	6 25%	26 24%	26 29%	46 24%	19 18%	14 23%	18 35%	8 24%	20 22%
Don't know/not stated	237 23%	18 22%	6 40%	36 23%	9 35%	24 22%	22 24%	40 21%	20 19%	22 36%	11 21%	12 35%	19 21%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1007	472	535	94	160	205	168	164	216	285	202	174	346	258	254	272	136	87	
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89	
Sex																			
Male	484 48%	484 100%	-	54 49%	82 48%	89 44%	87 51%	66 44%	106 53%	134 53%	128 44%	110 52%	111 44%	129 48%	130 49%	118 48%	68 48%	39 45%	
Female	523 52%	-	523 100%	57 51%	89 52%	113 56%	84 49%	85 56%	95 47%	118 47%	165 56%	101 48%	140 56%	139 52%	133 51%	130 52%	73 52%	49 55%	
Age																			
18-24	(21) 11%	111 11%	54 11%	57 11%	111 100%	-	-	-	-	-	23 9%	39 13%	33 15%	16 6%	29 11%	29 11%	28 11%	15 11%	11 12%
25-34	(29.5) 17%	171 17%	82 17%	89 17%	-	171 100%	-	-	-	-	54 21%	50 17%	46 22%	21 8%	56 21%	35 14%	47 19%	21 15%	12 13%
35-44	(39.5) 20%	202 20%	89 18%	113 22%	-	-	202 100%	-	-	-	69 27%	70 24%	41 19%	22 9%	50 19%	63 24%	43 17%	27 19%	18 21%
45-54	(49.5) 17%	171 17%	87 18%	84 16%	-	-	-	171 100%	-	-	52 21%	49 17%	39 18%	31 13%	48 18%	51 19%	41 16%	16 11%	16 18%
55-64	(59.5) 15%	151 15%	66 14%	85 16%	-	-	-	-	151 100%	-	27 11%	42 14%	31 15%	51 20%	38 14%	35 13%	40 16%	22 16%	16 19%
65+	(70) 20%	201 20%	106 22%	95 18%	-	-	-	-	-	201 100%	27 11%	42 15%	22 10%	110 44%	48 18%	49 19%	49 20%	40 28%	16 18%
Average age		46.56	46.95	46.20	21.00	29.50	39.50	49.50	59.50	70.00	43.10	44.26	42.48	56.13	45.45	46.42	46.40	49.00	46.94

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
<u>Social Class</u>																		
AB	252 25%	134 28%	118 23%	23 21%	54 31%	69 34%	52 30%	27 18%	27 13%	252 100%	-	-	-	78 29%	70 27%	46 18%	37 26%	22 24%
C1	292 29%	128 26%	165 31%	39 35%	50 29%	70 35%	49 29%	42 27%	42 21%	-	292 100%	-	-	82 31%	79 30%	74 30%	37 26%	20 22%
C2	212 21%	110 23%	101 19%	33 29%	46 27%	41 20%	39 23%	31 21%	22 11%	-	-	212 100%	-	44 17%	59 22%	57 23%	27 19%	24 27%
DE	251 25%	111 23%	140 27%	16 14%	21 12%	22 11%	31 18%	51 34%	110 54%	-	-	-	251 100%	64 24%	55 21%	70 28%	39 28%	23 26%
<u>Region</u>																		
North	336 33%	157 32%	179 34%	38 35%	59 34%	61 30%	57 33%	56 37%	65 32%	67 27%	94 32%	81 38%	94 37%	-	-	248 100%	-	89 100%
Midlands	314 31%	152 31%	162 31%	33 30%	44 26%	73 36%	57 33%	45 30%	61 31%	84 33%	90 31%	67 32%	72 29%	-	262 100%	-	51 37%	-
South	357 35%	175 36%	182 35%	40 36%	68 40%	67 33%	57 34%	50 33%	75 37%	100 40%	108 37%	63 30%	86 34%	268 100%	-	-	89 63%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
<u>Working status</u>																		
Full-time	447 44%	276 57%	171 33%	42 38%	113 66%	130 64%	97 57%	55 36%	11 5%	149 59%	164 56%	99 47%	36 14%	117 44%	123 47%	111 45%	55 39%	40 45%
Part-time	113 11%	30 6%	83 16%	16 15%	20 12%	34 17%	19 11%	18 12%	6 3%	36 14%	28 10%	32 15%	16 6%	30 11%	29 11%	27 11%	17 12%	10 11%
Not working but seeking work or temporarily unemployed/sick	76 8%	25 5%	51 10%	33 30%	12 7%	14 7%	15 9%	3 2%	- -	10 4%	21 7%	26 12%	20 8%	27 10%	15 6%	17 7%	8 6%	10 11%
Not working/not seeking work/retired	354 35%	142 29%	212 40%	16 14%	25 15%	22 11%	34 20%	74 49%	183 91%	54 21%	73 25%	51 24%	176 70%	91 34%	90 34%	89 36%	56 40%	29 32%
Refused	17 2%	10 2%	7 1%	3 3%	2 1%	1 1%	6 3%	2 1%	2 1%	4 2%	7 2%	3 1%	3 1%	3 1%	6 2%	4 2%	3 2%	- -
<u>Tenure</u>																		
Own outright	322 32%	147 30%	175 33%	22 20%	15 9%	33 16%	44 26%	74 49%	134 67%	62 25%	84 29%	66 31%	110 44%	72 27%	75 29%	94 38%	52 37%	29 33%
Own with a mortgage	413 41%	204 42%	209 40%	46 42%	109 64%	123 61%	81 47%	41 27%	12 6%	155 61%	132 45%	91 43%	36 14%	104 39%	121 46%	103 41%	52 37%	34 38%
Council	131 13%	62 13%	69 13%	17 16%	16 9%	22 11%	25 15%	24 16%	26 13%	9 4%	25 9%	21 10%	75 30%	47 17%	28 11%	27 11%	10 7%	18 21%
Rented from someone else	100 10%	51 11%	49 9%	22 20%	29 17%	16 8%	15 9%	5 3%	12 6%	18 7%	39 13%	25 12%	18 7%	34 13%	28 11%	17 7%	17 12%	3 4%
Rent free	13 1%	7 2%	6 1%	2 2%	1 1%	2 1%	1 1%	1 1%	7 3%	3 1%	3 1%	4 2%	4 2%	2 1%	5 2%	2 1%	2 2%	2 2%
Refused	28 3%	12 2%	16 3%	2 1%	2 1%	6 3%	4 3%	5 3%	9 4%	5 2%	9 3%	5 2%	8 3%	9 3%	5 2%	5 2%	6 4%	2 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
<u>Foreign Holiday in last 3 years</u>																		
Yes	624 62%	302 62%	322 62%	65 58%	127 74%	137 68%	113 66%	88 58%	95 47%	203 81%	203 69%	111 52%	107 43%	173 65%	152 58%	160 65%	83 59%	55 63%
No	383 38%	181 38%	201 38%	46 42%	44 26%	64 32%	58 34%	63 42%	106 53%	49 19%	89 31%	101 48%	144 57%	95 35%	110 42%	88 35%	57 41%	33 37%
<u>Number of cars</u>																		
None	203 20%	88 18%	116 22%	25 22%	30 18%	21 11%	28 16%	33 22%	67 33%	23 9%	55 19%	28 13%	98 39%	69 26%	41 16%	54 22%	21 15%	19 21%
1	438 43%	208 43%	230 44%	43 39%	87 51%	81 40%	56 33%	67 44%	105 52%	90 36%	130 45%	106 50%	112 45%	118 44%	110 42%	111 45%	60 42%	40 45%
2	284 28%	145 30%	139 27%	29 27%	44 25%	87 43%	54 31%	41 27%	28 14%	108 43%	81 28%	60 29%	35 14%	58 22%	86 33%	68 27%	48 34%	24 27%
3+	82 8%	43 9%	39 7%	14 13%	10 6%	12 6%	34 20%	10 7%	2 1%	32 13%	26 9%	17 8%	7 3%	23 9%	25 9%	15 6%	12 9%	7 7%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
<u>Internet Access</u>																		
At all	678 67%	341 70%	337 64%	90 82%	144 84%	171 85%	133 77%	78 52%	62 31%	216 86%	223 76%	145 68%	94 37%	192 72%	183 70%	164 66%	85 60%	54 61%
At home (net)	577 57%	291 60%	286 55%	78 71%	119 70%	139 69%	119 69%	72 47%	50 25%	186 74%	183 63%	125 59%	83 33%	158 59%	158 60%	140 56%	76 54%	45 51%
At work (net)	288 29%	157 32%	131 25%	37 33%	75 44%	86 42%	62 36%	19 12%	10 5%	129 51%	110 38%	38 18%	11 4%	88 33%	83 32%	57 23%	36 26%	24 27%
At home	358 36%	170 35%	187 36%	50 45%	61 35%	79 39%	65 38%	56 37%	46 23%	82 33%	105 36%	95 45%	75 30%	93 35%	93 36%	96 39%	47 33%	28 32%
At work	69 7%	36 7%	33 6%	8 8%	16 10%	26 13%	9 5%	4 2%	6 3%	25 10%	32 11%	7 4%	3 1%	23 9%	18 7%	14 6%	6 5%	7 8%
Both at home and at work	219 22%	121 25%	98 19%	28 26%	58 34%	60 30%	53 31%	15 10%	4 2%	104 41%	78 27%	31 14%	8 3%	65 24%	65 25%	43 18%	30 21%	17 19%
Somewhere else	32 3%	13 3%	19 4%	4 3%	8 5%	7 3%	5 3%	3 2%	6 3%	5 2%	8 3%	12 6%	7 3%	11 4%	6 2%	10 4%	2 1%	2 3%
Not at all	325 32%	141 29%	184 35%	20 18%	26 15%	30 15%	39 23%	72 47%	139 69%	36 14%	67 23%	65 31%	157 63%	74 28%	80 30%	84 34%	54 38%	34 39%
Refused	4 *	2 *	2 *	- -	2 1%	* *	- -	2 1%	- -	- -	2 1%	2 1%	* *	2 1%	- -	- -	2 1%	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
Age Finished Full Time Education																		
Up to 15	219 22%	111 23%	108 21%	5 4%	8 5%	13 6%	27 16%	62 41%	104 52%	17 7%	44 15%	50 24%	108 43%	49 18%	51 19%	61 25%	34 25%	23 26%
16	284 28%	122 25%	162 31%	17 16%	42 24%	88 44%	60 35%	38 25%	39 19%	50 20%	81 28%	80 38%	73 29%	55 20%	86 33%	80 32%	38 27%	26 29%
17	73 7%	28 6%	44 8%	5 4%	11 6%	14 7%	18 10%	5 4%	19 10%	20 8%	29 10%	12 6%	11 4%	24 9%	16 6%	15 6%	10 7%	8 9%
18	129 13%	49 10%	79 15%	15 14%	32 18%	32 16%	25 15%	19 13%	6 3%	41 16%	32 11%	31 15%	24 10%	48 18%	28 11%	23 9%	18 13%	12 14%
19 or over	237 24%	141 29%	96 18%	32 29%	71 42%	47 23%	38 22%	23 15%	26 13%	111 44%	83 29%	19 9%	23 9%	77 29%	63 24%	50 20%	31 22%	16 18%
Still in full time education	43 4%	20 4%	23 4%	31 28%	4 2%	5 2%	1 *	1 *	2 1%	8 3%	16 6%	14 7%	4 2%	9 3%	18 7%	11 4%	3 2%	2 2%
Had no full time education	1 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 1%
Refused	21 2%	11 2%	10 2%	6 5%	4 2%	2 1%	2 1%	3 2%	5 2%	4 2%	5 2%	5 2%	7 3%	7 3%	2 1%	7 3%	5 4%	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	484	523	111	171	202	171	151	201	252	292	212	251	268	262	248	140	89
<u>Marital Status</u>																		
Single	218 22%	126 26%	92 18%	83 75%	49 28%	34 17%	18 11%	16 11%	17 8%	45 18%	80 27%	51 24%	42 17%	67 25%	52 20%	53 21%	26 19%	20 22%
Married/ co-habiting	560 56%	276 57%	284 54%	25 23%	108 63%	136 68%	118 69%	90 60%	82 41%	172 68%	154 53%	123 58%	111 44%	140 52%	154 59%	141 57%	78 55%	48 54%
Widowed/ separated/ divorced	217 22%	76 16%	141 27%	1 1%	11 6%	30 15%	33 19%	43 29%	99 49%	33 13%	54 18%	35 16%	95 38%	58 22%	53 20%	52 21%	33 23%	21 24%
Refused	13 1%	6 1%	7 1%	1 1%	3 2%	1 1%	2 1%	2 1%	3 1%	2 1%	5 2%	3 1%	3 1%	4 1%	3 1%	2 1%	3 2%	- -
<u>Children</u>																		
None aged 18 or under	701 70%	348 72%	353 67%	91 82%	91 53%	71 35%	108 63%	145 96%	196 97%	159 63%	200 68%	135 64%	207 82%	189 70%	172 65%	179 72%	103 74%	59 67%
NET: Yes	291 29%	128 27%	162 31%	19 17%	79 46%	127 63%	59 34%	4 3%	3 2%	90 36%	85 29%	73 35%	42 17%	75 28%	88 34%	65 26%	33 23%	29 32%
NET: Yes any aged 15 or under	266 26%	119 25%	148 28%	19 17%	78 45%	119 59%	45 26%	3 2%	3 2%	81 32%	79 27%	68 32%	38 15%	68 25%	78 30%	60 24%	33 23%	27 31%
- Aged under 5	101 10%	50 10%	51 10%	12 11%	46 27%	37 18%	4 2%	- -	2 1%	25 10%	29 10%	29 14%	18 7%	32 12%	27 10%	24 10%	10 7%	8 9%
- Aged 5-10	128 13%	60 12%	68 13%	5 4%	38 22%	60 30%	22 13%	3 2%	1 1%	40 16%	34 12%	40 19%	14 6%	29 11%	43 17%	31 13%	15 11%	10 11%
- Aged 11-15	121 12%	46 10%	74 14%	5 5%	19 11%	63 31%	30 18%	1 1%	2 1%	38 15%	36 12%	29 14%	18 7%	33 12%	31 12%	26 11%	16 11%	16 18%
- Aged 16-18	65 6%	30 6%	35 7%	- -	3 2%	32 16%	28 17%	2 1%	- -	19 8%	25 9%	12 6%	9 4%	23 9%	17 6%	14 6%	4 3%	7 8%
Refused	15 2%	7 1%	8 2%	1 1%	2 1%	4 2%	4 3%	3 2%	2 1%	2 1%	7 2%	4 2%	2 1%	4 2%	3 1%	3 1%	4 3%	1 1%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Unweighted base	1007	83	18	144	22	135	89	181	101	62	50	31	91
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Sex													
Male	484 48%	45 54%	9 64%	67 44%	14 56%	56 51%	44 48%	96 50%	47 47%	25 41%	17 34%	18 55%	44 48%
Female	523 52%	39 46%	5 36%	86 56%	11 44%	54 49%	48 52%	95 50%	53 53%	37 59%	34 66%	15 45%	47 52%
Age													
18-24	(21) 11% 11%	4 4%	- -	18 12%	7 30%	9 8%	9 10%	30 16%	7 7%	3 5%	8 15%	4 12%	11 12%
25-34	(29.5) 17%	12 14%	4 29%	21 14%	2 7%	23 21%	12 13%	43 22%	18 18%	10 16%	7 14%	6 17%	14 16%
35-44	(39.5) 20%	23 27%	4 26%	37 24%	1 5%	17 16%	17 18%	38 20%	20 19%	15 25%	10 19%	4 13%	16 17%
45-54	(49.5) 17%	18 21%	1 5%	30 20%	7 30%	26 23%	15 16%	23 12%	18 18%	8 14%	8 15%	2 7%	15 17%
55-64	(59.5) 15%	10 12%	5 32%	15 10%	2 9%	13 12%	17 19%	31 16%	16 16%	13 21%	10 19%	2 7%	17 18%
65+	(70) 20%	19 23%	1 8%	32 21%	4 18%	22 20%	22 24%	26 14%	22 22%	11 19%	9 18%	15 44%	18 19%
Average age	46.56	48.63	45.87	46.20	43.53	46.71	48.98	43.01	48.03	48.29	45.98	51.10	46.88

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
<u>Social Class</u>													
AB	252 25%	20 23%	5 32%	42 27%	7 27%	25 23%	29 32%	59 31%	23 22%	13 21%	5 11%	7 21%	18 20%
C1	292 29%	23 27%	3 20%	55 36%	4 18%	32 29%	21 23%	57 30%	29 28%	15 25%	17 33%	11 34%	24 27%
C2	212 21%	20 23%	3 19%	30 20%	8 34%	26 23%	15 16%	34 18%	21 21%	16 25%	11 22%	6 19%	21 24%
DE	251 25%	22 26%	4 29%	26 17%	5 21%	27 25%	26 29%	41 22%	28 28%	17 28%	18 34%	9 26%	27 30%
<u>Region</u>													
North	336 33%	-	15 100%	2 2%	24 100%	104 94%	-	-	-	62 100%	51 100%	-	78 86%
Midlands	314 31%	77 91%	-	139 91%	-	6 6%	49 53%	31 16%	-	-	-	-	12 14%
South	357 35%	8 9%	-	12 8%	-	-	43 47%	161 84%	100 100%	-	-	33 100%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
<u>Working status</u>													
Full-time	447 44%	36 42%	8 51%	71 46%	10 43%	53 48%	37 40%	85 44%	47 47%	29 47%	21 41%	12 36%	40 44%
Part-time	113 11%	9 11%	1 5%	15 10%	3 11%	12 11%	10 11%	25 13%	10 10%	6 10%	5 9%	5 15%	12 13%
Not working but seeking work or temporarily unemployed/sick	76 8%	3 3%	1 5%	11 7%	5 21%	3 2%	5 6%	26 13%	4 4%	5 8%	9 19%	1 3%	4 4%
Not working/not seeking work/retired	354 35%	35 41%	6 39%	53 35%	6 25%	39 35%	37 40%	54 28%	39 38%	22 35%	16 31%	14 43%	35 39%
Refused	17 2%	2 3%	-	3 2%	-	4 4%	2 3%	2 1%	1 1%	-	-	1 3%	-
<u>Tenure</u>													
Own outright	322 32%	26 31%	3 23%	47 31%	10 39%	39 35%	32 35%	47 25%	29 29%	20 32%	20 39%	14 43%	35 39%
Own with a mortgage	413 41%	40 48%	8 55%	66 43%	11 45%	48 44%	35 38%	81 42%	37 37%	21 34%	22 42%	11 33%	34 37%
Council	131 13%	6 7%	1 5%	16 10%	2 8%	11 10%	8 8%	33 17%	19 19%	17 27%	6 12%	1 4%	12 13%
Rented from someone else	100 10%	8 9%	2 11%	21 14%	2 8%	5 4%	9 10%	23 12%	12 12%	1 2%	4 7%	5 16%	8 9%
Rent free	13 1%	2 2%	-	3 2%	-	2 2%	2 3%	2 1%	-	2 3%	-	-	-
Refused	28 3%	2 3%	1 6%	1 1%	-	5 4%	5 6%	5 3%	4 4%	1 2%	-	1 3%	2 2%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
<u>Foreign Holiday in last 3 years</u>													
Yes	624 62%	51 60%	10 71%	88 57%	13 55%	76 69%	57 63%	129 67%	56 56%	40 64%	35 68%	19 56%	50 55%
No	383 38%	34 40%	4 29%	65 43%	11 45%	34 31%	34 37%	63 33%	44 44%	22 36%	16 32%	15 44%	41 45%
<u>Number of cars</u>													
None	203 20%	14 17%	1 9%	20 13%	4 16%	21 19%	15 16%	53 28%	20 20%	15 24%	8 15%	5 16%	27 29%
1	438 43%	37 44%	8 54%	61 40%	9 38%	47 43%	37 40%	82 43%	49 49%	28 45%	26 51%	17 52%	36 40%
2	284 28%	25 29%	5 32%	58 38%	7 28%	33 30%	28 30%	40 21%	24 24%	17 27%	13 25%	11 33%	25 27%
3+	82 8%	8 9%	1 5%	14 9%	4 18%	9 8%	12 13%	16 9%	7 7%	2 4%	4 9%	- -	3 3%

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
Internet Access													
At all	678 67%	57 68%	10 67%	104 68%	18 72%	80 73%	55 61%	142 74%	67 67%	36 58%	35 69%	20 59%	54 60%
At home (net)	577 57%	49 58%	8 54%	85 56%	15 62%	68 62%	52 57%	119 62%	59 58%	29 48%	30 59%	16 49%	47 52%
At work (net)	288 29%	23 27%	5 33%	52 34%	10 41%	31 28%	21 24%	67 35%	25 25%	13 21%	11 22%	11 34%	18 20%
At home	358 36%	32 38%	3 22%	48 31%	8 31%	43 39%	33 37%	69 36%	37 37%	20 33%	21 41%	8 25%	35 38%
At work	69 7%	6 8%	- -	14 9%	3 11%	6 5%	3 3%	17 9%	4 4%	4 7%	3 5%	3 10%	5 6%
Both at home and at work	219 22%	17 20%	5 33%	38 25%	7 30%	25 23%	18 20%	50 26%	21 21%	9 15%	9 17%	8 24%	13 14%
Somewhere else	32 3%	2 2%	2 12%	5 3%	- -	6 5%	* *	7 4%	4 4%	2 4%	2 5%	- -	1 2%
Not at all	325 32%	28 32%	5 33%	49 32%	7 28%	30 27%	34 38%	47 25%	34 33%	26 42%	16 31%	14 41%	36 40%
Refused	4 *	- -	- -	- -	- -	- -	2 2%	2 1%	- -	- -	- -	- -	- -

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	TV Region												
	Total	Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
<u>Age Finished Full Time Education</u>													
Up to 15	219 22%	18 22%	3 17%	23 15%	6 26%	30 27%	25 27%	27 14%	29 29%	16 25%	12 24%	8 23%	22 24%
16	284 28%	31 37%	5 31%	45 29%	5 19%	24 22%	21 23%	35 18%	30 30%	21 35%	21 42%	9 28%	37 41%
17	73 7%	5 6%	1 9%	9 6%	2 9%	7 7%	7 8%	17 9%	8 8%	5 9%	4 7%	3 9%	3 4%
18	129 13%	11 13%	2 10%	20 13%	2 8%	11 10%	13 14%	34 18%	13 13%	9 15%	5 9%	3 10%	6 7%
19 or over	237 24%	18 21%	2 13%	40 26%	6 25%	31 28%	18 20%	63 33%	17 17%	10 16%	7 13%	9 26%	16 17%
Still in full time education	43 4%	1 1%	3 20%	14 9%	2 8%	2 2%	4 5%	11 6%	-	-	-	-	6 6%
Had no full time education	1 *	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%
Refused	21 2%	1 1%	-	1 1%	1 3%	4 4%	3 3%	5 2%	3 3%	-	2 5%	1 3%	-

TV Poll

Fieldwork : December 10th-12th 2004

Absolutes/col percents

Table 35
Classification
Base: All respondents

	Total	TV Region											
		Anglia	Border	Central	Grampian	Granada	HTV	London	Meridian	STV	Tyne-Tees	West-country	Yorkshire
Weighted base	1007	85	15	153	24	110	91	192	100	62	51	33	91
<u>Marital Status</u>													
Single	218 22%	13 16%	2 15%	31 20%	8 35%	16 15%	14 15%	58 30%	20 20%	11 18%	14 27%	8 23%	22 24%
Married/ co-habiting	560 56%	50 59%	12 82%	88 58%	11 44%	70 63%	51 57%	98 51%	55 55%	35 56%	25 49%	17 52%	48 53%
Widowed/ separated/ divorced	217 22%	21 25%	1 4%	31 20%	5 21%	22 20%	23 26%	32 17%	25 25%	16 26%	12 24%	7 22%	21 23%
Refused	13 1%	1 1%	-	3 2%	-	2 2%	2 3%	3 2%	1 1%	-	-	1 3%	-
<u>Children</u>													
None aged 18 or under	701 70%	56 66%	8 56%	98 64%	16 67%	77 70%	65 72%	133 70%	72 71%	42 67%	43 85%	27 80%	63 70%
NET: Yes	291 29%	27 32%	6 44%	54 35%	8 33%	30 27%	23 25%	56 29%	27 27%	19 31%	8 15%	5 16%	27 30%
NET: Yes any aged 15 or under	266 26%	21 25%	6 40%	50 33%	8 33%	29 27%	23 25%	51 26%	26 26%	18 29%	6 12%	5 16%	24 26%
- Aged under 5	101 10%	10 11%	1 5%	15 10%	1 3%	15 14%	9 9%	21 11%	13 12%	7 12%	3 5%	2 5%	6 7%
- Aged 5-10	128 13%	14 17%	4 30%	24 15%	3 14%	16 14%	12 13%	22 12%	12 12%	5 9%	2 3%	1 3%	12 14%
- Aged 11-15	121 12%	4 4%	1 5%	23 15%	6 24%	10 9%	11 12%	25 13%	11 11%	9 14%	3 6%	3 9%	16 18%
- Aged 16-18	65 6%	6 7%	1 9%	13 8%	4 16%	5 5%	2 2%	18 10%	4 4%	3 5%	3 5%	-	7 7%
Refused	15 2%	1 2%	-	1 1%	-	3 3%	3 3%	2 1%	2 2%	1 2%	-	1 3%	-