

YouGov Survey Results

Sample Size: 2350 GB Adults
Fieldwork: 25th - 26th August 2010

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2350	1141	1209	530	353	818	650	1325	1000	300	767	505	577	202
Unweighted Sample	2350	1113	1237	386	346	940	678	1505	820	248	772	509	574	247
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following series of Big Brother have you watched? (By watch, we mean at least 1 episode per week. We have included the winner of each series in brackets. Please tick all that apply.)

Series 1 (Craig Phillips)	27	24	30	38	47	24	12	29	25	30	28	26	25	26
Series 2 (Brian Dowling)	22	17	27	35	39	18	8	24	19	26	22	19	23	21
Series 3 (Kate Lawler)	22	17	26	36	38	18	7	23	20	28	22	19	21	22
Series 4 (Cameron Stout)	15	11	18	21	24	13	7	15	14	17	14	11	17	19
Series 5 (Nadia Almada)	19	15	24	34	28	16	7	20	18	23	19	17	22	15
Series 6 (Anthony Hutton)	14	11	17	27	21	11	5	15	14	18	13	11	17	12
Series 7 (Pete Bennett)	17	12	22	30	24	14	6	17	17	18	18	14	18	15
Series 8 (Brian Belo)	12	8	16	22	15	10	5	12	12	15	12	9	14	10
Series 9 (Rachel Rice)	7	4	11	12	11	6	4	7	9	11	7	6	8	6
Series 10 (Sophie Reade)	6	4	8	11	6	5	4	5	7	10	6	4	7	5
Series 11 (Josie Gibson)	9	6	12	16	13	8	4	9	10	10	10	8	9	10
All of them	6	5	8	10	12	5	2	6	7	8	5	6	7	6
None of them	54	60	49	30	30	61	79	54	55	46	55	59	54	53
Don't know	2	3	2	5	1	2	2	2	3	5	3	1	3	0

And which, if any, of the following series of Big Brother did you think was the best?

[Excluding those who said they had not watched any of the series]

Series 1 (Craig Phillips)	22	21	22	15	27	25	25	23	19	16	24	24	19	27
Series 2 (Brian Dowling)	10	8	12	11	11	11	6	12	8	11	9	8	15	5
Series 3 (Kate Lawler)	10	9	11	12	10	11	6	10	11	10	10	11	11	9
Series 4 (Cameron Stout)	2	2	1	1	2	3	2	1	2	2	1	1	1	8
Series 5 (Nadia Almada)	6	8	4	7	8	4	0	6	6	10	4	4	7	6
Series 6 (Anthony Hutton)	3	4	2	4	4	2	2	4	3	4	2	3	4	3
Series 7 (Pete Bennett)	6	3	8	8	6	5	6	6	6	3	7	8	6	2
Series 8 (Brian Belo)	2	2	3	4	1	1	3	3	2	2	2	1	2	7
Series 9 (Rachel Rice)	0	1	0	0	0	1	0	0	1	0	0	0	1	0
Series 10 (Sophie Reade)	0	1	0	1	0	0	0	1	0	1	0	0	0	2
Series 11 (Josie Gibson)	8	5	10	11	7	5	8	8	9	5	10	6	8	11
None of them	14	17	12	11	15	16	19	15	14	9	18	16	12	13
Don't know	16	18	14	16	10	17	23	13	19	28	13	17	14	7

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On Tuesday 24th August, Channel 4 launched its final instalment of Big Brother, Ultimate Big Brother...
Did you watch this?

Yes, I did	18	13	23	32	25	15	7	17	20	20	17	17	19	18
No, I did not	82	87	77	68	75	85	93	83	80	80	83	83	81	82

How good or bad would you say the line-up of contestants is for Ultimate Big Brother?

[Only those who had watched the launch of Ultimate Big Brother]

Very good	7	6	7	5	12	6	6	6	8	9	5	4	13	2
Fairly good	37	33	39	36	39	40	24	37	37	40	43	24	40	30
TOTAL GOOD	44	39	46	41	51	46	30	43	45	49	48	28	53	32
Neither good nor bad	17	25	13	21	11	15	19	16	17	24	17	27	6	13
Fairly bad	30	27	32	30	32	30	29	30	30	17	30	35	27	48
Very bad	7	8	7	8	3	7	14	9	5	8	4	7	11	3
TOTAL BAD	37	35	39	38	35	37	43	39	35	25	34	42	38	51
Don't know	2	2	2	1	2	2	9	2	3	2	1	3	3	3

And did this line-up make you more or less likely to watch the rest of Ultimate Big Brother?

[Only those who had watched the launch of Ultimate Big Brother]

Much more likely	8	7	9	9	13	6	2	10	6	12	7	0	14	8
Somewhat more likely	23	24	22	27	22	18	24	21	25	23	23	31	17	23
TOTAL MORE LIKELY	31	31	31	36	35	24	26	31	31	35	30	31	31	31
Somewhat less likely	21	21	21	25	15	22	14	24	17	11	22	21	18	42
Much less likely	11	14	9	8	10	13	13	12	9	6	8	12	14	14
TOTAL LESS LIKELY	32	35	30	33	25	35	27	36	26	17	30	33	32	56
Not applicable, I would definitely watch the rest of Ultimate Big Brother, regardless of the line-up	31	24	35	25	37	35	35	27	36	38	38	26	30	12
Not applicable, I would definitely NOT watch the rest of Ultimate Big Brother, regardless of the line-up	3	6	2	4	1	3	7	3	3	5	2	4	3	1
Don't know	3	3	3	2	3	4	5	2	4	5	0	5	4	0

Do you think there are too many, too few or the right amount of contestants from Celebrity Big Brother in the Ultimate Big Brother house?

There are too many celebrities in the Ultimate Big Brother house	13	10	15	22	18	9	8	12	13	14	12	11	12	19
There are the right amount of celebrities in the Ultimate Big Brother house	10	8	12	19	13	10	3	9	12	10	10	9	11	9
There are too few celebrities in the Ultimate Big Brother house	4	4	4	6	4	4	3	3	5	6	4	4	3	2
Don't know	73	78	69	54	65	78	87	75	70	70	73	76	73	70

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And do you think there should or should not be contestants from Celebrity Big Brother in the Ultimate Big Brother house?

There should be contestants from Celebrity Big Brother in the Ultimate Big Brother house	17	13	20	29	23	14	6	16	18	17	17	17	15	19
There should NOT be contestants from Celebrity Big Brother in the Ultimate Big Brother house	14	13	16	24	18	12	8	14	15	14	14	13	16	17
Don't know	69	74	64	47	59	74	86	70	67	69	69	71	69	64

Big Brother will no longer appear on Channel 4 once Ultimate Big Brother finishes...

How does this make you feel?

Delighted	61	66	57	45	54	64	74	60	62	56	64	61	60	62
I don't mind	25	24	27	33	30	25	17	27	24	24	25	29	25	23
Dismayed	8	4	12	14	12	6	3	7	9	9	7	6	9	10
Don't know	5	6	5	7	5	4	6	6	5	10	4	4	5	5

Ultimate Big Brother will run for 18 days with one contestant declared the ultimate housemate...

How much, if any, of this will you watch?

All of it	8	3	12	13	10	6	3	7	8	11	8	6	7	4
Some of it	14	13	16	23	22	11	6	14	15	12	13	14	15	19
None of it	73	79	68	54	61	79	89	74	72	67	75	74	73	75
Don't know	5	5	5	9	6	4	2	5	5	10	4	5	5	3

Who is your favourite housemate?

[Only those who said they would watch some or all of Ultimate Big Brother]

Josie Gibson	33	25	38	34	30	34	38	30	38	32	36	35	28	39
Brian Dowling	19	11	23	17	23	20	14	21	16	18	17	14	26	17
Nikki Grahame	11	9	12	13	11	8	10	14	7	15	7	16	9	8
Chantelle Houghton	5	9	3	5	2	8	1	5	5	2	8	6	3	3
John McCririck	4	8	2	6	5	2	2	3	5	0	3	4	6	8
Coolio	4	7	2	7	4	0	4	4	4	10	2	4	3	6
Nadia Almada	3	6	2	2	7	1	4	4	2	9	0	1	5	4
Ulrika Jonsson	3	6	2	1	2	4	12	2	5	1	3	2	5	3
Nick Bateman	1	1	1	0	2	1	0	1	1	0	1	1	1	0
Samuel Preston	1	0	1	1	0	1	0	1	1	0	1	2	1	0
Makosi Musambasi	1	1	1	1	0	0	2	1	0	0	2	0	0	0
None of them	9	10	8	5	12	12	8	10	7	9	13	6	6	10
Don't know	6	6	6	8	3	8	5	5	7	3	6	10	7	2

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

And who do you think will win Ultimate Big Brother?

[Only those who said they would watch some or all of Ultimate Big Brother]

Brian Dowling	19	9	24	24	14	21	11	23	14	11	21	12	25	22
Chantelle Houghton	4	8	1	2	4	6	4	3	4	1	2	2	8	3
Ulrika Jonsson	4	7	2	3	4	3	8	2	7	4	3	5	3	8
Nikki Grahame	4	4	4	5	8	1	0	7	0	8	4	7	1	0
Nadia Almada	3	2	4	5	1	1	6	2	4	6	3	1	1	9
Nick Bateman	1	2	1	0	1	2	0	1	1	0	0	1	1	3
John McCririck	1	2	1	3	0	0	0	1	1	4	0	2	1	0
Coolio	1	2	0	2	0	1	0	0	2	0	3	0	0	0
Samuel Preston	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Makosi Musambasi	0	0	1	1	0	0	0	1	0	0	1	0	0	0
Josie Gibson	43	46	41	44	47	36	46	41	44	42	49	45	34	40
Don't know	20	19	21	12	21	29	26	19	21	22	15	23	26	15