

YouGov Survey Results

Sample Size: 2007 GB Adults
Fieldwork: 18th - 19th July 2010

	Voting intention			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
All GB adults																	
2007	667	551	237	979	1028	431	325	690	562	1124	849	263	655	426	489	174	
Unweighted Sample	2007	661	539	246	976	1031	342	307	745	613	1308	665	309	666	369	472	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Four of the original members of pop band 'Take That' reformed the group in 2006. They have now announced that the fifth former band mate Robbie Williams has officially rejoined with the band and they will be releasing an album together.

Do you think the reunion with Robbie Williams will increase or decrease Take That's popularity?

Increase a lot	22	23	22	19	19	24	20	21	27	16	21	23	26	20	22	23	18
Increase slightly	35	34	37	36	34	36	42	39	32	31	36	34	39	34	37	33	32
TOTAL INCREASE POPULARITY	57	57	59	55	53	60	62	60	59	47	57	57	65	54	59	56	50
Decrease slightly	9	9	11	12	8	10	12	12	8	7	10	8	5	10	8	10	12
Decrease a lot	3	3	3	3	3	3	2	1	3	4	3	3	1	3	3	3	3
TOTAL DECREASE POPULARITY	12	12	14	15	11	13	14	13	11	11	13	11	6	13	11	13	15
Don't know	32	31	27	29	36	27	24	27	30	42	31	32	29	34	30	30	35

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

To what extent, if at all, would you say you like
Take That?

A great deal	11	11	12	9	6	15	8	10	15	8	10	11	10	9	14	11	5
A fair amount	35	38	36	33	25	45	36	35	35	34	36	35	32	33	36	38	39
TOTAL LIKE	46	49	48	42	31	60	44	45	50	42	46	46	42	42	50	49	44
Not very much	28	29	28	28	33	23	28	36	25	26	27	29	28	26	28	30	29
Not at all	19	16	18	24	28	11	18	15	20	21	20	18	20	23	15	17	18
TOTAL DON'T LIKE	47	45	46	52	61	34	46	51	45	47	47	47	48	49	43	47	47
Don't know	7	6	6	7	8	7	10	3	5	12	7	8	10	9	7	4	9

Who would you say is your favourite member of
Take That?

[Only those who said they like Take That a fair amount or a great deal]

Garry Barlow	44	47	48	38	47	43	47	37	46	44	47	41	43	41	46	45	50
Robbie Williams	22	21	22	20	20	22	21	24	19	24	21	23	23	23	24	21	10
Mark Owen	8	7	8	18	8	9	8	15	7	6	8	8	7	6	7	13	8
Howard Donald	3	2	2	5	1	4	2	5	3	0	3	2	2	3	3	3	0
Jason Orange	3	4	4	2	3	3	5	1	3	2	3	4	0	4	4	3	2
None of them	11	9	10	8	11	11	9	11	14	9	10	12	15	11	9	10	16
Don't know	9	11	5	9	11	8	7	7	8	14	9	9	10	11	9	6	13

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

Here is a list of some of Take That's songs.
Which, if any, is your favourite Take That song of all time?

Back for Good	8	8	8	5	7	8	7	8	11	5	9	7	9	7	11	7	6
Rule the World	7	9	7	4	5	8	9	11	7	3	6	8	5	6	10	6	8
A Million Love Songs	6	6	7	6	4	9	5	6	7	7	6	7	5	6	8	8	5
Patience	6	6	6	7	6	6	5	7	7	4	6	6	5	5	6	5	9
Shine	6	8	6	8	5	7	6	7	6	6	7	5	2	8	5	7	8
Relight My Fire	5	6	3	6	4	6	5	6	4	5	5	5	10	3	5	4	6
Greatest Day	4	4	5	2	4	4	4	6	4	3	4	3	6	3	3	6	4
Could it be Magic	3	3	4	1	2	3	3	3	3	1	3	2	3	2	2	3	2
Never Forget	3	3	2	6	1	5	7	5	2	1	3	3	4	3	2	5	2
How Deep is Your Love	3	4	3	3	2	4	2	1	2	5	3	3	3	3	4	1	2
It Only Takes a Minute	2	2	1	2	1	2	2	1	2	2	2	2	1	2	1	3	2
Pray	2	1	3	2	1	2	2	2	3	0	2	2	3	2	1	1	0
Everything Changes	2	1	2	2	1	2	4	0	1	2	1	2	1	2	1	2	0
Babe	1	1	2	1	1	1	1	2	1	1	1	1	1	1	1	0	1
Love Ain't Here Anymore	1	0	1	1	0	1	0	1	1	1	1	1	0	1	0	1	0
Up All night	1	1	0	1	1	0	1	1	0	0	1	0	0	0	1	1	0
Said it All	1	0	0	0	0	1	1	1	0	0	0	1	0	0	1	1	1
Do What You Like	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Promises	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Once You've Tasted Love	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I Found Heaven	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Why Can't I Wake Up With You	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
Sure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I'd Wait for Love	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reach Out	0	1	1	0	1	0	0	0	0	1	0	1	0	1	1	0	0
The Garden	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	1	1	0	1	2	0	0	1	0	1	0	1	0	2
I don't like any Take That songs	21	17	20	22	30	12	17	18	21	25	20	22	19	22	18	21	22
Don't Know	19	18	18	20	21	17	18	12	17	27	18	20	21	21	18	16	20