

YouGov Survey Results

Sample Size: 2003 GB Adults
Fieldwork: 23rd - 24th January 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 2003	570	647	163	643	532	456	970	1033	240	515	685	563	1130	852	256	653	428	493	173	
Unweighted Sample	539	623	162	601	504	481	984	1019	132	511	752	608	1264	718	280	680	367	462	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about British made television and American made television, which country do you think is better at making...

Sitcoms

British television is better in this area	54	57	57	59	56	58	53	54	53	38	41	58	67	52	56	42	58	58	56	43
American television is better in this area	26	24	26	23	26	22	30	25	27	38	42	20	13	28	24	35	23	22	25	34
Not sure	20	18	17	18	17	20	17	21	20	24	17	21	20	20	21	23	19	20	19	22

Soap operas

British television is better in this area	72	75	76	71	76	75	71	67	77	73	70	71	75	71	73	61	71	77	77	64
American television is better in this area	7	7	6	9	6	6	7	7	7	5	9	7	5	8	6	14	5	5	6	10
Not sure	21	18	18	19	19	19	22	26	17	21	22	22	20	21	21	25	24	18	17	26

Serious drama

British television is better in this area	71	79	71	76	77	73	72	68	73	55	54	77	86	72	69	57	74	76	69	72
American television is better in this area	16	12	19	13	14	16	17	20	13	25	31	10	6	16	17	25	13	12	16	21
Not sure	13	8	10	11	9	11	12	12	14	20	15	13	8	12	14	18	12	12	14	8

Films

British television is better in this area	26	30	26	31	28	27	26	24	29	19	15	31	35	27	25	24	29	28	25	21
American television is better in this area	55	55	58	51	57	55	56	60	52	62	70	50	46	57	54	58	51	53	58	67
Not sure	18	15	16	18	15	18	18	17	20	18	15	19	19	16	20	18	21	19	17	12

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Historical drama																				
British television is better in this area	84	91	87	88	89	86	85	85	84	65	76	89	95	87	81	80	86	85	85	81
American television is better in this area	4	2	4	4	2	3	4	4	4	8	7	2	1	3	5	6	3	3	3	4
Not sure	12	7	9	8	9	11	11	12	13	28	17	9	5	10	15	14	11	12	12	15
Entertainment programmes																				
British television is better in this area	57	59	61	61	58	59	58	55	58	46	50	60	63	57	57	50	59	60	60	43
American television is better in this area	20	21	19	15	20	18	21	23	16	27	27	16	14	20	19	25	17	18	18	31
Not sure	24	20	20	25	22	23	22	22	26	27	23	24	23	23	24	26	24	23	22	26
Documentaries																				
British television is better in this area	82	87	84	84	85	84	86	84	80	72	75	85	88	86	76	77	84	84	82	77
American television is better in this area	5	4	4	4	5	3	3	5	4	6	7	3	3	3	6	7	4	3	4	11
Not sure	13	8	12	12	10	13	11	11	16	22	18	11	9	11	17	16	13	13	14	12
Reality or real life TV shows																				
British television is better in this area	48	52	53	47	51	51	48	45	51	53	54	48	42	48	49	43	50	51	49	40
American television is better in this area	11	12	11	9	11	10	10	12	11	15	14	10	9	11	11	18	11	8	10	13
Not sure	41	36	36	44	37	39	42	43	38	33	33	43	49	41	39	39	39	41	41	46
Thrillers and crime shows																				
British television is better in this area	38	40	40	42	40	43	38	35	40	28	29	41	46	39	36	29	43	39	39	27
American television is better in this area	44	45	45	36	45	40	44	49	39	52	54	39	36	44	43	51	37	42	44	62
Not sure	18	15	15	22	15	17	18	16	21	20	17	19	18	17	21	20	20	19	17	11
Childrens television																				
British television is better in this area	61	64	65	69	64	61	66	63	60	50	52	66	70	62	61	53	64	64	60	62
American television is better in this area	9	9	9	3	9	10	7	10	7	17	14	7	3	8	9	14	8	7	7	12
Not sure	30	27	26	28	27	29	28	27	33	33	35	27	27	30	30	33	28	29	32	26