

YouGov / The Sun Survey Results



Sample Size: 1593 GB Adults
Fieldwork: 23rd - 24th May 2010

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1593	492	443	329	764	829	463	572	558	875	716	204	518	341	391	138
Unweighted Sample	1593	517	451	322	734	859	420	548	625	994	597	219	534	296	387	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you be watching the new series of Big Brother which starts soon on Channel 4?

Yes, I will be watching it	13	10	15	13	8	17	20	12	7	12	14	12	12	14	12	11
No, will not	78	83	77	78	85	72	69	78	87	80	77	75	79	79	79	78
Don't know	9	7	8	9	7	11	11	11	6	9	9	13	8	7	9	11

How many, if any, series of Big Brother have you watched?

None	46	55	44	39	53	40	23	43	68	47	45	36	47	51	48	41
Between 1 and 3	32	28	33	38	30	33	42	35	20	31	32	37	32	27	31	35
Between 4 and 6	11	10	12	13	10	12	17	11	6	11	11	16	10	11	9	11
Between 7 and 9	9	6	10	9	5	13	15	9	4	9	9	7	9	10	11	9
Don't know	2	1	1	1	2	2	3	2	1	2	3	3	2	1	1	5

This will be the last series of Big Brother aired on Channel 4.

How does this make you feel?

Delighted	62	68	59	61	69	56	53	61	72	62	63	61	65	63	61	58
I don't mind	27	26	32	28	23	31	34	29	20	29	25	26	27	28	27	28
Dismayed	7	5	6	8	5	9	8	7	6	6	7	10	4	7	7	8
Don't know	4	2	3	3	3	4	6	3	3	3	4	3	4	2	4	6

Which of these comes closer to your view?

Big Brother is past its sell by date and should not have gone on as long as it has	81	85	82	82	85	78	76	83	85	82	81	80	83	79	82	83
Big Brother has been a familiar part of British summers for 10 years and should continue	10	9	11	9	6	13	15	9	6	10	10	10	9	13	9	9
Don't know	9	6	7	9	8	9	9	8	9	9	9	9	9	8	9	8