

## YouGov Survey Results

Sample Size: 1651 GB Adults  
Fieldwork: 22nd - 23rd April 2012

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1651</b>	<b>802</b>	<b>849</b>	<b>200</b>	<b>421</b>	<b>565</b>	<b>466</b>	<b>941</b>	<b>710</b>	<b>211</b>	<b>537</b>	<b>353</b>	<b>406</b>	<b>144</b>
Unweighted Sample	1651	772	879	162	434	642	413	1107	544	290	514	322	384	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following plays by William Shakespeare have you read or watched? (Please tick all that apply)

Romeo and Juliet	57	49	64	71	60	49	57	64	47	62	62	52	55	45
Macbeth	49	46	51	64	51	43	47	60	34	53	48	48	50	47
A Midsummer Night's Dream	46	41	52	48	38	45	54	57	32	49	51	45	44	34
Hamlet	33	32	34	38	30	31	35	39	24	36	35	29	30	34
The Merchant of Venice	31	29	32	26	21	31	42	37	23	36	31	30	29	32
Twelfth Night	27	23	30	25	23	24	34	33	19	31	30	25	25	19
The Taming of the Shrew	27	21	32	17	18	26	40	29	24	30	30	26	25	21
Much Ado About Nothing	26	21	31	27	24	25	29	32	19	31	29	23	25	16
The Tempest	23	21	25	24	18	21	30	28	17	28	26	19	21	17
Julius Caesar	22	21	24	8	11	24	37	26	18	28	24	23	18	21
Othello	21	18	24	23	20	18	25	25	16	27	23	18	20	16
Anthony and Cleopatra	20	18	22	4	11	21	33	22	17	17	22	23	17	15
As You Like It	17	12	21	8	10	15	28	22	10	20	18	15	18	10
King Lear	16	13	19	12	12	16	22	20	11	21	18	13	17	8
Henry V	15	16	14	7	9	13	26	17	12	14	17	12	15	11
Richard III	12	13	11	8	6	12	19	15	8	16	13	9	11	8
All's Well That Ends Well	10	7	12	4	5	11	14	12	6	12	10	9	9	7
The Winter's Tale	10	9	11	10	6	10	14	13	7	11	12	9	10	3
The Comedy of Errors	10	10	10	6	6	10	15	13	6	11	11	10	10	5
Henry IV	8	7	9	1	4	9	14	10	5	6	10	7	10	5
Two Gentlemen of Verona	7	7	8	2	4	7	12	9	4	7	9	6	7	4
Measure For Measure	6	5	8	4	4	7	8	9	3	7	8	5	5	4
Love's Labour's Lost	6	4	8	3	5	6	9	7	4	7	7	5	5	4
The Merry Wives of Windsor	6	5	8	1	2	7	13	9	3	5	9	7	5	2
Henry VIII	5	4	5	4	4	5	6	5	4	3	6	4	4	5
Richard II	4	4	4	1	2	4	6	5	2	6	4	2	4	2
Coriolanus	4	3	6	3	3	5	6	6	2	5	6	2	4	3
Henry VI	3	3	3	0	1	3	5	3	2	2	3	1	4	1
Cymbeline	2	1	2	0	0	2	3	2	1	2	1	1	3	1
Troilus and Cressida	2	1	3	1	1	3	2	3	0	5	2	1	2	1
Titus Andronicus	2	2	2	0	2	3	2	3	1	2	3	0	2	2
King John	1	1	1	0	1	1	2	1	1	1	1	0	2	1
Pericles, Prince of Tyre	1	1	1	0	1	1	1	1	0	1	1	0	1	1
Timon of Athens	1	1	1	0	0	1	1	1	0	1	1	0	1	0
The Two Noble Kinsmen	0	0	0	0	0	0	0	0	0	0	0	0	1	0
I have not read or watched any of William Shakespeare's plays	20	23	16	10	19	24	19	13	28	15	15	22	24	28
Don't know	5	5	5	8	5	5	4	3	7	5	5	6	3	8

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<b>Weighted Sample</b>	<b>1651</b>	<b>802</b>	<b>849</b>	<b>200</b>	<b>421</b>	<b>565</b>	<b>466</b>	<b>941</b>	<b>710</b>	<b>211</b>	<b>537</b>	<b>353</b>	<b>406</b>	<b>144</b>
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of Shakespeare's plays do you like most? (Please tick all that apply)**

[Excluding those who have never read or watched any of Shakespeare's plays. N=1373]

Romeo and Juliet	24	18	29	34	28	19	20	24	23	28	21	23	26	22
Macbeth	19	22	17	27	21	15	18	23	13	23	15	20	18	30
A Midsummer Night's Dream	18	13	23	11	13	18	26	21	13	21	19	19	16	13
Twelfth Night	9	8	9	14	5	7	11	10	6	11	7	9	10	6
The Merchant of Venice	9	9	9	7	6	7	14	10	6	13	7	11	6	14
The Taming of the Shrew	9	7	11	6	4	9	14	11	6	10	6	11	11	9
Hamlet	8	9	8	7	8	8	10	9	7	12	9	5	6	14
The Tempest	7	7	7	4	7	6	11	7	7	7	8	7	7	3
Much Ado About Nothing	6	5	7	9	4	6	7	8	4	7	5	7	6	8
Julius Caesar	5	8	3	1	3	5	11	6	4	7	5	5	4	8
King Lear	5	5	6	3	2	6	8	6	3	9	4	4	5	8
Othello	5	4	6	5	5	4	7	7	3	7	4	4	7	6
Henry V	5	6	4	2	3	4	8	5	4	5	4	5	5	4
Richard III	4	6	3	6	1	3	7	4	5	5	4	3	5	2
Anthony and Cleopatra	4	3	5	1	1	3	9	4	4	5	4	5	3	4
The Comedy of Errors	3	3	2	2	1	2	5	4	1	3	3	3	2	0
As You Like It	3	2	3	0	2	2	4	3	2	5	3	2	2	2
The Winter's Tale	2	1	2	1	1	2	3	2	2	1	2	2	2	1
The Merry Wives of Windsor	2	1	2	0	0	1	4	2	0	2	1	3	1	0
Henry IV	2	2	1	0	1	2	3	3	0	2	2	2	1	1
Two Gentlemen of Verona	1	1	1	0	1	0	3	1	1	2	1	1	1	0
I have not read or watched any of William Shakespeare's plays	1	1	1	0	0	0	2	0	1	0	0	2	1	0
Richard II	1	1	1	0	1	0	1	1	0	2	1	0	0	1
Henry VIII	1	1	1	0	0	1	1	1	1	0	1	0	0	1
Measure For Measure	1	1	1	1	1	1	2	2	0	1	2	0	1	1
Love's Labour's Lost	1	1	1	0	1	1	2	1	1	1	1	1	1	1
All's Well That Ends Well	1	1	2	0	0	1	4	1	2	1	2	1	3	0
Coriolanus	1	1	1	0	0	1	1	1	0	1	1	1	1	0
Timon of Athens	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Titus Andronicus	0	1	0	0	1	1	0	1	0	0	0	0	1	0
Troilus and Cressida	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Pericles, Prince of Tyre	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Two Noble Kinsmen	0	0	0	0	0	0	0	0	0	0	0	0	0	0
King John	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Henry VI	0	0	1	0	0	0	1	0	0	0	1	0	1	0
Cymbeline	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	28	31	25	27	28	31	24	24	35	25	33	26	24	31

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Some people think that William Shakespeare was not a real name, but an alias for another playwright, or a number of different playwrights. If it turned out this was the case, do you think Shakespeare's plays would be more significant, less significant,

More significant	<b>2</b>	2	1	2	2	2	1	2	2	4	2	0	2	3
Less significant	<b>12</b>	12	12	18	12	12	10	13	12	16	10	15	13	7
Just as significant	<b>65</b>	64	66	56	61	65	73	70	58	61	67	63	67	61
I don't think Shakespeare's plays are significant	<b>7</b>	8	6	3	9	8	7	5	10	7	7	6	7	10
Don't know	<b>14</b>	14	14	21	16	13	9	10	19	13	14	16	11	19