

1. Heard of these British TV shows

Have you heard of any of these British TV shows? (Check all that apply.)

	Gender		Age				Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Downton Abbey	55%	52%	58%	51%	50%	59%	61%	60%	52%	54%
Doctor Who	57%	63%	51%	59%	62%	61%	38%	51%	62%	56%
Merlin	29%	32%	26%	34%	29%	29%	24%	33%	29%	24%
Sherlock	48%	49%	47%	51%	46%	45%	51%	49%	51%	42%
Skins	12%	14%	11%	27%	15%	5%	3%	17%	11%	7%
Keeping Up Appearances	23%	21%	24%	13%	21%	28%	25%	25%	21%	22%
Poirot	24%	25%	23%	11%	18%	31%	38%	25%	24%	22%
The Office (the British version)	23%	27%	20%	39%	28%	17%	9%	24%	25%	20%
Absolutely Fabulous	19%	20%	18%	9%	29%	23%	9%	22%	17%	17%
Vicar of Dibley	8%	9%	8%	5%	11%	7%	11%	10%	9%	5%
Monty Python	66%	72%	60%	45%	60%	81%	71%	57%	67%	76%
Misfits	12%	13%	12%	16%	15%	9%	9%	14%	11%	14%
The Avengers (the 1960s TV series)	43%	49%	38%	13%	31%	65%	58%	44%	40%	49%
Upstairs, Downstairs	33%	31%	35%	11%	21%	47%	53%	35%	32%	35%
The Benny Hill Show	61%	66%	56%	22%	58%	80%	75%	59%	58%	69%
Mi5	14%	20%	8%	10%	14%	16%	15%	14%	14%	14%
Other	6%	8%	5%	4%	9%	6%	7%	4%	8%	7%
None of these	13%	11%	15%	22%	16%	9%	7%	14%	15%	8%
Totals	(1,000)	(488)	(512)	(183)	(247)	(374)	(193)	(363)	(409)	(228)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Downton Abbey	55%	61%	50%	29%	41%	61%	72%	70%	61%	62%	53%	47%
Doctor Who	57%	61%	43%	44%	54%	56%	71%	64%	54%	52%	60%	58%
Merlin	29%	30%	34%	21%	29%	27%	33%	27%	23%	28%	32%	30%
Sherlock	48%	51%	51%	31%	42%	49%	64%	53%	46%	47%	49%	48%
Skins	12%	12%	16%	9%	11%	8%	16%	15%	13%	11%	10%	14%
Keeping Up Appearances	23%	24%	17%	18%	21%	23%	27%	24%	22%	23%	22%	24%
Poirot	24%	27%	17%	16%	15%	27%	31%	28%	26%	27%	22%	23%
The Office (the British version)	23%	26%	15%	18%	18%	20%	42%	35%	23%	30%	19%	24%
Absolutely Fabulous	19%	22%	9%	9%	15%	18%	39%	24%	18%	21%	20%	16%
Vicar of Dibley	8%	9%	7%	7%	6%	8%	14%	13%	8%	13%	7%	6%
Monty Python	66%	74%	40%	43%	56%	64%	84%	84%	63%	72%	64%	65%
Misfits	12%	13%	11%	9%	12%	11%	17%	10%	12%	13%	12%	13%
The Avengers (the 1960s TV series)	43%	49%	30%	27%	38%	42%	54%	52%	42%	47%	43%	42%
Upstairs, Downstairs	33%	39%	19%	17%	23%	36%	48%	43%	38%	38%	31%	29%
The Benny Hill Show	61%	66%	53%	40%	54%	57%	77%	72%	58%	68%	61%	56%
Mi5	14%	15%	10%	11%	10%	16%	16%	19%	9%	15%	14%	17%
Other	6%	8%	4%	1%	6%	4%	3%	11%	4%	8%	7%	7%
None of these	13%	9%	13%	33%	18%	12%	4%	6%	10%	9%	13%	18%
Totals	(1,000)	(782)	(114)	(104)	(366)	(286)	(67)	(129)	(186)	(231)	(380)	(203)

2. Watched these British TV shows

Have you ever watched any of these British TV shows? (Check all that apply.)

Asked of people who had ever heard of the British TV shows listed in the previous question

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Downton Abbey	18%	17%	19%	13%	13%	20%	27%	19%	18%	16%
Doctor Who	27%	35%	20%	24%	32%	31%	18%	24%	33%	22%
Merlin	12%	14%	10%	12%	11%	13%	12%	12%	13%	10%
Sherlock	20%	20%	19%	19%	20%	16%	27%	22%	19%	17%
Skins	3%	4%	3%	5%	5%	1%	1%	6%	2%	3%
Keeping Up Appearances	13%	14%	13%	4%	12%	18%	20%	14%	13%	13%
Poirot	11%	12%	11%	3%	8%	12%	25%	11%	12%	12%
The Office (the British version)	8%	12%	5%	18%	11%	4%	2%	9%	10%	6%
Absolutely Fabulous	11%	11%	10%	3%	16%	13%	8%	12%	12%	6%
Vicar of Dibley	5%	5%	4%	2%	7%	4%	5%	5%	4%	4%
Monty Python	38%	52%	25%	27%	36%	47%	34%	29%	43%	40%
Misfits	3%	4%	3%	6%	2%	3%	3%	5%	2%	4%
The Avengers (the 1960s TV series)	27%	33%	21%	4%	11%	45%	45%	26%	28%	26%
Upstairs, Downstairs	10%	11%	9%	2%	5%	12%	23%	9%	13%	7%
The Benny Hill Show	40%	48%	33%	7%	34%	57%	57%	36%	41%	46%
Mi5	7%	10%	4%	3%	7%	8%	11%	5%	9%	7%
None of these	31%	23%	37%	46%	39%	20%	19%	32%	32%	27%
Totals	(996)	(485)	(511)	(181)	(246)	(374)	(192)	(363)	(405)	(228)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Downton Abbey	18%	19%	12%	16%	12%	19%	25%	25%	18%	19%	17%	19%
Doctor Who	27%	30%	24%	17%	28%	23%	43%	24%	23%	28%	28%	28%
Merlin	12%	12%	16%	10%	13%	10%	15%	9%	11%	14%	12%	11%
Sherlock	20%	21%	21%	12%	16%	19%	24%	26%	19%	22%	19%	18%
Skins	3%	3%	3%	4%	3%	3%	3%	5%	4%	3%	2%	4%
Keeping Up Appearances	13%	14%	11%	13%	12%	14%	11%	13%	11%	14%	13%	16%
Poirot	11%	12%	10%	8%	5%	15%	16%	13%	15%	16%	10%	7%
The Office (the British version)	8%	9%	4%	8%	7%	5%	12%	17%	9%	9%	7%	9%
Absolutely Fabulous	11%	13%	3%	4%	9%	11%	18%	13%	11%	12%	12%	7%
Vicar of Dibley	5%	5%	4%	2%	3%	5%	6%	7%	4%	7%	5%	2%
Monty Python	38%	43%	16%	26%	30%	33%	54%	47%	32%	39%	37%	42%
Misfits	3%	3%	4%	4%	5%	2%	4%	1%	2%	3%	4%	4%
The Avengers (the 1960s TV series)	27%	31%	17%	17%	23%	28%	28%	28%	25%	29%	27%	27%
Upstairs, Downstairs	10%	11%	6%	6%	6%	9%	10%	19%	11%	11%	8%	11%
The Benny Hill Show	40%	42%	41%	27%	36%	39%	51%	46%	36%	50%	39%	37%
Mi5	7%	7%	4%	8%	5%	9%	9%	10%	4%	5%	7%	11%
None of these	31%	27%	36%	48%	36%	34%	18%	21%	30%	30%	32%	29%
Totals	(996)	(780)	(114)	(102)	(366)	(286)	(67)	(128)	(186)	(230)	(377)	(203)

3. Frequency of watching British TV

Compared to two years ago, do you watch more more British TV shows, about the same amount of British TV shows, or fewer British TV shows?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I watch more British TV now	13%	11%	14%	13%	12%	14%	11%	14%	11%	14%
I watch about the same amount of British TV now	27%	34%	21%	32%	28%	27%	20%	26%	28%	28%
I watch fewer British TV shows now	18%	17%	18%	6%	15%	21%	31%	19%	16%	19%
I don't watch British TV shows	34%	30%	39%	38%	38%	32%	29%	34%	35%	34%
Not sure	8%	7%	8%	11%	8%	6%	9%	7%	9%	6%
Totals (Unweighted N)	100% (996)	100% (487)	100% (509)	100% (181)	100% (247)	100% (373)	100% (192)	100% (362)	100% (407)	100% (227)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
I watch more British TV now	13%	13%	11%	12%	11%	9%	15%	16%	10%	12%	12%	15%
I watch about the same amount of British TV now	27%	31%	17%	16%	25%	26%	50%	28%	29%	31%	26%	24%
I watch fewer British TV shows now	18%	18%	23%	15%	19%	18%	13%	21%	18%	14%	18%	21%
I don't watch British TV shows	34%	32%	38%	47%	36%	42%	18%	30%	37%	35%	36%	30%
Not sure	8%	7%	12%	11%	8%	5%	4%	4%	6%	7%	8%	9%
Totals (Unweighted N)	100% (996)	100% (780)	100% (113)	100% (103)	100% (363)	100% (285)	100% (67)	100% (129)	100% (185)	100% (231)	100% (379)	100% (201)

4. American or British TV better

On average, do you think British TV is better than American TV?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
British TV is better	20%	20%	20%	18%	21%	19%	24%	17%	27%	12%
They are about the same	41%	38%	45%	37%	45%	40%	42%	40%	37%	51%
American TV is better	22%	29%	14%	22%	20%	25%	20%	27%	19%	21%
Not sure	17%	14%	20%	23%	15%	16%	14%	16%	18%	16%
Totals (Unweighted N)	100% (655)	100% (343)	100% (312)	100% (115)	100% (151)	100% (256)	100% (131)	100% (248)	100% (265)	100% (142)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
British TV is better	20%	23%	7%	15%	16%	20%	19%	23%	16%	22%	18%	25%
They are about the same	41%	42%	40%	39%	44%	36%	48%	48%	46%	48%	41%	33%
American TV is better	22%	19%	35%	27%	23%	27%	24%	15%	19%	16%	25%	25%
Not sure	17%	16%	18%	19%	17%	16%	8%	14%	19%	15%	16%	17%
Totals (Unweighted N)	100% (655)	100% (524)	100% (73)	100% (58)	100% (233)	100% (172)	100% (55)	100% (92)	100% (125)	100% (149)	100% (233)	100% (148)

5. Attitudes toward British accents

Are British accents attractive or obnoxious?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Attractive	35%	31%	39%	38%	37%	35%	27%	40%	30%	37%
Neither attractive nor obnoxious	49%	53%	45%	41%	45%	51%	62%	43%	53%	49%
Obnoxious	6%	7%	5%	7%	7%	5%	4%	5%	5%	9%
Not sure	10%	10%	11%	14%	11%	9%	7%	12%	12%	5%
Totals (Unweighted N)	100% (997)	100% (488)	100% (509)	100% (182)	100% (246)	100% (374)	100% (192)	100% (360)	100% (409)	100% (228)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Attractive	35%	37%	32%	28%	37%	30%	39%	42%	33%	33%	39%	32%
Neither attractive nor obnoxious	49%	51%	45%	42%	43%	58%	51%	46%	51%	52%	45%	51%
Obnoxious	6%	6%	5%	7%	7%	6%	2%	7%	7%	7%	5%	6%
Not sure	10%	7%	18%	22%	14%	7%	8%	4%	10%	8%	11%	12%
Totals (Unweighted N)	100% (997)	100% (780)	100% (114)	100% (103)	100% (364)	100% (286)	100% (66)	100% (129)	100% (184)	100% (231)	100% (379)	100% (203)