

YouGov-Cambridge Survey Results

Sample Size: 64303

Fieldwork: 13th April - 20th May 2011

Split A
Unweighted Sample

	Gender		Age			Social Grade		Region						
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
64298	31249	33049	20217	21476	22604	36649	27649	15816	10544	6173	8231	14724	3215	5594
64297	33109	31188	18117	22525	23653	40916	23381	14282	9413	6396	7880	17011	3386	5929
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you generally spend your free time doing? Please tick all that apply

Using the internet	81	82	80	82	80	82	81	81	81	81	79	81	82	82
Watching television / DVDs	78	75	80	79	77	77	79	76	78	77	79	77	78	79
Communicating with friends / family	53	43	63	61	46	54	55	51	51	52	54	58	55	52
Going for a walk	49	46	51	45	48	53	52	45	48	49	46	44	52	49
Gardening	38	36	40	17	38	58	41	34	38	41	42	28	42	38
Go out for dinner	33	31	36	42	29	30	37	28	31	33	34	42	33	29
Cooking / baking	33	23	43	36	31	33	34	31	32	32	34	35	35	31
Watching sport on television	31	46	17	30	32	30	30	32	33	31	30	30	28	32
Meet up for drinks at pubs	29	34	25	46	25	17	28	30	30	29	27	35	27	27
Physical exercise	28	29	27	39	26	20	30	25	27	27	27	31	28	25
Playing computer games	27	32	22	38	25	19	24	31	27	28	26	26	26	27
Meet up for coffee or tea	25	15	35	30	22	25	27	23	24	23	25	28	27	23
Sightseeing	19	20	19	17	17	23	22	16	19	19	19	20	21	18
Meet up for drinks at bars	18	20	16	35	14	7	17	19	18	16	15	25	15	17
Watching sport live	15	24	7	19	16	11	15	16	17	16	14	16	12	15
Volunteering	12	11	13	10	9	17	14	10	11	12	13	12	13	11
Knitting / needlework / embroidery	10	1	18	6	8	15	11	8	9	10	11	7	11	10
Sports training or matches	8	13	4	13	8	4	8	8	8	8	8	9	8	8
Visit ing nightclubs	7	8	6	20	2	0	5	10	7	6	6	10	6	7
Drawing / painting	6	4	7	7	4	6	5	6	5	6	5	6	7	5
Don't know	2	2	1	3	2	1	1	3	2	2	2	2	2	2

	Gender		Age			Social Grade		Region							
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What else do you generally spend your free time doing? Please tick all that apply

Reading	60	49	69	52	58	68	64	53	58	59	61	59	61	60	60
Spending time with my family	57	49	66	55	57	60	59	55	59	58	58	53	58	57	57
Spending time with a partner	50	49	52	49	49	53	53	47	51	52	52	45	52	50	48
Shopping	47	39	56	47	43	52	49	46	48	48	47	49	47	47	46
Spending time with my friends	46	39	53	57	38	44	48	45	45	44	46	52	47	44	47
Eating	45	44	46	55	41	40	47	43	44	44	44	49	46	45	45
General commitments with my family	39	34	44	34	40	43	42	36	39	39	41	36	41	39	37
Going to the cinema	27	25	28	41	25	16	28	26	25	26	24	34	26	25	29
Drinking	27	32	23	38	27	19	27	28	29	27	24	31	25	26	28
Playing music / singing	24	23	25	31	22	20	22	27	23	25	22	26	24	25	25
Other hobbies (chess, cards, board games, jigsaws etc.)	19	20	19	18	18	22	20	19	18	21	20	18	21	19	19
Going to museums / galleries	17	16	18	16	16	19	20	13	16	14	15	27	16	14	18
Going to the theatre	16	12	19	13	14	21	19	11	14	15	16	22	16	12	13
Attending live music	16	16	15	22	14	11	16	15	15	16	14	19	15	15	17
Napping	16	16	17	20	15	15	15	18	16	16	15	18	16	17	16
Religious activities	8	7	9	6	7	11	9	6	7	7	7	10	8	7	9
Dancing	5	3	8	9	4	4	5	5	5	6	5	7	5	5	6
Other specialist societies (wine, art, amateur dramatics etc.)	5	5	5	4	4	7	6	3	4	5	5	5	6	5	5
Dating	2	3	2	5	2	1	2	3	2	2	2	4	2	2	3
Going to the ballet	2	1	3	1	2	3	3	1	2	2	2	4	2	2	2
Going to the opera	2	2	2	1	2	4	3	1	2	2	2	4	2	2	2
Taking a taxi	2	2	2	4	2	2	2	2	3	2	2	3	2	2	3
Drinking beer/ Lager	2	3	1	2	2	1	2	2	2	2	2	2	2	2	2
Eating fish	2	2	2	1	1	3	2	2	2	2	2	2	2	2	1
Consuming dairy products eg. milk, butter, cheese	2	2	2	2	2	3	2	2	2	2	2	2	2	3	2
Drinking spirits eg. whisky, gin, vodka	1	2	1	2	1	1	1	1	1	1	1	1	1	1	2
Don't know	2	3	1	2	2	1	1	3	2	2	2	2	2	2	2

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

How interested are you in the following?

	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Books															
Very interested	45	34	55	37	46	51	49	39	43	43	43	43	47	53	45
Fairly interested	36	41	31	39	37	32	36	37	38	35	36	34	36	33	39
TOTAL INTERESTED	81	75	86	76	83	83	85	76	81	78	79	77	83	86	84
Not very interested	13	17	9	16	11	12	12	15	12	13	16	14	12	11	12
Not at all interested	5	7	4	6	5	5	3	8	6	6	4	8	5	2	3
TOTAL NOT INTERESTED	18	24	13	22	16	17	15	23	18	19	20	22	17	13	15
Don't know	1	1	1	2	1	0	1	1	0	3	2	1	0	0	0
Film															
Very interested	31	31	31	45	31	19	31	31	29	30	30	34	29	39	36
Fairly interested	49	49	48	43	52	50	48	49	49	48	52	45	49	47	51
TOTAL INTERESTED	80	80	79	88	83	69	79	80	78	78	82	79	78	86	87
Not very interested	15	15	16	9	14	23	16	14	16	16	14	17	17	12	11
Not at all interested	4	4	4	2	3	8	3	5	5	4	4	3	5	2	2
TOTAL NOT INTERESTED	19	19	20	11	17	31	19	19	21	20	18	20	22	14	13
Don't know	1	1	1	2	1	0	1	1	0	2	1	1	0	0	0
TV															
Very interested	39	36	43	42	36	39	38	41	40	42	36	40	38	49	30
Fairly interested	49	51	47	44	51	51	51	46	47	46	56	47	50	41	55
TOTAL INTERESTED	88	87	90	86	87	90	89	87	87	88	92	87	88	90	85
Not very interested	9	10	8	10	9	9	9	10	10	8	5	8	10	9	12
Not at all interested	2	3	1	2	3	1	2	3	2	1	1	3	2	1	2
TOTAL NOT INTERESTED	11	13	9	12	12	10	11	13	12	9	6	11	12	10	14
Don't know	1	1	1	2	1	0	1	1	0	2	1	1	0	0	0
Dance															
Very interested	7	3	11	8	6	7	8	6	6	7	4	12	6	7	8
Fairly interested	24	13	34	23	23	26	25	23	24	25	22	26	25	21	21
TOTAL INTERESTED	31	16	45	31	29	33	33	29	30	32	26	38	31	28	29
Not very interested	38	38	38	38	38	39	39	38	38	37	48	34	38	38	37
Not at all interested	29	45	15	29	31	28	27	32	31	27	23	27	30	34	33
TOTAL NOT INTERESTED	67	83	53	67	69	67	66	70	69	64	71	61	68	72	70
Don't know	1	1	2	3	2	0	1	2	1	4	3	1	1	0	0
Theatre															
Very interested	16	10	22	15	14	19	19	12	14	17	15	24	15	14	16
Fairly interested	38	33	43	32	39	43	43	31	40	34	42	36	39	35	40
TOTAL INTERESTED	54	43	65	47	53	62	62	43	54	51	57	60	54	49	56
Not very interested	28	33	23	31	29	24	24	32	26	26	31	24	32	28	29
Not at all interested	17	22	11	20	17	14	12	23	20	19	11	14	14	22	15
TOTAL NOT INTERESTED	45	55	34	51	46	38	36	55	46	45	42	38	46	50	44
Don't know	1	1	2	3	1	0	1	2	1	3	3	1	1	1	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Museums and art galleries															
Very interested	17	15	19	14	16	20	18	15	16	12	15	25	18	18	17
Fairly interested	45	45	46	40	47	48	48	41	50	47	41	40	43	40	49
TOTAL INTERESTED	62	60	65	54	63	68	66	56	66	59	56	65	61	58	66
Not very interested	26	28	24	31	25	23	25	27	23	26	35	22	27	26	25
Not at all interested	11	12	10	12	11	9	7	16	10	11	8	12	12	17	9
TOTAL NOT INTERESTED	37	40	34	43	36	32	32	43	33	37	43	34	39	43	34
Don't know	1	1	1	2	1	0	1	1	0	3	2	1	0	0	0
Music															
Very interested	42	39	44	48	41	36	41	43	42	44	41	41	41	48	37
Fairly interested	46	48	45	42	46	50	47	45	47	41	47	47	46	43	53
TOTAL INTERESTED	88	87	89	90	87	86	88	88	89	85	88	88	87	91	90
Not very interested	9	10	9	7	10	11	10	9	8	11	8	9	11	6	8
Not at all interested	2	3	1	2	1	3	2	3	3	1	2	2	2	3	2
TOTAL NOT INTERESTED	11	13	10	9	11	14	12	12	11	12	10	11	13	9	10
Don't know	1	1	1	2	1	0	1	1	0	2	1	1	0	0	0
Radio															
Very interested	21	19	23	15	20	26	23	18	19	18	22	24	23	22	18
Fairly interested	50	51	49	49	54	47	52	47	49	48	56	47	50	54	50
TOTAL INTERESTED	71	70	72	64	74	73	75	65	68	66	78	71	73	76	68
Not very interested	22	23	20	27	19	19	19	25	23	24	15	22	21	17	25
Not at all interested	7	7	7	7	6	7	6	9	9	8	5	5	6	7	7
TOTAL NOT INTERESTED	29	30	27	34	25	26	25	34	32	32	20	27	27	24	32
Don't know	1	1	1	2	1	0	1	1	0	2	1	1	0	0	0
Opera															
Very interested	3	2	4	1	2	6	4	2	3	2	2	6	4	4	4
Fairly interested	15	12	17	8	13	21	17	11	14	12	14	17	14	16	16
TOTAL INTERESTED	18	14	21	9	15	27	21	13	17	14	16	23	18	20	20
Not very interested	33	29	37	35	31	33	34	32	33	32	32	38	31	25	40
Not at all interested	48	56	40	52	52	39	44	52	50	51	50	38	49	55	39
TOTAL NOT INTERESTED	81	85	77	87	83	72	78	84	83	83	82	76	80	80	79
Don't know	2	1	2	3	1	1	1	3	1	3	3	1	1	0	2

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

How many books, of any type, would you say you read in a normal year?

None	7	9	5	6	7	7	5	9	7	7	10	9	6	7	3
1 or 2	15	18	11	18	14	12	12	18	12	17	13	22	14	10	13
3 to 5	16	19	13	18	16	15	16	16	16	18	17	15	16	13	13
6 to 10	18	17	19	20	17	17	18	17	21	17	18	14	17	20	17
11 to 25	19	17	20	18	20	18	20	18	18	17	15	17	19	26	24
Over 25	23	17	29	16	24	30	27	19	23	22	25	20	26	23	25
Don't know	2	2	2	4	2	1	1	3	2	2	2	4	1	1	4

Thinking about why we read books, to what extent, if at all, do you agree or disagree with the following statements?

I read books to escape

Strongly agree	13	8	17	17	13	8	12	13	13	9	13	15	12	13	15
Agree	35	30	40	37	39	29	37	31	35	36	37	31	36	37	32
TOTAL AGREE	48	38	57	54	52	37	49	44	48	45	50	46	48	50	47
Neither agree nor disagree	24	27	22	20	22	30	24	25	24	28	24	20	25	22	26
Disagree	17	22	13	14	16	22	17	18	17	15	17	18	18	22	20
Strongly disagree	8	10	5	6	7	9	8	8	9	7	7	10	8	5	6
TOTAL DISAGREE	25	32	18	20	23	31	25	26	26	22	24	28	26	27	26
Don't know	3	3	3	5	2	1	2	4	2	5	3	6	1	2	2

I read books when I'm bored

Strongly agree	6	5	8	11	6	2	5	8	7	4	8	9	5	2	9
Agree	27	26	28	42	27	15	27	28	27	28	32	26	27	38	20
TOTAL AGREE	33	31	36	53	33	17	32	36	34	32	40	35	32	40	29
Neither agree nor disagree	23	25	20	17	25	26	20	26	22	24	18	24	24	18	25
Disagree	26	27	26	17	25	36	29	23	28	25	24	21	27	27	32
Strongly disagree	15	14	15	8	15	20	17	12	15	14	16	15	16	13	13
TOTAL DISAGREE	41	41	41	25	40	56	46	35	43	39	40	36	43	40	45
Don't know	3	3	2	5	2	1	2	4	2	6	3	6	1	2	1

I read books to make me appear more intelligent

Strongly agree	1	1	1	1	1	0	1	1	0	1	1	2	0	0	2
Agree	4	5	3	7	4	2	4	4	3	4	2	7	5	6	3
TOTAL AGREE	5	6	4	8	5	2	5	5	3	5	3	9	5	6	5
Neither agree nor disagree	17	18	16	14	17	19	16	18	17	19	15	19	14	14	16
Disagree	38	36	39	38	36	39	39	37	40	35	40	31	39	41	42
Strongly disagree	38	37	39	35	40	39	39	37	38	37	39	36	41	37	36
TOTAL DISAGREE	76	73	78	73	76	78	78	74	78	72	79	67	80	78	78
Don't know	3	3	2	5	3	1	2	4	2	5	3	6	1	2	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
I read books to educate myself																
Strongly agree	15	18	13	20	17	11	15	16	15	13	13	21	15	14	20	
Agree	43	45	41	48	42	38	45	40	42	42	45	41	44	53	36	
TOTAL AGREE	58	63	54	68	59	49	60	56	57	55	58	62	59	67	56	
Neither agree nor disagree	25	22	27	17	24	32	25	24	24	27	25	19	26	22	27	
Disagree	11	8	13	7	11	13	10	11	12	9	10	10	10	8	13	
Strongly disagree	4	5	4	4	4	5	4	5	4	5	3	4	5	3	4	
TOTAL DISAGREE	15	13	17	11	15	18	14	16	16	14	13	14	15	11	17	
Don't know	2	3	2	4	3	1	2	4	2	4	3	5	1	2	1	
Fiction is for women																
Strongly agree	1	2	1	2	1	1	1	2	2	1	1	3	1	0	1	
Agree	3	4	3	4	3	3	3	3	4	4	2	3	3	7	1	
TOTAL AGREE	4	6	4	6	4	4	4	5	6	5	3	6	4	7	2	
Neither agree nor disagree	16	17	15	10	17	20	15	16	16	15	17	16	16	11	16	
Disagree	34	32	37	35	33	35	35	33	35	39	35	28	32	38	37	
Strongly disagree	42	42	41	44	43	38	43	40	41	36	43	41	46	40	43	
TOTAL DISAGREE	76	74	78	79	76	73	78	73	76	75	78	69	78	78	80	
Don't know	4	4	3	6	3	2	2	6	3	5	3	8	2	3	2	
I haven't read poetry since I was at school																
Strongly agree	24	28	19	25	25	22	21	27	25	21	22	25	25	24	21	
Agree	30	31	29	36	28	27	32	27	28	32	34	29	28	33	29	
TOTAL AGREE	54	59	48	61	53	49	53	54	53	53	56	54	53	57	50	
Neither agree nor disagree	11	9	12	8	10	13	9	13	13	10	10	9	10	10	10	
Disagree	24	20	27	18	25	27	26	20	22	24	22	20	26	23	28	
Strongly disagree	10	8	12	9	10	11	11	9	11	9	9	11	9	9	11	
TOTAL DISAGREE	34	28	39	27	35	38	37	29	33	33	31	31	35	32	39	
Don't know	3	3	3	5	3	1	2	4	2	4	3	6	1	2	1	
I only read when I'm on holiday																
Strongly agree	4	4	3	5	3	2	3	4	3	3	6	4	4	5	3	
Agree	10	11	9	11	8	10	10	10	9	10	9	12	8	18	7	
TOTAL AGREE	14	15	12	16	11	12	13	14	12	13	15	16	12	23	10	
Neither agree nor disagree	13	15	12	13	12	14	12	15	16	12	14	13	13	11	11	
Disagree	35	35	35	31	37	37	35	35	35	38	33	31	34	35	40	
Strongly disagree	36	33	38	34	37	36	38	32	36	32	35	35	40	29	37	
TOTAL DISAGREE	71	68	73	65	74	73	73	67	71	70	68	66	74	64	77	
Don't know	3	3	3	5	3	1	2	4	2	5	3	5	1	2	1	

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

I would like to read more but don't have the time

Strongly agree	17	13	21	24	18	10	19	15	16	16	15	21	18	22	17
Agree	35	36	34	40	38	29	36	34	33	37	41	36	34	38	33
TOTAL AGREE	52	49	55	64	56	39	55	49	49	53	56	57	52	60	50
Neither agree nor disagree	21	25	17	16	18	28	19	23	23	17	22	21	22	19	18
Disagree	15	15	16	11	15	20	15	16	15	18	11	10	16	13	22
Strongly disagree	9	8	10	5	8	12	9	8	10	8	10	7	9	7	8
TOTAL DISAGREE	24	23	26	16	23	32	24	24	25	26	21	17	25	20	30
Don't know	3	3	2	5	2	1	1	4	2	4	2	4	1	2	2
Split D	3188	1422	1766	930	1120	1138	1916	1272	772	457	316	415	746	176	306
Unweighted Sample	3358	1646	1712	898	1212	1248	2206	1152	733	455	326	428	899	190	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following types of fiction do you enjoy reading? Please select all that apply.

Crime & Thrillers	63	62	64	59	66	65	65	61	63	59	62	61	65	72	66
Historical Novels	43	40	45	31	42	53	45	39	42	42	41	41	45	44	46
Action & Adventure	42	55	32	45	42	40	40	45	40	42	39	39	45	47	46
Classic Novels	42	34	49	41	41	45	46	36	43	43	47	45	40	39	40
Modern Novel	41	31	49	42	41	40	45	35	35	44	46	45	41	37	43
Drama	40	27	51	40	41	40	42	38	39	38	43	43	41	43	39
Short Stories	30	25	33	27	29	33	30	30	31	31	26	29	32	23	28
Romance	25	4	42	31	22	25	25	26	26	31	31	28	23	19	15
Horror	23	26	20	29	28	12	19	29	23	22	24	21	22	31	20
Poetry	14	10	17	11	13	16	14	13	12	14	12	15	13	11	18
Children's and Fairy Tales	11	6	15	15	13	6	10	12	9	8	14	15	12	10	8
Erotica	10	12	8	10	13	6	9	10	9	13	7	11	10	8	7
Comics and Graphic Novels	9	14	5	14	11	4	7	12	7	7	9	14	9	11	11
Audiobooks	8	9	8	7	10	9	8	8	7	11	7	9	8	9	10
Foreign Language Fiction	4	4	5	5	5	4	6	3	4	3	4	8	4	2	6
None of these	4	6	2	4	4	3	3	5	4	3	6	5	3	2	2
Don't know	1	2	1	2	2	1	1	3	2	0	1	2	1	0	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split E	2017	878	1139	546	734	736	1247	770	483	271	197	252	485	127	202
Unweighted Sample	2165	1033	1132	538	785	842	1447	718	479	280	195	268	601	128	214
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following authors who write crime fiction do you most enjoy reading? Please select no more than three.

John Grisham	28	30	27	22	28	33	28	29	24	29	32	30	30	32	27
Ian Rankin	23	25	21	16	22	29	25	19	19	20	18	18	21	31	46
Agatha Christie	19	14	23	13	19	24	19	20	17	23	18	18	20	23	14
James Paterson	17	18	16	16	17	18	16	18	19	20	10	13	16	15	24
Patricia Cornwell	17	10	23	11	17	22	19	15	17	21	20	14	16	20	18
Stieg Larsson	14	13	15	14	14	14	16	11	13	12	15	23	13	9	13
Martina Cole	13	6	18	13	11	14	11	15	16	16	17	15	8	11	6
Dean Koontz	12	13	12	10	17	9	11	13	18	12	7	9	13	9	9
Wilbur A Smith	10	16	6	2	10	17	10	11	11	9	6	7	14	14	9
Lee Child	9	9	9	6	10	10	10	8	8	13	6	9	9	8	12
Michael Connelly	7	8	6	2	10	7	7	5	6	9	4	3	7	8	9
Harlan Coben	6	5	6	7	5	5	6	5	5	4	6	4	5	6	11
Karin Slaughter	5	3	8	6	6	4	5	7	8	5	6	5	4	8	2
Val McDermid	5	2	7	4	6	5	6	4	8	4	3	4	2	5	11
Peter James	3	3	3	2	3	4	4	2	1	4	5	3	5	2	2
Jonathan Kellerman	3	1	4	1	4	3	3	2	4	2	3	3	4	1	1
Robert Goodard	3	2	4	1	3	5	4	1	3	2	2	3	5	6	1
Robert Crais	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1
Carl Hiaasen	1	3	1	1	2	1	2	1	1	1	1	4	2	1	1
Stuart MacBride	1	1	1	1	2	1	2	0	1	0	0	1	1	0	8
Simon Beckett	1	0	1	1	0	1	0	1	1	0	0	0	0	0	0
Stephen Leather	1	2	1	1	2	1	2	1	2	2	0	2	1	0	3
Scott Nicholson	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Camilla Lackberg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gordon Ferns	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1
John Locke	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Scott Nicholson (Repeat)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paul Levine	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	17	18	16	16	16	19	17	17	16	22	18	16	18	15	12
None of these	6	8	4	10	5	3	5	7	7	3	9	4	6	5	3
Don't know	7	9	5	13	5	4	6	8	7	5	6	11	7	6	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split F	809	63	747	284	243	282	483	326	198	143	98	116	173	33	47
Unweighted Sample	709	64	645	268	231	210	454	255	146	111	84	90	201	31	46
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following authors of romance fiction do you most enjoy reading? Please select no more than three.

Jane Austen	31	25	31	25	30	36	33	27	26	30	34	31	37	26	18
Marian Keyes	29	4	31	34	30	21	30	26	36	23	35	14	27	21	47
Emily Bronte	21	16	21	16	17	29	19	23	15	20	27	24	22	30	18
Jackie Collins	17	11	18	11	22	18	17	18	10	18	18	26	16	16	24
Stephanie Meyer	12	3	12	15	11	9	11	13	12	14	13	7	14	6	7
Colleen McCullough	9	0	9	1	7	18	10	6	14	3	7	4	7	4	27
D.H Lawrence	7	20	6	5	6	11	7	7	1	7	8	15	7	7	8
Nicolas Sparks	5	0	5	8	3	2	3	6	6	1	6	3	5	0	9
Margaret Mitchell	4	1	4	0	3	8	5	2	7	4	3	1	3	4	0
George Eliot	3	3	3	3	2	4	5	0	2	6	7	0	3	3	0
David Nicholls	2	0	2	4	1	1	2	2	1	1	1	2	2	2	9
L.N. Tolstoy	2	2	1	1	2	1	2	1	0	2	2	1	3	4	0
Gabriel Garcia Marquez	2	5	2	2	4	1	3	2	1	0	2	8	2	4	2
Susan Elizabeth Philips	2	1	2	0	1	4	3	0	0	2	2	6	0	0	0
Stephen Leather	1	1	1	0	2	1	1	1	1	1	0	0	1	0	1
Amanda Hocking	1	1	1	1	2	0	1	1	0	0	0	4	2	0	0
Stephanie Bond	1	0	1	0	1	2	1	1	0	2	5	0	0	0	2
Julie Garwood	1	1	1	0	2	2	1	2	0	2	6	1	0	0	0
Heather Killough Walden	1	0	1	0	1	1	0	1	0	3	0	0	0	0	0
Ruth Ann Norden	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Heather MacAllister	0	1	0	0	1	1	0	1	1	0	0	1	0	0	0
Kenneth Rosenberg	0	1	0	1	0	1	1	0	0	0	0	0	1	0	5
Connie Brockway	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0
Loretta Chase	0	1	0	0	1	0	0	1	0	0	1	0	1	0	0
Gaston Leroux	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0
Other	14	8	14	11	13	17	12	16	17	15	9	6	14	20	20
None of these	13	36	11	17	11	10	10	17	15	9	9	19	12	24	5
Don't know	11	17	10	15	11	6	12	9	12	13	8	10	8	16	8

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split G	1347	489	858	378	459	510	889	458	330	196	147	187	297	69	122
Unweighted Sample	1643	696	947	444	579	620	1157	486	343	218	160	245	438	94	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following classic fiction authors, do you most enjoy reading? Please tick all that apply. Please select no more than three.

Charles Dickens	38	45	34	31	31	49	36	40	45	42	32	34	36	24	35
Jane Austen	30	7	44	25	26	38	34	24	33	32	35	24	32	30	23
George Orwell	24	41	14	32	26	16	24	25	22	19	29	35	17	23	32
Thomas Hardy	16	14	17	7	18	21	17	14	15	13	12	18	21	11	15
William Shakespeare	14	14	14	23	11	11	13	17	11	10	16	27	14	7	15
Emily Bronte	12	2	18	9	10	16	12	13	14	11	12	9	10	23	12
Oscar Wilde	11	12	10	12	13	8	10	12	14	9	8	12	8	17	13
Charlotte Bronte	11	2	17	8	9	16	12	11	11	10	14	7	13	16	11
Louisa May Alcott	9	0	14	6	9	10	9	8	6	14	7	8	10	11	7
Graham Greene	9	13	7	3	10	13	10	7	8	10	8	11	10	5	7
John Steinbeck	9	12	8	7	10	11	9	10	7	6	16	9	8	6	18
Harper Lee	8	7	8	12	9	4	8	8	6	8	5	10	8	12	10
John Steinback	7	9	5	8	6	6	6	7	4	6	8	13	5	8	6
D.H Lawrence	7	8	7	3	9	10	8	7	9	11	4	4	6	13	9
George Eliot	5	3	6	2	6	6	5	4	4	8	3	3	6	6	5
J.D Salinger	5	8	4	9	3	4	7	3	5	2	9	3	6	3	9
Jonathan Swift	3	4	3	2	3	4	3	3	4	4	4	2	2	6	1
Joseph Conrad	3	4	2	1	3	3	3	2	2	3	0	4	3	3	3
Leo Tolstoy	3	3	4	3	3	4	3	3	2	3	1	2	7	4	2
Fyodor Dostoyevsky	3	4	2	4	4	1	3	3	2	3	3	4	4	2	4
Homer	3	5	1	5	2	2	3	2	2	4	4	2	3	6	3
James Joyce	2	3	1	2	2	2	2	2	1	2	2	2	2	2	2
Hans Fallada	1	1	0	0	2	0	1	0	0	0	1	2	1	0	1
Dillon Thomas	1	1	1	2	1	1	1	2	1	2	2	2	2	3	0
Other	6	7	5	7	6	5	7	5	6	8	3	6	7	6	3
None of these	4	4	4	4	4	3	4	3	6	4	2	1	5	2	1
Don't know	6	8	5	7	8	2	5	7	6	5	3	7	6	2	9

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split H	435	136	299	107	146	182	270	165	94	63	39	63	101	19	55
Unweighted Sample	599	226	373	143	212	244	410	189	125	83	56	89	155	35	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following poets do you most enjoy reading? Please select no more than three.

William Wordsworth	25	22	26	15	14	39	21	31	31	27	18	15	23	21	33
William Shakespeare	23	25	22	30	26	16	23	23	12	26	21	35	25	22	22
John Keats	22	25	20	15	15	32	20	25	20	23	14	26	21	30	26
W.B. Yeats	17	14	18	5	13	26	19	13	28	10	9	12	15	15	19
Philip Larkin	15	23	12	8	15	20	21	7	13	23	13	12	16	16	15
Roger McGough	13	13	13	2	14	19	16	9	18	20	10	13	11	9	5
William Blake (Repeat)	13	13	12	15	10	13	12	13	11	16	4	17	13	23	8
William Blake	12	13	12	22	7	11	9	18	11	15	12	9	16	11	12
Ted Hughes	10	7	12	9	15	8	12	7	8	7	11	10	13	7	15
Carol Ann Duffy	9	3	12	17	8	6	11	7	8	12	18	9	11	1	4
Seamus Heaney	9	9	9	6	10	9	11	5	11	3	13	9	7	9	9
Sylvia Plath	7	4	8	16	6	1	6	8	2	5	2	6	8	7	18
Byron	5	3	6	2	2	10	5	6	4	5	3	1	7	5	9
Milton	5	7	3	1	6	5	4	6	4	4	1	12	4	8	2
Emily Dickinson	5	2	6	4	4	5	5	4	6	2	14	1	4	5	4
Lord Byron	5	4	6	8	6	3	3	9	9	5	7	1	6	0	2
Peter Shelley	3	2	4	0	6	3	4	3	4	9	0	3	3	0	2
Homer	2	3	1	1	2	1	3	0	1	1	1	5	1	0	2
Emily Bronte	2	1	2	4	1	1	2	2	1	4	3	1	0	7	1
Geoffrey Chaucer	2	3	2	2	2	3	2	2	2	2	4	4	2	2	1
Virgil	1	1	1	1	1	1	2	0	1	0	1	4	0	2	0
Ovid	1	1	1	1	0	1	1	1	1	0	0	2	0	2	0
Catullus	1	1	1	1	2	1	1	1	0	1	3	0	2	0	0
William Morris	1	0	1	2	0	1	0	2	1	0	0	0	3	0	1
Maryam Mafi	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	24	32	20	23	26	23	25	23	28	18	21	33	21	22	21
None of these	5	8	4	4	9	4	6	4	6	3	3	10	5	0	7
Don't know	7	5	7	17	7	0	5	10	2	6	20	2	7	16	8

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split I	3234	1465	1769	948	1146	1141	1942	1292	779	458	325	424	752	184	312
Unweighted Sample	3393	1676	1717	907	1232	1254	2230	1163	741	457	332	434	904	195	330
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following types of non-fiction do you most enjoy reading? Please select all that apply.

Autobiography	47	44	49	41	49	49	48	44	49	47	50	40	44	52	47
History	45	53	38	36	47	51	46	44	46	43	42	43	46	45	49
Biography	40	36	43	33	41	45	41	39	41	39	36	40	39	44	41
Travel	31	29	33	28	28	37	36	24	31	25	32	33	32	34	34
Crime	29	29	29	25	31	30	27	31	33	29	27	24	30	24	30
Food and drink	25	16	33	23	27	26	27	23	25	25	28	26	24	28	24
Science	25	36	15	31	25	19	23	28	22	22	19	27	27	26	33
Diaries	15	12	18	16	16	14	15	15	13	16	17	18	17	8	14
Self-help	13	10	16	13	15	12	13	14	13	10	13	17	15	11	14
Philosophy	11	13	9	14	10	9	11	11	10	8	10	16	11	9	12
Journalism	9	11	6	13	7	6	9	8	5	7	10	14	9	9	9
Photography	9	12	6	10	6	10	8	10	10	8	9	7	10	4	9
Language	6	5	7	7	6	5	7	5	5	4	5	9	7	5	6
Religious works	6	6	6	6	5	8	7	6	6	7	6	7	7	7	5
None of these	6	4	8	5	5	8	6	6	7	9	5	6	6	5	3
Don't know	3	3	2	5	3	1	2	4	4	1	2	5	2	3	2

Split J	1856	784	1072	481	679	696	1143	713	456	262	191	218	418	122	190
Unweighted Sample	1958	909	1049	470	727	761	1322	636	428	273	194	232	512	122	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your favourite autobiography or biography, what would you say is your favourite kind?

Celebrity	30	17	39	40	28	25	25	37	34	39	29	29	23	26	24
Historical figure	29	29	29	14	30	37	33	22	26	29	26	28	31	23	37
Sportsman and/or Sportswoman	13	25	4	16	16	7	12	14	16	6	12	11	14	19	9
Political figure	7	9	6	6	5	10	9	4	5	6	6	8	9	8	12
Businessman and/or Businesswoman	4	5	3	6	3	3	4	3	4	3	5	5	4	5	3
Academic figure	2	3	2	3	2	2	3	2	2	2	3	2	3	5	2
Religious figure	1	1	2	1	1	2	1	2	1	1	0	2	2	1	2
Other	6	6	6	6	6	7	6	8	6	6	8	7	6	6	7
None of these	1	1	1	1	2	1	1	1	1	1	2	1	1	1	0
Don't know	7	5	8	7	7	7	7	7	7	7	9	6	7	6	4

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split K	3234	1465	1769	948	1146	1141	1942	1292	779	458	325	424	752	184	312
Unweighted Sample	3393	1676	1717	907	1232	1254	2230	1163	741	457	332	434	904	195	330
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how much would you say you spend on books in a typical month?

Nothing	16	14	17	13	15	19	14	18	16	14	19	14	19	13	13
Less than £10	56	55	56	63	51	54	54	58	59	64	51	52	56	55	46
£11-£20	17	19	15	14	18	18	19	13	17	13	18	17	15	20	22
£21-£30	5	5	5	5	7	3	6	4	4	4	5	6	4	7	9
£31-40	1	1	1	1	2	1	1	1	1	1	1	2	1	2	2
£41-50	1	1	0	0	1	1	1	0	0	1	1	1	0	0	0
£51 or more	0	1	0	1	1	0	1	0	0	0	0	1	0	0	1
Don't know	4	5	4	3	5	4	4	5	3	2	4	6	5	3	7

When you are thinking about a new book to read, which of the following has the most influence on your decision? Please select all that apply.

Friends	35	31	39	43	31	33	35	35	32	33	33	42	34	45	39
Reviews in newspapers and magazines	30	28	31	24	26	38	33	25	24	30	32	36	31	30	32
Family members	27	23	31	34	24	25	27	27	23	28	25	29	29	28	32
Reviews on the internet	20	22	18	26	22	12	20	20	17	19	20	21	21	24	19
Reviews on TV	9	8	10	9	8	11	9	10	8	9	13	7	11	10	9
Advertising	8	7	9	9	8	8	7	9	8	10	10	9	8	8	4
Reviews on radio	8	8	8	5	9	9	9	6	5	11	11	8	7	7	9
Members of the public on the internet	7	7	7	11	7	4	6	9	8	7	6	11	6	2	6
A specific critic	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Other	14	14	14	12	16	14	16	12	13	11	19	13	16	16	12
None of these	23	24	22	18	27	24	21	26	28	21	19	14	24	26	26
Don't know	5	6	4	7	6	3	5	6	6	5	7	7	3	1	3

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split K	3234	1465	1769	948	1146	1141	1942	1292	779	458	325	424	752	184	312
Unweighted Sample	3393	1676	1717	907	1232	1254	2230	1163	741	457	332	434	904	195	330
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about all the books you know, who would you say is your favourite fictional detective?

Sherlock Holmes	14	20	8	13	16	11	13	15	14	13	9	15	13	10	18
Hercule Poirot	9	6	11	8	8	11	10	8	10	8	7	11	9	12	6
Inspector Morse	9	8	10	3	9	14	10	7	9	10	11	5	8	14	6
Jonathan Creek	7	5	8	13	5	3	6	8	7	10	13	5	4	7	3
Miss Marple	5	2	7	2	5	7	6	3	4	6	6	5	6	4	2
Kurt Wallander	3	2	3	1	2	4	4	1	2	3	2	3	4	3	3
Scooby Doo	3	3	2	5	2	0	2	4	2	2	3	1	3	3	3
Mikael Blomkvist	3	3	4	5	3	2	4	3	3	3	2	6	4	1	2
Tom Barnaby	3	1	3	1	2	4	2	3	3	3	2	2	2	3	4
Adam Dalgliesh	2	1	3	0	1	6	3	1	2	2	3	2	4	1	2
Dirk Gently	2	3	1	2	3	1	2	2	2	1	2	2	2	4	2
Philip Marlowe	2	2	1	1	1	3	1	2	2	2	1	0	2	6	2
Jessica Fletcher	2	1	3	4	1	2	2	2	3	3	2	2	2	0	1
I.V. Frost	2	2	2	1	2	3	2	2	2	1	3	3	2	1	1
Inspector Clouseau	2	4	1	2	3	2	2	3	2	3	2	2	1	4	5
Lord Peter Wimsey	1	1	1	0	1	2	1	1	0	1	1	3	1	0	1
The Hardy Boys	1	1	0	2	0	0	0	1	0	1	1	1	1	0	1
Sam Spade	0	1	0	0	1	0	0	0	1	0	1	0	0	0	0
None of the above	21	23	19	20	24	18	20	22	23	20	19	19	20	19	24
Don't know	11	11	11	15	10	8	11	11	11	8	10	12	11	7	15

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split L	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you generally use to watch full-length films? Please select all that apply.

DVD	74	75	73	81	76	63	72	76	73	74	74	71	73	70	81
Free-to-air TV (e.g. BBC, ITV, Film Four)	54	60	48	51	56	55	55	53	52	60	54	50	55	47	60
Cinema / movie theatre	42	42	43	54	39	33	44	40	40	41	46	45	41	37	48
Subscription satellite (e.g. Sky Movies)	21	22	21	19	26	18	22	20	26	19	22	19	19	19	21
Blu-Ray disc	15	18	11	20	14	8	14	16	12	11	18	17	14	17	17
Video	9	10	8	5	11	13	8	11	10	11	5	12	9	12	8
Streaming on the internet	9	13	5	18	6	2	7	12	9	6	6	16	8	4	12
Downloading from the internet (e.g. BitTorrent)	9	13	6	16	8	3	8	12	8	10	8	13	7	9	12
Other	1	1	2	1	1	2	1	2	1	0	1	3	1	3	3
Don't know	1	1	1	1	1	2	1	2	1	2	0	2	0	4	0

Thinking about the cinema, to what extent, if at all, do you agree or disagree with the following statements?

I have buy popcorn when I go to the cinema

Strongly agree	3	2	4	6	3	1	3	3	2	4	5	5	3	4	2
Agree	15	13	17	21	16	6	15	14	15	13	15	14	15	19	13
TOTAL AGREE	18	15	21	27	19	7	18	17	17	17	20	19	18	23	15
Neither agree nor disagree	15	16	15	16	17	13	14	17	15	16	15	21	12	17	14
Disagree	30	31	30	28	31	32	30	31	28	31	30	31	30	32	36
Strongly disagree	35	36	33	27	32	47	36	32	37	34	33	28	40	26	35
TOTAL DISAGREE	65	67	63	55	63	79	66	63	65	65	63	59	70	58	71
Don't know	2	2	2	2	2	1	1	3	2	2	2	2	1	1	1

I am comfortable with the thought of going to the cinema on my own

Strongly agree	10	12	8	10	11	9	11	8	10	10	9	12	9	10	11
Agree	30	33	27	25	34	31	33	25	27	27	27	27	33	33	38
TOTAL AGREE	40	45	35	35	45	40	44	33	37	37	36	39	42	43	49
Neither agree nor disagree	19	20	17	15	20	22	19	18	21	20	18	17	18	16	18
Disagree	29	24	33	35	25	26	26	32	26	34	30	32	28	28	25
Strongly disagree	11	9	14	13	9	11	9	14	15	6	14	10	11	13	7
TOTAL DISAGREE	40	33	47	48	34	37	35	46	41	40	44	42	39	41	32
Don't know	2	1	2	2	1	1	1	2	2	2	3	2	1	1	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split L	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Cinema's golden days are behind it

Strongly agree	6	7	6	5	5	9	6	7	8	6	5	6	7	2	6
Agree	23	24	22	18	23	27	23	22	25	24	18	20	21	26	27
TOTAL AGREE	29	31	28	23	28	36	29	29	33	30	23	26	28	28	33
Neither agree nor disagree	32	30	34	29	34	33	33	31	30	30	37	34	32	35	29
Disagree	29	31	27	34	28	23	29	28	27	30	29	28	28	32	32
Strongly disagree	6	7	6	8	6	6	7	6	6	7	6	6	9	3	4
TOTAL DISAGREE	35	38	33	42	34	29	36	34	33	37	35	34	37	35	36
Don't know	4	2	5	6	3	1	3	5	4	4	5	6	3	2	2

The Hollywood blockbuster is the best the film industry has to offer

Strongly agree	2	3	2	3	2	1	2	2	3	3	1	3	1	3	2
Agree	11	12	11	12	11	10	11	12	12	12	11	10	11	18	7
TOTAL AGREE	13	15	13	15	13	11	13	14	15	15	12	13	12	21	9
Neither agree nor disagree	36	32	40	31	35	44	34	38	36	38	35	33	37	30	41
Disagree	33	35	31	33	34	31	35	31	32	31	33	32	33	38	37
Strongly disagree	14	16	12	15	15	11	15	12	13	11	15	16	15	11	11
TOTAL DISAGREE	47	51	43	48	49	42	50	43	45	42	48	48	48	49	48
Don't know	4	3	4	6	2	3	3	5	3	3	6	6	3	1	1

Nowadays film-making is all about the money

Strongly agree	15	16	14	14	15	16	14	17	17	16	15	15	13	16	15
Agree	43	45	41	43	41	46	42	44	43	42	40	39	46	46	47
TOTAL AGREE	58	61	55	57	56	62	56	61	60	58	55	54	59	62	62
Neither agree nor disagree	27	24	30	24	28	28	30	23	26	29	28	30	28	23	23
Disagree	11	12	11	13	13	7	11	11	9	10	13	10	11	15	13
Strongly disagree	1	1	1	2	1	1	1	1	2	1	1	2	1	0	0
TOTAL DISAGREE	12	13	12	15	14	8	12	12	11	11	14	12	12	15	13
Don't know	2	2	3	4	1	1	1	3	3	1	3	5	1	0	2

There are few good roles for women in film

Strongly agree	3	3	4	4	4	2	3	4	2	3	4	4	4	3	5
Agree	20	18	22	17	21	22	19	21	21	18	20	22	19	20	19
TOTAL AGREE	23	21	26	21	25	24	22	25	23	21	24	26	23	23	24
Neither agree nor disagree	34	33	34	27	37	37	36	31	32	40	31	30	34	33	34
Disagree	31	33	30	37	29	28	32	31	31	30	32	33	29	37	35
Strongly disagree	8	10	7	10	6	9	8	10	11	6	8	6	11	7	6
TOTAL DISAGREE	39	43	37	47	35	37	40	41	42	36	40	39	40	44	41
Don't know	3	3	3	4	2	2	2	4	4	3	5	4	3	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split L	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There is too much sex and violence in films today

Strongly agree	9	6	12	4	7	17	9	10	9	8	5	12	9	12	8
Agree	21	15	28	13	18	34	24	18	22	21	22	15	24	22	21
TOTAL AGREE	30	21	40	17	25	51	33	28	31	29	27	27	33	34	29
Neither agree nor disagree	34	36	33	30	39	33	34	35	34	38	36	36	32	28	34
Disagree	25	29	22	35	28	10	26	24	23	23	23	29	23	32	30
Strongly disagree	9	13	4	15	7	4	7	10	9	8	11	6	11	6	7
TOTAL DISAGREE	34	42	26	50	35	14	33	34	32	31	34	35	34	38	37
Don't know	1	1	2	2	1	1	1	2	2	1	3	2	1	0	0

I no longer like going to the cinema

Strongly agree	6	6	6	4	6	9	5	8	6	7	6	4	8	3	6
Agree	13	12	14	9	13	18	13	13	17	13	13	10	12	9	11
TOTAL AGREE	19	18	20	13	19	27	18	21	23	20	19	14	20	12	17
Neither agree nor disagree	24	26	22	21	25	26	24	24	23	24	29	23	25	28	17
Disagree	38	36	41	42	38	34	40	36	37	38	35	42	36	37	46
Strongly disagree	17	18	15	20	16	13	17	16	15	15	15	19	18	22	18
TOTAL DISAGREE	55	54	56	62	54	47	57	52	52	53	50	61	54	59	64
Don't know	1	1	2	3	1	0	1	2	2	2	2	1	1	0	1

3D films are the future

Strongly agree	5	4	5	8	2	5	4	7	6	3	5	4	6	4	3
Agree	17	18	16	17	18	17	16	18	19	18	16	16	17	15	17
TOTAL AGREE	22	22	21	25	20	22	20	25	25	21	21	20	23	19	20
Neither agree nor disagree	33	31	36	29	33	39	32	35	31	36	28	35	35	38	32
Disagree	26	26	26	26	28	23	30	21	24	23	27	30	25	32	29
Strongly disagree	13	15	11	16	15	8	12	13	14	15	18	9	11	9	14
TOTAL DISAGREE	39	41	37	42	43	31	42	34	38	38	45	39	36	41	43
Don't know	6	5	6	5	4	8	6	6	6	5	5	6	7	2	5

The book is always better than the film

Strongly agree	15	10	19	16	14	15	15	14	17	15	15	13	13	17	14
Agree	33	29	36	31	33	33	32	33	33	35	31	28	35	29	34
TOTAL AGREE	48	39	55	47	47	48	47	47	50	50	46	41	48	46	48
Neither agree nor disagree	31	35	28	27	33	35	33	29	28	33	31	34	33	34	30
Disagree	15	18	12	16	16	12	15	15	15	12	15	17	13	16	19
Strongly disagree	4	5	2	5	2	3	3	5	4	3	4	3	5	3	3
TOTAL DISAGREE	19	23	14	21	18	15	18	20	19	15	19	20	18	19	22
Don't know	3	3	3	4	2	1	2	3	3	2	4	5	2	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split L	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

I often cry when watching films

Strongly agree	6	2	10	7	6	5	5	7	4	5	5	11	6	4	8
Agree	26	13	38	23	27	28	27	24	29	28	27	21	22	32	24
TOTAL AGREE	32	15	48	30	33	33	32	31	33	33	32	32	28	36	32
Neither agree nor disagree	25	23	26	21	26	28	25	25	23	27	26	23	28	26	21
Disagree	27	36	17	28	27	25	29	24	24	28	26	31	27	23	28
Strongly disagree	15	24	7	19	13	14	13	19	18	11	14	13	16	14	18
TOTAL DISAGREE	42	60	24	47	40	39	42	43	42	39	40	44	43	37	46
Don't know	1	1	1	3	1	0	1	2	2	1	2	1	0	0	0

Roughly how often would you say you watch full-length films, either at the cinema, at home or elsewhere?

More than five times a week	3	4	2	2	3	3	3	2	3	2	1	1	5	0	3
2 to 5 times a week	24	28	21	22	27	24	22	27	27	22	25	21	20	31	33
Once a week	28	29	27	30	28	25	27	28	26	31	26	30	27	32	26
2 to 3 times a month	20	18	22	23	20	17	22	18	21	19	23	19	23	14	17
Once a month	13	11	15	12	12	14	14	12	12	11	16	14	12	11	12
Once every two months	5	5	5	5	4	7	5	5	4	6	3	7	5	6	4
Between two and five times a year	5	3	7	4	4	6	5	4	5	5	4	4	6	3	5
Once a year	1	1	1	0	1	1	1	1	0	2	0	1	0	0	0
Less than once a year	1	1	0	0	0	2	1	1	1	1	0	0	1	2	0
I have never seen a full-length film either at home, at the cinema or elsewhere	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	1	1	1	0	2	1	1	1	3	0	1	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split L	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following types of film would you say are your favourites? Please tick up to three.

Comedy	49	48	50	64	48	32	47	51	44	47	55	56	47	51	50
Drama	38	27	49	31	35	50	43	32	40	35	39	39	38	37	40
Action	37	50	24	37	38	35	37	37	38	37	35	33	38	49	31
Science Fiction	27	40	16	25	34	22	27	29	26	29	17	30	30	32	27
Romance	16	3	29	22	13	13	16	16	12	22	21	12	17	12	17
Horror	13	13	13	17	15	6	11	16	15	12	13	10	13	14	14
Fantasy	12	14	11	12	16	8	12	14	13	14	13	8	13	17	10
Family	12	6	17	9	14	14	11	13	12	12	10	10	14	12	13
Biography/History	11	10	11	5	9	19	12	9	12	13	9	11	9	8	13
Documentary	11	13	9	8	11	14	11	11	11	10	9	10	11	13	12
War	11	19	3	10	10	14	10	13	12	10	13	10	10	10	11
Musicals	10	6	15	7	7	18	12	8	11	10	9	11	10	6	11
Animation	8	6	10	11	6	6	7	9	5	8	10	6	10	9	6
Foreign/Art Movies	5	5	5	5	6	4	6	4	3	3	6	10	5	3	6
Western	5	8	1	1	3	10	4	6	4	5	3	4	4	5	9
Adult / pornography	3	5	0	2	4	2	3	2	4	4	1	1	3	1	1
Childrens	2	1	3	2	2	2	2	2	3	2	2	1	1	0	2
Other	3	1	4	2	2	3	3	2	3	3	1	5	2	1	1
None of these	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0
Don't know	2	1	2	3	1	1	1	2	2	1	2	3	2	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split M	511	44	467	237	145	129	295	217	90	99	73	51	123	21	55
Unweighted Sample	482	53	429	214	151	117	304	178	84	76	58	61	131	23	49
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Many people have a favourite film, which one of the following romance films would you say was your favourite?

Dirty Dancing	19	0	20	15	29	13	18	20	24	21	23	10	17	18	13
Love Actually	14	27	13	16	12	13	14	14	5	16	14	18	19	32	6
The Notebook	9	7	9	13	5	4	9	8	11	3	14	18	5	1	9
P.S I Love You	7	0	8	11	5	3	5	10	5	8	15	3	4	9	10
Forrest Gump	5	4	5	5	4	5	5	4	7	3	4	1	4	0	12
Titanic	5	8	5	1	6	11	2	10	3	7	8	3	3	0	9
Four Weddings and a Funeral	5	3	6	2	8	8	6	4	2	6	5	5	7	9	6
Grease	4	1	4	3	7	2	5	3	2	6	5	1	5	1	2
Amelie	3	2	3	4	2	1	3	2	2	2	1	8	2	1	2
Sense and Sensibility	3	4	3	4	1	5	2	4	4	0	2	1	9	0	2
Casablanca	2	5	2	1	2	5	3	1	1	1	1	3	4	1	3
How to Lose a Guy in 10 Days	2	9	2	4	1	0	2	2	3	3	1	0	3	0	1
Modern Times	1	8	0	1	0	0	1	0	0	3	0	0	0	0	0
Wall-E	1	0	1	1	0	1	1	0	0	0	0	0	2	4	0
Eternal Sunshine of the Spotless Mind	1	1	1	1	1	0	0	1	2	0	1	3	0	0	0
Cinema Paradiso	1	0	1	0	0	3	1	1	0	1	0	2	0	0	2
Singin in the rain	1	1	1	1	0	4	2	1	1	3	2	2	0	0	0
Love Story	1	3	1	1	1	3	2	1	1	0	2	0	1	7	3
500 Days of Summer	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
City Lights	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vertigo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Apartment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sunrise: A song of two humans	0	0	0	0	0	1	0	1	0	0	0	3	0	0	0
The General	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Annie Hall	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0
Rebecca	0	0	1	0	0	2	0	0	0	0	1	2	1	0	0
None of the above	12	16	11	13	12	8	13	10	18	13	2	13	11	2	13
Don't know	4	1	4	3	3	7	4	4	8	1	0	3	3	13	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split N	423	209	214	190	172	61	206	217	116	55	44	44	92	26	46
Unweighted Sample	348	182	166	149	147	52	180	168	86	47	28	41	88	22	36
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Many people have a favourite film, which one of the following horror films would you say was your favourite?

The Shining	14	14	14	16	14	8	14	14	14	16	35	5	9	6	13
Saw	11	5	18	16	9	1	11	12	5	10	11	19	11	38	9
Alien	8	10	7	4	12	13	6	10	8	7	6	13	7	13	8
Shaun of the Dead	8	7	10	11	8	2	9	8	14	8	1	10	8	12	1
Pyscho	6	5	7	3	6	16	9	3	7	8	7	9	3	0	8
The Exorcist	6	8	5	6	6	8	5	8	7	6	9	8	4	0	9
The Wicker Man	5	7	3	4	3	12	6	3	4	7	1	1	6	2	8
Dawn of the Dead	4	8	1	8	2	1	2	6	0	1	11	2	5	5	11
Whatever happened to Baby Jane?	3	3	4	0	5	9	5	2	7	2	7	2	1	0	0
Zombieland	3	2	3	5	0	0	1	4	0	6	0	1	7	1	0
The Thing	2	3	1	1	4	0	3	1	2	2	0	0	3	4	3
King Kong	2	1	2	3	0	0	3	1	3	0	5	0	1	0	0
Halloween	2	2	3	2	1	8	0	4	1	6	4	2	3	0	2
The Birds	2	3	2	0	4	4	3	2	1	1	0	2	2	3	8
Evil Dead II	2	3	1	2	4	0	3	2	3	5	0	0	3	0	1
Nosferatu	1	1	0	0	1	0	1	0	1	2	0	0	0	1	0
Rosemary's Baby	1	1	1	0	1	1	1	0	0	0	0	1	1	1	2
Night of the Living Dead	1	2	0	0	2	0	2	0	0	1	0	0	4	0	0
Les Diaboliques	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Frankenstein	0	0	0	0	0	0	1	0	1	0	2	0	0	0	0
Grindhouse	0	0	1	1	0	0	1	0	0	0	0	0	0	0	4
None of the above	15	15	16	15	15	17	13	18	19	12	2	23	19	15	8
Don't know	2	2	1	2	2	0	2	1	3	0	0	2	1	0	3

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split O	1565	758	807	706	545	313	861	704	335	212	185	244	335	92	161
Unweighted Sample	1466	700	766	597	531	338	912	554	308	197	148	208	380	78	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Many people have a favourite film, which one of the following comedy films would you say was your favourite?

Life of Brian	10	15	5	6	16	9	10	10	14	10	11	8	10	8	9
Monty Python and the Holy Grail	7	10	4	7	8	6	5	9	4	7	2	8	10	8	9
Toy Story	7	5	9	11	5	1	7	7	6	7	15	6	6	7	5
Toy Story 3	6	5	7	8	4	3	6	5	4	3	6	7	7	8	6
Some Like it Hot	6	4	8	2	8	13	9	3	7	5	4	4	7	6	11
The Wizard of Oz	5	4	6	4	7	4	4	6	6	8	4	11	2	0	2
Singin in the Rain	4	2	6	2	2	11	4	3	5	6	2	3	4	1	2
Finding Nemo	4	3	5	6	2	1	4	4	4	7	4	2	3	6	3
The Sting	3	3	2	1	3	7	3	1	3	1	4	2	2	4	5
The Lion King	3	2	4	4	2	2	2	3	2	3	3	3	2	6	0
The Graduate	3	4	2	1	2	8	3	2	4	4	1	1	4	1	2
The Big Lebowski	2	3	1	3	2	0	2	2	2	1	0	3	2	3	4
Dr Strangelove or: How I Learned to Stop Worrying and Love the Bomb	1	2	0	1	1	4	1	1	1	1	2	1	3	0	1
Amelie	1	1	2	2	1	1	2	1	1	1	1	2	1	2	2
Cinema Paradiso	1	0	1	0	0	1	0	1	1	1	0	1	0	0	0
Up	1	1	2	2	1	0	2	1	1	2	2	1	1	2	2
How to Train Your Dragon	1	0	2	2	1	0	1	2	1	3	0	1	2	0	0
Ratatouille	1	0	1	1	0	0	0	1	1	1	0	1	0	1	0
Duck Soup	1	1	0	0	1	2	0	1	2	0	0	0	1	0	0
City Lights	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Modern Times	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Great Dictator	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Apartment	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
The General	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Kid	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Annie Hall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Harvey	0	0	1	0	1	1	1	0	0	1	0	1	0	1	1
None of the above	28	30	27	34	28	16	27	30	29	24	29	30	27	30	32
Don't know	5	4	6	4	4	8	5	5	3	5	9	4	5	6	5

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split P	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much would you say you spend on films in a normal month – whether buying DVDs, Blu-Rays or going to the cinema?

Nothing	20	18	21	12	18	30	18	21	26	19	15	15	19	30	14
Less than £10	51	48	54	55	48	49	52	49	45	57	55	48	56	39	52
£11-£20	19	21	16	22	19	14	19	19	21	15	21	20	16	21	17
£21-£30	4	6	3	5	6	3	5	4	4	3	5	7	3	4	8
£31-40	1	2	1	2	2	0	2	1	1	1	1	1	0	2	3
£41-50	0	1	0	0	1	0	1	0	0	0	0	1	1	1	0
£51 or more	1	1	0	1	0	0	1	1	0	1	0	0	0	0	2
Don't know	4	4	4	3	5	3	3	5	3	5	3	7	4	2	4

Thinking about where you look for film recommendations, which of the following would you say were the sources that MAINLY influence your decision? Please select all that apply.

Friends	47	45	49	58	41	42	48	46	45	44	47	53	46	50	47
Family members	34	29	40	34	32	38	35	34	31	35	34	35	36	32	40
Reviews in newspapers and magazines	34	34	34	26	34	43	39	27	33	32	30	35	37	30	37
Reviews on TV	28	28	27	23	29	31	27	29	26	30	24	26	29	28	31
Reviews on the internet	27	32	22	37	28	15	24	31	24	26	23	30	29	30	30
Advertising	26	24	28	30	27	21	24	29	24	25	23	27	26	31	32
Reviews on radio	11	10	11	10	12	9	13	8	9	12	12	13	10	6	11
Members of the public on the internet	7	8	7	12	7	3	7	8	8	8	3	8	7	6	8
A specific critic	2	2	2	2	2	1	2	1	2	2	3	0	2	2	2
Other	2	3	2	2	3	2	2	2	3	1	2	3	2	6	1
None of these	10	10	10	5	12	12	10	10	11	12	7	6	9	10	14
Don't know	5	4	5	7	4	3	4	5	5	5	6	7	3	4	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split P	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of the following British actors, who would you say is your favourite?

Colin Firth	13	5	21	12	13	15	15	11	11	15	14	10	16	11	13
Anthony Hopkins	12	12	12	9	14	14	11	13	12	12	14	9	12	15	13
Michael Caine	9	13	5	6	8	15	9	9	9	5	11	10	14	10	5
Alan Rickman	8	7	9	8	9	8	10	6	9	12	4	9	7	11	9
Ewan McGregor	7	7	7	11	6	3	6	7	7	8	5	3	7	3	12
Hugh Grant	5	4	6	7	4	4	4	6	3	5	7	4	6	6	5
Jim Broadbent	4	4	3	1	5	5	4	3	5	3	3	3	2	7	5
Ian McKellen	3	4	2	5	3	2	3	4	3	1	4	6	4	1	4
John Cleese	3	5	1	4	3	2	3	3	3	3	5	3	3	4	2
Clive Owen	2	2	1	2	2	1	2	2	1	2	1	3	1	5	2
Daniel Day-Lewis	2	4	1	3	2	1	3	1	2	1	4	4	1	5	2
Bill Nighy	2	3	2	2	2	3	3	2	2	2	2	4	3	1	2
Daniel Radcliffe	1	1	2	2	1	1	1	2	1	3	3	1	1	1	1
Ralph Fiennes	1	1	1	1	1	1	1	1	1	1	0	1	1	1	3
Jude Law	1	1	2	3	1	1	1	2	2	3	1	1	1	1	1
Ben Kingsley	1	2	1	1	1	2	1	1	1	1	3	1	1	3	1
Jeremy Irons	1	0	1	1	0	1	1	0	1	0	1	1	1	0	0
Tom Wilkinson	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1
None of the above	12	11	12	11	12	12	11	13	16	10	11	13	9	9	10
Don't know	11	14	8	11	11	10	10	12	12	12	9	14	11	7	9

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split P	3201	1574	1627	1096	1142	963	1830	1371	759	454	338	438	709	182	321
Unweighted Sample	3160	1614	1546	975	1166	1019	2006	1154	696	415	306	430	821	176	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of the following British actresses, who would you say is your favourite?

Helen Mirren	11	11	12	6	13	15	11	12	11	11	12	10	10	10	18
Judi Dench	11	8	13	6	9	18	13	8	11	10	11	11	12	10	9
Julie Walters	9	7	10	6	8	13	9	9	14	9	4	5	8	10	8
Kiera Knightley	7	9	5	11	7	3	7	7	5	8	10	5	9	5	7
Helena Bonham Carter	6	5	6	10	5	2	5	6	5	5	4	10	5	6	4
Maggie Smith	5	3	6	3	5	6	5	4	4	5	4	6	3	4	6
Kate Winslet	5	5	5	7	5	3	5	5	4	4	8	6	5	4	4
Audrey Hepburn	5	4	6	3	5	7	6	4	2	7	8	5	3	7	6
Emma Thompson	3	3	4	3	4	3	4	3	3	4	6	4	3	1	3
Kate Beckinsale	3	4	1	3	3	1	2	3	3	1	2	2	3	3	4
Brenda Blethyn	2	1	2	0	2	3	1	2	1	2	2	2	2	2	1
Rachel Weisz	2	3	1	3	2	1	2	3	3	4	1	1	2	5	1
Julie Andrews	2	1	2	2	2	2	2	1	2	1	3	0	3	0	0
Emma Watson	2	2	1	3	1	1	1	2	1	4	1	1	2	1	2
Kristin Scott Thomas	1	1	1	1	2	0	1	1	1	0	0	1	1	2	1
Vanessa Redgrave	1	1	0	0	1	1	1	1	0	0	0	1	1	3	0
Tilda Swinton	1	0	1	1	1	0	1	0	0	1	0	1	0	1	1
Naomi Watts	1	1	0	1	1	0	1	0	0	0	0	1	1	2	1
Elizabeth Taylor	1	1	1	1	1	3	1	2	1	1	1	3	2	0	2
Emily Blunt	1	1	1	2	1	0	1	1	1	1	2	1	1	0	0
Catherine Zeta Jones	1	1	1	2	0	1	1	2	1	2	1	3	1	1	1
Thandie Newton	1	1	1	1	1	0	1	0	0	1	0	1	1	0	1
Carey Mulligan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Olivia Williams	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of the above	8	9	8	9	9	7	8	9	9	7	9	4	9	14	8
Don't know	13	16	11	15	14	11	13	14	16	12	11	17	13	10	10

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split Q	3530	1688	1841	1079	1207	1244	2041	1488	842	517	384	482	795	192	316
Unweighted Sample	3374	1712	1662	934	1173	1267	2152	1222	755	461	342	430	881	187	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How many TVs do you have in your house?

0	1	1	0	2	0	0	0	1	0	0	0	1	1	1	1
1	20	19	21	21	17	21	23	16	20	18	19	20	22	20	19
2	35	34	35	35	33	36	35	34	34	38	36	32	35	36	28
3	24	24	24	22	26	25	23	26	25	23	22	27	22	23	27
4	13	14	12	12	16	11	12	15	16	12	13	11	13	14	13
5 or more	7	8	7	7	8	7	7	8	5	8	10	6	7	6	12
Don't know	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0

How often do you watch TV?

More than five times a week	88	87	90	80	90	94	90	87	89	91	87	83	89	91	90
2 to 5 times a week	9	10	9	14	9	6	8	11	10	8	11	11	8	7	9
Once a week	1	1	1	2	0	0	1	1	0	0	2	1	1	0	0
2 to 3 times a month	0	0	0	1	0	0	0	0	0	1	0	1	0	1	0
Once a month	0	0	0	1	0	0	1	0	0	0	0	2	0	0	1
Less than once a month	0	0	0	1	0	0	0	1	0	0	1	0	1	1	0
I have never watched TV	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0

Split R	3522	1685	1837	1073	1205	1244	2039	1483	840	517	384	481	792	192	316
Unweighted Sample	3367	1710	1657	928	1172	1267	2149	1218	753	461	342	428	878	187	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how many hours per week do you spend watching TV?

0 – 5 hours per week	9	8	10	14	7	7	8	10	6	9	9	12	9	10	11
5 – 15 hours per week	31	31	31	38	32	24	32	30	30	26	35	34	32	28	35
15 – 25 hours per week	29	29	29	25	29	32	30	27	28	28	31	25	30	32	30
25 – 35 hours per week	15	16	15	10	16	19	16	15	16	20	14	11	16	14	14
35+ hours per week	13	12	13	7	13	16	12	13	17	14	10	10	12	11	7
Don't know	3	4	3	6	3	1	2	5	3	3	2	7	2	4	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split S	1340	372	968	407	428	504	714	626	325	208	143	186	305	75	99
Unweighted Sample	1050	322	728	305	362	383	619	431	236	156	115	111	276	65	91
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And also, which soap opera would you say was your favourite?

Coronation Street	32	39	29	19	34	41	36	27	48	29	18	27	26	28	38
Eastenders	29	26	30	48	25	16	29	28	13	28	40	47	33	21	24
Emmerdale	16	19	15	6	19	22	13	19	20	16	14	9	19	18	10
Casualty	5	3	5	3	5	6	5	5	4	6	4	0	6	6	7
Neighbours	4	2	5	8	5	2	4	5	3	5	10	2	4	6	4
Holby City	4	3	5	2	5	5	5	3	4	6	3	6	3	5	3
Hollyoaks	3	4	3	9	1	0	2	4	4	3	4	2	4	3	1
Doctors	1	0	1	0	1	1	0	1	1	1	0	1	1	0	1
None of the above	2	2	2	3	3	1	2	2	2	1	4	2	1	2	4
Don't know	4	1	5	3	3	6	3	5	2	5	4	4	2	10	6

Do you agree or disagree with the following statements?

Soap operas are just like real-life

Strongly agree	2	1	3	2	4	1	1	3	1	6	3	2	1	4	0
Agree	11	7	13	10	9	13	9	14	15	8	7	11	12	14	7
TOTAL AGREE	13	8	16	12	13	14	10	17	16	14	10	13	13	18	7
Neither agree nor disagree	25	23	25	20	25	28	22	28	25	30	31	16	26	10	29
Disagree	42	43	41	41	40	44	47	36	40	39	34	48	40	47	54
Strongly disagree	20	26	17	25	21	14	21	18	18	16	24	23	21	24	11
TOTAL DISAGREE	62	69	58	66	61	58	68	54	58	55	58	71	61	71	65
Don't know	1	0	1	2	1	0	0	1	2	1	0	0	0	1	0

I think I am similar to a character in a soap opera

Strongly agree	1	0	1	2	1	0	0	1	1	1	1	2	0	0	1
Agree	4	3	4	6	4	1	3	4	4	5	0	4	3	3	5
TOTAL AGREE	5	3	5	8	5	1	3	5	5	6	1	6	3	3	6
Neither agree nor disagree	20	20	20	18	22	20	17	24	20	27	22	12	19	13	23
Disagree	48	46	49	46	47	51	50	45	48	42	51	53	49	46	45
Strongly disagree	25	28	24	27	24	24	27	23	23	21	25	29	26	35	23
TOTAL DISAGREE	73	74	73	73	71	75	77	68	71	63	76	82	75	81	68
Don't know	3	2	3	2	2	3	2	3	2	5	2	1	3	3	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split S	1340	372	968	407	428	504	714	626	325	208	143	186	305	75	99
Unweighted Sample	1050	322	728	305	362	383	619	431	236	156	115	111	276	65	91
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

I watch soap operas because it makes me feel better about my own life

Strongly agree	2	1	3	3	2	1	1	3	2	4	3	3	1	1	2
Agree	12	7	15	16	11	10	11	13	11	17	2	14	14	18	10
TOTAL AGREE	14	8	18	19	13	11	12	16	13	21	5	17	15	19	12
Neither agree nor disagree	27	32	26	23	29	30	26	29	24	28	35	15	30	20	44
Disagree	38	39	38	35	41	38	43	33	41	35	47	42	34	33	30
Strongly disagree	19	20	19	21	16	20	18	20	20	14	11	25	21	27	14
TOTAL DISAGREE	57	59	57	56	57	58	61	53	61	49	58	67	55	60	44
Don't know	1	1	1	2	1	1	1	2	2	2	1	0	1	1	0

I watch soap operas to forget about my day

Strongly agree	5	3	6	5	8	3	5	5	6	6	4	5	5	7	1
Agree	24	13	28	32	27	15	25	23	24	22	24	21	28	32	18
TOTAL AGREE	29	16	34	37	35	18	30	28	30	28	28	26	33	39	19
Neither agree nor disagree	26	30	25	20	30	28	22	31	19	31	30	22	27	29	36
Disagree	32	34	30	28	26	39	35	28	36	29	35	37	29	12	27
Strongly disagree	12	19	9	12	9	14	12	12	13	10	8	14	10	19	18
TOTAL DISAGREE	44	53	39	40	35	53	47	40	49	39	43	51	39	31	45
Don't know	1	0	1	2	0	1	1	1	1	2	0	0	1	2	0

Most of my friends watch the same soaps as me

Strongly agree	5	3	6	6	6	3	5	6	5	10	5	3	4	9	0
Agree	37	33	39	42	31	39	34	42	40	33	30	40	41	36	35
TOTAL AGREE	42	36	45	48	37	42	39	48	45	43	35	43	45	45	35
Neither agree nor disagree	26	30	25	20	33	26	30	22	27	27	35	25	22	29	24
Disagree	19	18	20	20	18	19	20	18	16	21	19	18	21	16	23
Strongly disagree	3	3	4	4	4	2	3	4	3	1	6	3	3	6	3
TOTAL DISAGREE	22	21	24	24	22	21	23	22	19	22	25	21	24	22	26
Don't know	8	15	6	8	7	11	8	9	9	8	4	10	9	3	15

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split T	2253	1099	1153	508	780	965	1346	907	521	335	236	300	539	116	205
Unweighted Sample	2239	1190	1049	457	787	995	1496	743	499	308	230	268	599	127	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Given that you like watching the news on television, which of the following news stations do you watch most?

BBC News	65	68	61	73	64	61	70	57	59	67	65	66	68	63	66
Sky News	15	16	14	14	18	13	13	18	16	16	15	15	12	15	18
ITN	14	11	17	9	14	17	11	20	20	11	14	10	14	16	10
Channel 4 News	3	2	3	1	2	4	4	1	2	1	3	7	3	0	1
Channel 5	1	1	1	1	0	1	0	1	1	1	1	0	1	3	0
CNN	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Al Jazeera	0	1	0	0	0	1	1	0	0	0	0	1	0	1	0
Other	1	1	1	1	1	1	1	1	1	1	2	0	1	1	4
I do not watch the news on television	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	0	2	1	1	1	0	1	1	1	1	0	1	0	0

Do you agree or disagree with the following statements?

I would like to see more coverage of international news stories

Strongly agree	8	9	7	9	7	8	8	7	7	5	8	12	7	8	10
Agree	23	26	20	25	20	23	25	19	16	18	22	31	26	27	24
TOTAL AGREE	31	35	27	34	27	31	33	26	23	23	30	43	33	35	34
Neither agree nor disagree	51	51	52	44	55	52	50	53	58	57	55	41	49	37	50
Disagree	16	13	20	18	17	16	16	18	17	17	14	15	16	27	14
Strongly disagree	1	1	1	2	1	1	1	2	2	2	1	0	1	1	2
TOTAL DISAGREE	17	14	21	20	18	17	17	20	19	19	15	15	17	28	16
Don't know	0	0	1	1	0	0	0	1	1	0	0	1	1	0	0

I find TV news too complicated to follow

Strongly agree	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Agree	1	1	2	2	1	1	1	2	1	1	2	1	1	2	1
TOTAL AGREE	1	1	2	2	1	1	1	2	1	1	2	1	1	5	1
Neither agree nor disagree	15	15	15	14	16	15	13	18	13	18	22	14	14	12	15
Disagree	53	50	56	52	51	56	53	54	58	49	49	49	55	49	56
Strongly disagree	30	34	25	31	31	28	33	25	27	31	27	35	29	34	27
TOTAL DISAGREE	83	84	81	83	82	84	86	79	85	80	76	84	84	83	83
Don't know	0	0	1	1	0	0	0	1	1	0	0	1	1	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split T	2253	1099	1153	508	780	965	1346	907	521	335	236	300	539	116	205
Unweighted Sample	2239	1190	1049	457	787	995	1496	743	499	308	230	268	599	127	208

TV news does not go into enough detail

	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Strongly agree	4	5	2	4	3	4	4	2	2	2	5	8	3	3	5
Agree	21	24	17	28	19	18	21	21	19	19	21	25	21	16	25
TOTAL AGREE	25	29	19	32	22	22	25	23	21	21	26	33	24	19	30
Neither agree nor disagree	33	33	33	28	37	33	33	33	30	39	37	32	33	35	26
Disagree	38	34	41	34	35	42	37	39	43	33	32	32	39	44	41
Strongly disagree	4	4	5	4	5	4	5	4	6	6	5	3	3	3	3
TOTAL DISAGREE	42	38	46	38	40	46	42	43	49	39	37	35	42	47	44
Don't know	1	0	1	1	0	0	0	1	1	1	0	1	1	0	0

I only watch the news for the sports coverage

Strongly agree	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Agree	1	1	1	0	2	1	1	1	2	1	2	0	0	1	0
TOTAL AGREE	1	1	1	0	2	1	1	1	2	1	2	0	1	1	0
Neither agree nor disagree	9	12	7	12	11	7	7	13	8	14	16	8	6	12	10
Disagree	38	41	35	36	38	39	37	40	41	38	37	35	36	33	44
Strongly disagree	51	45	57	51	49	53	55	46	49	48	45	56	57	54	46
TOTAL DISAGREE	89	86	92	87	87	92	92	86	90	86	82	91	93	87	90
Don't know	0	0	1	1	0	0	0	1	1	0	0	1	0	0	0

I don't tend to watch the news because it makes me feel unhappy

Strongly agree	0	0	1	1	1	0	0	0	1	0	0	0	1	0	0
Agree	3	2	3	4	3	2	2	3	3	1	6	1	4	0	3
TOTAL AGREE	3	2	4	5	4	2	2	3	4	1	6	1	5	0	3
Neither agree nor disagree	17	16	18	21	18	15	15	20	16	23	20	16	15	18	16
Disagree	43	41	44	48	41	41	42	44	46	40	41	42	44	37	45
Strongly disagree	36	40	33	25	37	42	40	31	34	36	34	40	36	44	36
TOTAL DISAGREE	79	81	77	73	78	83	82	75	80	76	75	82	80	81	81
Don't know	0	0	1	1	0	0	0	1	1	0	0	1	0	0	0

I should probably watch the news more

Strongly agree	2	0	3	3	1	1	1	2	1	0	1	3	2	0	1
Agree	17	15	18	30	15	11	16	17	12	15	20	21	17	22	16
TOTAL AGREE	19	15	21	33	16	12	17	19	13	15	21	24	19	22	17
Neither agree nor disagree	30	32	28	23	34	30	29	31	31	33	31	26	29	23	33
Disagree	35	35	35	32	33	38	34	35	37	34	32	28	36	37	37
Strongly disagree	16	17	16	11	17	19	18	14	16	18	16	22	14	17	12
TOTAL DISAGREE	51	52	51	43	50	57	52	49	53	52	48	50	50	54	49
Don't know	1	1	1	1	1	1	1	2	2	0	0	1	1	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split U	3522	1685	1837	1073	1205	1244	2039	1483	840	517	384	481	792	192	316
Unweighted Sample	3367	1710	1657	928	1172	1267	2149	1218	753	461	342	428	878	187	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you use to watch TV?

Free-to-air TV	45	51	39	46	43	46	46	43	43	41	45	51	46	37	50
Satellite TV	45	48	43	47	47	42	43	48	44	45	52	36	45	66	42
Cable TV	19	19	19	17	23	17	20	18	23	22	19	18	17	8	20
Other	4	3	4	4	3	5	4	3	2	5	2	5	4	3	6
Don't know	3	2	5	5	3	3	3	4	2	4	1	8	4	2	1

Do you subscribe to any extra, specialist channels, such as solely sports or movie channels?

Yes	30	33	27	29	35	25	31	28	33	32	31	22	26	42	29
No	69	66	72	69	64	74	68	70	66	66	68	75	73	58	71
Don't know	1	1	1	2	1	0	1	2	1	2	1	3	1	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split V	1042	552	489	310	417	314	628	413	276	165	119	104	206	80	92
Unweighted Sample	937	533	404	251	363	323	623	314	230	136	98	101	214	61	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which specialist channels do you subscribe to?
Please tick all that apply.

Sky sports package	73	77	68	76	73	69	76	68	79	72	74	68	71	66	66
Sky movies	49	48	50	53	52	42	49	49	48	54	58	52	49	33	44
Sky movies premiere	30	29	30	40	28	22	28	33	29	36	32	27	29	26	28
Sky sports 1	24	28	20	21	26	24	21	29	23	28	28	24	23	19	24
Sky movies showcase	19	23	16	29	18	12	17	23	21	24	25	13	18	10	18
Setanta Sports	7	8	6	8	5	8	6	8	4	13	14	5	6	0	5
Other	12	13	11	10	13	13	10	16	11	6	12	7	18	18	17
None of these	2	2	2	2	2	3	3	2	2	2	1	2	3	3	4
Don't know	1	0	1	1	1	0	1	0	1	0	1	3	0	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitW	3522	1685	1837	1073	1205	1244	2039	1483	840	517	384	481	792	192	316
Unweighted Sample	3367	1710	1657	928	1172	1267	2149	1218	753	461	342	428	878	187	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, who or what most influences the shows you watch on TV? Please select all that apply.

TV guides and magazines	32	33	32	26	31	39	33	31	30	38	32	30	35	35	24
Family members	28	27	29	31	29	25	28	29	27	28	26	30	28	32	29
Friends	25	25	25	40	22	15	25	25	22	25	25	32	24	23	26
Advertising	18	18	18	26	20	9	19	17	18	20	20	20	17	19	14
Social media	6	6	5	12	4	2	5	7	4	6	8	8	5	9	5
Critics on TV	3	4	2	4	3	3	3	3	2	3	3	7	2	5	4
Critics on radio	3	3	2	2	3	2	3	2	2	2	3	4	2	0	3
Critics on the internet	3	4	2	6	2	1	2	4	2	3	6	4	1	2	2
A specific critic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	2	2	1	2	2	2	3	1	1	3	1	3	2	2
None of these	34	34	35	27	35	40	35	34	38	33	36	29	35	30	35
Don't know	6	5	7	9	6	4	5	7	6	6	5	9	5	2	6

SplitX	3530	1688	1841	1079	1207	1244	2041	1488	842	517	384	482	795	192	316
Unweighted Sample	3374	1712	1662	934	1173	1267	2152	1222	755	461	342	430	881	187	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think TV has a positive or negative influence on our lives?

Generally positive	61	61	61	62	60	62	62	60	61	61	63	57	63	62	62
Generally negative	17	20	14	16	15	20	17	17	14	19	18	17	17	17	20
Don't know	22	19	25	23	25	18	21	23	25	20	19	26	20	21	19

	Gender		Age			Social Grade		Region							
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
SplitY Unweighted Sample	1246	315	931	379	408	459	763	483	291	188	111	208	282	59	108
	1223	330	893	375	420	428	818	405	264	168	118	198	308	61	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you dance? We are asking about ALL types of dancing, whether at home, on a night out, or during an organised dance class.

3 or more times a week	5	5	5	9	5	2	5	5	4	3	3	8	9	0	2
1-2 times a week	13	6	15	18	13	9	13	13	13	14	14	17	8	10	15
Once every few weeks	15	20	14	28	11	8	13	19	14	14	16	14	16	10	25
Once every few months	20	18	20	22	22	15	21	18	22	19	21	23	16	23	15
Once a year or less	24	23	25	12	23	35	26	22	26	25	24	19	23	29	28
Never	21	25	19	7	23	29	21	20	22	23	20	15	24	24	13
Don't know	2	2	2	4	2	1	2	3	1	2	2	3	3	4	3

Whom do you dance with? Please select all that apply.

Friends	41	34	44	58	36	32	39	45	40	34	35	48	42	37	52
Partner	31	41	28	27	25	40	35	26	36	32	28	23	32	24	37
Alone	20	10	24	32	20	11	19	22	19	28	19	19	21	13	15
Family	14	10	16	13	15	15	16	12	17	17	14	16	12	4	13
A class	8	4	10	10	9	6	9	7	5	8	14	10	6	2	18
Other	5	6	5	2	4	9	5	5	5	7	4	5	6	8	1
Don't know	17	22	15	10	20	19	16	17	17	19	17	16	16	21	13

SplitZ Unweighted Sample	990	237	753	351	314	325	602	388	228	144	89	176	215	45	93
	949	233	716	347	321	281	625	324	204	134	92	163	226	43	87
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good a dancer would you say you were?

Very good	8	6	9	6	9	10	10	6	11	4	6	12	7	1	9
Fairly good	43	40	44	46	41	41	42	44	38	46	50	48	39	33	45
Not very good	34	35	33	31	37	33	35	32	39	31	29	27	38	32	34
Not at all good	13	12	13	14	10	14	11	15	11	14	14	10	14	18	12
Don't know	3	7	2	3	3	2	2	4	1	5	2	3	2	15	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split AA	1246	315	931	379	408	459	763	483	291	188	111	208	282	59	108
Unweighted Sample	1223	330	893	375	420	428	818	405	264	168	118	198	308	61	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you enjoy dancing?

Yes, I really enjoy dancing	37	22	43	42	37	34	39	35	34	36	34	46	34	36	44
Yes, I tend to enjoy dancing	41	48	39	43	40	41	40	44	43	37	44	38	47	41	32
TOTAL ENJOY DANCING	78	70	82	85	77	75	79	79	77	73	78	84	81	77	76
No, I don't really enjoy dancing	8	11	7	7	9	9	8	8	8	13	5	5	7	4	11
No, I really don't enjoy dancing at all	8	12	6	4	9	10	9	6	9	9	13	7	7	7	2
TOTAL DON'T ENJOY DANCING	16	23	13	11	18	19	17	14	17	22	18	12	14	11	13
Don't know	6	8	5	4	6	7	5	7	7	4	3	4	4	11	11

Do you think your dancing is made better or worse by alcohol?

Better	22	24	21	32	20	14	19	26	25	17	21	23	22	8	27
Worse	32	32	32	36	37	23	32	31	26	34	31	29	36	38	35
Not applicable	31	29	32	13	26	50	33	27	32	33	33	32	29	35	24
Don't know	16	16	16	18	16	13	15	16	17	16	16	17	13	19	14

	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitBB	2173	848	1325	586	736	851	1437	736	511	300	233	329	490	105	206
Unweighted Sample	2330	1015	1315	590	820	920	1621	709	496	310	237	338	615	121	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you attend the theatre?

More than five days a week	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2 to 5 days a week	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Once a week	1	1	1	3	0	0	1	1	1	0	1	1	0	5	1
2 to 3 times a month	2	2	1	2	1	2	2	2	1	3	1	4	1	3	1
Once a month	4	5	4	3	3	7	5	3	4	4	2	8	4	3	6
Once every two months	8	8	8	9	7	10	10	6	8	6	7	13	8	8	7
Between two and five times a year	33	32	33	32	31	35	35	29	34	30	34	36	29	33	37
Once a year	22	22	22	23	27	17	21	22	20	22	23	18	25	14	26
Less than once a year	26	26	27	23	28	27	23	32	28	29	31	15	31	32	17
I have never seen attended the theatre	2	2	2	3	1	2	2	3	3	3	0	2	1	1	5
Don't know	1	1	1	2	1	1	1	2	0	2	2	2	2	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitBB	2173	848	1325	586	736	851	1437	736	511	300	233	329	490	105	206
Unweighted Sample	2330	1015	1315	590	820	920	1621	709	496	310	237	338	615	121	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with the following statements?

I always dress smartly when going to the theatre

Strongly agree	16	12	18	18	12	17	14	19	18	17	16	13	14	21	15
Agree	51	42	58	49	45	58	53	49	55	55	55	46	50	51	47
TOTAL AGREE	67	54	76	67	57	75	67	68	73	72	71	59	64	72	62
Neither agree nor disagree	20	26	16	17	26	16	20	19	17	17	21	21	21	20	22
Disagree	10	16	7	12	14	6	11	9	8	10	6	14	13	8	13
Strongly disagree	1	2	1	2	1	1	1	1	1	0	0	4	1	0	1
TOTAL DISAGREE	11	18	8	14	15	7	12	10	9	10	6	18	14	8	14
Don't know	2	2	1	2	2	1	1	3	2	2	1	1	2	0	2

Theatre is only for elderly people

Strongly agree	1	1	0	1	0	0	0	1	0	0	1	2	0	0	1
Agree	1	1	1	2	1	0	1	1	1	2	0	1	0	0	0
TOTAL AGREE	2	2	1	3	1	0	1	2	1	2	1	3	0	0	1
Neither agree nor disagree	7	9	6	6	7	8	7	8	7	6	6	10	7	11	4
Disagree	43	41	43	39	40	47	42	44	42	48	46	33	42	39	52
Strongly disagree	47	45	49	51	49	44	49	44	49	41	46	52	50	50	40
TOTAL DISAGREE	90	86	92	90	89	91	91	88	91	89	92	85	92	89	92
Don't know	1	2	1	2	2	1	1	2	2	2	1	1	1	0	2

Theatre tickets are over-priced

Strongly agree	17	14	19	14	18	18	17	17	16	17	18	22	17	9	14
Agree	44	42	45	42	43	46	45	42	44	38	44	48	48	41	38
TOTAL AGREE	61	56	64	56	61	64	62	59	60	55	62	70	65	50	52
Neither agree nor disagree	28	30	26	28	28	27	26	31	29	27	29	19	25	40	35
Disagree	9	10	8	11	8	8	10	7	8	12	8	8	9	7	9
Strongly disagree	1	2	1	2	1	1	2	1	1	2	0	2	1	3	1
TOTAL DISAGREE	10	12	9	13	9	9	12	8	9	14	8	10	10	10	10
Don't know	2	2	1	2	2	1	1	2	1	3	1	1	1	0	3

I much prefer going to the theatre than watching a film at the cinema

Strongly agree	14	11	16	13	11	16	13	15	13	12	15	22	13	10	8
Agree	31	30	32	26	28	37	32	29	30	34	26	28	34	37	30
TOTAL AGREE	45	41	48	39	39	53	45	44	43	46	41	50	47	47	38
Neither agree nor disagree	36	36	36	37	38	32	36	35	38	33	37	31	36	36	39
Disagree	15	18	14	19	18	11	15	16	14	16	18	15	14	13	19
Strongly disagree	2	3	2	3	3	2	2	4	3	2	3	3	1	4	2
TOTAL DISAGREE	17	21	16	22	21	13	17	20	17	18	21	18	15	17	21
Don't know	2	2	1	2	2	1	1	2	2	3	1	1	1	0	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitBB	2173	848	1325	586	736	851	1437	736	511	300	233	329	490	105	206
Unweighted Sample	2330	1015	1315	590	820	920	1621	709	496	310	237	338	615	121	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Only wealthy people can afford to go to the cinema

Strongly agree	3	3	2	4	3	1	2	4	0	1	2	5	3	10	2
Agree	12	10	13	16	12	9	11	13	11	12	13	12	12	19	7
TOTAL AGREE	15	13	15	20	15	10	13	17	11	13	15	17	15	29	9
Neither agree nor disagree	28	29	28	22	30	31	28	30	29	28	31	30	27	22	27
Disagree	43	43	43	42	42	45	44	41	47	46	39	37	43	32	53
Strongly disagree	12	13	12	15	11	11	13	10	11	10	13	15	12	16	9
TOTAL DISAGREE	55	56	55	57	53	56	57	51	58	56	52	52	55	48	62
Don't know	2	2	2	2	2	2	2	2	2	3	1	1	2	1	2

I wish I could go to the cinema more often

Strongly agree	10	9	10	16	12	3	9	11	11	11	12	8	7	12	9
Agree	31	31	31	40	33	22	31	31	31	31	31	29	31	29	35
TOTAL AGREE	41	40	41	56	45	25	40	42	42	42	43	37	38	41	44
Neither agree nor disagree	31	31	30	20	31	38	32	28	31	28	33	39	27	36	23
Disagree	20	21	20	18	18	24	21	20	18	20	17	17	25	16	26
Strongly disagree	7	7	7	4	4	11	6	8	8	6	5	6	9	6	4
TOTAL DISAGREE	27	28	27	22	22	35	27	28	26	26	22	23	34	22	30
Don't know	2	2	1	2	2	1	2	2	1	2	2	1	1	1	3

Which of the following types of theatre have you been to see in the past year?

Musical theatre	48	47	48	50	42	52	48	48	43	43	48	60	48	50	47
Opera	7	8	6	4	5	10	8	4	6	4	5	9	8	8	8
Pantomime	17	14	18	12	18	19	16	18	19	17	18	14	15	10	18
Comedy	29	36	25	32	30	26	30	27	29	27	30	30	27	36	31
Romantic Comedy	7	5	8	5	7	8	8	5	7	5	7	10	7	6	8
Tragedy	8	9	8	9	8	9	9	6	9	7	8	11	7	5	9
Horror	3	2	3	5	3	1	3	2	3	2	3	4	2	4	2
Modern drama	21	23	19	21	20	21	23	15	22	18	18	27	19	25	15
Pre-1900 drama	7	7	7	7	7	7	9	5	5	7	6	9	9	9	6
Improvised	3	4	2	5	2	2	2	3	3	1	3	4	2	1	3
Physical theatre (in which the primary means of communication is the body, through dance, mime, puppetry and movement, rather than spoken word)	5	4	6	5	5	5	6	4	4	6	4	8	4	4	6
Other	4	4	4	4	5	3	4	3	3	7	5	3	3	4	2
None of these	19	17	20	17	18	21	18	21	22	22	23	9	19	19	20
Don't know	2	3	2	5	2	1	2	4	3	3	2	3	2	3	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitBB	2173	848	1325	586	736	851	1437	736	511	300	233	329	490	105	206
Unweighted Sample	2330	1015	1315	590	820	920	1621	709	496	310	237	338	615	121	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where do you look for advice on what shows to go and see? Please tick all that apply.

Family members	27	25	29	28	24	30	27	29	28	28	29	29	28	27	22
Friends	36	32	39	40	33	36	37	33	35	30	37	46	33	30	40
A specific critic	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0
Reviews on TV	12	14	11	7	13	13	12	12	10	11	11	13	14	8	12
Reviews on radio	8	9	7	4	9	9	8	7	5	8	10	10	7	9	8
Reviews in newspapers and magazines	38	41	35	24	38	46	42	29	35	36	40	39	39	28	43
Reviews on the internet	18	20	17	26	19	12	18	20	16	17	18	22	21	12	19
Members of the public on the internet	4	5	4	8	4	2	3	6	4	4	0	8	5	6	3
Advertising	27	25	28	26	29	26	27	27	32	27	23	22	25	33	29
Other	3	3	3	2	3	4	3	4	5	2	2	2	3	4	3
None of these	16	18	15	16	16	16	16	16	15	22	15	13	15	18	18
Don't know	6	6	6	10	5	3	5	8	6	6	5	7	6	5	4

How important would you say each of the following is when choosing what you see at the theatre?

The play or show

Very important	61	59	63	62	62	60	63	58	64	63	60	60	64	57	52
Fairly important	31	30	31	30	29	34	31	31	28	25	33	35	29	38	40
TOTAL IMPORTANT	92	89	94	92	91	94	94	89	92	88	93	95	93	95	92
Not very important	4	5	3	3	4	4	3	4	4	5	3	3	4	0	4
Not important at all	1	2	0	1	1	1	1	1	1	2	2	0	0	0	1
TOTAL NOT IMPORTANT	5	7	3	4	5	5	4	5	5	7	5	3	4	0	5
Don't know	3	4	3	4	4	2	2	5	3	5	2	2	3	5	3

The lead actor or actress

Very important	8	8	8	7	6	10	7	10	8	7	10	9	8	17	7
Fairly important	36	31	40	29	35	42	38	33	37	35	33	41	37	31	37
TOTAL IMPORTANT	44	39	48	36	41	52	45	43	45	42	43	50	45	48	44
Not very important	44	47	41	46	46	40	44	43	45	44	47	37	43	41	48
Not important at all	8	9	8	13	8	5	8	9	8	10	8	10	9	4	5
TOTAL NOT IMPORTANT	52	56	49	59	54	45	52	52	53	54	55	47	52	45	53
Don't know	3	4	3	4	4	2	3	5	3	4	2	3	3	7	4

	Gender		Age			Social Grade		Region								
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
SplitBB	2173	848	1325	586	736	851	1437	736	511	300	233	329	490	105	206	
Unweighted Sample	2330	1015	1315	590	820	920	1621	709	496	310	237	338	615	121	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The theatre or venue																
Very important	16	14	17	16	14	17	16	17	19	20	15	10	15	25	14	
Fairly important	49	47	51	44	49	53	49	49	58	46	39	43	52	41	54	
TOTAL IMPORTANT	65	61	68	60	63	70	65	66	77	66	54	53	67	66	68	
Not very important	27	30	25	29	28	24	28	24	17	26	38	38	26	25	27	
Not important at all	5	5	5	6	5	3	4	5	3	5	6	7	4	3	3	
TOTAL NOT IMPORTANT	32	35	30	35	33	27	32	29	20	31	44	45	30	28	30	
Don't know	3	4	2	4	4	2	2	5	3	4	2	2	3	5	2	
The production company																
Very important	6	5	7	6	4	8	5	8	7	6	8	8	5	8	3	
Fairly important	27	26	27	23	25	31	27	25	27	21	21	26	30	32	32	
TOTAL IMPORTANT	33	31	34	29	29	39	32	33	34	27	29	34	35	40	35	
Not very important	48	49	47	46	48	48	47	48	49	48	52	45	45	47	48	
Not important at all	15	16	15	22	18	9	17	12	14	18	16	19	16	7	13	
TOTAL NOT IMPORTANT	63	65	62	68	66	57	64	60	63	66	68	64	61	54	61	
Don't know	4	5	3	4	5	3	3	6	4	6	3	3	3	7	4	
The price of the ticket																
Very important	29	23	34	35	29	26	29	31	32	24	33	30	29	30	26	
Fairly important	52	52	52	48	53	54	53	50	54	55	49	50	51	45	55	
TOTAL IMPORTANT	81	75	86	83	82	80	82	81	86	79	82	80	80	75	81	
Not very important	14	18	11	11	13	16	14	12	9	16	13	17	15	17	15	
Not important at all	2	3	1	3	1	2	2	2	1	1	4	2	2	2	2	
TOTAL NOT IMPORTANT	16	21	12	14	14	18	16	14	10	17	17	19	17	19	17	
Don't know	3	4	2	4	4	2	2	4	3	4	2	2	3	6	2	
The preference of the person/ people who will go with me																
Very important	21	21	20	23	21	19	19	24	19	17	21	20	22	22	25	
Fairly important	55	53	56	56	54	55	57	52	58	55	54	55	53	56	52	
TOTAL IMPORTANT	76	74	76	79	75	74	76	76	77	72	75	75	75	78	77	
Not very important	17	17	17	14	17	19	18	16	15	17	20	20	17	12	15	
Not important at all	3	4	3	3	4	4	4	3	4	4	3	1	4	2	4	
TOTAL NOT IMPORTANT	20	21	20	17	21	23	22	19	19	21	23	21	21	14	19	
Don't know	4	5	4	5	5	3	3	6	4	7	2	4	4	7	4	

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitCC	2487	1157	1330	682	875	930	1525	962	641	345	232	356	549	124	241
Unweighted Sample	2738	1375	1363	698	990	1050	1823	915	622	361	256	384	708	152	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you visit each of the following?

Art galleries

More than five days a week	0	1	0	1	0	0	0	1	0	0	1	1	0	0	0
2 to 5 days a week	0	0	0	1	0	0	0	0	0	0	0	1	0	0	1
Once a week	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0
2 to 3 times a month	2	2	2	2	1	3	2	2	2	2	1	4	2	1	2
Once a month	5	5	4	7	3	4	5	4	4	2	2	10	3	1	9
Once every two months	6	7	6	7	6	6	7	4	5	5	4	10	5	6	8
Between two and five times a year	19	18	20	19	20	18	22	14	15	17	14	24	18	21	27
Once a year	18	19	17	19	18	18	20	16	20	17	17	16	20	9	19
Less than once a year	32	30	35	29	32	36	29	37	34	36	36	23	34	36	27
Never	16	18	15	14	19	15	14	20	17	20	23	9	18	23	6
Don't know	1	1	1	1	1	1	1	1	1	1	1	0	1	2	1

Art exhibitions

More than five days a week	0	0	0	1	0	0	0	0	0	0	0	1	0	0	1
2 to 5 days a week	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0
Once a week	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
2 to 3 times a month	2	2	1	2	1	2	2	1	1	1	1	3	1	1	2
Once a month	4	4	4	5	2	3	4	3	4	1	2	8	3	1	4
Once every two months	5	5	4	6	5	4	5	4	3	4	3	8	4	3	7
Between two and five times a year	16	15	17	17	17	14	19	11	13	15	13	23	13	17	23
Once a year	18	19	17	18	18	18	20	15	18	15	17	16	20	14	22
Less than once a year	35	31	37	32	34	38	32	39	36	40	37	29	35	31	30
Never	20	23	18	18	22	20	17	25	23	23	24	10	22	32	12
Don't know	1	1	1	1	1	1	1	1	1	1	1	0	1	2	1

Museums

More than five days a week	0	1	0	1	0	0	0	1	0	0	1	1	0	0	1
2 to 5 days a week	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Once a week	0	0	1	1	0	0	1	0	1	0	0	1	0	0	0
2 to 3 times a month	2	3	2	3	2	3	2	3	2	2	2	6	2	1	1
Once a month	5	5	4	6	4	4	4	5	5	3	4	7	3	1	9
Once every two months	8	9	7	10	8	6	9	6	9	7	4	12	7	6	10
Between two and five times a year	32	32	32	34	31	32	34	28	34	33	26	32	30	36	35
Once a year	21	23	19	20	24	19	21	20	18	22	25	20	22	16	22
Less than once a year	26	22	29	19	26	31	23	30	28	26	30	16	29	31	20
Never	4	4	5	4	4	5	4	6	3	7	8	3	5	6	0
Don't know	1	1	1	1	1	1	1	2	1	1	1	0	1	2	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitCC	2487	1157	1330	682	875	930	1525	962	641	345	232	356	549	124	241
Unweighted Sample	2738	1375	1363	698	990	1050	1823	915	622	361	256	384	708	152	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Are you a member of any museums or art galleries?

More than 5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1 to 5	1	1	1	1	1	1	1	1	1	1	2	2	1	0	0
1	3	3	3	3	2	3	4	2	2	0	2	5	4	3	4
No	95	95	96	94	96	96	94	97	97	99	95	91	95	96	94
Don't know	1	1	0	2	1	0	1	1	0	0	0	2	1	0	2

SplitDD

	114	61	53	41	34	39	84	30	18	4	11	33	29	5	14
Unweighted Sample	170	91	79	39	56	75	132	38	24	6	16	49	51	8	16
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Is this a paid membership or free?

Paid	58	54	63	32	63	81	65	39	58	53	68	72	59	25	30
Free	29	29	29	39	28	18	25	39	41	12	29	20	28	67	29
Don't know	13	17	9	29	8	1	10	22	1	35	3	8	14	9	41

SplitEE

	2487	1157	1330	682	875	930	1525	962	641	345	232	356	549	124	241
Unweighted Sample	2738	1375	1363	698	990	1050	1823	915	622	361	256	384	708	152	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you volunteer any time to work at art galleries or museums?

Yes	1	1	1	1	1	1	1	1	1	0	1	1	1	1	3
No	98	99	98	97	98	99	98	98	99	99	99	98	98	98	96
Don't know	1	1	1	1	0	0	1	1	0	0	0	1	1	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitFF	1975	889	1085	559	675	740	1261	714	492	265	174	319	427	84	212
Unweighted Sample	2307	1122	1185	603	829	875	1597	710	509	301	206	354	594	117	226
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What types of art galleries or exhibitions have you been to see in the past year? Please tick all that apply.

Modern art	29	31	27	35	28	25	33	22	26	23	31	39	28	25	29
Photography	27	30	25	31	27	25	27	27	26	29	21	34	24	31	27
Contemporary art	26	26	26	26	28	24	30	19	23	23	24	35	25	26	29
Portraits	23	23	23	22	20	27	25	20	22	18	13	35	21	20	27
Renaissance art	18	21	16	20	17	17	20	15	16	16	15	24	17	17	20
Sculpture	16	18	14	20	15	14	17	14	16	14	14	22	14	18	15
Medieval art	11	13	10	11	13	10	12	10	12	10	12	13	10	15	10
Other	4	4	5	2	4	6	5	3	3	4	3	3	6	11	5
None of these	31	29	33	28	31	34	27	38	30	38	40	23	33	23	31
Don't know	5	6	5	8	5	3	5	7	6	5	4	5	6	8	4

What types of art galleries or exhibitions do you like to visit? Please tick all that apply.

Contemporary art	34	35	33	35	40	28	37	28	34	31	36	36	32	34	37
Modern art	33	32	34	41	35	25	36	27	31	28	35	44	30	37	29
Medieval art	26	27	25	20	32	24	27	24	26	28	19	31	25	25	24
Renaissance art	34	35	33	31	38	32	38	26	31	32	31	43	31	36	34
Portraits	35	32	38	28	37	39	37	33	34	34	31	43	34	35	34
Photography	43	43	44	50	42	39	43	43	43	42	40	51	42	40	42
Sculpture	29	28	30	30	32	26	29	29	31	27	29	32	26	27	33
Other	4	4	5	2	3	7	5	4	3	6	4	3	7	7	4
None of these	13	15	11	13	14	12	11	16	13	15	16	9	11	8	16
Don't know	12	11	12	13	11	11	11	14	12	9	15	7	14	19	10

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitGG	2377	1110	1268	655	843	879	1470	907	623	320	213	345	519	117	240
Unweighted Sample	2648	1330	1318	677	963	1008	1774	874	604	345	241	375	685	146	252
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What types of museums have you been to in the past year? Please tick all that apply.

History	42	48	37	48	41	39	41	44	42	39	36	45	40	45	49
Natural history	38	37	39	42	38	36	38	38	35	34	31	45	37	39	49
Science and technology	32	36	28	39	34	25	33	31	35	29	23	38	29	27	37
Military and war	22	29	16	23	21	22	20	26	23	19	24	24	19	20	29
Archaeology	19	22	16	17	19	20	19	19	22	18	16	17	16	24	23
Human society	14	15	14	16	14	13	16	11	13	15	10	18	14	12	18
Other	4	4	4	2	4	5	4	3	3	2	7	3	4	2	4
None of these	24	20	28	20	23	27	23	25	23	25	33	19	28	22	15
Don't know	4	4	4	5	4	3	4	4	4	4	3	5	5	5	2

What types of museums do you like to visit?

Please tick all that apply.

History	67	69	66	66	70	66	68	65	69	64	71	67	65	71	67
Natural history	62	61	62	60	64	61	61	62	59	57	67	58	67	69	61
Science and technology	55	66	47	58	60	50	55	57	55	51	60	57	58	57	51
Archaeology	40	43	37	36	45	38	39	40	40	35	44	38	41	42	40
Military and war	37	54	22	34	40	35	34	41	38	32	38	38	35	39	39
Human society	34	32	37	35	37	32	38	29	37	33	40	30	34	29	34
Other	2	3	2	2	2	3	3	2	2	3	4	2	3	2	3
None of these	4	4	5	5	4	4	4	5	6	5	5	3	3	2	6
Don't know	5	5	5	7	5	4	5	5	4	4	4	6	6	7	5

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split HH	1971	888	1084	558	675	738	1260	712	492	264	174	319	426	84	212
Unweighted Sample	2304	1120	1184	602	829	873	1596	708	509	300	205	354	593	117	226
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Approximately how much do you personally spend on visiting museums and galleries in a year?

Nothing (only go to free venues)	35	28	40	34	31	39	33	37	37	34	29	29	32	43	44
Under £30	38	41	35	43	37	34	38	37	39	39	40	37	40	22	34
£31-60	11	12	9	11	11	10	12	9	10	8	14	16	10	10	9
£61-90	3	3	3	3	4	2	3	2	3	2	3	4	2	4	3
£91-120	3	4	2	1	4	3	3	3	3	2	4	1	3	3	5
£121-150	1	1	1	0	1	1	1	1	1	0	0	1	1	5	0
£150-200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£200+	0	0	0	1	0	0	0	1	0	1	0	1	0	0	0
Don't know	10	10	10	8	11	10	10	10	8	14	10	11	11	12	5

Who do you usually go to the museums and art galleries with. Please tick all that apply.

With your partner	49	50	49	46	44	56	51	46	54	47	51	47	48	48	47
With family	42	38	46	43	52	33	43	42	42	42	48	37	45	44	41
By yourself	23	26	20	21	26	21	24	21	21	22	18	32	19	21	25
With a group of friends	20	17	23	30	17	16	19	23	19	16	18	27	20	16	22
With an organised tour group	3	2	3	4	2	2	2	4	3	2	2	3	3	1	1
Other	2	2	2	2	2	2	2	2	1	1	2	4	3	2	1
None of these	2	2	3	2	1	3	2	4	3	4	1	2	0	4	3
Don't know	2	3	2	4	2	1	1	4	1	2	4	2	3	3	1

Where do you look for advice on what museums and galleries to visit? Please tick all that apply.

Friends	28	25	30	29	24	29	29	25	28	26	24	33	25	22	33
Reviews in newspapers and magazines	28	27	29	19	27	36	32	22	25	26	30	32	30	26	26
Family members	22	21	24	27	20	21	23	22	22	24	24	22	22	22	22
Advertising	22	19	24	19	23	24	23	20	19	21	23	23	23	24	24
Reviews on the internet	18	21	16	22	24	11	18	19	18	15	18	21	20	19	16
Reviews on TV	8	9	7	6	8	9	9	5	6	6	11	11	9	5	5
Reviews on radio	6	5	6	4	6	6	6	4	2	6	9	9	6	5	5
Members of the public on the internet	5	5	5	9	4	4	4	7	6	7	4	5	3	6	5
A specific critic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	2	3	2	3	3	3	2	3	2	1	3	3	8	1
None of these	27	29	25	24	28	27	24	33	27	30	22	24	26	27	33
Don't know	9	10	8	14	8	6	8	10	11	10	15	9	7	12	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split HH	1971	888	1084	558	675	738	1260	712	492	264	174	319	426	84	212
Unweighted Sample	2304	1120	1184	602	829	873	1596	708	509	300	205	354	593	117	226
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following museums and galleries have you visited?

Natural History Museum, London	59	62	57	59	63	55	61	56	40	57	80	81	67	65	39
Science Museum, London	51	56	48	53	56	46	52	50	34	45	67	77	60	46	32
British museum, London	49	53	46	43	50	54	53	43	36	45	67	68	51	49	41
Madame Tussaud's	49	48	50	40	49	55	52	42	44	45	54	55	54	46	42
Victoria and Albert Museum, London	46	46	46	39	48	50	50	39	30	45	56	63	53	49	34
National Gallery, London	40	40	40	38	37	44	44	32	28	27	49	65	42	39	31
Imperial War Museum, London	39	48	32	38	40	38	39	39	24	28	50	65	44	39	29
Tate Modern, London	38	39	37	49	34	33	43	30	24	30	51	68	39	29	26
Tate Britain, London	34	35	33	39	31	33	36	30	20	24	44	61	37	28	27
The National Portrait Gallery, London	34	34	35	32	34	37	40	25	21	24	42	63	36	31	28
National Maritime Museum	23	28	19	19	25	24	24	21	16	12	33	39	26	21	17
Museum of London	19	22	17	18	21	19	21	17	7	12	27	46	18	17	13
Royal Academy	14	13	14	10	13	17	17	7	8	9	19	28	13	20	5
Museum of Science and Industry, Manchester	12	13	12	16	10	11	13	11	32	9	9	5	4	5	4
Somerset House	11	12	11	9	10	14	13	9	6	8	14	27	12	6	3
Liverpool Museum	10	10	10	7	10	12	10	9	23	8	5	2	5	18	5
Birmingham City Museum	8	8	8	3	7	11	9	4	3	32	3	3	7	5	1
Eureka!	7	5	8	9	7	6	7	6	20	6	2	3	2	1	2
Saatchi Gallery, London	7	8	6	12	5	5	6	7	2	4	11	19	5	5	3
The National Space Centre, East Midlands	5	5	5	5	6	4	5	5	3	21	3	2	3	2	2
Other	17	18	16	12	18	21	17	18	24	17	12	7	15	26	24
None of these	6	6	7	6	6	7	6	8	8	5	0	1	6	8	18
Don't know	2	2	2	3	2	1	2	3	2	3	1	2	1	5	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split II	2487	1157	1330	682	875	930	1525	962	641	345	232	356	549	124	241
Unweighted Sample	2738	1375	1363	698	990	1050	1823	915	622	361	256	384	708	152	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There is currently a debate over whether museums and galleries in this country should remain free to access. How important, if at all, do you think it is that they remain free?

Very important	67	66	69	65	68	69	67	68	70	58	69	72	69	65	65
Fairly Important	23	23	24	24	23	23	24	22	23	27	20	21	22	25	28
TOTAL IMPORTANT	90	89	93	89	91	92	91	90	93	85	89	93	91	90	93
Not very important	6	7	5	6	7	5	6	7	4	9	8	4	6	9	5
Not at all important	2	2	1	2	1	2	1	2	1	3	1	1	1	1	2
TOTAL NOT IMPORTANT	8	9	6	8	8	7	7	9	5	12	9	5	7	10	7
Don't know	2	2	2	3	2	1	2	2	2	2	2	2	2	0	1

Thinking about museums and galleries, to what extent, if at all, do you agree or disagree with the following statements

Museums and art galleries can be enjoyable for everyone

Strongly agree	56	54	58	56	58	55	57	55	57	46	60	63	55	56	60
Agree	35	36	34	33	35	37	36	35	35	42	30	32	36	38	32
TOTAL AGREE	91	90	92	89	93	92	93	90	92	88	90	95	91	94	92
Neither agree nor disagree	6	7	5	5	5	7	5	7	5	9	6	3	6	4	7
Disagree	1	1	1	3	1	1	1	2	1	1	3	1	1	1	1
Strongly disagree	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DISAGREE	1	1	1	3	1	1	1	2	1	1	3	1	1	1	1
Don't know	1	1	2	3	1	1	1	2	1	3	1	1	2	0	1

Anyone can enjoy going to museums and art galleries, no matter how old they are

Strongly agree	56	55	58	56	57	56	58	54	57	48	58	61	56	55	58
Agree	36	36	35	34	37	36	35	36	35	39	33	33	37	40	34
TOTAL AGREE	92	91	93	90	94	92	93	90	92	87	91	94	93	95	92
Neither agree nor disagree	5	7	4	5	5	6	5	6	5	9	5	2	5	4	7
Disagree	1	2	1	3	1	1	1	2	1	0	3	3	1	1	0
Strongly disagree	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DISAGREE	1	2	1	3	1	1	1	2	1	0	3	3	1	1	0
Don't know	1	1	2	3	1	1	1	2	1	3	1	1	1	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split II	2487	1157	1330	682	875	930	1525	962	641	345	232	356	549	124	241
Unweighted Sample	2738	1375	1363	698	990	1050	1823	915	622	361	256	384	708	152	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

I only go to museums and art galleries to make myself appear more intelligent

Strongly agree	1	1	1	2	1	0	1	1	0	1	1	3	0	0	1
Agree	1	1	1	2	2	0	2	0	2	1	0	3	1	0	1
TOTAL AGREE	2	2	2	4	3	0	3	1	2	2	1	6	1	0	2
Neither agree nor disagree	8	9	7	8	7	8	7	9	8	10	8	7	7	5	8
Disagree	39	39	39	40	38	39	37	42	38	45	42	40	35	34	40
Strongly disagree	50	49	50	46	51	51	53	45	51	41	47	47	55	60	49
TOTAL DISAGREE	89	88	89	86	89	90	90	87	89	86	89	87	90	94	89
Don't know	1	1	2	2	1	1	1	2	1	3	2	1	1	0	1

I haven't been to a museum or art gallery since I was at school

Strongly agree	2	3	1	3	2	2	1	3	1	4	3	3	2	3	0
Agree	2	2	3	2	4	2	3	2	3	1	3	2	4	2	1
TOTAL AGREE	4	5	4	5	6	4	4	5	4	5	6	5	6	5	1
Neither agree nor disagree	6	6	5	6	6	5	4	8	5	6	7	5	5	6	6
Disagree	32	29	35	31	30	35	32	33	28	39	39	27	32	38	31
Strongly disagree	56	59	54	54	59	56	59	52	62	47	47	61	56	51	60
TOTAL DISAGREE	88	88	89	85	89	91	91	85	90	86	86	88	88	89	91
Don't know	1	1	1	3	1	1	1	2	1	2	1	1	2	0	1

Too much public money is spent on museums and art galleries

Strongly agree	2	2	1	2	2	1	1	2	1	2	1	3	2	1	1
Agree	4	4	4	4	4	4	4	4	4	4	3	3	5	9	3
TOTAL AGREE	6	6	5	6	6	5	5	6	5	6	4	6	7	10	4
Neither agree nor disagree	23	21	24	21	22	25	21	24	24	25	19	19	23	18	25
Disagree	35	35	35	36	35	35	35	35	36	42	40	30	32	35	31
Strongly disagree	33	35	32	32	34	34	34	32	32	19	32	41	37	35	39
TOTAL DISAGREE	68	70	67	68	69	69	69	67	68	61	72	71	69	70	70
Don't know	3	2	4	5	3	2	3	4	3	7	4	3	3	2	2

	Gender		Age			Social Grade		Region							
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
SplitJJ Unweighted Sample	3514	1701	1813	1122	1211	1181	2013	1501	855	498	367	486	783	194	332
	3478	1784	1694	1004	1237	1237	2216	1262	783	464	351	454	901	194	331
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you listen to music of any kind?

More than five days a week	58	62	55	70	57	49	59	58	56	56	65	60	58	53	64
2 to 5 days a week	27	25	28	20	29	31	27	27	29	28	22	24	29	35	20
Once a week	7	6	7	4	7	9	6	8	7	6	8	6	5	7	7
2 to 3 times a month	2	2	3	1	2	3	3	2	3	3	2	3	2	1	2
Once a month	1	1	1	1	1	1	1	1	1	1	1	0	2	1	0
Less than once a month	2	2	3	1	1	5	2	2	3	3	2	1	2	2	3
I never listen to music	1	1	1	0	1	1	1	1	1	1	0	1	1	0	1
Don't know	2	2	2	2	2	1	2	2	1	2	0	5	1	1	2

Generally speaking, how many hours per week do you spend listening to music?

0 – 5 hours per week	37	34	41	29	39	43	38	36	39	37	40	36	36	37	36
5 – 15 hours per week	34	35	34	35	34	34	37	31	34	34	37	32	34	33	37
15 – 25 hours per week	12	15	9	16	11	8	10	14	11	10	9	11	13	15	13
25 – 35 hours per week	6	6	6	7	6	5	6	7	6	7	5	7	6	6	6
35+ hours per week	7	8	6	9	7	5	6	7	6	7	9	8	7	4	6
Don't know	4	3	4	4	3	4	3	4	4	5	1	6	3	5	3

How often do you normally buy or download music?

I buy or download some kind of music at least once a week	6	9	4	13	5	1	5	8	4	7	8	8	6	7	5
I buy or download music a few times a month	13	16	10	22	13	5	12	14	13	12	17	13	12	10	14
I buy or download music around once a month	12	14	10	14	14	7	12	11	13	11	10	11	10	15	14
I buy or download music every few months	25	24	26	23	28	24	28	21	25	24	23	24	24	27	26
I buy or download music once or year or less	13	11	14	7	14	16	12	13	13	13	13	7	15	14	13
I never buy or download music	27	23	31	16	22	43	27	27	28	27	25	30	29	24	22
Don't know	5	4	5	5	5	4	3	7	4	5	5	6	4	4	5

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitJJ	3514	1701	1813	1122	1211	1181	2013	1501	855	498	367	486	783	194	332
Unweighted Sample	3478	1784	1694	1004	1237	1237	2216	1262	783	464	351	454	901	194	331
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these genres of music do you most enjoy? Please tick all that apply.

Pop	58	53	63	62	64	48	58	58	59	58	62	54	58	58	55
Rock	54	61	49	58	60	45	54	55	53	56	51	49	57	59	58
Classical	34	35	32	15	29	56	39	26	33	31	33	35	37	30	34
R&B & Soul	30	25	34	32	33	23	30	30	29	31	33	36	28	24	24
Country & Easy Listening	29	30	29	14	21	51	30	29	30	27	24	24	31	24	41
Alternative & Indie	28	31	24	49	27	7	27	28	28	26	26	31	27	24	28
Soundtracks & Musicals	28	23	33	26	25	34	29	27	31	30	21	26	30	28	31
Jazz & Blues	22	26	19	13	23	31	25	18	21	20	23	25	24	19	20
Dance & Electronic	22	25	19	32	26	8	22	23	22	21	17	26	21	21	24
Folk & Songwriter	22	24	19	17	18	30	23	20	20	20	19	17	25	20	31
Hard Rock & Metal	21	27	15	23	26	14	19	23	23	22	17	17	23	24	17
Reggae	15	16	15	12	21	12	13	18	13	13	18	18	16	18	13
Rap & Hip-Hop	14	13	14	27	13	2	12	16	12	12	16	16	14	18	12
World Music	11	12	9	10	12	9	12	9	9	12	10	14	11	9	9
Children's Music	2	1	3	3	2	2	2	3	2	1	3	3	3	1	2
Other	5	5	5	3	4	8	5	5	6	5	3	4	6	7	3
None of these	1	1	1	1	1	1	1	1	1	1	2	1	0	0	0
Don't know	2	2	2	3	2	1	2	3	2	2	2	4	2	4	1

How much would you say you spend on music each month?

Under £10	73	67	78	72	69	77	74	71	75	76	69	61	77	77	70
£10-20	13	17	9	15	17	8	13	13	11	12	15	18	10	14	15
£21-35	3	4	2	4	3	2	3	2	2	3	4	3	3	1	5
£36-50	1	1	0	1	1	0	1	1	1	1	1	1	0	0	1
Over £50	1	1	0	1	0	0	1	1	0	1	1	1	0	0	1
Don't know	10	10	10	7	10	12	8	12	11	6	10	16	9	7	8

Would you describe your music taste is 'alternative' or 'mainstream'?

Alternative	27	35	19	43	27	12	24	31	27	29	28	32	25	28	24
Mainstream	56	49	63	44	58	66	61	50	56	56	63	48	58	58	57
Don't know	17	16	18	13	15	22	15	19	17	16	9	21	17	14	19

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitJJ	3514	1701	1813	1122	1211	1181	2013	1501	855	498	367	486	783	194	332
Unweighted Sample	3478	1784	1694	1004	1237	1237	2216	1262	783	464	351	454	901	194	331
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In which of the following situations do you listen to music

While exercising	33	31	35	54	32	14	34	32	30	31	38	36	31	34	36
While doing household chores	60	50	69	65	57	58	61	59	61	55	58	63	59	63	62
While working	33	40	27	44	34	22	31	37	31	34	30	39	33	29	37
While travelling	68	70	66	74	72	58	72	62	68	68	71	64	66	64	76
As a standalone activity	30	37	23	32	29	29	29	30	33	28	28	30	28	28	30
Other	6	6	6	5	6	7	6	6	5	4	3	7	7	7	9
None of these	3	2	3	2	2	4	2	3	2	2	3	3	2	6	3
Don't know	2	2	1	2	2	1	1	3	1	2	0	2	2	3	2

Where do you look for advice on what music to listen to?

Family members	17	17	18	19	18	15	18	17	18	16	16	14	15	26	26
Friends	26	26	25	38	23	16	26	26	24	21	26	31	24	30	28
A specific critic	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
Reviews on TV	8	9	6	8	9	6	7	8	8	7	9	7	6	8	11
Reviews on radio	17	18	16	19	19	12	18	15	15	14	19	20	17	20	19
Reviews in newspapers and magazines	12	15	9	11	12	12	13	10	12	10	10	11	14	9	17
Reviews on the internet	11	15	8	15	13	6	11	12	11	9	10	14	11	9	14
Members of the public on the internet	5	7	3	8	5	2	4	6	6	4	3	6	4	3	8
Advertising	9	9	8	10	10	6	8	9	9	7	10	10	7	10	10
Other	4	4	3	4	4	3	4	3	5	2	3	4	4	4	2
None of these	47	44	50	35	47	58	46	49	46	54	45	43	49	45	44
Don't know	6	5	8	8	6	6	7	6	9	5	5	7	6	5	4

Where do you go to find new music? Please tick all that apply.

The current charts	16	14	18	27	16	7	14	19	16	15	19	15	15	15	21
Music channels (e.g. MTV)	16	16	17	26	18	6	14	20	14	15	17	17	16	17	21
Radio shows and DJs	34	35	33	36	38	28	35	32	33	33	33	33	34	34	38
Specialist music sites online	13	18	8	18	14	8	13	13	15	12	12	15	13	10	10
Specialist music magazines	4	7	2	5	5	2	4	4	4	4	3	4	4	4	7
Music recommendations in newspapers/magazines	13	15	10	12	12	13	15	10	12	10	10	16	12	15	16
Friends and family	28	28	27	35	28	21	27	29	29	28	27	28	24	27	30
Recommendations by bands I follow	12	14	9	20	11	4	11	12	12	12	12	9	11	14	13
Other	4	5	3	6	3	3	4	4	3	4	3	5	5	2	4
None of these	25	24	26	14	24	36	25	26	24	27	24	23	26	27	27
Don't know	8	7	9	8	8	9	8	8	8	10	8	10	8	8	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitJJ	3514	1701	1813	1122	1211	1181	2013	1501	855	498	367	486	783	194	332
Unweighted Sample	3478	1784	1694	1004	1237	1237	2216	1262	783	464	351	454	901	194	331
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you could have a 'soundtrack' for your life, what would it be?

1	27	30	25	24	27	30	26	29	24	29	26	23	30	33	31
Don't know	73	70	75	76	73	70	74	71	76	71	74	77	70	67	69

Please say if you agree or disagree with the following statements.

Classical music is a genre of the past

Strongly agree	3	3	2	5	1	2	2	3	3	1	4	3	3	2	3
Agree	8	8	9	12	8	5	8	9	8	12	7	9	6	11	8
TOTAL AGREE	11	11	11	17	9	7	10	12	11	13	11	12	9	13	11
Neither agree nor disagree	24	26	22	24	27	22	20	29	25	28	27	23	22	23	21
Disagree	42	39	45	39	45	42	44	39	44	42	43	35	42	42	44
Strongly disagree	20	22	19	15	17	28	23	17	18	15	19	25	25	17	21
TOTAL DISAGREE	62	61	64	54	62	70	67	56	62	57	62	60	67	59	65
Don't know	3	2	3	5	2	1	2	4	3	3	0	4	2	5	4

Music has the power to change my mood

Strongly agree	30	29	31	35	29	25	30	29	29	26	31	37	30	27	27
Agree	54	53	55	53	52	57	55	52	53	57	55	47	55	60	56
TOTAL AGREE	84	82	86	88	81	82	85	81	82	83	86	84	85	87	83
Neither agree nor disagree	12	14	10	7	15	14	11	13	14	11	9	11	11	12	15
Disagree	2	2	2	1	2	2	2	1	2	2	2	2	2	0	1
Strongly disagree	1	0	1	0	1	1	0	1	0	1	1	0	1	0	0
TOTAL DISAGREE	3	2	3	1	3	3	2	2	2	3	3	2	3	0	1
Don't know	2	2	2	3	2	1	1	3	3	2	1	4	1	1	1

There is too much sex and violence in the music industry today

Strongly agree	11	10	13	7	8	18	11	11	10	12	9	12	13	12	9
Agree	26	21	31	25	22	32	27	25	25	24	26	31	26	21	25
TOTAL AGREE	37	31	44	32	30	50	38	36	35	36	35	43	39	33	34
Neither agree nor disagree	32	33	31	26	37	32	31	33	34	34	38	26	30	35	27
Disagree	19	21	17	29	21	9	20	18	20	18	20	15	19	22	24
Strongly disagree	6	8	4	7	7	4	5	7	5	6	3	6	6	5	9
TOTAL DISAGREE	25	29	21	36	28	13	25	25	25	24	23	21	25	27	33
Don't know	6	7	5	6	5	6	6	6	5	5	3	10	5	4	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
SplitJJ	3514	1701	1813	1122	1211	1181	2013	1501	855	498	367	486	783	194	332
Unweighted Sample	3478	1784	1694	1004	1237	1237	2216	1262	783	464	351	454	901	194	331

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

I wish I could play a musical instrument

Strongly agree	24	28	20	23	22	26	22	26	22	22	24	26	27	23	21
Agree	39	40	38	35	40	42	41	35	39	39	41	34	40	41	40
TOTAL AGREE	63	68	58	58	62	68	63	61	61	61	65	60	67	64	61
Neither agree nor disagree	20	18	23	20	22	19	20	21	21	22	22	19	19	19	20
Disagree	10	7	13	11	10	9	11	10	11	10	10	11	9	12	13
Strongly disagree	4	4	4	6	4	3	4	4	4	5	4	4	4	3	4
TOTAL DISAGREE	14	11	17	17	14	12	15	14	15	15	14	15	13	15	17
Don't know	2	2	3	5	2	1	2	3	3	3	0	5	1	2	2

My friends have the same music taste as me

Strongly agree	2	2	2	3	2	1	2	2	1	3	1	5	2	1	1
Agree	21	19	23	33	17	14	20	23	18	19	23	24	19	26	27
TOTAL AGREE	23	21	25	36	19	15	22	25	19	22	24	29	21	27	28
Neither agree nor disagree	42	43	40	31	43	51	43	40	42	43	47	38	43	37	40
Disagree	25	24	26	24	28	23	25	25	29	25	19	22	28	32	18
TOTAL DISAGREE	67	67	66	55	71	74	68	65	71	68	66	60	71	69	58
Strongly disagree	4	4	3	3	4	3	4	3	3	3	5	3	4	2	5
Don't know	6	7	6	6	6	8	6	7	6	7	6	8	6	3	9

There are some songs I like which I would not admit to other people

Strongly agree	5	6	5	11	3	2	4	7	5	6	6	12	4	2	4
Agree	23	28	19	34	24	12	22	24	21	24	21	20	23	32	28
TOTAL AGREE	28	34	24	45	27	14	26	31	26	30	27	32	27	34	32
Neither agree nor disagree	20	21	20	14	23	24	20	21	20	21	25	19	19	19	21
Disagree	37	31	42	30	36	43	40	33	40	34	34	36	37	37	34
Strongly disagree	12	11	12	7	11	17	12	12	11	13	13	9	15	9	11
TOTAL DISAGREE	49	42	54	37	47	60	52	45	51	47	47	45	52	46	45
Don't know	2	3	2	4	2	1	2	3	3	3	1	5	2	1	2

I have similar music taste to my parents

Strongly agree	1	1	1	2	1	1	1	2	1	2	2	2	1	1	1
Agree	16	11	20	23	10	15	14	18	13	16	18	18	14	15	19
TOTAL AGREE	17	12	21	25	11	16	15	20	14	18	20	20	15	16	20
Neither agree nor disagree	25	26	23	25	23	26	23	26	27	21	26	26	25	21	21
Disagree	37	39	35	31	44	36	40	33	36	42	39	31	36	45	38
Strongly disagree	17	18	16	15	21	16	18	17	18	16	14	16	21	15	15
TOTAL DISAGREE	54	57	51	46	65	52	58	50	54	58	53	47	57	60	53
Don't know	4	4	4	4	2	6	4	5	5	3	2	7	2	3	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	2840	1368	1472	808	1023	1010	1714	1126	659	385	327	395	663	161	251
Unweighted Sample	2928	1519	1409	745	1065	1118	1943	985	647	377	303	380	783	162	276
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you listen to the radio?

More than five days a week	58	60	57	48	63	62	63	51	60	60	62	51	58	53	62
2 to 5 days a week	30	31	29	35	28	27	27	34	32	29	25	34	29	30	27
Once a week	6	5	7	8	5	5	5	8	3	4	5	8	7	12	5
2 to 3 times a month	1	1	2	3	1	1	2	1	2	1	2	2	2	0	1
Once a month	1	1	1	2	1	1	1	1	1	0	1	1	1	0	2
Less than once a month	2	1	2	3	2	2	2	2	2	3	3	1	2	3	1
I never listen to the radio	1	1	1	1	0	1	1	1	0	1	2	1	0	1	0
Don't know	1	1	1	1	1	2	1	2	1	2	0	2	1	2	1

Generally speaking, how many hours per week do you spend listening to the radio?

0 – 5 hours per week	37	32	41	44	36	31	35	39	34	40	39	42	34	38	32
5 – 15 hours per week	36	40	32	34	37	37	38	33	39	32	35	31	34	42	44
15 – 25 hours per week	11	13	9	10	11	12	11	10	11	9	10	10	12	11	9
25 – 35 hours per week	7	6	7	3	7	9	7	6	8	8	5	4	8	4	8
35+ hours per week	7	6	7	5	7	8	6	8	6	7	8	9	8	1	5
Don't know	3	2	4	4	2	2	2	4	2	3	3	4	3	3	2

Split	2816	1361	1455	798	1020	998	1696	1120	656	379	321	390	660	159	251
Unweighted Sample	2909	1511	1398	737	1060	1112	1930	979	644	373	300	376	779	161	276
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following radio channels do you listen to most?

BBC Radio 1	13	11	15	31	9	2	11	15	11	13	15	9	13	25	11
BBC Radio 2	16	16	16	7	16	22	16	15	18	16	17	6	18	17	18
BBC Radio 3	1	1	1	0	0	2	1	1	0	1	1	1	1	0	0
BBC Radio 4	14	15	12	7	12	20	18	7	11	13	12	17	15	16	14
BBC World Service	1	0	1	0	0	1	1	1	1	0	1	1	1	2	0
Capital FM	6	4	7	9	5	4	5	7	6	7	3	12	3	3	5
Absolute Radio	3	3	3	5	4	1	3	3	3	1	2	9	2	0	2
Classic FM	4	4	5	2	2	8	4	3	5	4	3	3	5	3	3
Jazz FM	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
Planet Rock	1	1	0	1	2	0	1	1	1	1	0	1	1	0	0
Premier Radio	0	0	0	1	0	0	0	1	0	0	0	0	0	3	1
talkSPORT	3	5	1	1	5	2	2	4	5	2	1	4	3	2	2
Your local BBC station	6	5	6	1	4	12	6	6	8	10	4	2	6	2	5
A local commercial radio station	11	10	11	9	14	8	10	12	13	14	8	5	10	8	15
Other	20	21	19	21	24	15	20	20	16	15	28	26	19	17	23
None of these	2	1	2	3	1	1	1	2	1	2	3	2	2	2	1
Don't know	1	1	1	2	1	0	1	1	1	2	2	2	1	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	2816	1361	1455	798	1020	998	1696	1120	656	379	321	390	660	159	251
Unweighted Sample	2909	1511	1398	737	1060	1112	1930	979	644	373	300	376	779	161	276
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with the following statements?

1	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I only listen to the radio for the music															
Strongly agree	8	7	10	14	7	5	7	10	8	8	8	9	8	12	5
Agree	22	17	26	24	24	17	19	26	24	27	25	19	17	20	21
TOTAL AGREE	30	24	36	38	31	22	26	36	32	35	33	28	25	32	26
Neither agree nor disagree	19	21	17	18	18	21	17	22	19	16	21	15	20	20	21
Disagree	36	36	35	34	34	40	40	30	34	35	31	40	36	38	39
Strongly disagree	14	19	10	8	16	17	16	11	13	11	13	17	17	9	13
TOTAL DISAGREE	50	55	45	42	50	57	56	41	47	46	44	57	53	47	52
Don't know	1	1	2	2	2	0	1	1	2	2	1	1	1	1	1
I would prefer it if the radio DJ talked less															
Strongly agree	14	16	13	13	14	16	14	16	13	13	14	15	17	18	11
Agree	31	29	33	32	28	34	33	29	32	32	34	30	30	29	31
TOTAL AGREE	45	45	46	45	42	50	47	45	45	45	48	45	47	47	42
Neither agree nor disagree	33	37	29	28	37	33	31	36	29	35	33	41	31	30	34
Disagree	15	12	19	21	15	11	16	14	21	16	12	8	16	17	16
Strongly disagree	3	3	2	3	3	2	2	3	2	2	3	4	2	2	3
TOTAL DISAGREE	18	15	21	24	18	13	18	17	23	18	15	12	18	19	19
Don't know	3	2	4	3	3	4	4	2	3	2	3	2	4	3	5
I never miss an episode of the Archers															
Strongly agree	3	3	3	2	2	4	3	3	1	3	4	5	3	4	2
Agree	3	2	4	2	3	4	4	2	3	3	3	2	3	4	3
TOTAL AGREE	6	5	7	4	5	8	7	5	4	6	7	7	6	8	5
Neither agree nor disagree	6	7	6	6	5	7	6	7	6	7	4	8	7	4	4
Disagree	22	18	25	15	20	28	23	19	20	27	19	20	21	23	26
Strongly disagree	64	68	59	71	67	55	62	66	67	58	66	61	65	62	63
TOTAL DISAGREE	86	86	84	86	87	83	85	85	87	85	85	81	86	85	89
Don't know	3	2	3	4	2	2	2	3	2	2	3	4	2	4	2
The radio is the only way I keep up to date with new music															
Strongly agree	5	4	6	6	5	4	4	6	5	4	7	7	3	11	3
Agree	30	23	36	37	31	23	29	31	32	31	34	26	26	34	31
TOTAL AGREE	35	27	42	43	36	27	33	37	37	35	41	33	29	45	34
Neither agree nor disagree	26	29	23	17	25	33	25	28	26	27	27	23	27	23	27
Disagree	26	29	23	28	25	25	27	25	24	28	22	30	28	20	28
Strongly disagree	11	12	9	8	11	12	11	9	9	8	10	13	13	9	9
TOTAL DISAGREE	37	41	32	36	36	37	38	34	33	36	32	43	41	29	37
Don't know	2	2	3	3	2	2	3	2	4	2	1	2	2	3	3

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	2816	1361	1455	798	1020	998	1696	1120	656	379	321	390	660	159	251
Unweighted Sample	2909	1511	1398	737	1060	1112	1930	979	644	373	300	376	779	161	276
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

I like to have the radio on in the background in my home

Strongly agree	12	9	15	9	14	13	13	12	11	11	10	16	15	13	10
Agree	44	42	46	42	42	46	43	44	48	45	47	40	39	48	44
TOTAL AGREE	56	51	61	51	56	59	56	56	59	56	57	56	54	61	54
Neither agree nor disagree	22	26	19	24	23	21	21	25	20	25	23	28	20	18	23
Disagree	15	17	13	18	14	14	16	13	14	15	16	10	17	17	19
Strongly disagree	5	5	5	5	5	5	5	5	5	3	4	6	7	3	3
TOTAL DISAGREE	20	22	18	23	19	19	21	18	19	18	20	16	24	20	22
Don't know	1	1	2	2	2	1	1	2	2	2	1	1	1	1	1

I often talk to my friends about what I have heard on the radio

Strongly agree	4	5	4	6	5	2	4	5	3	4	6	6	4	6	5
Agree	33	31	36	39	34	29	35	31	37	29	34	31	31	38	34
TOTAL AGREE	37	36	40	45	39	31	39	36	40	33	40	37	35	44	39
Neither agree nor disagree	27	30	24	25	28	29	25	31	24	30	26	26	27	27	33
Disagree	23	22	24	20	22	28	25	22	24	26	21	24	25	18	21
Strongly disagree	10	11	9	8	9	12	10	10	9	9	11	12	11	9	5
TOTAL DISAGREE	33	33	33	28	31	40	35	32	33	35	32	36	36	27	26
Don't know	2	1	2	2	2	1	2	1	2	1	1	1	2	1	1

I only listen to the radio in my car

Strongly agree	7	7	7	11	7	4	6	8	4	6	11	8	6	14	7
Agree	17	18	16	22	16	14	16	19	20	19	16	15	14	22	17
TOTAL AGREE	24	25	23	33	23	18	22	27	24	25	27	23	20	36	24
Neither agree nor disagree	14	14	14	14	13	14	13	15	11	12	18	17	17	10	10
Disagree	40	39	41	32	41	45	44	34	41	48	34	35	39	39	44
Strongly disagree	20	21	19	17	21	21	19	21	22	13	17	22	22	13	21
TOTAL DISAGREE	60	60	60	49	62	66	63	55	63	61	51	57	61	52	65
Don't know	2	1	3	4	2	1	2	3	2	2	4	2	3	1	2

Split	2840	1368	1472	808	1023	1010	1714	1126	659	385	327	395	663	161	251
Unweighted Sample	2928	1519	1409	745	1065	1118	1943	985	647	377	303	380	783	162	276
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you own a radio?

Yes, I own a radio	84	84	84	66	87	94	85	81	87	85	80	78	87	78	83
Yes, but only as part of my car or another device such as my laptop	13	14	13	28	10	5	12	15	12	13	16	17	11	17	14
No, I do not own a radio	3	2	3	5	2	1	2	3	2	2	3	4	2	4	3
Don't know	1	1	0	1	0	0	0	1	0	1	1	2	0	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	713	281	432	123	213	378	483	230	161	81	67	125	166	42	71
Unweighted Sample	873	416	457	151	273	449	630	243	178	91	80	143	233	60	88
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you go to the opera?

More than once a week	0	0	0	0	1	1	0	1	0	0	2	2	0	0	0
Once a week	1	2	0	3	1	0	0	2	0	0	3	3	0	0	0
2 to 3 times a month	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0
Once a month	1	1	1	0	1	1	1	0	0	0	0	3	1	0	0
Once every two months	1	1	1	0	1	1	1	0	2	0	1	2	0	0	0
Between two and five times a year	8	8	9	5	9	9	11	3	11	6	2	12	6	7	9
Once a year	14	19	10	11	10	16	16	8	8	7	12	19	17	19	14
Once every two years	11	10	11	16	11	9	12	8	9	9	11	10	13	11	12
Less than once every two years	24	18	29	20	24	26	26	21	31	20	37	20	18	21	30
Never	39	39	38	39	42	37	31	54	37	57	33	27	43	40	35
Don't know	1	2	1	4	1	1	0	2	2	0	0	2	1	2	0

Are you a member of an operatic society?

Yes	2	2	2	3	1	2	1	3	2	2	2	3	1	0	1
No	97	96	98	92	98	98	98	94	98	98	95	94	97	100	99
Don't know	1	2	1	6	1	0	1	2	0	0	3	2	2	0	0

Split	21	12	10	10	4	7	8	13	3	2	3	7	5	0	1
Unweighted Sample	26	14	12	10	8	8	13	13	3	3	3	10	5	1	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have to pay to be a member of your operatic society?

Paid	39	33	47	31	31	58	33	42	43	47	25	29	44	100	100
Free	26	33	18	20	36	30	32	23	36	53	57	24	0	0	0
Don't know	35	34	35	49	33	12	34	35	21	0	18	47	56	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	438	172	267	75	124	239	332	106	102	35	45	91	94	25	47
Unweighted Sample	620	300	320	102	185	333	479	141	130	49	55	115	165	40	66
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Of the operas you've seen in the past year, what languages have been in? Please tick all that apply.

German	11	13	9	13	13	9	12	6	12	9	7	14	9	15	8
Italian	43	48	40	36	46	44	47	32	39	38	37	47	44	50	46
French	10	13	8	21	9	7	10	8	7	9	6	16	11	5	10
English	35	42	30	28	30	39	35	32	36	23	27	45	35	31	27
Russian	3	5	2	6	4	2	4	2	1	0	1	8	2	1	7
Other	3	2	3	5	3	2	3	2	2	0	1	7	2	6	0
None of these	21	14	26	11	26	22	18	31	28	29	16	7	20	27	34
Don't know	8	8	8	20	4	7	8	9	8	17	15	11	5	4	1

Split	438	172	267	75	124	239	332	106	102	35	45	91	94	25	47
Unweighted Sample	620	300	320	102	185	333	479	141	130	49	55	115	165	40	66
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following opera halls have you visited in the past year? Please tick all that apply.

Buxton Opera House	2	5	1	0	2	3	2	3	4	7	2	1	2	0	2
Coliseum Theatre, London	13	12	13	9	11	14	14	9	4	3	11	35	15	0	0
Glyndebourne, East Sussex	4	4	4	6	3	5	4	4	0	10	5	4	10	3	0
Grand Theatre, Leeds	4	2	5	4	6	2	4	2	12	3	0	1	0	0	3
The Lowry Centre, Manchester	5	7	3	3	7	4	5	4	18	4	0	0	0	2	0
Royal Opera House, London	17	21	15	23	16	16	20	9	6	16	20	34	18	19	4
Sadler's Wells Theatre, London	8	8	8	9	7	8	8	6	1	16	13	16	5	6	0
Grange Park Opera, Hampshire	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0
Opera Bastille, Paris	1	1	1	4	1	1	1	1	1	0	0	0	1	0	8
Palais Garnier, Paris	1	1	1	0	2	0	1	0	0	0	0	3	0	0	0
Theatre du Chatelet, Paris	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
Sydney Opera House, Sydney	2	2	2	5	0	2	2	1	0	1	7	2	1	0	5
Metropolitan Opera, New York	3	3	2	2	4	2	3	2	5	1	5	1	0	0	3
Vienna Musikverein, Vienna	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Vienna State Opera, Vienna	3	3	3	3	3	2	2	3	0	0	7	5	2	5	0
Other	12	17	10	13	10	13	13	10	14	10	5	8	9	37	19
None of these	49	38	56	34	50	53	48	53	47	62	54	36	49	46	64
Don't know	3	4	2	9	3	1	2	6	3	0	0	5	4	0	3

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	713	281	432	123	213	378	483	230	161	81	67	125	166	42	71
Unweighted Sample	873	416	457	151	273	449	630	243	178	91	80	143	233	60	88
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following is your favourite opera venue?

Buxton Opera House	1	2	1	2	0	2	1	2	2	4	3	0	0	0	0
Coliseum Theatre, London	2	2	3	1	2	3	2	2	0	1	2	6	3	3	0
Glyndebourne, East Sussex	4	5	4	5	2	6	6	2	2	0	3	9	7	2	6
Grand Theatre, Leeds	1	1	0	3	1	0	0	2	2	0	0	2	0	0	0
The Lowry Centre, Manchester	1	3	0	6	0	0	0	4	6	0	0	0	0	0	0
Royal Opera House, London	13	12	13	12	9	15	15	7	8	9	20	23	14	8	3
Sadler's Wells Theatre, London	1	1	1	0	0	1	1	0	0	0	1	1	2	0	0
Grange Park Opera, Hampshire	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Opera Bastille, Paris	1	1	1	1	0	1	0	1	1	0	0	1	1	0	1
Palais Garnier, Paris	0	1	0	0	1	0	0	1	0	0	0	1	0	3	0
Theatre du Chatelet, Paris	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0
Sydney Opera House, Sydney	3	3	3	5	2	3	3	3	6	2	1	1	2	0	3
Metropolitan Opera, New York	1	1	1	0	1	0	1	0	1	0	0	0	0	0	3
Vienna Musikverein, Vienna	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Vienna State Opera, Vienna	1	2	1	0	1	2	2	1	1	2	0	2	2	2	1
Other	2	3	2	2	3	2	3	1	5	2	1	1	2	2	2
None of these	29	28	30	17	32	32	28	32	28	48	23	15	28	42	39
Don't know	38	36	39	45	44	32	36	41	39	32	45	36	36	40	42

Split	438	172	267	75	124	239	332	106	102	35	45	91	94	25	47
Unweighted Sample	620	300	320	102	185	333	479	141	130	49	55	115	165	40	66
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Approximately how much do you spend on attending the opera in a year?

Nothing (only go to free venues)	15	12	16	12	15	15	14	17	14	13	17	15	17	9	12
Under £30	24	19	27	36	26	20	23	29	33	27	26	13	18	22	37
£31-60	15	20	11	13	14	16	15	15	11	18	27	10	12	29	17
£61-90	10	11	9	11	12	8	10	8	8	15	6	9	9	20	9
£91-120	6	9	4	5	3	8	6	4	5	8	6	5	7	2	8
£121-150	2	3	2	1	3	3	3	2	1	0	2	4	4	0	1
£150-200	4	3	4	4	3	5	5	0	3	0	5	4	6	2	5
£200+	4	4	3	0	3	5	4	2	3	3	1	8	4	2	0
Don't know	21	19	23	19	23	21	21	23	23	16	9	32	23	15	12

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	438	172	267	75	124	239	332	106	102	35	45	91	94	25	47
Unweighted Sample	620	300	320	102	185	333	479	141	130	49	55	115	165	40	66
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you usually go to the opera with. Please tick all that apply.

By yourself	12	13	12	9	19	9	14	6	10	19	12	16	9	6	13
With family	25	12	33	33	23	23	24	27	34	28	22	19	23	18	23
With your partner	44	58	35	39	40	47	45	38	41	44	54	39	45	48	44
With a group of friends	23	14	30	27	24	22	24	21	30	9	26	29	21	13	16
With an organised tour group	2	3	2	7	4	1	2	5	1	4	2	5	1	3	4
Other	4	4	3	2	4	4	3	5	2	1	5	5	3	6	6
None of these	6	5	6	1	4	8	4	9	6	18	0	3	6	3	5
Don't know	4	5	3	11	5	2	3	9	2	9	3	6	3	5	3

Where do you look for advice on what opera to see? Please tick all that apply.

Family members	15	14	16	24	18	12	14	20	15	26	10	17	17	17	6
Friends	18	15	20	18	19	17	19	16	16	17	17	20	16	31	16
A specific critic	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Reviews on TV	5	5	5	4	5	6	5	7	4	10	3	7	3	7	5
Reviews on radio	9	9	8	2	13	8	9	7	3	9	8	9	16	5	7
Reviews in newspapers and magazines	26	33	22	14	21	33	28	21	17	22	35	35	28	19	25
Reviews on the internet	9	10	9	17	12	5	8	13	6	11	3	11	12	12	9
Members of the public on the internet	2	2	3	5	2	2	2	4	3	4	0	2	3	0	2
Advertising	15	12	16	20	11	15	15	14	9	15	12	15	13	30	24
Other	3	3	3	1	6	2	3	3	6	3	2	2	2	0	5
None of these	29	28	30	25	21	35	31	22	31	46	34	21	30	18	28
Don't know	12	10	14	22	15	8	10	19	16	4	11	14	11	4	16

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split	713	281	432	123	213	378	483	230	161	81	67	125	166	42	71
Unweighted Sample	873	416	457	151	273	449	630	243	178	91	80	143	233	60	88
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with the following statements

Going to the opera is a luxury

Strongly agree	30	28	32	34	34	27	28	35	28	29	36	36	31	24	23
Agree	43	41	44	47	41	43	47	34	50	40	36	40	41	34	50
TOTAL AGREE	73	69	76	81	75	70	75	69	78	69	72	76	72	58	73
Neither agree nor disagree	17	20	15	8	15	21	16	20	13	15	20	18	20	15	18
Disagree	5	6	5	3	4	7	6	4	5	7	5	4	5	11	6
Strongly disagree	1	1	0	1	1	1	1	1	0	3	0	0	0	1	2
TOTAL DISAGREE	6	7	5	4	5	8	7	5	5	10	5	4	5	12	8
Don't know	4	4	3	6	5	2	2	7	3	7	3	2	2	16	1

Anyone can enjoy opera

Strongly agree	18	15	20	20	18	18	18	20	19	14	13	22	19	23	19
Agree	51	46	54	42	48	56	54	45	56	45	50	48	55	48	47
TOTAL AGREE	69	61	74	62	66	74	72	65	75	59	63	70	74	71	66
Neither agree nor disagree	17	23	12	20	19	14	15	19	16	15	28	19	14	15	11
Disagree	9	10	8	11	8	8	9	8	5	14	7	9	8	10	14
Strongly disagree	2	3	2	1	3	2	2	3	2	6	0	0	2	0	8
TOTAL DISAGREE	11	13	10	12	11	10	11	11	7	20	7	9	10	10	22
Don't know	3	3	3	6	5	1	2	6	3	7	3	3	3	5	1

I often cry when watching the opera

Strongly agree	5	4	6	10	5	4	4	7	4	1	8	8	6	2	7
Agree	16	8	21	17	18	14	17	13	10	11	10	17	24	27	12
TOTAL AGREE	21	12	27	27	23	18	21	20	14	12	18	25	30	29	19
Neither agree nor disagree	29	31	28	12	33	33	29	30	35	27	31	28	28	31	22
Disagree	29	29	29	24	23	34	32	23	28	32	26	32	28	16	38
Strongly disagree	11	17	7	12	10	11	11	9	8	15	16	8	7	11	19
TOTAL DISAGREE	40	46	36	36	33	45	43	32	36	47	42	40	35	27	57
Don't know	10	11	10	25	11	4	6	18	15	15	9	7	7	13	3

The days of the opera are in the past

Strongly agree	2	4	1	7	1	1	1	5	0	3	1	5	1	0	3
Agree	4	5	3	11	5	1	3	6	6	1	0	2	4	0	10
TOTAL AGREE	6	9	4	18	6	2	4	11	6	4	1	7	5	0	13
Neither agree nor disagree	19	21	18	15	26	16	19	19	21	20	26	18	13	15	23
Disagree	39	33	43	39	34	42	41	35	37	50	36	36	40	37	38
Strongly disagree	33	34	31	21	28	39	35	28	32	18	34	36	38	44	25
TOTAL DISAGREE	72	67	74	60	62	81	76	63	69	68	70	72	78	81	63
Don't know	4	3	4	7	6	2	2	7	3	7	4	3	4	4	1