YouGov Survey Results
Results for Band and Brown

YouGov interviewed 777 people aged 16-19 online between 16th and 21st December 2005

BASE: all 16-19 year olds

	Total
Unweighted N	777
	%

Thinking now about television…

Do you watch any of the following TV programmes? [Please tick all that apply]

Big Brother	49
Pop Idol	24
I'm A Celebrity Get Me Out Of Here	38
Fame Academy	13
Wife Swap	20
The X Factor	49
Other 'reality' TV programmes	24
I do not watch any 'reality' TV programmes	27

Thinking about the idea of being famous…

Which of the following best describes your attitude?

It's my main ambition to be famous	3
I would quite like to be famous	14
I wouldn't mind being famous	39
I wouldn't really want to be famous	31
I definitely would not want to be famous	9
Don't know	4

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YouGov Survey Results
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BASE: those who would like/wouldn't mind being famous

	Total
Unweighted N	438
	%

How would you like to become famous? [Please tick all that apply]

By going on a reality TV show, e.g. Big Brother	7
By going on a reality TV talent show, e.g. Pop Idol	7
By waiting to be 'discovered'	11
By becoming a sportsman/woman	16
By becoming a musician	28
By becoming an artist	11
By becoming an author / novellist	16
By starting a successful business	32
Through academic achievement	25
By becoming a model	11
By inventing something / scientific achievement	19
By becoming a politician	16
By becoming an actor / actress	20
Other	13
Don't know	6
N/A	0

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YouGov Survey Results
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BASE: those who would like/wouldn't mind being famous

	Total
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	%

Which of the following well known people would you most like to be?

Jordan	2
Jade Goody	0
J K Rowling	8
Jamie Oliver	2
Richard Branson	11
Abi Titmuss	1
Alan Sugar	3
Tara Palmer-Tompkinson	1
Frank Lampard	4
Ms Dynamite	3
Callum Best	0
Kelly Holmes	2
Jodie Marsh	1
Freddy Flintoff	5
David Beckham	8
Tony Blair	4
Stephen Hawking	3
David Attenborough	4
Janet Street-Porter	1
Other (please specify on the next page)	12
None of these	24

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YouGov Survey Results
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BASE: those who would like/wouldn't mind being famous

	Total
Unweighted N	438
	%
Why would you like to be famous? [Please tick all that apply]	
Money	56
I think it's the only way to be successful	5
I want everyone to know who I am	19
I want to appear more attractive	7
I don't know what else I should do with my life	3
I want to feel accepted	9
I want to be successful	56
I want to prove people wrong	26
I've always wanted to be famous	11
It's an easy way of earning money without skills and qualifications	9
Other	8
Don't know	6
N/A	2
How likely do you think it is that you will become famous?	
Very likely	3
Fairly likely	13
Fairly unlikely	46
Very unlikely	33
Don't know	5

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YouGov Survey Results
Results for Band and Brown

BASE: all 16-19 year olds

	Total
Unweighted N	777
	%
Have you ever applied to be on a reality TV show?	
Yes	1
No	99

BASE: those who have applied

	Total
Unweighted N	6
	%
Have you ever done any of the following? [Please tick all that apply]	
Taken a day off from school / college in order to apply for a reality TV show	17
Considered leaving school / college in order to concentrate on applying for reality TV shows or spend more time trying to get on TV	17
Actually left school / college in order to concentrate on applying for reality TV / trying to get on TV	0
Applied for a reality TV show and appeared on TV	17
Have not done any of these	67

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	Total
Unweighted N	777
	%
If you were offered the chance to be on a reality TV show but had to drop out of education / training to do so, would you do it?	
Would definitely drop out of education to be on TV	4
Would probably drop out of education to be on TV	7
Would probably NOT drop out of education to be on TV	22
Would definitely NOT drop out of education to be on TV	57
Don't know	8
Not applicable	2

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