

Who do you think should replace Phillip Schofield as co-presenter on ITV's This Morning?

Total sample size: 7,397

Nationally representative sample size: 1,854

GB Sample Spec	Alison Hammond		Dermot O'Leary		Rylan Clark		Rochelle Humes		Other	
TOTALS	600 - 32%		525 - 28%		505 - 27%		107 - 6%		117 - 6%	
Gender	Results									
Male	161	24%	226	34%	145	22%	60	9%	73	11%
Female	435	37%	297	25%	358	30%	47	4%	43	4%
Neither	4	44%	2	22%	2	22%	0	0%	1	11%
AgeRange	Results									
18-24	130	44%	56	19%	60	20%	15	5%	34	12%
25-34	169	40%	95	22%	115	27%	28	7%	20	5%
35-44	105	31%	112	33%	100	30%	9	3%	12	4%
45-54	85	28%	97	32%	86	28%	14	5%	25	8%
55-64	50	22%	67	30%	79	35%	17	8%	12	5%
65+	61	23%	98	37%	65	25%	24	9%	14	5%
SocialGrade	Results									
AB	133	30%	123	28%	116	26%	32	7%	35	8%
C1	188	33%	175	31%	163	29%	26	5%	16	3%
C2	125	31%	111	28%	115	29%	21	5%	30	7%
DE	154	35%	116	26%	111	25%	28	6%	36	8%

GB Sample Spec	Alison Hammond		Dermot O'Leary		Rylan Clark		Rochelle Humes		Other	
Region	Results									
North East	22	29%	22	29%	21	28%	4	5%	6	8%
North West	56	28%	68	34%	58	29%	8	4%	11	5%
Yorkshire and The Humber	44	30%	38	26%	41	28%	12	8%	11	8%
East Midlands	45	33%	36	27%	35	26%	11	8%	8	6%
West Midlands	83	43%	49	25%	39	20%	6	3%	17	9%
East of England	54	33%	48	29%	48	29%	6	4%	9	5%
London	80	30%	91	34%	62	23%	20	7%	18	7%
South East	92	33%	76	27%	87	31%	13	5%	11	4%
South West	48	33%	41	28%	37	25%	10	7%	10	7%
Wales	26	27%	19	19%	32	33%	13	13%	8	8%
Scotland	50	35%	37	26%	45	31%	4	3%	8	6%