

# Are you more or less likely to watch ITV's This Morning without Phillip Schofield presenting?

Total sample size: 8,203

Nationally representative sample size: 2,671

GB Sample Spec	I will watch it more		No change		I will watch it less		I might start watching it	
<b>TOTALS</b>	386 - 14%		1793 - 67%		218 - 8%		274 - 10%	
<b>Gender</b>	<b>Results</b>							
Male	178	16%	699	64%	82	7%	139	13%
Female	206	13%	1085	70%	136	9%	132	8%
Neither	2	14%	9	64%	0	0%	3	21%
<b>AgeRange</b>	<b>Results</b>							
18-24	50	15%	182	55%	36	11%	64	19%
25-34	74	13%	376	67%	39	7%	70	13%
35-44	60	12%	364	73%	34	7%	43	9%
45-54	51	11%	340	75%	31	7%	30	7%
55-64	64	17%	252	66%	37	10%	28	7%
65+	87	20%	279	63%	41	9%	39	9%
<b>SocialGrade</b>	<b>Results</b>							
AB	82	13%	413	67%	48	8%	76	12%
C1	115	15%	550	70%	62	8%	58	7%
C2	83	14%	402	69%	42	7%	59	10%
DE	106	16%	428	63%	66	10%	81	12%

<b>GB Sample Spec</b>	<b>I will watch it more</b>		<b>No change</b>		<b>I will watch it less</b>		<b>I might start watching it</b>	
<b>Region</b>	<b>Results</b>							
North East	6	<b>6%</b>	73	<b>74%</b>	11	<b>11%</b>	8	<b>8%</b>
North West	45	<b>14%</b>	220	<b>69%</b>	20	<b>6%</b>	34	<b>11%</b>
Yorkshire and The Humber	35	<b>17%</b>	146	<b>70%</b>	7	<b>3%</b>	22	<b>10%</b>
East Midlands	27	<b>13%</b>	141	<b>69%</b>	14	<b>7%</b>	22	<b>11%</b>
West Midlands	46	<b>18%</b>	166	<b>64%</b>	14	<b>5%</b>	33	<b>13%</b>
East of England	39	<b>16%</b>	157	<b>64%</b>	24	<b>10%</b>	25	<b>10%</b>
London	47	<b>13%</b>	245	<b>67%</b>	28	<b>8%</b>	43	<b>12%</b>
South East	60	<b>16%</b>	247	<b>65%</b>	37	<b>10%</b>	36	<b>9%</b>
South West	28	<b>12%</b>	148	<b>65%</b>	29	<b>13%</b>	21	<b>9%</b>
Wales	17	<b>12%</b>	99	<b>71%</b>	6	<b>4%</b>	18	<b>13%</b>
Scotland	36	<b>16%</b>	151	<b>67%</b>	28	<b>12%</b>	12	<b>5%</b>