

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: 2,397

GB Sample Spec	I will watch it more		No change		I will watch it less	
TOTALS	386 - 16%		1793 - 75%		218 - 9%	
Gender	Results					
Male	178	19%	699	73%	82	9%
Female	206	14%	1085	76%	136	10%
Neither	2	18%	9	82%	0	0%
AgeRange	Results					
18-24	50	19%	182	68%	36	13%
25-34	74	15%	376	77%	39	8%
35-44	60	13%	364	79%	34	7%
45-54	51	12%	340	81%	31	7%
55-64	64	18%	252	71%	37	10%
65+	87	21%	279	69%	41	10%
SocialGrade	Results					
AB	82	15%	413	76%	48	9%
C1	115	16%	550	76%	62	9%
C2	83	16%	402	76%	42	8%
DE	106	18%	428	71%	66	11%

GB Sample Spec	I will watch it more		No change		I will watch it less	
Region	Results					
North East	6	7%	73	81%	11	12%
North West	45	16%	220	77%	20	7%
Yorkshire and The Humber	35	19%	146	78%	7	4%
East Midlands	27	15%	141	77%	14	8%
West Midlands	46	20%	166	73%	14	6%
East of England	39	18%	157	71%	24	11%
London	47	15%	245	77%	28	9%
South East	60	17%	247	72%	37	11%
South West	28	14%	148	72%	29	14%
Wales	17	14%	99	81%	6	5%
Scotland	36	17%	151	70%	28	13%