

# Who do you think is a better TV presenter?

Total sample size: 8,203

Nationally representative sample size: 2,397

GB Sample Spec	Phillip Schofield		Holly Willoughby		Not sure	
<b>TOTALS</b>	342 - 14%		825 - 34%		1230 - 51%	
<b>Gender</b>	<b>Results</b>					
Male	138	14%	376	39%	445	46%
Female	204	14%	447	31%	776	54%
Neither	0	0%	2	18%	9	82%
<b>AgeRange</b>	<b>Results</b>					
18-24	30	11%	116	43%	122	46%
25-34	39	8%	224	46%	226	46%
35-44	63	14%	140	31%	255	56%
45-54	62	15%	121	29%	239	57%
55-64	65	18%	102	29%	186	53%
65+	83	20%	122	30%	202	50%
<b>SocialGrade</b>	<b>Results</b>					
AB	76	14%	181	33%	286	53%
C1	101	14%	232	32%	394	54%
C2	69	13%	192	36%	266	50%
DE	96	16%	220	37%	284	47%

GB Sample Spec	Phillip Schofield		Holly Willoughby		Not sure	
Region	Results					
North East	22	<b>24%</b>	26	<b>29%</b>	42	<b>47%</b>
North West	52	<b>18%</b>	94	<b>33%</b>	139	<b>49%</b>
Yorkshire and The Humber	17	<b>9%</b>	71	<b>38%</b>	100	<b>53%</b>
East Midlands	14	<b>8%</b>	72	<b>40%</b>	96	<b>53%</b>
West Midlands	21	<b>9%</b>	86	<b>38%</b>	119	<b>53%</b>
East of England	31	<b>14%</b>	71	<b>32%</b>	118	<b>54%</b>
London	46	<b>14%</b>	102	<b>32%</b>	172	<b>54%</b>
South East	53	<b>15%</b>	127	<b>37%</b>	164	<b>48%</b>
South West	36	<b>18%</b>	60	<b>29%</b>	109	<b>53%</b>
Wales	18	<b>15%</b>	39	<b>32%</b>	65	<b>53%</b>
Scotland	32	<b>15%</b>	77	<b>36%</b>	106	<b>49%</b>