

Do you think ITV should have kept Phillip Schofield rather than Holly Willoughby?

Total sample size: 8,203

Nationally representative sample size: 2,397

GB Sample Spec	Yes		No		Not sure	
TOTALS	246 - 10%		1090 - 45%		1061 - 44%	
Gender	Results					
Male	107	11%	471	49%	381	40%
Female	139	10%	614	43%	674	47%
Neither	0	0%	5	45%	6	55%
AgeRange	Results					
18-24	20	7%	137	51%	111	41%
25-34	20	4%	253	52%	216	44%
35-44	33	7%	206	45%	219	48%
45-54	47	11%	165	39%	210	50%
55-64	59	17%	151	43%	143	41%
65+	67	16%	178	44%	162	40%
SocialGrade	Results					
AB	61	11%	238	44%	244	45%
C1	58	8%	316	43%	353	49%
C2	62	12%	259	49%	206	39%
DE	65	11%	277	46%	258	43%

GB Sample Spec	Yes		No		Not sure	
Region	Results					
North East	17	19%	30	33%	43	48%
North West	32	11%	124	44%	129	45%
Yorkshire and The Humber	19	10%	92	49%	77	41%
East Midlands	12	7%	92	51%	78	43%
West Midlands	16	7%	111	49%	99	44%
East of England	19	9%	105	48%	96	44%
London	37	12%	139	43%	144	45%
South East	26	8%	157	46%	161	47%
South West	26	13%	86	42%	93	45%
Wales	15	12%	56	46%	51	42%
Scotland	27	13%	98	46%	90	42%