

Should ITV scrap This Morning altogether now?

Total sample size: 8,203

Nationally representative sample size: 2,397

GB Sample Spec	Yes	No
TOTALS	684 - 29%	1713 - 71%
Gender	Results	
Male	334 35%	625 65%
Female	347 24%	1080 76%
Neither	3 27%	8 73%
AgeRange	Results	
18-24	70 26%	198 74%
25-34	110 22%	379 78%
35-44	109 24%	349 76%
45-54	117 28%	305 72%
55-64	125 35%	228 65%
65+	153 38%	254 62%
SocialGrade	Results	
AB	151 28%	392 72%
C1	186 26%	541 74%
C2	164 31%	363 69%
DE	183 31%	417 70%

GB Sample Spec	Yes		No	
Region	Results			
North East	28	31%	62	69%
North West	72	25%	213	75%
Yorkshire and The Humber	49	26%	139	74%
East Midlands	44	24%	138	76%
West Midlands	55	24%	171	76%
East of England	55	25%	165	75%
London	109	34%	211	66%
South East	108	31%	236	69%
South West	50	24%	155	76%
Wales	41	34%	81	66%
Scotland	73	34%	142	66%