



Britain's Got Talent Final Survey

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Fieldwork Dates: 8th – 12th May 2012

Data Collection Method: The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled: All adults aged 18+ in England, Scotland and Wales.

Sample Size: 507

Data Weighting: Data were weighted by gender, age, region and likelihood to vote.

Data were analysed and weighted by Danny Kelly and presented by Damian Lyons Lowe and Charlotte Jee of Suration.

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TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

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15 - 18	5	Q3-Q5. Who is your TOP 3 favourite acts remaining in the competition? Base: All respondents who have watched 'Britain's Got Talent'
19 - 20	6	Q6. On a scale of 0 to 10, with 10 meaning CERTAINLY will vote (or have already voted) and 0 meaning certainly will NOT vote, how likely would you be to vote in the 'Britain's Got Talent' Final this weekend? Base: All respondents who have watched 'Britain's Got Talent'
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TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 1

Q2. How often do you watch the present series of ITV's 'Britain's Got Talent'

Base: All respondents

	Gender		Age				Region					
	Total	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	507	177	330	62	57	263	125	80	134	99	138	56
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
I watch 'Britain's Got Talent' every week live on TV	364	117	247	41	74	150	100	53	113	79	91	29
	71.8%	72.6%	71.4%	84.3%	66.0%	70.0%	75.0%	81.3%	74.8%	64.9%	71.1%	68.7%
I watch 'Britain's Got Talent' every week on catchup	72	17	54	3	27	28	14	4	9	32	18	8
	14.1%	10.6%	15.8%	6.2%	24.0%	13.1%	10.3%	6.7%	6.1%	26.6%	13.9%	19.1%
I watch 'Britain's Got Talent' some weeks but not all	54	19	35	4	6	31	13	3	18	10	18	5
	10.7%	11.9%	10.1%	8.8%	5.1%	14.7%	9.5%	4.2%	12.0%	8.5%	14.2%	11.2%
I have watched 'Britain's Got Talent' only occasionally	17	8	9	*	5	5	7	5	11	-	1	*
	3.4%	4.9%	2.7%	0.7%	4.9%	2.2%	5.2%	7.8%	7.1%	-	0.8%	1.0%
I have not watched "Britain's Got Talent" at all	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 1

Q2. How often do you watch the present series of ITV's 'Britain's Got Talent'

Base: All respondents

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnes (Singer-songwriter/guitarist)	Don't know	
Total																	
Unweighted Total	507	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	71
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
I watch 'Britain's Got Talent' every week live on TV	364 71.8%	95 67.2%	98 78.4%	34 72.7%	6 100.0%	11 63.7%	-	-	-	14 100.0%	-	15 69.0%	32 66.8%	3 46.9%	1 22.7%	29 68.3%	26 76.3%
I watch 'Britain's Got Talent' every week on catchup	72 14.1%	32 22.9%	10 7.9%	4 7.7%	-	2 13.4%	-	-	-	-	-	2 10.6%	6 12.8%	3 53.1%	-	10 24.4%	2 4.8%
I watch 'Britain's Got Talent' some weeks but not all	54 10.7%	13 9.0%	9 7.0%	9 18.7%	-	2 12.9%	-	-	-	-	-	3 13.7%	9 19.0%	-	-	3 7.3%	6 18.4%
I have watched 'Britain's Got Talent' only occasionally	17 3.4%	1 1.0%	8 6.7%	* 0.9%	-	2 10.0%	-	-	-	-	-	1 6.7%	1 1.4%	-	3 77.3%	-	* 0.6%
I have not watched "Britain's Got Talent" at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 2

Q3. Who is your favourite act out of all those remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Total	Gender		Age				Region				
		Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	490	171	319	61	55	254	120	75	128	96	136	55
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Ashleigh & Pudsey (Dancing dog act)	141 27.9%	23 14.0%	119 34.4%	9 17.7%	47 42.6%	63 29.4%	23 16.8%	20 30.9%	36 23.7%	41 33.8%	27 21.2%	17 41.8%
Jonathan & Charlotte (Opera duo)	125 24.6%	54 33.7%	70 20.3%	3 7.0%	22 19.6%	55 25.6%	45 33.4%	13 20.5%	40 26.5%	31 25.9%	32 24.9%	8 18.8%
Only Boys Aloud (Male choir)	47 9.3%	25 15.2%	23 6.6%	4 7.3%	10 8.8%	16 7.4%	18 13.5%	3 3.9%	8 5.0%	13 10.4%	23 17.5%	2 5.0%
Kai & Natalia (Ballroom dancers)	6 1.2%	2 0.9%	5 1.3%	- -	- -	3 1.2%	3 2.6%	1 1.5%	4 2.7%	- -	1 0.8%	- -
Sam Kelly (Singer/guitarist)	17 3.4%	6 3.7%	11 3.2%	* 0.7%	1 1.3%	5 2.5%	10 7.5%	2 2.5%	14 9.1%	- -	2 1.4%	* 0.4%
Callum Oakley (Comedian)	-	-	-	-	-	-	-	-	-	-	-	-
Martyn Crofts (Dalek impersonator)	-	-	-	-	-	-	-	-	-	-	-	-
Strictly Wheels (Dance duo)	-	-	-	-	-	-	-	-	-	-	-	-
Nu Sxool (Dance troupe)	14 2.8%	6 3.5%	8 2.4%	5 9.8%	-	8 3.5%	2 1.3%	1 2.1%	4 2.5%	5 3.9%	2 1.9%	2 4.2%
Hope Murphy (Singer)	-	-	-	-	-	-	-	-	-	-	-	-
Molly Rainford (Singer)	22 4.3%	11 6.6%	11 3.3%	8 17.1%	-	9 4.4%	4 3.1%	3 4.4%	9 6.0%	4 3.4%	1 1.1%	4 10.7%
Loveable Rogues (Acoustic rap group)	48 9.5%	21 12.7%	28 8.0%	7 13.9%	3 2.3%	25 11.6%	14 10.5%	4 6.3%	9 5.9%	17 14.2%	15 11.9%	3 6.3%
Face Team (Basketball stunt team)	6 1.1%	-	6 1.6%	* 0.7%	3 2.6%	-	2 1.7%	-	2 1.5%	-	3 2.5%	-
Aquabatique (Synchronised swimmers)	4 0.8%	2 1.3%	2 0.6%	1 1.9%	2 2.2%	1 0.3%	-	3 3.9%	-	-	1 1.2%	-

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 2

Q3. Who is your favourite act out of all those remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Gender		Age				Region					
	Total	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	42 8.4%	4 2.5%	38 11.1%	3 7.1%	10 8.7%	18 8.6%	11 8.2%	7 11.1%	12 8.0%	9 7.2%	11 8.2%	4 9.5%
Don't know	34 6.8%	9 5.8%	25 7.3%	8 16.8%	13 11.9%	12 5.4%	2 1.2%	8 12.7%	14 9.1%	2 1.2%	10 7.4%	1 3.4%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 2

Q3. Who is your favourite act out of all those remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatics (Synchronised swimmers)	Ryan O'Shaughnessy (Singer-songwriter/guitarist)	Don't know	
Total																	
Unweighted Total	490	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	54
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Ashleigh & Pudsey (Dancing dog act)	141 27.9%	141 100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jonathan & Charlotte (Opera duo)	125 24.6%	-	125 100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only Boys Aloud (Male choir)	47 9.3%	-	-	47 100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-
Kai & Natalia (Ballroom dancers)	6 1.2%	-	-	-	6 100.0%	-	-	-	-	-	-	-	-	-	-	-	-
Sam Kelly (Singer/guitarist)	17 3.4%	-	-	-	-	17 100.0%	-	-	-	-	-	-	-	-	-	-	-
Callum Oakley (Comedian)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Martyn Crofts (Dalek impersonator)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strictly Wheels (Dance duo)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nu Sxool (Dance troupe)	14 2.8%	-	-	-	-	-	-	-	14 100.0%	-	-	-	-	-	-	-	-
Hope Murphy (Singer)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molly Rainford (Singer)	22 4.3%	-	-	-	-	-	-	-	-	-	22 100.0%	-	-	-	-	-	-
Loveable Rogues (Acoustic rap group)	48 9.5%	-	-	-	-	-	-	-	-	-	-	48 100.0%	-	-	-	-	-
Face Team (Basketball stunt team)	6 1.1%	-	-	-	-	-	-	-	-	-	-	-	6 100.0%	-	-	-	-

TV Survey - C (Britain's Got Talent)

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Table 2

Q3. Who is your favourite act out of all those remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnessy (Singer-songwriter/guitarist)	Don't know	
Total																	
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Aquabatique (Synchronised swimmers)	4 0.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	42 8.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	-
Don't know	34 6.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 3

Q4. Who is your SECOND favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Total	Gender		Age				Region				
		Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	490	171	319	61	55	254	120	75	128	96	136	55
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Ashleigh & Pudsey (Dancing dog act)	106 20.9%	45 27.7%	61 17.7%	12 24.2%	19 16.9%	36 16.8%	40 29.6%	13 20.8%	33 21.7%	27 22.0%	26 19.8%	8 18.4%
Jonathan & Charlotte (Opera duo)	82 16.2%	20 12.4%	62 17.9%	4 8.4%	15 13.6%	33 15.3%	30 22.5%	13 20.1%	27 17.7%	21 17.6%	15 11.6%	6 14.2%
Only Boys Aloud (Male choir)	57 11.3%	19 12.0%	38 11.0%	- -	6 5.7%	35 16.2%	16 12.1%	5 8.4%	9 6.1%	21 17.5%	15 11.5%	7 16.2%
Kai & Natalia (Ballroom dancers)	14 2.8%	- -	14 4.1%	2 3.7%	2 1.7%	10 4.8%	- -	3 5.1%	6 4.1%	1 1.1%	* 0.3%	3 7.0%
Sam Kelly (Singer/guitarist)	20 4.0%	7 4.3%	13 3.8%	3 5.2%	- -	13 6.3%	4 3.2%	1 2.3%	6 4.2%	5 4.1%	7 5.4%	* 1.1%
Callum Oakley (Comedian)	7 1.4%	7 4.4%	- -	2 3.9%	5 4.7%	- -	- -	- -	- -	7 5.9%	- -	- -
Martyn Crofts (Dalek impersonator)	1 0.2%	- -	1 0.2%	1 1.6%	- -	- -	- -	- -	- -	- -	- -	1 1.9%
Strictly Wheels (Dance duo)	1 0.3%	- -	1 0.4%	1 3.0%	- -	- -	- -	- -	- -	- -	1 1.1%	- -
Nu Sxool (Dance troupe)	15 3.0%	3 1.8%	12 3.5%	4 8.4%	8 7.0%	3 1.5%	- -	5 7.4%	2 1.2%	3 2.5%	4 3.2%	1 3.5%
Hope Murphy (Singer)	3 0.6%	2 1.2%	1 0.4%	1 2.6%	- -	- -	2 1.5%	- -	- -	2 1.6%	1 1.0%	- -
Molly Rainford (Singer)	29 5.7%	2 1.5%	26 7.6%	5 10.4%	18 16.1%	4 1.8%	2 1.5%	5 7.2%	6 4.0%	7 6.1%	11 8.3%	- -
Loveable Rogues (Acoustic rap group)	57 11.3%	19 11.5%	39 11.2%	7 13.9%	5 4.5%	36 16.6%	10 7.4%	6 9.9%	21 14.2%	10 8.2%	15 11.6%	4 10.7%
Face Team (Basketball stunt team)	5 1.0%	3 1.6%	2 0.7%	- -	- -	3 1.2%	2 1.7%	- -	5 3.2%	- -	- -	- -
Aquabatique (Synchronised swimmers)	37 7.3%	10 6.2%	27 7.8%	2 3.7%	21 18.6%	13 6.2%	1 1.0%	2 3.8%	6 3.8%	7 5.7%	18 13.6%	4 10.7%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 3

Q4. Who is your SECOND favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Gender		Age				Region				
	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Total	507										
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	46	13	3	6	16	21	10	14	8	9	6
	9.1%	8.1%	5.3%	5.8%	7.6%	15.5%	14.7%	9.0%	7.0%	6.7%	14.2%
Don't know	26	12	3	6	12	5	*	17	1	8	1
	5.1%	7.4%	5.6%	5.5%	5.6%	4.0%	0.2%	10.9%	0.7%	5.9%	2.2%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 3

Q4. Who is your SECOND favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnesy (Singer-songwriter/guitarist)	Don't know	
Total																	
Unweighted Total	490	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	54
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Ashleigh & Pudsey (Dancing dog act)	106 20.9%	6 4.6%	48 38.8%	8 17.2%	-	5 26.4%	-	-	-	2 14.0%	-	-	18 38.1%	-	2 38.5%	13 30.0%	4 11.1%
Jonathan & Charlotte (Opera duo)	82 16.2%	33 23.2%	1 0.5%	15 32.7%	4 59.0%	4 21.1%	-	-	-	1 9.9%	-	7 33.4%	4 8.7%	-	-	10 22.7%	3 9.6%
Only Boys Aloud (Male choir)	57 11.3%	21 14.9%	17 13.3%	2 5.0%	-	3 14.8%	-	-	-	2 13.6%	-	2 7.3%	6 12.9%	-	-	3 8.0%	2 4.8%
Kai & Natalia (Ballroom dancers)	14 2.8%	4 2.9%	4 2.9%	-	-	-	-	-	-	2 12.6%	-	-	* 0.7%	-	2 47.4%	2 5.2%	-
Sam Kelly (Singer/guitarist)	20 4.0%	8 6.0%	4 3.5%	-	1 13.1%	-	-	-	-	* 2.5%	-	1 2.9%	2 3.5%	-	-	3 6.7%	1 3.1%
Callum Oakley (Comedian)	7 1.4%	-	5 4.2%	-	-	-	-	-	-	-	-	2 3.9%	-	-	-	-	-
Martyn Crofts (Dalek impersonator)	1 0.2%	1 0.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strictly Wheels (Dance duo)	1 0.3%	-	1 1.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nu Sxool (Dance troupe)	15 3.0%	6 4.0%	3 2.5%	-	-	-	-	-	-	-	-	-	-	* 5.7%	1 14.1%	2 5.1%	3 9.8%
Hope Murphy (Singer)	3 0.6%	-	-	2 4.1%	-	-	-	-	-	-	-	1 5.8%	-	-	-	-	-
Molly Rainford (Singer)	29 5.7%	13 9.0%	* 0.3%	2 3.4%	-	-	-	-	-	1 7.0%	-	-	1 2.1%	3 53.1%	-	3 7.4%	6 17.5%
Loveable Rogues (Acoustic rap group)	57 11.3%	19 13.3%	21 16.5%	4 7.7%	2 27.9%	2 9.2%	-	-	-	-	-	3 11.6%	-	-	-	6 13.5%	3 7.4%
Face Team (Basketball stunt team)	5 1.0%	-	-	-	-	-	-	-	-	-	-	3 11.6%	-	2 41.2%	-	-	-

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Table 3

Q4. Who is your SECOND favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnessy (Singer-songwriter/guitarist)	Don't know	
Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Weighted Total	37	17	5	13	-	-	-	-	-	-	-	1	-	-	-	1	*
Aquabatique (Synchronised swimmers)	7.3%	12.1%	4.0%	26.5%	-	-	-	-	-	-	-	2.7%	-	-	-	1.5%	1.3%
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	46	11	9	-	-	5	-	-	4	-	2	12	-	-	-	-	3
	9.1%	8.0%	7.2%	-	-	28.6%	-	-	25.6%	-	11.4%	24.2%	-	-	-	-	9.1%
Don't know	26	2	6	2	-	-	-	-	2	-	4	2	-	-	-	-	9
	5.1%	1.4%	5.1%	3.5%	-	-	-	-	14.7%	-	16.0%	3.2%	-	-	-	-	26.3%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 4

Q5. Who is your THIRD favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Gender		Age				Region					
	Total	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	490	171	319	61	55	254	120	75	128	96	136	55
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Ashleigh & Pudsey (Dancing dog act)	56 11.0%	16 10.1%	40 11.4%	7 15.0%	4 3.5%	23 10.7%	22 16.3%	3 4.6%	15 9.7%	18 14.7%	13 9.9%	8 18.2%
Jonathan & Charlotte (Opera duo)	76 14.9%	22 13.4%	54 15.6%	9 18.2%	8 7.5%	36 16.9%	22 16.8%	6 9.4%	28 18.4%	13 11.0%	18 14.2%	10 24.6%
Only Boys Aloud (Male choir)	76 15.0%	29 17.9%	47 13.7%	2 3.8%	29 26.4%	26 12.4%	19 13.8%	3 4.1%	26 17.1%	27 22.6%	15 12.0%	5 12.1%
Kai & Natalia (Ballroom dancers)	36 7.0%	11 6.6%	25 7.2%	5 10.0%	13 11.6%	13 6.1%	5 3.6%	7 11.3%	14 9.3%	6 5.3%	8 6.2%	- -
Sam Kelly (Singer/guitarist)	34 6.7%	11 7.0%	23 6.6%	3 6.0%	5 4.8%	19 8.7%	7 5.6%	7 10.8%	7 4.5%	8 6.4%	11 8.8%	1 3.2%
Callum Oakley (Comedian)	-	-	-	-	-	-	-	-	-	-	-	-
Martyn Crofts (Dalek impersonator)	-	-	-	-	-	-	-	-	-	-	-	-
Strictly Wheels (Dance duo)	-	-	-	-	-	-	-	-	-	-	-	-
Nu Sxool (Dance troupe)	16 3.1%	6 3.8%	9 2.7%	-	-	14 6.4%	2 1.4%	5 7.9%	4 2.3%	2 1.5%	4 2.9%	1 3.5%
Hope Murphy (Singer)	-	-	-	-	-	-	-	-	-	-	-	-
Molly Rainford (Singer)	28 5.5%	4 2.4%	24 6.9%	4 8.5%	4 3.2%	13 6.2%	7 5.0%	3 3.9%	6 3.9%	9 7.7%	8 6.4%	2 4.0%
Loveable Rogues (Acoustic rap group)	65 12.9%	16 9.6%	50 14.4%	2 4.9%	19 17.1%	22 10.2%	22 16.5%	20 30.6%	12 8.2%	22 18.4%	8 6.1%	3 7.7%
Face Team (Basketball stunt team)	1 0.2%	-	1 0.3%	-	-	1 0.4%	-	-	-	1 0.8%	-	-
Aquabatique (Synchronised swimmers)	18 3.6%	7 4.3%	11 3.3%	6 12.7%	4 3.3%	8 3.6%	1 0.8%	3 4.7%	1 0.7%	2 1.2%	11 8.6%	2 4.4%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 4

Q5. Who is your THIRD favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Gender		Age				Region					
	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland	
Total												
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	32	8	24	2	5	10	15	2	10	7	13	1
	6.3%	5.0%	7.0%	4.5%	4.4%	4.9%	11.0%	2.3%	6.4%	5.5%	10.3%	2.8%
Don't know	69	32	37	8	20	29	12	7	30	6	19	8
	13.7%	19.8%	10.8%	16.4%	18.1%	13.5%	9.1%	10.3%	19.6%	5.0%	14.7%	19.5%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 4

Q5. Who is your THIRD favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnesy (Singer-songwriter/guitarist)	Don't know	
Unweighted Total	490	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	54
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Ashleigh & Pudsey (Dancing dog act)	56	-	26	7	-	3	-	-	-	3	-	3	6	-	-	6	3
	11.0%	-	21.0%	15.0%	-	15.2%	-	-	-	19.5%	-	12.7%	11.7%	-	-	14.7%	7.6%
Jonathan & Charlotte (Opera duo)	76	30	1	6	-	6	-	-	-	2	-	4	18	-	-	9	*
	14.9%	20.9%	0.5%	12.7%	-	36.2%	-	-	-	14.0%	-	17.6%	38.4%	-	-	20.5%	0.6%
Only Boys Aloud (Male choir)	76	24	35	2	-	2	-	-	-	2	-	4	1	-	2	5	-
	15.0%	16.8%	28.0%	4.5%	-	12.9%	-	-	-	13.1%	-	16.4%	2.0%	-	47.4%	11.7%	-
Kai & Natalia (Ballroom dancers)	36	19	6	2	-	3	-	-	-	-	-	3	-	-	1	-	2
	7.0%	13.3%	5.1%	3.4%	-	14.8%	-	-	-	-	-	6.9%	-	-	22.7%	-	5.7%
Sam Kelly (Singer/guitarist)	34	11	5	2	1	-	-	-	-	-	-	8	-	-	-	5	2
	6.7%	7.7%	4.2%	4.6%	14.6%	-	-	-	-	-	-	17.1%	-	-	-	11.2%	5.5%
Callum Oakley (Comedian)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Martyn Crofts (Dalek impersonator)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strictly Wheels (Dance duo)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nu Sxool (Dance troupe)	16	7	3	4	-	-	-	-	-	-	-	-	-	-	1	-	1
	3.1%	4.9%	2.3%	8.2%	-	-	-	-	-	-	-	-	-	-	15.8%	-	3.8%
Hope Murphy (Singer)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molly Rainford (Singer)	28	11	2	4	*	-	-	-	-	-	-	2	*	-	-	2	6
	5.5%	7.7%	1.7%	8.5%	2.9%	-	-	-	-	-	-	3.9%	5.7%	-	-	5.2%	17.8%
Loveable Rogues (Acoustic rap group)	65	20	20	4	-	2	-	-	-	3	-	3	-	-	-	12	2
	12.9%	13.9%	16.0%	8.7%	-	11.9%	-	-	-	22.5%	-	13.1%	-	-	-	28.1%	4.8%
Face Team (Basketball stunt team)	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.2%	-	0.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 4

Q5. Who is your THIRD favourite act remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnessy (Singer-songwriter/guitarist)	Don't know	
Total																	
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Aquabatique (Synchronised swimmers)	18	5	2	-	-	-	-	-	-	-	-	1	2	3	-	2	3
	3.6%	3.5%	1.7%	-	-	-	-	-	-	-	-	4.6%	4.3%	53.1%	-	5.5%	9.0%
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	32	8	7	9	3	-	-	-	*	-	1	4	-	-	-	-	1
	6.3%	5.6%	5.2%	18.0%	54.8%	-	-	-	2.5%	-	4.8%	7.4%	-	-	-	-	2.6%
Don't know	69	8	17	8	2	2	-	-	-	4	-	7	4	2	1	1	15
	13.7%	5.7%	13.4%	16.4%	27.6%	9.0%	-	-	-	28.2%	-	30.7%	8.2%	41.2%	14.1%	3.1%	42.6%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 5

Q3-Q5. Who is your TOP 3 favourite acts remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Total	Gender		Age				Region				
		Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	490	171	319	61	55	254	120	75	128	96	136	55
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Ashleigh & Pudsey (Dancing dog act)	297 58.5%	84 51.8%	213 61.7%	26 54.0%	65 58.5%	122 56.9%	84 62.7%	36 56.4%	83 55.1%	80 66.4%	64 49.8%	33 78.4%
Jonathan & Charlotte (Opera duo)	276 54.5%	95 58.7%	181 52.5%	16 33.6%	42 37.9%	122 57.2%	96 71.5%	29 45.6%	91 60.5%	66 54.6%	65 50.7%	24 57.6%
Only Boys Aloud (Male choir)	176 34.8%	68 42.2%	108 31.3%	5 11.2%	46 41.0%	73 34.1%	53 39.3%	11 16.4%	43 28.2%	57 46.9%	52 40.8%	14 33.3%
Kai & Natalia (Ballroom dancers)	56 11.0%	12 7.5%	44 12.6%	7 13.7%	15 13.3%	26 12.1%	8 6.3%	12 17.9%	24 16.1%	8 6.3%	9 7.3%	3 7.0%
Sam Kelly (Singer/guitarist)	71 14.1%	24 14.9%	47 13.7%	6 11.9%	7 6.1%	37 17.4%	22 16.3%	10 15.6%	27 17.7%	13 10.5%	20 15.6%	2 4.6%
Callum Oakley (Comedian)	7 1.4%	7 4.4%	- -	2 3.9%	5 4.7%	- -	- -	- -	- -	7 5.9%	- -	- -
Martyn Crofts (Dalek impersonator)	1 0.2%	- -	1 0.2%	1 1.6%	- -	- -	- -	- -	- -	- -	- -	1 1.9%
Strictly Wheels (Dance duo)	1 0.3%	- -	1 0.4%	1 3.0%	- -	- -	- -	- -	- -	- -	1 1.1%	- -
Nu Sxool (Dance troupe)	43 8.5%	15 9.2%	28 8.2%	9 18.3%	8 7.0%	23 10.8%	4 2.7%	11 17.4%	9 6.0%	10 7.9%	10 7.9%	3 7.7%
Hope Murphy (Singer)	3 0.6%	2 1.2%	1 0.4%	1 2.6%	- -	- -	2 1.5%	- -	- -	2 1.6%	1 1.0%	- -
Molly Rainford (Singer)	75 14.9%	17 10.5%	58 16.9%	14 29.7%	21 19.3%	27 12.5%	13 9.7%	10 15.5%	21 14.0%	21 17.2%	17 13.5%	6 14.7%
Loveable Rogues (Acoustic rap group)	171 33.7%	55 33.8%	116 33.6%	16 32.7%	27 23.9%	82 38.5%	46 34.5%	30 46.8%	43 28.3%	49 40.8%	38 29.6%	10 24.7%
Face Team (Basketball stunt team)	9 1.8%	3 1.6%	6 1.9%	* 0.7%	3 2.6%	3 1.6%	2 1.7%	- -	5 3.2%	1 0.8%	3 2.5%	- -
Aquabatique (Synchronised swimmers)	60 11.7%	19 11.8%	40 11.7%	9 18.3%	27 24.1%	22 10.1%	2 1.7%	8 12.5%	7 4.4%	8 6.9%	30 23.3%	6 15.2%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 5

Q3-Q5. Who is your TOP 3 favourite acts remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Gender		Age				Region					
	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Total	507											
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	120											
	23.7%											
MISSING	8											
	1.5%											

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 5

Q3-Q5. Who is your TOP 3 favourite acts remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnesy (Singer-songwriter/guitarist)	Don't know	
Total																	
Unweighted Total	490	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	54
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Ashleigh & Pudsey (Dancing dog act)	297 58.5%	141 100.0%	75 59.8%	15 32.2%	-	7 41.6%	-	-	-	5 33.6%	-	3 12.7%	24 49.8%	-	2 38.5%	19 44.7%	6 18.7%
Jonathan & Charlotte (Opera duo)	276 54.5%	58 40.9%	125 100.0%	22 45.5%	4 59.0%	10 57.2%	-	-	-	3 23.9%	-	11 51.0%	23 47.0%	-	-	18 43.2%	4 10.2%
Only Boys Aloud (Male choir)	176 34.8%	45 31.7%	52 41.4%	47 100.0%	-	5 27.7%	-	-	-	4 26.7%	-	5 23.7%	7 14.9%	-	2 47.4%	8 19.7%	2 4.8%
Kai & Natalia (Ballroom dancers)	56 11.0%	23 16.3%	10 8.1%	2 3.4%	6 100.0%	3 14.8%	-	-	-	2 12.6%	-	-	4 7.6%	-	3 70.1%	2 5.2%	2 5.7%
Sam Kelly (Singer/guitarist)	71 14.1%	19 13.7%	10 7.7%	2 4.6%	2 27.7%	17 100.0%	-	-	-	* 2.5%	-	1 2.9%	10 20.7%	-	-	8 17.9%	3 8.7%
Callum Oakley (Comedian)	7 1.4%	-	5 4.2%	-	-	-	-	-	-	-	-	-	2 3.9%	-	-	-	-
Martyn Crofts (Dalek impersonator)	1 0.2%	1 0.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strictly Wheels (Dance duo)	1 0.3%	-	1 1.1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nu Sxool (Dance troupe)	43 8.5%	11 7.8%	6 4.8%	4 8.2%	-	-	-	-	-	14 100.0%	-	-	-	* 5.7%	1 29.9%	2 5.1%	5 13.6%
Hope Murphy (Singer)	3 0.6%	-	-	2 4.1%	-	-	-	-	-	-	-	1 5.8%	-	-	-	-	-
Molly Rainford (Singer)	75 14.9%	24 16.7%	2 2.0%	4 8.5%	* 2.9%	-	-	-	-	1 7.0%	-	22 100.0%	3 6.1%	3 58.8%	-	5 12.6%	11 31.2%
Loveable Rogues (Acoustic rap group)	171 33.7%	39 27.3%	41 32.5%	8 16.4%	2 27.9%	4 21.0%	-	-	-	3 22.5%	-	5 24.8%	48 100.0%	-	-	18 41.6%	4 12.2%
Face Team (Basketball stunt team)	9 1.8%	-	1 0.7%	-	-	-	-	-	-	-	-	3 11.6%	-	6 100.0%	-	-	-

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 5

Q3-Q5. Who is your TOP 3 favourite acts remaining in the competition?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnessy (Singer-songwriter/guitarist)	Don't know	
Total																	
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Aquabatique (Synchronised swimmers)	60	22	7	13	-	-	-	-	-	-	-	1	3	3	4	3	4
	11.7%	15.6%	5.7%	26.5%	-	-	-	-	-	-	-	4.6%	6.9%	53.1%	100.0%	7.1%	10.3%
Ryan O'Shaughnessy (Singer-songwriter/guitarist)	120	19	15	9	3	5	-	-	-	4	-	4	15	-	-	42	4
	23.7%	13.5%	12.4%	18.0%	54.8%	28.6%	-	-	-	28.2%	-	16.2%	31.6%	-	-	100.0%	11.7%
MISSING	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8
	1.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22.1%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 6

Q6. On a scale of 0 to 10, with 10 meaning CERTAINLY will vote (or have already voted) and 0 meaning certainly will NOT vote, how likely would you be to vote in the 'Britain's Got Talent' Final this weekend?

Base: All respondents who have watched 'Britain's Got Talent'

	Gender		Age				Region					
	Total	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	490	171	319	61	55	254	120	75	128	96	136	55
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
Certainly will not vote (0)	-	-	-	-	-	-	-	-	-	-	-	-
(1)	5 1.0%	2 1.4%	3 0.8%	* 1.0%	1 0.9%	2 1.2%	1 0.7%	1 0.9%	2 1.1%	* 0.2%	2 1.3%	1 1.7%
(2)	10 1.9%	3 2.1%	6 1.9%	1 2.8%	4 3.8%	4 1.9%	-	2 3.5%	4 2.9%	1 0.6%	2 1.6%	* 0.7%
(3)	7 1.3%	3 1.6%	4 1.1%	-	3 2.3%	3 1.6%	1 0.5%	1 1.8%	1 0.4%	1 1.0%	1 1.0%	2 5.5%
(4)	14 2.8%	9 5.4%	5 1.6%	3 6.8%	2 2.0%	6 2.6%	3 2.3%	3 4.7%	6 3.9%	2 1.3%	4 2.8%	-
(5)	51 10.2%	13 7.8%	39 11.2%	2 4.7%	12 11.2%	26 12.3%	11 7.9%	12 18.1%	13 8.9%	14 11.3%	11 8.3%	2 5.1%
(6)	25 4.9%	9 5.7%	16 4.6%	6 12.4%	9 8.4%	10 4.6%	-	3 4.3%	8 5.3%	5 4.1%	8 6.6%	1 1.9%
(7)	28 5.6%	9 5.8%	19 5.5%	-	4 3.2%	14 6.5%	11 8.1%	1 1.7%	8 5.4%	11 8.7%	6 4.8%	2 5.3%
(8)	52 10.3%	19 11.7%	33 9.6%	7 14.2%	8 6.8%	21 9.8%	17 12.6%	8 12.4%	8 5.0%	6 5.3%	29 22.5%	1 2.8%
(9)	52 10.2%	20 12.3%	32 9.2%	10 19.9%	9 7.8%	20 9.4%	13 10.0%	6 9.2%	12 8.2%	18 14.8%	8 6.0%	8 18.8%
Certainly will vote (10)	263 51.9%	75 46.2%	188 54.5%	18 38.1%	60 53.6%	107 50.3%	77 57.9%	28 43.4%	89 58.8%	64 52.7%	58 45.1%	24 58.2%
Mean	8.32	8.12	8.42	8.06	8.13	8.20	8.78	7.76	8.40	8.54	8.18	8.67
Standard deviation	2.28	2.38	2.22	2.32	2.52	2.35	1.86	2.57	2.39	2.00	2.20	2.29
Standard error	0.103	0.182	0.124	0.297	0.339	0.147	0.170	0.297	0.211	0.205	0.189	0.309

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 6

Q6. On a scale of 0 to 10, with 10 meaning CERTAINLY will vote (or have already voted) and 0 meaning certainly will NOT vote, how likely would you be to vote in the 'Britain's Got Talent' Final this weekend?

Base: All respondents who have watched 'Britain's Got Talent'

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnes (Singer-songwriter/guitarist)	Don't know	
Total																	
Unweighted Total	490	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	54
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Certainly will not vote (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(1)	5 1.0%	1 0.7%	1 0.5%	1 1.4%	* 5.5%	* 2.3%	-	-	-	-	-	* 0.7%	* 0.4%	-	1 14.1%	* 1.0%	1 1.6%
(2)	10 1.9%	2 1.1%	3 2.3%	-	-	2 10.0%	-	-	-	* 2.5%	-	-	1 2.4%	* 5.7%	-	1 3.5%	* 0.9%
(3)	7 1.3%	3 2.0%	1 0.8%	-	-	-	-	-	-	-	-	1 2.9%	1 1.1%	-	-	-	1 4.1%
(4)	14 2.8%	3 2.0%	7 5.5%	1 1.6%	-	-	-	-	-	-	-	1 4.6%	-	-	1 15.8%	1 2.8%	1 2.6%
(5)	51 10.2%	16 11.1%	12 9.8%	3 6.0%	2 27.7%	-	-	-	-	1 9.9%	-	3 15.7%	6 13.2%	-	3 70.1%	2 5.4%	3 7.9%
(6)	25 4.9%	6 4.1%	4 3.5%	2 4.7%	2 25.0%	-	-	-	-	1 7.0%	-	-	5 10.1%	3 53.1%	-	1 2.5%	1 3.8%
(7)	28 5.6%	9 6.3%	6 4.8%	2 3.5%	-	-	-	-	-	-	-	-	5 10.7%	-	-	3 7.7%	3 9.6%
(8)	52 10.3%	6 4.0%	10 8.0%	10 20.7%	-	3 20.2%	-	-	-	-	-	3 11.6%	6 12.6%	-	-	7 16.4%	8 22.8%
(9)	52 10.2%	13 9.3%	15 12.0%	2 3.4%	-	2 13.4%	-	-	-	5 38.8%	-	4 16.1%	2 4.0%	2 41.2%	-	5 12.3%	1 4.1%
Certainly will vote (10)	263 51.9%	84 59.5%	66 52.7%	28 58.7%	3 41.7%	9 54.1%	-	-	-	6 41.8%	-	11 48.3%	22 45.6%	-	-	21 48.4%	15 42.6%
Mean	8.32	8.51	8.33	8.74	7.12	8.45	-	-	-	8.63	-	8.27	8.02	7.01	4.28	8.41	8.01
Standard deviation	2.28	2.24	2.33	1.90	2.91	2.70	-	-	-	2.01	-	2.35	2.24	2.10	1.58	2.21	2.32
Standard error	0.103	0.204	0.213	0.312	1.030	0.697	-	-	-	0.518	-	0.500	0.307	1.049	0.599	0.374	0.316

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 7

Q17. Gender

Base: All respondents

	Gender		Age				Region					
	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland	
Unweighted Total	507											
	177	330	62	57	263	125	80	134	99	138	56	
Weighted Total	507											
	162	345	48	111	214	134	65	151	121	129	42	
Male	162	-	13	27	78	44	18	38	39	53	13	
	31.9%	-	26.8%	24.0%	36.4%	33.0%	28.4%	25.2%	32.0%	41.5%	31.4%	
Female	345	-	35	85	136	90	46	113	82	75	29	
	68.1%	-	73.2%	76.0%	63.6%	67.0%	71.6%	74.8%	68.0%	58.5%	68.6%	

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 7

Q17. Gender

Base: All respondents

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnesy (Singer-songwriter/guitarist)	Don't know	
Total																	
Unweighted Total	507	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	71
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
Male	162	23	54	25	2	6	-	-	-	6	-	11	21	-	2	4	9
	31.9%	16.0%	43.7%	51.7%	25.0%	34.6%	-	-	-	40.8%	-	48.5%	42.8%	-	52.6%	9.7%	27.4%
Female	345	119	70	23	5	11	-	-	-	8	-	11	28	6	2	38	25
	68.1%	84.0%	56.3%	48.3%	75.0%	65.4%	-	-	-	59.2%	-	51.5%	57.2%	100.0%	47.4%	90.3%	72.6%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 8

Q18. Age group

Base: All respondents

	Gender		Age				Region					
	Total	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	507	177	330	62	57	263	125	80	134	99	138	56
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
18-24	48	13	35	48	-	-	-	4	12	11	18	3
	9.5%	8.0%	10.2%	100.0%	-	-	-	6.3%	8.1%	8.7%	14.3%	6.6%
25-39	111	27	85	-	111	-	-	25	28	30	24	6
	22.0%	16.5%	24.5%	-	100.0%	-	-	38.1%	18.5%	24.4%	18.3%	14.0%
40-59	214	78	136	-	-	214	-	28	63	43	57	23
	42.2%	48.2%	39.3%	-	-	100.0%	-	43.1%	41.6%	35.9%	44.2%	54.6%
60+	134	44	90	-	-	-	134	8	48	38	30	10
	26.4%	27.3%	25.9%	-	-	-	100.0%	12.5%	31.8%	31.0%	23.1%	24.8%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 8

Q18. Age group

Base: All respondents

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnes (Singer-songwriter/guitarist)	Don't know	
Unweighted Total	507	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	71
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
18-24	48	9	3	4	-	*	-	-	-	5	-	8	7	*	1	3	8
	9.5%	6.0%	2.7%	7.4%	-	1.9%	-	-	-	33.7%	-	37.6%	13.9%	5.7%	22.7%	8.1%	23.4%
25-39	111	47	22	10	-	1	-	-	-	-	-	3	3	3	2	10	13
	22.0%	33.6%	17.6%	20.8%	-	8.2%	-	-	-	-	-	5.3%	53.1%	61.5%	22.8%	38.4%	38.4%
40-59	214	63	55	16	3	5	-	-	-	8	-	9	25	-	1	18	12
	42.2%	44.4%	43.9%	33.6%	42.5%	31.3%	-	-	-	53.8%	-	43.4%	51.6%	-	15.8%	43.2%	33.5%
60+	134	23	45	18	3	10	-	-	-	2	-	4	14	2	-	11	2
	26.4%	15.9%	35.8%	38.1%	57.5%	58.6%	-	-	-	12.5%	-	19.1%	29.3%	41.2%	-	26.0%	4.8%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 9

Q19. Region

Base: All respondents

	Gender		Age				Region					
	Total	Male	Female	18-24	25-39	40-59	60+	London	Rest of South	Midlands / Wales	North	Scotland
Unweighted Total	507	177	330	62	57	263	125	80	134	99	138	56
Weighted Total	507	162	345	48	111	214	134	65	151	121	129	42
London	65 12.7%	18 11.3%	46 13.4%	4 8.5%	25 22.1%	28 13.0%	8 6.0%	65 100.0%	-	-	-	-
Rest of South	151 29.8%	38 23.5%	113 32.7%	12 25.5%	28 25.0%	63 29.3%	48 35.8%	-	151 100.0%	-	-	-
Midlands / Wales	121 23.9%	39 24.0%	82 23.9%	11 21.9%	30 26.5%	43 20.3%	38 28.1%	-	-	121 100.0%	-	-
North	129 25.4%	53 33.0%	75 21.8%	18 38.4%	24 21.1%	57 26.6%	30 22.3%	-	-	-	129 100.0%	-
Scotland	42 8.2%	13 8.1%	29 8.3%	3 5.7%	6 5.3%	23 10.7%	10 7.8%	-	-	-	-	42 100.0%

TV Survey - C (Britain's Got Talent)

Fieldwork Date: May 8th-12th 2012

Table 9

Q19. Region

Base: All respondents

	Voting Intention																
	Ashleigh & Pudsey (Dancing dog act)	Jonathan & Charlotte (Opera duo)	Only Boys Aloud (Male choir)	Kai & Natalia (Ballroom dancers)	Sam Kelly (Singer/guitarist)	Callum Oakley (Comedian)	Martyn Crofts (Dalek impersonator)	Strictly Wheels (Dance duo)	Nu Sxool (Dance troupe)	Hope Murphy (Singer)	Molly Rainford (Singer)	Loveable Rogues (Acoustic rap group)	Face Team (Basketball stunt team)	Aquabatique (Synchronised swimmers)	Ryan O'Shaughnes (Singer-songwriter/guitarist)	Don't know	
Unweighted Total	507	121	119	37	8	15	-	-	-	15	-	22	53	4	7	35	71
Weighted Total	507	141	125	47	6	17	-	-	-	14	-	22	48	6	4	42	34
London	65	20	13	3	1	2	-	-	-	1	-	3	4	-	3	7	8
	12.7%	14.1%	10.6%	5.3%	15.7%	9.3%	-	-	-	9.9%	-	13.1%	8.4%	-	63.2%	16.9%	23.9%
Rest of South	151	36	40	8	4	14	-	-	-	4	-	9	9	2	-	12	14
	29.8%	25.3%	32.1%	16.0%	66.8%	79.7%	-	-	-	26.7%	-	41.3%	18.6%	41.2%	-	28.3%	40.0%
Midlands / Wales	121	41	31	13	-	-	-	-	-	5	-	4	17	-	-	9	2
	23.9%	29.0%	25.2%	26.6%	-	-	-	-	-	33.7%	-	18.6%	35.8%	-	-	20.4%	4.4%
North	129	27	32	23	1	2	-	-	-	2	-	1	15	3	1	11	10
	25.4%	19.3%	25.8%	47.6%	17.5%	10.2%	-	-	-	17.2%	-	6.5%	31.7%	58.8%	36.8%	24.9%	27.7%
Scotland	42	17	8	2	-	*	-	-	-	2	-	4	3	-	-	4	1
	8.2%	12.4%	6.3%	4.4%	-	0.9%	-	-	-	12.5%	-	20.4%	5.5%	-	-	9.3%	4.1%