YouGov Survey Results

Sample Size: 1619 GB Adults
Fieldwork: 4th - 5th June 2018

	Total	Gender		Age				Social Grade		Region				
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1619**	784	835	181	683	384	371	923	696	217	525	346	390	141
Unweighted Sample	1619	710	909	139	687	406	387	972	647	184	567	337	389	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best describes how you feel about the animated TV show The Simpsons?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
I still like it, and I think it's better than it used to be	**10**	10	11	18	12	7	6	9	12	14	7	9	14	8
I still like it, but it used to be better than it is now	**27**	34	21	41	35	24	9	30	24	28	28	26	23	36
I don't like it any more, but I used to like it	**16**	18	15	26	22	12	6	17	16	21	16	14	17	15
I don't like it now and never did	**13**	9	18	6	11	19	15	13	13	4	16	14	14	12
I've never watched The Simpsons	**24**	21	26	3	9	27	58	22	26	22	26	24	24	19
Don't know	**9**	9	9	7	11	11	6	9	9	11	7	13	7	10

We're now going to ask you to compare The Simpsons with other animated TV shows...

[Asked to those who have watched the Simpsons; n=1076]

Which TV show do you think is better?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The Simpsons	**40**	41	39	36	45	36	32	41	39	41	36	43	41	47
Family Guy	**28**	33	22	42	32	18	9	28	27	34	31	20	28	24
Don't know	**13**	12	13	13	11	15	15	13	12	11	12	15	13	10
N/A - I've not seen the other show	**20**	13	26	9	12	31	44	18	22	15	22	22	18	19

Which TV show do you think is better?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The Simpsons	**52**	57	47	65	57	41	35	53	50	58	49	49	54	56
Futurama	**15**	21	9	22	17	13	4	16	14	16	16	11	16	18
Don't know	**11**	8	14	6	12	11	9	12	9	14	12	12	9	7
N/A - I've not seen the other show	**22**	14	30	6	13	34	52	18	26	12	23	28	21	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which TV show do you think is better?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The Simpsons	**54**	56	52	72	57	47	38	54	54	52	59	53	53	50
South Park	**18**	23	12	14	23	13	10	20	15	25	14	16	19	22
Don't know	**11**	9	14	4	12	15	10	10	13	13	11	11	11	11
N/A - I've not seen the other show	**16**	11	22	10	9	24	42	15	18	9	16	20	17	17

Which TV show do you think is better?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The Simpsons	**44**	50	38	60	51	33	21	46	43	46	44	42	44	49
Rick and Morty	**9**	11	7	25	9	4	1	10	8	10	11	7	9	8
Don't know	**11**	10	12	5	13	11	11	11	11	13	12	11	9	11
N/A - I've not seen the other show	**35**	29	42	11	27	53	67	33	38	31	33	40	38	33

Which TV show do you think is better?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The Simpsons	**50**	60	40	71	58	35	18	53	47	54	48	48	52	56
King of the Hill	**5**	6	4	4	6	6	1	5	4	6	4	4	5	6
Don't know	**9**	9	9	2	10	9	11	8	10	11	10	9	7	7
N/A - I've not seen the other show	**36**	25	47	22	25	50	69	34	39	29	37	40	36	31

The following questions were asked only to those respondents who indicated that they liked, or previously liked, watching the Simpsons; n=854]

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Who is your favourite character in The Simpsons? Please think about all characters, including both those in the Simpsons families as well as supporting and minor characters. If you don't know who your favourite character is, just write "don't know"

[See Tab 1 for written responses]

Homer	**33**	41	23	25	36	35	25	33	34	28	33	32	35	41
Lisa	**15**	6	25	15	14	15	15	17	11	15	18	14	13	8
Bart	**13**	14	13	11	13	12	23	10	17	18	13	11	13	11
Marge	**7**	4	10	9	3	11	14	7	7	9	5	4	10	5
Maggie	**4**	2	6	1	4	4	7	4	4	1	2	7	6	4
Apu	**3**	3	2	8	2	1	0	4	1	3	3	1	5	1
Mr Burns	**3**	4	2	2	3	3	1	3	3	3	2	4	2	3
Groundskeeper Willie	**1**	1	0	0	1	0	0	0	1	0	0	0	0	6
Otto	**1**	1	0	0	1	0	0	1	0	0	0	2	0	0
Ralph Wiggum	**1**	0	1	2	1	0	0	1	0	0	1	0	1	2
Chief Wiggum	**1**	1	0	2	1	0	0	1	0	2	0	0	1	1
Sideshow Bob	**1**	1	1	0	1	1	0	2	0	2	2	1	0	0
Krusty	**1**	1	0	0	1	0	1	0	1	1	1	0	0	0
Santa's Little Helper	**1**	1	0	0	1	1	0	1	0	2	0	1	0	0
Moe	**1**	1	1	0	2	0	0	1	1	1	1	0	3	2
Other	**8**	10	4	13	8	3	3	9	6	8	8	9	4	13
N/A	**1**	1	2	0	1	1	3	1	2	1	1	2	0	1
Don't know	**12**	12	11	13	10	14	14	11	13	12	12	15	10	9

For each of the following members of the Simpsons family, please say whether you think they are a good or bad person, or neither.

Homer Simpson

Good person	**52**	58	45	44	57	50	40	54	49	53	54	49	48	60
Bad person	**12**	11	13	26	9	11	4	11	13	12	12	18	9	8
Neither good nor bad	**34**	28	41	28	32	36	54	33	35	32	32	32	39	32
Don't know	**2**	2	2	1	2	2	1	2	3	3	2	1	4	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Marge Simpson

Good person	**86**	84	88	83	88	85	83	87	84	79	85	89	88	87
Bad person	**2**	3	0	7	1	0	0	2	1	6	1	0	2	0
Neither good nor bad	**10**	10	10	7	10	13	14	9	11	12	11	9	7	13
Don't know	**2**	3	2	4	2	2	3	1	4	2	3	2	3	0

Bart Simpson

Good person	**39**	43	35	34	45	32	32	38	41	41	41	40	34	45
Bad person	**22**	22	23	36	17	23	21	21	23	18	22	26	23	19
Neither good nor bad	**36**	33	40	28	35	42	44	38	33	37	34	34	40	36
Don't know	**2**	2	2	1	3	2	3	2	3	4	3	0	4	0

Lisa Simpson

Good person	**85**	83	86	82	88	84	73	85	84	75	88	84	87	85
Bad person	**2**	3	1	7	1	0	1	2	1	3	1	2	1	2
Neither good nor bad	**11**	11	10	7	9	13	21	10	11	15	8	13	8	12
Don't know	**3**	3	3	4	2	3	5	3	3	7	3	1	4	0

Maggie Simpson

Good person	**59**	55	64	45	63	58	64	59	60	61	57	58	57	68
Bad person	**4**	5	2	11	3	1	2	4	3	2	5	2	5	1
Neither good nor bad	**32**	36	28	42	29	35	24	32	32	32	32	37	31	28
Don't know	**5**	3	7	2	5	6	10	5	5	4	5	3	7	3

Grampa Simpson

Good person	**50**	53	46	55	55	38	33	52	48	48	52	51	43	62
Bad person	**9**	10	7	13	7	12	7	9	9	14	11	7	7	4
Neither good nor bad	**36**	32	40	29	32	44	48	35	36	36	30	38	43	30
Don't know	**6**	5	6	2	6	6	12	5	7	3	7	4	7	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Marge should divorce Homer?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Yes I do	11	8	14	14	12	9	3	10	12	11	15	8	8	9
No I don't	78	80	75	75	78	78	83	80	75	77	73	80	82	80
Don't know	11	11	11	11	10	13	14	10	13	11	11	12	10	11

Indian-American comedian Hari Kondabulu has argued in a recent documentary that The Simpsons' depiction of Indian character Apu is racist. Do you think The Simpsons' depiction of Apu is racist?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Yes I do	10	8	13	9	11	10	5	12	8	19	9	6	8	12
No I do not	74	79	67	74	74	72	73	72	76	66	76	78	74	71
Don't know	16	13	20	17	14	18	23	16	16	15	16	16	18	17

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