

YouGov - Entertainment awards

4th - 5th February 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Moving on...To what extent do you like or dislike doing the following activities? (please select one option on each row)

Listening to music

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
I love it	44%	44%	44%	54%	54%	48%	50%	34%	45%	42%
I like it	41%	42%	40%	36%	36%	39%	38%	45%	41%	40%
I have no strong feelings about it	12%	12%	13%	6%	7%	8%	10%	18%	11%	13%
I dislike it	1%	1%	1%	2%	1%	2%	0%	2%	1%	2%
I hate it	0%	1%	0%	1%	-	1%	1%	0%	0%	1%
Don't know	1%	1%	1%	3%	2%	2%	2%	0%	1%	2%

Watching TV shows

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
I love it	26%	19%	31%	30%	42%	32%	26%	16%	27%	24%
I like it	48%	49%	47%	53%	40%	47%	51%	49%	48%	48%
I have no strong feelings about it	21%	26%	17%	10%	11%	15%	20%	30%	21%	22%
I dislike it	2%	3%	2%	2%	2%	2%	0%	3%	2%	2%
I hate it	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%
Don't know	2%	2%	2%	3%	4%	2%	2%	1%	1%	2%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Moving on...To what extent do you like or dislike doing the following activities? (please select one option on each row)

Listening to music									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
I love it	44%	43%	48%	41%	46%	45%	45%	40%	41%
I like it	41%	42%	39%	42%	42%	38%	41%	40%	40%
I have no strong feelings about it	12%	12%	11%	14%	10%	13%	12%	16%	15%
I dislike it	1%	1%	2%	0%	0%	3%	1%	3%	1%
I hate it	0%	1%	0%	0%	1%	0%	1%	-	0%
Don't know	1%	1%	0%	3%	1%	1%	1%	1%	2%
Watching TV shows									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
I love it	26%	26%	26%	27%	27%	26%	26%	21%	22%
I like it	48%	48%	49%	45%	50%	44%	47%	54%	54%
I have no strong feelings about it	21%	21%	22%	22%	17%	25%	21%	21%	16%
I dislike it	2%	2%	1%	1%	4%	3%	2%	3%	2%
I hate it	2%	1%	2%	2%	1%	1%	1%	1%	2%
Don't know	2%	2%	-	3%	2%	2%	2%	1%	4%

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4th - 5th February 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Watching movies

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
I love it	29%	25%	32%	29%	38%	33%	38%	20%	30%	27%
I like it	47%	50%	43%	53%	43%	49%	47%	45%	46%	48%
I have no strong feelings about it	19%	19%	19%	8%	10%	12%	12%	30%	19%	19%
I dislike it	3%	4%	3%	4%	5%	3%	1%	4%	4%	3%
I hate it	1%	1%	1%	3%	0%	1%	0%	1%	1%	1%
Don't know	2%	1%	2%	3%	3%	2%	2%	0%	1%	2%

Reading books

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
I love it	45%	34%	55%	25%	37%	43%	49%	52%	48%	40%
I like it	31%	34%	29%	38%	37%	32%	25%	30%	33%	30%
I have no strong feelings about it	15%	20%	10%	21%	16%	15%	16%	13%	12%	18%
I dislike it	4%	6%	3%	8%	5%	5%	5%	3%	3%	6%
I hate it	3%	5%	1%	4%	4%	5%	3%	2%	2%	4%
Don't know	1%	1%	2%	4%	2%	1%	2%	1%	1%	2%

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	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
Watching movies									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
I love it	29%	30%	30%	26%	32%	27%	29%	27%	25%
I like it	47%	45%	45%	50%	50%	45%	46%	46%	50%
I have no strong feelings about it	19%	18%	20%	17%	14%	21%	19%	23%	19%
I dislike it	3%	4%	4%	3%	1%	3%	3%	2%	3%
I hate it	1%	1%	0%	0%	2%	2%	1%	1%	-
Don't know	2%	1%	0%	3%	1%	2%	1%	1%	4%
Reading books									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
I love it	45%	43%	47%	39%	46%	48%	45%	44%	42%
I like it	31%	33%	31%	29%	31%	30%	31%	32%	36%
I have no strong feelings about it	15%	14%	16%	23%	14%	11%	15%	15%	15%
I dislike it	4%	4%	5%	4%	6%	5%	5%	3%	4%
I hate it	3%	4%	1%	2%	1%	4%	3%	3%	1%
Don't know	1%	2%	0%	3%	2%	1%	1%	2%	3%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking specifically about award shows...To what extent, if at all, are you interested in finding out who has won an award at each of the following award shows? (Please select one option on each row)

British Academy Film Awards (BAFTAs)

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	5%	5%	6%	7%	7%	3%	5%	5%	5%	5%
Fairly interested	21%	17%	24%	27%	24%	21%	18%	19%	23%	18%
Not very interested	29%	26%	31%	30%	30%	29%	27%	28%	30%	27%
Not at all interested	44%	51%	37%	32%	36%	44%	48%	48%	41%	47%
Don't know	2%	1%	2%	4%	3%	3%	2%	0%	1%	2%

The Golden Globe Awards

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	3%	3%	2%	5%	5%	3%	1%	2%	3%	2%
Fairly interested	15%	11%	18%	22%	16%	16%	13%	13%	16%	13%
Not very interested	32%	29%	35%	38%	36%	32%	31%	29%	32%	32%
Not at all interested	48%	55%	42%	29%	39%	47%	53%	55%	47%	49%
Don't know	2%	2%	2%	6%	3%	3%	1%	1%	2%	3%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Thinking specifically about award shows...To what extent, if at all, are you interested in finding out who has won an award at each of the following award shows? (Please select one option on each row)

British Academy Film Awards (BAFTAs)

Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	5%	4%	3%	4%	10%	5%	5%	-	6%
Fairly interested	21%	23%	17%	19%	26%	19%	21%	14%	22%
Not very interested	29%	29%	29%	23%	32%	27%	28%	34%	28%
Not at all interested	44%	42%	49%	50%	29%	47%	44%	50%	42%
Don't know	2%	2%	1%	4%	3%	1%	2%	2%	2%

The Golden Globe Awards

Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	3%	4%	1%	3%	4%	2%	3%	-	5%
Fairly interested	15%	15%	13%	13%	24%	13%	15%	8%	15%
Not very interested	32%	34%	31%	29%	34%	33%	32%	30%	30%
Not at all interested	48%	46%	53%	51%	35%	50%	47%	60%	48%
Don't know	2%	2%	2%	3%	3%	2%	2%	2%	2%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Academy Awards (also known as the Oscars)

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	6%	6%	6%	11%	9%	6%	4%	5%	7%	6%
Fairly interested	21%	16%	24%	24%	23%	20%	20%	19%	23%	17%
Not very interested	27%	25%	29%	30%	30%	28%	25%	26%	27%	28%
Not at all interested	44%	50%	38%	28%	35%	43%	49%	50%	42%	47%
Don't know	2%	2%	2%	6%	4%	3%	2%	0%	1%	3%

Grammy Awards (also know as the GRAMMYS)

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	3%	3%	3%	8%	3%	2%	2%	1%	2%	3%
Fairly interested	14%	11%	17%	24%	14%	14%	10%	13%	15%	13%
Not very interested	31%	27%	34%	30%	39%	30%	31%	28%	32%	29%
Not at all interested	51%	58%	44%	34%	41%	51%	54%	57%	50%	52%
Don't know	2%	2%	2%	4%	3%	3%	2%	1%	1%	3%

Booker Prize for Fiction (previously know as the Man Booker Prize)

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	4%	2%	6%	2%	4%	4%	4%	5%	5%	2%
Fairly interested	18%	15%	20%	16%	17%	16%	18%	18%	21%	13%
Not very interested	29%	26%	31%	31%	34%	27%	24%	29%	29%	29%
Not at all interested	47%	55%	39%	42%	42%	50%	50%	47%	43%	52%
Don't know	3%	2%	4%	10%	3%	3%	3%	1%	2%	4%

YouGov - Entertainment awards

4th - 5th February 2020

	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
Academy Awards (also known as the Oscars)									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	6%	6%	3%	5%	13%	6%	6%	3%	8%
Fairly interested	21%	23%	18%	15%	24%	20%	21%	12%	23%
Not very interested	27%	27%	27%	27%	30%	26%	27%	31%	25%
Not at all interested	44%	43%	50%	48%	30%	46%	44%	54%	41%
Don't know	2%	2%	1%	4%	2%	2%	2%	1%	2%
Grammy Awards (also know as the GRAMMYs)									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	3%	4%	1%	2%	3%	2%	2%	1%	5%
Fairly interested	14%	15%	11%	11%	24%	12%	15%	7%	13%
Not very interested	31%	29%	32%	28%	32%	31%	30%	33%	32%
Not at all interested	51%	51%	55%	56%	38%	52%	51%	59%	48%
Don't know	2%	1%	1%	3%	3%	2%	2%	1%	2%
Booker Prize for Fiction (previously know as the Man Booker Prize)									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	4%	5%	2%	4%	6%	5%	5%	-	2%
Fairly interested	18%	17%	15%	13%	23%	19%	18%	15%	18%
Not very interested	29%	27%	30%	25%	30%	27%	28%	35%	34%
Not at all interested	47%	48%	50%	53%	37%	47%	47%	49%	43%
Don't know	3%	2%	2%	5%	4%	3%	3%	1%	3%

YouGov - Entertainment awards

4th - 5th February 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

The BRIT Awards

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	3%	2%	4%	7%	4%	3%	3%	2%	3%	4%
Fairly interested	15%	12%	17%	22%	16%	19%	12%	12%	15%	14%
Not very interested	29%	27%	32%	32%	36%	26%	30%	27%	31%	27%
Not at all interested	51%	57%	45%	32%	41%	49%	54%	59%	50%	52%
Don't know	2%	2%	2%	6%	3%	2%	1%	1%	2%	2%

National Television Awards

Unweighted base	2116	974	1142	168	301	403	319	925	1284	832
Base: All GB adults	2116	1026	1090	235	305	398	312	867	1206	910
Very interested	3%	2%	4%	5%	5%	3%	2%	2%	2%	5%
Fairly interested	16%	11%	20%	18%	15%	16%	12%	16%	16%	14%
Not very interested	30%	27%	33%	37%	35%	26%	28%	28%	30%	30%
Not at all interested	50%	59%	41%	34%	42%	53%	57%	53%	50%	49%
Don't know	2%	2%	2%	6%	3%	2%	1%	0%	1%	3%

Cell Contents (Column Percentages)

YouGov - Entertainment awards

4th - 5th February 2020

	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
The BRIT Awards									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	3%	6%	2%	2%	2%	3%	3%	1%	3%
Fairly interested	15%	13%	15%	11%	20%	15%	15%	13%	17%
Not very interested	29%	27%	28%	32%	34%	28%	29%	27%	29%
Not at all interested	51%	52%	54%	51%	40%	52%	50%	58%	49%
Don't know	2%	1%	1%	4%	4%	2%	2%	1%	2%
National Television Awards									
Unweighted base	2116	511	360	193	255	496	1815	106	195
Base: All GB adults	2116	506	349	199	286	489	1828	104	184
Very interested	3%	5%	3%	3%	2%	2%	3%	-	3%
Fairly interested	16%	15%	15%	10%	20%	17%	16%	8%	18%
Not very interested	30%	30%	28%	29%	34%	28%	30%	35%	28%
Not at all interested	50%	48%	53%	54%	42%	50%	49%	56%	50%
Don't know	2%	2%	1%	3%	2%	2%	2%	1%	2%

Cell Contents