

Table Names	Table Filters
0001 Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes? - Summary	Adults aged 18-75 in Great Britain
0002 Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes? - The Celebrity Traitors	Adults aged 18-75 in Great Britain
0003 Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes? - The Traitors (non-celebrity version)	Adults aged 18-75 in Great Britain
0004 Q1A. As you may know, a new series of "The Celebrity Traitors" will be airing on BBC this autumn. Do you plan to watch the series, or not?	All who have heard of/ watched The Celebrity Traitors
0005 Q2. Which, if any, of the following celebrities are you aware of?	Adults aged 18-75 in Great Britain
0006 Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... - Summary	Adults aged 18-75 in Great Britain
0007 Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... - ... is most likely to win?	Adults aged 18-75 in Great Britain
0008 Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... - ... is most likely to be the worst at the game?	Adults aged 18-75 in Great Britain
0009 Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... - ... would be the best traitor?	Adults aged 18-75 in Great Britain
0010 Q4A. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0011 Q4B. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0012 Q4C. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0013 Q4D. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0014 Q4E. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0015 Q4F. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0016 Q4G. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0017 Q4H. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0018 Q4I. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain
0019 Q4J. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?	Adults aged 18-75 in Great Britain

25-061766-39 - 25th - 30th of September 2026

INTERNAL/CLIENT USE ONLY

Traitors

Adults aged 18-75 in Great Britain

Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes? - Summary

Adults aged 18-75 in Great Britain

	Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes?	
	The Traitors (non-celebrity version)	
	(A)	(B)
Unweighted base	1079	1079
Weighted base	1079	1079
I try to always watch this	244 23% B	199 18%
I have watched some of this	164 15%	155 14%
I have not watched this but have heard of it	430 40%	529 49% A
I have not watched or heard of this	196 18% B	165 15%
Don't know	45 4% B	31 3%

NET: Watched	408 38% B	354 33%
NET: Not Watched	626 58%	694 64% A
NET: Heard of	838 78%	883 82% A

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ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes? - The Celebrity Traitors
Adults aged 18-75 in Great Britain

	Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016		Typically watch The Traitors					Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	470	261	494	456	400	545	436	379	397	343	
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364	
I try to always watch this	244 BPKSWbikm	99 19%	145 27%	66 20%	89 23%	89 24%	63 25%	62 22%	61 25%	26 17%	10 +	23 +	170 23%	74 21%	174 AP	70 15%	110 29%	134 19%	18 14%	48 20%	61 21%	96 28%	19 13%	222 AW	89 29%	30 23%	19 29%	19 14%	26 20%	115 27%	71 23%	244 AI	244 60%	216 61%	- -	241 61%	2 1%	241 67%	- -	
I have watched some of this	164 EBikm	76 14%	88 16%	76 23%	44 11%	45 12%	40 16%	47 17%	28 12%	21 14%	13 25%	16 17%	115 16%	49 14%	94 15%	70 15%	76 20%	88 13%	18 14%	25 10%	58 20%	57 17%	32 22%	132 14%	49 16%	20 15%	11 18%	16 12%	25 20%	70 17%	36 12%	164 AHI	164 40%	92 26%	- -	118 Ak	32 8%	118 Am	- -	
I have not watched this but have heard of it	430 DQWVghij	213 40%	216 40%	98 30%	164 42%	168 46%	89 35%	116 41%	97 40%	68 44%	20 39%	41 44%	275 38%	155 45%	237 39%	193 41%	137 35%	294 42%	54 43%	93 38%	114 40%	129 38%	44 30%	380 41%	122 39%	55 42%	25 40%	58 44%	52 41%	165 39%	140 45%	31 7%	- -	31 9%	400 69%	39 10%	364 91%	- -	364 100%	
I have not watched or heard of this	196 CQCVVghiklm	121 23%	75 14%	59 18%	77 20%	60 16%	54 21%	43 15%	51 21%	30 19%	4 8%	14 +	139 19%	57 16%	88 14%	108 23%	55 14%	141 20%	33 26%	62 25%	41 14%	47 14%	40 27%	156 17%	48 15%	24 18%	8 13%	30 23%	18 15%	66 16%	55 18%	15 3%	- -	15 4%	181 31%	- -	- -	- -	- -	- -
Don't know	45 FOQVXVghijklm	22 4%	22 4%	27 AF	16 4%	2 1%	8 3%	14 5%	7 3%	11 7%	4 8%	* 0%	33 4%	12 3%	18 3%	27 6%	8 2%	37 5%	4 3%	16 7%	13 4%	8 2%	13 9%	31 3%	4 1%	2 2%	* 1%	9 7%	4 4%	6 1%	9 3%	- -	- -	- -	- -	- -	- -	- -	- -	
NET: Watched	408 BPKSTbikm	175 33%	233 43%	142 44%	133 34%	133 37%	102 40%	108 39%	89 36%	47 30%	23 45%	38 41%	285 39%	123 35%	267 44%	141 30%	185 48%	223 32%	36 28%	73 30%	119 41%	153 45%	52 35%	353 38%	137 44%	50 38%	30 47%	35 26%	51 41%	185 44%	107 34%	408 90%	408 100%	309 87%	- -	359 90%	34 9%	359 100%	- -	
NET: Not Watched	626 CQCVVghijl	334 AC	291 53%	157 48%	241 62%	227 63%	143 57%	159 57%	148 61%	97 63%	24 47%	55 59%	414 57%	212 61%	325 53%	301 64%	192 63%	434 50%	87 69%	155 63%	155 54%	176 52%	83 56%	535 58%	169 54%	79 60%	33 52%	88 67%	70 56%	231 55%	195 63%	45 10%	- -	45 13%	580 100%	39 10%	364 91%	- -	364 100%	
NET: Heard of	838 BPKTWI	388 73%	449 82%	240 74%	297 76%	301 83%	191 76%	224 80%	186 76%	115 74%	43 83%	79 85%	560 76%	278 80%	505 83%	333 71%	322 84%	516 74%	90 71%	166 68%	233 81%	281 84%	95 64%	733 80%	259 83%	105 80%	55 87%	92 70%	103 82%	350 83%	247 80%	439 97%	408 100%	339 96%	400 69%	398 100%	398 100%	359 100%	364 100%	

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ColumnProportions (5%): A/B/C/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/D/T/U/V/A/W/X/A/Y/Z/a/b/c/L/A/d/e/L/f/g/h/i/L/A/j/L/A/k/m Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/E/F/A/G/H/I/J/K/L/A/M/N/A/Q/P/A/Q/R/A/D/T/U/V/A/W/X/A/Y/Z/a/b/c/L/A/d/e/L/f/g/h/i/L/A/j/L/A/k/m Minimum Base: 30(**) Small Base: 100(**)

25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q1. Which of the following best describes whether you typically watch the following BBC reality TV programmes? - The Traitors (non-celebrity version)
Adults aged 18-75 in Great Britain

	Gender			Age			Region					Employment status			Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016		Typically watch The Traitors					Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	470	261	494	456	400	545	436	379	397	343	
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364	
I try to always watch this	199 BPKSWbikm	81 15%	118 22%	60 18%	74 19%	65 18%	56 22%	47 17%	49 20%	24 16%	10 +	14 +	147 20%	52 15%	147 24%	52 11%	99 26%	101 15%	10 8%	43 17%	51 18%	77 23%	15 10%	182 20%	71 23%	31 24%	13 20%	11 8%	22 18%	99 23%	51 16%	199 44%	191 47%	199 56%	- -	195 49%	1 0%	191 53%	*	0%
I have watched some of this	155 FKlkm	73 14%	82 15%	67 20%	53 14%	35 10%	28 11%	44 16%	26 11%	23 15%	13 25%	21 22%	115 16%	40 11%	81 13%	73 16%	67 17%	87 13%	22 17%	23 10%	49 17%	47 14%	34 23%	116 13%	49 16%	13 10%	13 20%	21 16%	25 20%	60 14%	44 14%	155 34%	117 29%	155 44%	- -	104 26%	26 6%	98 27%	15 4%	
I have not watched this but have heard of it	529 DQWtghji	266 50%	262 48%	127 39%	188 48%	214 59%	115 45%	146 52%	126 51%	75 49%	24 46%	44 47%	344 47%	185 53%	302 50%	227 48%	165 43%	365 53%	63 50%	119 49%	144 50%	167 50%	52 35%	474 52%	147 47%	64 49%	32 51%	70 53%	62 49%	211 50%	160 52%	88 19%	88 22%	- -	432 74%	89 22%	359 90%	64 18%	341 94%	
I have not watched or heard of this	165 KQCVxdghjklm	94 18%	70 13%	50 15%	67 17%	48 13%	49 19%	33 12%	40 16%	27 17%	2 4%	15 16%	104 14%	61 18%	68 11%	97 21%	49 13%	116 17%	31 24%	49 20%	33 12%	39 12%	35 24%	129 14%	40 13%	20 15%	6 9%	24 18%	14 11%	48 11%	49 16%	11 2%	11 3%	- -	148 26%	9 2%	12 3%	6 2%	7 2%	
Don't know	31 FOQxdtghjklm	18 3%	12 2%	22 7%	8 2%	1 0%	6 2%	12 4%	4 2%	6 4%	3 6%	* 0%	22 3%	9 2%	12 2%	19 4%	6 1%	25 4%	1 1%	10 4%	10 4%	5 2%	11 8%	18 2%	4 1%	3 2%	- -	7 5%	3 3%	5 1%	6 2%	- -	- -	- -	- -	- -	- -	- -	- -	
NET: Watched	354 BPNFKlkm	154 29%	200 37%	127 39%	128 33%	100 27%	84 33%	91 32%	75 31%	47 30%	23 45%	34 37%	262 36%	92 27%	228 37%	126 27%	166 43%	188 27%	32 25%	66 27%	100 35%	125 37%	50 34%	298 32%	120 39%	45 34%	25 40%	32 24%	47 37%	158 38%	95 31%	354 78%	309 76%	354 100%	- -	299 75%	27 7%	289 80%	16 4%	
NET: Not Watched	694 DKMQdghjkl	360 68%	333 61%	177 54%	255 65%	262 72%	164 65%	179 64%	166 68%	102 66%	26 50%	59 63%	448 61%	246 71%	370 61%	324 69%	214 55%	481 69%	94 74%	168 69%	177 62%	206 61%	87 59%	603 66%	186 60%	84 64%	38 60%	93 71%	75 60%	258 61%	209 67%	99 24%	99 24%	- -	580 100%	98 25%	372 93%	70 20%	348 96%	
NET: Heard of	883 BPTW	420 79%	463 85%	254 78%	316 81%	314 87%	198 78%	237 84%	201 82%	123 79%	47 91%	78 84%	606 83%	278 80%	531 87%	353 75%	331 86%	553 80%	95 75%	185 76%	244 85%	292 87%	102 69%	772 84%	267 86%	108 82%	58 91%	102 77%	109 87%	369 88%	255 82%	442 98%	397 97%	354 100%	432 74%	389 98%	386 97%	353 98%	357 98%	

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25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q1A. As you may know, a new series of "The Celebrity Traitors" will be airing on BBC this autumn. Do you plan to watch the series, or not?
All who have heard of/ watched The Celebrity Traitors

	Gender		Age			Region					Employment status		Social grade	Education		Income		Ethnicity		Election 2024					Referendum 2016		Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors						
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A&C1	C2DE	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £49999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERV	DEMOCRA	REFORM	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted base	861	402	458	252	306	303	203	236	191	112	45	74	561	300	609	252	520	341	85	159	230	311	111	742	282	106	64	74	111	401	211	482	456	388	379	436	379	397	343
Weighted base	838	388	449	240	297	301	191	224	186	115	43	79	560	278	505	333	322	516	90	166	233	281	95	733	259	105	55	92	103	350	247	439	408	339	400	398	398	359	364
Yes, I plan to watch the upcoming series of "The Celebrity Traitors"	398 47% BFLNikm	165 43% AB	233 52% AB	139 58% ABF	132 45% ABF	127 42% ABF	101 53% L	100 45% ABF	89 48% ABF	59 51% +	22 52% +	27 34% +	280 50% +	118 42% +	256 51% A	142 43% AR	172 53% AR	226 44% +	36 39% +	71 43% +	118 51% +	144 51% +	52 55% +	343 47% +	135 52% +	44 42% +	31 56% +	41 44% +	46 45% +	175 50% +	109 44% +	369 84% AI	359 88% AI	299 88% AI	28 7% +	398 100% Ak	- - -	359 100% Am	- - -
No, I do not plan to watch the upcoming series of "The Celebrity Traitors"	398 48% CDOQWfghj	202 52% AC	195 43% AC	93 39% AC	145 49% D	161 53% AD	79 41% AD	116 52% AD	86 46% AD	52 45% +	19 45% +	46 58% G+	252 45% +	146 52% +	228 45% +	171 51% +	135 42% Q	263 51% Q	52 58% U+	85 51% +	100 43% +	127 45% +	35 37% +	357 49% W	109 42% +	54 52% +	23 42% +	49 53% +	57 55% Y+	157 45% +	128 52% +	50 11% gh	34 8% +	27 8% +	348 87% Afgh	- - -	398 100% AJ	- - -	364 100% AI
Don't know	42 5% cklm	21 5% 5%	21 5% 5%	9 4% 4%	19 7% 5%	14 5% 5%	11 6% 6%	9 4% 4%	11 6% 6%	4 3% +	2 4% +	6 7% +	27 5% +	15 5% +	21 4% +	21 6% +	15 5% +	27 5% +	2 2% +	10 6% +	15 7% +	11 4% +	8 8% +	33 5% c	15 6% c	7 6% c+	1 2% +	3 3% +	- - +	19 5% 5%	10 4% 4%	19 4% g	15 4% 4%	13 4% 4%	23 6% 6%	- - -	- - -	- - -	- - -

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ColumnMeans (5%): A/B/C&D/E/F/A/G/H/V/U/K/L/A/M/N/A/Q/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/u/h/L/A/d/c/A/J/g/h/A/J/K/A/V/m Minimum Base: 30(**) Small Base: 100(**)

25-061766-39 - 25th - 30th of September 2026

INTERNAL/CLIENT USE ONLY

Trainers

Adults aged 18-75 in Great Britain

Q2. Which, if any, of the following celebrities are you aware of?

Adults aged 18-75 in Great Britain

	Gender		Age		Region				Employment status				Social grade		Education		Income				Ethnicity				Election 2024				Referendum 2025				Typically watch The Trainers				Plan to watch upcoming series of The Celebrity Trainers				Typically watch a Plan to watch the Celebrity Trainers			
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £10000	£10000-£15000	£15000-£20000	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	DEMOCRACYS	REFORM UK	OTHER	REMAIN	LEAVE	Any Trainers (celebrity/non-celebrity)	The Celebrity Trainers (non-celebrity)	The Trainers (non-celebrity)	Not watched either	Yes	No	Typically watch new series	Do not plan to watch new series	Typically watch	Do not plan to watch				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)		
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	331	128	75	105	134	470	261	404	456	400	545	436	379	397	343								
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	89	732	347	610	469	385	604	127	244	287	336	148	920	311	131	63	132	125	422	311	413	408	354	580	398	398	359	364					
James Blunt – Singer/Songwriter	834	376	456	177	313	324	199	213	190	94	39	79	539	276	492	323	301	513	89	180	212	269	58	747	239	108	51	105	100	361	247	349	332	280	451	319	328	298	307					
1029W	73%	72%	80%	54%	80%	82%	80%	79%	76%	78%	60%	77%	81%	69%	78%	74%	79%	74%	70%	74%	74%	80%	39%	81%	77%	82%	80%	79%	79%	80%	80%	79%	77%	81%	79%	78%	80%	82%	83%	84%				
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Ross Kemp – Actor and Presenter	808	381	426	152	319	337	202	214	190	87	40	75	540	269	484	324	290	518	80	176	214	272	54	746	241	109	48	102	97	357	252	345	326	276	450	315	326	294	306					
1029W	72%	72%	78%	47%	82%	93%	80%	76%	78%	56%	79%	80%	74%	77%	79%	69%	75%	75%	63%	72%	74%	81%	36%	81%	77%	83%	75%	77%	77%	83%	83%	76%	78%	78%	79%	79%	82%	82%	84%					
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Miranda Hart – Actor and Author	755	339	414	159	281	315	185	195	190	82	36	66	498	257	454	300	289	465	76	158	201	259	49	697	225	102	47	93	94	334	239	346	328	273	401	315	319	295	297					
1029W	70%	64%	76%	40%	72%	87%	73%	69%	78%	53%	70%	71%	68%	74%	74%	64%	75%	67%	62%	65%	70%	73%	33%	76%	73%	72%	78%	74%	70%	77%	76%	76%	80%	77%	69%	79%	80%	82%	82%					
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Ramech Ranganathan – Comedian	731	341	389	144	288	298	174	185	175	91	35	70	480	250	456	275	277	453	66	164	191	247	60	663	226	101	46	85	91	331	229	325	309	257	336	294	316	278	295					
1029W	68%	64%	71%	44%	74%	82%	69%	66%	72%	59%	68%	75%	66%	72%	75%	59%	72%	65%	52%	67%	67%	73%	41%	72%	73%	77%	72%	65%	73%	78%	74%	72%	76%	73%	68%	74%	79%	77%	81%					
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD	AD		
Richard E. Grant – Actor and Author	699	322	376	97	290	312	170	183	167	86	35	58	453	246	434	264	270	428	68	162	185	225	54	639	224	94	44	86	90	321	239	307	298	249	385	289	292	274	278					
1029W	65%	62%	69%	30%	74%	80%	67%	69%	68%	55%	68%	62%	67%	71%	71%	56%	70%	62%	54%	66%	65%	67%	37%	70%	72%	72%	70%	65%	73%	70%	68%	73%	70%	66%	73%	73%	76%	76%						
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Michael Sheen – Actor and Presenter	684	315	368	117	279	288	159	195	156	85	34	55	446	238	420	264	272	413	64	153	173	237	53	622	222	96	45	72	88	318	224	315	297	253	359	286	285	268	268					
1029W	63%	59%	67%	36%	72%	79%	63%	69%	64%	55%	67%	59%	61%	69%	69%	56%	71%	59%	50%	63%	60%	70%	30%	68%	71%	73%	72%	54%	70%	73%	72%	69%	73%	71%	62%	72%	72%	75%	73%					
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Rob Beckett – Comedian	668	307	360	145	295	240	162	183	156	70	31	65	436	232	408	259	245	422	59	158	156	213	57	618	226	92	48	78	75	287	204	318	304	253	340	254	277	274	256					
1029W	62%	58%	66%	40%	66%	63%	64%	65%	64%	45%	59%	70%	60%	67%	67%	55%	67%	61%	47%	63%	70%	60%	59%	60%	68%	68%	68%	68%	68%	68%	68%	70%	74%	71%	59%	74%	70%	70%	70%					
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Joe Lycett – Comedian	657	301	355	132	246	279	169	165	160	71	33	59	424	233	410	246	249	408	62	139	165	228	29	619	205	90	41	82	83	304	210	309	294	244	345	289	274	268	257					
1029W	62%	57%	60%	40%	63%	67%	67%	65%	60%	46%	63%	63%	58%	67%	67%	53%	65%	59%	40%	57%	58%	68%	20%	67%	66%	64%	62%	66%	62%	66%	72%	68%	68%	72%	69%	59%	73%	69%	75%	70%				
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Jerry Hall – Model and Actress	573	307	306	37	214	312	137	160	142	68	25	51	359	214	349	234	212	361	65	123	132	198	35	534	187	91	37	80	67	238	208	287	232	185	338	214	253	202	242					
1029W	53%	50%	56%	11%	55%	89%	50%	57%	58%	44%	49%	54%	49%	62%	57%	48%	55%	52%	52%	50%	40%	59%	24%	58%	60%	69%	59%	61%	54%	66%	67%	52%	54%	52%	57%	54%	64%	56%	67%					
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I			
Maya Jama – Broadcaster and Entrepreneur	446	183	263	139	180	138	102	120	114	54	20	35	316	130	268	178	170	276	44	91	114	164	39	398	136	61	22	57	47	183	128	249	236	203	187	230	149	218	136					
1029W	43%	38%	46%	48%	43%	40%	35%	40%	43%	47%	35%	48%	38%	43%	38%	44%	40%	40%	35%	37%	40%	49%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%				
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I		
James Acaster – Comedian and Podcaster	422	202	219	115	169	138	104	101	107	44	22	42	287	134	266	156	167	255	37	94	91	154	26	388	146	48	27	34	61	213	105	230	218	182	188	209	165	194	147					
1029W	39%	38%	40%	35%	43%	38%	40%	36%	44%	29%	44%	46%	39%	39%	44%	33%	43%	37%	30%	34%	32%	40%	17%	42%	47%	36%	42%	26%	49%	50%	34%	51%	51%	32%	53%	41%	54%	40%						
1029W	AB	AB	AD	AD	AD	AD	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I		
Bella Ramsey – Actor	395	176	216	136	163	96	103	94	96	45	24	33	285	110	252	143	169	226	37	80	109	142	35	357	130	43	21																	

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INTERNAL/CLIENT USE ONLY

Traitors

Adults aged 18-75 in Great Britain

Q1. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... - Summary

Adults aged 18-75 in Great Britain

	Q1. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ...		
	... is most likely to win?	... is most likely to be the worst at the game?	... would be the best traitor?
	(A)	(B)	(C)
Unweighted base	1079	1079	1079
Weighted base	1079	1079	1079
Amol Rajen	9 1%	9 1%	18 2%
Bella Ramsey	22 2%	19 2%	23 2%
James Acaster	19 2%	29 3%	33 3%
James Blunt	38 4%	23 2%	41 4%
Jerry Hall	14 1%	56 5%	11 1%
Joanne McMeally	10 1%	9 1%	13 1%
Joe Lycett	30 3%	59 6%	34 3%
Julie Hesmondhalgh	14 1%	14 1%	14 1%
King Kenny	6 1%	11 1%	9 1%
Leigh-Anne Pincock	6 1%	30 3%	8 1%
Maya Jama	24 2%	31 3%	18 2%
Michael Sheen	70 6%	4 0%	55 5%
Miranda Hart	37 3%	57 5%	41 4%
Myka'la	7 1%	15 1%	5 0%
Professor Hannah Fry	43 4%	12 1%	26 2%
Richard E. Grant	60 6%	15 1%	68 6%
Rob Beckett	19 2%	70 7%	24 2%
Romesh Ranganathan	72 7%	17 1%	62 6%
Ross Kemp	56 5%	20 2%	86 8%
Sebastian Croft	15 1%	19 1%	10 1%
Sharon Rooney	3 0%	16 1%	6 1%
None of these	31 3%	38 4%	33 3%
Don't know	475 44%	487 45%	441 41%

rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Colors: Optimum (D50, 2/0, 0°) Minimum Area: 100% (Small Area: 100%)

Colors: Optimum (D50, 2/0, 0°) Minimum Area: 100% (Small Area: 100%)

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INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... is most likely to win?
Adults aged 18-75 in Great Britain

	Gender		Age		Region				Employment status		Social grade		Education		Income		Ethnicity		Election 2024				Referendum 2026				Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch a Plan to watch the Celebrity Traitors									
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £10000	£10000-£15000	£15000-£20000	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The (non-celebrity) Traitors	Not watched either	Yes	No	Do not typically watch and plan to watch new series - new series	Typically watch and plan to watch the Celebrity Traitors			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	470	261	404	456	400	545	436	379	397	343			
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	99	732	347	610	469	385	604	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364			
Romek Ranganathan	72	29	44	18	23	31	16	15	16	12	6	8	51	22	47	25	21	51	6	9	15	38	3	69	17	8	4	14	12	22	31	42	41	31	28	39	25	37	21			
	7% 29	5% 29	8% 29	6% 40	6% 40	9% 35	6% 40	5% 35	6% 40	8% 35	12% 40	8% 35	7% 40	6% 35	8% 35	5% 40	6% 35	7% 40	5% 35	6% 40	5% 35	11% 40	2% 40	8% 35	1% 40	6% 35	1% 40	5% 35	10% 40	9% 35	10% 40	9% 35	10% 40	9% 35	10% 40	6% 35	10% 40	6% 35				
Michael Sheen	70	33	37	17	28	24	18	25	13	5	3	6	51	18	45	25	26	43	4	13	20	29	6	63	34	7	3	5	12	39	10	44	41	37	25	39	24	38	21			
	6% 1	6% 1	7% 1	5% 1	7% 1	6% 1	6% 1	5% 1	3% 1	6% 1	6% 1	6% 1	7% 1	5% 1	7% 1	5% 1	6% 1	7% 1	3% 1	6% 1	7% 1	9% 1	4% 1	7% 1	1% 1	5% 1	5% 1	4% 1	10% 1	9% 1	6% 1	10% 1	10% 1	4% 1	10% 1	6% 1	10% 1	6% 1				
Richard E. Grant	60	28	32	6	35	19	13	16	14	9	3	4	48	12	39	21	24	36	3	8	30	17	7	53	30	7	-	3	8	31	20	35	33	28	24	32	22	31	21			
	6% 29	5% 29	6% 29	2% 40	9% 35	5% 35	6% 40	6% 40	6% 40	6% 40	6% 40	6% 40	7% 40	3% 40	6% 40	4% 40	6% 35	5% 35	3% 35	10% 35	5% 35	6% 35	10% 35	6% 35	10% 35	-	-	2% 35	7% 35	6% 35	8% 35	8% 35	8% 35	4% 35	8% 35	6% 35	9% 35	6% 35				
Ross Kemp	56	23	33	18	26	12	8	22	19	3	1	3	39	17	28	28	16	40	7	10	21	17	7	49	8	5	2	14	3	17	14	22	21	21	34	23	17	20	17			
	5% 27	4% 27	6% 27	6% 27	7% 27	3% 27	3% 27	8% 27	6% 27	2% 27	4% 27	2% 27	4% 27	5% 27	5% 27	6% 27	4% 27	6% 27	6% 27	4% 27	7% 27	5% 27	4% 27	5% 27	3% 27	4% 27	4% 27	11% 27	2% 27	4% 27	5% 27	5% 27	5% 27	6% 27	6% 27	6% 27	4% 27	5% 27	5% 27			
Professor Hannah Fry	49	24	19	13	12	18	10	13	10	8	1	1	26	17	26	17	19	24	5	12	11	13	3	39	17	5	1	4	5	20	11	26	25	23	16	26	11	24	11			
	4% 29	4% 29	3% 29	4% 35	3% 35	4% 35	3% 35	4% 35	3% 35	4% 35	3% 35	4% 35	3% 35	4% 35	3% 35	4% 35	3% 35	4% 35	5% 35	4% 35	4% 35	2% 35	4% 35	3% 35	1% 35	1% 35	1% 35	1% 35	2% 35	1% 35	4% 35	5% 35	4% 35	4% 35	3% 35	3% 35	3% 35	3% 35	3% 35			
James Blunt	38	18	20	11	19	8	10	7	9	5	2	6	27	10	24	14	18	20	6	2	10	18	7	30	15	3	2	4	8	23	6	23	21	20	14	23	4	21	4			
	4% 16	3% 16	4% 16	3% 16	4% 16	2% 16	4% 16	3% 16	4% 16	3% 16	4% 16	3% 16	4% 16	3% 16	4% 16	3% 16	4% 16	3% 16	4% 16	5% 16	4% 16	5% 16	3% 16	5% 16	2% 16	4% 16	3% 16	7% 16	5% 16	2% 16	5% 16	6% 16	6% 16	6% 16	6% 16	6% 16	1% 16	6% 16	1% 16			
Miranda Hart	37	17	20	14	10	14	11	8	9	2	4	4	23	15	21	10	15	22	8	8	9	7	1	34	11	4	3	1	7	21	4	18	18	14	17	19	10	10	8			
	3% 16	3% 16	4% 16	4% 16	3% 16	4% 16	4% 16	3% 16	3% 16	2% 16	4% 16	3% 16	4% 16	3% 16	4% 16	3% 16	4% 16	3% 16	6% 16	3% 16	6% 16	2% 16	1% 16	4% 16	1% 16	4% 16	3% 16	5% 16	5% 16	3% 16	4% 16	4% 16	4% 16	4% 16	3% 16	3% 16	3% 16	2% 16	4% 16	2% 16		
Joe Lycett	30	17	13	9	10	10	11	6	8	1	1	4	19	11	16	13	13	17	4	9	5	7	4	25	8	4	7	1	2	16	5	16	15	11	13	15	10	12	7			
	3% 16	3% 16	2% 16	3% 16	3% 16	3% 16	4% 16	2% 16	3% 16	0% 16	1% 16	4% 16	3% 16	3% 16	3% 16	3% 16	3% 16	2% 16	3% 16	4% 16	2% 16	2% 16	3% 16	3% 16	2% 16	3% 16	2% 16	13% 16	1% 16	2% 16	4% 16	2% 16	4% 16	4% 16	3% 16	2% 16	4% 16	2% 16	3% 16	2% 16		
Maya Jama	24	9	15	16	6	2	2	9	4	5	2	2	19	5	11	13	6	18	2	5	10	7	6	18	2	-	-	7	1	3	5	11	10	6	13	8	10	8	9			
	2% 16	2% 16	3% 16	5% 16	2% 16	1% 16	1% 16	3% 16	2% 16	3% 16	4% 16	2% 16	3% 16	2% 16	2% 16	3% 16	2% 16	3% 16	2% 16	2% 16	4% 16	2% 16	4% 16	2% 16	1% 16	0% 16	-	-	5% 16	1% 16	1% 16	2% 16	2% 16	3% 16	2% 16	2% 16	2% 16	3% 16	2% 16			
Bella Ramsey	22	5	17	14	5	3	7	4	5	4	1	1	18	4	15	8	13	9	2	4	6	10	4	18	7	3	1	3	2	14	5	20	18	15	2	17	3	16	1			
	2% 16	1% 16	3% 16	4% 16	1% 16	1% 16	3% 16	1% 16	2% 16	3% 16	2% 16	1% 16	2% 16	1% 16	2% 16	2% 16	3% 16	1% 16	2% 16	2% 16	2% 16	3% 16	3% 16	2% 16	2% 16	1% 16	3% 16	1% 16	3% 16	2% 16	1% 16	4% 16	4% 16	4% 16	0% 16	4% 16	1% 16	4% 16	0% 16			
Rob Beckett	19	10	9	10	5	4	5	7	3	4	-	1	14	5	14	5	7	12	1	3	6	9	7	12	9	3	1	1	-	10	4	11	11	7	8	12	4	10	3			
	2% 16	2% 16	2% 16	3% 16	1% 16	1% 16	2% 16	3% 16	1% 16	2% 16	-	1% 16	2% 16	2% 16	1% 16	2% 16	1% 16	2% 16	1% 16	1% 16	2% 16	3% 16	4% 16	1% 16	3% 16	2% 16	1% 16	-	2% 16	1% 16	2% 16	3% 16	2% 16	1% 16	3% 16	1% 16	3% 16	1% 16	3% 16			
James Acaster	19	11	8	9	5	5	5	7	5	-	-	1	14	5	9	10	5	14	4	3	6	6	3	16	5	3	1	2	1	7	4	13	9	10	6	9	7	7	5			
	2% 16	2% 16	3% 16	3% 16	1% 16	2% 16	2% 16	2% 16	2% 16	0% 16	-	1% 16	2% 16	2% 16	2% 16	2% 16	1% 16	2% 16	1% 16	1% 16	2% 16	2% 16	2% 16	3% 16	2% 16	1% 16	2% 16	1% 16	2% 16	1% 16	4% 16	3% 16	3% 16	2% 16	3% 16	1% 16	2% 16	1% 16	2% 16	1% 16		
Sebastian Croft	15	10	5	10	3	2	8	-	2	2	1	1	10	5	6	9	4	11	4	2	4	4	2	12	8	-	-	2	1	1	6	9	9	4	5	8	5	8	3			
	1% 16	2% 16	1% 16	3% 16	1% 16	1% 16	3% 16	-	1% 16	1% 16	2% 16	1% 16	1% 16	1% 16	2% 16	1% 16	1% 16	2% 16	4% 16	1% 16	1% 16	1% 16	2% 16	1% 16	3% 16	-	-	2% 16	1% 16	0% 16	2% 16	2% 16	2% 16	1% 16	1% 16	2% 16	1% 16	2% 16	1% 16			
Julie Hesmondhalgh	14	5	9	2	9	3	5</																																			

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Traitors

Adults aged 18-75 in Great Britain

Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think ... is most likely to be the worst at the game?

Adults aged 18-75 in Great Britain

		Gender		Age		Region				Employment status				Social grade		Education		Income				Ethnicity				Election 2024				Referendum 2016				Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors				Typically watch a Plan to watch the Celebrity Traitors			
		Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £10000	£10000-£14999	£15000-£19999	£20000-£24999	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors (non-celebrity)	The Traitors (non-celebrity)	Not watched either	Yes	No	Do not typically watch and plan to watch new series	Typically watch new series	Do not typically watch and plan to watch new series	Typically watch and plan to watch new series	Do not typically watch and plan to watch new series		
Unweighted base	1079	529	548	333	387	350	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	470	261	404	456	400	545	436	379	397	343						
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	90	732	347	610	469	385	604	127	244	287	336	148	920	311	131	63	132	125	422	311	413	408	354	580	398	398	399	364						
Rob Beckett	70	25	46	24	29	17	20	17	17	9	2	5	51	19	49	21	30	40	5	15	10	34	3	65	19	9	5	4	9	33	18	54	54	45	15	11	11	50	8						
	7%	5%	8%	7%	7%	5%	8%	6%	7%	6%	4%	5%	7%	5%	8%	5%	8%	6%	4%	6%	4%	10%	2%	7%	6%	7%	9%	3%	8%	8%	6%	12%	13%	13%	3%	13%	3%	14%	2%						
Joe Lycott	59	30	29	14	24	22	18	13	13	8	1	6	40	20	36	23	17	42	5	15	13	23	3	56	18	7	5	7	6	18	22	36	34	23	23	34	20	33	20						
	6%	6%	5%	4%	6%	6%	7%	5%	5%	5%	2%	6%	6%	5%	6%	6%	5%	7%	2%	6%	5%	7%	2%	6%	6%	6%	7%	5%	5%	4%	7%	8%	6%	6%	4%	8%	5%	9%	6%	6%					
Miranda Hart	57	26	31	11	25	20	10	17	13	4	7	5	43	13	29	27	16	41	4	15	15	17	4	50	20	10	1	5	4	27	12	31	27	28	23	29	18	27	17						
	5%	5%	6%	4%	7%	5%	4%	6%	6%	5%	3%	14%	0%	6%	4%	5%	6%	4%	6%	3%	6%	5%	5%	3%	5%	3%	5%	7%	2%	4%	3%	6%	4%	7%	7%	8%	4%	7%	4%	7%	5%				
Jerry Hall	56	24	32	11	18	26	10	17	19	4	2	3	37	19	35	21	18	38	3	16	15	18	11	45	16	8	3	9	5	28	18	39	33	31	16	33	15	31	14						
	5%	5%	6%	4%	5%	7%	4%	6%	6%	8%	3%	4%	4%	3%	5%	5%	6%	4%	5%	2%	6%	5%	5%	8%	5%	5%	6%	5%	7%	4%	7%	6%	9%	8%	9%	3%	8%	4%	9%	4%					
Romesh Ranganathan	37	13	24	8	20	9	12	9	6	8	-	1	26	10	22	14	18	19	2	6	13	11	7	30	9	5	3	5	2	11	13	20	18	15	17	19	11	16	10						
	3%	2%	4%	2%	5%	2%	3%	3%	3%	3%	-	1%	4%	3%	4%	3%	5%	3%	1%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%	3%	3%	4%	3%						
Maya Jama	31	16	16	15	9	6	11	4	6	6	1	3	24	7	20	11	21	11	3	6	12	9	6	25	7	6	1	7	5	13	9	21	21	19	10	22	8	19	7						
	3%	3%	3%	3%	5%	2%	2%	4%	1%	2%	4%	2%	3%	2%	3%	2%	3%	2%	2%	3%	4%	3%	4%	3%	2%	4%	4%	2%	5%	4%	3%	5%	5%	2%	6%	2%	5%	5%	2%						
Lugh-Ann Pincock	39	20	20	12	15	3	6	12	6	5	-	-	24	5	15	14	9	21	6	6	7	7	10	20	17	2	1	-	-	16	7	13	10	13	16	15	7	9	6						
	3%	2%	4%	4%	4%	1%	3%	4%	3%	3%	-	-	3%	2%	3%	2%	3%	4%	3%	4%	3%	3%	4%	5%	2%	7%	2%	5%	2%	4%	2%	3%	2%	4%	3%	4%	2%	3%	2%						
James Acaster	29	16	12	17	9	4	4	11	7	*	1	7	21	8	15	14	13	16	9	3	6	11	1	28	7	1	1	4	10	16	5	17	15	9	12	13	13	11	9						
	3%	3%	3%	2%	5%	2%	1%	1%	4%	3%	0%	1%	7%	3%	2%	2%	3%	3%	2%	7%	1%	2%	3%	1%	3%	2%	1%	1%	1%	3%	8%	4%	2%	4%	4%	3%	2%	3%	3%	3%					
James Blunt	23	13	10	10	8	5	9	4	7	3	-	-	17	6	13	11	6	17	3	3	7	8	2	21	4	2	4	1	5	9	5	9	9	5	13	9	5	9	5						
	2%	2%	2%	3%	2%	1%	3%	1%	3%	2%	-	-	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	1%	2%	1%	2%	1%	2%	6%	1%	4%	2%	2%	2%	1%	2%	1%	3%	1%						
Ross Kemp	20	16	4	5	8	6	5	3	2	5	1	3	15	4	13	7	7	12	3	8	3	5	1	18	9	2	-	3	6	9	8	13	10	10	6	11	5	8	3						
	2%	3%	1%	2%	2%	2%	1%	1%	1%	3%	2%	4%	2%	1%	2%	1%	2%	2%	2%	3%	1%	1%	1%	2%	3%	1%	-	2%	4%	2%	3%	3%	2%	3%	1%	3%	1%	2%	1%						
Bella Ramsey	39	14	5	14	5	1	2	5	6	1	1	4	15	4	11	8	8	11	3	*	6	7	4	15	3	5	3	7	3	11	3	13	12	10	6	11	6	10	3						
	2%	3%	1%	4%	1%	0%	1%	2%	3%	1%	2%	4%	2%	1%	2%	2%	2%	2%	3%	0%	2%	2%	3%	1%	0%	4%	5%	2%	3%	1%	3%	3%	3%	1%	3%	1%	3%	1%							
Sharon Rooney	56	9	7	10	2	4	1	6	-	4	3	2	11	5	7	9	4	13	3	1	6	6	5	11	8	3	-	1	-	4	5	5	4	4	11	6	8	4	8						
	2%	2%	1%	1%	3%	1%	1%	0%	2%	-	1	6%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	3%	1%	2%	3%	-	1%	-	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%				
Myka'la	15	5	10	9	1	5	5	1	2	3	3	1	5	9	6	9	3	11	2	4	6	2	3	12	7	2	-	2	-	3	2	8	7	5	4	5	6	5	4						
	1%	1%	2%	3%	0%	1%	2%	0%	1%	2%	6%	1%	1%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	-	2%	-	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%					
Richard E. Grant	15	5	9	2	10	3	5	3	3	4	-	-	13	2	13	2	5	10	-	3	4	8	1	13	3	7	2	1	2	8	5	6	6	5	7	6	5	6	5						
	1%	1%	2%	1%	3%	1%	2%	1%	1%	3%	-	-	2%	1%	2%	0%	1%	1%	-	-	1%	2%	1%	1%	1%	5%	2%	0%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%					
Julie Hesmondhalgh	14	8	6	8	3	1	5	3	8	-	2	2</																																	

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INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q3. From the following list of contestants who will be on the upcoming series of "The Celebrity Traitors", who do you think - ... - would be the best traitor?

Audience aged 18-75 in Great Britain																																													
Gender		Age		Region								Employment status				Social grade		Education		Income				Ethnicity		Election 2024				Referendum 2016				Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors				Typically watch a Plan to watch the Celebrity Traitors			
Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £9999	£10000-£14999	£15000-£19999	£20000-£24999	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Do not typically watch and plan to watch new series	Do not typically watch and plan to watch new series							
[A]	[B]	[C]	[D]	[E]	[F]	[G]	[H]	[I]	[J]	[K]	[L]	[M]	[N]	[O]	[P]	[Q]	[R]	[S]	[T]	[U]	[V]	[W]	[X]	[Y]	[Z]	[aa]	[ab]	[ac]	[ad]	[ae]	[af]	[ag]	[ah]	[ai]	[aj]	[ak]	[al]	[am]	[an]	[ao]					
Unweighted base	1079	529	548	333	387	350	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	470	261	404	456	400	545	436	379	397	343						
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	604	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364						
Ross Kemp	86	46	40	29	28	29	24	24	13	12	4	9	57	29	31	56	16	70	11	21	22	25	14	69	22	20	1	15	4	27	34	42	37	36	39	35	26	32	24						
Richard E. Grant	68	21	46	4	33	31	12	32	15	4	1	4	40	27	45	23	24	43	9	13	18	21	3	65	27	6	3	10	5	33	24	39	37	25	29	37	26	35	25						
Romech Ranganathan	62	23	39	18	32	13	23	13	12	5	4	6	49	13	36	26	21	41	7	11	10	31	8	53	17	2	4	7	8	19	18	35	32	31	27	30	17	30	17						
Michael Sheen	55	23	30	13	14	28	20	14	10	5	1	5	34	21	43	12	25	30	5	12	12	24	4	51	22	5	2	5	8	29	10	37	34	32	17	38	12	34	12						
Miranda Hart	41	10	31	14	12	15	11	7	10	7	1	5	26	15	24	17	20	21	4	8	13	14	3	38	15	5	1	3	20	8	25	22	21	16	22	13	20	12							
James Blunt	41	16	24	16	15	10	7	11	12	4	3	4	27	13	23	17	22	19	4	7	12	14	4	37	13	5	4	5	7	22	11	31	31	27	9	29	5	29	3						
Joe Lycett	34	11	23	8	13	14	6	6	10	3	1	8	26	9	23	11	19	15	1	6	11	14	2	32	6	5	8	1	9	20	3	16	10	21	8	23	7	21	2						
James Acaster	33	25	8	17	11	5	11	2	7	7	3	3	31	3	24	9	17	16	-	5	10	13	7	26	10	2	3	4	6	15	6	25	23	13	8	24	8	21	6						
Professor Hannah Fry	36	14	12	6	11	8	2	7	10	2	3	1	20	6	22	3	13	12	4	1	6	13	3	23	10	2	2	2	3	13	6	16	16	12	9	15	9	15	8						
Rob Beckett	24	17	8	12	8	4	8	11	3	2	-	1	20	4	16	8	9	15	-	6	9	6	3	22	3	6	2	4	5	7	9	15	15	8	8	14	7	12	4						
Bella Ramsey	23	6	17	9	10	4	4	6	7	3	1	2	14	9	12	10	7	16	5	3	11	4	2	20	6	1	1	7	2	7	6	13	13	9	10	12	6	12	6						
Amel Ragan	18	13	5	6	6	6	10	1	2	3	1	-	13	5	9	9	4	14	1	5	6	6	4	14	11	3	1	-	4	7	8	9	6	9	9	8	7	6	7						
Maya Jama	18	8	10	15	3	*	4	5	3	2	3	1	14	4	9	9	7	11	2	4	9	3	5	13	7	-	1	2	1	8	1	14	14	4	14	1	14	-							
Julie Hesmondhalgh	14	9	5	6	3	3	5	1	4	1	-	8	6	3	10	4	10	4	4	2	2	5	9	6	1	-	3	1	6	5	12	7	8	2	9	5	6	4							
Joanne Whalley	13	3	10	7	6	-	-	5	2	6	-	-	13	-	6	6	3	10	6	1	1	5	3	10	5	3	-	2	3	8	2	9	3	9	3	3	7	3	7						
Jerry Hall	11	8	3	3	3	5	2	1	6	-	2	1	10	1	8	3	7	4	-	2	3	5	1	10	4	3	-	2	1	7	4	6	4	4	5	5	2	4	2						
Sebastian Croft	10	8	2	9	1	-	*	2	2	4	1	1	8	2	4	6	5	5	3	2	4	1	7	3	3	1	1	1	1	2	2	6	6	4	3	5	2	3	-						
King Kenny	9	7	3	7	-	2	-	3	4	2	-	1	7	2	5	5	4	5	1	-	4	3	3	6	1	2	-	-	1	2	-	6	5	4	2	6	-	5	-						
Leigh-Anne Pincock	8	4	5	5	3	1	*	5	1	1	1	-	7	1	5	3	5	3	1	1	4	3	2	7	*	1	1	1	2	1	3	2	6	5	4	3	4	2	4	2					
Sharon Rooney	6	2	4	2	4	*	-	1	1	4	-	1	2	5	3	3	2	4	1	4	*	1	-	6	1	-	2	-	*	2	*	3	3	2	3	6	-	3	-						
Mya/La	5	5	*	3	3	-	-	3	1	2	-	-	4	1	5	-	3	2	*	2	1	2	1	3	2	2	-	-	-	3	3	5	3	3	*	4	-	3	-						
None of these	33	20	14	10	6	18	10	9	8	2	1	3	23	11	12	22	7	26	7	12	6	6	27	8	3	1	6	1	11	9	2	*	2	28	*	11	*	11							
Don't know	441	220	225	130	163	168	97	109	156	72	19	39	381	260	242	199	140	381	52	118	113	122	60	376	110	52	27	57	52	148	139	71	61	57	337	51	223	44	212						
	42%	44%	38%	34%	42%	46%	38%	39%	43%	46%	37%	41%	38%	46%	40%	42%	36%	43%	41%	48%	40%	36%	40%	41%	33%	40%	42%	43%	41%	35%	43%	16%	15%	56%	58%	13%	56%	12%	58%						

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INTERNAL/CLIENT USE ONLY

Traitors

Adults aged 18-75 in Great Britain

Q4A. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024				Referendum 2016		Typically watch The Traitors		Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors					
		Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted base		1079	529	548	333	387	359	258	283	241	155	53	89	705	374	638	341	628	451	119	212	283	371	167	900	311	128	75	105	134	472	261	494	456	400	545	436	379	397	343
Weighted base		1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	420	311	453	408	354	580	398	398	359	364
Claudia Winkleman		441 41%	186 35%	254 AB	116 47%	183 47%	142 39%	101 40%	123 44%	103 42%	46 30%	20 38%	48 52%	299 41%	142 41%	248 41%	192 41%	151 39%	290 42%	62 49%	98 40%	93 33%	167 50%	32 22%	406 44%	97 31%	71 54%	26 42%	67 51%	63 50%	166 39%	169 54%	220 49%	207 51%	177 50%	216 37%	210 53%	157 39%	190 53%	143 39%
	BURWMI				AD			J	J			*	J*					U*				AU	AW			AW	AW*	AW*	AW*		Ad	Ad	Ad	Ad		Ad	Ad	Ad		
Andy Burnham		258 24%	155 29%	103 19%	100 31%	70 18%	88 24%	71 28%	64 23%	56 23%	44 28%	10 19%	14 15%	187 26%	71 20%	162 27%	96 20%	113 29%	145 21%	26 21%	51 21%	79 28%	88 26%	51 35%	207 23%	137 44%	20 15%	16 26%	7 5%	24 19%	132 31%	50 16%	125 27%	113 28%	90 26%	128 22%	108 27%	92 23%	97 27%	79 22%
	CERKZDE		AC	AE			L				L	*	*			A	AR		*	*	*		AX		AX	AX	AX	AX	b*	b*	b*	Ad	A	A	A					
Neither		181 17%	102 19%	79 14%	49 15%	59 15%	73 20%	28 11%	51 18%	44 18%	31 20%	12 24%	15 16%	120 16%	60 17%	79 13%	102 22%	52 13%	129 19%	20 16%	47 19%	55 19%	32 9%	25 17%	150 16%	39 13%	21 16%	14 28%	37 14%	60 14%	56 18%	43 10%	35 9%	32 9%	120 21%	35 9%	80 20%	28 8%	75 21%	
	GOQVtghjl										G	G*	*				AO	Q	*	*	V	V					*	*	Atc*	*		g				Algh			Al	
Don't know		199 18%	89 17%	109 20%	61 19%	78 20%	60 17%	53 21%	44 16%	42 17%	35 22%	10 19%	17 18%	125 17%	75 21%	121 20%	79 17%	69 18%	130 19%	19 15%	49 20%	59 21%	49 15%	40 27%	157 17%	38 12%	19 15%	7 11%	20 15%	20 16%	64 15%	37 12%	14 14%	53 13%	55 16%	116 20%	46 12%	70 18%	44 12%	67 18%
	VWMDtgl											*	*					*	*	*	*	*	AX				*	*	*	*	g		g	fg			j			

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25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q4B. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

			Gender				Age				Region				Employment status				Social grade		Education		Income				Ethnicity		Election 2024				Referendum 2016		Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors	
			Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE ES	NON GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/ non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically plan to watch new series	Do not typically watch and do not plan to watch new series	
																																										(A)
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	127	212	283	371	167	900	331	128	75	105	134	470	261	494	456	400	545	436	379	397	343			
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	129	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364			
Rob Beckett	473 44% JWZB	230 43% JWZB	243 44% JWZB	136 42% JWZB	194 50% JWZB	144 40% JWZB	117 46% JWZB	125 44% JWZB	107 44% JWZB	54 35% JWZB	22 43% JWZB	48 52% JWZB	325 44% JWZB	149 33% JWZB	295 48% JWZB	179 38% JWZB	191 50% JWZB	282 41% JWZB	50 40% JWZB	90 37% JWZB	129 45% JWZB	287 52% JWZB	336 40% JWZB	148 34% JWZB	920 46% JWZB	311 26% JWZB	131 48% JWZB	63 32% JWZB	132 54% JWZB	125 53% JWZB	422 39% JWZB	311 244 JWZB	453 57% JWZB	408 56% JWZB	354 224 JWZB	580 39% JWZB	398 57% JWZB	398 43% JWZB	359 208 JWZB	364 42% JWZB		
Kemi Badenoch	179 17% ETUJ	99 19% ETUJ	80 15% ETUJ	60 18% ETUJ	49 13% ETUJ	70 19% ETUJ	32 13% ETUJ	52 18% ETUJ	39 16% ETUJ	40 26% AGL	8 16% AGL	8 9% AGL	125 17% AGL	54 16% AGL	100 16% AGL	79 17% AGL	64 17% AGL	116 17% AGL	20 16% AGL	38 16% AGL	46 16% AGL	63 19% AGL	30 20% AGL	145 16% AGL	38 12% Arab*	57 21% c*	14 28% Arab*	37 7% c*	9 12% Ad	52 27% Ad	83 19% Ad	84 17% Ad	71 17% Ad	61 16% Ad	92 16% Ad	65 16% Ad	78 20% Ad	61 17% Ad	69 19% Ad			
Neither	200 19% OZGHNJ	107 20% OZGHNJ	93 17% OZGHNJ	52 16% OZGHNJ	63 16% ADE	84 23% ADE	40 16% ADE	51 18% ADE	44 18% ADE	33 21% ADE	11 21% ADE	21 23% ADE	139 19% ADE	60 17% ADE	95 16% ADE	105 22% O	63 16% ADE	136 20% ADE	29 23% ADE	48 20% ADE	51 18% ADE	57 20% ADE	30 18% ADE	169 19% ADE	59 12% ADE	16 12% ADE	7 22% ADE	29 19% ADE	24 17% ADE	71 20% ADE	61 12% ADE	57 13% ADE	51 11% ADE	41 11% ADE	131 22% Algh	52 13% ADE	78 20% j	41 11% ADE	74 20% i			
Don't know	227 21% BQZCZVHJG	96 18% B	130 24% B	78 24% ADE	84 22% ADE	65 18% ADE	63 25% ADE	53 19% ADE	55 23% ADE	29 19% ADE	11 21% ADE	15 16% ADE	143 19% ADE	84 24% ADE	121 20% ADE	106 23% ADE	67 17% ADE	160 23% Q	27 21% V*	28 21% AV	61 21% V	42 13% ADE	45 30% AX	180 20% ADE	46 15% ADE	25 19% ADE	12 18% ADE	23 18% ADE	24 19% ADE	77 18% ADE	45 14% ADE	69 15% g	55 14% ADE	54 15% ADE	134 23% fgh	52 13% ADE	71 18% ADE	49 14% ADE	69 19% ADE			

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V,A/W/X,A/Y/Z/a/b/c,A/d/e,A/f/g/h/i,A/j/k,A/l/m Minimum Base: 30(**) Small Base: 100(*)

25-061766-39 - 25th - 30th of September 2026

INTERNAL/CLIENT USE ONLY

Traitors

Adults aged 18-75 in Great Britain

Q4C. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

		Gender		Age			Region				Employment status				Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016		Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch series of The Celebrity Traitors		
		Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE ES	NON GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted base		1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	472	261	453	456	400	545	436	379	357	343
Weighted base		1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	420	311	453	408	354	580	398	398	359	364
Romesh Ranganathan		542 50% W1	258 48%	283 52%	151 46%	212 54%	178 49%	125 49%	140 50%	127 52%	74 48%	26 50%	50 54%	356 49%	186 53%	325 46%	217 46%	204 53%	338 49%	53 42%	117 48%	181 49%	197 59%	51 35%	486 53%	166 53%	79 60%	36 56%	56 42%	72 57%	233 55%	172 55%	276 61%	260 64%	219 62%	259 45%	255 64%	201 51%	233 65%	182 50%
Wes Streeting		88 8% CN	58 11% AC	30 5%	29 9%	31 8%	27 8%	19 7%	24 9%	22 9%	17 11%	3 6%	3 3%	70 10%	18 5%	51 8%	36 8%	39 10%	49 7%	13 10%	14 6%	29 10%	30 9%	18 12%	70 8%	44 14%	7 5%	3 5%	7 5%	11 9%	46 11%	18 6%	40 9%	36 9%	30 9%	46 8%	36 9%	29 7%	33 9%	26 7%
Neither		216 20% Oatghj	115 22%	101 19%	60 18%	66 17%	90 25%	43 17%	59 21%	45 18%	35 23%	15 29%	18 19%	155 21%	61 17%	99 16%	117 25%	71 19%	145 21%	31 25%	49 20%	57 20%	56 17%	35 23%	177 19%	58 19%	29 22%	14 23%	41 31%	16 13%	67 16%	76 24%	70 16%	62 15%	48 14%	132 15%	58 15%	88 22%	50 14%	80 22%
Don't know		234 22% OatVZaZaZghj	102 19%	131 24%	86 26%	81 21%	67 18%	66 26%	58 20%	50 21%	29 19%	8 15%	23 24%	151 21%	83 24%	135 22%	99 21%	71 18%	163 23%	30 24%	64 26%	60 21%	53 16%	45 30%	187 20%	43 14%	17 13%	10 16%	28 22%	26 21%	75 18%	45 15%	67 15%	50 12%	56 16%	143 25%	49 12%	80 20%	43 12%	76 21%

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ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/A/S/T/U/V/A/W/X/A/Y/Z/a/b/c,A/d/e,A/f/g/h/i,A/j/k,A/l/m Minimum Base: 30(**) Small Base: 100(*)

25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q4D. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

			Gender		Age		Region						Employment status		Social grade	Education		Income				Ethnicity		Election 2024				Referendum 2016				Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	331	128	75	105	134	470	261	494	456	400	545	436	379	397	343
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364
Michael Sheen	560 52% DPRWBEI	262 49%	297 54%	136 42%	223 57%	200 55%	135 53%	132 47%	133 54%	78 50%	27 52%	55 59%	387 53%	173 50%	356 58%	204 43%	245 64%	315 45%	55 43%	113 46%	146 51%	201 60%	50 34%	504 55%	211 68%	59 45%	41 65%	28 21%	80 63%	290 69%	132 42%	281 62%	265 65%	233 66%	272 47%	261 66%	211 53%	247 69%	200 55%
Nigel Farage	156 14% CROQDTE	99 19%	57 10%	69 21%	35 9%	52 14%	34 13%	58 21%	27 11%	22 14%	8 15%	6 7%	108 15%	48 14%	68 11%	89 19%	38 10%	118 17%	26 21%	37 15%	39 14%	45 13%	19 13%	134 15%	27 9%	21 16%	6 10%	72 54%	7 6%	34 8%	83 27%	66 15%	53 13%	46 13%	81 14%	55 14%	55 14%	46 13%	49 13%
Neither	191 18% CQOXFJHJ	91 17%	100 18%	66 20%	60 15%	45 18%	42 17%	46 16%	42 17%	32 21%	11 22%	18 19%	119 16%	73 21%	96 16%	95 20%	54 14%	137 20%	29 23%	46 19%	50 17%	54 16%	45 30%	146 16%	45 14%	33 25%	8 13%	17 13%	24 19%	57 13%	56 18%	61 13%	59 14%	37 10%	123 13%	52 20%	78 11%	40 11%	65 18%
Don't know	172 16% CQVCRALGHJ	79 15%	92 17%	55 17%	72 18%	45 12%	42 17%	45 16%	43 18%	23 15%	5 10%	14 15%	118 16%	53 15%	91 15%	81 17%	48 12%	124 18%	17 13%	48 20%	52 18%	36 11%	34 23%	135 15%	28 9%	19 14%	8 12%	16 12%	15 12%	42 10%	39 13%	46 10%	30 7%	38 11%	105 18%	30 7%	54 13%	26 7%	50 14%

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25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q4E. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?
Adults aged 18-75 in Great Britain

	Gender			Age			Region						Employment status		Social grade	Education		Income				Ethnicity		Election 2024					Referendum 2016		Typically watch The Traitors					Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	119	212	283	371	167	900	311	128	75	105	134	470	261	494	456	400	545	436	379	397	343
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364
Amol Rajan	263 24% DRI	140 26%	124 23%	59 18%	113 29%	91 25%	61 24%	68 24%	63 26%	28 18%	14 27%	29 32%	177 24%	87 25%	164 27%	99 21%	123 32%	140 20%	21 17%	53 22%	70 24%	103 31%	30 20%	233 25%	69 22%	48 37%	16 25%	29 22%	40 32%	118 28%	90 29%	141 31%	136 33%	120 34%	118 20%	137 34%	91 23%	128 36%	86 24%
Keir Starmer	200 18% CFNZbeim	124 23%	75 14%	83 25%	66 17%	51 14%	47 19%	53 19%	36 15%	43 28%	7 14%	12 13%	153 21%	46 13%	129 21%	71 15%	84 22%	115 17%	25 20%	46 19%	50 17%	67 20%	44 29%	155 17%	105 34%	12 9%	12 19%	7 5%	18 15%	98 23%	43 14%	102 23%	87 21%	77 22%	88 15%	91 23%	61 15%	77 22%	53 14%
Neither	331 10QVWydgh H	152 29%	178 33%	88 27%	101 26%	142 39%	71 28%	96 34%	71 29%	48 31%	18 35%	26 28%	210 29%	121 35%	153 25%	177 38%	83 22%	248 36%	50 40%	81 33%	94 33%	83 25%	31 21%	293 32%	63 20%	51 39%	19 30%	73 55%	33 26%	101 24%	121 39%	109 24%	100 25%	72 20%	207 36%	94 24%	135 34%	83 23%	121 33%
Don't know	285 26% WZbeUgJ	115 22%	168 31%	96 29%	111 29%	78 22%	74 29%	64 23%	74 30%	36 23%	12 23%	26 28%	192 26%	94 27%	164 27%	122 26%	95 25%	191 28%	31 24%	64 26%	73 25%	84 25%	43 29%	238 26%	74 24%	21 16%	16 25%	23 17%	34 27%	105 25%	58 19%	101 22%	84 21%	85 24%	167 29%	76 19%	112 28%	71 20%	105 29%

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25-061766-39 - 25th - 30th of September 2026
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Traitors
Adults aged 18-75 in Great Britain

Q4F. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

			Gender				Age				Region				Employment status				Social grade		Education				Income				Ethnicity		Election 2024					Referendum 2016		Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors	
		Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE ES	NON GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/ non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series					
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)					
Unweighted base		1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	341	628	451	127	212	283	371	167	900	311	128	75	105	134	472	261	494	456	400	545	436	379	397	343					
Weighted base		1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	129	244	287	336	148	920	311	131	63	132	125	420	311	453	408	354	580	398	398	359	364					
Maya Jama	Film	318 29%	152 29%	165 30%	120 37%	120 31%	78 31%	81 32%	77 28%	68 28%	49 32%	17 33%	25 27%	227 31%	91 26%	184 30%	134 29%	115 30%	203 29%	35 28%	59 24%	76 26%	132 39%	41 27%	53 30%	90 29%	48 37%	14 23%	48 37%	32 25%	118 28%	110 35%	178 39%	162 40%	140 40%	130 22%	165 41%	98 24%	147 14%	86 26%					
Ed Davey	Comed	177 16%	104 20%	73 13%	52 16%	59 15%	66 18%	36 14%	44 16%	39 16%	31 20%	15 30%	12 13%	132 18%	45 13%	112 18%	65 14%	85 22%	92 13%	25 20%	41 17%	52 18%	53 16%	31 21%	146 16%	87 28%	17 13%	18 29%	11 8%	23 19%	96 23%	46 15%	95 21%	84 21%	76 21%	79 14%	78 20%	67 17%	75 21%	58 16%					
Neither	Docu[ghj]	266 25%	144 27%	123 23%	59 18%	96 25%	111 31%	53 21%	80 28%	64 26%	36 23%	9 18%	25 27%	178 24%	88 25%	136 22%	130 28%	78 20%	189 27%	29 33%	68 28%	68 24%	77 23%	33 22%	228 25%	65 21%	39 30%	8 12%	43 33%	35 28%	96 23%	90 29%	73 16%	68 17%	49 14%	182 31%	59 15%	123 31%	51 14%	112 31%					
Don't know	BMVY2a[gi]	317 29%	132 25%	184 34%	95 29%	115 29%	107 30%	84 33%	80 28%	74 30%	39 25%	10 19%	31 33%	194 26%	124 36%	178 29%	139 30%	107 28%	210 30%	37 29%	71 31%	92 32%	75 22%	44 29%	270 29%	69 22%	26 20%	23 37%	30 22%	36 28%	112 26%	65 21%	108 24%	94 23%	90 25%	189 33%	96 24%	111 28%	86 24%	107 29%					

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25-061766-39 - 25th - 30th of September 2026
INTERNAL/CLIENT USE ONLY
Traitors
Adults aged 18-75 in Great Britain

Q4G. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

			Gender		Age		Region				Employment status				Social grade		Education		Income				Ethnicity		Election 2024				Referendum 2016		Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch series of The Celebrity Traitors			
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE ES	NON GRADUATE ES	UP TO £19999	£20000 - £34999	£35000 - £49999	£5000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted base	1079	529	548	333	387	359	258	283	241	155	53	89	705	374	738	469	628	451	119	212	283	371	167	900	311	128	75	102	125	134	472	261	494	456	400	545	436	379	397	343
Weighted base	1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	420	311	453	408	354	580	398	398	359	364	
Leigh-Anne Pincock	323 30% FI	142 27% 	180 33% 	110 34% F	125 32% F	88 24% 	85 33% 	79 28% 	73 30% 	44 19% 	15 29% *	27 29% *	232 32% 	90 26% 	195 32% A	127 27% 	112 29% 	211 30% 	35 28% *	64 26% 	87 30% 	116 35% A	23 22% 	38 31% 	50 38% *	19 30% *	13 30% *	32 26% *	126 30% 	107 34% 	186 41% Ai	171 42% Ai	143 40% Ai	129 22% Ak	166 42% 	109 27% 	155 97 Am	97 27% 		
Angela Rayner	146 14% CRZ	88 17% AC	58 11% 	50 15% 	46 12% 	50 14% 	35 14% 	35 13% 	29 12% 	29 19% 	8 16% *	10 11% *	105 14% 	41 12% 	88 14% 	58 12% AR	71 18% 	75 11% 	19 15% *	26 11% 	42 15% 	53 16% 	26 17% 	119 13% AZabc	81 26% 	8 6% *	13 13% *	14 11% 	82 20% Ad	33 11% 	73 16% Ai	65 16% Ai	60 17% A	72 12% 	70 18% A	48 12% 	61 17% A	44 12% 		
Neither	297 28% Qradghjl	151 28% 	145 27% 	76 23% 	96 25% ADE	125 35% 	57 23% AG	96 34% 	63 26% 	40 26% 	12 24% *	28 30% *	194 27% 	103 30% 	156 26% 	141 30% 	91 24% Q	206 30% Ata*	38 30% *	75 31% 	80 28% 	78 23% 	40 27% 	252 21% 	65 36% Ya*	10 16% 	52 39% Ata*	39 21% Ya*	96 23% Ad	109 35% 	97 21% Algh	90 22% 	70 20% 	186 32% A	83 21% Aj	128 32% 	72 20% 	114 31% I		
Don't know	313 29% YZafghj	150 28% 	162 30% 	90 28% 	124 32% 	99 27% 	77 30% 	71 25% 	80 33% 	42 27% 	16 32% *	28 30% *	200 27% 	113 33% 	171 28% 	143 30% 	111 29% 	202 29% 	34 27% *	79 32% 	77 27% 	88 26% 	50 33% 	262 29% 	68 22% 	26 20% *	26 41% ATZ*	28 21% 	41 32% Y*	118 28% 	62 20% 	97 21% g	82 20% 	23% g	193 33% Algh	79 20% 	113 28% j	71 20% 	108 30% I	

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Traitors

Q4H. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

[illegible]

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Traitors

Adults aged 18-75 in Great Britain

Q4I. We are going to present you with a series of head-to-heads between politicians and a selection of people on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy?

Adults aged 18-75 in Great Britain

		Gender		Age		Region					Employment status		Social grade	Education		Income				Ethnicity		Election 2024				Referendum 2016		Typically watch The Traitors				Plan to watch upcoming series of The Celebrity Traitors		Typically watch x Plan to watch The Celebrity Traitors						
		Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	Any Traitors (celebrity/non-celebrity)	The Celebrity Traitors	The Traitors (non-celebrity)	Not watched either	Yes	No	Typically watch and plan to watch new series	Do not typically watch and do not plan to watch new series
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted base		1079	529	548	333	387	359	258	283	241	155	53	89	705	374	638	341	628	451	119	212	283	371	167	900	311	128	75	105	134	472	261	494	456	400	545	436	379	397	343
Weighted base		1079	532	545	326	391	363	253	281	245	155	51	93	732	347	610	469	385	694	127	244	287	336	148	920	311	131	63	132	125	422	311	453	408	354	580	398	398	359	364
Ross Kemp	DQWY	538 50%	247 46%	290 53%	139 43%	208 53%	191 53%	129 51%	140 50%	133 54%	58 37%	27 52%	51 55%	366 50%	172 50%	310 51%	229 49%	173 45%	366 53%	58 45%	117 48%	145 51%	183 54%	39 26%	493 54%	124 40%	91 69%	28 45%	88 67%	61 49%	205 49%	190 61%	244 54%	227 56%	196 55%	287 50%	230 58%	210 53%	205 57%	193 53%
Ed Milliband	QKZB	137 13%	85 16%	52 10%	54 17%	44 11%	38 11%	29 11%	35 12%	31 13%	29 19%	5 9%	8 8%	104 14%	33 10%	90 15%	47 10%	71 18%	66 9%	18 14%	24 10%	34 12%	52 16%	30 20%	107 12%	78 25%	6 5%	11 17%	6 5%	15 12%	77 18%	29 9%	74 16%	64 16%	57 16%	60 10%	65 16%	46 11%	59 16%	42 12%
Neither	Dh	174 16%	88 17%	86 16%	47 14%	58 15%	69 19%	35 14%	53 19%	30 12%	30 19%	11 22%	15 16%	114 16%	60 17%	86 14%	86 18%	64 17%	110 16%	25 19%	39 16%	50 17%	47 14%	31 21%	142 15%	51 16%	18 14%	12 18%	18 14%	22 15%	65 15%	48 13%	61 14%	55 12%	44 12%	102 18%	48 12%	67 17%	43 12%	60 16%
Don't know	VQZaefghj	230 21%	111 21%	117 22%	85 26%	81 21%	64 18%	60 24%	54 19%	50 21%	38 24%	9 17%	19 21%	149 20%	81 23%	122 20%	108 23%	77 20%	153 22%	27 21%	64 26%	58 20%	54 16%	48 32%	178 19%	58 19%	16 12%	13 20%	20 15%	28 22%	75 18%	43 14%	75 17%	61 15%	56 16%	130 22%	55 14%	75 19%	52 14%	69 19%

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