

# NEMS market research

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Measuring and Understanding Public Opinion:

## Telephone voting on a reality TV programme

October 2016

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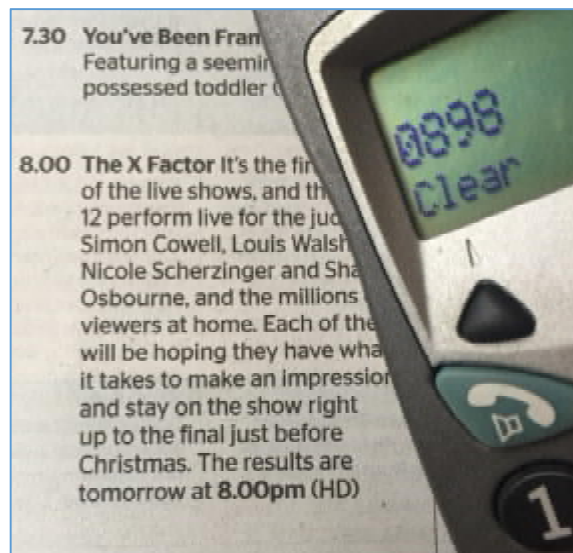
This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

You are free to use this data, providing you acknowledge/reference the source as "NEMS Market Research, October 2016".

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# Telephone voting on a reality TV programme

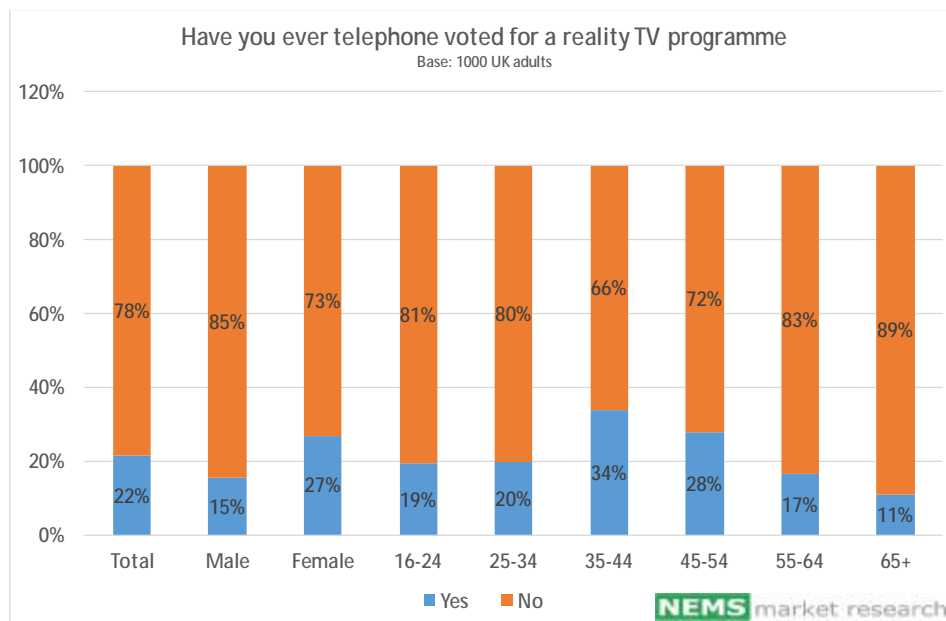
## SPEED READ

- More than a fifth of adults have telephone voted on a reality TV programme;
- Only 16% of men have telephone voted compared to 27% of women.
- This makes it an important revenue stream for TV companies.

The annual singing 'talent' competition that is X Factor <sup>1</sup> has now started and although the viewing figures are unlikely to reach the 14 million achieved back in 2010, it is still a popular programme format and not just for the viewers but also the producers both for advertising revenue but also the associated revenue from voting for favourite acts etc. Each vote at 35p will likely add up to millions across the series.

## Telephone voting on a reality TV programme

22% of the UK population have at some point telephone voted on a reality TV programme. Within this headline figure there are some noticeable differences, most notably by gender. Just 16% of men have bothered to telephone vote compared to 27% of women. The age group most likely to have telephone voted are those aged 35-54 (34%) whereas just 11% of those aged 65+ have telephone voted.



<sup>1</sup> [www.itv.com/xfactor](http://www.itv.com/xfactor)

Weighted:

October 2016

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>C01 Have you ever telephone voted for a reality TV programme?</b>																		
Yes	21.5%	215	15.5%	74	27.0%	142	19.4%	29	19.7%	35	34.0%	62	28.0%	46	16.6%	22	11.1%	22
No	78.4%	784	84.5%	402	72.9%	382	80.6%	122	80.3%	141	66.0%	121	72.0%	117	83.4%	109	88.8%	174
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
<b>SEX Sex of respondent</b>																		
Male	47.6%	476	100.0%	476	0.0%	0	50.1%	76	48.6%	85	48.9%	90	49.1%	80	48.7%	64	41.5%	81
Female	52.4%	524	0.0%	0	100.0%	524	49.9%	75	51.4%	90	51.1%	94	50.9%	83	51.3%	67	58.5%	115
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																		
16 to 24	15.1%	151	15.9%	76	14.4%	75	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	175	17.9%	85	17.2%	90	0.0%	0	100.0%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	184	18.9%	90	17.9%	94	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	163	16.8%	80	15.8%	83	0.0%	0	0.0%	0	0.0%	0	100.0%	163	0.0%	0	0.0%	0
55 to 64	13.1%	131	13.4%	64	12.8%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131	0.0%	0
65 +	19.6%	196	17.1%	81	21.9%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	196
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
<b>SEG Socio-economic group</b>																		
A	4.3%	43	6.2%	30	2.5%	13	4.3%	7	0.9%	2	5.6%	10	6.8%	11	5.8%	8	2.9%	6
B	13.7%	137	12.3%	58	14.9%	78	7.3%	11	13.2%	23	16.9%	31	19.0%	31	17.2%	22	9.1%	18
C1	30.5%	305	30.9%	147	30.2%	158	34.7%	52	37.0%	65	36.1%	66	23.4%	38	32.9%	43	20.6%	40
C2	30.3%	303	30.6%	146	30.0%	157	30.5%	46	31.7%	56	33.8%	62	37.8%	62	26.4%	35	21.8%	43
D	9.7%	97	12.2%	58	7.4%	39	14.7%	22	12.0%	21	5.4%	10	12.1%	20	8.8%	11	6.3%	12
E	11.6%	116	7.9%	37	15.0%	79	8.4%	13	5.2%	9	2.2%	4	0.8%	1	8.9%	12	39.3%	77
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																		
Working full-time (30+ hours a week)	42.9%	429	54.8%	261	32.0%	168	23.3%	35	62.8%	110	65.4%	120	63.3%	103	40.9%	53	3.4%	7
Part-time	16.3%	163	7.4%	35	24.3%	127	24.6%	37	15.5%	27	17.2%	32	18.2%	30	20.5%	27	5.2%	10
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.3%	153	16.1%	77	14.6%	76	43.5%	66	12.4%	22	15.4%	28	16.0%	26	8.2%	11	0.2%	0
Not working (retired / invalid)	24.9%	249	21.5%	102	27.9%	146	8.6%	13	9.3%	16	0.9%	2	2.5%	4	29.1%	38	89.5%	175
(Refused)	0.7%	7	0.2%	1	1.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.3%	2	1.7%	3
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																		
One	22.3%	223	19.8%	94	24.6%	129	4.2%	6	18.2%	32	15.2%	28	18.2%	30	28.0%	37	46.0%	90
Two	50.5%	505	53.0%	252	48.3%	253	42.6%	64	56.1%	98	62.7%	115	48.6%	79	47.2%	62	44.2%	87
Three	16.8%	168	18.0%	86	15.7%	82	28.0%	42	20.0%	35	15.3%	28	19.5%	32	14.2%	19	6.2%	12
Four	7.7%	77	5.3%	25	9.8%	51	17.2%	26	5.7%	10	4.2%	8	12.0%	20	8.5%	11	1.1%	2
Five	1.4%	14	2.1%	10	0.7%	4	6.6%	10	0.0%	0	0.4%	1	1.3%	2	0.4%	1	0.0%	0
Six or more	0.2%	2	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
(Refused)	1.1%	11	1.3%	6	1.0%	5	0.0%	0	0.0%	0	2.2%	4	0.4%	1	1.3%	2	2.6%	5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									

Weighted:

October 2016

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>CHI How many children live in your household, aged 15 years and under ?</b>																		
None	65.8%	658	67.1%	319	64.6%	339	62.9%	95	52.6%	92	32.5%	60	60.8%	99	93.9%	123	96.4%	189
One	13.6%	136	11.8%	56	15.2%	79	22.0%	33	18.6%	33	18.2%	33	18.2%	30	3.7%	5	1.0%	2
Two	14.6%	146	16.0%	76	13.4%	70	15.0%	23	19.7%	35	34.0%	63	15.5%	25	0.7%	1	0.0%	0
Three	3.6%	36	3.3%	16	3.9%	20	0.0%	0	4.1%	7	11.3%	21	4.8%	8	0.4%	0	0.0%	0
Four	1.1%	11	0.5%	2	1.6%	8	0.0%	0	4.4%	8	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Six or more	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.1%	11	1.3%	6	0.9%	5	0.0%	0	0.0%	0	2.2%	4	0.0%	0	1.3%	2	2.6%	5
Weighted base:		1000		476		524		151		175		184		163		131		196
Sample:		1000		488		512		60		73		161		248		207		251
<b>HLD Size of household</b>																		
One	19.9%	199	18.3%	87	21.2%	111	4.2%	6	16.8%	29	8.2%	15	12.9%	21	28.0%	37	46.0%	90
Two	29.1%	291	30.5%	145	27.8%	146	22.1%	33	21.9%	38	17.6%	32	25.3%	41	45.5%	59	44.2%	87
Three	20.2%	202	21.8%	104	18.8%	99	35.7%	54	23.9%	42	20.6%	38	24.3%	40	14.4%	19	5.2%	10
Four	19.9%	199	19.6%	93	20.2%	106	20.7%	31	24.5%	43	33.9%	62	29.5%	48	8.2%	11	2.1%	4
Five or more	9.7%	97	8.4%	40	10.9%	57	17.4%	26	12.9%	23	17.6%	32	7.7%	12	2.6%	3	0.0%	0
(Refused)	1.1%	11	1.3%	6	1.0%	5	0.0%	0	0.0%	0	2.2%	4	0.4%	1	1.3%	2	2.6%	5
Weighted base:		1000		476		524		151		175		184		163		131		196
Sample:		1000		488		512		60		73		161		248		207		251
<b>IS2 ISBA region</b>																		
Ulster	2.5%	25	2.1%	10	3.0%	16	3.0%	5	2.1%	4	2.3%	4	2.4%	4	3.2%	4	2.5%	5
Scotland	8.4%	84	11.0%	52	6.1%	32	4.8%	7	13.9%	24	10.6%	20	7.3%	12	4.6%	6	7.8%	15
North / Borders	6.1%	61	6.5%	31	5.8%	30	6.3%	9	8.3%	15	4.8%	9	4.4%	7	8.7%	11	4.9%	10
Lancashire	11.9%	119	13.8%	66	10.2%	53	6.6%	10	19.1%	33	6.3%	12	9.8%	16	13.1%	17	15.8%	31
Yorkshire	9.9%	99	9.7%	46	10.1%	53	6.6%	10	13.8%	24	10.9%	20	5.3%	9	10.5%	14	11.4%	22
Wales & South West	10.7%	107	11.2%	53	10.2%	53	14.4%	22	13.0%	23	10.3%	19	10.4%	17	7.7%	10	8.3%	16
Midlands	15.5%	155	13.0%	62	17.9%	94	17.4%	26	5.2%	9	18.3%	34	17.1%	28	18.7%	24	17.4%	34
East England	7.1%	71	7.0%	33	7.2%	38	12.3%	19	5.6%	10	8.5%	16	7.2%	12	4.9%	6	4.4%	9
London	18.6%	186	14.4%	68	22.4%	117	17.6%	27	11.3%	20	18.0%	33	25.5%	41	21.6%	28	18.6%	37
Southern	9.3%	93	11.4%	54	7.3%	38	11.0%	17	7.7%	14	10.1%	19	10.8%	18	7.0%	9	8.7%	17
Weighted base:		1000		476		524		151		175		184		163		131		196
Sample:		1000		488		512		60		73		161		248		207		251