

BBC – Great Exhibition of the North Poll – September 2018

Methodology: ComRes surveyed 4,055 British adults online between 21st and 25th September 2018. Data were weighted to be representative of all British adults aged 18+ by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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Great Exhibition of the North Survey

ONLINE Fieldwork: 21st-25th September 2018

Absolutes/col percents

Table 1

Q.1 Which of the following describes your experience of the Great Exhibition of the North?**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	4055	1997	2058	402	664	687	703	619	980	1066	1390	1599	1112	1198	673	1072	589	1660
Weighted base	4055	1979	2076	450	701	648	718	600	938	1151	1366	1538	1107	1139	823	986	629	1711
NET: Any	1104 27%	612 31%	492 24%	137 30%	206 29%	169 26%	164 23%	177 29%	251 27%	343 30%	333 24%	428 28%	360 32%	293 26%	211 26%	240 24%	195 31%	484 28%
I have heard of the Great Exhibition of the North	940 23%	508 26%	433 21%	105 23%	151 22%	151 23%	143 20%	160 27%	230 25%	256 22%	295 22%	390 25%	292 26%	253 22%	192 23%	203 21%	152 24%	409 24%
I saw promotional material related to the Great Exhibition of the North 2018	196 5%	120 6%	76 4%	30 7%	60 9%	24 4%	28 4%	26 4%	29 3%	89 8%	52 4%	55 4%	85 8%	54 5%	21 3%	35 4%	45 7%	90 5%
I attended the Great Exhibition of the North in the Summer of 2018	66 2%	45 2%	21 1%	11 3%	30 4%	8 1%	7 1%	4 1%	6 1%	41 4%	15 1%	10 1%	35 3%	17 1%	3 *	11 1%	21 3%	31 2%
None of the above	2951 73%	1367 69%	1584 76%	313 70%	495 71%	480 74%	553 77%	423 71%	687 73%	809 70%	1033 76%	1110 72%	747 68%	847 74%	612 74%	746 76%	434 69%	1227 72%

Great Exhibition of the North Survey

ONLINE Fieldwork: 21st-25th September 2018

Absolutes/col percents

Table 2

Q.1 Which of the following describes your experience of the Great Exhibition of the North?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	4055	366	218	3471	163	480	338	319	275	421	494	594	387
Weighted base	4055	353	203	3499	170	466	341	361	296	389	547	568	361
NET: Any	1104 27%	81 23%	57 28%	965 28%	115 67%	145 31%	102 30%	90 25%	67 23%	83 21%	142 26%	129 23%	92 26%
I have heard of the Great Exhibition of the North	940 23%	73 21%	51 25%	817 23%	84 49%	134 29%	90 26%	76 21%	48 16%	75 19%	110 20%	115 20%	84 23%
I saw promotional material related to the Great Exhibition of the North 2018	196 5%	8 2%	8 4%	180 5%	51 30%	12 3%	14 4%	13 4%	17 6%	9 2%	39 7%	14 2%	12 3%
I attended the Great Exhibition of the North in the Summer of 2018	66 2%	2 *	1 *	64 2%	22 13%	3 1%	3 1%	7 2%	3 1%	4 1%	17 3%	5 1%	1 *
None of the above	2951 73%	271 77%	145 72%	2535 72%	55 33%	321 69%	239 70%	271 75%	229 77%	306 79%	405 74%	438 77%	269 74%