

YouGov Survey Results

Sample Size: 1659 adults in GB
Fieldwork: 12th - 13th October 2021



Weighted Sample
Unweighted Sample

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					TV spoilers	
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Bothered	Not bothered
1659	562	411	149	615	657	806	853	181	692	400	387	946	713	199	557	360	400	143	663	895
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how bothered, if at all, are you about being told spoilers for TV programmes and films?

Very bothered	13	11	14	11	11	12	14	11	21	14	9	9	12	14	12	12	15	15	7	32	0
Fairly bothered	27	26	32	33	32	23	26	28	30	34	26	16	31	23	34	28	23	26	29	68	0
TOTAL BOTHERED	40	37	46	44	43	35	40	39	51	48	35	25	43	37	46	40	38	41	36	100	0
Not very bothered	34	37	31	36	36	34	30	37	21	32	42	33	35	32	26	35	37	32	36	0	62
Not bothered at all	20	23	17	18	18	27	22	19	9	13	20	38	18	23	18	19	20	23	19	0	38
TOTAL NOT BOTHERED	54	60	48	54	54	61	52	56	30	45	62	71	53	55	44	54	57	55	55	0	100
Don't know	6	2	6	2	3	4	7	5	19	7	2	3	5	8	11	6	5	3	9	0	0

Please imagine you are about to start watching a television series that someone else had already finished watching.

Would you say it is or is not a spoiler if someone told you each of the following about the TV series...

That a certain episode is particularly good (e.g. episode 3)

This is a spoiler for the series	16	18	18	16	15	16	18	14	19	15	17	17	15	18	16	16	17	17	12	24	11
This is not a spoiler for the series	72	72	74	76	78	72	67	77	68	73	73	73	78	65	71	73	70	74	74	71	78
Don't know	11	11	8	8	8	12	14	9	13	12	11	10	7	17	13	11	13	9	14	5	11

That something sad happens in a certain episode (e.g. in episode 3)

This is a spoiler for the series	45	42	53	49	48	41	44	46	55	49	41	39	47	43	48	46	46	44	40	64	33
This is not a spoiler for the series	42	47	37	43	44	46	39	44	29	37	47	50	45	38	36	43	40	44	46	30	54
Don't know	13	11	9	8	8	14	16	10	17	14	11	11	8	19	16	11	14	12	14	6	12

That something big happens in a certain episode (e.g. in episode 3)

This is a spoiler for the series	40	39	46	41	43	37	41	39	46	43	38	34	41	39	41	39	43	41	33	55	31
This is not a spoiler for the series	47	51	46	46	49	50	43	51	35	44	52	54	51	43	41	49	45	49	51	37	58
Don't know	13	11	9	13	9	12	16	10	19	13	10	11	9	18	17	12	13	10	16	8	11

That the ending is rubbish

This is a spoiler for the series	47	49	53	46	49	48	44	50	35	49	50	48	48	46	40	49	44	52	45	63	39
This is not a spoiler for the series	39	39	38	45	42	38	40	39	47	38	38	40	43	35	43	38	43	37	40	30	49
Don't know	13	12	9	9	9	14	15	12	19	13	12	12	9	19	16	14	13	12	16	7	12

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e	1659	562	411	149	615	657	806	853	181	692	400	387	946	713	199	557	360	400	143	663	895
	1659	576	410	156	683	666	736	923	93	711	438	417	1010	649	179	570	365	408	137	644	935
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
e																					
s	78	77	85	85	84	74	73	83	82	81	78	70	82	72	76	77	77	82	77	93	72
s	12	13	8	8	9	15	14	9	7	8	12	20	11	13	14	12	12	9	11	3	18
w	11	10	7	7	6	11	14	8	12	11	9	11	7	15	10	11	11	9	12	4	10
e																					
s	32	30	35	30	35	27	32	31	34	36	29	26	32	31	35	31	29	35	27	43	25
s	56	60	56	59	58	61	52	61	48	51	61	64	60	52	50	57	59	55	57	50	65
w	12	10	9	11	7	12	16	8	18	13	10	10	8	17	15	12	12	9	16	7	10
e																					
s	53	53	58	56	57	50	51	55	49	55	56	49	56	49	52	52	52	56	55	72	43
s	33	36	32	30	34	38	32	35	26	31	34	40	34	33	28	35	36	32	30	20	46
w	14	11	10	15	10	12	17	10	26	14	10	11	10	18	20	13	12	12	14	8	12
e																					
s	5	6	5	4	4	7	5	5	2	5	5	7	4	6	5	5	7	5	3	6	5
s	84	85	88	89	89	82	80	87	82	83	86	83	88	77	81	84	82	86	84	89	85
w	11	9	8	7	7	11	15	8	16	12	9	10	7	16	14	11	11	9	13	5	10
e																					
s	16	17	19	11	14	19	16	17	16	13	19	20	15	18	19	16	16	15	17	23	12
s	72	72	73	81	78	70	69	74	67	74	71	70	77	64	65	73	70	75	73	72	77
w	12	11	8	8	7	12	15	9	17	12	10	10	8	17	16	11	14	10	11	5	11
n																					
s	43	43	51	43	46	40	41	44	46	46	42	36	44	42	45	44	41	44	36	61	32
s	44	46	41	41	45	47	42	46	36	40	46	52	47	40	37	44	45	45	49	32	56
w	13	11	9	17	9	12	16	10	19	13	12	11	9	18	17	12	14	11	16	7	12