

YouGov Survey Results



Sample Size: 1885
Fieldwork: 29th - 30th July 2010

Internal
All GB Adults
Unweighted Sample

Total	Gender		Age				Social Grade		Region				
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1885	917	968	226	486	644	530	954	927	243	615	401	462	165
1885	914	971	134	493	735	523	1114	767	272	598	379	449	187
%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of popular action TV series from the 1980s. Which of the following shows, if any, do you recall watching? Please tick all that apply.

The A-Team	69	69	68	13	79	76	73	71	67	61	71	65	73	66
The Professionals	57	61	54	4	29	80	77	59	55	49	57	59	58	64
The Six Million Dollar Man	55	56	54	4	29	82	68	54	55	50	54	56	56	59
Magnum P.I.	49	52	46	4	41	67	53	49	49	45	48	51	50	49
Miami Vice	48	47	49	3	36	65	57	50	46	48	48	46	47	55
Quantum Leap	44	44	44	16	53	53	36	44	44	44	47	42	42	43
Airwolf	36	45	28	7	45	45	28	35	37	33	35	35	38	39
The Fall Guy	35	37	32	1	35	49	30	33	37	26	29	39	41	38
T.J. Hooker	32	36	27	1	32	43	30	30	33	27	32	32	31	38
MacGyver	18	21	15	5	22	21	16	18	17	22	18	15	15	22
Blue Thunder	13	19	8	0	13	20	12	13	14	11	14	14	11	19
Tour of Duty	10	12	8	1	6	15	10	8	12	11	8	11	8	15
Manimal	7	9	6	1	10	9	5	7	8	7	9	8	3	9
Hardcastle and McCormick	6	8	4	0	7	8	5	5	6	6	5	7	6	6
Don't know	2	2	2	10	2	1	1	2	3	4	2	4	1	2
None of them	15	13	16	58	12	5	10	12	17	13	15	16	13	15

All who recalled watching any
Unweighted Sample

1568	771	797	72	418	609	469	825	738	203	511	322	396	137
1623	812	811	48	426	688	461	971	648	230	505	324	400	164
%	%	%	%	%	%	%	%	%	%	%	%	%	%

And looking at the same list, which of the following was your favourite?

The Professionals	21	23	18	6	4	24	33	23	18	25	19	25	15	30
The A-Team	21	21	21	28	45	9	14	21	20	19	22	19	24	12
Quantum Leap	17	14	20	38	22	17	10	17	17	18	19	17	15	13
Miami Vice	9	7	10	0	5	11	11	8	9	11	9	7	5	16
The Six Million Dollar Man	8	9	7	7	3	14	7	7	10	3	8	10	11	6
Magnum P.I.	7	5	8	0	3	10	7	7	6	7	6	6	8	8
Airwolf	4	5	3	13	5	3	3	3	5	2	5	3	7	1
Tour of Duty	2	3	1	0	1	2	2	1	2	4	1	2	1	3
MacGyver	2	3	1	5	3	2	1	2	2	4	3	1	1	1
The Fall Guy	1	2	1	0	2	1	1	1	1	1	0	1	2	0
T.J. Hooker	1	2	1	3	1	1	1	0	2	1	1	1	1	2
Blue Thunder	1	1	0	0	1	0	1	0	1	0	1	0	1	0
Hardcastle and McCormick	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Manimal	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Don't know	7	5	8	1	5	7	9	8	5	4	5	9	8	8

All GB Adults
Unweighted Sample

1885	917	968	226	486	644	530	954	927	243	615	401	462	165
1885	914	971	134	493	735	523	1114	767	272	598	379	449	187
%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may or may not know, the A-Team was recently made into a full length motion picture film. Which of the following shows from the 1980s would you also like to see made into a full length film?

The Professionals	17	19	14	4	8	22	23	17	16	17	16	20	15	18
The Six Million Dollar Man	16	18	14	3	12	24	14	15	16	12	16	15	15	22
Magnum P.I.	9	9	9	1	10	12	8	10	8	10	8	8	10	10
Airwolf	9	13	6	2	15	11	5	9	10	9	9	8	13	4
MacGyver	5	6	4	7	6	5	3	4	5	8	5	3	6	3
The Fall Guy	3	4	3	0	6	4	2	3	4	3	2	2	6	4
Blue Thunder	2	4	1	2	2	4	1	3	1	1	3	2	3	0
T.J. Hooker	2	2	2	0	3	2	2	2	2	1	2	3	3	0
Hardcastle and McCormick	1	1	1	1	0	1	1	1	0	2	1	0	1	1
Manimal	1	2	1	1	3	1	1	2	1	2	2	2	1	0
Don't Know	17	14	20	38	16	10	16	14	19	16	17	21	13	17
None of the above	42	39	44	43	44	39	43	45	39	43	43	38	42	45

Which of the following 80s TV shows do you think had the best theme tune?

The A-Team.	23	23	23	17	32	24	18	24	23	21	25	19	26	22
Knight Rider	15	15	14	14	29	11	7	14	16	14	15	17	14	11
The Professionals	9	11	7	0	3	15	11	9	9	7	8	11	9	10
Magnum P.I.	3	4	3	0	2	7	2	3	4	4	2	3	4	7
Airwolf	3	5	2	2	8	2	2	3	4	5	3	3	4	2
MacGyver	1	1	0	2	1	0	0	1	0	1	0	0	1	1
Hardcastle and McCormick	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Blue Thunder	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Manimal	0	0	0	0	0	0	0	0	0	0	0	0	0	0
T.J. Hooker	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of them	4	4	4	7	4	4	4	4	4	6	5	3	3	6
Don't Know or can't remember	41	36	45	57	21	36	57	40	40	42	40	43	37	41

Which of the following action actors do you think has played the best action hero/villain on the big screen?

Bruce Willis	33	31	35	18	27	39	37	35	31	27	37	27	32	40
Arnold Schwarzenegger	21	26	16	23	32	19	13	19	23	22	19	23	21	21
Sylvester Stallone	7	8	7	6	7	4	12	7	7	11	6	4	11	6
Wesley Snipes	6	6	5	9	6	7	3	6	6	6	6	6	5	2
Jason Statham	4	4	4	6	4	5	2	3	5	4	4	6	3	2
Jet Li	2	2	2	1	3	2	1	2	3	3	2	2	2	2
Dolph Lundgren	2	2	1	2	2	1	1	1	2	1	2	1	1	3
Mickey Rourke	2	2	2	3	2	2	2	3	2	0	3	2	3	1
None of them	7	8	7	8	5	7	9	7	7	8	6	8	8	6
Don't Know	16	11	20	24	12	13	20	18	14	17	14	20	13	16