

Answers on

## QUESTION TIME fans

One of the BBC's flagship current affairs broadcasts, Question Time, celebrates its 40th birthday this year amidst a backdrop of great political upheaval.

Here we take a look at five key facts about Question Time fans in Britain from our **TGI Consumer Data** and our **Kantar Social TV Ratings**.

### Adults (aged 15+) who say they 'specially choose to watch' Question Time...

#### 1. A solidly loyal audience

In recent years the proportion of Question Time fans has remained steady at

**11% = 5.6M**

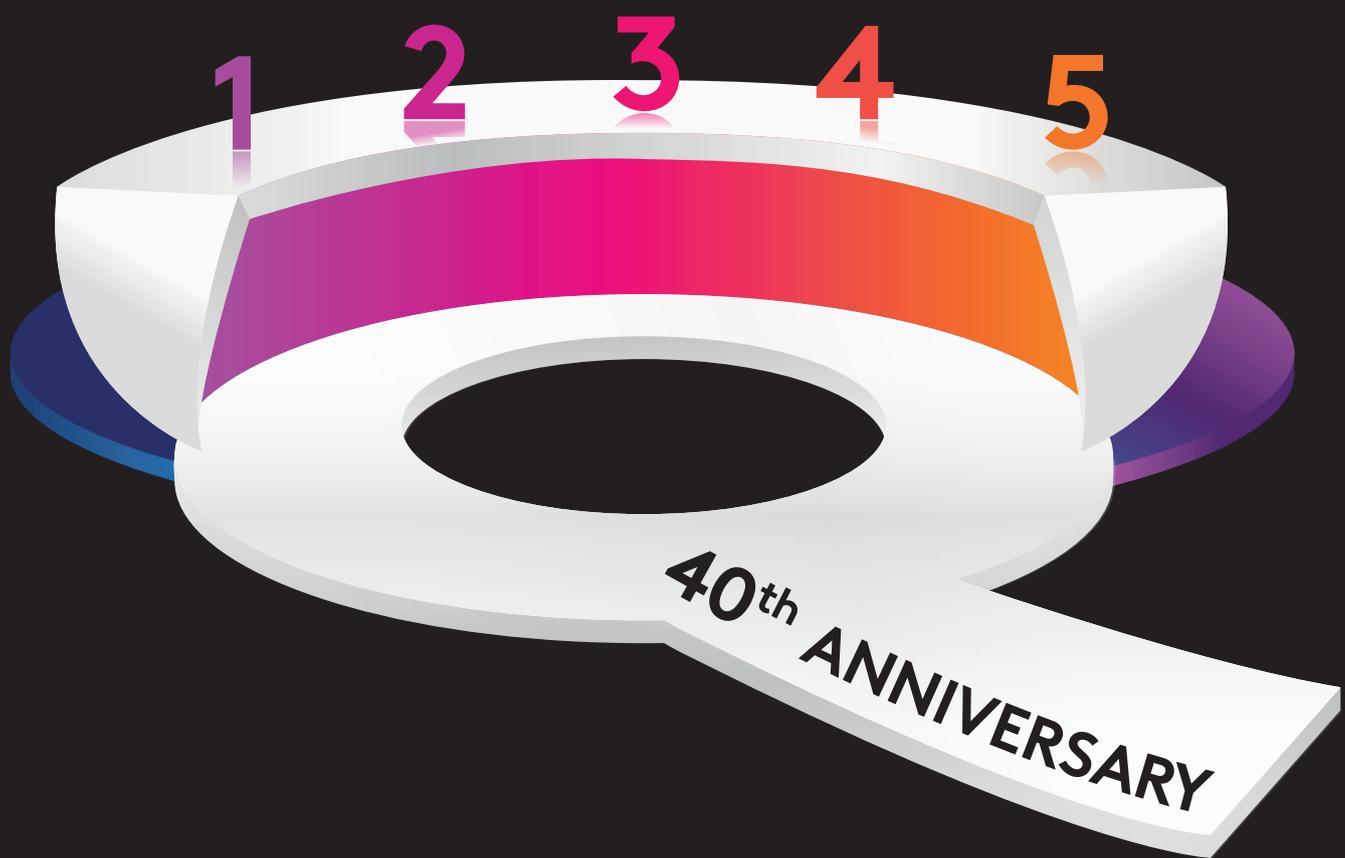
#### 2. Confident of political influence

**2.5x** more likely to believe it very likely they could convince others with their views on politics and public affairs.

#### 3. More likely to be older and male

**24%** more likely to be male;

**49%** more likely to be aged 50+.



### About Question Time's tweeters...

#### 4. The show sees a particularly high numbers of tweets

In the last year there have been

**4.6 M tweets**

about Question Time, from

**2.3 M authors**

**over twice** as many tweets as for Newsnight, Peston or Panorama.

#### 5. More likely to post negative tweets

##### Question Time

**14%** positive

**20%** negative

By comparison...

##### Great British Bake Off

**48%** positive

**6%** negative