

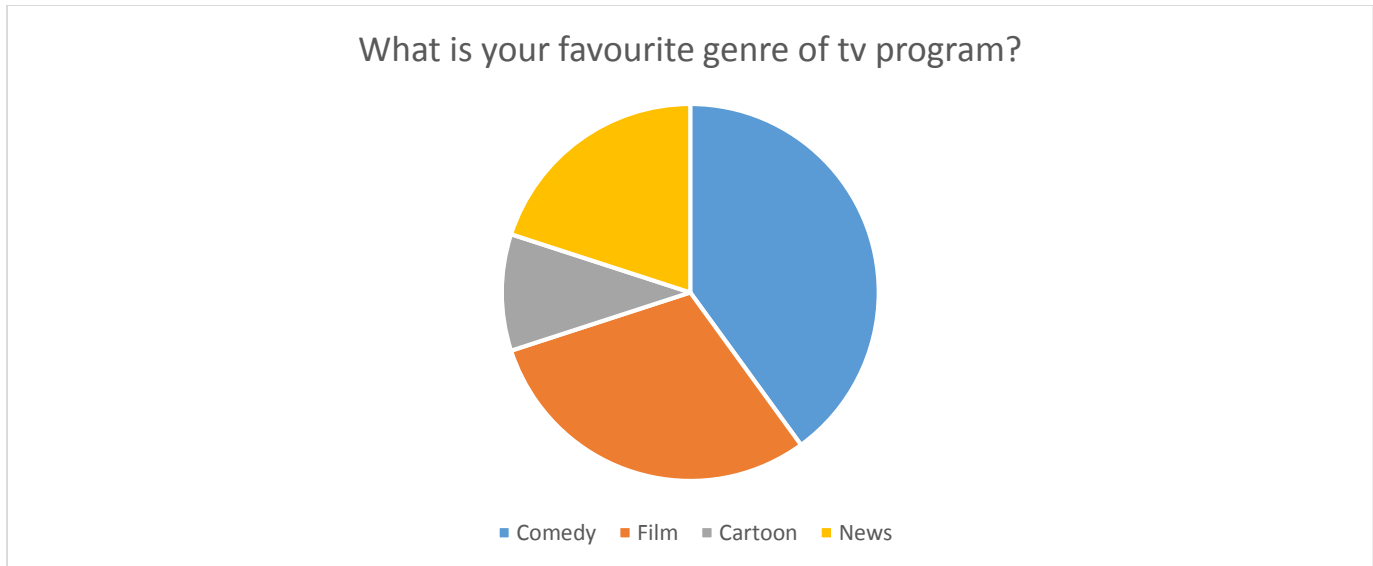
What is your favourite genre of TV program?

Comedy- 4

Film- 3

Cartoon- 1

News- 2



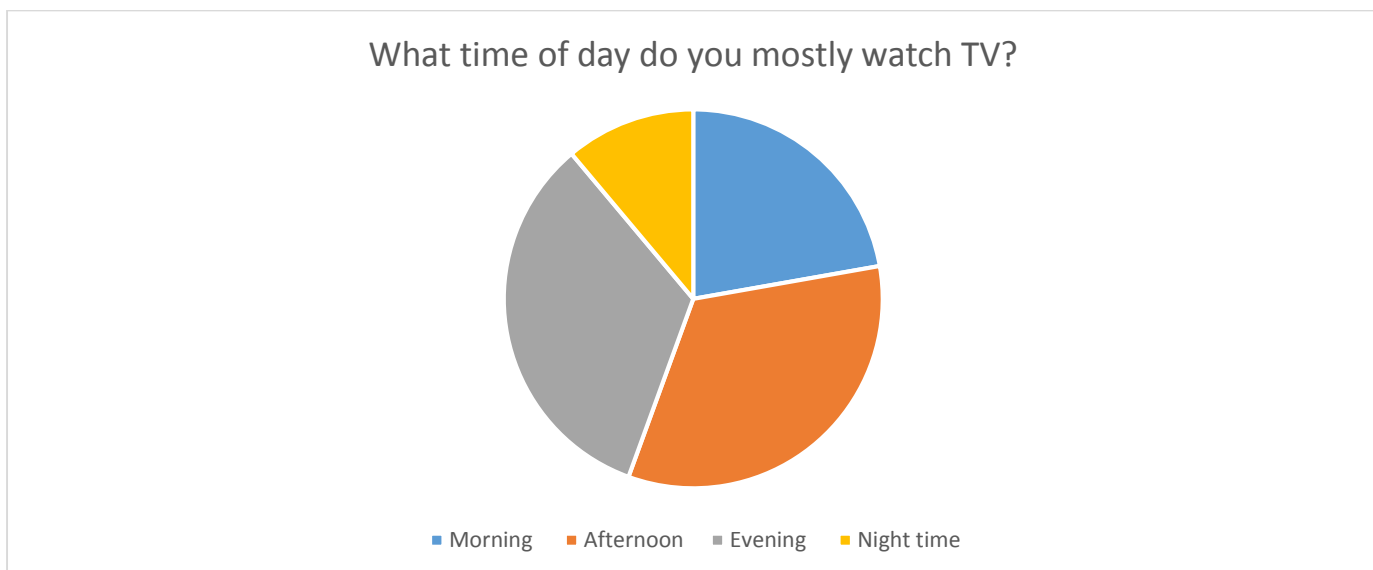
What time of the day do you mostly watch TV?

Morning- 2

Afternoon- 3

Evening- 3

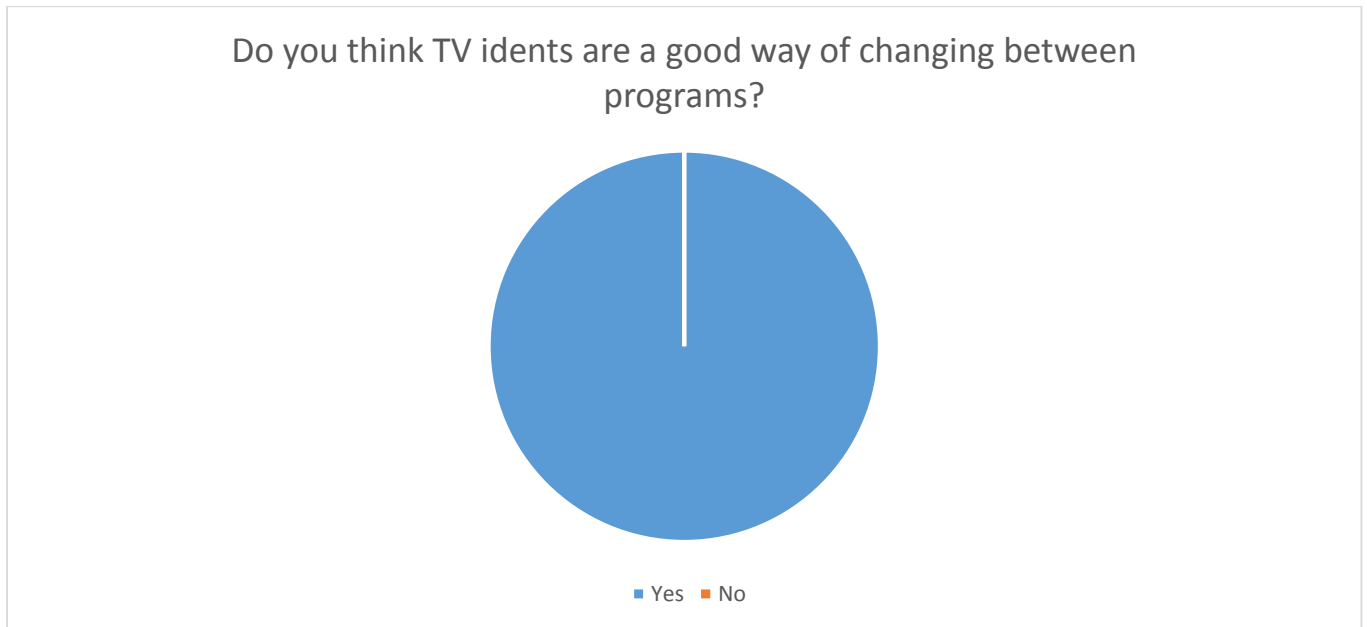
Night time- 1



Do you think TV idents are a good way of changing between programs?

Yes-10

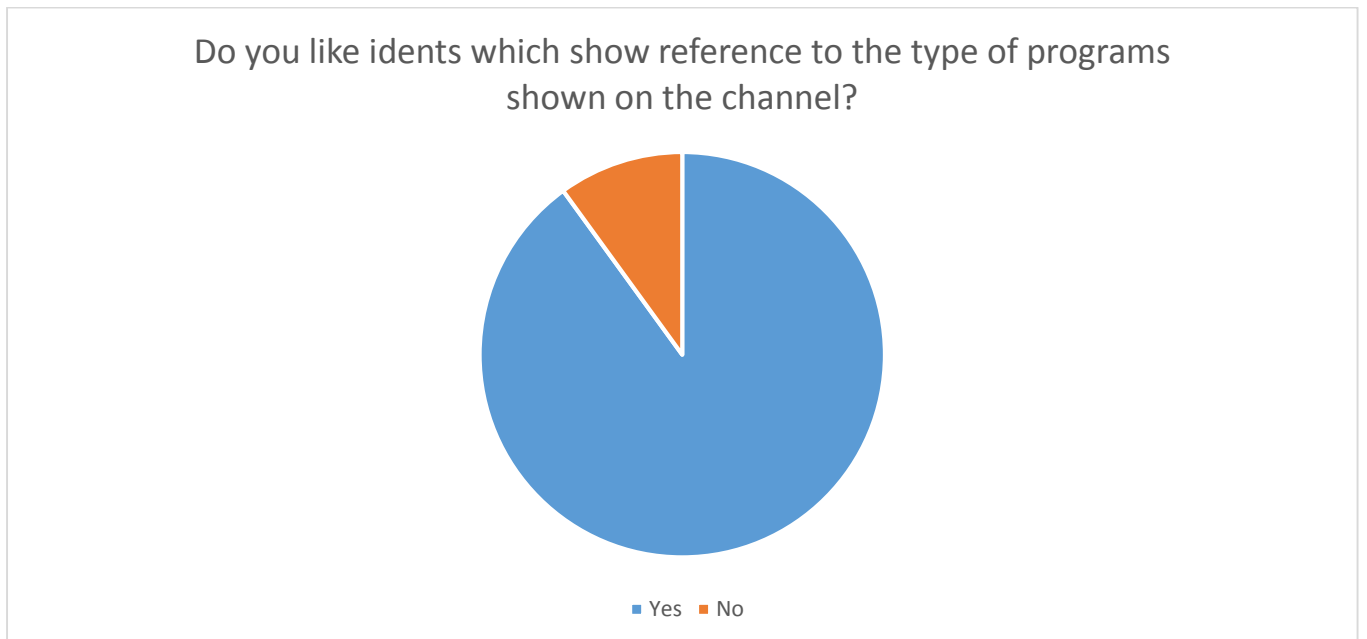
No- 0



Do you like idents which show reference to the type of programs shown on the channel?

Yes- 9

No- 1

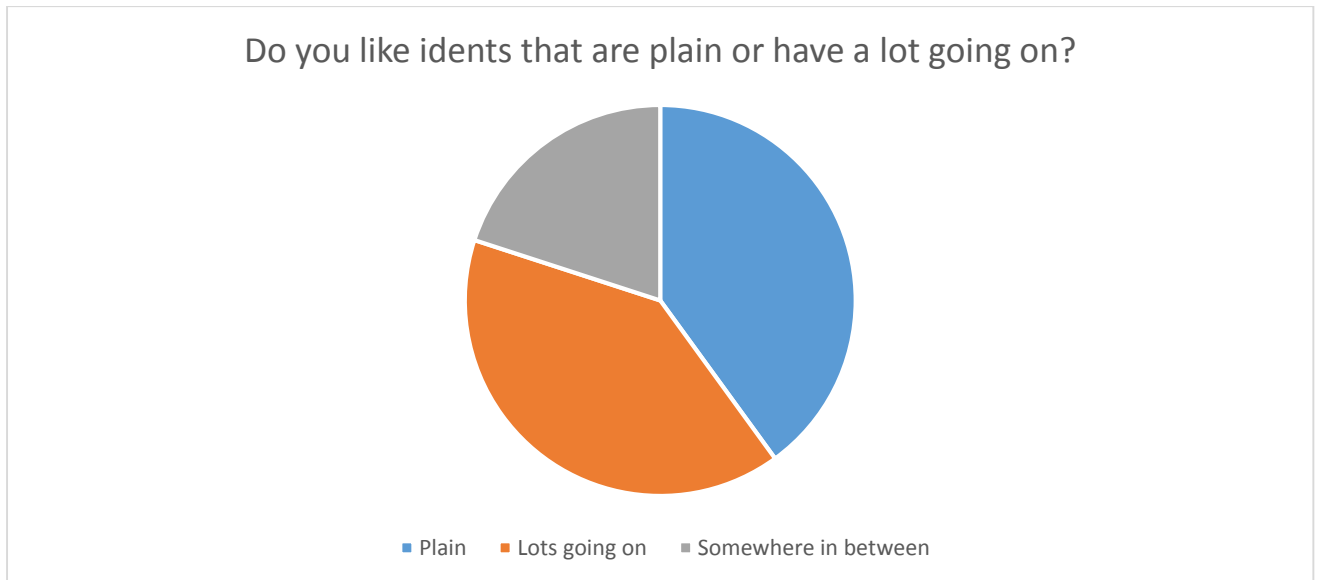


Do you like TV idents to be plain or have loads going on?

Plain- 4

Lots going on- 4

Somewhere in between- 2



How long do you prefer TV idents to last?

1-5 seconds- 0

6-10 seconds- 3

11-20 seconds- 4

21+- 3

