YouGov / The Sun Survey Results

Sample Size: 2088 GB Adults
Fieldwork: 10th - 11th December 2014

		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**2088**	1013	1075	248	528	714	597	1190	898	267	679	447	514	182
Unweighted Sample	**2088**	1055	1033	221	417	885	565	1377	711	259	665	389	529	246
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, what is your favourite talent show on TV?

Strictly Come Dancing	**24**	17	31	10	20	26	32	25	24	16	23	28	27	22
Britain's Got Talent	**12**	10	13	12	14	12	9	10	13	13	12	12	11	6
The X Factor	**10**	6	14	12	14	10	6	11	9	16	9	8	12	7
The Voice	**4**	4	4	4	4	5	3	4	4	4	3	6	4	3
Other	**2**	2	2	3	3	2	1	1	3	4	2	2	2	1
Not applicable – I don't watch talent shows	**45**	57	35	51	41	45	47	48	42	44	47	43	42	56
Don't know	**3**	3	2	8	4	1	1	2	4	3	3	1	2	4

How much of this year's X Factor have you watched?
[This question was only asked to respondents who have seen one of the TV talent shows or don't know; n=1084]

All of it	**13**	12	14	9	15	15	12	12	15	17	13	9	17	12
Most of it	**19**	15	21	23	25	18	12	21	16	22	20	15	20	11
A couple of episodes	**22**	22	22	24	27	21	18	21	23	21	18	26	23	29
None of it – but I have watched previous series	**21**	23	20	18	18	22	24	22	20	21	25	21	18	19
None of it – and have never watched it	**22**	25	21	12	14	23	33	22	23	14	21	29	21	27
Not sure	**2**	3	1	13	1	1	1	1	3	4	4	0	1	2

[The following questions were only asked to respondents who have seen either this series, or a previous series, of X Factor; n=801]*

Who is your all-time favourite judge?

Simon Cowell	**24**	26	24	38	26	25	16	24	25	22	28	26	18	33
Sharon Osbourne	**15**	14	15	22	13	13	17	14	15	14	12	14	19	10
Gary Barlow	**14**	8	17	7	10	18	16	16	11	11	15	12	15	13
Cheryl	**9**	9	8	4	8	8	12	7	10	8	10	5	11	2
Nicole Scherzinger	**8**	8	7	7	11	6	6	8	7	9	7	8	8	6
Dannii Minogue	**5**	4	5	1	6	4	5	4	5	3	4	4	6	8
Louis Walsh	**5**	5	5	7	3	5	5	5	4	5	5	3	4	9
Kelly Rowland	**2**	3	1	1	2	2	1	2	1	4	1	1	1	4
Mel B	**2**	2	3	3	2	3	2	3	2	6	2	2	2	1
Tulisa	**1**	3	0	0	2	1	1	1	2	1	1	2	2	1
None of the above	**10**	10	9	8	7	9	14	9	10	11	7	16	6	13
Don't know	**6**	9	5	2	10	5	6	6	7	7	7	6	8	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the X Factor should or should not return next year?														
Should return	**38**	37	39	46	40	37	32	38	37	45	39	34	38	30
Should not return	**48**	51	47	44	47	49	51	49	48	44	42	56	51	54
Don't know	**14**	12	14	10	13	13	17	13	15	10	18	10	12	16
Do you think the winner of X Factor this year will have a successful singing career?														
Yes they will	**28**	26	29	21	24	31	31	29	27	34	29	26	27	23
No they won't	**43**	47	41	60	45	46	29	44	42	44	42	37	48	47
Don't know	**29**	27	30	19	31	23	39	27	31	22	30	38	25	30
Which of the following statements best reflects your view?														
The judges make their own decisions regarding who they send through to the next stages of the competition / send home	**31**	30	31	21	27	33	37	31	30	25	31	31	32	35
The producers of the show tell the judges who they will send through to the next stages of the competition / send home	**43**	44	43	52	50	40	34	45	41	59	38	32	49	46
Neither	**8**	9	7	10	6	6	9	8	7	5	9	13	5	3
Don't know	**18**	17	19	16	16	20	20	16	22	11	22	24	14	16
[The following questions were only asked to respondents who have seen some or all of this year's X Factor; n=569]*														
Simon Cowell and Cheryl Fernandez-Versini have returned as judges on X Factor this year. Do you think this has made the show better, worse or about the same?														
Better	**37**	38	36	51	37	34	32	38	35	34	38	31	42	31
Worse	**13**	15	12	11	10	13	18	12	14	12	12	18	10	17
About the same	**44**	41	45	34	43	48	42	45	42	50	45	38	41	47
Don't know	**7**	7	7	4	10	4	7	5	9	3	5	12	7	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Who is your favourite judge on X Factor this year?														
Simon Cowell	**39**	37	41	32	41	42	37	40	38	36	47	33	36	47
Cheryl	**20**	20	20	14	18	16	32	18	22	15	21	17	25	11
Mel B	**18**	15	19	28	16	22	10	21	15	28	14	16	16	26
Louis Walsh	**9**	14	6	9	8	10	8	8	10	8	10	8	9	7
Don't know	**14**	14	14	17	17	10	13	13	16	13	8	26	13	9
Who is your least favourite judge on X Factor this year?														
Mel B	**36**	35	36	30	28	43	39	37	34	26	43	32	35	40
Louis Walsh	**25**	25	26	23	29	22	27	27	23	30	23	24	28	21
Cheryl	**19**	22	18	29	21	19	12	18	20	30	16	20	17	20
Simon Cowell	**4**	3	4	3	2	6	5	4	3	5	3	5	4	3
Don't know	**16**	14	17	14	21	11	17	13	19	10	16	19	17	17
Do you think the following judges should return next year?														
Simon Cowell														
Yes	**83**	79	85	87	84	85	76	84	82	82	86	79	83	83
No	**8**	9	8	9	5	7	14	7	9	7	6	9	10	12
Don't know	**9**	12	7	4	11	8	10	9	9	11	8	12	7	5
Cheryl														
Yes	**56**	56	55	58	54	57	56	57	54	55	55	52	61	47
No	**27**	27	27	30	25	28	26	25	28	28	21	30	29	29
Don't know	**18**	17	18	13	22	15	18	18	17	17	23	17	11	24
Mel B														
Yes	**42**	38	44	49	43	43	36	43	41	56	38	37	42	42
No	**41**	40	41	32	36	43	50	42	39	27	42	42	46	40
Don't know	**17**	21	15	19	22	14	14	15	20	17	19	20	12	18
Louis Walsh														
Yes	**56**	53	57	58	53	62	48	53	58	58	60	52	54	53
No	**32**	33	31	34	30	28	39	33	30	30	26	32	36	38
Don't know	**13**	14	12	8	16	10	14	14	11	12	15	16	10	10

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The three finalists in the X Factor this year are Fleur East, Ben Haenow and Andrea Faustini. Which of the finalists albums, if any, would you buy?														
Fleur East	**27**	28	27	25	35	26	18	28	26	41	29	23	23	19
Ben Haenow	**23**	21	25	20	21	25	26	24	22	30	26	20	22	12
Andrea Faustini	**12**	8	14	11	15	9	12	12	12	14	13	8	13	12
None of them	**40**	47	37	40	31	46	45	41	39	36	37	41	45	44
Don't know	**11**	12	11	14	15	8	10	9	14	3	11	17	10	19
Who do you think should win this year?														
Fleur East	**38**	42	36	31	38	46	29	40	36	39	41	37	36	38
Ben Haenow	**24**	18	26	20	18	25	33	21	27	28	28	23	20	12
Andrea Faustini	**15**	13	15	23	17	10	13	15	14	13	13	9	20	16
Don't know	**24**	27	22	26	27	19	25	24	23	19	19	31	24	34
Regardless of who wins the X Factor this year, who do you think will have the biggest singing career out of the following?														
Fleur East	**35**	35	35	20	34	40	38	38	33	32	41	37	29	39
Andrea Faustini	**8**	6	9	6	9	4	13	8	7	12	8	2	12	1
Stereo Kicks	**7**	5	8	10	6	7	5	7	7	12	6	6	5	6
Lauren Platt	**7**	6	7	8	6	8	4	7	6	4	8	7	7	3
Ben Haenow	**5**	4	6	4	5	5	7	5	6	9	4	5	6	2
Jake Quickenden	**4**	3	5	7	5	2	3	3	6	1	3	4	7	2
Only the Young	**3**	4	3	7	5	3	0	2	4	4	1	5	3	7
Stevi Richie	**2**	3	1	3	1	2	2	2	2	0	3	1	2	2
Chloe Jasmine	**1**	1	0	2	0	1	1	1	0	0	1	0	1	3
Not applicable – none of them will have a singing career after the show	**10**	11	10	18	8	9	13	12	8	5	8	11	13	19
Don't know	**19**	23	16	16	20	20	15	16	22	22	17	23	16	17

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Overall, do you think the contestants have been more or less talented as last year or about the same?														
More talented	**20**	21	20	22	21	21	18	22	18	22	23	16	22	17
Less talented	**24**	24	24	24	22	26	23	25	22	17	25	25	24	29
About the same	**45**	42	46	41	41	47	50	41	50	50	47	42	43	40
Don't know	**11**	13	10	12	16	7	9	12	10	11	6	17	11	14
Overall, do you think this year's show has been…														
The best so far	**3**	4	2	1	2	3	4	3	3	1	4	1	4	1
Better than most	**16**	17	15	18	16	20	7	15	16	17	20	12	13	15
TOTAL BEST / BETTER	**19**	**21**	**17**	**19**	**18**	**23**	**11**	**18**	**19**	**18**	**24**	**13**	**17**	**16**
About average	**49**	45	51	50	47	47	56	50	49	59	48	46	48	51
Worse than most	**17**	15	17	16	18	16	17	17	16	15	14	20	18	18
The worst so far	**4**	6	4	0	3	8	3	5	4	4	5	2	6	5
TOTAL WORST / WORSE	**21**	**21**	**21**	**16**	**21**	**24**	**20**	**22**	**20**	**19**	**19**	**22**	**24**	**23**
Don't know	**11**	13	10	14	14	7	12	10	12	5	10	19	10	10

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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