

YouGov / The Sun Survey Results

Sample Size: 2080 GB Adults
Fieldwork: 26th - 27th May 2011

	X Factor Viewers	Gender		Age				Social grade		Region					
	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2080	961	1011	1069	252	530	711	587	1186	894	266	676	445	512	181
Unweighted Sample	2080	878	1015	1065	150	514	792	624	1353	727	281	646	434	463	256
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you watch any of the 2010 series of The X Factor?

Yes, I did	46	100	37	55	53	53	48	35	44	48	39	46	45	50	49
No, I did not	51	0	60	42	40	43	50	64	54	47	57	51	50	49	50
Don't know	3	0	3	3	8	4	2	1	2	4	4	3	5	0	1

It has been reported that Cheryl Cole will no longer be a judge on the US version of the X-Factor. It is rumoured that contestants and audiences in America found it difficult to understand her accent. Do you think the US version of X Factor was right or wrong to sack her?

Right	30	32	32	29	23	39	29	28	31	29	35	31	29	27	32
Wrong	38	49	33	42	49	37	36	36	37	40	32	37	37	43	37
Don't know	32	19	35	29	28	24	35	37	32	31	33	33	34	29	31

Do you think Cheryl Cole should or should not now return as a judge on the UK version of the show?

She should return as be a judge on the UK show	42	61	38	45	51	43	42	37	41	43	37	42	39	47	40
She should NOT return as a judge on the UK show	25	26	25	25	21	29	25	23	24	27	28	25	24	25	26
Don't know	33	13	37	30	29	28	32	40	35	30	35	33	38	28	34

Do you think the X Factor would be better or worse without Cheryl Cole?

Better	13	18	13	14	8	18	12	12	14	12	15	14	14	10	16
Worse	19	31	19	19	30	21	19	14	19	20	14	22	16	22	17
No difference	46	47	43	49	42	41	49	47	44	47	46	44	45	49	44
Don't know	22	4	26	18	20	19	21	26	23	20	25	21	25	19	23

If Cheryl Cole returns to the UK, do you think she should or should not attempt to get back together with her former husband Ashley Cole?

Yes, she should	3	3	4	2	4	4	2	2	3	2	4	2	2	3	3
No, she should not	60	77	55	64	68	64	63	49	60	60	53	57	61	67	59
Don't know	37	21	41	33	29	32	35	49	37	38	43	41	37	30	39