YouGov / The Sun Survey Results

Sample Size: 2935 GB Adults
Fieldwork: 1st - 2nd June 2011

		Talent Competition	X Factor	Gender		Age				Social grade		Region				
	Total	Interested	Viewers	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2935	1083	1330	1426	1509	355	748	1004	828	1673	1262	376	954	628	722	255
Unweighted Sample	2935	948	1199	1424	1511	218	759	1138	820	1950	985	469	950	593	644	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, how interested would you say you are in television talent shows such as X-Factor, Britain's Got Talent and Strictly Come Dancing?																
Very interested	**10**	28	22	5	16	13	12	9	9	9	12	7	13	8	13	5
Fairly interested	**27**	72	47	20	33	27	30	27	23	25	28	28	25	30	26	23
TOTAL INTERESTED	**37**	**100**	**69**	**25**	**49**	**40**	**42**	**36**	**32**	**34**	**40**	**35**	**38**	**38**	**39**	**28**
Not very interested	**24**	0	24	26	23	29	23	24	23	26	22	24	25	21	25	27
Not at all interested	**37**	0	6	48	28	27	31	39	45	39	35	38	35	40	35	45
TOTAL NOT INTERESTED	**61**	**0**	**30**	**74**	**51**	**56**	**54**	**63**	**68**	**65**	**57**	**62**	**60**	**61**	**60**	**72**
Don't know	**1**	0	1	1	1	4	3	0	0	1	2	2	1	1	2	0
And did you watch any of the 2010 series of The X Factor?																
Yes, I did	**45**	85	100	38	53	54	54	45	35	44	47	45	44	45	48	44
No, I did not	**53**	15	0	61	46	43	43	54	65	55	51	53	54	54	51	55
Don't know	**2**	0	0	2	1	3	3	1	1	1	3	3	2	1	1	0

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From the following list of talent show competition judges, who would you choose as the best possible judging panel? (Please chose up to four)																
[Only those who are very or fairly interested in talent shows n=948]																
Simon Cowell (Pop Idol, X Factor, Britain's Got Talent)	**60**	60	66	60	60	63	62	62	53	63	57	58	56	60	65	65
Cheryl Cole (X Factor)	**33**	33	36	38	31	59	33	30	24	33	33	28	28	37	39	34
Michael McIntyre (Britain's Got Talent)	**26**	26	27	22	27	42	31	20	18	29	23	23	26	27	25	30
Amanda Holden (Britain's Got Talent)	**24**	24	25	27	22	26	20	26	24	21	27	21	23	23	27	24
Dannii Minogue (X Factor)	**24**	24	28	20	27	23	29	23	22	26	23	26	21	27	25	26
Louis Walsh (Popstars: The Rivals, X Factor)	**23**	23	24	27	21	28	21	22	24	21	25	22	20	27	22	27
Sharon Osbourne (X Factor)	**21**	21	23	21	22	15	23	24	20	17	26	17	24	15	22	33
Piers Morgan (Britain's Got Talent)	**20**	20	22	24	18	12	18	23	23	18	22	19	17	23	22	23
Len Goodman (Strictly Come Dancing)	**17**	17	14	15	17	4	13	19	26	20	14	19	19	18	10	23
John Barrowman (How do you solve a problem like Maria? Any Dream Will Do, I'd Do Anything)	**15**	15	15	8	18	11	10	19	19	17	13	14	18	14	14	13
Arlene Phillips (So You Think You Can Dance? Strictly Come	**12**	12	9	9	13	5	6	12	22	12	11	13	15	10	8	7
Craig Revel Horwood (Strictly Come Dancing)	**11**	11	8	8	12	3	8	13	15	14	7	10	14	9	9	7
David Hasselhoff (Britain's Got Talent)	**10**	10	10	13	8	13	14	8	6	9	10	11	9	11	9	13
Andrew Lloyd Webber (How do you solve a problem like Maria? Any Dream Will Do, I'd Do Anything, Over the Rainbow)	**10**	10	9	10	10	4	7	11	15	10	10	10	12	4	13	7
Bruno Tolioni (Strictly Come Dancing)	**9**	9	7	10	9	14	8	9	9	11	8	11	10	6	11	7
Robin Cousins (Dancing On Ice)	**8**	8	8	5	9	2	3	9	15	6	9	7	12	6	5	6
Pete Waterman (Popstars: The Rivals, Pop Idol)	**8**	8	9	10	7	3	5	9	13	8	8	6	7	10	9	8
Jason Gardiner (Dancing On Ice)	**5**	5	6	6	5	4	8	6	2	6	5	9	4	4	3	14
Nigel Lythgoe (Popstars, So You Think You Can Dance?)	**5**	5	5	5	5	0	5	6	6	4	6	9	4	5	6	0
Karen Barber (Dancing On Ice)	**4**	4	4	4	4	0	1	6	7	2	6	2	4	2	6	7
Emma Bunton (Dancing On Ice)	**4**	4	4	5	3	6	4	4	1	3	4	1	5	3	4	0
Alesha Dixon (Strictly Come Dancing)	**4**	4	4	6	3	3	6	3	2	6	2	6	4	2	4	4
Nicky Chapman (Popstars, Pop Idol)	**3**	3	3	4	2	0	3	2	4	3	2	3	2	1	4	3
Neil Fox (Pop Idol)	**3**	3	3	5	2	2	2	2	5	2	3	3	2	5	2	2
Louise Redknapp (So You Think You Can Dance?)	**3**	3	3	3	3	3	3	3	2	3	2	4	4	2	2	1
Kelly Brook (Britain's Got Talent)	**2**	2	2	5	1	3	4	2	0	3	2	2	2	4	1	0
Richard Parks (Fame Academy)	**2**	2	2	1	2	1	1	3	2	2	2	2	2	1	2	4
Zoe Tyler (How do you solve a problem like Maria? Any Dream Will Do)	**2**	2	2	1	2	4	1	1	2	2	1	3	1	1	3	0
Ruthie Henshall (Dancing On Ice)	**1**	1	1	2	1	1	1	2	1	2	1	1	1	1	1	0
Nicky Slater (Dancing On Ice)	**1**	1	1	2	1	1	0	1	2	1	1	2	1	1	1	1
None of the above	**1**	1	1	1	2	0	2	1	0	1	1	3	1	1	0	1
Don't know	**4**	4	3	3	4	4	3	4	5	3	5	4	4	3	4	4

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It has recently been announced that the X Factor judges for this year will be Gary Barlow, Tuilsa, Kelly Rowland, and Louis Walsh. Do you think these judges will be better or worse than last year?																
[Only those who watched X Factor in 2010 n=1199]																
Better	**8**	9	8	8	8	8	10	7	6	6	10	9	7	13	5	4
Worse	**53**	57	53	52	53	68	53	51	44	56	48	47	57	47	56	49
About the same	**25**	22	25	25	25	12	24	26	33	23	27	27	22	23	28	26
Don't know	**15**	12	15	15	14	12	12	17	17	14	16	17	13	18	11	20
If you had to choose, which of the following would you MOST like to be mentored by if you were a contestant on the X Factor?																
Gary Barlow	**37**	56	56	28	45	36	48	39	25	39	34	32	36	37	42	33
Louis Walsh	**12**	20	17	13	10	13	7	11	16	10	14	11	13	11	12	11
Kelly Rowland	**5**	7	7	5	6	12	8	5	1	5	6	7	4	4	6	9
Tuilsa	**3**	6	5	4	3	7	7	2	0	3	4	4	3	5	3	3
Don't know	**42**	13	15	49	36	31	30	43	57	42	42	46	44	42	38	45
And again, if you had to choose, which of the following would you LEAST like to be mentored by if you were a contestant on the X Factor?																
Tuilsa	**23**	35	36	21	25	27	33	22	14	24	22	20	23	21	27	22
Louis Walsh	**18**	25	25	17	19	21	25	18	10	18	18	18	17	21	17	16
Kelly Rowland	**8**	13	11	6	9	8	8	9	6	7	9	8	7	8	9	7
Gary Barlow	**4**	6	6	5	3	9	4	4	3	4	4	5	4	4	4	5
Don't know	**47**	21	21	51	43	35	30	48	67	47	46	50	49	46	42	51

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