

YouGov/ The Sun Survey Results

Sample Size: 1219 GB X Factor viewers
Fieldwork: 12th - 13th December 2013

	Age					Gender		Region							Watching X Factor final this weekend?			
	Total	18-24	25-39	40-59	60+	Male	Female	North	Midlands	East	London	South	Wales	Scotland	Definitely vote	May vote	Will not vote	Total Voters
Weighted Sample	1227	158	380	444	245	478	749	316	206	121	158	255	61	97	346	619	262	965
Unweighted Sample	1227	24	291	559	353	471	756	317	171	131	146	270	59	120	336	635	256	971
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you be watching the final of ITV1's singing contest, X Factor, this weekend?

Yes, I will be watching and I will vote	28	33	32	27	21	34	24	26	23	43	34	25	23	30	100	0	0	36
Yes, I will be watching and I MAY vote	50	44	49	52	55	45	54	53	55	38	41	54	50	53	0	100	0	64
Yes, I will be watching but I will NOT vote	21	23	19	21	25	20	22	20	22	19	25	21	27	17	0	0	100	0
No, I will not be watching it	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not sure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Which ONE of the following is your favourite TV talent show?

The X Factor	38	36	50	33	28	38	37	39	30	30	37	44	38	41	44	39	27	40
Britain's Got Talent	27	24	25	29	26	29	25	28	38	27	20	22	38	16	28	24	31	26
Strictly Come Dancing	16	20	9	16	22	16	15	14	15	21	15	18	9	19	12	19	13	16
Dancing on Ice	9	12	5	10	13	5	12	9	10	9	16	7	3	9	8	9	11	9
The Voice	5	0	6	6	5	6	5	5	4	3	6	4	8	9	4	5	7	4
None of these	4	7	3	3	3	4	3	3	1	8	3	5	0	4	4	2	7	3
Don't know	2	0	1	4	3	1	3	3	2	3	3	2	3	2	1	2	4	2

Do you think the Voice was better or worse than the X Factor this year, or is there not much difference?

The Voice was better than the X Factor	12	13	12	12	10	15	10	12	10	17	16	9	12	11	19	9	10	12
The Voice was worse than the X Factor	47	43	51	45	47	50	45	50	43	41	41	50	60	50	49	49	41	49
No difference - both shows are good	24	27	21	25	23	18	28	21	31	21	23	25	20	17	23	26	20	25
No difference - both shows are bad	6	4	6	5	7	7	5	5	6	10	6	6	5	3	4	5	10	4
Don't know	12	13	10	12	13	10	13	13	11	10	14	11	4	19	5	13	19	10

Would you be more or less likely to watch the X Factor next year if Simon Cowell was on the judging panel, or would it make no difference?

More likely	40	30	49	40	34	46	37	40	45	44	49	34	35	34	52	37	34	42
Less likely	7	12	8	5	6	10	5	6	2	12	5	13	4	9	11	7	4	8
No difference - I would still watch the show if Simon Cowell was on the judging panel	50	49	42	52	57	41	55	52	46	43	44	52	58	53	36	53	59	47
Don't know	3	9	1	2	3	2	3	2	8	1	1	1	3	3	1	3	4	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REST OF SURVEY TO THOSE WHO WATCH XFACTOR

Did you vote on last weekend's show?

Yes, I did	20	12	22	23	17	24	18	16	19	20	30	21	16	19	48	12	1	25
No, I did not	78	78	76	76	83	73	81	79	81	73	68	79	84	80	48	86	99	72
Can't remember	2	10	2	1	0	3	2	5	0	7	2	0	0	5	2	0	3	

Who do you think will win the X Factor?

Sam Bailey	73	68	72	74	78	69	76	73	80	68	75	72	78	69	63	76	82	71
Luke Friend	12	16	13	12	9	14	11	11	12	15	10	17	5	6	20	10	7	14
Nicholas McDonald	8	7	8	8	9	10	7	11	4	5	7	6	4	20	10	8	6	9
Don't know	6	9	7	6	4	6	6	5	5	12	8	5	14	6	8	6	5	7

Which of the current X Factor finalists do you want to win?

Sam Bailey	56	55	53	55	62	59	54	59	66	56	63	55	40	29	51	56	62	54
Luke Friend	24	25	27	25	17	18	28	21	21	24	22	32	31	16	29	23	19	25
Nicholas McDonald	11	7	9	12	16	13	9	12	7	6	8	7	9	40	13	11	7	12
None	3	9	4	2	1	4	3	3	1	8	4	0	15	2	4	3	3	3
Don't know	6	4	7	6	5	7	5	5	5	6	3	6	4	14	2	7	8	5

And if you had to choose, which of the current X Factor finalists would you want to win?

[To those who said None or DK. N=96]

Sam Bailey	49	66	39	45	66	45	52	53	23	15	44	61	82	62	35	62	35	54
Luke Friend	29	0	32	48	15	23	34	29	69	29	30	23	18	12	12	24	51	21
Nicholas McDonald	22	34	29	8	19	32	15	18	8	56	26	16	0	26	52	14	14	25

Do you think the winner of this year's X Factor will go on to be more or less successful than...?

James Arthur (2012 champion)

More successful	45	31	45	45	55	47	44	48	46	44	34	46	57	41	48	44	43	45
Less successful	20	34	22	18	13	22	19	25	19	15	20	18	15	26	21	22	16	22
About the same	27	35	27	27	23	24	29	19	29	33	35	28	27	24	28	24	33	25
Don't know	8	0	7	10	9	6	9	7	6	8	10	8	1	9	4	10	7	8

Little Mix (2011 champions)

More successful	27	27	24	27	31	33	22	28	31	24	17	32	25	19	33	25	21	28
Less successful	39	57	44	36	26	35	41	45	38	49	38	27	51	35	35	39	45	37
About the same	27	16	26	29	31	25	28	20	23	21	35	34	21	39	27	27	26	27
Don't know	7	0	6	8	12	6	8	7	8	6	10	7	4	7	5	9	7	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Matt Cardle (2010 champion)

More successful	59	51	60	65	53	57	61	59	61	57	61	58	69	55	56	57	70	56
Less successful	13	31	12	8	11	15	12	18	14	14	9	11	10	9	17	14	6	15
About the same	21	15	22	19	26	21	21	18	20	25	20	22	20	30	23	21	19	22
Don't know	7	3	6	7	10	7	7	6	6	5	10	9	0	6	4	9	5	7

Steve Brookstein (2004 champion)

More successful	70	53	70	75	72	64	74	68	77	67	64	72	71	71	65	69	81	68
Less successful	11	31	11	6	6	14	9	15	12	13	9	7	6	6	16	11	4	13
About the same	10	11	13	9	9	14	8	9	4	15	17	10	8	16	14	9	8	11
Don't know	9	4	6	10	13	8	9	8	8	5	10	11	15	7	5	11	8	9

Regardless of who you think will win, which of the X Factor finalists do you think will go onto have the biggest career?

Sam Bailey	39	37	34	41	41	42	36	37	40	33	43	38	46	41	38	40	36	39
Luke Friend	36	42	39	35	30	30	40	33	39	39	41	42	25	23	38	34	39	36
Nicholas McDonald	13	14	14	10	18	18	10	17	11	12	9	9	21	20	14	14	9	14
Don't know	12	7	13	14	11	10	13	13	10	16	8	12	9	16	10	12	16	11

Regardless of who you think will win, which of the X Factor contestants do you think will go onto have the biggest career?

Rough Copy	27	23	27	30	24	21	31	27	24	39	31	25	22	20	25	25	35	25
Sam Bailey	20	14	18	22	25	26	17	21	19	17	20	18	37	24	24	18	21	20
Luke Friend	16	15	16	16	15	14	17	16	17	9	16	18	12	15	17	15	14	16
Tamara Foster	15	15	17	15	13	16	15	13	19	13	10	21	14	12	16	15	15	15
Nicholas McDonald	8	16	7	6	10	12	6	12	5	4	8	6	5	18	6	11	4	9
Sam Callaghan	2	4	5	1	0	4	2	3	1	9	2	1	0	1	5	2	0	3
Don't know	11	12	9	11	13	7	13	9	16	10	12	10	10	11	8	13	10	11

Do you think next year's X Factor should or should not include novelty acts (such as Wagner)?

It should include novelty acts	27	22	33	27	19	35	21	28	20	25	35	27	21	23	38	23	21	28
It should NOT include novelty acts	66	69	55	67	76	59	70	65	67	68	55	68	73	68	56	68	72	64
Don't know	8	9	12	6	6	7	9	7	13	7	10	5	6	8	6	9	7	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The audience ratings for this year's X Factor have been down at some points. Which, if any, of the following reasons best describe why you think this is? (Please tick all that apply)

The show's format is becoming repetitive	58	58	52	59	68	57	59	56	61	51	55	66	66	54	45	61	70	55
The contestants are not good enough this year	24	19	30	22	20	25	23	25	19	28	28	21	34	20	18	25	29	22
The judges are not good enough this year	19	35	15	15	20	27	13	16	19	30	17	17	10	23	28	16	13	20
It is boring	17	20	19	15	15	21	14	14	16	19	18	17	25	21	16	16	20	16
None of these	10	3	10	14	9	8	12	13	7	8	9	13	12	10	12	11	8	11
Don't know	9	9	9	9	8	6	11	7	15	8	12	5	11	7	8	10	7	9

Which ONE of the following statements best reflects your view?

This year's X Factor final is the most boring ever	30	34	32	28	30	30	31	27	29	36	38	28	34	27	31	29	33	29
This year's X Factor final is NOT the most boring ever	51	48	51	52	51	52	50	52	50	46	46	53	55	53	55	53	41	53
Don't know	19	19	17	20	19	18	20	22	21	18	16	19	11	20	15	19	26	17

Do you think you would or would not buy an album released by each of this year's X Factor finalists? (Please tick one option per row)

Sam Bailey

I definitely will buy their album	12	9	13	11	15	15	10	9	15	16	12	10	18	13	22	10	5	14
I probably will buy their album	24	23	20	25	27	27	21	21	19	33	28	27	18	16	28	25	14	26
TOTAL BUY	36	32	33	36	42	42	31	30	34	49	40	37	36	29	50	35	19	40
I probably won't buy their album	27	49	29	22	18	26	27	26	26	23	31	26	25	33	23	28	29	26
I definitely won't buy their album	26	11	26	30	31	23	28	30	23	19	18	30	33	28	19	22	45	21
TOTAL WON'T BUY	53	60	55	52	49	49	55	56	49	42	49	56	58	61	42	50	74	47
Not sure	11	9	12	12	10	8	13	14	16	9	12	7	6	10	7	15	8	12

Nicholas McDonald

I definitely will buy their album	5	7	5	6	4	8	4	5	7	12	5	2	1	10	14	3	1	7
I probably will buy their album	12	9	14	11	14	16	10	9	8	14	13	12	13	26	18	12	4	14
TOTAL BUY	17	16	19	17	18	24	14	14	15	26	18	14	14	36	32	15	5	21
I probably won't buy their album	32	59	27	29	27	28	34	31	30	27	38	31	33	30	30	35	26	33
I definitely won't buy their album	41	16	46	46	42	40	42	46	42	40	32	46	47	23	30	38	64	35
TOTAL WON'T BUY	73	75	73	75	69	68	76	77	72	67	70	77	80	53	60	73	90	68
Not sure	10	9	9	9	13	7	11	8	13	7	12	9	6	11	8	12	5	11

Luke Friend

I definitely will buy their album	7	3	11	8	5	8	7	5	9	10	6	9	7	4	15	5	2	9
I probably will buy their album	19	26	24	16	15	21	18	14	21	31	20	20	19	19	27	20	9	22
TOTAL BUY	26	29	35	24	20	29	25	19	30	41	26	29	26	23	42	25	11	31
I probably won't buy their album	29	46	29	27	23	29	29	33	25	24	36	26	34	33	31	30	26	30
I definitely won't buy their album	34	16	28	39	48	35	34	40	32	27	26	38	35	37	20	33	57	29
TOTAL WON'T BUY	63	62	57	66	71	64	63	73	57	51	62	64	69	70	51	63	83	59
Not sure	9	9	8	10	10	6	11	9	13	8	12	8	4	7	7	12	6	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you to buy the winner's single?

I definitely will buy the winner's single	6	6	8	5	6	7	6	6	9	10	5	5	6	4	14	4	2	8
I probably will buy the winner's single	21	26	22	18	20	28	16	20	24	12	28	17	18	27	33	19	8	24
TOTAL BUY	27	32	30	23	26	35	22	26	33	22	33	22	24	31	47	23	10	32
I probably won't buy the winner's single	22	25	23	21	20	19	23	20	18	27	22	27	11	22	18	26	18	23
I definitely won't buy the winner's single	33	26	33	34	33	33	33	34	26	30	29	37	50	31	17	29	62	25
TOTAL WON'T BUY	55	51	56	55	53	52	56	54	44	57	51	64	61	53	35	55	80	48
Not sure	19	16	15	22	20	13	22	21	24	20	16	14	14	15	18	22	9	21

And how likely are you to buy the winner's album?

I definitely will buy the winner's album	5	5	6	4	5	7	4	3	6	13	5	3	2	6	13	2	0	6
I probably will buy the winner's album	20	24	21	17	20	26	16	25	17	8	26	17	17	21	30	20	5	23
TOTAL BUY	25	29	27	21	25	33	20	28	23	21	31	20	19	27	43	22	5	29
I probably won't buy the winner's album	21	17	25	21	17	19	22	18	18	28	23	25	11	23	14	25	19	21
I definitely won't buy the winner's album	28	34	28	26	29	29	28	29	24	31	22	31	43	28	20	22	55	21
TOTAL WON'T BUY	49	51	53	47	46	48	50	47	42	59	45	56	54	51	34	47	74	42
Not sure	26	20	21	32	29	20	30	25	35	21	24	25	27	22	23	31	20	28

And how likely are you to buy a ticket for the X Factor tour?

I definitely will buy a ticket for the X Factor tour	3	3	5	1	1	5	1	4	4	4	2	1	0	2	7	1	0	3
I probably will buy a ticket for the X Factor tour	8	18	13	4	2	13	5	11	5	3	17	7	2	9	17	7	1	10
TOTAL BUY	11	21	18	5	3	18	6	15	9	7	19	8	2	11	24	8	1	13
I probably won't buy a ticket for the X Factor tour	18	22	18	17	15	15	19	18	16	22	22	17	13	13	19	20	9	20
I definitely won't buy a ticket for the X Factor tour	63	46	55	69	75	59	65	59	61	64	51	70	81	69	46	63	86	57
TOTAL WON'T BUY	81	68	73	86	90	74	84	77	77	86	73	87	94	82	65	83	95	77
Not sure	8	11	9	9	6	7	9	9	14	7	8	5	4	7	11	9	3	10

Which, if any, of the X Factor judges has been your favourite?

Gary Barlow	37	19	33	40	48	31	41	42	37	31	28	41	37	30	35	36	41	36
Nicole Scherzinger	22	42	23	18	16	24	21	25	22	26	23	16	25	21	25	22	20	23
Sharon Osbourne	24	28	22	28	20	23	26	20	27	26	27	29	17	22	23	25	26	24
Louis Walsh	9	8	11	9	9	13	7	8	6	9	10	7	18	19	11	10	7	10
None	5	3	6	4	7	8	3	5	6	7	6	5	2	5	4	5	7	5
Don't know	2	0	4	2	1	1	3	1	2	1	6	2	0	2	3	2	1	2

Which judge, would you say, has been the most boring?

Louis Walsh	35	25	34	39	38	29	39	31	39	32	41	42	27	31	30	38	35	36
Nicole Scherzinger	21	21	20	21	23	24	20	26	20	24	10	18	30	25	25	22	15	23
Gary Barlow	14	26	15	11	8	16	12	12	11	17	18	12	19	16	16	11	19	12
Sharon Osbourne	10	11	9	9	12	18	5	11	5	13	11	9	9	11	12	8	10	10
None	17	17	17	17	17	12	20	17	22	12	14	18	15	15	15	18	17	17
Don't know	3	0	4	3	2	1	4	2	3	3	6	1	0	2	2	3	3	3

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Thinking about the judges, do you think each of them should or should not return for the next series?

Gary Barlow

Should come back for the next series	70	50	66	76	77	61	75	69	73	65	63	75	76	63	69	72	66	71
Should be sacked	17	36	19	11	13	26	12	19	11	22	19	13	19	24	21	17	13	18
Don't know	13	14	15	12	11	13	13	12	16	13	19	12	6	13	11	11	21	11

Nicole Scherzinger

Should come back for the next series	50	43	51	52	49	49	51	43	49	48	61	56	46	43	50	48	54	49
Should be sacked	37	51	34	35	38	42	34	42	39	41	23	35	38	46	39	38	33	38
Don't know	13	6	15	14	12	10	15	15	12	10	16	9	16	10	11	14	13	13

Sharon Osbourne

Should come back for the next series	61	57	54	70	59	52	68	56	69	60	65	65	68	44	58	62	64	61
Should be sacked	27	40	28	20	28	39	18	31	18	29	20	28	20	39	32	26	20	28
Don't know	12	3	18	10	13	9	14	13	13	11	15	7	11	17	9	12	16	11

Louis Walsh

Should come back for the next series	48	45	47	49	49	45	50	48	53	39	37	49	66	45	46	46	53	46
Should be sacked	37	52	35	33	36	42	33	37	32	46	43	37	25	38	41	36	34	38
Don't know	15	3	17	18	15	13	17	15	15	15	20	14	9	17	13	18	13	16

If you could sack just ONE of the current judges, which one would it be?

Nicole Scherzinger	29	33	27	29	31	28	30	33	34	30	17	27	44	24	28	29	31	29
Louis Walsh	27	18	26	31	29	24	29	23	28	30	34	33	18	21	26	28	27	28
Sharon Osbourne	16	15	16	14	19	23	11	15	9	17	14	18	13	21	15	15	16	15
Gary Barlow	12	18	15	10	6	13	11	12	9	16	17	6	17	13	17	8	13	11
Not applicable, I want them all to come back	13	16	13	12	12	10	15	13	19	5	10	14	7	15	11	15	10	14
Don't know	3	0	3	5	3	2	4	4	1	1	8	2	2	6	2	4	2	4

Who is your all-time favourite X Factor judge?

Simon Cowell	35	29	33	39	33	36	34	38	31	28	35	37	33	31	32	36	36	34
Cheryl Cole	14	10	15	11	20	15	13	14	12	20	18	10	4	18	15	12	16	13
Gary Barlow	13	3	13	14	16	10	15	14	16	10	8	14	13	9	12	14	10	13
Sharon Osbourne	11	13	9	11	9	8	12	7	10	20	9	9	25	8	10	9	14	10
Nicole Scherzinger	6	6	8	6	4	6	6	5	4	7	8	10	4	4	9	5	5	6
Dannii Minogue	6	6	6	6	4	7	5	6	6	6	5	5	1	11	7	6	4	6
Tulisa Contostavlos	4	11	5	2	2	7	2	6	3	3	3	3	2	8	3	5	2	5
Louis Walsh	3	7	1	3	3	4	2	3	4	2	1	2	14	3	3	3	3	3
Kelly Rowland	3	6	4	2	0	3	3	2	3	2	4	5	0	0	5	2	1	3
None of them	3	0	3	3	6	4	3	4	2	0	6	3	4	4	2	2	7	2
Don't know	3	9	3	3	2	1	5	2	9	1	3	3	0	3	1	5	2	4

Fieldwork: 12th - 13th December 2013

	Age					Gender		Region							Watching X Factor final this weekend?			
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Weighted Sample	1227	158	380	444	245	478	749	316	206	121	158	255	61	97	346	619	262	965
Unweighted Sample	1227	24	291	559	353	471	756	317	171	131	146	270	59	120	336	635	256	971
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE former judge would you most like to see return?

Simon Cowell	46	30	44	53	49	43	49	44	45	47	47	51	61	39	41	49	48	46
Cheryl Cole	23	10	23	22	32	21	24	25	23	20	25	20	19	26	24	21	26	22
Dannii Minogue	11	16	9	12	10	10	11	12	11	15	8	9	12	10	11	12	9	11
Tulisa Contostavlos	9	26	12	3	3	11	7	7	12	16	5	7	3	8	10	9	5	10
Kelly Rowland	5	15	3	4	0	7	3	2	5	2	5	7	2	9	7	4	3	5
None of them	3	0	5	2	5	4	3	6	2	0	3	3	3	4	3	3	6	3
Don't know	3	3	4	3	2	4	3	4	2	1	6	3	0	3	4	2	3	3

Which ONE of the following statements best reflects your view?

The X Factor producers always get the winner they want	20	18	19	20	21	18	21	17	16	30	13	20	33	22	21	17	26	18
The X Factor producers mostly get the winner they want	41	37	48	38	38	42	40	38	44	37	47	42	27	42	43	41	37	42
TOTAL PRODUCERS GET WINNERS	61	55	67	58	59	60	61	55	60	67	60	62	60	64	64	58	63	60
The X Factor producers sometimes get the winner they want	21	19	16	24	23	21	21	27	17	13	21	20	23	19	19	23	18	22
The X Factor producers never get the winner they want	3	8	2	3	0	5	1	3	2	7	3	1	1	6	4	3	0	4
TOTAL PRODUCERS GET WINNERS	24	27	18	27	23	26	22	30	19	20	24	21	24	25	23	26	18	26
Don't know	16	17	15	16	18	13	17	14	22	14	16	16	17	10	14	16	19	15

Do you think the judges are told how to vote by the producers, or do they make their own decisions?

The judges are told how to vote by the show producers	37	32	45	35	31	43	33	38	40	44	31	34	37	40	39	38	33	38
The judges make their own decisions on how to vote	40	49	34	41	41	38	41	38	37	39	42	43	50	35	46	37	38	40
Don't know	23	19	21	23	28	19	25	24	23	17	27	24	13	24	15	25	29	21

Do you think this year's X Factor has been better, worse or the about as good as last year's X Factor?

Better than last year	21	30	20	20	20	21	21	24	20	18	19	21	26	24	24	21	20	22
Worse than last year	33	40	35	32	27	35	31	31	32	48	30	32	33	27	38	32	28	34
About as good as last year	39	15	36	44	50	38	40	40	38	30	45	38	41	42	32	40	47	37
Don't know	7	14	9	4	3	5	8	6	11	4	6	9	0	6	6	8	5	7

And compared to all the past seasons of the X Factor, do you think this year's season has been...

The best so far	3	0	4	3	4	4	3	2	3	5	6	2	1	4	7	2	0	4
Better than most	18	25	17	17	18	20	18	21	17	17	17	19	27	12	22	19	14	20
TOTAL WORSE	21	25	21	20	22	24	21	23	20	22	23	21	28	16	29	21	14	24
About average	50	37	48	54	55	46	52	49	47	44	55	54	43	55	49	49	54	49
Worse than most	17	19	17	17	14	17	17	18	18	20	16	13	22	16	12	18	19	16
The worst so far	6	8	4	6	6	9	4	4	5	10	3	7	5	10	5	6	7	5
TOTAL BETTER	23	27	21	23	20	26	21	22	23	30	19	20	27	26	17	24	26	21
Don't know	6	11	9	2	3	5	6	7	10	4	4	5	1	3	5	6	6	6

Fieldwork: 12th - 13th December 2013

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking forward, do you think the X Factor should return again next year, or do you think the current series should be the last?

It should return again next year	62	38	63	66	67	58	64	55	63	57	62	68	70	61	61	62	62	62
The current series should be the last	27	47	23	26	24	34	23	35	22	35	19	24	26	31	31	26	26	28
Don't know	11	15	15	8	8	8	13	11	15	8	18	8	4	8	8	12	13	10

Do you think ITV should or should not axe the X Factor next year?

It should axe the X Factor next year	24	29	23	24	24	30	20	26	26	29	21	20	24	26	29	21	26	24
It should not axe the X Factor next year	65	56	64	67	68	63	66	65	58	61	61	71	74	64	63	67	62	66
Don't know	11	15	13	9	9	7	13	9	16	10	17	9	2	10	8	12	12	11

Do you think the contestants on this year's X Factor have been more talented, less talented or about the same as last year's X Factor?

More talented	26	11	27	28	30	26	26	23	26	35	25	26	12	31	32	25	21	27
Less talented	30	46	28	27	25	35	26	30	29	34	22	31	34	28	29	30	28	30
About the same as last year	39	28	37	42	42	36	41	41	35	25	45	39	53	37	35	38	46	37
Don't know	6	15	7	3	3	4	7	6	10	7	8	3	1	3	4	7	6	6

Do you think the show would be better or worse if Simon Cowell returned, or would it make no difference?

Better	55	33	57	59	58	56	54	54	57	56	50	59	49	47	54	54	56	54
Worse	8	13	10	6	6	11	6	11	5	4	9	8	12	8	10	8	7	9
Would make no difference	32	46	26	31	34	31	33	30	28	38	35	29	35	40	32	31	34	32
Don't know	5	9	8	4	2	2	7	5	10	2	5	3	3	5	4	7	4	6

Do you think the X Factor can or cannot survive without Simon Cowell?

Can - the show is still going strong and can get by without Simon Cowell	47	35	44	51	54	41	52	45	42	45	54	51	52	47	46	47	49	47
Cannot - the show isn't the same without Cowell, and without him it won't last	39	56	40	35	32	48	33	41	39	44	32	38	37	37	45	37	33	40
Don't know	14	9	16	14	14	12	16	14	19	11	14	11	11	16	9	15	18	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think would do most to IMPROVE the X Factor? Please tick up to 3

Less focus on the personal stories of the contestants	41	26	37	43	55	35	46	41	42	39	39	48	29	40	33	40	58	37
Bringing back Simon Cowell	41	33	39	46	44	37	44	40	46	39	36	47	36	35	38	43	43	41
Combining the Saturday and Sunday shows into a single programme	36	14	31	43	43	35	36	37	43	33	31	32	27	43	30	38	38	35
More talented contestants	31	17	31	32	38	34	29	30	26	37	29	34	28	35	29	31	33	31
A different line up of judges	20	7	22	21	23	22	18	17	18	23	25	17	21	27	19	22	15	21
Better guest acts	9	8	13	7	9	12	8	10	10	10	14	8	4	5	10	10	6	10
Getting rid of the over 28s sections	9	9	8	8	10	6	10	9	7	12	10	8	3	7	12	7	7	9
More focus on the personal stories of the contestants	4	11	5	2	3	7	3	5	1	10	9	3	5	0	8	4	2	5
Getting rid of the groups section	4	2	3	5	6	6	4	4	4	2	5	5	2	10	6	5	2	5
None of these	5	9	3	5	3	5	4	4	2	8	2	4	17	4	6	4	4	5
Don't know	6	15	6	4	2	3	7	4	8	2	5	5	18	6	4	7	6	6

**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.*