

YouGov / The Sun Survey Results

Sample Size: 2736 GB Adults
Fieldwork: 13th - 14th February 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 2736	774	945	222	859	744	635	1330	1406	332	699	936	769	1561	1175	348	885	583	670	237	
Unweighted Sample	2736	778	878	221	871	689	642	1307	1429	185	711	993	847	1808	928	484	899	513	608	218
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you watch the last series of the X Factor?

Yes, I did	45	43	50	32	42	51	39	37	52	57	53	45	32	43	47	44	45	43	48	42
No, I did not	55	57	50	68	58	49	61	63	48	43	47	55	68	57	53	56	55	57	52	58

It has been reported that Simon Cowell may quit the next UK series of the X Factor and only appear on the American version of the show, being recorded at the same time. Do you think the X Factor would be better or worse without Simon Cowell as a judge?

[Only those who watched the last series of X Factor]

Would be better without Simon Cowell	4	5	3	10	4	3	4	5	3	4	2	4	7	3	5	6	4	2	5	1
Would be worse without Simon Cowell	76	77	74	77	78	72	75	73	78	84	81	76	63	78	74	79	76	78	77	66
Would make no difference	17	16	20	13	16	23	19	19	16	10	14	18	27	17	18	12	18	16	18	23
Don't know	3	2	3	0	2	2	3	3	3	2	3	3	3	2	4	3	1	5	1	9

It has also been suggested that Cheryl Cole may become a judge on the US version of the X factor. Do you think it would be a good or bad idea for Cheryl to move to the US version of the show?

[Only those who watched the last series of X Factor]

A good idea	38	36	42	43	36	40	39	40	37	39	39	36	39	39	38	32	40	32	40	50
A bad idea	36	40	33	39	38	35	34	36	36	44	34	36	33	35	37	42	34	43	32	28
Not sure	26	24	25	18	25	25	27	23	27	17	27	28	28	26	26	26	26	25	27	22

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

And finally, below are a list of people who newspapers have reported as possible replacement judges if Simon Cowell or Cheryl Cole leave the UK version of the X Factor. Which if any would you most like to see as a judge on the next series?

[Only those who watched the last series of X Factor]

Gary Barlow	20	15	20	21	22	19	20	19	21	13	22	23	17	22	17	14	20	19	22	24
Sharon Osborne	18	19	17	13	17	17	19	17	18	17	17	17	22	16	20	20	18	23	16	8
Nicole Scherzinger	16	20	15	21	16	16	16	17	16	23	12	17	16	16	16	20	13	15	20	11
Robbie Williams	14	16	17	7	15	14	14	14	13	11	14	16	11	14	13	7	18	10	13	20
Michael Buble	10	8	10	13	9	12	7	7	11	15	7	9	10	9	10	9	9	10	10	10
Katy Perry	7	7	5	17	6	4	9	9	6	10	12	4	2	8	6	7	8	7	5	9
Mel B	2	1	2	0	1	3	1	1	2	0	1	2	2	1	2	4	1	1	1	3
Katie Price	1	1	2	0	1	1	1	1	2	4	2	1	0	1	2	0	2	1	1	6
None of these	9	10	10	9	9	11	8	13	7	7	10	7	14	10	8	16	9	9	7	7
Don't know	3	3	3	0	4	3	3	2	4	0	3	4	6	2	5	2	3	5	5	1