

## YouGov Survey Results

Sample Size: 1953 GB Adults  
Fieldwork: 19th - 20th August 2010

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1953</b>	952	1001	434	303	681	535	1100	830	249	634	420	482	168
Unweighted Sample	1953	905	1048	307	297	798	551	1249	681	274	645	383	437	214
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A new series of the X Factor begins this week. Do you intend to watch it?

Yes, definitely	24	14	35	32	32	22	16	22	28	19	22	29	26	24
Yes, perhaps	19	16	22	21	20	20	18	20	19	26	16	18	21	23
<b>TOTAL YES</b>	<b>43</b>	<b>30</b>	<b>57</b>	<b>53</b>	<b>52</b>	<b>42</b>	<b>34</b>	<b>42</b>	<b>47</b>	<b>45</b>	<b>38</b>	<b>47</b>	<b>47</b>	<b>47</b>
No, probably not	14	16	12	12	14	16	14	13	15	13	17	11	13	14
No, definitely not	41	52	29	31	34	42	50	44	36	41	44	39	38	39
<b>TOTAL NO</b>	<b>55</b>	<b>68</b>	<b>41</b>	<b>43</b>	<b>48</b>	<b>58</b>	<b>64</b>	<b>57</b>	<b>51</b>	<b>54</b>	<b>61</b>	<b>50</b>	<b>51</b>	<b>53</b>
Don't know	2	2	1	4	1	1	1	1	2	1	1	2	2	1

Some people have criticised how auditions for the X Factor are broadcast, accusing the programme of deliberately humiliating people and mocking the eccentric and vulnerable. Other people think it is legitimate entertainment, and that all those who audition for the X Factor choose to do so in the knowledge that they may be criticised by the judges. Which of the following comes closest to your view?

The X Factor auditions are perfectly legitimate entertainment and no one enters unless they choose to	51	42	60	53	59	51	45	50	53	45	49	55	55	46
The X Factor auditions are a modern day freak show, mocking vulnerable or eccentric people	32	39	26	31	26	34	35	34	30	33	34	29	31	38
Neither	8	9	8	7	11	8	8	8	8	11	9	7	6	10
Don't know	9	10	7	9	5	7	12	7	10	11	8	9	8	7