

YouGov / The Sun Survey Results

Sample Size: 1672 GB Adults
Fieldwork: 25th - 26th October 2011

	Gender		Age				Social grade		Region					Watching X Factor	Watching Strictly	
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland			
Weighted Sample	1672	813	859	202	426	572	472	953	719	214	543	358	411	145	684	661
Unweighted Sample	1672	808	864	85	441	677	469	1096	576	232	579	329	403	129	620	658
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think this series of Strictly Come Dancing is better, worse or the same as previous years?

[Only those who are watching Strictly Come Dancing were asked this question n=658]

Better than previous years	20	21	20	34	20	22	15	19	21	20	17	20	25	21	19	20
Worse than previous years	16	21	14	26	20	11	17	18	14	19	14	16	16	23	16	16
The same as previous years	54	43	60	30	45	57	60	54	53	47	57	59	50	43	55	54
Don't know	10	15	7	11	15	9	8	9	12	14	11	5	9	13	10	10

Do you think the new X Factor judges line up (Gary Barlow, Tulisa, Kelly Rowland and Louis Walsh) is better, worse or about the same as last year?

[Only those who are watching X Factor were asked this question n=620]

The new line up of judges is better than last year's	29	28	30	26	33	32	18	28	30	20	31	34	27	29	29	29
The new line up of judges is worse than last year's	36	38	35	31	30	39	46	35	37	31	36	32	42	39	36	37
About the same	32	30	33	37	35	27	32	33	31	40	31	33	28	32	32	31
Don't know	3	4	2	5	3	2	3	4	2	9	2	0	3	0	3	3

Do you think the contestants on this series of the X Factor are better, worse or the same quality as previous years?

[Only those who are watching X Factor were asked this question n=620]

Better than previous years	9	10	8	5	8	11	9	8	9	5	16	5	6	11	9	9
Worse than previous years	53	51	54	60	52	50	54	56	50	61	52	54	46	60	53	53
The same quality as previous years	34	35	33	30	34	36	33	32	36	26	29	36	44	29	34	35
Don't know	4	3	5	6	5	3	4	4	4	8	3	5	4	0	4	3

Fieldwork: 25th - 26th October 2011

	Gender		Age				Social grade		Region					Watching X Factor	Watching Strictly
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample 1672	813	859	202	426	572	472	953	719	214	543	358	411	145	684	661
Unweighted Sample 1672	808	864	85	441	677	469	1096	576	232	579	329	403	129	620	658
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which programme do you think has been more entertaining so far this year?

[Only those who are watching X Factor and Strictly Come Dancing were asked this question n=335]

Strictly Come Dancing	48	34	57	39	35	52	60	51	42	50	54	47	35	56	48	48
X Factor	32	41	26	31	49	22	25	32	31	16	28	35	48	17	32	32
Neither	17	22	13	19	13	24	9	13	23	24	14	17	12	27	17	17
Don't know	4	4	4	11	2	2	6	4	4	10	4	1	5	0	4	4

Who is your favourite remaining contestant in the current series of Strictly Come Dancing?

[Only those who are watching Strictly Come Dancing were asked this question n=658]

Jason Donovan	17	10	21	8	19	17	18	17	17	19	18	18	13	18	18	17
Harry Judd	12	10	12	31	11	10	9	11	12	9	12	14	11	10	13	12
Robbie Savage	11	12	11	18	19	9	8	11	13	12	9	12	15	10	12	11
Holly Valance	10	16	6	2	15	11	8	10	11	10	9	13	9	10	11	10
Russell Grant	8	6	10	2	4	11	10	11	5	8	12	3	11	3	8	8
Alex Jones	8	12	5	12	5	7	9	7	9	4	7	12	9	4	6	8
Chelsee Healey	6	6	7	4	6	6	7	7	6	4	6	4	10	6	9	6
Anita Dobson	5	4	6	9	3	4	6	6	4	7	4	2	6	11	5	5
Lulu	4	5	3	0	0	3	7	4	4	5	3	4	3	2	3	4
Audley Harrison	2	1	3	3	1	2	3	2	3	2	4	1	0	3	1	2
Nancy Dell'Olio	1	2	0	0	0	1	1	1	0	2	1	1	1	0	1	1
None of them	7	10	6	7	8	8	6	7	9	9	7	8	6	12	7	7
Don't know	8	7	9	3	8	10	8	8	9	9	8	7	8	11	7	8

Fieldwork: 25th - 26th October 2011

	Gender		Age				Social grade		Region					Watching X Factor	Watching Strictly
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample 1672	813	859	202	426	572	472	953	719	214	543	358	411	145	684	661
Unweighted Sample 1672	808	864	85	441	677	469	1096	576	232	579	329	403	129	620	658
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who is your favourite remaining contestant in the current series of X Factor?

[Only those who are watching X Factor were asked this question n=620]

Janet Devlin	17	18	17	18	17	18	15	18	16	17	18	24	12	11	17	16
Misha B	11	8	13	6	14	11	11	12	10	15	9	6	18	3	11	12
The Risk	11	9	12	10	8	13	13	10	12	12	10	12	7	25	11	9
Marcus Collins	10	10	9	12	8	12	7	10	9	6	12	13	8	7	10	10
Johnny Robinson	6	4	8	2	5	7	11	5	8	4	9	5	6	3	6	9
Craig Colton	6	4	8	7	4	7	9	6	6	3	9	5	5	10	6	7
Sophie Habibis	6	5	6	3	9	5	3	6	4	1	3	7	9	10	6	4
Kitty Brucknell	4	7	2	1	5	4	6	4	4	2	3	9	5	1	4	4
Rhythmix	3	4	2	0	5	3	2	4	2	2	3	4	3	2	3	3
Frankie Cocozza	2	3	1	2	2	2	0	2	1	4	0	1	2	2	2	1
None of them	16	20	13	29	14	13	13	14	18	23	12	11	19	20	16	16
Don't know	8	8	8	10	8	7	10	8	8	12	11	3	7	6	8	8

Which of the following do you think has the best style?

Kelly Rowland	15	12	18	24	19	15	8	17	14	19	13	18	15	14	32	19
Tess Daly	14	11	17	13	15	14	15	14	15	12	15	16	13	14	18	26
Tulisa	12	11	13	18	17	13	4	11	14	12	12	11	13	10	25	13
None of them	21	20	22	14	20	21	24	20	22	19	24	18	21	17	14	21
Don't know	37	45	30	31	29	36	49	38	36	37	36	37	38	44	12	21

Fieldwork: 25th - 26th October 2011

	Gender		Age				Social grade		Region					Watching X Factor	Watching Strictly	
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North			Scotland
Weighted Sample	1672	813	859	202	426	572	472	953	719	214	543	358	411	145	684	661
Unweighted Sample	1672	808	864	85	441	677	469	1096	576	232	579	329	403	129	620	658
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The X Factor's viewing figures this year are significantly lower than last year. Which of the following do you think is the MAIN reason for the programme getting fewer viewers?

The poor quality of the contestants	22	21	23	37	27	18	17	21	23	24	19	28	22	20	32	27
The new judges line up	14	13	15	17	16	14	12	15	13	15	15	11	16	13	20	17
The number of advert breaks	10	8	12	10	10	9	10	10	9	10	11	8	11	7	18	13
The choice of songs performed	4	3	5	1	2	7	4	3	6	3	4	3	4	8	8	7
The poor quality of the guest acts	1	2	1	1	1	1	2	2	1	2	2	0	1	3	2	2
Something else	18	18	17	17	19	19	15	18	17	14	19	15	20	19	12	13
Don't know	31	35	27	16	25	32	41	31	30	32	31	34	27	31	8	22

And which of the following do you think would do the most to increase the number of people watching this series of the X Factor?

Bringing Simon Cowell back	22	21	23	33	23	21	17	22	22	23	20	21	27	16	32	24
Combining the songs and results into a single Saturday show	14	11	17	14	16	15	11	14	14	14	12	14	13	23	24	16
Bringing back Cheryl Cole	6	7	5	10	6	4	6	6	6	5	5	7	6	6	11	8
Sacking Louis Walsh	5	4	5	4	5	5	4	4	5	3	5	6	5	1	9	7
A better choice of songs	3	1	4	1	2	4	2	2	4	2	3	3	2	2	5	4
A better choice of guest performers	1	1	2	1	1	1	2	1	2	2	2	1	0	1	1	1
Sacking Gary Barlow	1	1	1	2	1	1	1	1	1	2	0	0	2	3	2	2
Sacking Tulisa	1	1	1	2	1	0	1	1	0	0	2	0	1	1	2	1
Sacking Kelly	0	0	1	1	1	0	0	0	0	1	0	1	1	0	1	1
Something else	12	14	11	12	12	14	10	12	12	13	14	11	12	10	10	11
Don't know	35	40	30	21	30	36	44	36	34	35	37	35	32	38	5	26

Fieldwork: 25th - 26th October 2011

	Gender		Age				Social grade		Region					Watching X Factor	Watching Strictly	
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North			Scotland
Weighted Sample	1672	813	859	202	426	572	472	953	719	214	543	358	411	145	684	661
Unweighted Sample	1672	808	864	85	441	677	469	1096	576	232	579	329	403	129	620	658
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In contrast, Strictly Come Dancing has increased its number of viewers this year. Why do you think more people are watching Strictly this year?

A lack of good programmes on other TV channels at the same time	24	23	24	14	24	22	30	24	23	22	25	22	24	25	23	28
More people staying in to watch television on Saturday nights	16	12	21	12	15	17	19	17	16	16	18	15	17	15	18	25
Better celebrity contestants	13	11	14	21	12	12	10	13	12	17	14	12	9	12	18	22
Another improvement in the programme itself	5	5	5	3	4	6	5	5	5	4	4	4	7	4	7	9
More entertaining judges	4	4	3	6	3	2	4	4	4	2	3	4	5	4	5	7
Don't know	39	46	32	44	41	41	31	38	40	40	37	42	37	40	30	9

Thinking about the drama between the judges on the X Factor, such as Gary Barlow branding Louis Walsh as "lazy" or the row between Tulisa and Kelly over Misha B's attitude towards other contestants, which of the following best reflects your view?

[Only those who are watching X Factor were asked this question n=620]

The drama between the judges seems genuine and adds to the programme	22	22	22	37	20	19	17	22	22	25	22	25	19	15	22	20
The drama between the judges is entertaining, but seems faked	34	43	28	22	37	40	31	38	30	34	33	30	33	55	34	35
The drama between the judges is a distraction from what the show should really be about	32	25	37	23	29	33	43	30	35	24	35	29	37	24	32	33
None of these	5	3	6	6	7	3	4	6	4	8	3	9	4	0	5	7
Don't know	7	7	7	13	7	5	5	5	9	9	7	6	6	6	7	5

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	24	20	27	36	28	24	15	21	27	24	23	25	23	23	51	27
The current series should be the last	55	56	54	44	51	55	64	57	53	47	58	52	58	56	36	57
Don't know	21	24	19	20	21	21	22	22	21	29	19	23	19	20	13	15