























Fieldwork: 5th - 7th December 2012

	Voters				Vote			Did you vote on last weekend's show?		Age				Gender		
	Total	Definitely vote	May vote	Will not vote	Total Voters	James	Jahmene	Chris	Yes	No	18-24	25-39	40-59	60+	Male	Female
<b>Weighted Sample</b>	<b>6363</b>	<b>678</b>	<b>1095</b>	<b>4590</b>	<b>1773</b>	<b>726</b>	<b>503</b>	<b>222</b>	<b>694</b>	<b>5631</b>	<b>827</b>	<b>1973</b>	<b>2291</b>	<b>1273</b>	<b>2482</b>	<b>3881</b>
Unweighted Sample	6363	675	1101	4587	1776	697	519	223	690	5641	374	1734	2694	1561	2328	4035
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	77	82	80	76	81	85	80	83	79	77	73	78	79	75	74	79
Should be sacked	14	13	11	14	12	9	12	12	14	14	17	13	13	14	17	11
Don't know	9	5	9	10	8	6	8	5	8	10	9	9	9	11	9	10

Nicole Scherzinger

Should come back for the next series	56	64	59	54	61	65	63	54	65	55	69	62	55	42	55	57
Should be sacked	29	25	25	30	25	24	25	33	25	29	21	25	30	36	31	27
Don't know	15	11	15	16	14	11	12	13	10	16	11	14	14	22	14	16

Tulisa

Should come back for the next series	39	48	42	37	44	50	44	36	45	38	46	39	41	32	40	38
Should be sacked	43	42	40	44	41	38	44	51	42	43	41	44	42	46	45	42
Don't know	18	10	18	19	15	12	12	13	13	18	13	17	18	22	15	19

Louis Walsh

Should come back for the next series	45	51	47	44	49	49	48	48	50	45	51	46	46	41	43	47
Should be sacked	41	38	37	42	38	40	40	41	37	41	39	41	40	42	46	37
Don't know	14	10	15	14	13	11	12	11	13	14	10	13	14	17	11	16

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

Louis Walsh	31	30	30	32	30	36	27	29	30	31	29	30	33	31	34	30
Tulisa	30	32	28	30	30	27	33	38	33	30	32	32	29	27	29	30
Nicole Scherzinger	18	16	18	19	17	17	18	17	17	19	14	17	19	22	18	19
Gary Barlow	9	11	10	9	11	8	12	8	9	9	13	9	8	10	9	
Not applicable, I want them all to come back	6	8	8	6	8	10	6	3	8	6	8	7	6	5	7	
Don't know	5	3	5	5	4	3	3	4	3	5	5	5	4	5	5	

Who is your all-time favourite X Factor judge?

Simon Cowell	39	34	36	40	36	34	37	35	34	39	32	39	41	38	38	39
Sharon Osbourne	13	13	13	13	13	13	14	11	12	13	15	11	14	14	12	14
Cheryl Cole	12	15	13	12	14	15	14	10	14	12	13	13	11	14	13	12
Gary Barlow	11	12	12	11	12	13	11	14	13	11	11	10	11	13	9	12
Nicole Scherzinger	7	8	8	6	8	9	9	6	9	6	9	8	6	4	6	7
Dannii Minogue	7	8	6	7	7	6	7	11	8	6	4	8	7	7	8	5
Louis Walsh	2	2	2	2	2	2	3	5	2	2	3	2	2	1	2	2
Tulisa Contostavlos	2	3	2	1	3	2	3	3	2	2	2	2	1	1	2	1
Kelly Rowland	2	2	3	2	3	4	1	4	3	2	5	2	1	1	2	2
None of them	3	1	2	4	2	1	0	1	1	4	2	3	4	4	4	3
Don't know	3	2	3	3	2	1	1	1	2	3	4	3	2	3	3	3

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	New GOR							
	Total	North	Midlands	East	London	South	Wales	Scotland
<b>Weighted Sample</b>	<b>6363</b>	1654	1082	636	827	1336	318	509
Unweighted Sample	6363	1681	967	645	818	1414	316	522
	%	%	%	%	%	%	%	%

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	<b>77</b>	79	78	75	75	76	80	75
Should be sacked	<b>14</b>	13	13	15	14	14	14	15
Don't know	<b>9</b>	9	9	10	11	10	6	10

**Nicole Scherzinger**

Should come back for the next series	<b>56</b>	55	55	57	59	58	56	49
Should be sacked	<b>29</b>	30	30	27	26	26	28	34
Don't know	<b>15</b>	15	15	16	15	16	16	16

**Tulisa**

Should come back for the next series	<b>39</b>	38	38	39	42	40	38	38
Should be sacked	<b>43</b>	45	41	44	42	42	43	46
Don't know	<b>18</b>	17	21	17	16	17	19	16

**Louis Walsh**

Should come back for the next series	<b>45</b>	46	43	45	50	42	51	46
Should be sacked	<b>41</b>	42	41	42	37	42	34	39
Don't know	<b>14</b>	13	15	12	13	16	14	15

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

Louis Walsh	<b>31</b>	33	32	31	27	33	28	28
Tulisa	<b>30</b>	30	30	31	32	28	29	31
Nicole Scherzinger	<b>18</b>	19	19	16	17	17	21	22
Gary Barlow	<b>9</b>	8	8	10	11	10	11	9
Not applicable, I want them all to come back	<b>6</b>	6	6	8	8	6	7	6
Don't know	<b>5</b>	4	5	4	4	6	5	5

Who is your all-time favourite X Factor judge?

Simon Cowell	<b>39</b>	37	37	38	40	40	39	38
Sharon Osbourne	<b>13</b>	13	14	15	13	12	12	14
Cheryl Cole	<b>12</b>	15	12	11	10	12	11	11
Gary Barlow	<b>11</b>	11	13	10	9	11	11	11
Nicole Scherzinger	<b>7</b>	6	7	7	7	8	5	5
Dannii Minogue	<b>7</b>	7	5	6	7	7	5	10
Louis Walsh	<b>2</b>	2	2	1	2	1	3	2
Tulisa Contostavlos	<b>2</b>	1	2	2	2	1	2	1
Kelly Rowland	<b>2</b>	1	2	2	4	2	1	1
None of them	<b>3</b>	3	3	4	2	3	4	4
Don't know	<b>3</b>	3	2	2	4	3	4	2

Fieldwork: 5th - 7th December 2012

	Voters				Vote			Did you vote on last weekend's show?		Age				Gender		
	Total	Definitely vote	May vote	Will not vote	Total Voters	James	Jahmene	Chris	Yes	No	18-24	25-39	40-59	60+	Male	Female
<b>Weighted Sample</b>	<b>6363</b>	<b>678</b>	<b>1095</b>	<b>4590</b>	<b>1773</b>	<b>726</b>	<b>503</b>	<b>222</b>	<b>694</b>	<b>5631</b>	<b>827</b>	<b>1973</b>	<b>2291</b>	<b>1273</b>	<b>2482</b>	<b>3881</b>
Unweighted Sample	6363	675	1101	4587	1776	697	519	223	690	5641	374	1734	2694	1561	2328	4035
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Simon Cowell	44	39	42	44	41	41	42	40	40	44	40	45	45	40	42	44
Sharon Osbourne	18	19	19	18	19	20	19	17	18	18	21	16	19	19	17	19
Cheryl Cole	18	20	19	18	20	21	20	17	20	18	18	18	17	19	19	18
Dannii Minogue	11	12	10	11	11	10	12	14	11	11	8	11	11	13	12	10
Kelly Rowland	3	5	4	3	4	4	5	6	6	3	6	4	2	2	3	3
None of them	4	3	3	5	3	3	2	2	3	4	5	4	4	5	5	4
Don't know	2	1	3	2	2	2	2	3	2	2	3	3	2	2	3	2

Thinking about the judges, do you agree or disagree with the following statements?

Gary Barlow is too boring on the panel

Agree	23	29	22	22	25	21	25	35	30	22	31	24	21	22	27	21
Disagree	72	68	73	73	71	75	72	61	67	73	63	71	75	74	68	74
Don't know	5	3	5	5	4	4	3	3	3	5	6	5	4	4	5	5

Louis Walsh has become an unfunny joke

Agree	63	59	60	64	60	62	58	64	60	63	57	61	64	67	66	61
Disagree	31	37	34	30	35	35	35	33	34	31	37	32	31	28	29	33
Don't know	6	4	6	6	5	4	7	3	6	6	5	7	5	6	6	6

Nicole is too annoying for Saturday night TV

Agree	38	38	37	38	38	32	37	54	39	38	28	34	39	50	40	37
Disagree	54	56	56	54	56	63	56	40	54	54	65	59	54	40	53	55
Don't know	8	6	7	8	7	5	7	6	7	8	7	7	7	10	7	8

Tulisa isn't a successful enough pop star herself to judge the contestants

Agree	55	55	49	56	51	46	54	62	54	55	49	54	53	61	56	53
Disagree	36	39	41	34	40	47	38	31	39	36	45	37	37	27	35	37
Don't know	9	6	10	10	9	7	8	8	7	10	6	9	9	12	9	10

The only interesting thing about Tulisa is her private life

Agree	41	48	37	40	41	37	47	48	42	40	43	43	39	39	45	38
Disagree	42	42	45	41	44	50	40	35	43	42	44	43	44	35	39	44
Don't know	17	10	18	18	15	13	12	17	14	18	13	14	17	25	16	18

Do you think the judges deliberately kept Rylan Clark in the show to create controversy?

Yes - the judges kept Rylan on the show for longer than he deserved to create controversy	71	64	66	72	65	65	68	64	66	71	68	70	72	70	73	69
No - Rylan was kept on the show because he was the most deserving	17	26	21	15	23	23	22	28	24	16	23	20	15	15	16	18
Don't know	12	10	13	12	12	11	10	8	10	12	9	10	13	15	11	13

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Unweighted Sample	6363	1681	967	645	818	1414	316	522
	%	%	%	%	%	%	%	%

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

Simon Cowell	<b>44</b>	41	43	45	46	45	45	41
Sharon Osbourne	<b>18</b>	18	17	20	18	18	18	18
Cheryl Cole	<b>18</b>	20	18	16	15	19	20	17
Dannii Minogue	<b>11</b>	11	11	11	9	10	9	15
Kelly Rowland	<b>3</b>	2	3	3	6	3	3	2
None of them	<b>4</b>	4	5	4	4	4	3	5
Don't know	<b>2</b>	2	3	1	2	2	3	2

Thinking about the judges, do you agree or disagree with the following statements?

Gary Barlow is too boring on the panel

Agree	<b>23</b>	21	22	27	27	23	21	23
Disagree	<b>72</b>	74	73	70	68	72	75	72
Don't know	<b>5</b>	5	6	3	5	5	4	5

Louis Walsh has become an unfunny joke

Agree	<b>63</b>	62	65	64	59	65	53	64
Disagree	<b>31</b>	32	29	32	34	29	42	31
Don't know	<b>6</b>	6	6	5	6	6	5	5

Nicole is too annoying for Saturday night TV

Agree	<b>38</b>	41	37	37	35	36	36	44
Disagree	<b>54</b>	52	53	56	57	58	56	47
Don't know	<b>8</b>	7	9	7	8	6	8	9

Tulisa isn't a successful enough pop star herself to judge the contestants

Agree	<b>55</b>	56	57	55	54	52	50	55
Disagree	<b>36</b>	35	34	35	35	40	38	35
Don't know	<b>9</b>	9	9	9	10	9	12	10

The only interesting thing about Tulisa is her private life

Agree	<b>41</b>	44	41	42	42	37	36	39
Disagree	<b>42</b>	40	40	40	41	46	47	42
Don't know	<b>17</b>	16	19	17	16	17	17	20

Do you think the judges deliberately kept Rylan Clark in the show to create controversy?

Yes - the judges kept Rylan on the show for longer than he deserved to create controversy	<b>71</b>	72	71	70	63	72	72	71
No - Rylan was kept on the show because he was the most deserving	<b>17</b>	16	16	18	22	17	17	17
Don't know	<b>12</b>	12	12	12	15	11	11	11

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	Voters				Vote			Did you vote on last weekend's show?		Age				Gender		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	<b>56</b>	54	50	58	52	51	53	58	57	57	59	60	56	50	61	53
The judges make their own decisions on how to vote	<b>24</b>	30	27	23	28	30	28	25	27	24	25	24	24	24	23	25
Don't know	<b>19</b>	17	22	19	20	19	19	17	17	19	16	16	20	26	16	22

**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	<b>17</b>	33	20	14	25	31	26	21	31	15	21	19	15	14	17	17
Worse than last year	<b>45</b>	37	39	47	38	32	40	52	38	46	42	42	46	49	49	42
About as good as last year	<b>33</b>	26	35	33	32	32	30	26	29	33	27	33	34	33	29	35
Don't know	<b>6</b>	3	6	6	5	5	4	2	2	6	10	7	5	3	5	6

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

The best so far	<b>3</b>	11	3	1	6	7	5	6	8	2	3	3	2	2	3	3
Better than most	<b>14</b>	26	21	11	23	27	23	21	25	13	18	15	13	13	15	14
About average	<b>44</b>	38	46	44	43	45	43	37	37	45	42	45	45	40	41	46
Worse than most	<b>24</b>	15	19	27	18	13	20	17	17	25	23	24	24	26	26	23
The worst so far	<b>11</b>	8	7	12	7	5	6	15	8	11	5	8	13	16	12	10
Don't know	<b>4</b>	2	4	4	4	3	3	3	4	4	8	5	3	3	4	4

**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	<b>30</b>	43	36	26	39	45	39	29	43	28	31	31	30	27	26	32
Less talented	<b>29</b>	29	24	30	26	20	25	44	27	29	31	28	28	30	36	24
About the same as last year	<b>38</b>	26	37	40	33	32	35	26	28	39	32	37	40	40	35	39
Don't know	<b>4</b>	2	3	4	2	3	2	1	2	4	6	5	3	2	3	4

**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	<b>53</b>	69	59	49	63	68	65	47	64	52	55	54	52	50	49	55
The current series should be the last	<b>37</b>	27	31	40	29	25	28	48	30	38	36	35	37	39	42	33
Don't know	<b>10</b>	4	10	11	8	7	7	4	6	11	9	11	10	11	9	11

**If there is another series next year, do you think you will watch it?**

Yes, I will probably watch it	<b>73</b>	83	76	71	78	85	76	69	79	73	74	73	74	72	70	76
No, I probably won't bother watching it	<b>18</b>	14	16	19	15	10	17	26	15	18	20	18	16	17	22	15
Don't know	<b>9</b>	3	9	10	7	5	7	5	6	9	6	9	10	11	8	10

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	%	%	%	%	%	%	%	%

**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	<b>56</b>	56	58	57	55	55	57	61
The judges make their own decisions on how to vote	<b>24</b>	24	23	26	27	26	22	20
Don't know	<b>19</b>	20	20	17	18	19	21	19

**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	<b>17</b>	16	17	17	19	19	14	12
Worse than last year	<b>45</b>	46	46	45	44	42	45	47
About as good as last year	<b>33</b>	32	32	35	30	33	34	34
Don't know	<b>6</b>	6	6	3	7	6	7	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	<b>3</b>	3	3	2	2	3	3	4
Better than most	<b>14</b>	12	15	14	19	16	11	10
About average	<b>44</b>	44	43	45	42	44	44	43
Worse than most	<b>24</b>	24	25	25	22	24	26	24
The worst so far	<b>11</b>	12	10	10	9	10	11	15
Don't know	<b>4</b>	5	4	3	6	4	4	4

**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	<b>30</b>	28	32	29	31	32	28	27
Less talented	<b>29</b>	30	28	29	30	27	25	30
About the same as last year	<b>38</b>	38	37	39	35	39	43	38
Don't know	<b>4</b>	4	4	3	5	3	4	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	<b>53</b>	53	50	52	57	54	53	48
The current series should be the last	<b>37</b>	37	39	40	34	37	33	36
Don't know	<b>10</b>	10	11	8	9	9	14	15

**If there is another series next year, do you think you will watch it?**

Yes, I will probably watch it	<b>73</b>	75	71	74	72	74	76	71
No, I probably won't bother watching it	<b>18</b>	16	18	18	19	18	16	19
Don't know	<b>9</b>	9	11	9	9	8	8	11



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Unweighted Sample	6363	675	1101	4587	1776	697	519	223	690	5641	374	1734	2694	1561	2328	4035
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Better	65	66	62	66	64	62	66	64	66	66	63	65	67	65	65	66
Worse	6	12	8	5	10	11	8	11	11	6	8	8	5	5	8	6
Would make no difference	25	20	26	25	24	25	24	22	22	25	24	23	25	28	25	25
Don't know	3	2	3	4	3	2	2	3	2	3	5	4	2	2	3	4

**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	42	54	46	40	49	57	44	47	54	41	44	43	42	41	40	44
Cannot - the show isn't the same without Cowell, and without him it won't last	42	39	41	42	40	35	45	46	37	42	43	41	42	41	44	40
Don't know	16	7	13	18	11	9	11	7	9	17	13	16	16	18	16	16

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

Bringing back Simon Cowell	53	55	53	52	54	52	57	53	52	53	56	53	53	49	53	52
Less focus on the personal stories of the contestants	49	38	44	53	42	44	38	41	42	51	45	45	50	57	47	51
Combining the Saturday and Sunday shows into a single programme	39	31	37	41	35	32	39	31	32	40	27	34	44	47	38	40
More talented contestants	38	39	34	39	36	38	33	38	36	38	39	39	36	40	42	35
A different line up of judges	29	29	28	29	28	24	30	40	32	29	27	28	29	33	29	29
Getting rid of the over 28s sections	11	13	12	11	12	16	10	7	13	11	15	12	11	8	9	13
Better guest acts	7	8	8	7	8	8	9	7	7	7	10	8	5	7	8	6
Getting rid of the groups section	4	5	3	4	4	2	4	5	5	4	3	4	4	5	3	
More focus on the personal stories of the contestants	2	5	4	1	4	2	6	7	4	2	2	3	1	2	3	2
None of these	3	3	2	3	3	3	2	1	2	3	2	3	4	2	3	3
Don't know	3	2	3	3	3	2	1	2	3	3	4	3	3	3	3	3

Fieldwork: 5th - 7th December 2012

	New GOR							
	Total	North	Midlands	East	London	South	Wales	Scotland
<b>Weighted Sample</b>	<b>6363</b>	1654	1082	636	827	1336	318	509
Unweighted Sample	6363	1681	967	645	818	1414	316	522
	%	%	%	%	%	%	%	%

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

Better	<b>65</b>	65	64	69	65	65	68	65
Worse	<b>6</b>	5	7	5	10	6	6	5
Would make no difference	<b>25</b>	26	26	24	21	25	24	26
Don't know	<b>3</b>	4	3	2	4	4	2	3

**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	<b>42</b>	42	41	39	46	44	42	41
Cannot - the show isn't the same without Cowell, and without him it won't last	<b>42</b>	43	42	45	40	40	41	41
Don't know	<b>16</b>	15	17	16	14	16	16	18

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

Bringing back Simon Cowell	<b>53</b>	53	51	54	53	52	55	51
Less focus on the personal stories of the contestants	<b>49</b>	51	51	50	45	48	50	53
Combining the Saturday and Sunday shows into a single programme	<b>39</b>	41	41	41	33	37	38	42
More talented contestants	<b>38</b>	39	36	36	40	38	37	40
A different line up of judges	<b>29</b>	29	28	32	30	29	28	30
Getting rid of the over 28s sections	<b>11</b>	12	11	13	11	11	12	9
Better guest acts	<b>7</b>	6	5	6	11	8	6	6
Getting rid of the groups section	<b>4</b>	4	4	4	5	4	4	5
More focus on the personal stories of the contestants	<b>2</b>	2	1	2	5	2	1	1
None of these	<b>3</b>	2	3	3	3	4	5	2
Don't know	<b>3</b>	2	4	2	2	4	3	4