

YouGov / The Sun Survey Results

Sample Size: 6363 GB Adults
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
Weighted Sample	6363	678	1095	4590	1773	726	503	222	694	5631	827	1973	2291	1273	2482	3881
Unweighted Sample	6363	675	1101	4587	1776	697	519	223	690	5641	374	1734	2694	1561	2328	4035
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Yes, I will be watching and I will vote	11	100	0	0	38	41	41	47	54	5	11	12	10	10	11	10
Yes, I will be watching and I MAY vote	17	0	100	0	62	59	59	53	28	16	14	19	17	17	17	17
Yes, I will be watching but I will NOT vote	72	0	0	100	0	0	0	0	18	79	75	69	73	74	72	73
No, I will not be watching it	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

Which of the final three are you intending to vote for this weekend?

James Arthur	41	44	39	0	41	100	0	0	43	40	61	46	41	20	36	44
Jahmene Douglas	28	30	27	0	28	0	100	0	27	29	17	27	29	36	28	29
Christopher Maloney	13	15	11	0	13	0	0	100	20	9	11	12	11	19	18	9
I will wait and decide who to vote for on the night	16	9	20	0	16	0	0	0	9	19	10	13	17	24	17	16
Don't know	2	2	2	0	2	0	0	0	0	3	1	2	3	2	2	2

Voting intention

[Excluding Don't knows and Will decide on the nights]

James Arthur	50	49	51	0	50	100	0	0	48	51	69	54	51	27	44	54
Jahmene Douglas	35	34	35	0	35	0	100	0	29	37	19	32	36	48	34	35
Christopher Maloney	15	17	14	0	15	0	0	100	22	12	12	14	13	25	22	11

Including wait on the night

[Excluding Don't knows]

James Arthur	48	48	49	0	48	100	0	0	46	49	64	53	50	28	43	52
Jahmene Douglas	36	35	36	0	36	0	100	0	31	38	23	33	36	47	35	36
Christopher Maloney	16	17	15	0	16	0	0	100	22	13	12	14	15	25	22	12

And how certain are you that you will vote for that contestant?

[Asked to those who said they would vote]

I will definitely vote for that contestant	45	73	25	0	45	47	41	49	68	33	43	41	48	51	40	49
I will probably vote for that contestant	41	21	55	0	41	39	45	36	25	49	37	46	39	35	46	37
I may change my mind and vote for a different contestant	6	2	8	0	6	5	6	7	3	7	8	7	5	4	8	4
I may change my mind and not vote at all	7	3	11	0	7	9	6	6	3	10	7	7	7	9	5	9
Don't know	1	1	1	0	1	0	2	2	0	1	4	1	1	1	1	1

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

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

Yes, I will be watching and I will vote	11	11	9	13	13	10	10	12
Yes, I will be watching and I MAY vote	17	18	17	14	19	17	16	18
Yes, I will be watching but I will NOT vote	72	71	74	73	68	74	74	71
No, I will not be watching it	0	0	0	0	0	0	0	0
Not sure	0	0	0	0	0	0	0	0

Which of the final three are you intending to vote for this weekend?

James Arthur	41	43	43	44	42	40	25	37
Jahmene Douglas	28	25	29	28	29	32	36	25
Christopher Maloney	13	15	13	11	11	12	13	11
I will wait and decide who to vote for on the night	16	15	14	16	17	14	19	25
Don't know	2	3	2	2	1	1	6	2

Voting intention

[Excluding Don't knows and Will decide on the nights]

James Arthur	50	52	51	53	51	47	34	51
Jahmene Douglas	35	30	35	34	35	39	49	34
Christopher Maloney	15	18	15	14	14	14	17	15

Including wait on the night

[Excluding Don't knows]

James Arthur	48	51	47	52	49	48	31	47
Jahmene Douglas	36	31	38	34	35	38	48	37
Christopher Maloney	16	18	15	14	16	14	21	16

And how certain are you that you will vote for that contestant?

[Asked to those who said they would vote]

I will definitely vote for that contestant	45	49	42	45	40	44	50	52
I will probably vote for that contestant	41	41	42	41	41	43	34	34
I may change my mind and vote for a different contestant	6	4	6	5	9	4	10	7
I may change my mind and not vote at all	7	6	9	7	9	9	5	6
Don't know	1	1	2	2	0	0	1	1

Fieldwork: 5th - 7th December 2012

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

Which candidate are you most likely to vote for?

[Asked to those who said they would decide on the night or didn't know who they would vote for]

James Arthur	40	35	42	0	40	0	0	0	31	43	30	45	45	30	38	42
Jahmene Douglas	40	46	38	0	40	0	0	0	48	38	57	41	33	44	39	41
Christopher Maloney	20	18	20	0	20	0	0	0	22	19	13	14	21	25	23	17

It is expected that one contestant will be eliminated by a public vote, and that the phone lines will then reopen to allow people to vote on the final two contestants.

If the final two contestants were James Arthur and Jahmene Douglas, who would you vote for?

[All voters]

James Arthur	45	47	44	0	45	88	6	21	47	44	54	52	45	27	43	46
Jahmene Douglas	38	40	36	0	38	5	88	48	38	38	27	33	37	55	38	37
I would wait and decide who to vote for on the night	14	10	17	0	14	7	6	21	11	16	17	12	14	17	16	13
Don't know	3	3	3	0	3	0	0	9	3	3	2	2	4	2	3	3

James Arthur vs. Jahmene

[Excluding Don't knows and Will decide on the nights]

James Arthur	54	54	55	0	54	95	7	31	55	54	67	61	55	33	53	55
Jahmene Douglas	46	46	45	0	46	5	93	69	45	46	33	39	45	67	47	45

It is expected that one contestant will be eliminated by a public vote, and that the phone lines will then reopen to allow people to vote on the final two contestants.

If the final two contestants were Jahmene Douglas and Christopher Maloney, who would you vote for?

[All voters]

Jahmene Douglas	69	70	68	0	69	76	90	18	68	70	70	69	72	61	62	73
Christopher Maloney	19	21	17	0	19	11	6	75	24	16	16	18	17	24	23	15
I would wait and decide who to vote for on the night	9	5	11	0	9	6	4	6	5	11	6	9	7	14	10	8
Don't know	4	4	4	0	4	6	0	1	3	4	8	4	4	1	5	3

Jahmene vs. Christopher

[Excluding Don't knows and Will decide on the nights]

Jahmene Douglas	79	77	80	0	79	87	94	19	74	82	81	79	81	72	72	83
Christopher Maloney	21	23	20	0	21	13	6	81	26	18	19	21	19	28	28	17

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

Which candidate are you most likely to vote for?

[Asked to those who said they would decide on the night or didn't know who they would vote for]

James Arthur	40	46	26	47	39	49	21	37
Jahmene Douglas	40	35	59	38	33	35	45	45
Christopher Maloney	20	19	15	15	28	16	34	18

It is expected that one contestant will be eliminated by a public vote, and that the phone lines will then reopen to allow people to vote on the final two contestants.

If the final two contestants were James Arthur and Jahmene Douglas, who would you vote for?

[All voters]

James Arthur	45	49	46	44	43	44	33	44
Jahmene Douglas	38	33	40	40	37	38	49	38
I would wait and decide who to vote for on the night	14	14	9	13	18	15	16	16
Don't know	3	4	4	3	1	3	2	2

James Arthur vs. Jahmene

[Excluding Don't knows and Will decide on the nights]

James Arthur	54	59	54	53	54	54	40	53
Jahmene Douglas	46	41	46	47	46	46	60	47

It is expected that one contestant will be eliminated by a public vote, and that the phone lines will then reopen to allow people to vote on the final two contestants.

If the final two contestants were Jahmene Douglas and Christopher Maloney, who would you vote for?

[All voters]

Jahmene Douglas	69	65	72	75	66	70	75	67
Christopher Maloney	19	22	16	14	20	17	14	18
I would wait and decide who to vote for on the night	9	8	8	9	10	9	9	10
Don't know	4	5	4	2	3	3	2	4

Jahmene vs. Christopher

[Excluding Don't knows and Will decide on the nights]

Jahmene Douglas	79	74	82	84	76	80	84	79
Christopher Maloney	21	26	18	16	24	20	16	21

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Weighted Sample	6363	678	1095	4590	1773	726	503	222	694	5631	827	1973	2291	1273	2482	3881
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It is expected that one contestant will be eliminated by a public vote, and that the phone lines will then reopen to allow people to vote on the final two contestants.

If the final two contestants were James Arthur and Christopher Maloney, who would you vote for?

[All voters]

James Arthur	66	66	66	0	66	94	61	12	63	68	74	71	70	47	58	72
Christopher Maloney	22	25	20	0	22	4	22	85	29	18	18	19	19	35	29	17
I would wait and decide who to vote for on the night	9	6	11	0	9	2	13	4	6	11	6	9	8	14	11	8
Don't know	3	2	3	0	3	0	5	0	3	3	3	1	4	4	3	3

Christopher vs. James Arthur

[Excluding Don't knows and Will decide on the nights]

James Arthur	75	73	77	0	75	96	74	12	68	79	81	79	79	58	67	81
Christopher Maloney	25	27	23	0	25	4	26	88	32	21	19	21	21	42	33	19

Did you vote on last weekend's show?

Yes, I did	11	56	18	3	32	34	30	52	100	0	10	11	11	10	12	10
No, I did not	89	44	80	97	66	64	68	47	0	100	88	88	89	89	87	89
Can't remember	1	1	2	0	1	2	2	0	0	0	1	1	0	0	1	0

Who did you vote for?

[Asked to those who voted last week]

James Arthur	39	38	47	30	41	85	4	1	39	0	43	40	45	23	33	44
Jahmene Douglas	25	31	20	13	27	4	78	8	25	0	22	20	23	38	23	26
Christopher Maloney	18	23	16	8	20	2	5	81	18	0	9	21	15	27	23	15
Union J	10	8	14	10	10	9	13	6	10	0	17	10	9	7	11	10
Can't remember	8	0	4	38	1	0	0	4	8	0	9	8	8	6	10	6

Would you say you are a fan of...

James Arthur

Yes, I am a fan	59	72	63	56	66	94	49	32	66	58	75	68	57	36	51	64
No, I am not a fan	34	24	29	36	27	4	44	58	29	35	18	25	35	55	42	29
Don't know	7	4	8	8	7	2	7	10	5	8	7	7	8	8	8	7

Jahmene Douglas

Yes, I am a fan	57	68	62	54	64	59	87	42	65	56	60	52	59	60	47	64
No, I am not a fan	34	26	29	37	28	32	10	51	30	35	33	38	33	32	44	28
Don't know	8	5	10	9	8	10	3	7	5	9	8	9	8	8	9	8

Christopher Maloney

Yes, I am a fan	18	28	22	15	24	10	20	76	29	16	10	13	17	32	19	17
No, I am not a fan	74	65	67	77	66	82	70	21	65	75	85	80	74	58	73	75
Don't know	8	7	11	8	10	7	10	4	6	8	5	7	9	10	8	8

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	%	%	%	%	%	%	%	%

It is expected that one contestant will be eliminated by a public vote, and that the phone lines will then reopen to allow people to vote on the final two contestants.

If the final two contestants were James Arthur and Christopher Maloney, who would you vote for?

[All voters]

James Arthur	66	68	66	69	58	70	63	64
Christopher Maloney	22	22	22	21	25	19	22	21
I would wait and decide who to vote for on the night	9	6	8	10	15	9	8	13
Don't know	3	3	4	0	2	2	7	2

Christopher vs. James Arthur

[Excluding Don't knows and Will decide on the nights]

James Arthur	75	76	75	77	70	78	74	76
Christopher Maloney	25	24	25	23	30	22	26	24

Did you vote on last weekend's show?

Yes, I did	11	13	10	9	12	9	8	11
No, I did not	89	86	89	90	88	90	90	88
Can't remember	1	1	1	1	0	0	2	0

Who did you vote for?

[Asked to those who voted last week]

James Arthur	39	44	40	32	31	34	44	45
Jahmene Douglas	25	20	25	32	26	31	24	23
Christopher Maloney	18	20	13	22	16	18	21	21
Union J	10	9	13	11	16	7	5	7
Can't remember	8	7	9	3	12	9	6	5

Would you say you are a fan of...

James Arthur

Yes, I am a fan	59	60	57	59	59	61	57	52
No, I am not a fan	34	33	35	34	33	32	36	37
Don't know	7	7	7	6	8	7	7	11

Jahmene Douglas

Yes, I am a fan	57	58	59	56	55	58	59	51
No, I am not a fan	34	35	34	35	34	34	32	38
Don't know	8	7	7	9	12	8	8	11

Christopher Maloney

Yes, I am a fan	18	20	19	16	16	15	23	17
No, I am not a fan	74	72	74	77	74	77	68	71
Don't know	8	7	7	7	9	8	9	12

Fieldwork: 5th - 7th December 2012

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

Who do you think will win the X Factor?

James Arthur	39	42	39	39	40	64	21	18	38	40	48	44	39	28	38	41
Jahmene Douglas	32	32	30	32	31	15	59	20	29	32	32	28	32	38	33	31
Christopher Maloney	15	18	15	15	16	10	10	52	18	15	14	16	15	15	18	14
Don't know	13	9	16	13	13	10	10	11	14	13	6	11	14	20	11	14

Regardless of who you think will win, who would you like to win the X Factor?

James Arthur	43	47	44	42	45	91	4	11	46	42	56	53	41	22	39	45
Jahmene Douglas	36	32	35	36	34	4	90	4	30	36	30	29	38	46	32	38
Christopher Maloney	13	18	14	11	16	3	4	82	21	12	10	9	11	22	17	10
Don't know	9	2	7	11	5	1	2	2	3	10	5	9	10	11	11	8

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

Little Mix (2011 champions)

More successful	32	49	38	28	42	47	44	44	46	30	27	29	35	35	32	32
Less successful	24	19	21	26	20	15	22	28	20	25	29	30	21	19	29	21
About the same	32	25	28	33	27	27	26	20	24	33	33	32	31	32	29	33
Don't know	12	8	12	13	11	11	9	8	10	12	11	9	13	15	10	13

Matt Cardle (2010 champion)

More successful	55	61	57	53	59	69	58	44	57	55	66	56	55	45	52	57
Less successful	12	17	13	11	15	10	17	23	16	12	9	14	10	15	16	10
About the same	23	16	20	25	18	14	19	25	19	24	18	22	23	27	24	22
Don't know	10	6	10	11	8	7	6	8	8	10	8	8	11	13	9	11

Steve Brookstein (2004 champion)

More successful	69	69	68	69	69	78	67	57	68	69	75	69	71	63	65	71
Less successful	8	14	10	7	11	10	14	13	13	7	8	10	7	8	11	7
About the same	11	8	10	12	9	4	10	20	9	11	8	12	10	13	13	10
Don't know	12	8	12	12	10	8	9	10	9	12	9	9	13	16	11	12

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

James Arthur	59	58	59	60	59	86	38	33	60	59	75	67	58	41	53	63
Jahmene Douglas	24	25	25	24	25	8	51	25	24	24	13	19	26	36	27	22
Christopher Maloney	5	11	6	4	8	4	3	31	10	4	5	5	4	6	7	3
Don't know	12	7	10	13	9	3	8	11	6	13	7	10	13	17	13	11

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	%	%	%	%	%	%	%	%

Who do you think will win the X Factor?

James Arthur	39	40	38	41	39	39	38	44
Jahmene Douglas	32	31	32	31	34	32	32	31
Christopher Maloney	15	16	16	17	14	14	17	15
Don't know	13	13	14	11	13	14	13	11

Regardless of who you think will win, who would you like to win the X Factor?

James Arthur	43	44	40	46	41	43	39	43
Jahmene Douglas	36	35	37	35	34	36	37	37
Christopher Maloney	13	14	12	11	15	11	15	11
Don't know	9	8	10	7	10	10	9	9

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

Little Mix (2011 champions)

More successful	32	31	34	29	34	34	31	29
Less successful	24	24	24	28	26	22	26	24
About the same	32	32	32	32	27	32	32	34
Don't know	12	12	11	12	13	12	12	13

Matt Cardle (2010 champion)

More successful	55	56	56	53	52	56	52	52
Less successful	12	12	12	13	16	9	15	13
About the same	23	22	24	23	21	25	22	23
Don't know	10	10	9	11	11	10	11	12

Steve Brookstein (2004 champion)

More successful	69	71	70	69	64	71	68	65
Less successful	8	7	8	9	12	7	9	10
About the same	11	10	12	10	13	11	9	12
Don't know	12	11	10	12	11	12	14	14

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

James Arthur	59	60	60	61	57	60	55	57
Jahmene Douglas	24	24	24	22	23	24	29	23
Christopher Maloney	5	5	4	5	7	4	3	4
Don't know	12	11	12	12	12	11	13	15

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

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

I definitely will buy the winner's single	4	23	5	1	12	15	11	18	19	2	5	4	3	4	4	4
I probably will buy the winner's single	13	32	26	7	28	29	32	28	28	11	19	13	11	9	13	12
TOTAL WILL BUY	17	55	31	8	40	44	43	46	47	13	24	17	14	13	17	16
I probably won't buy the winner's single	23	16	29	22	24	24	24	18	18	23	27	23	21	23	20	24
I definitely won't buy the winner's single	46	10	19	57	16	12	14	20	16	49	36	44	49	48	52	42
TOTAL WILL NOT BUY	69	26	48	79	40	36	38	38	34	72	63	67	70	71	72	66
Not sure	15	19	22	13	21	21	19	17	19	15	13	15	15	16	11	18

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

I definitely will buy the winner's album	3	20	4	1	10	13	8	16	16	2	3	4	3	3	4	3
I probably will buy the winner's album	11	32	22	6	26	30	28	26	30	9	15	13	11	9	12	11
TOTAL WILL BUY	14	52	26	7	36	43	36	42	46	11	18	17	14	12	16	14
I probably won't buy the winner's album	22	15	25	22	21	17	25	20	14	23	26	23	19	21	20	23
I definitely won't buy the winner's album	43	11	17	54	15	10	13	20	18	47	36	40	47	47	50	39
TOTAL WILL NOT BUY	65	26	42	76	36	27	38	40	32	70	62	63	66	68	70	62
Not sure	20	23	31	17	28	30	26	19	22	20	20	20	20	14	24	

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	2	10	1	0	5	4	4	13	9	1	3	2	1	1	2	1
I probably will buy a ticket for the X Factor tour	3	15	7	1	10	9	11	14	13	2	7	5	2	1	5	2
TOTAL WILL BUY	5	25	8	1	15	13	15	27	22	3	10	7	3	2	7	3
I probably won't buy a ticket for the X Factor tour	13	22	24	10	23	25	22	16	20	12	15	14	12	13	13	14
I definitely won't buy a ticket for the X Factor tour	76	40	59	86	52	51	53	51	51	80	70	73	80	81	75	77
TOTAL WILL NOT BUY	89	62	83	96	75	76	75	67	71	92	85	87	92	94	88	91
Not sure	5	13	9	3	11	10	10	6	8	5	5	6	5	4	5	6

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

Gary Barlow	42	40	43	43	42	40	44	51	40	43	31	38	45	52	38	45
Nicole Scherzinger	27	32	28	27	30	34	31	18	30	27	37	32	26	17	25	29
Tulisa	10	14	10	10	12	13	12	11	14	10	14	11	9	8	12	9
Louis Walsh	7	7	8	6	8	7	7	13	6	7	8	7	6	6	9	5
None	11	6	8	13	7	5	6	7	6	12	7	10	12	15	13	10
Don't know	2	1	2	2	1	1	0	1	2	2	3	2	2	2	2	2

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

Louis Walsh	40	36	40	41	38	45	38	32	35	41	34	38	42	44	40	40
Tulisa	25	26	25	24	25	22	28	33	28	24	26	28	24	21	24	25
Gary Barlow	12	14	13	11	13	12	14	10	14	12	16	12	11	11	13	11
Nicole Scherzinger	11	12	11	11	11	11	9	15	10	11	10	10	11	13	11	10
None	9	10	9	8	10	9	9	7	10	9	8	9	9	8	7	10
Don't know	4	2	3	4	2	2	2	3	2	4	6	3	3	4	4	4

Fieldwork: 5th - 7th December 2012

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

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

I definitely will buy the winner's single	4	4	5	3	6	3	3	3
I probably will buy the winner's single	13	12	11	13	16	12	11	13
TOTAL WILL BUY	17	16	16	16	22	15	14	16
I probably won't buy the winner's single	23	20	23	24	22	25	23	24
I definitely won't buy the winner's single	46	48	46	46	41	45	48	45
TOTAL WILL NOT BUY	69	68	69	70	63	70	71	69
Not sure	15	16	15	14	15	15	15	15

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

I definitely will buy the winner's album	3	4	5	3	4	2	3	2
I probably will buy the winner's album	11	11	12	11	15	10	13	10
TOTAL WILL BUY	14	15	17	14	19	12	16	12
I probably won't buy the winner's album	22	18	21	23	20	25	23	24
I definitely won't buy the winner's album	43	46	43	43	41	42	43	45
TOTAL WILL NOT BUY	65	64	64	66	61	67	66	69
Not sure	20	21	20	21	19	21	18	20

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	2	2	1	1	3	1	1	2
I probably will buy a ticket for the X Factor tour	3	3	2	4	6	3	3	3
TOTAL WILL BUY	5	5	3	5	9	4	4	5
I probably won't buy a ticket for the X Factor tour	13	12	16	14	14	13	14	10
I definitely won't buy a ticket for the X Factor tour	76	78	75	76	72	79	76	77
TOTAL WILL NOT BUY	89	90	91	90	86	92	90	87
Not sure	5	5	5	5	5	4	7	8

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

Gary Barlow	42	46	43	41	37	42	43	43
Nicole Scherzinger	27	25	26	28	31	31	24	23
Tulisa	10	9	9	11	11	10	11	11
Louis Walsh	7	6	7	6	8	6	8	7
None	11	11	13	12	11	9	12	13
Don't know	2	2	2	1	2	2	3	3

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

Louis Walsh	40	41	41	41	34	45	33	36
Tulisa	25	26	24	25	26	21	26	24
Gary Barlow	12	10	12	14	13	12	10	13
Nicole Scherzinger	11	11	10	8	12	10	14	15
None	9	8	9	9	11	8	12	7
Don't know	4	4	4	2	4	4	4	4

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
Weighted Sample	6363	678	1095	4590	1773	726	503	222	694	5631	827	1973	2291	1273	2482	3881
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	9
Not applicable, I want them all to come back	6	8	8	6	8	10	6	3	8	6	8	7	6	5	5	7
Don't know	5	3	5	5	4	3	3	4	3	5	5	5	4	5	4	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

Fieldwork: 5th - 7th December 2012

	New GOR							
	Total	North	Midlands	East	London	South	Wales	Scotland
Weighted Sample	6363	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	77	79	78	75	75	76	80	75
Should be sacked	14	13	13	15	14	14	14	15
Don't know	9	9	9	10	11	10	6	10

Nicole Scherzinger

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

Tulisa

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

Louis Walsh

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

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

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

Who is your all-time favourite X Factor judge?

Simon Cowell	39	37	37	38	40	40	39	38
Sharon Osbourne	13	13	14	15	13	12	12	14
Cheryl Cole	12	15	12	11	10	12	11	11
Gary Barlow	11	11	13	10	9	11	11	11
Nicole Scherzinger	7	6	7	7	7	8	5	5
Dannii Minogue	7	7	5	6	7	7	5	10
Louis Walsh	2	2	2	1	2	1	3	2
Tulisa Contostavlos	2	1	2	2	2	1	2	1
Kelly Rowland	2	1	2	2	4	2	1	1
None of them	3	3	3	4	2	3	4	4
Don't know	3	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
Weighted Sample	6363	678	1095	4590	1773	726	503	222	694	5631	827	1973	2291	1273	2482	3881
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

Fieldwork: 5th - 7th December 2012

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

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

Simon Cowell	44	41	43	45	46	45	45	41
Sharon Osbourne	18	18	17	20	18	18	18	18
Cheryl Cole	18	20	18	16	15	19	20	17
Dannii Minogue	11	11	11	11	9	10	9	15
Kelly Rowland	3	2	3	3	6	3	3	2
None of them	4	4	5	4	4	4	3	5
Don't know	2	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	23	21	22	27	27	23	21	23
Disagree	72	74	73	70	68	72	75	72
Don't know	5	5	6	3	5	5	4	5

Louis Walsh has become an unfunny joke

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

Nicole is too annoying for Saturday night TV

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

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

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

The only interesting thing about Tulisa is her private life

Agree	41	44	41	42	42	37	36	39
Disagree	42	40	40	40	41	46	47	42
Don't know	17	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	71	72	71	70	63	72	72	71
No - Rylan was kept on the show because he was the most deserving	17	16	16	18	22	17	17	17
Don't know	12	12	12	12	15	11	11	11

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
Weighted Sample	6363	678	1095	4590	1773	726	503	222	694	5631	827	1973	2291	1273	2482	3881
Unweighted Sample	6363	675	1101	4587	1776	697	519	223	690	5641	374	1734	2694	1561	2328	4035
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	56	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	24	30	27	23	28	30	28	25	27	24	25	24	24	24	23	25
Don't know	19	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	17	33	20	14	25	31	26	21	31	15	21	19	15	14	17	17
Worse than last year	45	37	39	47	38	32	40	52	38	46	42	42	46	49	49	42
About as good as last year	33	26	35	33	32	32	30	26	29	33	27	33	34	33	29	35
Don't know	6	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	3	11	3	1	6	7	5	6	8	2	3	3	2	2	3	3
Better than most	14	26	21	11	23	27	23	21	25	13	18	15	13	13	15	14
About average	44	38	46	44	43	45	43	37	37	45	42	45	45	40	41	46
Worse than most	24	15	19	27	18	13	20	17	17	25	23	24	24	26	26	23
The worst so far	11	8	7	12	7	5	6	15	8	11	5	8	13	16	12	10
Don't know	4	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	30	43	36	26	39	45	39	29	43	28	31	31	30	27	26	32
Less talented	29	29	24	30	26	20	25	44	27	29	31	28	28	30	36	24
About the same as last year	38	26	37	40	33	32	35	26	28	39	32	37	40	40	35	39
Don't know	4	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	53	69	59	49	63	68	65	47	64	52	55	54	52	50	49	55
The current series should be the last	37	27	31	40	29	25	28	48	30	38	36	35	37	39	42	33
Don't know	10	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	73	83	76	71	78	85	76	69	79	73	74	73	74	72	70	76
No, I probably won't bother watching it	18	14	16	19	15	10	17	26	15	18	20	18	16	17	22	15
Don't know	9	3	9	10	7	5	7	5	6	9	6	9	10	11	8	10

Fieldwork: 5th - 7th December 2012

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

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	56	56	58	57	55	55	57	61
The judges make their own decisions on how to vote	24	24	23	26	27	26	22	20
Don't know	19	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	17	16	17	17	19	19	14	12
Worse than last year	45	46	46	45	44	42	45	47
About as good as last year	33	32	32	35	30	33	34	34
Don't know	6	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	3	3	3	2	2	3	3	4
Better than most	14	12	15	14	19	16	11	10
About average	44	44	43	45	42	44	44	43
Worse than most	24	24	25	25	22	24	26	24
The worst so far	11	12	10	10	9	10	11	15
Don't know	4	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	30	28	32	29	31	32	28	27
Less talented	29	30	28	29	30	27	25	30
About the same as last year	38	38	37	39	35	39	43	38
Don't know	4	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	53	53	50	52	57	54	53	48
The current series should be the last	37	37	39	40	34	37	33	36
Don't know	10	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	73	75	71	74	72	74	76	71
No, I probably won't bother watching it	18	16	18	18	19	18	16	19
Don't know	9	9	11	9	9	8	8	11

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
Weighted Sample	6363	678	1095	4590	1773	726	503	222	694	5631	827	1973	2291	1273	2482	3881
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	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
Weighted Sample	6363	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	65	65	64	69	65	65	68	65
Worse	6	5	7	5	10	6	6	5
Would make no difference	25	26	26	24	21	25	24	26
Don't know	3	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	42	42	41	39	46	44	42	41
Cannot - the show isn't the same without Cowell, and without him it won't last	42	43	42	45	40	40	41	41
Don't know	16	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	53	53	51	54	53	52	55	51
Less focus on the personal stories of the contestants	49	51	51	50	45	48	50	53
Combining the Saturday and Sunday shows into a single programme	39	41	41	41	33	37	38	42
More talented contestants	38	39	36	36	40	38	37	40
A different line up of judges	29	29	28	32	30	29	28	30
Getting rid of the over 28s sections	11	12	11	13	11	11	12	9
Better guest acts	7	6	5	6	11	8	6	6
Getting rid of the groups section	4	4	4	4	5	4	4	5
More focus on the personal stories of the contestants	2	2	1	2	5	2	1	1
None of these	3	2	3	3	3	4	5	2
Don't know	3	2	4	2	2	4	3	4