

YouGov / The Sun Survey Results

Sample Size: 2090 GB Adults
Fieldwork: 10th - 11th October 2010

	Gender		Age				Social grade		Region					
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2090	1016	1074	249	535	720	586	1173	885	267	681	446	514	181
Unweighted Sample	2090	991	1099	142	557	800	591	1369	689	340	648	425	468	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you been watching the current series of the X Factor?

Yes, all of it	26	17	35	36	32	25	19	24	29	29	23	24	30	28
Yes, some episodes	27	28	26	28	34	26	20	29	24	31	25	29	23	33
No, I haven't	47	55	39	35	34	49	61	47	47	41	52	46	46	39

Who do you think is more stylish on the X Factor, Cheryl Cole or Dannii Minogue?

[Only those who are watching the current series of X Factor]

Cheryl Cole	51	60	44	57	53	50	43	47	55	47	52	44	58	48
Dannii Minogue	32	23	37	26	33	28	39	35	28	38	31	30	31	30
Neither	12	11	12	13	9	15	10	12	12	11	11	15	7	16
Don't know	6	5	7	4	5	7	8	7	6	3	6	11	4	6

Who do you want to win this year's X-Factor?

[Only those who are watching the current series of X Factor]

Matt Cardle	21	18	22	14	22	22	21	20	21	18	26	19	19	18
Mary Byrne	10	7	12	8	5	13	14	9	11	9	8	10	14	10
Cher Lloyd	8	9	7	12	7	5	9	8	7	7	7	10	8	4
Rebecca Ferguson	8	6	9	14	7	9	5	7	8	8	7	3	12	13
Aiden Grimshaw	8	6	9	7	8	7	9	8	8	10	6	9	9	4
Paije Richardson	3	2	3	2	5	2	1	4	2	4	4	2	2	1
Treyc Cohen	3	3	3	3	5	2	1	4	1	3	2	5	2	3
One Direction	1	2	1	1	1	2	0	2	1	1	1	2	1	2
Belle Amie	1	1	1	2	1	0	0	1	0	1	1	0	0	0
F.Y.D	1	1	1	0	1	1	1	0	1	0	1	1	1	1
Katie Waissel	1	1	1	1	1	1	0	1	1	1	1	1	1	0
Storm Lee	1	1	1	2	1	1	0	1	1	1	1	1	0	2
Wagner	1	2	0	1	3	1	0	1	1	1	0	3	1	3
Diva Fever	1	1	1	1	1	1	0	1	2	1	1	1	1	1
Nicolo Festa	0	0	0	0	0	0	0	0	0	0	0	0	0	0
John Adeleye	0	0	1	1	0	0	1	1	0	3	0	0	0	0
Don't know	33	39	29	33	32	31	38	33	34	32	35	34	30	39

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

And who do you think will win this year's X-Factor?

[Only those who are watching the current series of X Factor]

Cher Lloyd	14	14	15	18	14	13	14	16	13	11	16	17	15	7
Aiden Grimshaw	12	11	13	13	15	9	11	13	12	11	12	15	9	15
Matt Cardle	12	9	14	10	10	14	12	10	14	17	11	8	14	10
Rebecca Ferguson	6	7	5	9	6	4	4	5	6	6	5	3	8	9
One Direction	4	4	5	5	4	6	3	4	5	7	5	5	3	3
Mary Byrne	3	3	3	2	2	4	6	4	3	4	3	2	4	5
Treyc Cohen	2	3	2	3	2	2	2	3	1	2	2	3	1	3
F.Y.D	1	1	0	0	0	1	1	0	1	0	0	1	1	0
Katie Waissel	1	1	1	0	1	1	3	1	2	1	2	1	1	0
Storm Lee	1	1	0	2	1	0	0	1	0	1	1	0	0	1
Belle Amie	0	0	1	0	1	0	0	0	0	1	0	0	1	0
Nicolo Festa	0	0	0	0	0	0	0	0	0	0	0	0	0	0
John Adeleye	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Paije Richardson	0	0	1	0	0	1	0	0	0	0	0	0	1	0
Wagner	0	1	0	0	1	0	0	0	0	0	1	0	0	0
Divya Fever	0	0	1	0	0	1	1	0	1	0	0	0	0	1
Don't know	42	45	40	37	42	43	45	43	42	37	43	43	42	46