

## YouGov Survey Results

Sample Size: 3807 GB adults aged 18 or over who have watched this series of X-Factor  
Fieldwork: 6th - 18th October 2010

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>4167</b>	1674	2493	606	1265	1429	866	2176	1987	556	1291	913	1030	377
Unweighted Sample	3807	1469	2338	350	1147	1491	819	2257	1546	555	1186	760	921	385
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking everything into account, who has been your  
FAVOURITE contestant so far this series?

Matt Cardle	<b>26</b>	21	29	28	26	29	19	26	25	22	27	26	25	29
Mary Byrne	<b>17</b>	15	19	10	9	20	30	17	18	15	17	18	17	21
Rebecca Ferguson	<b>10</b>	9	11	7	13	11	7	11	9	11	8	11	13	8
Cher Lloyd	<b>6</b>	8	5	10	7	5	6	6	7	6	8	6	6	4
Aiden Grimshaw	<b>5</b>	4	6	8	6	5	4	6	5	6	4	6	6	4
1 Direction	<b>3</b>	3	3	3	4	3	2	3	4	3	4	3	3	1
Treyc Cohen	<b>3</b>	4	2	2	4	3	2	3	3	3	2	2	4	4
John Adeleye	<b>2</b>	2	2	1	2	2	2	2	2	3	2	1	1	2
Diva Fever	<b>2</b>	2	2	3	2	2	2	2	2	2	2	2	2	1
Paije Richardson	<b>2</b>	2	2	5	3	2	1	2	2	5	2	2	2	0
Katie Waissel	<b>2</b>	2	1	1	2	1	1	1	2	2	2	1	1	1
Wagner	<b>2</b>	4	1	3	5	1	1	3	2	3	3	2	1	5
Storm Lee	<b>1</b>	1	1	1	0	1	1	0	1	1	0	0	1	2
Belle Amie	<b>1</b>	1	1	1	1	0	1	1	1	1	1	0	1	1
FYD	<b>0</b>	0	1	0	0	0	1	0	0	1	0	0	0	1
Nicolo Festa	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
None	<b>8</b>	11	7	7	7	9	11	9	8	7	8	10	8	10
Don't know	<b>8</b>	9	8	8	8	7	11	8	8	8	10	7	8	6

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<b>Weighted Sample</b>	<b>4167</b>	1674	2493	606	1265	1429	866	2176	1987	556	1291	913	1030	377
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Taking everything into account, who has been your  
LEAST FAVOURITE contestant so far this series?**

Wagner	<b>21</b>	18	23	17	16	24	25	21	21	16	21	21	23	20
Cher Lloyd	<b>18</b>	15	19	17	19	20	12	18	18	19	17	14	20	21
Katie Waissel	<b>14</b>	11	15	17	17	11	12	14	13	15	13	13	13	20
Storm Lee	<b>10</b>	9	10	10	9	9	12	11	9	9	10	12	9	6
Diva Fever	<b>9</b>	13	7	9	9	10	9	8	11	10	9	8	10	10
Nicolo Festa	<b>7</b>	7	7	10	8	7	4	8	7	5	9	7	7	4
FYD	<b>1</b>	1	1	1	1	1	0	1	1	1	0	1	0	1
Belle Amie	<b>1</b>	1	1	1	2	1	1	2	1	2	1	2	1	1
Paije Richardson	<b>1</b>	2	0	1	1	1	0	1	1	2	1	1	0	1
1 Direction	<b>1</b>	2	1	2	2	1	1	1	2	2	1	2	1	1
Aiden Grimshaw	<b>1</b>	2	1	1	1	1	1	1	1	2	1	1	1	1
Trey Cohen	<b>1</b>	1	0	1	1	1	1	1	1	0	1	1	0	1
Matt Cardle	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
John Adeleye	<b>0</b>	0	0	1	1	0	0	0	0	1	0	0	0	0
Rebecca Ferguson	<b>0</b>	1	0	1	0	0	0	0	0	1	0	0	0	0
Mary Byrne	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	0	0
None	<b>5</b>	6	4	4	4	5	7	5	5	5	5	6	4	4
Don't know	<b>9</b>	11	8	8	8	8	14	9	9	10	9	9	10	8