

YouGov Survey Results

Sample Size: 996 GB X Factor Viewers

Fieldwork: 3rd - 5th October 2011

	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	
Weighted Sample	1087	432	655	159	345	376	207	612	475	137	312	234	306	98
Unweighted Sample	996	390	606	76	336	416	168	651	345	174	296	194	246	86
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions were shown only to those who have watched some or all of the current X Factor series]

Which, if any, of the current X Factor finalists is your FAVOURITE?

Janet Devlin	15	14	15	13	14	17	12	13	16	9	14	17	15	16
Amelia Lily	8	10	6	11	10	6	5	9	7	4	5	7	13	8
Misha Bryan	7	6	7	9	8	7	4	6	8	8	6	9	7	3
Frankie Cocozza	5	6	5	6	6	5	3	4	6	5	3	8	4	11
Sami Brookes	4	4	5	6	5	4	1	5	4	2	7	2	6	1
Johnny Robinson	3	4	3	3	3	5	1	3	4	3	2	3	4	7
Craig Colton	3	2	3	3	3	3	2	2	3	2	3	3	3	1
Kitty Brucknell	2	4	2	4	2	3	1	3	2	5	4	0	3	0
The Risk	2	3	2	0	5	1	1	2	3	2	3	2	1	5
Marcus Collins	2	1	3	3	2	2	2	2	2	2	2	2	2	1
2 Shoes	2	2	1	1	3	1	1	2	1	3	3	0	2	0
Sophie Habibis	2	1	2	1	2	2	3	3	1	4	2	1	1	2
Jonjo Kerr	2	1	2	3	2	1	2	3	0	1	2	2	2	2
James Michael	1	1	2	0	1	2	1	2	1	1	2	0	1	2
Nu Vibe	1	1	2	4	1	1	0	2	1	2	1	3	1	0
Rhythmix	0	1	0	1	0	0	0	0	1	0	1	0	0	0
None	16	19	14	10	14	14	27	16	16	15	15	17	15	24
Don't know	24	23	25	23	18	27	33	24	25	33	27	25	20	17

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

Which, if any, of the current X Factor finalists is your LEAST FAVOURITE?

Kitty Brucknell	29	18	37	34	38	27	15	30	29	27	26	33	29	35
Frankie Cocozza	9	13	7	9	10	10	6	10	8	9	9	7	10	11
Johnny Robinson	6	7	6	5	7	8	4	7	6	5	8	3	7	8
2 Shoes	5	5	5	6	5	5	5	4	7	3	5	4	7	4
Nu Vibe	2	3	1	3	2	2	1	2	2	2	2	2	2	0
Janet Devlin	1	0	2	4	1	1	1	1	2	2	2	1	0	2
Craig Colton	1	2	1	0	1	1	3	1	2	1	0	3	1	2
Jonjo Kerr	1	1	1	2	2	0	1	1	1	0	2	1	1	0
The Risk	1	2	0	0	1	1	0	1	1	0	0	0	2	2
Marcus Collins	1	1	1	2	0	0	2	1	1	1	1	1	1	0
Misha Bryan	1	1	0	0	0	1	2	1	0	0	1	0	0	1
James Michael	0	0	1	0	1	1	0	1	0	0	0	0	2	0
Amelia Lily	0	1	0	1	0	0	0	1	0	1	0	0	0	4
Rhythmix	0	0	1	1	0	0	0	0	0	1	0	0	1	0
Sophie Habibis	0	0	0	0	1	0	0	0	1	0	0	1	0	0
Sami Brookes	0	0	0	0	1	0	0	0	0	1	0	0	0	0
None	14	17	12	8	11	15	23	14	14	9	15	15	13	18
Don't know	27	28	25	26	18	28	37	26	27	38	28	29	22	13

And which of the X Factor finalists do you think is the MOST LIKELY to win

Janet Devlin	15	14	15	13	19	14	10	15	14	12	12	20	14	13
Frankie Cocozza	12	10	13	6	14	16	6	12	12	11	10	11	15	10
Amelia Lily	7	8	6	15	8	4	4	7	7	4	3	6	13	9
Misha Bryan	5	6	4	4	7	3	2	4	5	6	4	5	5	3
The Risk	2	3	2	2	4	3	1	2	3	2	3	2	2	4
Kitty Brucknell	2	2	2	2	2	2	2	2	2	3	2	0	2	3
Sophie Habibis	2	1	2	3	1	1	2	2	2	2	1	1	2	1
Sami Brookes	2	1	2	2	2	1	1	2	2	0	3	0	1	4
Jonjo Kerr	1	2	1	0	3	0	1	1	2	0	2	2	1	2
Marcus Collins	1	1	1	0	1	1	1	1	1	1	2	1	1	0
Craig Colton	1	1	1	1	1	1	1	1	1	2	0	2	0	2
Nu Vibe	1	1	1	1	0	2	1	1	1	0	1	1	1	0
James Michael	1	0	1	1	1	0	2	1	0	1	1	0	1	2
2 Shoes	1	1	1	0	1	0	2	1	1	0	2	0	0	0
Johnny Robinson	1	1	0	0	1	1	0	1	0	0	1	0	1	0
Rhythmix	1	1	0	3	0	0	0	1	0	0	0	0	2	0
Don't know	48	47	48	48	35	50	65	48	47	55	54	48	39	47

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

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

Garry Barlow	46	39	50	28	42	53	53	44	48	33	49	43	52	35
Kelly Rowland	17	18	17	27	23	12	10	20	14	24	17	19	12	21
Tulisa Contostavlos	17	21	14	27	20	14	9	16	18	17	14	21	17	16
Louis Walsh	9	9	8	9	6	9	11	8	9	8	12	6	8	5
None	10	12	8	9	7	11	14	10	9	17	7	9	7	19
Don't know	2	1	2	0	2	2	3	2	2	1	1	1	4	3

And which, if any, of the X Factor judges is your LEAST favourite?

Louis Walsh	39	42	38	42	44	39	31	43	34	37	39	40	40	40
Kelly Rowland	11	11	11	19	10	10	7	12	9	8	11	8	13	12
Tulisa Contostavlos	10	11	9	6	7	9	18	10	9	11	10	9	10	11
Garry Barlow	5	7	4	6	4	5	6	3	8	6	6	3	5	6
None	30	25	34	21	31	33	31	27	35	31	28	35	30	26
Don't know	5	5	5	5	4	4	7	5	5	7	6	5	3	4

The current minimum age limit for contestants on X Factor is 16. Some people have suggested that the age limit should be raised, whilst other people have suggested that it should be lowered. What do you think should be the MINIMUM age limit for contestants on the X Factor show?

10 or under	1	0	1	2	2	0	0	0	1	1	0	0	2	0
11	0	0	0	0	0	0	0	0	0	0	0	1	0	0
12	1	2	0	1	3	0	0	1	1	1	1	0	1	4
13	0	1	0	0	0	1	0	0	0	1	0	0	0	0
14	2	3	2	3	3	1	3	2	2	2	3	1	3	2
15	1	3	1	3	2	0	1	2	1	5	1	1	1	1
16	35	33	35	37	43	31	26	34	35	27	34	39	36	32
17	6	8	6	5	7	7	7	5	8	7	5	4	8	10
18	42	35	46	34	34	49	48	46	36	41	43	44	42	31
19	2	3	1	3	1	2	0	2	1	1	2	1	1	4
20	1	2	0	3	0	0	2	0	1	0	2	0	0	1
21 or over	3	4	3	1	3	3	5	2	5	5	3	2	3	4
Not applicable / I do not think there should be a minimum age limit for contestants	4	4	3	6	2	3	6	3	5	5	3	6	1	6
Don't know	2	3	2	2	2	3	2	2	2	3	1	2	2	5
Average	17	17	17	17	17	17	17	17	17	17	17	17	17	17