

YouGov Survey Results

Sample Size: 684 X Factor viewers
Fieldwork: 15th - 16th November 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	742	292	449	100	231	277	133	403	338	93	227	157	205	59
Unweighted Sample	684	267	417	32	236	298	118	426	258	85	230	130	178	61
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Marcus Collins	17	15	18	14	16	17	21	17	17	14	18	15	18	22
Craig Colton	16	12	18	12	13	16	22	14	17	11	15	16	19	11
Amelia Lily	13	16	11	10	17	10	14	15	10	12	14	10	14	12
Janet Devlin	11	12	9	20	8	9	11	13	8	6	13	16	6	6
Misha Bryan	10	11	9	11	11	11	8	10	10	15	8	12	10	5
Little Mix	10	6	13	12	13	9	5	10	9	11	8	4	14	17
None	19	24	15	15	18	23	15	14	25	21	20	21	13	25
Don't know	5	4	6	6	5	5	5	6	4	10	4	6	5	1

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

Misha Bryan	33	35	31	33	32	33	34	33	33	35	33	34	34	23
Janet Devlin	24	17	28	26	28	21	24	23	25	18	20	28	27	27
Little Mix	9	10	8	4	10	9	9	9	8	11	12	5	6	11
Craig Colton	6	6	6	7	10	4	2	8	3	5	6	3	8	5
Amelia Lily	4	6	3	8	2	4	7	5	4	3	4	7	2	10
Marcus Collins	4	6	2	2	3	6	1	3	5	5	4	3	3	6
None	13	15	11	13	9	17	12	12	14	15	14	12	11	15
Don't know	8	5	10	7	6	8	12	8	8	8	7	9	9	2

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

Marcus Collins	21	21	22	12	25	21	23	22	20	14	21	17	30	17
Amelia Lily	17	15	18	18	19	16	14	16	17	21	12	17	17	26
Misha Bryan	14	16	13	8	15	17	13	14	15	12	13	18	11	26
Craig Colton	12	13	11	11	13	12	11	11	13	13	16	6	12	12
Janet Devlin	8	11	6	23	6	5	6	9	7	10	9	13	5	1
Little Mix	6	5	6	12	4	5	5	5	6	3	9	4	5	2
None	2	2	1	0	2	2	1	1	2	2	2	3	1	0
Don't know	20	17	23	15	16	23	27	20	20	24	19	23	19	17