

YouGov / The Sun Survey Results

Sample Size: 2955 X Factor Viewers
Fieldwork: 7th - 9th December 2011

	Vote			Voting intention			Gender		Age					Social grade		Region						
	Total	Yes	Maybe	No	Amelia	Marcus	Little Mix	Male	Female	Under 18	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2960	364	615	1981	205	301	275	1105	1855	95	369	915	1036	546	1615	1345	361	924	628	808	239	
Unweighted Sample	2955	338	603	2014	201	285	257	1053	1902	95	183	918	1226	533	1891	1064	428	907	598	787	235	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions were only asked to those who are certain or may vote n=942]

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

	Total	Yes	Maybe	No	Amelia	Marcus	Little Mix	Male	Female	Under 18	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Marcus Collins	31	38	27	0	0	100	0	31	31	26	35	26	34	34	31	31	37	34	24	32	26
Little Mix	28	26	29	0	0	0	100	21	33	23	33	36	24	18	27	30	28	29	29	28	21
Amelia Lily	21	23	20	0	100	0	0	27	17	23	17	20	21	25	23	17	16	17	21	23	31
I will wait and decide who to vote for on the night	19	11	23	0	0	0	0	19	18	26	15	16	20	22	18	20	18	18	23	17	19
Don't know	1	1	2	0	0	0	0	2	1	2	1	2	1	1	1	2	1	1	3	1	2

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

[Excluding those who said they will decide on the night, and those who said Don't know n=744]

Marcus	39	43	35	0	0	100	0	40	38	35	41	32	43	44	38	39	46	42	33	38	33
Little Mix	35	30	39	0	0	0	100	27	40	32	39	44	31	23	33	38	34	36	39	34	27
Amelia	26	26	26	0	100	0	0	34	22	32	20	25	26	33	29	22	20	22	28	28	40

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

I will definitely vote for that contestant	36	63	17	0	34	41	32	36	36	26	26	35	40	42	33	42	28	32	42	38	44
I will probably vote for that contestant	46	28	59	0	49	42	48	47	46	50	57	50	41	39	48	44	51	49	40	47	39
I may change my mind and vote for a different contestant	9	5	12	0	9	9	10	9	9	6	11	9	9	11	12	6	13	11	8	8	7
I may change my mind and not vote at all	8	3	11	0	7	7	9	7	8	18	6	6	8	8	7	9	7	8	9	6	10
Don't know	1	0	1	0	1	1	1	0	1	0	0	1	1	1	1	1	1	0	2	1	0

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	Vote			Voting intention			Gender		Age					Social grade		Region					
Total	Yes	Maybe	No	Amelia	Marcus	Little Mix	Male	Female	Under 18	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which candidate are you most likely to vote for?

[Only those who said they would wait and decide on the night or didn't know were asked this question n=198]

Amelia Lily	38	31	40	0	0	0	0	53	27	38	81	43	29	22	35	41	20	30	42	38	67
Marcus Collins	34	34	34	0	0	0	0	33	35	38	8	25	41	47	32	37	30	42	36	34	14
Little Mix	28	35	26	0	0	0	0	14	38	23	11	32	30	31	33	22	50	28	22	28	19

Rebased: X Factor Voters including those who will vote on the night

Marcus	38	42	35	0	0	100	0	38	38	36	36	30	43	45	37	39	43	42	34	38	29
Little Mix	34	31	35	0	0	0	100	24	40	30	35	41	31	25	33	35	37	35	35	33	25
Amelia	28	27	29	0	100	0	0	38	23	34	29	28	27	30	30	26	20	23	32	29	46

If the final two contestants were Little Mix and Amelia Lily, who would you vote for?

Little Mix	44	40	47	0	6	38	87	37	49	53	53	46	43	32	45	43	52	47	41	44	32
Amelia Lily	40	45	37	0	87	44	4	48	34	34	36	36	40	49	40	40	34	38	40	40	53
I would wait and decide who to vote for on the night	14	13	15	0	6	12	9	12	15	6	10	15	14	17	13	15	12	12	18	14	11
Don't know	2	3	2	0	0	6	0	2	3	6	1	3	3	2	3	2	3	3	1	2	4

Rebased: Little Mix vs Amelia

[Excluding those who said they will decide on the night, and those who said Don't know n=780]

Little Mix	53	47	56	0	6	46	96	43	59	61	59	56	52	40	53	52	61	56	50	53	37
Amelia	47	53	44	0	94	54	4	57	41	39	41	44	48	60	47	48	39	44	50	47	63

If the final two contestants were Little Mix and Marcus Collins, who would you vote for?

Little Mix	44	44	43	0	49	6	90	43	44	34	45	52	42	31	43	44	42	41	46	46	44
Marcus Collins	44	49	41	0	38	91	5	44	44	49	37	37	49	52	45	43	45	49	41	43	36
I would wait and decide who to vote for on the night	11	6	14	0	9	2	5	11	11	15	18	9	9	14	11	12	12	9	13	10	18
Don't know	1	2	1	0	5	0	0	2	1	2	0	2	1	2	1	1	2	2	0	2	2

Fieldwork: 7th - 9th December 2011

	Vote			Voting intention			Gender		Age					Social grade		Region						
	Total	Yes	Maybe	No	Amelia	Marcus	Little Mix	Male	Female	Under 18	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2960	364	615	1981	205	301	275	1105	1855	95	369	915	1036	546	1615	1345	361	924	628	808	239	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rebased: Little Mix vs Marcus

[Excluding those who said they will decide on the night, and those who said Don't know n=819]

Little Mix	50	47	51	0	57	6	95	49	50	41	55	59	46	37	49	51	48	45	52	51	55
Marcus	50	53	49	0	43	94	5	51	50	59	45	41	54	63	51	49	52	55	48	49	45

If the final two contestants were Amelia Lily and Marcus Collins, who would you vote for?

Marcus Collins	47	50	45	0	7	90	37	42	50	47	53	38	50	51	46	48	52	52	40	47	37
Amelia Lily	38	37	39	0	83	6	44	45	34	38	34	45	37	29	40	36	33	33	41	38	52
I would wait and decide who to vote for on the night	12	9	13	0	8	3	10	11	12	11	13	9	10	18	12	11	12	12	14	10	10
Don't know	4	4	3	0	1	1	9	2	4	4	0	7	2	2	3	5	3	3	4	4	2

Rebased: Amelia vs Marcus

[Excluding those who said they will decide on the night, and those who said Don't know n=800]

Marcus	55	57	54	0	8	94	46	48	60	55	61	46	58	64	54	57	61	61	50	55	41
Amelia	45	43	46	0	92	6	54	52	40	45	39	54	42	36	46	43	39	39	50	45	59

[The following questions were asked to all X Factor viewers n=2955]

Did you vote on last weekend's show?

Yes, I did	13	57	19	3	35	40	35	13	13	18	13	14	13	10	14	12	16	11	12	15	13
No, I did not	86	41	79	97	65	57	63	86	87	80	85	85	87	90	85	87	83	88	88	84	86
Can't remember	1	2	2	0	0	3	2	1	1	2	2	1	0	0	1	1	1	1	0	1	1

Who did you vote for?

[Only those who voted last week were asked this question n=377]

Marcus Collins	31	36	26	20	5	75	4	22	36	0	34	25	32	47	25	38	18	35	25	37	28
Little Mix	28	30	33	13	8	5	81	32	25	53	31	32	25	15	28	27	40	25	34	20	29
Amelia Lily	21	23	25	10	74	2	7	27	18	18	17	25	20	20	25	17	8	27	24	20	27
Misha Bryan	15	12	16	26	13	18	8	14	16	12	14	14	18	15	17	13	29	5	15	18	13
Can't remember	5	0	0	31	0	0	0	5	5	18	5	4	5	3	5	5	4	8	2	5	3

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

Who do you think will win the X Factor?

Marcus Collins	33	38	30	32	21	66	14	32	33	27	38	29	32	37	33	32	33	33	32	34	27
Amelia Lily	28	21	25	31	56	11	14	33	26	33	24	31	30	24	29	28	27	28	30	28	29
Little Mix	27	32	29	26	12	14	62	26	28	34	32	30	24	22	26	29	31	27	25	27	28
Don't know	12	10	16	11	11	9	10	9	14	6	6	10	14	17	12	12	10	12	14	11	15

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

Marcus Collins	36	37	34	36	5	89	3	31	38	35	31	30	37	46	35	37	38	36	34	37	32
Little Mix	31	36	36	29	9	5	94	26	34	35	37	37	28	21	31	32	34	31	30	32	25
Amelia Lily	27	25	25	28	84	5	3	36	21	24	27	27	27	25	28	25	22	27	27	26	32
Don't know	7	3	5	8	2	1	1	6	7	6	4	6	7	8	7	6	6	6	9	5	11

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

Little Mix	37	33	40	37	28	21	62	36	38	40	44	44	36	24	39	35	43	37	36	37	37
Amelia Lily	27	28	26	28	53	18	17	30	26	32	26	26	28	29	26	29	25	28	28	27	32
Marcus Collins	23	30	22	22	13	52	12	25	22	21	25	18	21	33	22	24	22	23	25	24	19
Don't know	12	9	11	13	6	9	9	9	14	7	5	12	15	15	13	12	11	13	12	13	12

Out of the three remaining acts, who do you think has the best style?

Marcus Collins	41	42	43	41	22	76	23	41	42	33	44	33	42	55	41	42	44	44	38	41	39
Amelia Lily	28	27	25	29	57	10	18	31	26	36	24	30	30	22	29	27	23	27	32	28	24
Little Mix	22	28	23	21	15	11	52	19	25	27	25	28	20	15	22	23	27	20	22	23	24
Don't know	8	4	9	9	6	3	7	9	8	4	7	9	9	8	8	8	6	9	8	8	13

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

And which of the remaining acts do you think is the best dancer/s?

Marcus Collins	57	56	58	57	53	70	48	52	60	62	59	52	58	60	57	56	61	55	57	57	55
Little Mix	16	22	18	15	16	13	29	19	15	24	21	21	13	10	17	16	15	16	15	18	18
Amelia Lily	5	7	6	5	12	6	3	8	4	3	4	8	4	5	5	5	7	4	6	5	4
Don't know	22	15	19	24	19	11	19	21	22	11	16	19	25	25	21	23	17	25	22	20	23

Do you believe any of the previous contestants could go on and have a successful career in music, despite not making it to the final three?
Please tick as many as you like.

Misha B	62	51	65	63	62	56	59	59	64	60	66	62	62	58	61	62	63	63	61	60	61
Janet Devlin	30	23	34	31	36	20	31	33	29	47	40	25	28	34	29	32	27	33	32	28	28
Craig Colton	30	36	31	29	26	41	28	25	33	28	31	22	32	39	28	32	25	29	30	33	32
The Risk	25	29	27	23	29	28	30	20	27	23	28	27	25	18	22	28	22	26	26	24	25
Kitty Brucknell	17	17	19	17	23	11	18	18	16	16	15	16	16	22	16	18	17	19	17	15	17
Johnny Robinson	15	17	18	14	19	18	16	12	17	8	7	7	15	35	13	18	13	16	14	15	17
Sophie Habibis	11	13	13	10	13	11	17	8	12	26	18	10	9	7	10	12	12	12	10	9	10
Sami Brookes	5	6	5	4	7	7	4	4	5	3	6	4	4	7	3	6	7	4	5	4	4
Nu Vibe	3	4	3	2	4	2	4	3	2	2	0	4	2	2	2	3	2	2	3	3	2
2 Shoes	3	6	3	2	3	5	6	3	3	4	2	3	3	2	3	3	5	3	2	2	3
Frankie Cocozza	3	4	5	2	6	9	2	4	3	7	4	4	2	3	3	3	4	3	2	3	2
James Michael	2	4	3	2	3	3	3	2	2	6	4	3	1	1	2	2	2	2	3	2	1
Jonjo Kerr	1	2	1	1	1	2	0	1	1	3	0	1	1	2	1	1	2	1	1	1	1
No, I don't think any of the previous contestants will have a successful career in music	10	9	7	11	8	6	10	11	9	5	5	11	11	8	11	8	10	10	9	10	9
Don't know	3	2	2	4	0	2	1	4	3	4	4	3	3	4	3	4	3	3	3	4	3

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

Do you believe any of the previous contestants deserve to be in the final? (Please tick all that apply).

Misha B	33	27	33	35	29	31	29	29	36	28	30	32	37	33	35	32	41	34	30	33	30
Craig Colton	23	24	24	23	15	33	20	19	26	25	23	19	25	29	22	25	16	22	25	26	25
The Risk	13	14	17	11	20	15	17	9	15	15	12	14	13	10	12	13	13	14	14	10	15
Janet Devlin	10	7	11	10	13	7	10	12	9	26	11	8	10	10	9	11	8	11	11	9	12
Kitty Brucknell	8	12	6	8	12	7	9	10	7	3	5	9	7	11	8	9	10	8	9	7	7
Sophie Habibis	7	7	9	6	11	7	7	6	8	20	16	7	4	4	7	7	12	7	5	5	7
Johnny Robinson	6	9	4	6	3	10	5	5	6	6	4	3	6	12	5	7	7	6	5	7	6
Sami Brookes	3	5	2	3	1	6	3	3	3	4	5	2	2	4	2	4	4	4	2	3	2
Frankie Cocozza	1	3	1	0	2	3	1	1	0	2	0	1	1	0	1	1	1	1	1	1	0
James Michael	1	3	4	1	4	3	3	2	1	4	4	1	1	1	2	1	2	1	1	2	2
Jonjo Kerr	1	1	0	1	2	0	0	1	1	2	0	1	1	1	1	1	0	1	0	1	1
2 Shoes	1	2	2	1	2	3	2	2	1	2	2	2	1	1	1	1	2	2	1	1	2
Nu Vibe	1	3	3	1	4	2	3	2	1	1	2	2	1	1	2	1	2	1	1	2	1
No, I don't think any of the previous contestants deserve to be in the final	21	17	22	22	21	13	27	25	19	13	17	25	21	20	23	19	21	22	21	20	24
Don't know	6	4	5	7	2	4	3	6	6	7	7	6	5	6	5	8	6	5	9	6	3

And, do you think any of the finalists do NOT deserve to be in the final? (Please tick all that apply).

Amelia Lily	25	25	23	25	7	34	31	21	27	36	28	26	24	21	26	24	29	22	28	25	22
Little Mix	17	14	13	19	22	17	5	21	15	22	14	13	21	20	19	16	19	18	16	15	22
Marcus Collins	9	14	10	8	19	7	14	12	8	8	12	11	9	5	10	8	12	11	9	6	14
No, I think all the finalists deserve to be in the final	48	47	53	46	55	41	50	48	48	37	43	51	46	51	45	51	43	48	46	53	42
Don't know	6	3	4	7	1	4	2	4	7	3	7	5	6	7	6	6	3	7	6	5	8

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Unweighted Sample	2955	338	603	2014	201	285	257	1053	1902	95	183	918	1226	533	1891	1064	428	907	598	787	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of all the finalists, who would you most like to go out for a drink with?

Marcus Collins	12	18	15	10	5	35	6	10	13	15	12	13	12	9	13	11	13	12	11	13	8
Johnny Robinson	12	13	11	11	13	11	12	6	15	3	7	8	14	18	10	14	10	11	10	13	12
Amelia Lily	7	9	8	7	23	3	3	14	3	11	8	9	7	4	8	6	8	7	8	7	8
Little Mix	7	12	9	5	8	4	24	8	6	13	13	10	4	2	6	7	7	7	7	5	10
Craig Colton	5	6	4	6	3	6	5	4	7	5	7	6	5	4	5	5	6	4	6	7	4
Kitty Brucknell	4	5	4	4	5	4	4	7	2	0	3	5	5	3	5	4	5	4	4	4	4
2 Shoes	4	4	3	4	3	3	4	2	5	1	7	6	2	2	4	4	5	5	3	3	3
The Risk	4	5	5	4	5	3	8	2	6	6	7	5	4	1	4	5	4	4	4	4	4
Janet Devlin	4	3	4	5	8	3	3	7	2	11	5	4	3	4	4	5	3	5	5	3	4
Sophie Habibis	3	3	4	3	3	2	4	6	2	3	5	5	2	1	4	3	6	3	3	3	5
Sami Brookes	2	2	3	1	2	2	4	1	2	0	0	2	2	1	2	2	2	1	2	2	2
Frankie Cocozza	2	3	3	2	2	2	5	3	2	9	2	3	2	0	3	2	2	2	3	3	2
Jonjo Kerr	1	1	1	1	1	1	1	1	1	0	1	2	1	0	2	1	1	1	1	2	1
Nu Vibe	1	0	1	0	1	2	0	1	0	4	1	0	0	0	1	0	0	0	1	1	0
Misha B	1	3	2	1	1	4	2	1	1	6	1	1	1	1	2	1	2	0	2	1	1
James Michael	1	0	1	1	2	0	1	1	1	4	1	1	0	0	1	0	1	1	1	0	1
Not applicable, I would not like to go for a drink with any of the finalists	24	11	15	29	14	12	10	19	27	4	9	14	30	43	24	25	22	28	22	23	24
Don't know	5	4	4	5	1	4	5	6	5	4	8	4	5	6	4	6	5	4	6	5	6

Fieldwork: 7th - 9th December 2011

	Vote			Voting intention			Gender		Age					Social grade		Region					
Total	Yes	Maybe	No	Amelia	Marcus	Little Mix	Male	Female	Under 18	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	2955	338	603	2014	201	285	257	1053	1902	95	183	918	1226	533	1891	1064	428	907	598	787	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of all the finalists, who do you think is the best dancer/s?

Marcus Collins	34	38	32	34	31	45	29	30	36	28	37	29	37	35	34	34	34	35	34	34	31
Little Mix	8	11	8	7	6	6	18	9	7	13	9	11	6	4	6	9	5	8	7	9	7
Kitty Brucknell	4	3	5	3	8	2	5	4	3	2	1	4	3	5	4	3	3	2	4	4	7
The Risk	3	4	5	2	4	4	4	3	3	6	3	4	2	2	4	2	5	3	2	3	2
Misha B	3	5	3	3	2	5	3	3	3	5	4	4	2	2	3	4	5	3	4	2	5
Amelia Lily	1	2	2	1	4	3	1	2	1	1	0	2	1	2	2	1	1	2	2	1	2
Johnny Robinson	1	2	2	1	2	3	1	1	2	4	3	1	1	2	1	1	1	1	1	2	1
2 Shoes	1	0	1	1	2	0	1	1	1	0	1	1	1	0	1	1	0	1	1	1	0
Nu Vibe	1	1	2	1	1	1	2	2	1	3	3	2	1	0	2	1	1	1	2	1	1
Sophie Habibis	1	1	1	0	0	1	2	1	0	1	1	1	0	0	0	1	0	1	1	0	1
Frankie Coccozza	1	1	1	0	2	1	0	1	0	1	0	1	1	0	1	0	1	0	0	1	0
Sami Brookes	0	1	0	0	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Jonjo Kerr	0	2	1	0	2	2	1	1	0	0	2	1	0	0	1	0	2	0	0	1	0
Janet Devlin	0	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Craig Colton	0	0	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
James Michael	0	1	0	0	0	1	1	1	0	1	1	0	0	0	0	0	1	0	0	0	0
Don't know	41	27	36	46	32	25	31	41	42	33	34	38	44	48	40	43	38	43	41	41	43

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

Out of all the finalists, who do you think is the best singer/s?

Misha B	24	15	24	25	16	18	25	20	26	19	18	24	28	21	26	21	31	24	21	24	19
Amelia Lily	17	21	18	16	41	6	16	19	16	19	12	20	18	14	16	18	14	16	19	18	17
Marcus Collins	16	20	15	15	4	41	5	15	16	13	11	14	16	22	14	18	16	16	13	18	15
Craig Colton	10	8	10	11	9	11	8	9	11	8	10	9	11	12	11	10	7	10	12	10	15
Little Mix	5	10	7	4	1	2	22	6	5	3	9	5	5	5	4	6	4	5	4	6	7
Kitty Brucknell	5	4	4	5	4	5	4	6	4	5	6	5	4	4	5	4	5	4	4	5	8
Janet Devlin	5	3	6	6	7	3	6	7	4	11	8	4	4	7	6	5	6	6	5	5	5
Sophie Habibis	3	3	5	3	4	2	4	3	3	5	8	4	1	1	3	3	2	4	3	3	5
Johnny Robinson	2	1	2	2	2	1	1	1	2	1	0	0	1	5	1	2	1	2	2	1	1
Sami Brookes	2	2	2	2	2	2	1	2	2	4	1	2	2	2	2	2	1	1	4	1	2
The Risk	2	3	2	2	4	1	2	2	2	1	4	2	2	1	2	2	2	2	2	1	1
James Michael	1	2	0	0	1	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1
Jonjo Kerr	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
2 Shoes	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nu Vibe	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	1	1	0
Frankie Coccozza	0	1	1	0	1	1	1	1	0	1	0	1	0	0	1	0	1	0	0	0	0
Don't know	8	5	5	9	2	5	3	7	8	8	11	7	8	6	8	8	8	9	9	7	6

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

Gary Barlow	34	34	32	34	34	41	22	30	36	23	20	38	34	35	36	30	33	34	35	34	26
Tulisa	21	25	27	19	27	14	44	24	20	25	28	24	20	15	19	25	21	21	23	22	18
Kelly Rowland	16	18	16	16	14	18	15	18	15	21	26	18	15	9	18	15	21	17	14	15	20
Louis Walsh	10	14	9	9	12	14	9	12	8	9	15	8	9	10	10	9	11	7	10	11	10
None	16	8	12	19	10	8	9	14	17	17	7	9	20	27	15	18	11	17	16	16	22
Don't know	3	2	4	2	3	4	1	2	3	4	4	2	2	3	2	3	2	3	1	3	4

And who do you think has been the best judge this year, in terms of mentoring their acts?

Tulisa	31	36	35	29	34	22	55	30	32	40	40	33	30	23	31	31	33	30	34	32	27
Gary Barlow	30	33	29	30	29	44	20	30	30	14	25	30	30	35	30	30	33	31	29	29	28
Kelly Rowland	17	18	16	17	21	17	16	18	16	25	14	20	16	13	17	17	17	16	17	18	16
Louis Walsh	4	7	4	3	5	8	4	4	3	5	8	3	2	4	4	3	4	4	3	3	5
None	9	4	7	11	7	3	3	10	8	6	7	7	10	12	9	9	6	10	8	9	13
Don't know	9	2	9	11	5	6	2	8	10	9	6	7	11	13	8	10	8	9	10	9	11

Fieldwork: 7th - 9th December 2011

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

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

Kelly Rowland	39	42	38	39	41	40	35	39	39	41	47	40	39	33	41	38	35	40	37	42	41
Tulisa	26	28	29	25	29	24	36	27	26	28	28	26	26	25	26	27	29	24	30	25	22
Gary Barlow	18	22	19	17	20	25	20	19	18	19	16	22	17	17	19	17	17	21	19	17	14
Louis Walsh	1	3	2	1	3	1	2	2	1	2	2	2	1	2	2	1	3	1	2	1	1
None	8	4	6	9	5	5	5	7	8	6	3	5	10	11	7	8	7	8	6	7	12
Don't know	7	1	6	9	2	4	2	6	8	3	4	5	8	11	5	9	8	7	7	7	9

Which, if any, of this year's judges would you LEAST like to return to the X Factor next year?

Louis Walsh	26	21	28	26	35	23	21	26	26	27	20	28	28	21	27	24	26	27	26	24	26
Kelly Rowland	24	25	24	24	19	24	32	23	25	21	24	25	24	23	24	25	25	23	24	26	22
Tulisa	18	20	16	18	15	24	9	18	18	14	20	18	16	19	20	15	22	18	15	18	21
Gary Barlow	14	17	13	13	17	10	19	18	12	23	16	12	12	17	13	15	10	14	16	13	15
Not applicable, I want them all to come back	12	14	12	11	12	13	13	9	13	8	14	11	12	11	10	13	13	10	12	13	10
Don't know	7	3	6	7	2	6	5	6	7	6	6	6	7	8	6	7	3	8	8	6	6

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	10	19	13	8	16	12	18	11	10	8	17	11	9	7	10	10	13	7	13	10	11
Worse than last year	54	48	49	57	50	49	48	55	54	57	49	52	55	60	56	52	48	56	56	52	62
About as good as last year	32	30	36	31	32	35	32	30	33	31	29	32	33	31	30	34	36	33	28	36	23
Don't know	4	3	2	4	2	4	1	4	4	4	5	5	3	2	4	3	3	4	3	3	3

Would you like Simon Cowell to come back for the next series?

Yes, I would	71	79	69	71	74	73	73	71	72	66	71	72	70	73	70	74	71	70	70	73	74
No, I would not	15	13	17	14	18	14	16	16	14	23	15	15	15	11	17	12	16	15	16	14	12
Not sure	14	8	14	15	8	13	11	13	15	11	13	13	14	16	14	15	14	15	14	13	14

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

During this series, producers of X Factor asked contestant Frankie Cocozza to leave the show after allegedly admitting he had been using cocaine. From what you know, were the producers right or wrong to ask him to leave?

Right to ask Frankie Cocozza to leave	91	88	91	91	90	85	92	88	92	84	89	87	92	97	89	92	86	90	92	92	92
Wrong to ask Frankie Cocozza to leave	6	9	6	6	5	13	6	10	5	12	9	9	5	1	8	5	9	6	6	6	6
Don't know	3	3	2	3	4	3	1	3	3	4	2	4	3	2	3	3	5	3	2	2	3

Which, if any, of the following, do you think has been the best guest performer on this year's series of the X Factor?

Olly Murs and The Muppets	13	13	13	13	12	15	13	12	13	14	10	12	13	15	12	14	11	14	13	13	12
Lady Ga Ga	13	14	12	14	14	13	13	15	12	12	17	14	12	13	13	13	12	14	13	13	18
Bruno Mars	10	10	11	10	10	12	9	10	11	11	14	11	11	6	10	10	13	11	11	8	8
Rihanna	8	7	8	8	13	6	6	10	7	7	10	11	7	2	8	7	9	8	6	9	6
JLS	8	7	10	8	6	13	7	6	10	5	3	6	9	14	9	8	9	9	8	8	7
Rebecca Ferguson	6	6	7	6	7	8	4	4	7	1	2	4	7	13	6	6	5	6	6	7	5
Florence and Machine	5	6	5	5	7	4	6	5	5	15	6	8	4	3	6	4	5	4	6	6	7
Matt Cardle	4	3	3	4	3	4	1	3	4	4	1	2	4	8	3	4	2	4	3	4	4
Jessie J	4	4	6	3	4	4	9	4	4	4	8	4	4	2	4	4	5	4	4	3	4
One Direction	3	3	4	3	4	2	5	3	3	6	6	2	2	3	3	3	3	2	2	4	4
Kelly Clarkson	3	4	3	2	4	2	5	3	2	1	2	3	3	1	2	3	2	2	3	4	1
Katy Perry	3	5	4	3	4	3	7	4	3	11	4	4	3	2	4	3	3	3	5	3	3
Nicole Scherzinger	2	3	2	2	3	2	3	3	1	3	2	2	2	2	2	2	2	1	2	2	4
Cher Lloyd	2	2	2	1	1	2	2	2	1	1	3	1	2	1	2	2	1	1	1	3	1
Kelly Rowland	1	1	2	1	1	3	2	2	1	0	2	1	1	1	1	1	2	1	1	0	2
Justin Bieber	1	3	2	1	4	1	2	1	1	1	3	1	0	1	2	1	2	1	1	1	2
The Wanted	1	1	1	1	1	1	2	1	1	0	0	1	2	1	1	1	1	1	1	2	1
None of these	3	2	0	3	2	1	1	3	2	2	0	3	2	3	3	2	3	2	3	3	1
Don't know	10	3	6	12	2	5	4	10	10	2	8	10	12	10	10	10	10	10	11	10	9

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

This year, X Factor said that it would tone down the raunchy performances. Thinking about this year's performances, do you believe...

This year's performances were too raunchy for a family, primetime show	8	9	5	8	7	6	5	6	9	11	7	6	7	13	8	7	8	9	8	7	6
Some of this year's performances were raunchy at times but were suitable for family viewing	38	38	42	36	37	40	40	34	40	43	43	34	35	44	37	38	39	38	38	37	34
This year's performances were not raunchy at all	45	46	47	45	49	46	52	51	42	39	44	52	48	32	46	45	45	44	46	46	46
None of these	4	3	2	4	2	3	3	3	4	2	3	3	4	4	4	4	3	5	2	3	6
Don't know	6	4	4	6	4	5	1	5	6	5	4	5	6	7	5	6	5	5	6	6	8

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

I definitely will buy the winner's single	3	14	3	1	11	8	6	4	2	6	5	2	3	2	3	2	4	2	3	3	3
I probably will buy the winner's single	14	32	26	7	32	30	32	14	14	24	21	15	10	13	13	16	17	14	12	15	13
TOTAL WILL BUY THE WINNER'S SINGLE	17	46	29	8	43	38	38	18	16	30	26	17	13	15	16	18	21	16	15	18	16
I probably won't buy the winner's single	27	22	28	27	28	20	25	24	28	36	32	29	24	23	28	25	27	26	28	26	26
I definitely won't buy the winner's single	43	15	22	55	15	19	18	47	41	26	35	41	47	45	46	40	42	45	42	42	38
TOTAL WON'T BUY THE WINNER'S SINGLE	70	37	50	82	43	39	43	71	69	62	67	70	71	68	74	65	69	71	70	68	64
Not sure	14	17	22	11	15	23	18	11	16	7	7	13	16	17	11	18	10	13	15	14	20

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

I definitely will buy the winner's album	2	11	2	0	8	8	3	3	2	4	4	2	2	0	3	1	4	1	2	2	2
I probably will buy the winner's album	11	28	20	5	22	25	27	12	11	13	14	11	10	11	10	13	12	11	10	13	9
TOTAL WILL BUY THE WINNER'S ALBUM	13	39	22	5	30	33	30	15	13	17	18	13	12	11	13	14	16	12	12	15	11
I probably won't buy the winner's album	28	22	30	28	28	22	30	26	28	39	37	30	24	22	28	27	28	28	28	27	26
I definitely won't buy the winner's album	41	13	19	53	18	16	13	45	38	31	35	38	45	45	43	38	39	42	43	39	38
TOTAL WON'T BUY THE WINNER'S ALBUM	69	35	49	81	46	38	43	71	66	70	72	68	69	67	71	65	67	70	71	66	64
Not sure	19	26	29	14	25	29	27	14	21	14	10	18	20	23	17	21	16	18	18	19	24

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

Looking forward, do you think the following categories should or should not be included in future X Factor series?

The Girls

Should be included	96	94	96	96	97	92	96	95	96	96	95	96	95	95	96	93	96	97	96	98	
Should NOT be included	2	3	2	2	3	3	3	3	2	4	1	3	1	1	3	1	4	2	1	2	1
Don't know	2	3	2	2	0	4	2	2	2	0	4	1	2	3	2	2	2	2	3	1	

The Boys

Should be included	95	92	95	96	93	93	95	94	96	96	94	95	97	96	95	96	93	95	96	95	98
Should NOT be included	2	4	2	2	6	2	2	3	1	3	2	3	2	1	3	2	4	2	2	2	0
Don't know	2	3	2	2	1	4	3	2	3	1	4	2	2	3	3	2	3	3	2	3	2

The Over 25s

Should be included	79	81	76	80	78	80	74	79	79	67	71	79	82	82	76	82	78	79	77	80	80
Should NOT be included	15	13	16	15	16	13	19	14	16	25	20	16	13	12	18	12	15	15	18	14	12
Don't know	6	6	8	5	6	7	8	6	5	7	9	5	5	6	6	6	7	5	5	5	8

The Groups

Should be included	92	90	93	92	92	89	95	90	93	89	93	93	92	90	91	92	91	93	92	91	93
Should NOT be included	5	6	4	5	7	6	2	8	4	7	3	5	5	6	5	5	6	4	6	5	5
Don't know	3	3	3	3	2	5	3	2	3	3	5	2	3	4	3	3	3	3	2	4	2

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

Please say how much you agree or disagree with the following statements:

The over 25s category is becoming a freak show

Strongly agree	18	27	18	16	24	18	24	18	17	27	21	26	14	8	21	14	21	16	19	17	20
Tend to agree	44	37	44	45	40	41	45	44	44	46	53	48	43	33	46	41	45	46	43	42	48
TOTAL AGREE	62	64	62	61	64	59	69	62	61	73	74	74	57	41	67	55	66	62	62	59	68
Tend to disagree	23	19	24	24	16	27	18	23	23	15	14	18	27	33	21	26	23	23	24	25	19
Strongly disagree	12	15	11	12	19	11	10	13	11	8	10	6	14	21	10	15	10	13	11	13	10
TOTAL DISAGREE	35	34	35	36	35	38	28	36	34	23	24	24	41	54	31	41	33	36	35	38	29
Don't know	3	2	3	3	1	3	2	2	4	3	2	2	3	5	2	4	2	3	4	3	4

The over 25s category includes contestants who have real talent

Strongly agree	23	32	22	21	28	26	26	22	23	13	22	17	24	33	21	25	26	22	21	25	18
Tend to agree	53	43	55	54	52	54	46	52	53	46	50	54	55	50	53	53	51	54	54	53	49
TOTAL AGREE	76	75	77	75	80	80	72	74	76	59	72	71	79	83	74	78	77	76	75	78	67
Tend to disagree	18	17	16	18	12	14	21	19	17	32	21	22	15	11	19	16	17	18	17	15	28
Strongly disagree	4	5	4	3	7	3	4	4	3	7	3	4	4	3	4	3	4	4	4	3	3
TOTAL DISAGREE	22	22	20	21	19	17	25	23	20	39	24	26	19	14	23	19	21	22	21	18	31
Don't know	3	3	3	3	1	3	3	2	3	2	4	3	3	3	3	3	2	3	4	3	2

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	68	79	77	63	79	81	77	67	68	63	74	69	67	63	67	68	77	66	65	68	67
The current series should be the last	23	16	17	27	17	14	19	25	22	28	20	21	24	25	25	21	15	25	25	23	24
Don't know	9	5	6	11	4	5	4	7	10	8	6	9	9	12	8	11	8	9	10	9	9