

YouGov / The Sun Survey Results

Sample Size: 2102 X Factor viewers
Fieldwork: 9th - 11th December 2009

		Gender		Age			Social Grade		Which of the final three are you intending to vote for on Saturday?			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Joe	Olly	Stacey	On night
Weighted Sample	2102	778	1324	725	808	567	1029	1072	215	98	83	94
Unweighted Sample	2102	842	1260	534	771	795	1240	861	201	84	82	90
	%	%	%	%	%	%	%	%	%	%	%	%

Will you be watching the final of ITV1's singing contest, X Factor, this weekend?

Yes, I will be watching and I will vote

Yes, I will be watching but I will NOT vote

(Those who said they would not watch the X Factor were routed away from this survey, and not included in the 2,102 sample)

24	19	26	22	26	23	23	24	100	100	100	100
76	81	74	78	75	77	77	76	0	0	0	0

Which of the final three are you intending to vote for on Saturday?

[Excluding those who won't vote; n=465]

Joe	43	39	45	30	48	52	43	44	100	0	0	0
Olly	20	18	21	32	16	11	18	22	0	100	0	0
Stacey	17	16	17	18	17	15	17	16	0	0	100	0
I will wait and decide who to vote for on the night	19	25	16	20	17	21	22	16	0	0	0	100
Don't know	1	3	1	1	2	2	1	2	0	0	0	0

And on Sunday, if it were between Joe and Olly, who would you vote for?

[Excluding those who won't vote]

Joe	56	50	58	38	62	67	56	56	96	2	51	27
Olly	28	30	28	43	25	16	28	29	1	98	33	15
I would wait and decide who to vote for on the night	14	16	13	19	10	16	16	13	3	0	14	57
Don't know	2	4	1	0	3	2	1	3	0	0	2	2

And on Sunday, if it were between Olly and Stacey, who would you vote for?

[Excluding those who won't vote]

Olly	40	31	44	45	43	31	41	40	40	93	2	23
Stacey	38	41	37	33	40	42	40	37	40	4	95	23
I would wait and decide who to vote for on the night	18	23	16	20	15	22	17	19	17	3	4	52
Don't know	3	4	2	2	2	5	2	4	3	0	0	2

And on Sunday, if it were between Stacey and Joe, who would you vote for?

[Excluding those who won't vote]

Joe	56	48	59	44	59	65	54	57	96	41	2	29
Stacey	28	32	26	36	27	21	29	27	2	42	92	17
I would wait and decide who to vote for on the night	12	12	12	12	12	14	12	12	2	6	5	47
Don't know	5	9	3	9	3	1	4	5	0	11	0	7

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Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%

Did you vote last on last weekend's show?

Yes, I did	16	15	17	13	19	15	15	17	60	53	53	46
No, I did not	84	85	83	86	81	85	85	83	40	47	47	48
Can't remember	0	1	0	1	0	0	1	0	0	0	0	7

Who did you vote for?

[Excluding those who didn't vote last week]

Joe McElderry	47	39	51	44	46	51	47	46	91	0	0	29
Stacey Solomon	23	33	17	16	25	25	20	25	6	0	86	37
Olly Murs	16	17	16	15	17	17	12	20	1	82	2	13
Danyl Johnson	13	10	14	22	11	6	20	7	2	17	12	22
Can't remember	2	2	2	3	1	1	1	2	0	1	0	0

Irrespective of who is your favourite, which of the following do you think has the potential to be the MOST successful recording artist?

Joe	51	49	53	36	54	67	50	53	85	23	24	40
Olly	26	22	28	38	25	12	27	25	10	71	17	36
Stacey	16	21	14	18	16	16	16	17	2	5	56	9
Don't know	7	8	6	9	6	6	8	6	3	1	3	16

Which of the following X Factor finalists do you think should have made it to the final three? (Please tick no more than THREE options.)

Joe McElderry	57	53	60	46	62	65	59	55	79	32	39	46
Stacey Solomon	45	47	43	40	47	47	43	47	38	33	78	42
Olly Murs	41	35	45	41	42	41	41	42	33	68	30	40
Danyl Johnson	31	29	32	33	30	29	33	29	28	45	32	30
Lucie Jones	31	33	29	32	32	27	31	30	40	25	34	27
Jamie Archer	19	16	21	18	21	17	19	19	18	26	22	22
Rachel Adedeji	8	8	8	8	7	10	9	8	11	5	13	7
Miss Frank	8	6	9	15	5	3	9	7	6	8	17	6
John & Edward	5	6	4	7	4	3	5	5	4	2	3	7
Lloyd Daniels	3	4	2	2	4	4	2	4	1	4	0	2
Rikki Loney	1	1	1	1	1	2	1	1	3	1	0	4
Kandy Rain	1	2	0	1	1	1	0	1	1	2	0	0
Don't know	6	7	5	6	5	8	5	7	1	0	1	5

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

If you had to choose, which ONE of the following pop stars would you say was your favourite?

Robbie Williams	39	34	41	36	45	33	38	40	40	52	26	32
Michael Bublé	21	19	23	24	17	25	21	21	23	24	21	19
George Michael	13	15	13	12	17	10	15	12	17	14	14	8
None of these	26	32	22	28	20	31	25	27	19	9	37	40
Don't know	1	1	1	0	1	2	1	1	1	0	2	0

Who is your favourite X Factor judge?

Simon Cowell	40	32	44	34	41	44	42	37	44	45	30	52
Cheryl Cole	30	33	29	35	29	26	28	32	33	23	31	23
Dannii Minogue	21	22	20	22	20	20	20	21	15	20	33	17
Louis Walsh	6	8	5	5	5	7	6	5	4	12	5	4
Don't know	4	5	4	3	5	4	4	4	4	0	2	5

If you had to choose, which of the three finalists would you most like to go for a drink with?

Olly	38	32	41	49	38	23	40	35	23	91	18	53
Stacey	32	43	27	34	32	32	30	35	18	6	79	33
Joe	20	16	23	13	21	29	20	21	53	2	1	8
Don't know	10	10	9	5	9	16	10	9	6	1	2	6

And which of the three finalists do you find physically most attractive?

Stacey	30	72	6	30	33	28	29	32	21	21	28	30
Olly	27	5	39	38	25	15	27	26	17	67	30	29
Joe	26	11	35	16	25	39	27	25	49	5	22	23
Don't know	17	12	20	16	17	19	18	17	14	7	21	19

And which of the three finalists do you think has the most attractive personality?

Joe	32	27	34	20	31	47	31	32	68	6	12	17
Stacey	30	38	26	37	28	25	30	31	15	19	73	34
Olly	29	24	33	34	31	21	30	29	14	73	11	42
Don't know	9	12	7	9	10	7	9	9	3	2	4	6

Which of the three finalists do you think has the best singing ability?

Joe	68	62	71	67	66	72	69	67	95	55	25	63
Stacey	18	22	15	17	19	17	17	19	3	5	68	15
Olly	10	10	9	10	11	8	9	10	2	37	3	9
Don't know	5	5	5	6	4	4	5	4	0	3	3	13

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

And which do you think has the best dance moves?

Olly	71	66	73	78	72	59	71	70	70	94	71	84
Joe	8	8	7	5	8	10	7	8	13	2	9	6
Stacey	3	7	1	4	2	5	3	4	2	2	6	4
Don't know	19	19	18	13	18	27	19	18	15	2	14	6

Which of the three finalists do you think has the best styling?

Stacey	37	34	38	37	38	33	36	37	32	32	66	42
Olly	26	25	26	37	24	14	25	26	13	60	15	29
Joe	20	22	19	12	18	34	21	20	40	5	5	17
Don't know	18	18	17	14	19	19	18	17	16	3	14	12

To what extent, if at all, have the views of the judges influenced your vote during this contest?

[Excluding those who have/ will never vote]

Their views have had a strong influence on my vote	2	3	1	2	2	1	1	2	1	3	4	1
Their views have had some influence	21	23	20	28	19	14	18	23	17	15	13	17
TOTAL SOME INFLUENCE	22	25	21	29	21	16	19	25	19	18	17	18
Their views haven't had much influence	31	30	31	34	29	29	31	31	27	32	36	36
Their views have had NO influence on my vote	46	42	47	34	49	55	48	43	54	50	47	41
TOTAL NOT MUCH/ NO INFLUENCE	76	72	78	69	78	84	79	74	81	82	83	76
Don't know	1	2	1	2	1	1	2	1	0	0	0	6

To what extent, if at all, have where the contestants come from influenced your vote during this contest?

[Excluding those who have/ will never vote]

Where they are from has had a strong influence on my vote	3	5	2	3	3	2	1	5	6	3	2	3
Where they are from has had some influence	9	12	7	12	8	6	11	7	8	13	4	4
TOTAL SOME INFLUENCE	12	17	9	15	11	8	12	12	14	16	5	8
Where they are from hasn't had much influence	13	16	12	15	12	13	14	13	12	10	7	14
Where they are from has had NO influence on my vote	73	64	77	66	75	77	72	73	74	75	86	68
TOTAL NOT MUCH/ NO INFLUENCE	86	80	89	81	87	90	86	86	86	84	92	82
Don't know	3	3	2	4	1	2	2	3	0	0	2	11

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

If you are familiar with a song a contestant is singing, do you think that would make you more likely or less likely to vote for that contestant, or would it make no difference?

[Excluding those who have/ will never vote]

Much more likely to vote for them if I am familiar with their song	13	17	11	15	12	11	14	11	13	13	10	13
A little more likely to vote for them	33	33	33	41	29	29	33	33	22	34	23	23
TOTAL MORE LIKELY	46	49	44	56	40	41	47	44	34	47	33	36
It would make no difference	48	42	52	36	54	56	46	50	62	52	62	59
A little LESS likely to vote for them	2	4	1	3	1	1	2	2	3	2	3	0
A lot LESS likely to vote for them if I am familiar with their song	1	1	1	1	1	0	1	1	0	0	1	0
TOTAL LESS LIKELY	3	5	2	5	2	1	3	3	3	2	4	0
Don't know	3	4	3	4	3	2	4	3	1	0	2	5

How confident are you, if at all, that your vote will make a difference to the final outcome?

[Excluding those who won't vote]

Very confident	14	12	14	12	13	16	5	21	18	5	16	11
Fairly confident	36	38	36	29	43	35	37	36	41	36	31	27
TOTAL CONFIDENT	50	50	50	41	56	51	42	57	60	41	46	38
Not very confident	29	28	29	36	21	32	33	25	26	41	26	26
Not at all confident	9	16	7	12	8	8	10	9	4	11	14	17
TOTAL NOT CONFIDENT	38	43	36	48	29	40	43	33	30	52	40	43
Don't know	12	7	15	12	15	10	15	10	11	7	14	19

To what extent do you agree or disagree with the following statement...?

"Voting in final will be fraudulent: the winner will be the person Simon Cowell wants to win; the public vote will be ignored"

Strongly agree	9	13	6	9	6	11	8	9	4	10	3	11
Tend to agree	26	26	26	23	29	26	24	29	20	22	31	14
TOTAL AGREE	35	39	32	32	36	36	31	38	24	32	34	25
Tend to disagree	31	29	32	35	30	27	32	30	33	32	31	35
Strongly disagree	23	23	24	22	25	23	26	21	33	31	29	31
TOTAL DISAGREE	54	52	56	57	55	50	58	51	66	62	60	66
Don't know	11	9	13	11	9	14	11	11	10	6	6	9

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

And moving on...

At some point between now and June 2010, a general election will be held. On a scale of 0 to 10, where 0 means 'very unlikely' and 10 means 'very likely', how likely are you to vote in this election?

0 - Very unlikely	8	7	9	12	6	7	6	10	13	12	6	8
1	2	1	2	2	2	0	1	2	3	3	3	0
2	2	1	2	3	2	1	1	2	3	0	1	1
3	2	1	2	2	2	1	2	2	1	3	0	2
4	2	2	2	3	2	1	2	2	1	1	0	0
5	5	4	6	8	4	4	4	7	3	2	6	3
6	3	2	4	5	2	3	3	3	1	2	1	3
7	4	3	5	7	3	4	4	5	4	9	11	7
8	6	6	6	9	5	5	6	6	6	7	3	5
9	7	7	6	7	7	6	7	6	4	4	6	6
10 - Very likely	57	64	53	42	64	67	63	52	61	58	61	57
Don't know	2	2	2	3	2	1	2	3	1	0	2	10