YouGov Survey Results

Sample Size: 2709 GB Adults
Fieldwork: 23rd - 24th August 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**2709**	756	909	190	841	722	624	1317	1392	328	691	926	764	1544	1165	347	880	580	666	236
Unweighted Sample	**2709**	767	815	196	858	664	635	1306	1403	172	699	1005	833	1815	894	408	869	551	636	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How interested are you in the TV show X-Factor?																				
Very interested	**8**	7	9	8	6	10	7	4	12	12	10	8	4	7	9	8	6	9	8	8
Fairly interested	**21**	22	23	21	22	21	20	17	26	25	30	21	12	20	23	20	21	21	24	21
TOTAL INTERESTED	***29***	***29***	***32***	***29***	***28***	***31***	***27***	***21***	***38***	***37***	***40***	***29***	***16***	***27***	***32***	***28***	***27***	***30***	***32***	***29***
Not very interested	**19**	19	20	15	19	20	15	18	20	18	21	21	14	20	17	18	20	19	18	20
Not at all interested	**51**	53	48	56	53	48	57	61	42	41	39	49	69	52	49	53	52	50	50	50
TOTAL NOT INTERESTED	***70***	***72***	***68***	***71***	***72***	***68***	***72***	***79***	***62***	***59***	***60***	***70***	***83***	***72***	***66***	***71***	***72***	***69***	***68***	***70***
Don't know	**1**	0	0	0	0	1	0	1	1	4	0	1	0	1	1	1	1	1	0	1

© 2011 YouGov plc. All Rights Reserved