

YouGov / The Sun Survey Results

Sample Size: 1566 X Factor Viewers
Fieldwork: 8th - 10th December 2010

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Yes, I will be watching and I WILL vote	10	33	33	7	12	12	8	11	8	9	10	10	11	9	8	13	13
Yes, I will be watching and I MAY vote	20	67	67	18	21	21	18	20	21	20	20	27	18	22	17	20	22
Yes, I will be watching but I will NOT vote	52	0	0	51	52	49	50	52	56	51	53	50	50	54	52	53	51
No, I will not be watching it	14	0	0	18	12	13	18	14	12	17	12	11	16	10	17	13	8
Not sure	4	0	0	5	3	5	5	3	2	3	5	1	5	4	5	1	5

[The Following Questions were only shown to those who are certain or may vote at the Weekend] n=466

Which of the final four are you intending to vote for this Saturday?

Matt	42	100	0	41	43	46	38	44	41	40	44	36	39	49	51	28	50
Rebecca	26	0	100	29	24	20	22	32	27	24	27	26	28	23	24	28	18
Cher	6	0	0	8	6	9	11	2	4	5	7	7	10	6	2	5	10
One Direction	7	0	0	6	8	9	11	3	6	8	6	7	6	4	7	14	8
I will wait and decide who to vote for on the night	17	0	0	15	18	16	17	17	20	20	15	19	16	17	14	24	15
Don't know	1	0	0	1	2	0	1	2	2	3	0	4	1	0	2	0	0

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REBASED: Which of the final four are you intending to vote for this Saturday?

[Excluding those who said they will wait and see, and those who said don't know] n=378

Matt	52	100	0	49	53	54	46	54	52	51	53	47	47	59	61	38	58
Rebecca	32	0	100	35	30	24	26	40	34	31	32	34	34	28	29	37	21
Cher	8	0	0	9	7	11	14	2	5	7	9	9	12	7	2	7	11
One Direction	9	0	0	7	9	11	13	3	8	11	7	10	8	5	8	19	9

Are you certain you will vote for that contestant, or might you change your mind?

[Only those who selected a contestant] n=378

I will definitely vote for that candidate	48	47	48	38	53	40	45	54	51	49	47	43	55	45	40	56	54
I will probably vote for that candidate	33	31	39	40	29	36	32	36	27	34	33	36	30	34	38	24	30
I may change my mind and vote for a different candidate	10	11	7	14	8	13	13	4	14	12	9	9	9	12	13	7	10
I may change my mind and not vote at all	8	10	6	7	9	11	9	7	7	4	11	12	6	8	9	9	6
Don't know	0	1	0	0	1	0	2	0	0	1	0	1	0	0	0	3	0

Which candidate are you most likely to vote for?

[Only those who said they would wait and see] n=81

Matt	38	0	0	43	36	28	39	61	14	41	37	46	29	34	54	32	40
Rebecca	28	0	0	18	33	29	44	12	35	31	23	27	26	36	20	36	34
One Direction	9	0	0	9	9	13	15	5	4	9	9	5	7	11	0	25	11
Cher	4	0	0	8	2	7	2	0	8	1	7	8	0	2	8	4	0
Don't know	21	0	0	22	20	23	0	22	40	18	24	14	38	16	19	3	15

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership
Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample 1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It is expected that one contestant will be eliminated by a public vote on Saturday night, and that the phone lines will then reopen to allow people to vote on the final three contestants.

On Sunday, if it were between Matt, Rebecca and Cher, who would you vote for?

Matt	52	95	3	46	56	52	53	55	47	51	54	45	50	57	58	50	59
Rebecca	30	2	91	35	28	31	26	32	32	29	31	30	33	26	30	32	21
Cher	7	0	3	8	6	10	9	3	7	6	8	8	9	9	1	8	9
I would wait and decide who to vote for on the night	9	3	1	9	9	6	11	7	14	11	7	13	8	8	9	11	10
Don't know	2	0	2	3	1	1	2	3	0	3	0	4	1	1	2	0	1

And on Sunday, if it were between Matt, Rebecca and One Direction, who would you vote for?

Matt	48	92	3	45	50	47	47	55	40	47	50	40	50	52	51	40	56
Rebecca	31	3	93	37	29	32	27	32	36	30	33	34	32	30	31	33	24
One Direction	10	1	2	8	11	12	15	4	9	11	9	6	12	5	8	19	12
I would wait and decide who to vote for on the night	8	3	0	8	9	9	10	5	12	8	8	14	4	12	8	8	6
Don't know	2	1	1	3	2	1	1	4	3	5	0	6	2	1	2	0	2

And on Sunday, if it were between Cher, One Direction and Rebecca, who would you vote for?

Rebecca	52	45	94	51	53	40	48	63	54	54	51	57	49	55	50	53	45
One Direction	25	34	1	22	27	36	28	14	25	24	26	22	25	21	30	25	29
Cher	9	5	3	15	7	14	11	8	6	8	11	8	15	9	4	8	14
I would wait and decide who to vote for on the night	9	8	1	7	9	9	6	9	11	8	9	4	6	11	12	10	8
Don't know	5	8	1	5	5	1	7	7	3	6	4	9	5	4	3	4	4

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And on Sunday, if it were between Cher, Matt and One Direction, who would you vote for?

Matt	64	95	57	63	65	60	57	73	63	66	63	64	64	60	70	56	69
One Direction	13	1	16	12	14	16	17	8	14	13	13	14	10	15	12	19	9
Cher	10	0	12	11	9	10	14	6	10	9	10	12	13	10	4	10	10
I would wait and decide who to vote for on the night	10	4	6	10	10	12	8	8	13	9	10	6	10	11	12	11	9
Don't know	3	0	8	4	3	2	4	5	1	3	3	4	3	5	2	5	3

And what about the final choice between the top two contestants? Below are a random selection of some of the possible final pairs - in which case please say who would you vote for if they were the final two contestants?

Matt and One Direction?

Matt	67	91	63	64	69	58	67	75	64	71	65	66	71	65	70	57	74
One Direction	17	3	20	20	15	25	18	9	18	17	17	15	14	17	17	27	16
I would wait and decide who to vote for on the night	9	5	7	10	9	13	6	6	14	8	10	10	10	10	8	10	7
Would not vote	6	1	9	4	6	3	9	6	3	3	8	5	5	6	5	6	4
Don't know	1	0	1	1	1	0	0	3	0	2	0	4	0	1	0	1	0

Matt and Rebecca?

Matt	53	92	3	49	55	50	58	56	44	54	52	42	54	53	57	56	62
Rebecca	33	3	90	37	30	31	29	33	38	34	32	32	35	29	33	35	25
I would wait and decide who to vote for on the night	10	3	6	10	11	15	6	6	17	8	12	16	10	13	6	8	10
Would not vote	3	2	1	3	3	3	6	3	0	2	4	6	2	4	4	0	3
Don't know	1	0	1	1	1	0	0	2	0	2	0	3	0	1	0	2	0

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

One Direction and Rebecca?

Rebecca	58	52	95	59	58	51	55	67	57	60	57	56	61	60	55	57	55
One Direction	26	33	1	24	28	35	33	15	28	28	26	27	25	24	29	31	29
I would wait and decide who to vote for on the night	9	6	3	11	7	9	4	10	13	6	10	8	10	9	8	7	9
Would not vote	6	9	1	5	6	4	8	7	3	5	7	6	4	7	7	4	7
Don't know	1	0	1	1	0	0	0	2	0	1	0	3	0	0	0	1	0

Matt and Cher?

[Split 1] n=157

Matt	75	95	71	67	80	69	70	82	74	77	73	80	64	77	80	82	66
Cher	10	0	12	15	8	14	17	2	14	5	15	11	16	12	3	8	17
I would wait and decide who to vote for on the night	9	5	10	13	6	11	10	10	3	9	9	4	16	0	11	10	17
Would not vote	4	0	8	2	6	5	1	3	9	6	3	0	3	11	4	0	0
Don't know	2	0	0	4	1	2	2	3	0	3	1	6	1	0	2	0	0

Cher and Rebecca?

[Split 2] n=146

Rebecca	73	72	96	69	75	61	70	80	83	79	68	78	71	63	86	70	85
Cher	14	8	3	21	11	28	17	4	8	10	18	16	13	24	3	12	11
I would wait and decide who to vote for on the night	7	10	1	8	7	10	2	14	6	7	8	4	5	5	11	18	0
Would not vote	5	9	0	3	6	1	10	3	2	4	6	2	10	8	0	0	4
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

One Direction and Cher?

[Split 3] n=164

One Direction	58	71	51	55	60	56	66	54	59	63	53	51	55	52	67	65	54
Cher	17	10	21	20	15	19	15	18	14	16	18	13	32	9	6	7	15
I would wait and decide who to vote for on the night	6	0	0	8	5	6	4	5	11	6	6	6	10	9	0	3	5
Would not vote	17	19	21	16	17	18	10	21	15	13	20	24	2	25	25	23	26
Don't know	2	0	7	0	3	1	5	1	1	2	2	5	0	5	1	2	0

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Is there anyone in your household UNDER THE AGE OF 16, such as your children or younger siblings, who you expect will be voting in the X Factor final this week?

[all respondents]

Yes, there is	10	27	20	12	9	14	12	10	2	7	12	7	11	9	9	14	13
No, there is not	89	73	80	87	91	82	87	89	97	92	86	91	89	89	89	86	84
Don't know	1	1	0	2	1	4	1	0	0	1	2	1	1	2	2	0	2

In the previous question you said there were people in your household under the age of 16 who you expected to vote for the X Factor this week. If they do, who do you think they are most likely to vote for?

[Only those who have children who may vote] n=153

One Direction	28	29	30	31	24	22	29	33	17	28	28	46	20	27	34	25	25
Matt	27	35	7	25	28	34	20	27	23	21	29	0	33	24	26	34	20
Cher	17	19	19	17	18	18	14	21	13	16	18	37	14	24	14	10	28
Rebecca	15	8	43	19	11	7	24	11	24	22	11	0	17	26	9	16	13
Don't know	14	10	0	9	18	19	13	8	23	13	14	17	16	0	18	15	14

Did you vote last on last weekend's show?

[all respondents]

Yes, I did	9	31	21	9	10	10	7	10	12	8	11	14	9	8	9	11	15
No, I did not	90	68	78	90	90	88	92	90	87	92	88	86	91	90	89	89	84
Can't remember	1	1	1	2	0	2	1	0	0	1	1	0	0	2	2	0	2

Who did you vote for?

[Only those who voted] n=149

Matt	47	90	15	44	49	38	20	64	53	45	49	31	43	47	62	54	48
Rebecca	19	2	67	24	16	9	31	12	28	27	14	17	28	12	19	11	15
Cher	12	3	3	18	9	28	22	4	3	7	16	15	11	27	0	18	12
One Direction	11	4	0	11	10	18	8	11	7	10	11	13	9	9	9	18	14
Mary	9	1	12	0	15	6	15	7	9	10	9	24	6	3	10	0	10
Can't remember	1	0	3	3	0	0	4	1	0	1	1	0	3	3	0	0	2

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun	
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions were shown to all respondents]

Who do you think will win the X Factor?

Matt	38	66	13	38	37	38	40	38	33	37	38	34	36	42	38	37	45
One Direction	26	22	15	25	26	30	24	26	23	26	25	30	24	22	28	27	24
Rebecca	20	5	65	18	21	13	18	24	22	19	20	18	20	16	22	22	17
Cher	4	3	3	5	2	6	4	2	3	4	3	4	4	3	2	3	5
Don't know	14	4	4	14	14	14	14	10	20	14	13	14	16	16	10	10	10

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

Matt	41	94	3	38	44	38	37	49	37	39	43	35	39	43	46	42	46
Rebecca	29	1	95	27	30	23	29	28	36	32	26	33	30	25	28	28	24
One Direction	11	4	0	11	11	17	12	9	9	11	12	8	11	11	13	14	13
Cher	7	0	1	9	5	12	6	4	5	6	7	11	8	7	3	6	8
Don't know	12	1	0	15	10	10	15	10	13	12	12	14	12	14	11	9	9

And regardless of who you think will win, who do you think will have the most successful career after X Factor?

One Direction	40	43	30	37	41	46	40	38	34	41	39	46	38	36	40	40	38
Rebecca	20	11	54	19	20	13	19	21	26	21	19	15	20	19	21	23	20
Matt	16	31	8	16	15	13	14	19	16	16	15	14	15	16	17	16	16
Cher	10	9	6	11	9	17	11	7	6	8	12	11	12	13	6	7	13
Don't know	15	6	3	17	14	12	15	15	19	15	15	14	16	15	15	14	12

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think is the BEST dancer out of the final four?

Cher	28	32	41	26	30	38	30	24	23	28	29	25	30	30	28	21	30
One Direction	20	25	26	21	20	22	22	20	18	18	22	20	20	20	20	25	24
Matt	3	7	1	4	2	4	4	1	3	2	4	1	2	3	4	4	6
Rebecca	2	1	3	3	1	3	1	3	2	2	3	2	3	2	2	2	1
Don't know	46	35	30	46	47	33	43	53	55	51	43	52	45	45	45	48	39

Which of the finalists has the best sense of style?

Rebecca	45	47	78	38	51	31	39	52	57	49	42	50	41	45	49	43	40
One Direction	15	19	7	13	16	25	16	11	9	12	17	16	13	15	16	15	19
Matt	12	18	7	14	11	14	17	12	4	12	13	10	12	13	13	12	16
Cher	9	8	5	11	7	14	8	7	7	8	10	7	12	8	7	7	12
Don't know	19	9	3	24	16	15	20	19	23	19	19	17	21	20	16	23	13

For the final, each act is paired with a guest act. This year these are reported to be Christina Aguilera, Robbie Williams, Will.I.Am and Rihanna. How much do you think who the contestant is paired with affects the final vote?

A lot	24	27	23	25	23	28	27	21	20	24	24	25	25	27	20	20	27
A little	40	47	46	39	41	45	45	39	31	42	39	40	39	38	42	46	41
TOTAL A LITTLE / A LOT	64	74	69	64	64	73	72	60	51	66	63	65	64	65	62	66	68
Not a lot	14	13	18	15	14	13	10	16	19	14	15	13	16	15	14	11	14
Not at all	10	9	11	9	11	6	7	12	14	8	11	9	9	9	12	10	9
TOTAL NOT A LOT / AT ALL	24	22	29	24	25	19	17	28	33	22	26	22	25	24	26	21	23
Don't know	12	4	1	13	11	7	11	12	16	11	12	12	11	11	11	13	9

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how much difference do you think the choice of the song the winning contestant will release as their debut single affects the final vote?

A lot	30	38	30	27	31	31	26	27	38	31	29	33	33	29	26	28	31
A little	36	37	47	36	36	41	37	37	30	35	38	27	37	40	41	31	41
TOTAL A LITTLE / A LOT	66	75	77	63	67	72	63	64	68	66	67	60	70	69	67	59	72
Not a lot	15	15	16	16	15	11	18	18	10	18	13	19	15	14	15	17	12
Not at all	6	6	3	7	6	5	5	6	9	5	7	6	6	5	6	12	6
TOTAL NOT A LOT / AT ALL	21	21	19	23	21	16	23	24	19	23	20	25	21	19	21	29	18
Don't know	12	4	5	13	12	11	14	11	13	12	13	15	10	13	12	12	10

Looking back at this series of the X Factor,

During the auditions stage of the competition the X Factor was criticised for using "Autotune" software on some of the successful contestants to make them sound in tune. ITV defended the decision, saying the judges made their decision on the contestants' actual singing, but some were autotuned for broadcast. How annoyed, if at all, were you when you discovered that the X Factor had been using autotune for the auditions?

Very annoyed	27	34	30	32	24	25	22	28	36	28	27	33	27	28	24	31	29
Somewhat annoyed	30	29	35	29	31	30	33	30	27	30	30	31	28	33	31	28	31
TOTAL ANNOYED	57	63	65	61	55	55	55	58	63	58	57	64	55	61	55	59	60
Not very annoyed	15	16	21	15	15	19	20	14	8	17	14	14	18	12	16	14	15
Not at all annoyed	10	8	7	11	10	12	9	10	9	10	11	10	10	7	11	13	11
TOTAL NOT ANNOYED	25	24	28	26	25	31	29	24	17	27	25	24	28	19	27	27	26
Not applicable, I was not aware the X Factor used autotune	14	12	5	10	16	10	12	16	17	13	15	9	12	18	16	10	12
Don't know	3	1	2	3	3	4	4	2	3	3	4	4	4	2	3	4	3

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back to the judges' houses part of this series, do you think Cheryl Cole made the right or wrong decision to bring back TreyC Cohen as her "wild card" contestant instead of Gamu Nenghu?

Cheryl was right to pick TreyC	34	41	46	33	35	32	34	37	32	35	33	38	37	36	31	25	39
Cheryl should have picked Gamu	40	43	44	39	40	48	37	40	35	38	41	37	36	35	45	55	36
Don't know	26	16	9	28	24	21	29	23	33	27	26	25	27	29	25	21	25

Last month the sing off came down to Katie Waissel and TreyC Cohen, both Cheryl's acts. Cheryl refused to vote but asked presenter Dermot O'Leary to go back to her so she could vote to take it to deadlock. In the event Cheryl was deemed not to have voted, and TreyC was eliminated by 2-1 votes from the other judges.

Do you think Cheryl was right or wrong not to cast a vote?

Right not to vote	22	32	34	19	24	29	19	22	19	21	23	21	22	21	24	18	25
Wrong not to vote	66	64	60	70	63	60	69	66	67	68	64	69	66	65	64	71	66
Don't know	12	3	6	11	13	12	12	12	14	11	13	10	12	14	13	11	9

Do you think Cheryl should have been allowed to cast her vote at the end to ensure a deadlock?

Should	55	66	67	52	58	54	51	60	54	55	56	56	52	52	60	60	56
Should not	30	28	24	34	27	33	33	26	28	32	28	34	31	33	25	29	29
Don't know	15	6	8	14	15	13	16	13	17	13	16	11	17	16	15	11	14

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the producers deliberately managed the elimination between Katie and TreyC and whether Cheryl was able to take it to deadlock in order to keep Katie in the competition?

Was deliberately arranged to keep Katie in the competition	56	63	61	58	55	53	60	53	58	54	57	63	53	53	57	60	61
Was not deliberately arranged to keep Katie in the competition	16	19	18	18	15	25	14	16	9	15	17	15	16	17	16	16	15
Don't know	28	19	21	24	31	22	26	30	33	30	26	22	31	29	28	24	24

Which of the following do you think best explains why Wagner remained in the competition for so long?

People found him genuinely entertaining and voted for him to remain in the competition	13	12	13	16	11	19	15	11	8	12	14	13	14	13	12	13	12
People voted for him in order to annoy the judges and subvert the competition	69	79	78	67	71	64	68	73	71	72	67	70	70	71	68	69	69
The producers arranged eliminations to try and keep him in the competition	11	8	7	11	11	12	11	11	12	8	14	12	10	10	13	13	14
Don't know	6	1	2	6	6	4	6	5	9	8	5	5	6	6	7	5	4

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership
Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample 1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Last week Mary was eliminated from the competition based on the judges' votes after a sing off between the two contestants with the lowest public vote. In previous series the semi-final was decided on the public vote. Do you think the semi-final should have been decided by...

The judges voting after a sing off	15	13	22	17	13	21	17	11	13	16	15	15	18	14	13	12	15
The public vote alone	75	83	73	73	76	68	71	80	80	73	77	75	74	73	76	80	78
Don't know	10	4	5	10	10	11	12	9	7	12	9	9	8	13	11	8	7

Do you believe that the X Factor did or did not want to have Matt, Cher, Rebecca and One Direction in the final?

The X Factor wanted these 4 acts in the final	70	79	72	67	72	69	72	70	68	72	68	72	70	68	72	67	74
The X Factor would have preferred the final 4 acts to be different	7	7	14	10	5	14	7	5	3	4	9	8	7	6	6	9	9
Don't know	23	14	14	22	24	17	20	25	29	24	23	20	23	27	22	24	17

And do you believe that the X Factor probably did or did not fix the results to ensure all of Matt, Cher, Rebecca and One Direction made it to the final?

The X Factor probably did fix the results	54	59	48	56	53	49	57	52	57	54	54	64	52	52	54	52	59
The X Factor probably did NOT fix the results	26	27	38	27	26	34	21	29	19	24	27	21	27	27	25	29	26
Don't know	20	14	14	17	22	16	22	18	24	21	19	15	20	21	21	18	15

Which, if any, of the following changes do you believe should be made to the voting procedure in future series of the X Factor?

It should be all on the public vote, without the judges having any vote	42	46	39	42	43	31	41	47	46	40	44	35	38	41	50	49	47
It should be all on the judges' vote, without a public vote	3	4	3	5	2	6	3	1	2	2	4	2	3	3	4	2	4
It should be based on a combination of the judges and public vote, with both counting for 50%	40	43	51	36	43	45	39	39	41	44	38	49	45	39	33	37	40
None of these	4	1	2	6	2	7	3	4	2	5	4	6	5	4	2	2	2
Don't know	10	5	6	12	9	11	14	8	8	10	10	8	10	12	11	9	7

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun	
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think the full figures for how many people voted for each contestant should or should not be announced each week?

Should	79	82	79	82	77	71	76	81	85	81	76	75	80	79	79	80	84
Should not	12	15	16	11	13	17	14	10	7	12	13	16	12	13	11	9	9
Don't know	9	3	5	7	11	12	10	8	8	7	11	10	9	8	10	10	7

In your opinion, which, if any, of the eliminated contestants should be in the final?

Mary Byrne	24	25	21	22	26	16	16	31	33	23	26	26	22	25	22	34	21
Aiden Grimshaw	19	23	19	14	22	28	19	16	12	19	19	17	19	21	18	17	18
Paige Richardson	18	19	25	15	20	19	15	18	18	17	18	21	17	13	17	25	22
Treyc Cohen	10	9	19	9	10	6	12	11	9	8	11	15	8	11	9	10	11
Katie Waissel	7	5	6	9	6	9	6	7	8	7	8	7	7	10	7	5	9
Wagner Carrilho	4	3	2	7	1	10	4	2	1	3	5	3	4	3	5	4	4
John Adeleye	3	3	4	3	3	2	3	2	5	3	3	5	4	3	3	1	2
Storm Lee	2	4	0	2	2	5	2	1	1	1	3	0	2	2	3	2	2
Belle Amie	2	3	5	3	2	6	2	1	0	1	3	1	3	3	1	5	3
Diva Fever	1	2	1	1	2	2	2	1	0	2	1	2	2	1	1	1	1
FYD	1	1	1	2	1	3	2	0	1	1	2	2	2	1	2	1	2
Nicolo Festa	1	1	0	2	0	2	1	1	0	1	1	3	0	1	1	1	0
None of them	22	22	22	23	21	19	23	24	21	25	19	19	23	24	22	21	23
Don't know	13	3	4	15	11	10	16	10	15	13	13	12	13	11	15	8	11

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who was the best guest judge this series?

Nicole Scherzinger	37	40	58	29	43	34	37	42	33	38	36	43	33	42	35	37	40
Katy Perry	18	19	20	20	17	36	22	13	5	16	21	17	20	15	21	15	24
Natalie Imbruglia	8	10	7	9	7	5	9	9	8	8	7	7	8	8	7	10	7
Geri Halliwell	6	9	3	5	6	3	3	7	10	6	5	3	6	5	7	5	5
Pixie Lott	5	6	2	8	3	9	4	3	5	3	7	4	6	5	4	5	4
Don't know	26	16	10	30	24	14	25	27	39	29	24	26	27	25	26	27	20

Which of the judges do you think is the most trustworthy?

Dannii	40	53	41	39	41	42	42	38	38	44	37	55	37	39	35	45	40
Simon	17	13	19	19	17	19	17	16	20	17	18	13	19	18	17	20	19
Cheryl	16	16	22	15	17	17	15	19	13	12	19	7	18	15	21	9	19
Louis	8	6	7	9	7	7	7	7	9	8	7	6	7	6	10	7	8
Don't know	19	12	12	18	19	15	19	21	20	19	19	19	19	21	17	19	14

And which do you think is the least trustworthy?

Simon	28	34	28	29	27	24	29	28	30	31	25	27	30	27	28	23	26
Louis	25	21	33	27	24	21	26	30	21	26	24	22	28	22	27	20	25
Cheryl	22	23	14	23	21	32	24	16	17	19	23	26	20	20	19	31	27
Dannii	5	4	5	6	4	8	5	4	2	3	6	4	4	8	3	4	5
Don't know	21	18	21	16	24	16	16	22	29	20	22	21	18	22	22	22	16

If you were on the X Factor, who would you like as your mentor?

Dannii	31	38	30	28	32	25	34	32	29	33	29	42	28	28	27	39	33
Simon	28	23	20	30	26	32	24	27	29	28	27	26	30	25	27	26	25
Cheryl	23	27	41	23	24	30	22	24	17	20	26	19	23	24	28	17	25
Louis	6	5	4	7	5	5	5	6	8	6	6	3	7	6	6	7	6
Don't know	12	6	5	12	13	7	16	10	16	12	12	9	11	17	12	10	10

	Voting Intention		Gender		Age				Social grade		Region					Newspaper Readership	
	Total	Matt	Rebecca	Male	Female	16-24	25-39	40-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	The Sun
Weighted Sample	1566	196	120	641	923	315	439	500	310	716	847	204	501	311	405	142	407
Unweighted Sample	1566	161	124	634	930	355	393	386	430	815	748	203	543	310	342	165	277
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the final eight contestants would you be mostly likely to pay to see at a gig?

Matt	27	72	5	23	30	28	25	31	23	26	28	24	24	33	29	27	28
Rebecca	18	3	78	17	19	11	17	19	25	20	16	25	18	17	18	11	18
One Direction	8	8	4	8	7	14	6	7	4	6	9	7	6	8	9	9	7
Cher	5	1	4	7	4	11	5	3	3	4	6	5	6	5	3	5	6
Mary Byrne	5	3	2	5	6	1	4	6	11	5	6	5	5	4	7	6	4
Paige Richardson	2	2	2	2	2	3	3	1	1	2	2	2	2	2	2	2	4
Katie Waissel	2	0	1	2	1	1	2	2	1	2	1	1	1	2	2	3	1
Wagner Carrilho	1	2	0	3	1	5	1	0	0	0	2	2	2	1	2	0	3
None of them	26	7	3	28	25	22	30	26	26	29	24	25	30	22	24	29	24
Don't know	6	3	3	5	7	5	7	5	6	5	6	4	6	6	5	8	5

This year, Stacey Solomon went on "I'm a Celebrity" a year after coming 3rd in the X Factor. Which of the contestants do you think would be most likely, if any, to appear on I'm a Celebrity next year?

Wagner Carrilho	44	41	50	45	43	38	41	48	48	45	43	40	42	49	45	39	39
Katie Waissel	10	13	8	8	12	11	13	10	6	10	10	15	10	10	7	12	12
Diva Fever	8	11	13	7	9	10	12	7	4	9	7	4	10	7	9	8	9
Cher	3	2	3	3	3	7	3	1	2	3	3	4	2	5	2	5	2
Storm Lee	3	5	4	3	4	4	3	4	3	3	4	3	4	2	4	4	3
Matt	2	3	3	2	2	1	2	2	2	1	2	1	1	3	2	3	3
Mary Byrne	2	2	5	2	2	2	1	4	1	2	2	3	2	1	2	5	3
One Direction	1	0	0	1	0	1	1	1	0	1	0	0	1	1	0	0	1
Rebecca	1	2	2	1	0	3	1	0	0	0	1	1	1	0	1	0	1
Aiden Grimshaw	1	1	1	2	1	4	1	0	1	1	1	0	1	2	2	0	1
Nicolo Festa	1	1	0	1	1	1	1	0	1	0	1	0	1	2	1	1	1
Paige Richardson	1	1	1	1	1	0	1	1	1	1	1	1	1	1	0	3	1
Treyc Cohen	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
FYD	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Belle Amie	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1
John Adeleye	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1
None of them	8	5	5	9	6	8	7	6	11	7	8	8	8	5	8	8	10
Don't know	15	12	5	14	15	12	13	16	19	14	15	16	16	12	16	10	11