



Media release

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Half of us are staying in to watch our favourite programmes this autumn

X Factor is the programme we all want to watch

Key findings

- Almost half of people say they are more likely to stay in when their favourite TV programme is on
- The X Factor is the show we are most looking forward to this autumn (50%) followed closely by The Irish Apprentice (34%)
- 67% of people don't think the X Factor will be any less entertaining this year but half (51%) say they will miss Simon Cowell
- Gary Barlow is the most popular judge on this year's panel (33%)
- Over half of us tune into the X Factor for the bad auditions

They say that staying in is the new going out and it seems that almost half of us agree according to a new survey.* The research carried out by UPC into our TV habits reveals that over three quarters of Irish people polled (78%) say that they look forward to the return of their favourite programme in the autumn with almost half (44%) admitting that they are more likely to stay in at the weekends when their favourite TV show is on.

The X Factor is the show that most people are looking forward to watching according to 50% while just over one third (34%) say they can't wait for the return of TV3's The Apprentice. Hit period drama Downton Abbey was third with 16% while 6% say they are looking forward to seeing what Vogue and co. get up to in Fade St.

The top five most anticipated TV programmes for autumn are:

1. X Factor (50%)
2. The Apprentice Ireland (34%)
3. Downton Abbey (16%)
4. Strictly Come Dancing (13%)
5. Fade St. (6%)

When it comes to the X Factor, the UPC survey finds that we that we simply can't get enough of it and despite the absence of Simon, Cheryl and Danni, 67% think the show will be just as entertaining this year. 15% of fans love the show so much that they would sacrifice a night out to watch it while 40% of people still go out but digitally record it to make sure they don't miss out.

Gary Barlow is the most liked judge so far this series with one third of people choosing the Take That singer as their favourite while Kelly Rowland was second with 14%. Simon Cowell is the most missed judge from the old panel with 51% of people saying they will miss his sarcastic remarks while 17% of people say they will miss Cheryl and 12% will miss Danni. However, one in five people (21%) say they won't miss any of the old judges.

The main reasons for watching the X Factor are for the out of tune auditions according to 52% of people followed closely by the talent (48%). Almost one in four (24%) say they tune in to see the judges arguing while 23% say it's all about the fashion and look forward to seeing what the judges are wearing each week.

When asked which Irish male and female celebrity has the X Factor, Craig Doyle topped the poll for the boys with 15.3% followed closely by comedian Dara O'Briain (13%). Former Presidential candidate David Norris was third with 11%. Georgia Salpa has the X Factor according to one in five (20%) while RTE TV presenter Gráinne Seoige was second with 8%. Gráinne's sister Síle shared third place with former Miss World Rosanna Davison who both received 7% each.

Simon Kelehan, Head of Television at UPC said: "The autumn signifies the return of some of the most popular TV show to the schedule and it's clear from the findings that many of us are looking forward to the return of our favourite programmes.

"Big entertainment shows such as the X Factor have become 'must see' TV over the past few years and it seems that this year will be no different as the new panel are proving extremely popular with Irish viewers. However it was great to see that we haven't given up on going out completely with almost half (40%) digitally recording their favourite programme so they don't miss out."

ENDS

**survey carried out by UPC amongst 117 adults across Ireland (57% female, 43% male)*

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