

YouGov Survey Results

Sample Size: 3202 GB Adults
Fieldwork: 28th - 30th November 2016

	Total	Gender		Age				Social Grade		Region					Did you watch Strictly?		
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	All of it	Some of it	
Weighted Sample	3202	1550	1652	371	1367	791	672	1825	1377	384	1063	688	772	295	614	363	
Unweighted Sample	3202	1360	1842	328	1237	854	783	2020	1182	266	1140	706	822	268	683	381	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
21-26 Nov																	
28-30 Nov																	
Did you watch Strictly Come Dancing, last weekend?																	
Yes - I watched all of it	17	19	11	27	7	13	25	32	19	20	12	21	19	20	19	100	0
Yes - I watched some of it	12	11	11	12	8	11	13	12	12	10	12	12	9	13	10	0	100
No – I didn't watch any of it	69	69	77	61	81	75	62	56	69	68	72	67	71	66	70	0	0
Don't know	2	1	1	1	3	1	0	0	1	1	3	0	1	1	1	0	0
<i>[The following questions were only asked to those who watched all/some of Strictly; n=1064]</i>																	
Which of the following contestants, if any, would you most like to win?																	
Louise Redknapp	29	30	33	28	19	27	34	30	28	32	22	29	35	29	29	32	25
Danny Mac	22	28	20	31	27	28	25	29	29	26	38	29	27	25	22	32	20
Ore Oduba	15	14	13	15	23	10	15	15	15	13	17	14	12	14	16	15	13
Judge Rinder	11	11	11	11	19	12	10	9	10	11	8	10	10	13	15	9	14
Claudia Fragapane	6	7	9	6	7	8	8	6	7	7	2	8	7	9	8	8	7
Ed Balls	8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Don't know	9	11	13	10	4	15	8	11	11	10	13	10	10	11	10	5	21
<i>Excluding those who DON'T KNOW</i>																	
Which of the following contestants, if any, would you most like to win?																	
Louise Redknapp	32	34	38	31	20	32	37	34	31	36	25	32	39	33	32	34	32
Danny Mac	24	31	23	34	28	33	27	33	33	29	44	32	30	28	24	34	25
Ore Oduba	16	16	15	17	24	12	16	17	17	14	20	16	13	16	18	16	16
Judge Rinder	12	12	13	12	20	14	11	10	11	12	9	11	11	15	17	9	18
Claudia Fragapane	7	8	10	7	7	9	9	7	8	8	2	9	8	10	9	8	9
Ed Balls	9	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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			Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	All of it	Some of it
Who do you think is most likely to win?																	
Danny Mac	46	55	50	57	33	52	62	53	57	51	63	58	47	53	51	65	37
Louise Redknapp	19	21	22	20	22	18	19	24	20	22	13	21	22	21	23	19	24
Ore Oduba	9	6	8	5	27	5	5	3	4	8	5	4	5	9	7	4	8
Judge Rinder	2	2	2	1	7	3	1	0	2	2	1	2	2	1	4	1	3
Claudia Fragapane	4	2	4	1	5	2	1	2	2	2	1	1	4	3	1	1	3
Ed Balls	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Don't know	17	15	15	16	6	19	12	16	15	16	17	15	20	13	14	10	25
Excluding those who DON'T KNOW																	
Who do you think is most likely to win?																	
Danny Mac	55	65	59	68	35	64	70	63	67	61	76	68	59	61	59	72	49
Louise Redknapp	23	25	26	24	23	22	22	29	24	26	16	25	28	24	27	21	32
Ore Oduba	11	7	9	6	29	6	6	4	5	10	6	5	6	10	8	4	11
Judge Rinder	2	2	2	1	7	4	1	0	2	2	1	2	3	1	5	1	4
Claudia Fragapane	5	2	5	1	5	2	1	2	2	2	1	1	5	3	1	1	4
Ed Balls	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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			Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	All of it	Some of it
And who do you think performed the best last weekend?																	
Danny Mac	45	47	39	52	35	44	49	50	49	45	56	48	46	46	39	60	26
Louise Redknapp	22	21	24	19	15	22	19	23	19	23	16	20	24	24	16	21	21
Ore Oduba	9	7	7	6	19	4	8	6	6	8	4	5	7	8	9	6	8
Claudia Fragapane	3	6	7	5	4	5	7	5	6	6	2	8	4	5	8	6	6
Ed Balls	3	4	6	3	8	4	3	4	5	3	5	4	3	5	5	2	7
Judge Rinder	4	3	4	2	4	5	2	1	3	3	2	2	2	3	9	1	5
Greg Rutherford	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Don't know	13	13	13	12	13	16	11	11	13	13	15	14	13	10	14	4	28

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Excluding those who DON'T KNOW																	
And who do you think performed the best last weekend?																	
Danny Mac	52	54	45	59	40	52	55	56	56	52	66	56	53	51	45	63	36
Louise Redknapp	25	24	28	22	17	26	21	26	22	26	19	23	28	27	19	22	29
Ore Oduba	10	8	8	7	22	5	9	7	7	9	5	6	8	9	10	6	11
Claudia Fragapane	3	7	8	6	5	6	8	6	7	7	2	9	5	6	9	6	8
Ed Balls	3	5	7	3	9	5	3	4	6	3	6	5	3	6	6	2	10
Judge Rinder	5	3	5	2	5	6	2	1	3	3	2	2	2	3	10	1	7
Greg Rutherford	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A