

YouGov Survey Results

Sample Size: 3290 GB Adults

Fieldwork: 22nd - 25th November 2016

	Gender			Age				Social Grade		Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3290	1592	1698	382	1405	813	691	1875	1415	395	1092	707	793	303
Unweighted Sample	3290	1419	1871	364	1279	867	780	2040	1250	297	1145	736	818	294
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14-16 Nov	21-26 Nov	%	%	%	%	%	%	%	%	%	%	%	%	%
Did you watch Strictly Come Dancing, last weekend?															
Yes - I watched all of it	18	17	9	25	7	11	21	30	18	16	11	19	21	16	13
Yes - I watched some of it	11	12	11	12	8	10	13	15	12	11	10	13	11	11	14
No – I didn't watch any of it	70	69	78	61	80	76	65	55	68	71	77	67	66	70	73
Don't know	1	2	2	2	6	2	0	0	1	2	3	1	2	2	1

[The following questions were only asked to those who watched all/some of Strictly; n=1041]

Which of the following contestants, if any, would you most like to win?

Louise Redknapp	25	29	30	28	21	27	28	32	28	30	26	29	29	26	39
Danny Mac	15	22	16	25	19	20	25	23	25	19	24	25	20	23	16
Ore Oduba	16	15	12	17	21	17	14	13	16	14	12	15	16	17	11
Judge Rinder	11	11	8	12	10	14	9	10	9	14	17	9	13	11	9
Ed Balls	9	8	12	6	11	7	9	7	7	9	10	6	8	9	7
Claudia Fragapane	7	6	10	4	7	6	4	7	5	6	4	7	5	5	5
Greg Rutherford	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
Don't know	14	9	12	8	10	9	11	8	10	8	6	9	10	9	13

Excluding those who DON'T KNOW

Which of the following contestants, if any, would you most like to win?

Louise Redknapp	29	32	34	30	23	30	31	35	31	33	28	32	32	29	45
Danny Mac	19	24	18	27	21	22	28	25	28	21	26	27	22	25	18
Ore Oduba	17	16	14	18	23	19	16	14	18	15	13	16	18	19	13
Judge Rinder	13	12	9	13	11	15	10	11	10	15	18	10	14	12	10
Ed Balls	10	9	14	7	12	8	10	8	8	10	11	7	9	10	8
Claudia Fragapane	8	7	11	4	8	7	4	8	6	7	4	8	6	5	6
Greg Rutherford	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

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

14-16
Nov

21-26
Nov

Who do you think is most likely to win?

Danny Mac	30	46	44	47	40	49	48	41	47	44	56	47	48	40	39
Louise Redknapp	24	19	20	18	16	17	19	20	19	19	17	17	21	20	19
Ore Oduba	12	9	7	10	9	8	7	10	8	9	5	9	7	11	6
Claudia Fragapane	4	4	5	3	8	5	2	5	3	5	3	3	4	3	8
Ed Balls	3	4	5	4	7	4	4	3	4	4	2	5	4	4	1
Judge Rinder	2	2	3	1	4	1	1	3	2	2	2	1	1	3	3
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
Don't know	23	17	17	18	17	16	18	18	17	19	14	18	15	18	25

Excluding those who DON'T KNOW

Who do you think is most likely to win?

Danny Mac	35	55	53	57	48	58	59	50	57	54	65	57	56	49	52
Louise Redknapp	28	23	24	22	19	20	23	24	23	23	20	21	25	24	25
Ore Oduba	14	11	8	12	11	10	9	12	10	11	6	11	8	13	8
Claudia Fragapane	5	5	6	4	10	6	2	6	4	6	3	4	5	4	11
Ed Balls	3	5	6	5	8	5	5	4	5	5	2	6	5	5	1
Judge Rinder	2	2	4	1	5	1	1	4	2	2	2	1	1	4	4
Greg Rutherford	15.58	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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		%	%	%	%	%	%	%	%	%	%	%	%	%

14-16
Nov

21-26
Nov

And who do you think performed the best last weekend?

Danny Mac	23	45	40	47	36	44	49	43	48	40	51	48	40	45	33
Louise Redknapp	26	22	23	21	13	24	18	25	20	24	21	21	25	20	22
Ore Oduba	8	9	7	10	9	8	8	10	7	11	8	7	10	10	13
Judge Rinder	5	4	4	4	2	4	4	4	4	5	0	4	6	5	3
Claudia Fragapane	9	3	5	2	8	3	2	3	3	3	0	3	4	1	6
Ed Balls	8	3	4	3	7	2	3	4	4	3	1	2	4	5	4
Greg Rutherford	2	1	1	1	2	0	1	2	1	2	2	1	0	1	1
Daisy Lowe	2	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	18	13	17	12	22	14	14	10	14	13	17	13	11	13	17

Excluding those who DON'T KNOW

And who do you think performed the best last weekend?

Danny Mac	30	52	48	53	46	51	57	48	56	46	61	55	45	52	40
Louise Redknapp	9	25	28	24	17	28	21	28	23	28	25	24	28	23	27
Ore Oduba	6	10	8	11	12	9	9	11	8	13	10	8	11	11	16
Judge Rinder	10	5	5	5	3	5	5	4	5	6	0	5	7	6	4
Claudia Fragapane	9	3	6	2	10	3	2	3	3	3	0	3	4	1	7
Ed Balls	2	3	5	3	9	2	3	4	5	3	1	2	4	6	5
Greg Rutherford	2	1	1	1	3	0	1	2	1	2	2	1	0	1	1
Daisy Lowe	21	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