

## YouGov Survey Results

Sample Size: 3289 GB Adults  
Fieldwork: 12th - 14th October 2016

	Gender		Age				Social Grade		Region					Did you watch Strictly?	
Total	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
<b>Weighted Sample</b> 3289	1592	1697	382	1404	812	691	1875	1414	395	1092	707	793	303	541	411
Unweighted Sample	1451	1838	358	1379	848	704	2024	1265	321	1132	702	823	311	588	435
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	3-5 Oct	12-14 Oct															
<b>Did you watch Strictly Come Dancing, last weekend?</b>																	
Yes - I watched all of it	15	16	9	23	4	12	19	29	17	16	12	18	16	17	16	100	0
Yes - I watched some of it	13	12	12	13	9	12	14	14	14	10	13	13	13	11	13	0	100
No - I didn't watch any of it	70	69	77	62	85	73	67	57	67	72	71	68	69	71	71	0	0
Don't know	1	2	2	1	3	3	0	0	1	2	4	1	1	1	0	0	0

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

*[The remaining questions were only asked to respondents who watched all/some of Strictly; n=1023]*  
Which of the following contestants, if any, would you most like to win?

	3-5 Oct	12-14 Oct															
Danny Mac	8	15	11	17	16	15	14	16	16	14	13	17	18	10	15	20	9
Louise Redknapp	14	15	16	14	10	16	15	15	12	20	9	13	13	20	22	16	14
Judge Rinder	15	14	11	16	7	14	17	12	12	17	11	13	12	18	14	15	12
Claudia Fragapane	3	7	9	6	6	8	8	5	7	7	6	5	8	10	4	8	6
Greg Rutherford	5	7	5	8	9	8	5	7	6	8	7	8	7	6	4	6	7
Ore Oduba	1	6	6	7	4	6	8	6	8	4	6	7	7	5	6	6	6
Ed Balls	3	5	5	4	1	6	5	3	5	4	12	3	3	6	3	4	5
Laura Whitmore	2	3	6	1	13	3	2	1	3	2	2	2	6	1	4	2	4
Naga Munchetty	3	3	3	3	6	2	2	4	4	1	4	3	4	2	0	2	3
Daisy Lowe	5	3	5	2	12	2	3	3	4	2	1	5	2	3	2	3	3
Anastacia	1	2	3	1	1	3	2	0	2	1	1	1	1	3	3	1	2
Lesley Joseph	2	2	1	2	0	1	2	3	1	2	2	2	1	1	4	3	1
Will Young	6	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
Tameka Empson	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	26	19	19	19	13	16	17	25	20	18	25	20	18	15	20	13	27

*Excluding those who DON'T KNOW*  
Which of the following contestants, if any, would you most like to win?

Danny Mac	11	19	14	21	18	18	17	21	20	17	17	21	22	12	19	23	12
Louise Redknapp	19	19	20	17	11	19	18	20	15	24	12	16	16	24	28	18	19
Judge Rinder	20	17	14	20	8	17	20	16	15	21	15	16	15	21	18	17	16
Claudia Fragapane	4	9	11	7	7	10	10	7	9	9	8	6	10	12	5	9	8
Greg Rutherford	7	9	6	10	10	10	6	9	8	10	9	10	9	7	5	7	10
Ore Oduba	1	7	7	9	5	7	10	8	10	5	8	9	9	6	8	7	8
Ed Balls	4	6	6	5	1	7	6	4	6	5	16	4	4	7	4	5	7
Laura Whitmore	3	4	7	1	15	4	2	1	4	2	3	3	7	1	5	2	5
Naga Munchetty	4	4	4	4	7	2	2	5	5	1	5	4	5	2	0	2	4
Daisy Lowe	7	4	6	2	14	2	4	4	5	2	1	6	2	4	3	3	4
Anastacia	1	2	4	1	1	4	2	0	3	1	1	1	1	4	4	1	3
Lesley Joseph	3	2	1	2	0	1	2	4	1	2	3	3	1	1	5	3	1
Will Young	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
Tameka Empson	4	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think is most likely to win?	3-5 Oct		12-14 Oct																
Danny Mac	17	<b>30</b>	25	33	23	36	29	26	30	31	23	32	28	33	30	41	16		
Louise Redknapp	17	<b>15</b>	14	15	11	16	18	12	14	16	12	14	19	17	11	15	15		
Daisy Lowe	11	<b>8</b>	6	10	9	7	8	10	10	6	14	8	7	10	6	11	6		
Judge Rinder	4	<b>5</b>	5	4	3	5	6	3	4	5	2	5	4	5	7	5	4		
Claudia Fragapane	2	<b>3</b>	5	3	5	4	1	5	4	3	3	3	3	2	7	2	5		
Greg Rutherford	2	<b>3</b>	4	2	8	3	2	2	3	2	5	3	3	1	3	2	4		
Ore Oduba	1	<b>2</b>	2	2	3	1	3	2	2	1	5	2	1	2	0	3	1		
Laura Whitmore	4	<b>2</b>	3	2	1	2	2	3	2	2	8	1	2	2	3	3	2		
Ed Balls	2	<b>1</b>	1	0	2	1	1	1	0	1	1	0	0	1	2	1	1		
Anastacia	0	<b>1</b>	2	0	2	1	1	0	1	0	0	1	0	1	1	0	1		
Naga Munchetty	1	<b>1</b>	2	1	5	1	1	1	1	2	0	2	1	1	1	1	2		
Lesley Joseph	1	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0		
Will Young	4	<b>N/A</b>	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		
Tameka Empson	1	<b>N/A</b>	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	35	<b>29</b>	30	28	26	25	27	35	29	29	26	30	32	26	29	17	44		

**Excluding those who DON'T KNOW**  
Who do you think is most likely to win?

Danny Mac	26	<b>42</b>	36	46	31	48	40	40	42	44	31	46	41	45	42	49	29
Louise Redknapp	26	<b>21</b>	20	21	15	21	25	18	20	23	16	20	28	23	15	18	27
Daisy Lowe	17	<b>11</b>	9	14	12	9	11	15	14	8	19	11	10	14	8	13	11
Judge Rinder	6	<b>7</b>	7	6	4	7	8	5	6	7	3	7	6	7	10	6	7
Claudia Fragapane	3	<b>4</b>	7	4	7	5	1	8	6	4	4	4	4	3	10	2	9
Greg Rutherford	3	<b>4</b>	6	3	11	4	3	3	4	3	7	4	4	1	4	2	7
Ore Oduba	2	<b>3</b>	3	3	4	1	4	3	3	1	7	3	1	3	0	4	2
Laura Whitmore	6	<b>3</b>	4	3	1	3	3	5	3	3	11	1	3	3	4	4	4
Ed Balls	3	<b>1</b>	1	0	3	1	1	2	0	1	1	0	0	1	3	1	2
Anastacia	0	<b>1</b>	3	0	3	1	1	0	1	0	0	1	0	1	1	0	2
Naga Munchetty	2	<b>1</b>	3	1	7	1	1	2	1	3	0	3	1	1	1	1	4
Lesley Joseph	2	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Will Young	6	<b>N/A</b>	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
Tameka Empson	2	<b>N/A</b>	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	3-5 Oct	12-14 Oct															
<b>And who do you think performed the best last weekend?</b>																	
Danny Mac	16	<b>24</b>	20	27	24	23	25	26	25	23	22	28	23	20	29	34	12
Ore Oduba	1	<b>9</b>	8	10	3	8	11	9	10	8	11	7	12	8	7	11	6
Claudia Fragapane	2	<b>9</b>	8	9	13	12	8	6	9	9	11	8	11	10	4	10	7
Louise Redknapp	19	<b>8</b>	10	7	7	8	8	8	8	9	10	8	5	10	11	8	8
Will Young	2	<b>6</b>	4	6	5	5	6	6	5	6	6	6	7	4	5	6	5
Judge Rinder	6	<b>4</b>	5	3	7	3	5	4	3	6	4	2	5	7	6	4	5
Greg Rutherford	2	<b>4</b>	3	5	2	5	2	4	4	4	3	4	1	6	4	5	2
Ed Balls	5	<b>3</b>	3	4	3	3	4	3	3	3	8	2	3	4	1	3	4
Daisy Lowe	6	<b>3</b>	2	3	1	2	2	5	3	2	2	2	3	5	0	4	2
Laura Whitmore	4	<b>2</b>	3	1	2	1	3	1	2	1	4	1	1	2	2	2	2
Tameka Empson	5	<b>2</b>	3	2	5	2	2	2	2	3	3	2	2	3	3	2	3
Lesley Joseph	2	<b>1</b>	1	1	0	1	1	1	1	1	0	1	0	1	1	1	1
Naga Munchetty	1	<b>1</b>	1	1	0	1	2	0	1	1	0	1	0	0	2	1	1
Anastacia	1	<b>0</b>	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Melvin Odoom	1	<b>N/A</b>	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	27	<b>24</b>	29	21	27	25	22	23	24	23	17	28	23	19	24	9	43

**Excluding those who DON'T KNOW**

	3-5 Oct	12-14 Oct															
<b>And who do you think performed the best last weekend?</b>																	
Danny Mac	22	<b>32</b>	28	34	33	31	32	34	33	30	27	39	30	25	38	37	21
Ore Oduba	1	<b>12</b>	11	13	4	11	14	12	13	10	13	10	16	10	9	12	11
Claudia Fragapane	3	<b>12</b>	11	11	18	16	10	8	12	12	13	11	14	12	5	11	12
Louise Redknapp	26	<b>11</b>	14	9	10	11	10	10	11	12	12	11	6	12	14	9	14
Will Young	3	<b>8</b>	6	8	7	7	8	8	7	8	7	8	9	5	7	7	9
Judge Rinder	8	<b>5</b>	7	4	10	4	6	5	4	8	5	3	6	9	8	4	9
Greg Rutherford	3	<b>5</b>	4	6	3	7	3	5	5	5	4	6	1	7	5	5	4
Ed Balls	7	<b>4</b>	4	5	4	4	5	4	4	4	10	3	4	5	1	3	7
Daisy Lowe	8	<b>4</b>	3	4	1	3	3	6	4	3	2	3	4	6	0	4	4
Laura Whitmore	5	<b>3</b>	4	1	3	1	4	1	3	1	5	1	1	2	3	2	4
Tameka Empson	7	<b>3</b>	4	3	7	3	3	3	3	4	4	3	3	4	4	2	5
Lesley Joseph	3	<b>1</b>	1	1	0	1	1	1	1	1	0	1	0	1	1	1	2
Naga Munchetty	1	<b>1</b>	1	1	0	1	3	0	1	1	0	1	0	0	3	1	2
Anastacia	1	<b>0</b>	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Melvin Odoom	1	<b>N/A</b>	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Last weekend there was a movie theme to Strictly Come Dancing whereas sometimes the show doesn't have a theme. Generally speaking, do you prefer it when the show does, or does not, have a theme?

I generally prefer it when the show has a theme	<b>52</b>	48	55	58	54	53	49	50	57	49	54	54	49	57	59	44
I generally prefer it when the show does not have a theme	<b>28</b>	28	28	22	24	30	32	30	25	19	30	22	34	27	28	28
Don't know	<b>20</b>	24	17	20	22	17	19	20	19	32	16	24	17	16	14	28

Will Young has dropped out of Strictly Come Dancing for personal reasons meaning there will be one less couple in this weekend's show than planned. With this in mind do you think there should or should not be an elimination this weekend?

There should still be an elimination this weekend	<b>59</b>	58	59	40	57	57	65	61	55	55	59	57	59	64	61	55
There should not be an elimination this weekend	<b>32</b>	28	34	44	32	37	26	31	34	37	30	31	34	30	34	29
Don't know	<b>10</b>	14	7	16	11	6	9	9	11	8	11	12	7	6	5	16