

YouGov Survey Results

Sample Size: 3132 GB Adults
Fieldwork: 24th - 27th 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	
Weighted Sample	3132	1516	1616	363	1337	774	658	1785	1347	376	1040	673	755	288	500	368
Unweighted Sample	3132	1368	1764	330	1320	797	685	1867	1265	325	1088	661	795	263	544	375
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you watch Strictly Come Dancing, last weekend?

	19-20 Oct	24-27 Oct															
Yes - I watched all of it	16	16	9	23	6	12	18	27	17	14	9	17	18	17	13	100	0
Yes - I watched some of it	12	12	11	13	8	10	15	13	11	12	12	13	12	10	9	0	100
No – I didn't watch any of it	71	71	79	63	81	75	67	59	70	71	75	68	68	71	77	0	0
Don't know	1	2	2	2	5	2	0	0	1	2	4	1	2	2	0	0	0

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19-20
Oct

24-27
Oct

[The next set of questions were only asked to respondents who watched all/some of Strictly; n=919]

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

Ore Oduba	27	31	23	35	23	29	33	32	31	30	26	30	37	29	29	37	23
Louise Redknapp	11	13	15	12	5	13	14	14	12	14	14	11	12	16	15	13	13
Judge Rinder	9	11	9	12	17	12	14	7	11	12	13	12	11	10	8	11	12
Danny Mac	13	10	6	12	1	12	8	11	10	10	4	10	9	12	12	14	5
Claudia Fragapane	3	4	4	5	4	5	4	5	5	4	0	4	6	5	6	5	4
Daisy Lowe	3	4	5	3	12	4	2	4	4	4	4	4	6	2	2	3	5
Greg Rutherford	6	4	7	3	7	5	3	3	5	2	10	5	3	2	2	5	3
Ed Balls	4	3	4	3	6	2	4	3	4	2	4	2	2	4	6	2	5
Laura Whitmore	3	2	4	1	5	2	1	2	1	3	0	1	1	4	0	2	1
Anastacia	1	1	2	1	2	2	0	1	2	0	1	1	2	1	2	1	2
Lesley Joseph	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
Don't know	16	17	20	15	18	14	17	19	15	18	25	19	12	14	17	9	26

Excluding those who DON'T KNOW

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

Ore Oduba	32	37	29	41	28	34	40	40	36	37	35	37	42	34	35	41	31
Louise Redknapp	13	16	19	14	6	15	17	17	14	17	19	14	14	19	18	14	18
Judge Rinder	11	13	11	14	21	14	17	9	13	15	17	15	13	12	10	12	16
Danny Mac	15	12	8	14	1	14	10	14	12	12	5	12	10	14	14	15	7
Claudia Fragapane	4	5	5	6	5	6	5	6	6	5	0	5	7	6	7	5	5
Daisy Lowe	4	5	6	4	15	5	2	5	5	5	5	5	7	2	2	3	7
Greg Rutherford	7	5	9	4	9	6	4	4	6	2	13	6	3	2	2	5	4
Ed Balls	5	4	5	4	7	2	5	4	5	2	5	2	2	5	7	2	7
Laura Whitmore	4	2	5	1	6	2	1	2	1	4	0	1	1	5	0	2	1
Anastacia	1	1	3	1	2	2	0	1	2	0	1	1	2	1	2	1	3
Lesley Joseph	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19-20 Oct	24-27 Oct	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
Who do you think is most likely to win?																	
Ore Oduba	25	35	35	35	36	33	35	36	34	37	26	34	41	35	34	41	26
Danny Mac	27	25	19	28	17	32	23	19	27	21	25	24	23	25	28	32	15
Louise Redknapp	11	7	10	5	7	8	7	5	6	7	6	7	7	7	4	5	9
Claudia Fragapane	2	3	4	2	4	2	3	4	2	4	3	3	4	2	3	3	3
Daisy Lowe	3	2	2	2	3	2	3	2	2	2	2	1	2	2	7	2	3
Judge Rinder	3	1	0	1	3	1	1	1	0	2	0	1	1	1	0	1	1
Laura Whitmore	3	1	1	1	4	1	2	0	1	1	3	1	1	0	2	1	1
Anastacia	1	1	2	0	1	0	1	2	1	1	1	0	0	2	2	1	1
Ed Balls	1	1	2	0	2	0	1	0	1	1	1	1	1	0	0	1	1
Greg Rutherford	0	1	1	1	1	2	0	0	1	1	3	1	0	0	1	1	1
Lesley Joseph	0	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	23	24	23	25	22	19	24	30	24	24	30	26	20	24	21	13	39
Excluding those who DON'T KNOW																	
Who do you think is most likely to win?																	
Ore Oduba	32	46	45	47	46	41	46	51	45	49	37	46	51	46	43	47	43
Danny Mac	35	33	25	37	22	40	30	27	36	28	36	32	29	33	35	37	25
Louise Redknapp	14	9	13	7	9	10	9	7	8	9	9	9	9	5	6	6	15
Claudia Fragapane	3	4	5	3	5	2	4	6	3	5	4	4	5	3	4	3	5
Daisy Lowe	4	3	3	3	4	2	4	3	3	3	3	1	3	3	9	2	5
Judge Rinder	4	1	0	1	4	1	1	1	0	3	0	1	1	1	0	1	2
Laura Whitmore	4	1	1	1	5	1	3	0	1	1	4	1	1	0	3	1	2
Anastacia	1	1	3	0	1	0	1	3	1	1	1	0	0	3	3	1	2
Ed Balls	1	1	3	0	3	0	1	0	1	1	1	1	1	0	0	1	2
Greg Rutherford	0	1	1	1	1	2	0	0	1	1	4	1	0	0	1	1	2
Lesley Joseph	0	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20
Oct

And who do you think performed the best last weekend?

	19-20 Oct	24-27 Oct	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
Ore Oduba	52	35	30	38	26	34	36	38	38	31	26	36	43	30	37	45	22
Danny Mac	10	16	16	17	18	15	17	17	17	16	15	18	16	17	10	22	8
Louise Redknapp	4	9	8	9	4	8	10	8	8	9	4	7	8	13	11	10	7
Judge Rinder	4	5	5	5	10	5	3	5	4	6	7	4	4	4	8	5	5
Daisy Lowe	2	4	4	4	7	3	3	5	4	4	5	5	5	3	0	4	5
Claudia Fragapane	2	3	4	3	2	4	2	4	3	3	1	3	2	5	8	4	2
Anastacia	1	1	2	1	5	1	1	2	2	1	3	0	3	2	0	2	1
Ed Balls	1	1	2	0	3	0	1	0	1	1	0	1	0	0	0	0	1
Greg Rutherford	3	1	1	1	3	1	0	0	1	1	3	1	0	0	0	1	1
Laura Whitmore	3	1	1	1	4	1	0	1	1	1	2	1	0	1	2	0	2
Lesley Joseph	2	1	1	0	0	1	0	0	0	1	0	1	1	1	1	0	1
Naga Munchetty	0	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	24	27	22	18	25	26	20	22	26	34	23	18	25	24	8	45

And who do you think performed the best last weekend?

	19-20 Oct	24-27 Oct	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
Ore Oduba	63	46	41	49	32	45	49	48	49	42	39	47	52	40	49	49	40
Danny Mac	12	21	22	22	22	20	23	21	22	22	23	23	20	23	13	24	15
Louise Redknapp	5	12	11	12	5	11	14	10	10	12	6	9	10	17	14	11	13
Judge Rinder	5	7	7	6	12	7	4	6	5	8	11	5	5	5	11	5	9
Daisy Lowe	2	5	5	5	9	4	4	6	5	5	8	6	6	4	0	4	9
Claudia Fragapane	2	4	5	4	2	5	3	5	4	4	2	4	2	7	11	4	4
Anastacia	1	1	3	1	6	1	1	3	3	1	5	0	4	3	0	2	2
Ed Balls	1	1	3	0	4	0	1	0	1	1	0	1	0	0	0	0	2
Greg Rutherford	4	1	1	1	4	1	0	0	1	1	5	1	0	0	0	1	2
Laura Whitmore	4	1	1	1	5	1	0	1	1	1	3	1	0	1	3	0	4
Lesley Joseph	2	1	1	0	0	1	0	0	0	1	0	1	1	1	1	0	2
Naga Munchetty	0	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