

## YouGov Survey Results

Sample Size: 3327 GB Adults  
Fieldwork: 20th - 22nd September 2016

|                          | EU Ref Vote 2016 |        |       |              | Vote in 2015 |     |         |      | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |
|--------------------------|------------------|--------|-------|--------------|--------------|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                          | Total            | Remain | Leave | Did not vote | Con          | Lab | Lib Dem | UKIP | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b>   | <b>3327</b>      | 1308   | 1421  | 510          | 938          | 779 | 200     | 318  | 1610   | 1717   | 386   | 1421  | 822   | 699 | 1896         | 1431 | 399    | 1105          | 715              | 802   | 306      |
| <b>Unweighted Sample</b> | <b>3327</b>      | 1596   | 1359  | 318          | 969          | 814 | 228     | 319  | 1432   | 1895   | 378   | 1274  | 841   | 834 | 2092         | 1235 | 306    | 1143          | 709              | 840   | 329      |
|                          | %                | %      | %     | %            | %            | %   | %       | %    | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

### Are you watching the current series of Strictly Come Dancing?

|                                                 |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes - I will be probably be watching all of it  | <b>16</b> | 16 | 20 | 8  | 22 | 17 | 18 | 16 | 8  | 23 | 6  | 12 | 20 | 25 | 17 | 14 | 13 | 18 | 18 | 15 | 13 |
| Yes - I will be probably be watching some of it | <b>14</b> | 16 | 14 | 13 | 16 | 15 | 20 | 13 | 13 | 16 | 10 | 14 | 16 | 16 | 16 | 12 | 12 | 14 | 17 | 12 | 17 |
| No – I probably won't be watching it            | <b>68</b> | 66 | 65 | 77 | 62 | 65 | 62 | 70 | 77 | 59 | 79 | 72 | 63 | 59 | 65 | 71 | 71 | 66 | 65 | 70 | 68 |
| Don't know                                      | <b>2</b>  | 2  | 1  | 2  | 1  | 3  | 0  | 1  | 2  | 2  | 5  | 3  | 1  | 0  | 2  | 2  | 4  | 2  | 1  | 3  | 2  |

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|--------------------------|------------------|--------|-------|--------------|--------------|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                          | Total            | Remain | Leave | Did not vote | Con          | Lab | Lib Dem | UKIP | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b>   | <b>3327</b>      | 1308   | 1421  | 510          | 938          | 779 | 200     | 318  | 1610   | 1717   | 386   | 1421  | 822   | 699 | 1896         | 1431 | 399    | 1105          | 715              | 802   | 306      |
| <b>Unweighted Sample</b> | <b>3327</b>      | 1596   | 1359  | 318          | 969          | 814 | 228     | 319  | 1432   | 1895   | 378   | 1274  | 841   | 834 | 2092         | 1235 | 306    | 1143          | 709              | 840   | 329      |
|                          | %                | %      | %     | %            | %            | %   | %       | %    | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

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

[Only asked to those respondents who said they would be watching all/some of Strictly; n=1106]

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Will Young        | <b>11</b> | 11 | 10 | 10 | 8  | 13 | 8  | 14 | 5  | 13 | 3  | 12 | 12 | 10 | 11 | 10 | 13 | 9  | 11 | 12 | 11 |
| Judge Rinder      | <b>8</b>  | 6  | 10 | 7  | 8  | 8  | 9  | 9  | 6  | 9  | 9  | 10 | 7  | 7  | 8  | 9  | 8  | 9  | 8  | 7  | 8  |
| Louise Redknapp   | <b>8</b>  | 9  | 6  | 10 | 8  | 7  | 5  | 8  | 10 | 6  | 4  | 10 | 7  | 7  | 8  | 7  | 10 | 6  | 7  | 9  | 9  |
| Naga Munchetty    | <b>5</b>  | 5  | 5  | 5  | 7  | 5  | 3  | 3  | 6  | 5  | 1  | 3  | 8  | 7  | 5  | 6  | 4  | 4  | 6  | 8  | 2  |
| Greg Rutherford   | <b>5</b>  | 6  | 4  | 4  | 6  | 6  | 9  | 1  | 5  | 5  | 10 | 7  | 4  | 3  | 5  | 4  | 6  | 6  | 4  | 4  | 3  |
| Claudia Fragapane | <b>4</b>  | 3  | 3  | 6  | 3  | 2  | 7  | 6  | 5  | 3  | 11 | 2  | 4  | 3  | 4  | 3  | 4  | 5  | 1  | 4  | 2  |
| Lesley Joseph     | <b>4</b>  | 2  | 6  | 1  | 4  | 3  | 5  | 7  | 5  | 3  | 0  | 4  | 5  | 3  | 2  | 6  | 6  | 4  | 4  | 3  | 1  |
| Danny Mac         | <b>3</b>  | 2  | 3  | 4  | 2  | 2  | 0  | 1  | 3  | 3  | 5  | 6  | 0  | 0  | 3  | 2  | 7  | 3  | 2  | 2  | 1  |
| Ed Balls          | <b>3</b>  | 4  | 2  | 3  | 1  | 7  | 3  | 0  | 4  | 2  | 5  | 3  | 2  | 2  | 4  | 2  | 8  | 4  | 0  | 1  | 4  |
| Anastacia         | <b>3</b>  | 4  | 4  | 2  | 2  | 4  | 6  | 5  | 3  | 3  | 3  | 4  | 4  | 2  | 3  | 4  | 0  | 3  | 3  | 3  | 9  |
| Ore Oduba         | <b>2</b>  | 3  | 2  | 0  | 2  | 3  | 2  | 3  | 3  | 2  | 0  | 4  | 1  | 1  | 2  | 2  | 5  | 2  | 3  | 1  | 2  |
| Laura Whitmore    | <b>2</b>  | 1  | 2  | 8  | 2  | 3  | 0  | 2  | 4  | 2  | 13 | 2  | 1  | 1  | 1  | 4  | 2  | 1  | 6  | 1  | 2  |
| Daisy Lowe        | <b>2</b>  | 2  | 1  | 4  | 2  | 2  | 3  | 1  | 3  | 1  | 4  | 2  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 2  | 2  |
| Tameka Empson     | <b>2</b>  | 2  | 3  | 3  | 2  | 1  | 1  | 0  | 1  | 3  | 5  | 3  | 1  | 1  | 2  | 3  | 3  | 2  | 3  | 1  | 0  |
| Melvin Odoom      | <b>0</b>  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  |
| Don't know        | <b>38</b> | 40 | 39 | 30 | 43 | 33 | 39 | 39 | 36 | 39 | 28 | 27 | 42 | 52 | 40 | 35 | 23 | 40 | 39 | 41 | 43 |

Excluding those who DON'T KNOW

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

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Will Young        | <b>18</b> | 18 | 16 | 14 | 14 | 19 | 13 | 23 | 8  | 21 | 4  | 16 | 21 | 21 | 18 | 15 | 17 | 15 | 18 | 20 | 19 |
| Judge Rinder      | <b>13</b> | 10 | 16 | 10 | 14 | 12 | 15 | 15 | 9  | 15 | 13 | 14 | 12 | 15 | 13 | 14 | 10 | 15 | 13 | 12 | 14 |
| Louise Redknapp   | <b>13</b> | 15 | 10 | 14 | 14 | 10 | 8  | 13 | 16 | 10 | 6  | 14 | 12 | 15 | 13 | 11 | 13 | 10 | 11 | 15 | 16 |
| Naga Munchetty    | <b>8</b>  | 8  | 8  | 7  | 12 | 7  | 5  | 5  | 9  | 8  | 1  | 4  | 14 | 15 | 8  | 9  | 5  | 7  | 10 | 14 | 4  |
| Greg Rutherford   | <b>8</b>  | 10 | 7  | 6  | 11 | 9  | 15 | 2  | 8  | 8  | 14 | 10 | 7  | 6  | 8  | 6  | 8  | 10 | 7  | 7  | 5  |
| Claudia Fragapane | <b>6</b>  | 5  | 5  | 9  | 5  | 3  | 11 | 10 | 8  | 5  | 15 | 3  | 7  | 6  | 7  | 5  | 5  | 8  | 2  | 7  | 4  |
| Lesley Joseph     | <b>6</b>  | 3  | 10 | 1  | 7  | 4  | 8  | 11 | 8  | 5  | 0  | 5  | 9  | 6  | 3  | 9  | 8  | 7  | 7  | 5  | 2  |
| Danny Mac         | <b>5</b>  | 3  | 5  | 6  | 4  | 3  | 0  | 2  | 5  | 5  | 7  | 8  | 0  | 0  | 5  | 3  | 9  | 5  | 3  | 3  | 2  |
| Ed Balls          | <b>5</b>  | 7  | 3  | 4  | 2  | 10 | 5  | 0  | 6  | 3  | 7  | 4  | 3  | 4  | 7  | 3  | 10 | 7  | 0  | 2  | 7  |
| Anastacia         | <b>5</b>  | 7  | 7  | 3  | 4  | 6  | 10 | 8  | 5  | 5  | 4  | 5  | 7  | 4  | 5  | 6  | 0  | 5  | 5  | 5  | 16 |
| Ore Oduba         | <b>3</b>  | 5  | 3  | 0  | 4  | 4  | 3  | 5  | 5  | 3  | 0  | 5  | 2  | 2  | 3  | 3  | 6  | 3  | 5  | 2  | 4  |
| Laura Whitmore    | <b>3</b>  | 2  | 3  | 11 | 4  | 4  | 0  | 3  | 6  | 3  | 18 | 3  | 2  | 2  | 2  | 6  | 3  | 2  | 10 | 2  | 4  |
| Daisy Lowe        | <b>3</b>  | 3  | 2  | 6  | 4  | 3  | 5  | 2  | 5  | 2  | 6  | 3  | 2  | 2  | 3  | 2  | 1  | 3  | 2  | 3  | 4  |
| Tameka Empson     | <b>3</b>  | 3  | 5  | 4  | 4  | 1  | 2  | 0  | 2  | 5  | 7  | 4  | 2  | 2  | 3  | 5  | 4  | 3  | 5  | 2  | 0  |
| Melvin Odoom      | <b>0</b>  | 0  | 0  | 3  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 1  | 0  | 0  | 2  | 0  | 0  | 2  | 0  | 0  | 0  |

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|--------------------------|------------------|--------|-------|--------------|--------------|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
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| <b>Weighted Sample</b>   | <b>3327</b>      | 1308   | 1421  | 510          | 938          | 779 | 200     | 318  | 1610   | 1717   | 386   | 1421  | 822   | 699 | 1896         | 1431 | 399    | 1105          | 715              | 802   | 306      |
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|                          | %                | %      | %     | %            | %            | %   | %       | %    | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

#### And who do you think is most likely to win?

[Only asked to those respondents who said they would be watching all/some of Strictly; n=1106]

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Louise Redknapp   | <b>10</b> | 12 | 9  | 9  | 10 | 10 | 12 | 10 | 10 | 10 | 11 | 12 | 10 | 7  | 10 | 9  | 7  | 12 | 9  | 11 | 8  |
| Will Young        | <b>9</b>  | 10 | 9  | 4  | 10 | 9  | 4  | 9  | 9  | 9  | 10 | 10 | 7  | 8  | 10 | 8  | 16 | 8  | 8  | 7  | 9  |
| Claudia Fragapane | <b>6</b>  | 6  | 6  | 8  | 7  | 5  | 12 | 3  | 9  | 5  | 10 | 8  | 6  | 3  | 6  | 6  | 7  | 5  | 7  | 6  | 5  |
| Daisy Lowe        | <b>4</b>  | 3  | 4  | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 7  | 2  | 5  | 5  | 5  | 3  | 2  | 6  | 4  | 3  | 1  |
| Laura Whitmore    | <b>3</b>  | 3  | 3  | 1  | 3  | 4  | 0  | 3  | 2  | 3  | 3  | 5  | 2  | 1  | 3  | 3  | 2  | 3  | 3  | 3  | 0  |
| Anastacia         | <b>3</b>  | 2  | 1  | 12 | 2  | 2  | 2  | 0  | 3  | 2  | 6  | 3  | 2  | 2  | 2  | 3  | 1  | 2  | 3  | 4  | 4  |
| Judge Rinder      | <b>2</b>  | 1  | 2  | 0  | 1  | 0  | 3  | 1  | 2  | 2  | 0  | 3  | 1  | 1  | 1  | 2  | 3  | 2  | 1  | 0  | 3  |
| Greg Rutherford   | <b>2</b>  | 1  | 3  | 2  | 2  | 3  | 4  | 0  | 4  | 1  | 5  | 2  | 3  | 0  | 2  | 2  | 3  | 2  | 2  | 3  | 2  |
| Danny Mac         | <b>1</b>  | 2  | 1  | 1  | 1  | 2  | 2  | 1  | 2  | 1  | 3  | 3  | 0  | 0  | 2  | 1  | 5  | 1  | 1  | 1  | 0  |
| Ed Balls          | <b>1</b>  | 0  | 1  | 5  | 0  | 1  | 0  | 1  | 1  | 1  | 3  | 2  | 0  | 1  | 0  | 2  | 2  | 2  | 1  | 0  | 1  |
| Ore Oduba         | <b>1</b>  | 1  | 1  | 2  | 1  | 1  | 2  | 0  | 2  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 4  |
| Lesley Joseph     | <b>1</b>  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 2  | 1  | 0  | 0  | 1  | 1  | 3  | 1  | 0  | 1  | 0  |
| Naga Munchetty    | <b>1</b>  | 1  | 2  | 0  | 1  | 2  | 1  | 2  | 2  | 1  | 0  | 0  | 1  | 3  | 1  | 2  | 0  | 2  | 0  | 3  | 0  |
| Melvin Odoom      | <b>0</b>  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  |
| Tameka Empson     | <b>0</b>  | 1  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  |
| Don't know        | <b>56</b> | 57 | 57 | 50 | 55 | 55 | 55 | 65 | 49 | 59 | 38 | 46 | 60 | 67 | 56 | 56 | 45 | 54 | 60 | 56 | 63 |

#### Excluding those who DON'T KNOW

#### And who do you think is most likely to win?

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Louise Redknapp   | <b>23</b> | 28 | 21 | 18 | 22 | 22 | 27 | 29 | 20 | 24 | 18 | 22 | 25 | 21 | 23 | 20 | 13 | 26 | 23 | 25 | 22 |
| Will Young        | <b>20</b> | 23 | 21 | 8  | 22 | 20 | 9  | 26 | 18 | 22 | 16 | 19 | 18 | 24 | 23 | 18 | 29 | 17 | 20 | 16 | 24 |
| Claudia Fragapane | <b>14</b> | 14 | 14 | 16 | 16 | 11 | 27 | 9  | 18 | 12 | 16 | 15 | 15 | 9  | 14 | 14 | 13 | 11 | 18 | 14 | 14 |
| Daisy Lowe        | <b>9</b>  | 7  | 9  | 10 | 11 | 9  | 9  | 11 | 10 | 10 | 11 | 4  | 13 | 15 | 11 | 7  | 4  | 13 | 10 | 7  | 3  |
| Laura Whitmore    | <b>7</b>  | 7  | 7  | 2  | 7  | 9  | 0  | 9  | 4  | 7  | 5  | 9  | 5  | 3  | 7  | 7  | 4  | 7  | 8  | 7  | 0  |
| Anastacia         | <b>7</b>  | 5  | 2  | 24 | 4  | 4  | 4  | 0  | 6  | 5  | 10 | 6  | 5  | 6  | 5  | 7  | 2  | 4  | 8  | 9  | 11 |
| Judge Rinder      | <b>5</b>  | 2  | 5  | 0  | 2  | 0  | 7  | 3  | 4  | 5  | 0  | 6  | 3  | 3  | 2  | 5  | 5  | 4  | 3  | 0  | 8  |
| Greg Rutherford   | <b>5</b>  | 2  | 7  | 4  | 4  | 7  | 9  | 0  | 8  | 2  | 8  | 4  | 8  | 0  | 5  | 5  | 5  | 4  | 5  | 7  | 5  |
| Danny Mac         | <b>2</b>  | 5  | 2  | 2  | 2  | 4  | 4  | 3  | 4  | 2  | 5  | 6  | 0  | 0  | 5  | 2  | 9  | 2  | 3  | 2  | 0  |
| Ed Balls          | <b>2</b>  | 0  | 2  | 10 | 0  | 2  | 0  | 3  | 2  | 2  | 5  | 4  | 0  | 3  | 0  | 5  | 4  | 4  | 3  | 0  | 3  |
| Ore Oduba         | <b>2</b>  | 2  | 2  | 4  | 2  | 2  | 4  | 0  | 4  | 0  | 2  | 2  | 3  | 0  | 2  | 2  | 2  | 2  | 3  | 0  | 11 |
| Lesley Joseph     | <b>2</b>  | 2  | 0  | 0  | 2  | 2  | 0  | 3  | 2  | 2  | 3  | 2  | 0  | 0  | 2  | 2  | 5  | 2  | 0  | 2  | 0  |
| Naga Munchetty    | <b>2</b>  | 2  | 5  | 0  | 2  | 4  | 2  | 6  | 4  | 2  | 0  | 0  | 3  | 9  | 2  | 5  | 0  | 4  | 0  | 7  | 0  |
| Melvin Odoom      | <b>0</b>  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 4  | 0  | 0  | 0  | 0  |
| Tameka Empson     | <b>0</b>  | 2  | 2  | 0  | 2  | 2  | 0  | 0  | 2  | 0  | 0  | 2  | 0  | 0  | 2  | 0  | 0  | 2  | 0  | 0  | 0  |