

## YouGov Survey Results

Sample Size: 1608 GB Adults  
Fieldwork: 19th - 20th 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>	<b>1608</b>	<b>778</b>	<b>830</b>	<b>187</b>	<b>687</b>	<b>397</b>	<b>338</b>	<b>917</b>	<b>691</b>	<b>193</b>	<b>534</b>	<b>346</b>	<b>388</b>	<b>148</b>	<b>251</b>	<b>194</b>
Unweighted Sample	1608	685	923	163	621	417	407	1019	589	159	562	345	398	144	288	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 Oct	19-20 Oct															
<b>Did you watch Strictly Come Dancing, last weekend?</b>																	
Yes - I watched all of it	16	16	7	23	1	11	18	29	15	16	14	15	16	18	12	100	0
Yes - I watched some of it	12	12	12	13	9	11	13	15	12	12	5	14	13	13	9	0	100
No - I didn't watch any of it	69	71	80	63	84	77	68	55	71	71	81	70	70	68	76	0	0
Don't know	2	1	1	1	5	1	1	0	1	1	0	1	1	1	2	0	0

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

12-14  
Oct

19-20  
Oct

[The remaining questions were only asked to respondents who watched all/some of Strictly; n=496]

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

Ore Oduba	6	27	21	30	34	23	32	27	33	20	36	31	22	28	17	35	18
Danny Mac	15	13	5	17	0	11	16	15	11	16	11	12	10	16	21	17	9
Louise Redknapp	15	11	14	10	7	11	8	14	11	11	12	13	7	12	10	11	11
Judge Rinder	14	9	5	10	12	12	9	5	7	10	5	7	10	7	22	6	12
Greg Rutherford	7	6	5	6	7	8	6	4	5	7	4	6	10	3	8	7	5
Ed Balls	5	4	7	2	9	4	2	3	4	4	1	4	7	2	0	1	7
Lesley Joseph	2	4	1	5	3	2	4	4	3	4	12	2	4	2	8	4	3
Laura Whitmore	3	3	8	1	0	7	0	2	2	4	0	3	6	2	0	2	5
Claudia Fragapane	7	3	5	2	0	3	3	4	3	3	0	5	2	2	5	3	3
Daisy Lowe	3	3	4	2	4	2	3	4	3	2	4	3	2	3	2	4	2
Anastacia	2	1	2	1	10	1	1	1	1	2	0	1	0	3	2	1	2
Naga Munchetty	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	19	16	21	13	13	16	15	17	15	17	15	13	20	19	5	10	23

Excluding those who DON'T KNOW

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

Ore Oduba	7	32	27	34	39	27	38	33	39	24	42	36	28	35	18	39	23
Danny Mac	19	15	6	20	0	13	19	18	13	19	13	14	13	20	22	19	12
Louise Redknapp	19	13	18	11	8	13	9	17	13	13	14	15	9	15	11	12	14
Judge Rinder	17	11	6	11	14	14	11	6	8	12	6	8	13	9	23	7	16
Greg Rutherford	9	7	6	7	8	10	7	5	6	8	5	7	13	4	8	8	6
Ed Balls	6	5	9	2	10	5	2	4	5	5	1	5	9	2	0	1	9
Lesley Joseph	2	5	1	6	3	2	5	5	4	5	14	2	5	2	8	4	4
Laura Whitmore	4	4	10	1	0	8	0	2	2	5	0	3	8	2	0	2	6
Claudia Fragapane	9	4	6	2	0	4	4	5	4	4	0	6	3	2	5	3	4
Daisy Lowe	4	4	5	2	5	2	4	5	4	2	5	3	3	4	2	4	3
Anastacia	2	1	3	1	11	1	1	1	1	2	0	1	0	4	2	1	3
Naga Munchetty	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		12-14 Oct	19-20 Oct															
<b>Who do you think is most likely to win?</b>																		
	Danny Mac	30	27	21	29	7	29	27	27	29	24	35	25	21	31	29	38	12
	Ore Oduba	2	25	23	26	15	22	30	25	26	24	24	28	23	22	28	30	18
	Louise Redknapp	15	11	10	12	17	11	7	13	10	13	11	13	9	8	17	10	12
	Judge Rinder	5	3	3	3	9	4	2	2	2	4	0	3	4	2	7	1	6
	Laura Whitmore	2	3	8	1	3	6	2	1	3	3	0	3	5	2	3	1	6
	Daisy Lowe	8	3	2	4	3	3	5	2	4	2	9	3	4	1	2	3	3
	Claudia Fragapane	3	2	3	1	0	1	2	2	2	2	2	2	3	1	2	1	2
	Ed Balls	1	1	3	1	23	0	1	0	0	3	0	2	0	3	0	1	1
	Anastacia	1	1	2	1	0	2	1	1	1	2	3	1	0	1	2	0	2
	Lesley Joseph	0	0	1	0	0	1	0	0	0	1	0	0	0	2	0	1	0
	Greg Rutherford	3	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
	Naga Munchetty	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	29	23	24	22	23	21	24	24	23	23	16	19	32	27	10	13	36

**Excluding those who DON'T KNOW**

<b>Who do you think is most likely to win?</b>																		
	Danny Mac	42	35	28	37	9	37	36	36	38	31	42	31	31	42	32	44	19
	Ore Oduba	3	32	30	33	19	28	39	33	34	31	29	35	34	30	31	34	28
	Louise Redknapp	21	14	13	15	22	14	9	17	13	17	13	16	13	11	19	11	19
	Judge Rinder	7	4	4	4	12	5	3	3	3	5	0	4	6	3	8	1	9
	Laura Whitmore	3	4	11	1	4	8	3	1	4	4	0	4	7	3	3	1	9
	Daisy Lowe	11	4	3	5	4	4	7	3	5	3	11	4	6	1	2	3	5
	Claudia Fragapane	4	3	4	1	0	1	3	3	3	3	2	2	4	1	2	1	3
	Ed Balls	1	1	4	1	30	0	1	0	0	4	0	2	0	4	0	1	2
	Anastacia	1	1	3	1	0	3	1	1	1	3	4	1	0	1	2	0	3
	Lesley Joseph	0	0	1	0	0	1	0	0	0	1	0	0	0	3	0	1	0
	Greg Rutherford	4	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
	Naga Munchetty	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

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

**12-14 Oct**  
**19-20 Oct**

**And who do you think performed the best last weekend?**

Ore Oduba	9	<b>52</b>	42	57	40	50	59	51	55	49	55	56	50	51	45	67	33
Danny Mac	24	<b>10</b>	7	12	4	8	9	15	10	11	8	12	7	7	28	13	7
Judge Rinder	4	<b>4</b>	4	3	12	4	2	3	3	4	3	3	5	3	7	2	5
Louise Redknapp	8	<b>4</b>	2	5	0	4	3	5	3	5	13	4	1	4	2	3	4
Laura Whitmore	2	<b>3</b>	8	0	0	6	0	2	2	4	0	3	4	2	0	2	4
Greg Rutherford	4	<b>3</b>	3	2	14	2	2	2	2	4	0	2	3	4	0	2	3
Claudia Fragapane	9	<b>2</b>	2	2	0	3	1	1	2	2	0	2	3	2	0	1	3
Lesley Joseph	1	<b>2</b>	0	2	0	1	4	1	2	1	6	0	1	2	2	2	1
Daisy Lowe	3	<b>2</b>	3	1	0	0	3	2	2	1	1	0	3	2	1	1	3
Ed Balls	3	<b>1</b>	2	1	0	3	0	1	1	2	0	0	3	1	2	0	2
Anastacia	0	<b>1</b>	2	1	0	1	1	2	1	2	0	1	1	2	2	0	3
Naga Munchetty	1	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	1	0	1	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
Don't know	24	<b>17</b>	26	13	31	19	16	14	18	15	12	17	18	20	10	5	33

**Excluding those who DON'T KNOW**

**And who do you think performed the best last weekend?**

Ore Oduba	12	<b>63</b>	57	66	58	62	70	59	67	58	63	67	61	64	50	71	49
Danny Mac	32	<b>12</b>	9	14	6	10	11	17	12	13	9	14	9	9	31	14	10
Judge Rinder	5	<b>5</b>	5	3	17	5	2	3	4	5	3	4	6	4	8	2	7
Louise Redknapp	11	<b>5</b>	3	6	0	5	4	6	4	6	15	5	1	5	2	3	6
Laura Whitmore	3	<b>4</b>	11	0	0	7	0	2	2	5	0	4	5	3	0	2	6
Greg Rutherford	5	<b>4</b>	4	2	20	2	2	2	2	5	0	2	4	5	0	2	4
Claudia Fragapane	12	<b>2</b>	3	2	0	4	1	1	2	2	0	2	4	3	0	1	4
Lesley Joseph	1	<b>2</b>	0	2	0	1	5	1	2	1	7	0	1	3	2	2	1
Daisy Lowe	4	<b>2</b>	4	1	0	0	4	2	2	1	1	0	4	3	1	1	4
Ed Balls	4	<b>1</b>	3	1	0	4	0	1	1	2	0	0	4	1	2	0	3
Anastacia	0	<b>1</b>	3	1	0	1	1	2	1	2	0	1	1	3	2	0	4
Naga Munchetty	1	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	1	0	1	0
Will Young	8	<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	3	<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