

YouGov Survey Results

Sample Size: 3353 GB Adults
Fieldwork: 8th - 10th November 2016

	Gender		Age				Social Grade		Region					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	3353	1623	1730	389	1432	828	704	1911	1442	402	1113	721	808	308	601	378
Unweighted Sample	3353	1475	1878	380	1326	853	792	2053	1300	278	1167	751	843	314	652	394
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	31st Oct- 2 Nov	8-10 Nov															
Did you watch Strictly Come Dancing, last weekend?																	
Yes - I watched all of it	17	18	11	25	6	11	24	31	19	17	14	22	17	16	17	100	0
Yes - I watched some of it	13	11	10	12	7	11	12	13	12	10	9	10	14	11	12	0	100
No – I didn't watch any of it	69	70	78	62	84	76	63	56	69	71	75	67	68	71	71	0	0
Don't know	2	1	1	1	4	1	1	0	1	2	2	1	1	1	0	0	0

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31st Oct-
2 Nov
**8-10
Nov**

[The following questions were only asked to those who watched all/some of Strictly; n=1046]

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

Louise Redknapp	14	23	26	21	12	24	21	25	22	23	25	23	23	22	21	25	20
Ore Oduba	23	17	15	18	29	19	17	14	18	16	18	22	14	14	13	19	14
Judge Rinder	13	14	9	17	12	15	16	12	12	18	13	12	16	18	12	12	17
Danny Mac	10	13	7	17	17	12	15	13	13	14	15	15	8	12	19	16	8
Claudia Fragapane	8	7	9	6	5	8	6	6	7	6	4	6	8	9	3	8	5
Ed Balls	5	5	8	4	8	4	6	5	6	3	8	3	6	6	4	4	6
Greg Rutherford	5	4	3	4	4	4	2	4	4	3	6	4	3	4	3	4	4
Daisy Lowe	3	4	7	2	5	4	3	5	4	4	1	6	3	3	7	4	4
Laura Whitmore	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	N/A	N/A
Don't know	17	13	15	12	10	10	14	15	13	13	11	9	18	11	19	7	22

Excluding those who DON'T KNOW

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

Louise Redknapp	17	26	31	24	13	27	24	29	25	26	28	25	28	25	26	27	26
Ore Oduba	28	20	18	20	32	21	20	16	21	18	20	24	17	16	16	20	18
Judge Rinder	16	16	11	19	13	17	19	14	14	21	15	13	20	20	15	13	22
Danny Mac	12	15	8	19	19	13	17	15	15	16	17	16	10	13	23	17	10
Claudia Fragapane	10	8	11	7	6	9	7	7	8	7	4	7	10	10	4	9	6
Ed Balls	6	6	9	5	9	4	7	6	7	3	9	3	7	7	5	4	8
Greg Rutherford	6	5	4	5	4	4	2	5	5	3	7	4	4	4	4	4	5
Daisy Lowe	4	5	8	2	6	4	3	6	5	5	1	7	4	3	9	4	5
Laura Whitmore	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	N/A	N/A

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

	31st Oct-2 Nov	8-10 Nov															
Who do you think is most likely to win?																	
Danny Mac	21	32	24	37	19	36	34	29	31	34	38	31	30	33	36	41	19
Louise Redknapp	11	24	27	22	15	22	26	26	25	22	21	27	22	23	18	25	22
Ore Oduba	23	12	15	10	22	14	9	10	12	11	8	12	9	16	11	12	11
Judge Rinder	3	4	4	3	15	3	3	3	3	5	1	4	5	3	3	3	5
Ed Balls	1	3	4	2	3	3	2	3	3	2	4	3	3	2	4	1	6
Claudia Fragapane	5	3	4	2	2	3	2	3	2	3	6	1	4	2	4	2	4
Greg Rutherford	1	1	2	1	1	1	2	0	1	1	0	2	1	0	0	1	1
Daisy Lowe	2	1	2	1	4	1	1	1	2	1	0	2	2	1	2	1	2
Laura Whitmore	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	N/A	N/A
Don't know	30	20	18	22	19	17	20	24	20	21	21	18	24	20	21	14	30

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

Danny Mac	30	40	29	47	23	43	43	38	39	43	48	38	39	41	46	48	27
Louise Redknapp	16	30	33	28	19	27	33	34	31	28	27	33	29	29	23	29	31
Ore Oduba	33	15	18	13	27	17	11	13	15	14	10	15	12	20	14	14	16
Judge Rinder	4	5	5	4	19	4	4	4	4	6	1	5	7	4	4	3	7
Ed Balls	1	4	5	3	4	4	3	4	4	3	5	4	4	3	5	1	9
Claudia Fragapane	7	4	5	3	2	4	3	4	3	4	8	1	5	3	5	2	6
Greg Rutherford	1	1	2	1	1	1	3	0	1	1	0	2	1	0	0	1	1
Daisy Lowe	3	1	2	1	5	1	1	1	3	1	0	2	3	1	3	1	3
Laura Whitmore	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

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

31st Oct-
2 Nov **8-10
Nov**

And who do you think performed the best last weekend?

Louise Redknapp	16	46	44	46	27	45	47	47	46	45	47	48	44	46	38	56	30
Danny Mac	3	13	9	15	16	13	14	11	14	12	12	15	11	10	15	15	9
Judge Rinder	8	6	3	7	13	4	5	8	5	7	4	6	7	6	6	6	6
Ore Oduba	8	5	7	4	12	6	5	3	5	5	1	4	5	7	6	5	5
Claudia Fragapane	23	5	5	5	0	5	5	4	5	4	3	4	5	6	5	5	4
Daisy Lowe	4	4	6	3	1	4	4	5	3	5	6	4	4	5	1	4	4
Ed Balls	4	3	4	2	2	2	3	3	2	3	8	2	1	3	3	2	4
Greg Rutherford	2	2	3	2	10	3	2	1	2	3	3	2	3	1	3	1	4
Laura Whitmore	7	1	2	1	3	1	1	2	1	1	1	2	1	1	2	2	1
Anastacia	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	25	15	18	14	17	15	15	16	16	15	14	13	18	14	21	5	32

Excluding those who DON'T KNOW

And who do you think performed the best last weekend?

Louise Redknapp	21	54	54	53	33	53	55	56	55	53	55	55	54	53	48	59	44
Danny Mac	4	15	11	17	19	15	16	13	17	14	14	17	13	12	19	16	13
Judge Rinder	11	7	4	8	16	5	6	10	6	8	5	7	9	7	8	6	9
Ore Oduba	11	6	9	5	14	7	6	4	6	6	1	5	6	8	8	5	7
Claudia Fragapane	31	6	6	6	0	6	6	5	6	5	3	5	6	7	6	5	6
Daisy Lowe	5	5	7	3	1	5	5	6	4	6	7	5	5	6	1	4	6
Ed Balls	5	4	5	2	2	2	4	4	2	4	9	2	1	3	4	2	6
Greg Rutherford	3	2	4	2	12	4	2	1	2	4	3	2	4	1	4	1	6
Laura Whitmore	9	1	2	1	4	1	1	2	1	1	1	2	1	1	3	2	1
Anastacia	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