

YouGov Survey Results

Sample Size: 3399 GB Adults
Fieldwork: 14th - 16th November 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	3399	1645	1754	394	1451	840	714	1937	1462	408	1128	731	819	313	625	396
Unweighted Sample	3399	1492	1907	393	1406	860	740	2055	1344	310	1200	747	849	293	670	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

8-10
Nov

14-16
Nov

Did you watch Strictly Come Dancing, last weekend?

Yes - I watched all of it	18	18	11	25	6	13	23	32	19	17	17	19	18	19	17	100	0
Yes - I watched some of it	11	12	11	12	9	11	13	13	12	11	11	12	13	11	11	0	100
No – I didn't watch any of it	70	69	76	62	82	74	64	55	67	70	70	68	68	69	71	0	0
Don't know	1	1	1	1	2	2	0	0	1	1	2	1	2	1	1	0	0

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8-10
Nov

[The following questions were only asked to those who watched all/some of Strictly; n=1079]

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

	8-10 Nov	14-16 Nov	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
Louise Redknapp	23	25	29	22	13	23	26	26	25	24	18	26	25	24	26	27	20
Ore Oduba	17	16	14	18	23	17	16	15	17	15	22	16	12	17	17	18	13
Danny Mac	13	15	9	18	16	14	15	15	15	15	18	13	11	18	17	18	10
Judge Rinder	14	11	7	13	8	11	11	12	9	14	13	11	15	9	6	9	14
Ed Balls	5	9	11	8	8	10	9	7	9	9	11	9	9	7	10	7	12
Claudia Fragapane	7	7	8	7	13	7	4	9	8	7	4	10	5	8	7	9	5
Greg Rutherford	4	3	4	3	4	4	3	3	4	2	2	3	5	3	5	3	5
Daisy Lowe	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	13	14	17	12	14	13	16	13	13	15	13	12	18	14	12	9	21

Excluding those who DON'T KNOW

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

	8-10 Nov	14-16 Nov	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
Louise Redknapp	26	29	35	25	15	26	31	30	29	28	21	30	30	28	30	30	25
Ore Oduba	20	19	17	20	27	20	19	17	20	18	25	18	15	20	19	20	16
Danny Mac	15	17	11	20	19	16	18	17	17	18	21	15	13	21	19	20	13
Judge Rinder	16	13	8	15	9	13	13	14	10	16	15	13	18	10	7	10	18
Ed Balls	6	10	13	9	9	11	11	8	10	11	13	10	11	8	11	8	15
Claudia Fragapane	8	8	10	8	15	8	5	10	9	8	5	11	6	9	8	10	6
Greg Rutherford	5	3	5	3	5	5	4	3	5	2	2	3	6	3	6	3	6
Daisy Lowe	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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		8-10 Nov	14-16 Nov	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?																		
	Danny Mac	32	30	25	32	24	31	30	29	29	31	35	32	25	29	26	36	19
	Louise Redknapp	24	24	27	22	24	20	28	26	23	27	25	24	24	23	25	24	24
	Ore Oduba	12	12	11	13	14	17	8	12	13	11	11	11	13	14	14	12	13
	Claudia Fragapane	3	4	4	4	7	3	4	4	4	3	3	5	4	3	4	4	3
	Ed Balls	3	3	3	4	5	2	4	5	3	4	2	3	3	4	5	4	3
	Judge Rinder	4	2	3	2	0	4	1	2	2	3	4	3	2	1	3	2	3
	Greg Rutherford	1	1	3	1	4	1	1	1	1	1	2	1	2	0	3	1	2
	Daisy Lowe	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	20	23	24	22	23	22	24	22	24	21	18	21	26	25	20	17	32
Excluding those who DON'T KNOW																		
Who do you think is most likely to win?																		
	Danny Mac	40	39	33	41	31	40	39	37	38	39	43	41	34	39	33	43	28
	Louise Redknapp	30	31	36	28	31	26	37	33	30	34	30	30	32	31	31	29	35
	Ore Oduba	15	16	14	17	18	22	11	15	17	14	13	14	18	19	18	14	19
	Claudia Fragapane	4	5	5	5	9	4	5	5	5	4	4	6	5	4	5	5	4
	Ed Balls	4	4	4	5	6	3	5	6	4	5	2	4	4	5	6	5	4
	Judge Rinder	5	3	4	3	0	5	1	3	3	4	5	4	3	1	4	2	4
	Greg Rutherford	1	1	4	1	5	1	1	1	1	1	2	1	3	0	4	1	3
	Daisy Lowe	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

8-10
Nov
**14-16
Nov**

And who do you think performed the best last weekend?

Louise Redknapp	46	26	22	28	21	25	24	29	26	26	27	26	28	25	19	30	18
Danny Mac	13	23	20	24	19	22	25	23	25	20	26	20	19	27	29	26	17
Claudia Fragapane	5	9	9	8	13	8	8	9	8	9	12	10	7	7	6	12	4
Ed Balls	3	8	8	8	13	9	7	6	8	8	6	5	9	8	14	8	7
Ore Oduba	5	8	6	9	6	6	11	7	8	8	5	8	8	8	9	8	7
Judge Rinder	6	5	3	6	4	5	4	5	4	6	8	5	3	4	4	4	6
Greg Rutherford	2	2	3	2	2	3	2	3	3	2	1	3	3	2	3	3	2
Daisy Lowe	4	2	4	1	1	2	1	3	2	2	1	3	3	1	0	2	2
Laura Whitmore	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	15	18	24	15	22	20	18	15	18	19	15	20	19	17	16	6	37

Excluding those who DON'T KNOW

And who do you think performed the best last weekend?

Louise Redknapp	54	32	29	33	27	31	29	34	32	32	32	33	35	30	23	32	29
Danny Mac	15	28	26	28	24	28	30	27	30	25	31	25	23	33	35	28	27
Claudia Fragapane	6	11	12	9	17	10	10	11	10	11	14	13	9	8	7	13	6
Ed Balls	4	10	11	9	17	11	9	7	10	10	7	6	11	10	17	9	11
Ore Oduba	6	10	8	11	8	8	13	8	10	10	6	10	10	10	11	9	11
Judge Rinder	7	6	4	7	5	6	5	6	5	7	9	6	4	5	5	4	10
Greg Rutherford	2	2	4	2	3	4	2	4	4	2	1	4	4	2	4	3	3
Daisy Lowe	5	2	5	1	1	3	1	4	2	2	1	4	4	1	0	2	3
Laura Whitmore	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

Taking everything into account do you think Ed Balls does or does not deserve to have got this far in the competition?

[n=532]

Does deserve to have got this far	47	35	53	66	50	45	42	48	44	49	50	44	44	43	50	41
Does not deserve to have got this far	41	50	37	26	32	44	51	41	43	40	39	38	48	43	44	37
Don't know	12	15	10	8	18	12	7	11	13	11	11	17	8	14	6	22