

YouGov Survey Results

Sample Size: 3764 GB Adults
Fieldwork: 26th - 29th September 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 3764	1822	1942	437	1607	930	790	2145	1619	452	1250	809	907	346	543	466
Unweighted Sample 3764	1649	2115	403	1531	948	882	2323	1441	406	1295	808	894	361	596	481
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you watch Strictly Come Dancing, last weekend?

Yes - I watched all of it	14	8	20	7	10	19	21	15	14	10	16	16	15	12	100	0
Yes - I watched some of it	12	10	15	10	11	14	16	13	11	11	13	14	10	12	0	100
No – I didn't watch any of it	71	80	62	78	75	66	63	70	72	75	69	68	72	75	0	0
Don't know	3	2	3	5	4	1	1	2	3	5	2	2	3	2	0	0

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

20-22
Sept

26-29
Sept

[The following questions were only asked to respondents who watched all/some of Strictly; n=1077]

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

Judge Rinder	8	16	10	18	11	17	15	16	14	19	15	19	15	12	16	16	16
Louise Redknapp	8	9	12	8	11	9	9	9	9	10	9	8	12	9	8	11	8
Will Young	11	9	8	10	5	13	8	7	11	7	8	8	11	10	9	9	9
Danny Mac	3	6	5	7	8	11	5	2	5	8	4	6	5	7	13	8	5
Greg Rutherford	5	6	4	7	7	6	6	5	5	7	6	5	4	7	7	6	5
Naga Munchetty	5	6	10	4	3	2	9	8	7	5	5	7	5	6	6	6	6
Ore Oduba	2	4	4	3	7	5	3	2	4	3	2	4	4	2	6	5	2
Anastacia	3	3	3	3	4	4	1	3	3	2	1	3	4	4	1	3	3
Claudia Fragapane	4	3	3	2	6	2	2	3	3	2	5	2	3	3	3	2	4
Daisy Lowe	2	3	4	2	0	2	3	3	3	2	3	1	5	2	1	3	2
Tameka Empson	2	3	3	3	7	3	3	1	3	3	5	3	3	3	2	3	3
Laura Whitmore	2	2	4	2	7	3	1	1	3	1	0	3	2	3	3	2	3
Lesley Joseph	4	2	1	2	0	2	2	2	1	2	1	2	1	2	1	2	1
Ed Balls	3	1	2	1	5	2	1	0	2	1	7	1	1	1	2	1	2
Melvin Odoom	0	0	1	0	0	0	1	0	0	0	0	0	1	1	0	1	0
Don't know	38	27	28	27	18	18	30	36	27	28	29	28	25	29	21	23	32

Excluding those who DON'T KNOW

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

Judge Rinder	13	22	14	25	13	21	21	25	19	26	21	26	20	17	20	21	24
Louise Redknapp	13	12	17	11	13	11	13	14	12	14	13	11	16	13	10	14	12
Will Young	18	12	11	14	6	16	11	11	15	10	11	11	15	14	11	12	13
Danny Mac	5	8	7	10	10	13	7	3	7	11	6	8	7	10	16	10	7
Greg Rutherford	8	8	6	10	9	7	9	8	7	10	8	7	5	10	9	8	7
Naga Munchetty	8	8	14	5	4	2	13	13	10	7	7	10	7	8	8	8	9
Ore Oduba	3	5	6	4	9	6	4	3	5	4	3	6	5	3	8	6	3
Anastacia	5	4	4	4	5	5	1	5	4	3	1	4	5	6	1	4	4
Claudia Fragapane	6	4	4	3	7	2	3	5	4	3	7	3	4	4	4	3	6
Daisy Lowe	3	4	6	3	0	2	4	5	4	3	4	1	7	3	1	4	3
Tameka Empson	3	4	4	4	9	4	4	2	4	4	7	4	4	4	3	4	4
Laura Whitmore	3	3	6	3	9	4	1	2	4	1	0	4	3	4	4	3	4
Lesley Joseph	6	3	1	3	0	2	3	3	1	3	1	3	1	3	1	3	1
Ed Balls	5	1	3	1	6	2	1	0	3	1	10	1	1	1	3	1	3
Melvin Odoom	0	0	1	0	0	0	1	0	0	0	0	0	1	1	0	1	0

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

	20-22 Sept	26-29 Sept															
Who do you think is most likely to win?																	
Louise Redknapp	10	11	10	12	7	13	9	14	11	12	4	11	12	14	11	13	9
Danny Mac	1	10	9	10	5	14	11	5	10	8	8	9	10	10	14	13	5
Will Young	9	9	8	9	6	9	11	7	8	10	5	10	7	9	11	10	8
Daisy Lowe	4	8	8	8	8	8	9	6	9	6	7	9	7	8	5	9	7
Claudia Fragapane	6	4	5	3	4	4	3	4	3	4	3	4	3	3	6	3	4
Greg Rutherford	2	4	6	3	7	5	4	2	4	3	10	3	4	3	1	4	4
Judge Rinder	2	4	7	3	3	4	3	7	4	4	4	4	6	3	3	4	5
Laura Whitmore	3	4	3	4	10	5	2	2	3	5	2	2	4	4	9	4	4
Anastacia	3	2	1	2	3	1	3	1	2	1	6	1	2	1	1	2	2
Ed Balls	1	1	2	1	3	2	0	0	1	2	2	1	0	1	1	1	1
Lesley Joseph	1	1	0	1	5	0	1	1	1	2	1	1	1	1	0	1	1
Naga Munchetty	1	1	1	1	1	0	1	2	1	1	1	0	1	1	3	1	1
Ore Oduba	1	1	3	1	3	2	1	1	2	1	0	2	1	2	1	2	1
Melvin Odoom	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Tameka Empson	0	0	1	0	3	0	0	0	1	0	1	1	0	0	0	0	1
Don't know	56	40	37	42	33	32	43	49	40	41	47	40	41	39	34	34	48
Excluding those who DON'T KNOW																	
Who do you think is most likely to win?																	
Louise Redknapp	23	18	16	21	10	19	16	27	18	20	8	18	20	23	17	20	17
Danny Mac	2	17	14	17	7	21	19	10	17	14	15	15	17	16	21	20	10
Will Young	20	15	13	16	9	13	19	14	13	17	9	17	12	15	17	15	15
Daisy Lowe	9	13	13	14	12	12	16	12	15	10	13	15	12	13	8	14	13
Claudia Fragapane	14	7	8	5	6	6	5	8	5	7	6	7	5	5	9	5	8
Greg Rutherford	5	7	10	5	10	7	7	4	7	5	19	5	7	5	2	6	8
Judge Rinder	5	7	11	5	4	6	5	14	7	7	8	7	10	5	5	6	10
Laura Whitmore	7	7	5	7	15	7	4	4	5	8	4	3	7	7	14	6	8
Anastacia	7	3	2	3	4	1	5	2	3	2	11	2	3	2	2	3	4
Ed Balls	2	2	3	2	4	3	0	0	2	3	4	2	0	2	2	2	2
Lesley Joseph	2	2	0	2	7	0	2	2	2	3	2	2	2	2	0	2	2
Naga Munchetty	2	2	2	2	1	0	2	4	2	2	2	0	2	2	5	2	2
Ore Oduba	2	2	5	2	4	3	2	2	3	2	0	3	2	3	2	3	2
Melvin Odoom	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Tameka Empson	0	0	2	0	4	0	0	0	2	0	2	2	0	0	0	0	2

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

And who do you think performed the best last weekend?

Danny Mac	16	10	20	14	19	20	10	16	18	13	16	17	17	20	23	8
Judge Rinder	15	14	16	8	13	16	19	15	16	17	16	15	13	14	17	13
Louise Redknapp	13	11	14	6	13	12	15	13	12	9	11	13	17	14	15	9
Daisy Lowe	7	9	6	6	6	8	6	7	6	7	6	9	7	6	8	6
Will Young	6	6	6	4	8	5	5	7	4	5	6	5	7	7	6	5
Greg Rutherford	4	4	4	9	4	3	3	4	4	5	3	4	5	1	4	4
Laura Whitmore	3	6	2	8	3	1	4	3	4	2	4	3	2	2	3	3
Ore Oduba	2	2	2	2	1	3	2	3	1	3	2	2	1	5	2	2
Anastacia	2	1	2	5	1	3	2	2	2	2	2	3	2	0	2	2
Claudia Fragapane	2	2	2	6	2	1	2	2	2	1	2	2	2	3	3	1
Naga Munchetty	2	2	2	3	1	2	3	1	3	0	4	2	1	2	2	2
Ed Balls	1	1	0	1	1	1	0	0	1	2	1	0	1	0	1	1
Melvin Odoom	1	2	0	0	1	1	0	1	1	1	1	1	1	0	0	1
Lesley Joseph	1	1	0	0	1	1	0	1	1	0	1	1	0	0	1	0
Tameka Empson	1	2	1	2	1	0	1	1	1	4	1	1	0	1	1	1
Don't know	25	28	24	26	25	22	28	25	25	29	26	24	23	26	12	40

Excluding those who DON'T KNOW

And who do you think performed the best last weekend?

Danny Mac	21	14	26	19	25	26	14	21	24	18	22	22	22	27	26	13
Judge Rinder	20	19	21	11	17	21	26	20	21	24	22	20	17	19	19	22
Louise Redknapp	17	15	18	8	17	15	21	17	16	13	15	17	22	19	17	15
Daisy Lowe	9	13	8	8	8	10	8	9	8	10	8	12	9	8	9	10
Will Young	8	8	8	5	11	6	7	9	5	7	8	7	9	9	7	8
Greg Rutherford	5	6	5	12	5	4	4	5	5	7	4	5	6	1	5	7
Laura Whitmore	4	8	3	11	4	1	6	4	5	3	5	4	3	3	3	5
Ore Oduba	3	3	3	3	1	4	3	4	1	4	3	3	1	7	2	3
Anastacia	3	1	3	7	1	4	3	3	3	3	3	4	3	0	2	3
Claudia Fragapane	3	3	3	8	3	1	3	3	3	1	3	3	3	4	3	2
Naga Munchetty	3	3	3	4	1	3	4	1	4	0	5	3	1	3	2	3
Ed Balls	1	1	0	1	1	1	0	0	1	3	1	0	1	0	1	2
Melvin Odoom	1	3	0	0	1	1	0	1	1	1	1	1	1	0	0	2
Lesley Joseph	1	1	0	0	1	1	0	1	1	0	1	1	0	0	1	0
Tameka Empson	1	3	1	3	1	0	1	1	1	6	1	1	0	1	1	2