

## YouGov Survey Results

Sample Size: 3194 GB Adults  
Fieldwork: 5th - 7th December 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>3194</b>	1546	1648	371	1364	789	671	1821	1373	383	1060	687	770	294	593	328
<b>Unweighted Sample</b>	<b>3194</b>	1344	1850	299	1223	841	831	1990	1204	319	1120	692	779	284	692	358
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	28-30 Nov	5-7 Dec	Gender		Age				Social Grade		Region					Did you watch Strictly?	
<b>Did you watch Strictly Come Dancing, last weekend?</b>																	
Yes - I watched all of it	19	19	11	25	7	12	24	33	19	17	15	19	20	18	19	100	0
Yes - I watched some of it	11	10	9	12	8	10	10	12	11	9	12	11	10	9	11	0	100
No - I didn't watch any of it	69	70	79	62	80	77	65	56	69	72	71	68	69	73	69	0	0
Don't know	1	1	1	1	5	1	1	0	1	2	2	2	1	1	1	0	0

*[The following questions were only asked to those who watched all/some of Strictly; n=1050]*

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

Louise Redknapp	30	34	39	31	21	32	33	40	37	30	27	30	39	42	26	37	29
Danny Mac	28	28	24	30	31	30	31	23	27	29	26	30	27	26	30	32	21
Ore Oduba	14	11	7	14	8	12	15	8	11	13	12	11	14	7	16	12	10
Claudia Fragapane	7	11	12	11	16	11	8	14	12	10	19	13	6	11	10	11	11
Judge Rinder	11	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	11	15	18	14	22	15	14	16	14	18	16	16	14	15	17	8	30

**Excluding those who DON'T KNOW**

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

Louise Redknapp	34	40	48	36	27	38	38	48	43	37	32	36	45	49	31	40	41
Danny Mac	31	33	29	35	40	35	36	27	31	35	31	36	31	31	36	35	30
Ore Oduba	16	13	9	16	10	14	17	10	13	16	14	13	16	8	19	13	14
Claudia Fragapane	8	13	15	13	21	13	9	17	14	12	23	15	7	13	12	12	16
Judge Rinder	12	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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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>3194</b>	<b>1546</b>	<b>1648</b>	<b>371</b>	<b>1364</b>	<b>789</b>	<b>671</b>	<b>1821</b>	<b>1373</b>	<b>383</b>	<b>1060</b>	<b>687</b>	<b>770</b>	<b>294</b>	<b>593</b>	<b>328</b>
<b>Unweighted Sample</b>	<b>3194</b>	<b>1344</b>	<b>1850</b>	<b>299</b>	<b>1223</b>	<b>841</b>	<b>831</b>	<b>1990</b>	<b>1204</b>	<b>319</b>	<b>1120</b>	<b>692</b>	<b>779</b>	<b>284</b>	<b>692</b>	<b>358</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		28-30	5-7															
		Nov	Dec															
<b>Who do you think is most likely to win?</b>																		
	Danny Mac	55	<b>54</b>	53	54	44	58	53	52	54	53	52	57	55	52	44	63	37
	Louise Redknapp	21	<b>25</b>	23	26	17	20	31	25	26	23	19	25	27	23	30	23	28
	Ore Oduba	6	<b>3</b>	4	3	8	5	1	2	2	4	5	3	3	3	1	2	4
	Claudia Fragapane	2	<b>2</b>	3	1	1	2	1	2	1	2	3	0	1	3	3	2	1
	Judge Rinder	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	15	<b>17</b>	18	16	30	15	14	19	16	18	21	14	15	19	22	10	29

**Excluding those who DON'T KNOW**

<b>Who do you think is most likely to win?</b>																		
	Danny Mac	65	<b>65</b>	65	64	63	68	62	64	64	65	66	66	65	64	56	70	52
	Louise Redknapp	25	<b>30</b>	28	31	24	24	36	31	31	28	24	29	32	28	38	26	39
	Ore Oduba	7	<b>4</b>	5	4	11	6	1	2	2	5	6	3	4	4	1	2	6
	Claudia Fragapane	2	<b>2</b>	4	1	1	2	1	2	1	2	4	0	1	4	4	2	1
	Judge Rinder	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

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

	Louise Redknapp	21	<b>33</b>	35	32	18	27	37	37	33	33	28	30	36	37	32	38	23
	Danny Mac	47	<b>30</b>	26	32	29	30	31	30	30	30	31	33	31	29	22	35	22
	Claudia Fragapane	6	<b>16</b>	14	17	21	15	13	18	17	15	19	18	12	15	16	18	11
	Judge Rinder	3	<b>4</b>	4	4	4	6	2	3	3	6	1	4	5	3	5	3	5
	Ore Oduba	7	<b>3</b>	4	3	3	5	2	2	3	4	3	3	0	2	11	3	4
	Ed Balls	4	<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	13	<b>14</b>	17	13	24	16	15	10	15	13	18	12	16	15	13	3	35

**Excluding those who DON'T KNOW**

<b>And who do you think performed the best last weekend?</b>																		
	Louise Redknapp	24	<b>38</b>	42	37	24	32	44	41	39	38	34	34	43	44	37	39	35
	Danny Mac	54	<b>35</b>	31	37	38	36	36	33	35	34	38	38	37	34	25	36	34
	Claudia Fragapane	7	<b>19</b>	17	20	28	18	15	20	20	17	23	20	14	18	18	19	17
	Judge Rinder	3	<b>5</b>	5	5	5	7	2	3	4	7	1	5	6	4	6	3	8
	Ore Oduba	8	<b>3</b>	5	3	4	6	2	2	4	5	4	3	0	2	13	3	6
	Ed Balls	5	<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