YouGov / Daily Mirror Survey Results

Sample Size: 1305 GB Adults
Fieldwork: 23rd - 24th July 2009

		Gender		Age			Social Grade		Region					Strictly Come Dancing Fans	All Strictly Come Dancing Fans
	Total	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1305	626	679	399	449	457	718	587	167	424	279	321	114	308	784
Unweighted Sample	1305	611	694	392	442	471	647	658	167	460	280	289	109	306	771
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Have you watched recent series of Strictly Come Dancing on television?															
Yes I never miss it	**11**	5	17	6	12	16	13	9	8	14	11	10	11	48	19
Yes I watch frequently	**12**	9	16	8	13	15	14	10	17	13	11	10	11	53	21
Yes I watch occasionally	**17**	16	19	23	13	16	18	16	23	18	15	16	15	0	29
Yes but I have seen it only once or twice	**19**	21	18	19	21	18	17	22	22	18	21	20	13	0	32
No I have never seen it	**40**	49	31	44	41	35	37	43	30	37	42	44	50	0	0
The BBC has recently announced that it is to drop Arlene Phillips from the programme's panel of judges in favour of Alesha Dixon.															
Do you think the BBC was right or wrong to sack Arlene?															
The BBC was right	**9**	10	7	13	7	6	7	11	12	8	7	8	15	8	11
The BBC was wrong	**44**	35	52	32	43	54	46	40	45	46	45	41	37	81	61
Don't know	**48**	55	41	55	50	40	47	49	43	46	48	51	48	11	28
Arlene Phillips is 66 years old; Alesha Dixon is 30 years old.															
Do you believe the BBC is guilty of ageism in sacking Arelene because of her age or do you think the BBC genuinely believes Alesha will be a better judge?															
BBC was guilty of ageism	**51**	42	58	35	52	62	52	49	59	51	49	48	46	70	62
BBC genuinely believes Alesha will be a better judge	**11**	13	9	19	8	7	9	13	8	12	10	11	16	12	14
Don't know	**38**	44	33	46	39	31	39	38	33	38	40	41	38	19	24
Do you expect to watch the next series of Strictly Come Dancing?															
Yes I do expect to watch it	**33**	26	39	30	34	34	36	29	40	36	28	29	34	84	54
No I have watched it in the past but won't watch it now	**17**	16	17	16	14	20	16	18	15	17	19	17	11	10	28
Not applicable, I have never watched Strictly Come Dancing in the past and have no interest in it now, whoever the judges are	**37**	46	28	39	38	33	35	38	28	34	38	39	47	0	0
Don't know	**14**	13	16	16	14	13	14	15	18	13	16	15	8	6	19

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