

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 Arlene 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