

YouGov Survey Results

Sample Size: 1888 GB Adults
Fieldwork: 26th - 27th November 2013

| | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Region | | | | |
|------------------------|------------------|-----|-----|---------|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | |
| Weighted Sample | 1888 | X | X | X | X | 555 | 489 | 385 | 916 | 972 | 225 | 478 | 646 | 540 | 1076 | 812 | 242 | 614 | 404 | |
| Unweighted Sample | 1888 | 437 | 583 | 132 | 205 | 553 | 489 | 413 | 906 | 982 | 170 | 456 | 738 | 524 | 1273 | 615 | 295 | 610 | 371 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Now, thinking about the holiday season and the festival of Christmas, how much, if at all, do you like Christmas?

| | | | | | | | | | | | | | | | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Like a lot | 38 | 42 | 38 | 41 | 27 | 41 | 34 | 38 | 30 | 45 | 41 | 49 | 34 | 32 | 37 | 39 | 33 | 37 | 41 |
| Like somewhat | 37 | 38 | 39 | 31 | 40 | 37 | 42 | 34 | 39 | 35 | 36 | 29 | 41 | 40 | 38 | 35 | 38 | 39 | 35 |
| TOTAL LIKE | 75 | 80 | 77 | 72 | 67 | 78 | 76 | 72 | 69 | 80 | 77 | 78 | 75 | 72 | 75 | 74 | 71 | 76 | 76 |
| Don't like very much | 14 | 12 | 13 | 21 | 24 | 13 | 13 | 18 | 17 | 11 | 8 | 12 | 15 | 18 | 14 | 14 | 17 | 14 | 13 |
| Don't like at all | 7 | 7 | 9 | 7 | 8 | 8 | 8 | 8 | 9 | 6 | 5 | 4 | 9 | 9 | 7 | 8 | 6 | 7 | 7 |
| TOTAL DON'T LIKE | 21 | 19 | 22 | 28 | 32 | 21 | 21 | 26 | 26 | 17 | 13 | 16 | 24 | 27 | 21 | 22 | 23 | 21 | 20 |
| Don't know | 4 | 1 | 2 | 0 | 0 | 1 | 3 | 2 | 4 | 3 | 10 | 7 | 1 | 1 | 3 | 4 | 6 | 4 | 3 |

If you were given the opportunity, would you or would you not cancel Christmas for 2013?

| | | | | | | | | | | | | | | | | | | | |
|----------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I would cancel Christmas | 16 | 15 | 21 | 11 | 21 | 17 | 18 | 15 | 18 | 14 | 10 | 14 | 19 | 18 | 15 | 17 | 17 | 15 | 17 |
| No, I would not cancel Christmas | 78 | 83 | 74 | 84 | 77 | 81 | 75 | 81 | 76 | 80 | 78 | 77 | 78 | 79 | 79 | 77 | 74 | 78 | 78 |
| Don't know | 6 | 2 | 5 | 6 | 2 | 2 | 7 | 4 | 7 | 5 | 12 | 9 | 4 | 4 | 6 | 6 | 8 | 7 | 5 |

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| | Total | North | Scotland | None | Church of England/ Anglican/ Episcopal | Roman Catholic | Presbyterian/ Church of Scotland | Methodist | Baptist |
|------------------------|-------------|-------|----------|------|--|----------------|--|-----------|---------|
| Weighted Sample | 1888 | 464 | 164 | 300 | 461 | 143 | 32 | 36 | 18 |
| Unweighted Sample | 1888 | 441 | 171 | 322 | 444 | 144 | 39 | 36 | 17 |
| | % | % | % | % | % | % | % | % | % |

Now, thinking about the holiday season and the festival of Christmas, how much, if at all, do you like Christmas?

| | | | | | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Like a lot | 38 | 41 | 37 | 31 | 42 | 45 | 43 | 41 | 45 |
| Like somewhat | 37 | 36 | 36 | 36 | 38 | 37 | 44 | 28 | 49 |
| TOTAL LIKE | 75 | 77 | 73 | 67 | 80 | 82 | 87 | 69 | 94 |
| Don't like very much | 14 | 14 | 14 | 17 | 15 | 11 | 8 | 23 | 4 |
| Don't like at all | 7 | 7 | 11 | 12 | 5 | 3 | 5 | 8 | 2 |
| TOTAL DON'T LIKE | 21 | 21 | 25 | 29 | 20 | 14 | 13 | 31 | 6 |
| Don't know | 4 | 3 | 2 | 4 | 1 | 3 | 0 | 0 | 0 |

If you were given the opportunity, would you or would you not cancel Christmas for 2013?

| | | | | | | | | | |
|----------------------------------|----|----|----|----|----|----|----|----|----|
| Yes, I would cancel Christmas | 16 | 16 | 17 | 24 | 14 | 4 | 12 | 13 | 17 |
| No, I would not cancel Christmas | 78 | 79 | 82 | 70 | 84 | 90 | 88 | 84 | 83 |
| Don't know | 6 | 6 | 1 | 6 | 2 | 6 | 0 | 3 | 0 |

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| | | If so, which denomination? | | | | |
|------------------------|-------------|----------------------------|-------------------|----------|--------|-------|
| Total | | United Reformed Church | Free Presbyterian | Brethren | Jewish | Hindu |
| Weighted Sample | 1888 | 6 | 1 | 2 | 13 | 8 |
| Unweighted Sample | 1888 | 9 | 1 | 1 | 13 | 6 |
| | % | % | % | % | % | % |

Now, thinking about the holiday season and the festival of Christmas, how much, if at all, do you like Christmas?

| | | | | | | |
|-------------------------|-----------|-----------|------------|------------|-----------|-----------|
| Like a lot | 38 | 48 | 100 | 100 | 14 | 31 |
| Like somewhat | 37 | 43 | 0 | 0 | 43 | 14 |
| TOTAL LIKE | 75 | 91 | 100 | 100 | 57 | 45 |
| Don't like very much | 14 | 0 | 0 | 0 | 19 | 11 |
| Don't like at all | 7 | 9 | 0 | 0 | 18 | 0 |
| TOTAL DON'T LIKE | 21 | 9 | 0 | 0 | 37 | 11 |
| Don't know | 4 | 0 | 0 | 0 | 5 | 44 |

If you were given the opportunity, would you or would you not cancel Christmas for 2013?

| | | | | | | |
|----------------------------------|----|----|-----|-----|----|----|
| Yes, I would cancel Christmas | 16 | 25 | 0 | 0 | 4 | 18 |
| No, I would not cancel Christmas | 78 | 75 | 100 | 100 | 96 | 38 |
| Don't know | 6 | 0 | 0 | 0 | 0 | 44 |

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| | Total | Islam/Muslim | Sikh | Buddhist | Other | 16 |
|------------------------|-------------|--------------|------|----------|-------|----|
| Weighted Sample | 1888 | 26 | 4 | 2 | 49 | 18 |
| Unweighted Sample | 1888 | 19 | 4 | 4 | 56 | 18 |
| | % | % | % | % | % | % |

Now, thinking about the holiday season and the festival of Christmas, how much, if at all, do you like Christmas?

| | | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Like a lot | 38 | 16 | 0 | 0 | 39 | 20 |
| Like somewhat | 37 | 24 | 70 | 63 | 34 | 23 |
| TOTAL LIKE | 75 | 40 | 70 | 63 | 73 | 43 |
| Don't like very much | 14 | 24 | 30 | 8 | 9 | 12 |
| Don't like at all | 7 | 21 | 0 | 29 | 10 | 6 |
| TOTAL DON'T LIKE | 21 | 45 | 30 | 37 | 19 | 18 |
| Don't know | 4 | 15 | 0 | 0 | 8 | 39 |

If you were given the opportunity, would you or would you not cancel Christmas for 2013?

| | | | | | | |
|----------------------------------|----|----|----|----|----|----|
| Yes, I would cancel Christmas | 16 | 42 | 30 | 29 | 24 | 13 |
| No, I would not cancel Christmas | 78 | 21 | 70 | 71 | 69 | 47 |
| Don't know | 6 | 37 | 0 | 0 | 7 | 40 |