

## YouGov Survey Results

Sample Size: 1919 GB Adults; 949 French Adults; 1047 German Adults; 1002 Danish Adults; 1010 Swedish Adults; 868 Finnish Adults; 680 Norwegian Adults  
Fieldwork: 21st - 28th November 2013

	GB	France	Germany	Denmark	Sweden	Finland	Norway
<b>Weighted Sample</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>
	<b>1919</b>	<b>949</b>	<b>1047</b>	<b>1001</b>	<b>1010</b>	<b>868</b>	<b>680</b>
<b>Unweighted Sample</b>	1919	949	1047	1002	1010	868	680
	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements?

The true meaning of Christmas has been lost

Strongly agree	29	36	30	15	15	22	16
Agree	39	35	33	30	29	34	29
<b>TOTAL AGREE</b>	<b>68</b>	<b>71</b>	<b>63</b>	<b>45</b>	<b>44</b>	<b>56</b>	<b>45</b>
Neither agree nor disagree	18	14	28	29	27	21	28
Disagree	10	6	4	16	17	14	17
Strongly disagree	2	4	3	6	10	7	9
<b>TOTAL DISAGREE</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>22</b>	<b>27</b>	<b>21</b>	<b>26</b>
Don't know	1	5	2	4	3	3	2

I am looking forward to Christmas this year

Strongly agree	21	9	19	25	23	15	32
Agree	37	16	31	36	33	28	32
<b>TOTAL AGREE</b>	<b>58</b>	<b>25</b>	<b>50</b>	<b>61</b>	<b>56</b>	<b>43</b>	<b>64</b>
Neither agree nor disagree	24	31	31	24	25	30	22
Disagree	12	15	9	8	9	14	8
Strongly disagree	6	25	8	6	9	12	6
<b>TOTAL DISAGREE</b>	<b>18</b>	<b>40</b>	<b>17</b>	<b>14</b>	<b>18</b>	<b>26</b>	<b>14</b>
Don't know	1	3	1	1	1	2	1

Fieldwork: 21st - 28th November 2013

	GB	France	Germany	Denmark	Sweden	Finland	Norway
<b>Weighted Sample</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>
	<b>1919</b>	<b>949</b>	<b>1047</b>	<b>1001</b>	<b>1010</b>	<b>868</b>	<b>680</b>
<b>Unweighted Sample</b>	<b>1919</b>	<b>949</b>	<b>1047</b>	<b>1002</b>	<b>1010</b>	<b>868</b>	<b>680</b>
	%	%	%	%	%	%	%

**Christmas is my favourite public holiday of the year**

Strongly agree	20	9	14	20	14	23	26
Agree	30	10	21	28	26	28	28
<b>TOTAL AGREE</b>	<b>50</b>	<b>19</b>	<b>35</b>	<b>48</b>	<b>40</b>	<b>51</b>	<b>54</b>
Neither agree nor disagree	23	32	33	29	29	19	23
Disagree	16	14	16	13	17	16	12
Strongly disagree	10	29	14	10	13	13	10
<b>TOTAL DISAGREE</b>	<b>26</b>	<b>43</b>	<b>30</b>	<b>23</b>	<b>30</b>	<b>29</b>	<b>22</b>
Don't know	1	5	2	2	1	2	1

**I feel lonely at Christmas**

Strongly agree	3	10	4	3	4	4	3
Agree	11	10	7	3	5	8	6
<b>TOTAL AGREE</b>	<b>14</b>	<b>20</b>	<b>11</b>	<b>6</b>	<b>9</b>	<b>12</b>	<b>9</b>
Neither agree nor disagree	17	17	15	10	13	11	14
Disagree	34	20	31	25	22	20	23
Strongly disagree	34	40	41	57	57	55	53
<b>TOTAL DISAGREE</b>	<b>68</b>	<b>60</b>	<b>72</b>	<b>82</b>	<b>79</b>	<b>75</b>	<b>76</b>
Don't know	1	3	2	1	1	2	1