

Public Opinion Poll

15/12/15

On behalf of:



Fieldwork Dates

9th-15th December 2015

Data Collection Method

The fieldwork was conducted online. Invitations to participate were sent to members of online panels. Non-response from different demographic groups was taken into account during the fieldwork phase and in the post-fieldwork adjustments.

Sample

All residents aged 18+ in United Kingdom. The sample size is 1,585 respondents.

Weighting

Results were weighted to reflect the profile of all UK adults aged 18 and above. Targets were Age/Sex, Government Office Region (GOR), Indices of Multiple Deprivation (IMD) and past vote. All targets are based on Official Statistics from the ONS that are awarded National Statistics status, and the results of the 2015 General Election.

Margin of Error

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 2.5% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 1.5% of the estimate. Users should note that subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn should be treated with caution.

Questions & Presentation

All results are shown in full below, in order, and using the wording that was put to respondents. For questions where the list of responses is names of parties, names or statements, these will typically have been displayed to respondents in a random order, but be ordered in the attached tables. Questions typically not shown in a random order are those where there is a natural or accepted order to maintain i.e. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10, or questions that have a factual, rather than opinion-related answer, such as key demographic information. Responses such as “Other”, “Don't know” and “Refused” are not usually randomised.



Data were collected, analysed and weighted by BMG Research.

Contact Us

For further information please contact:

Michael Turner – Research Director

michael.turner@bmgresearch.co.uk

0121 333 6006

Table 1

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1585	801	784	174	259	254	279	229	390
Effective Weighted Sample	1235	601	634	134	204	200	215	189	297
Weighted Bases	1585	772	813	183	272	261	284	229	355
£0 - £100	267 17%	142 18%	125 15%	50 27%	35 13%	41 16%	50 17%	41 18%	51 14%
£101 - £150	230 15%	108 14%	122 15%	34 18%	48 18%	39 15%	35 12%	25 11%	49 14%
£151 - £200	243 15%	115 15%	128 16%	41 22%	49 18%	39 15%	28 10%	33 14%	53 15%
£201 - £500	491 31%	225 29%	266 33%	32 18%	83 31%	83 32%	94 33%	69 30%	129 36%
£500 - £1,000	287 18%	151 20%	136 17%	20 11%	50 18%	48 18%	63 22%	48 21%	58 16%
More than £1,000	66 4%	30 4%	36 4%	6 3%	6 2%	12 5%	14 5%	14 6%	14 4%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1585	981	551	412	360	134	204	130	245
Effective Weighted Sample	1235	764	429	382	334	131	197	125	233
Weighted Bases	1585	979	549	371	306	79	126	99	460
£0 - £100	267 17%	123 13%	133 24%	43 11%	47 15%	9 12%	17 13%	16 16%	106 23%
£101 - £150	230 15%	150 15%	72 13%	48 13%	38 12%	12 15%	22 17%	14 14%	80 17%
£151 - £200	243 15%	144 15%	92 17%	50 14%	41 13%	13 17%	17 13%	14 14%	82 18%
£201 - £500	491 31%	318 33%	156 29%	136 37%	103 34%	28 36%	46 37%	30 30%	105 23%
£500 - £1,000	287 18%	196 20%	78 14%	75 20%	60 19%	12 16%	21 16%	18 19%	76 17%
More than £1,000	66 4%	48 5%	17 3%	17 5%	19 6%	4 5%	4 3%	7 7%	12 3%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1585	393	349	102	225	11	50	63	10	248
Effective Weighted Sample	1235	340	295	76	183	9	42	52	8	203
Weighted Bases	1585	373	331	79	170	12	46	57	11	302
£0 - £100	267 17%	37 10%	59 18%	17 21%	28 16%	2 19%	4 9%	18 31%	1 13%	51 17%
£101 - £150	230 15%	57 15%	47 14%	16 20%	25 15%	1 7%	3 7%	13 24%	1 8%	42 14%
£151 - £200	243 15%	49 13%	48 15%	6 8%	24 14%	1 6%	7 16%	10 17%	6 58%	53 18%
£201 - £500	491 31%	131 35%	102 31%	30 38%	60 35%	3 25%	14 31%	12 21%	1 14%	83 28%
£500 - £1,000	287 18%	78 21%	59 18%	8 10%	28 16%	5 43%	10 22%	3 5%	1 7%	63 21%
More than £1,000	66 4%	21 6%	16 5%	2 3%	6 3%	0 0%	6 14%	1 2%	0 0%	10 3%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1585	1355	130	74	26
Effective Weighted Sample	1235	1088	107	61	13
Weighted Bases	1585	1330	134	77	44
£0 - £100	267 17%	225 17%	17 13%	16 21%	9 20%
£101 - £150	230 15%	196 15%	23 17%	8 10%	3 7%
£151 - £200	243 15%	207 16%	18 13%	10 13%	9 20%
£201 - £500	491 31%	417 31%	34 25%	27 36%	12 28%
£500 - £1,000	287 18%	237 18%	30 22%	11 14%	10 22%
More than £1,000	66 4%	48 4%	13 10%	5 6%	1 3%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	GOR								Yorkshire and The Humber
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	
Unweighted Bases	1585	137	139	202	76	189	207	138	124	143
Effective Weighted Sample	1235	112	116	158	60	149	169	110	104	115
Weighted Bases	1585	114	147	206	65	175	217	135	139	131
£0 - £100	267 17%	19 17%	22 15%	40 20%	8 12%	27 15%	32 15%	34 25%	22 16%	21 16%
£101 - £150	230 15%	20 18%	18 12%	33 16%	10 16%	26 15%	29 13%	24 18%	22 16%	14 11%
£151 - £200	243 15%	23 20%	24 16%	38 18%	8 13%	28 16%	32 15%	20 14%	16 11%	18 14%
£201 - £500	491 31%	32 28%	49 33%	55 27%	23 35%	47 27%	82 38%	35 26%	51 37%	43 33%
£500 - £1,000	287 18%	17 15%	32 22%	34 17%	14 22%	40 23%	33 15%	16 12%	20 15%	32 24%
More than £1,000	66 4%	3 3%	3 2%	6 3%	2 3%	7 4%	9 4%	7 5%	8 6%	3 3%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1585	246	536	39
Effective Weighted Sample	1235	186	408	32
Weighted Bases	1585	249	500	38
£0 - £100	267 17%	31 12%	62 12%	3 8%
£101 - £150	230 15%	37 15%	69 14%	11 29%
£151 - £200	243 15%	36 14%	81 16%	8 20%
£201 - £500	491 31%	91 36%	163 33%	7 19%
£500 - £1,000	287 18%	50 20%	101 20%	7 19%
More than £1,000	66 4%	5 2%	24 5%	2 5%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Tenure Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1585	550	397	282	140	127	8	8	69	4
Effective Weighted Sample	1235	430	299	225	109	101	7	7	57	4
Weighted Bases	1585	532	398	303	135	118	8	9	75	6
£0 - £100	267 17%	80 15%	37 9%	61 20%	35 26%	30 25%	2 24%	1 11%	20 26%	2 36%
£101 - £150	230 15%	63 12%	44 11%	62 20%	25 18%	12 11%	3 32%	4 39%	15 21%	1 22%
£151 - £200	243 15%	75 14%	63 16%	52 17%	15 11%	25 21%	0 0%	3 29%	11 15%	0 0%
£201 - £500	491 31%	175 33%	144 36%	79 26%	36 26%	33 28%	1 10%	1 7%	19 25%	3 43%
£500 - £1,000	287 18%	109 20%	92 23%	43 14%	20 15%	14 12%	2 26%	0 0%	8 11%	0 0%
More than £1,000	66 4%	31 6%	19 5%	5 2%	4 3%	3 3%	1 8%	1 14%	2 3%	0 0%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1585	1130	455	1213	372	541	1044
Effective Weighted Sample	1235	894	358	951	292	397	839
Weighted Bases	1585	1048	537	1157	428	526	1059
£0 - £100	267 17%	156 15%	112 21%	184 16%	83 20%	81 15%	186 18%
£101 - £150	230 15%	151 14%	79 15%	159 14%	71 17%	57 11%	172 16%
£151 - £200	243 15%	151 14%	93 17%	162 14%	81 19%	70 13%	174 16%
£201 - £500	491 31%	345 33%	146 27%	371 32%	119 28%	179 34%	312 29%
£500 - £1,000	287 18%	193 18%	95 18%	224 19%	63 15%	110 21%	177 17%
More than £1,000	66 4%	54 5%	13 2%	56 5%	10 2%	29 5%	38 4%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1585	1005	236	148	85	111
Effective Weighted Sample	1235	835	180	115	75	95
Weighted Bases	1585	858	238	195	129	164
£0 - £100	267 17%	126 15%	28 12%	47 24%	25 19%	42 25%
£101 - £150	230 15%	120 14%	41 17%	29 15%	17 13%	23 14%
£151 - £200	243 15%	104 12%	49 21%	39 20%	22 17%	30 18%
£201 - £500	491 31%	292 34%	70 29%	48 25%	36 28%	44 27%
£500 - £1,000	287 18%	169 20%	38 16%	29 15%	29 22%	22 14%
More than £1,000	66 4%	47 5%	13 5%	4 2%	0 0%	3 2%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1585	53	142	246	741	228	137	38
Effective Weighted Sample	1235	44	120	203	592	162	97	30
Weighted Bases	1585	53	129	217	769	232	145	39
£0 - £100	267 17%	13 24%	21 16%	33 15%	134 17%	36 15%	20 14%	10 27%
£101 - £150	230 15%	7 14%	24 18%	30 14%	115 15%	35 15%	17 12%	3 7%
£151 - £200	243 15%	10 19%	17 13%	36 17%	123 16%	28 12%	22 15%	7 17%
£201 - £500	491 31%	11 22%	38 30%	72 33%	221 29%	84 36%	58 40%	6 14%
£500 - £1,000	287 18%	8 16%	24 18%	38 18%	149 19%	39 17%	18 13%	10 24%
More than £1,000	66 4%	3 6%	6 4%	8 3%	27 4%	10 4%	9 6%	4 10%

Table 1 (continuation)

Thinking about Christmas this year, for the Christmas period only, how much do you think you will spend in total on Christmas food & drink, decorations and presents and gifts for friends and family?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1585	480	387	718	320	388	428	449
Effective Weighted Sample	1235	385	291	562	272	282	340	359
Weighted Bases	1585	466	408	711	397	395	399	394
£0 - £100	267 17%	70 15%	67 16%	131 18%	61 15%	67 17%	66 17%	73 18%
£101 - £150	230 15%	60 13%	69 17%	101 14%	59 15%	50 13%	63 16%	59 15%
£151 - £200	243 15%	72 15%	49 12%	123 17%	46 12%	67 17%	66 16%	65 16%
£201 - £500	491 31%	167 36%	124 30%	200 28%	144 36%	122 31%	118 30%	107 27%
£500 - £1,000	287 18%	80 17%	80 20%	127 18%	66 17%	77 19%	72 18%	73 18%
More than £1,000	66 4%	18 4%	20 5%	29 4%	22 6%	12 3%	14 4%	18 5%

Table 2
Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1585	801	784	174	259	254	279	229	390
Effective Weighted Sample	1235	601	634	134	204	200	215	189	297
Weighted Bases	1585	772	813	183	272	261	284	229	355
Too much	277 17%	153 20%	124 15%	29 16%	60 22%	42 16%	52 18%	43 19%	51 14%
About right	1234 78%	588 76%	646 79%	140 76%	205 75%	199 76%	214 75%	176 77%	300 85%
Too little	74 5%	31 4%	44 5%	14 8%	8 3%	20 8%	18 6%	10 4%	4 1%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1585	981	551	412	360	134	204	130	245
Effective Weighted Sample	1235	764	429	382	334	131	197	125	233
Weighted Bases	1585	979	549	371	306	79	126	99	460
Too much	277 17%	160 16%	110 20%	41 11%	60 20%	12 15%	25 20%	18 18%	93 20%
About right	1234 78%	784 80%	404 74%	321 87%	229 75%	66 83%	95 75%	77 77%	335 73%
Too little	74 5%	36 4%	34 6%	8 2%	17 6%	1 1%	7 5%	5 5%	32 7%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1585	393	349	102	225	11	50	63	10	248
Effective Weighted Sample	1235	340	295	76	183	9	42	52	8	203
Weighted Bases	1585	373	331	79	170	12	46	57	11	302
Too much	277 17%	39 11%	61 19%	15 20%	31 18%	1 8%	10 21%	7 12%	1 7%	66 22%
About right	1234 78%	324 87%	248 75%	63 79%	134 79%	10 85%	33 72%	44 78%	10 93%	220 73%
Too little	74 5%	9 2%	21 6%	1 1%	5 3%	1 7%	3 7%	6 10%	0 0%	17 6%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1585	1355	130	74	26
Effective Weighted Sample	1235	1088	107	61	13
Weighted Bases	1585	1330	134	77	44
Too much	277 17%	234 18%	17 13%	14 19%	11 24%
About right	1234 78%	1038 78%	107 79%	58 75%	32 73%
Too little	74 5%	58 4%	10 8%	5 6%	1 2%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1585	137	139	202	76	189	207	138	124	143
Effective Weighted Sample	1235	112	116	158	60	149	169	110	104	115
Weighted Bases	1585	114	147	206	65	175	217	135	139	131
Too much	277 17%	23 21%	25 17%	33 16%	10 16%	32 18%	38 17%	23 17%	25 18%	25 19%
About right	1234 78%	88 77%	119 81%	162 79%	47 72%	137 78%	169 78%	105 77%	109 79%	103 78%
Too little	74 5%	3 3%	4 2%	11 5%	8 12%	6 4%	10 5%	8 6%	5 4%	4 3%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1585	246	536	39
Effective Weighted Sample	1235	186	408	32
Weighted Bases	1585	249	500	38
Too much	277 17%	36 14%	95 19%	9 25%
About right	1234 78%	212 85%	386 77%	24 64%
Too little	74 5%	2 1%	19 4%	4 12%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1585	550	397	282	140	127	8	8	69	4
Effective Weighted Sample	1235	430	299	225	109	101	7	7	57	4
Weighted Bases	1585	532	398	303	135	118	8	9	75	6
Too much	277 17%	93 17%	63 16%	52 17%	30 22%	21 18%	2 31%	4 41%	10 14%	0 0%
About right	1234 78%	432 81%	322 81%	225 74%	90 66%	87 74%	5 69%	6 59%	61 81%	6 100%
Too little	74 5%	7 1%	13 3%	25 8%	16 11%	9 8%	0 0%	0 0%	4 6%	0 0%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1585	1130	455	1213	372	541	1044
Effective Weighted Sample	1235	894	358	951	292	397	839
Weighted Bases	1585	1048	537	1157	428	526	1059
Too much	277 17%	185 18%	91 17%	190 16%	86 20%	94 18%	183 17%
About right	1234 78%	819 78%	415 77%	917 79%	317 74%	417 79%	818 77%
Too little	74 5%	44 4%	31 6%	50 4%	25 6%	16 3%	59 6%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1585	1005	236	148	85	111
Effective Weighted Sample	1235	835	180	115	75	95
Weighted Bases	1585	858	238	195	129	164
Too much	277 17%	142 17%	37 15%	28 14%	34 27%	35 21%
About right	1234 78%	679 79%	190 80%	159 82%	88 68%	119 72%
Too little	74 5%	37 4%	12 5%	8 4%	7 5%	10 6%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1585	53	142	246	741	228	137	38
Effective Weighted Sample	1235	44	120	203	592	162	97	30
Weighted Bases	1585	53	129	217	769	232	145	39
Too much	277 17%	17 33%	25 20%	36 17%	121 16%	40 17%	22 16%	14 36%
About right	1234 78%	33 62%	98 76%	171 79%	602 78%	184 79%	121 83%	25 64%
Too little	74 5%	3 5%	6 4%	10 4%	46 6%	8 4%	1 1%	0 0%

Table 2 (continuation)

Do you think the amount you and your family will spend on Christmas this year is too much, too little, or about right?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1585	480	387	718	320	388	428	449
Effective Weighted Sample	1235	385	291	562	272	282	340	359
Weighted Bases	1585	466	408	711	397	395	399	394
Too much	277 17%	58 12%	73 18%	145 20%	70 18%	68 17%	74 19%	64 16%
About right	1234 78%	402 86%	315 77%	518 73%	317 80%	313 79%	309 78%	295 75%
Too little	74 5%	6 1%	20 5%	48 7%	10 3%	14 4%	16 4%	34 9%

Table 3
Will you go to church during this Christmas period?

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1585	801	784	174	259	254	279	229	390
Effective Weighted Sample	1235	601	634	134	204	200	215	189	297
Weighted Bases	1585	772	813	183	272	261	284	229	355
Yes - definitely	196 12%	87 11%	109 13%	26 14%	27 10%	24 9%	32 11%	28 12%	59 17%
Yes - maybe	255 16%	128 17%	126 15%	38 21%	60 22%	40 15%	44 16%	25 11%	47 13%
No	1046 66%	522 68%	525 64%	109 60%	162 59%	185 71%	200 71%	163 71%	227 64%
Don't know	88 6%	34 4%	54 7%	10 6%	23 9%	12 5%	8 3%	13 6%	22 6%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1585	981	551	412	360	134	204	130	245
Effective Weighted Sample	1235	764	429	382	334	131	197	125	233
Weighted Bases	1585	979	549	371	306	79	126	99	460
Yes - definitely	196 12%	152 16%	40 7%	53 14%	31 10%	13 16%	15 12%	13 13%	43 9%
Yes - maybe	255 16%	163 17%	85 16%	77 21%	46 15%	14 18%	21 16%	13 13%	55 12%
No	1046 66%	618 63%	388 71%	227 61%	209 68%	50 63%	86 68%	68 69%	335 73%
Don't know	88 6%	47 5%	35 6%	13 3%	19 6%	2 3%	4 3%	5 5%	27 6%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1585	393	349	102	225	11	50	63	10	248
Effective Weighted Sample	1235	340	295	76	183	9	42	52	8	203
Weighted Bases	1585	373	331	79	170	12	46	57	11	302
Yes - definitely	196 12%	42 11%	38 11%	20 25%	18 11%	0 0%	8 17%	5 8%	0 0%	40 13%
Yes - maybe	255 16%	83 22%	51 15%	18 22%	26 15%	1 12%	3 7%	9 16%	1 13%	37 12%
No	1046 66%	230 62%	225 68%	36 45%	120 71%	9 81%	31 69%	41 72%	9 87%	204 67%
Don't know	88 6%	18 5%	17 5%	6 7%	6 4%	1 6%	4 8%	2 3%	0 0%	22 7%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1585	1355	130	74	26
Effective Weighted Sample	1235	1088	107	61	13
Weighted Bases	1585	1330	134	77	44
Yes - definitely	196 12%	157 12%	21 16%	5 7%	12 28%
Yes - maybe	255 16%	229 17%	10 8%	8 10%	8 18%
No	1046 66%	872 66%	91 68%	61 79%	23 52%
Don't know	88 6%	73 5%	12 9%	3 4%	1 2%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1585	137	139	202	76	189	207	138	124	143
Effective Weighted Sample	1235	112	116	158	60	149	169	110	104	115
Weighted Bases	1585	114	147	206	65	175	217	135	139	131
Yes - definitely	196 12%	19 16%	16 11%	30 15%	4 6%	25 14%	21 10%	14 10%	18 13%	12 9%
Yes - maybe	255 16%	29 25%	17 12%	42 21%	14 21%	26 15%	43 20%	20 15%	25 18%	12 9%
No	1046 66%	63 55%	108 73%	120 58%	41 62%	115 65%	143 66%	90 67%	91 66%	101 77%
Don't know	88 6%	4 3%	6 4%	14 7%	7 11%	10 6%	10 5%	11 8%	5 3%	6 5%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1585	246	536	39
Effective Weighted Sample	1235	186	408	32
Weighted Bases	1585	249	500	38
Yes - definitely	196 12%	42 17%	52 10%	14 37%
Yes - maybe	255 16%	46 18%	83 17%	7 20%
No	1046 66%	146 59%	344 69%	15 39%
Don't know	88 6%	15 6%	21 4%	2 5%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1585	550	397	282	140	127	8	8	69	4
Effective Weighted Sample	1235	430	299	225	109	101	7	7	57	4
Weighted Bases	1585	532	398	303	135	118	8	9	75	6
Yes - definitely	196 12%	94 18%	37 9%	32 11%	7 5%	14 12%	1 10%	4 41%	7 10%	0 0%
Yes - maybe	255 16%	80 15%	73 18%	61 20%	13 10%	13 11%	4 48%	2 20%	9 12%	0 0%
No	1046 66%	327 62%	272 68%	198 65%	107 79%	81 69%	3 42%	3 34%	49 65%	6 100%
Don't know	88 6%	31 6%	16 4%	12 4%	8 6%	11 9%	0 0%	1 6%	10 13%	0 0%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1585	1130	455	1213	372	541	1044
Effective Weighted Sample	1235	894	358	951	292	397	839
Weighted Bases	1585	1048	537	1157	428	526	1059
Yes - definitely	196 12%	149 14%	47 9%	162 14%	34 8%	63 12%	133 13%
Yes - maybe	255 16%	191 18%	64 12%	197 17%	58 14%	75 14%	180 17%
No	1046 66%	647 62%	400 74%	733 63%	313 73%	365 69%	681 64%
Don't know	88 6%	61 6%	27 5%	65 6%	23 5%	24 5%	65 6%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1585	1005	236	148	85	111
Effective Weighted Sample	1235	835	180	115	75	95
Weighted Bases	1585	858	238	195	129	164
Yes - definitely	196 12%	133 16%	28 12%	15 7%	6 5%	14 8%
Yes - maybe	255 16%	140 16%	50 21%	39 20%	8 6%	18 11%
No	1046 66%	539 63%	145 61%	135 69%	107 83%	120 73%
Don't know	88 6%	46 5%	15 6%	7 3%	8 6%	12 8%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1585	53	142	246	741	228	137	38
Effective Weighted Sample	1235	44	120	203	592	162	97	30
Weighted Bases	1585	53	129	217	769	232	145	39
Yes - definitely	196 12%	13 25%	11 9%	34 16%	73 10%	30 13%	28 19%	6 15%
Yes - maybe	255 16%	7 13%	22 17%	37 17%	118 15%	40 17%	27 19%	4 10%
No	1046 66%	30 57%	92 71%	137 63%	525 68%	154 66%	83 58%	24 62%
Don't know	88 6%	2 5%	4 3%	9 4%	53 7%	9 4%	6 4%	5 13%

Table 3 (continuation)

Will you go to church during this Christmas period?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1585	480	387	718	320	388	428	449
Effective Weighted Sample	1235	385	291	562	272	282	340	359
Weighted Bases	1585	466	408	711	397	395	399	394
Yes - definitely	196 12%	76 16%	60 15%	60 8%	65 16%	57 14%	34 9%	40 10%
Yes - maybe	255 16%	103 22%	73 18%	79 11%	53 13%	69 17%	63 16%	70 18%
No	1046 66%	265 57%	238 58%	544 77%	255 64%	255 64%	279 70%	257 65%
Don't know	88 6%	23 5%	37 9%	28 4%	24 6%	14 4%	22 6%	27 7%

Table 4

Will you go to church during this Christmas period?

Base: VALID

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1505	770	735	166	242	242	270	217	368
Effective Weighted Sample	1171	577	594	128	191	190	207	180	279
Weighted Bases	1497	737	760	173	249	249	276	216	333
Yes - definitely	196 13%	87 12%	109 14%	26 15%	27 11%	24 10%	32 11%	28 13%	59 18%
Yes - maybe	255 17%	128 17%	126 17%	38 22%	60 24%	40 16%	44 16%	25 12%	47 14%
No	1046 70%	522 71%	525 69%	109 63%	162 65%	185 74%	200 72%	163 75%	227 68%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1505	939	518	398	337	130	197	123	231
Effective Weighted Sample	1171	732	402	369	312	127	191	118	219
Weighted Bases	1497	932	513	358	287	77	122	94	433
Yes - definitely	196 13%	152 16%	40 8%	53 15%	31 11%	13 17%	15 12%	13 14%	43 10%
Yes - maybe	255 17%	163 17%	85 17%	77 22%	46 16%	14 18%	21 17%	13 14%	55 13%
No	1046 70%	618 66%	388 76%	227 63%	209 73%	50 65%	86 71%	68 72%	335 77%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1505	376	331	98	217	10	47	60	10	231
Effective Weighted Sample	1171	326	280	76	176	9	40	50	8	188
Weighted Bases	1497	354	314	73	164	11	42	55	11	281
Yes - definitely	196 13%	42 12%	38 12%	20 27%	18 11%	0 0%	8 18%	5 9%	0 0%	40 14%
Yes - maybe	255 17%	83 23%	51 16%	18 24%	26 16%	1 13%	3 7%	9 17%	1 13%	37 13%
No	1046 70%	230 65%	225 72%	36 49%	120 73%	9 87%	31 75%	41 75%	9 87%	204 73%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1505	1290	119	71	25
Effective Weighted Sample	1171	1037	98	58	13
Weighted Bases	1497	1258	122	74	43
Yes - definitely	196 13%	157 12%	21 17%	5 7%	12 29%
Yes - maybe	255 17%	229 18%	10 8%	8 10%	8 18%
No	1046 70%	872 69%	91 74%	61 82%	23 53%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	GOR								Yorkshire and The Humber
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	
Unweighted Bases	1505	133	135	191	69	179	199	128	120	136
Effective Weighted Sample	1171	109	113	150	55	141	162	102	101	110
Weighted Bases	1497	111	141	192	58	165	207	124	134	125
Yes - definitely	196 13%	19 17%	16 11%	30 16%	4 6%	25 15%	21 10%	14 11%	18 13%	12 10%
Yes - maybe	255 17%	29 26%	17 12%	42 22%	14 24%	26 16%	43 21%	20 16%	25 19%	12 10%
No	1046 70%	63 57%	108 76%	120 62%	41 70%	115 69%	143 69%	90 73%	91 68%	101 81%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1505	234	516	37
Effective Weighted Sample	1171	177	392	30
Weighted Bases	1497	234	479	36
Yes - definitely	196 13%	42 18%	52 11%	14 38%
Yes - maybe	255 17%	46 19%	83 17%	7 21%
No	1046 70%	146 62%	344 72%	15 41%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1505	521	383	271	132	118	8	7	61	4
Effective Weighted Sample	1171	407	287	216	103	93	7	6	50	4
Weighted Bases	1497	501	382	290	127	108	8	9	65	6
Yes - definitely	196 13%	94 19%	37 10%	32 11%	7 6%	14 13%	1 10%	4 43%	7 11%	0 0%
Yes - maybe	255 17%	80 16%	73 19%	61 21%	13 10%	13 12%	4 48%	2 21%	9 14%	0 0%
No	1046 70%	327 65%	272 71%	198 68%	107 84%	81 75%	3 42%	3 36%	49 74%	6 100%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1505	1072	433	1153	352	517	988
Effective Weighted Sample	1171	849	340	903	277	377	795
Weighted Bases	1497	987	510	1092	405	502	994
Yes - definitely	196 13%	149 15%	47 9%	162 15%	34 8%	63 12%	133 13%
Yes - maybe	255 17%	191 19%	64 12%	197 18%	58 14%	75 15%	180 18%
No	1046 70%	647 66%	400 78%	733 67%	313 77%	365 73%	681 68%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1505	955	225	142	80	103
Effective Weighted Sample	1171	792	172	110	71	88
Weighted Bases	1497	812	223	189	121	152
Yes - definitely	196 13%	133 16%	28 13%	15 8%	6 5%	14 9%
Yes - maybe	255 17%	140 17%	50 22%	39 21%	8 7%	18 12%
No	1046 70%	539 66%	145 65%	135 72%	107 88%	120 79%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1505	51	138	235	695	220	131	35
Effective Weighted Sample	1171	42	117	193	556	156	92	28
Weighted Bases	1497	51	126	208	716	224	139	34
Yes - definitely	196 13%	13 26%	11 9%	34 16%	73 10%	30 13%	28 20%	6 17%
Yes - maybe	255 17%	7 14%	22 17%	37 18%	118 16%	40 18%	27 20%	4 11%
No	1046 70%	30 60%	92 73%	137 66%	525 73%	154 69%	83 60%	24 72%

Table 4 (continuation)

Will you go to church during this Christmas period?

Base: VALID

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1505	462	354	689	304	371	407	423
Effective Weighted Sample	1171	372	264	538	258	269	324	338
Weighted Bases	1497	443	371	683	373	381	376	367
Yes - definitely	196 13%	76 17%	60 16%	60 9%	65 17%	57 15%	34 9%	40 11%
Yes - maybe	255 17%	103 23%	73 20%	79 12%	53 14%	69 18%	63 17%	70 19%
No	1046 70%	265 60%	238 64%	544 80%	255 68%	255 67%	279 74%	257 70%

Table 5

Which of these things do you personally most enjoy to do at Christmas?

	Gender			Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1585	801	784	174	259	254	279	229	390
Effective Weighted Sample	1235	601	634	134	204	200	215	189	297
Weighted Bases	1585	772	813	183	272	261	284	229	355
Shopping for presents	512 32%	198 26%	314 39%	85 46%	108 40%	86 33%	85 30%	61 27%	87 24%
Eating a Christmas dinner with family or friends	1169 74%	539 70%	630 77%	130 71%	189 70%	191 73%	209 74%	166 73%	283 80%
Going to parties in the run-up to Christmas	332 21%	183 24%	149 18%	70 38%	89 33%	52 20%	55 19%	31 13%	35 10%
Going shopping for bargains in the sales after Christmas	367 23%	164 21%	203 25%	70 38%	99 36%	49 19%	55 19%	37 16%	58 16%
Celebrating the birth of Jesus Christ	279 18%	119 15%	160 20%	26 14%	37 14%	41 16%	44 16%	44 19%	87 24%
Watching the Queen's TV broadcast on Christmas Day	244 15%	119 15%	124 15%	22 12%	39 14%	35 13%	41 15%	34 15%	72 20%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1585	801	784	174	259	254	279	229	390
Effective Weighted Sample	1235	601	634	134	204	200	215	189	297
Weighted Bases	1585	772	813	183	272	261	284	229	355
Singing Christmas carols	332 21%	114 15%	218 27%	45 25%	55 20%	40 15%	54 19%	44 19%	94 26%
Giving and receiving gifts	952 60%	440 57%	512 63%	123 67%	170 62%	152 58%	161 57%	133 58%	213 60%
Going to church on Christmas Day	159 10%	64 8%	95 12%	19 10%	23 8%	26 10%	25 9%	25 11%	43 12%
None of the above	184 12%	110 14%	74 9%	6 3%	27 10%	40 15%	32 11%	38 17%	40 11%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1585	981	551	412	360	134	204	130	245
Effective Weighted Sample	1235	764	429	382	334	131	197	125	233
Weighted Bases	1585	979	549	371	306	79	126	99	460
Shopping for presents	512 32%	323 33%	171 31%	130 35%	106 35%	23 28%	36 29%	30 31%	140 30%
Eating a Christmas dinner with family or friends	1169 74%	728 74%	396 72%	289 78%	238 78%	62 79%	94 74%	76 76%	315 68%
Going to parties in the run-up to Christmas	332 21%	222 23%	102 19%	63 17%	63 21%	18 22%	19 15%	22 23%	112 24%
Going shopping for bargains in the sales after Christmas	367 23%	214 22%	141 26%	97 26%	68 22%	13 17%	27 21%	16 16%	101 22%
Celebrating the birth of Jesus Christ	279 18%	190 19%	77 14%	81 22%	49 16%	14 17%	19 15%	13 13%	61 13%
Watching the Queen's TV broadcast on Christmas Day	244 15%	161 16%	73 13%	81 22%	50 16%	12 15%	20 16%	7 7%	43 9%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1585	981	551	412	360	134	204	130	245
Effective Weighted Sample	1235	764	429	382	334	131	197	125	233
Weighted Bases	1585	979	549	371	306	79	126	99	460
Singing Christmas carols	332 21%	238 24%	90 16%	105 28%	59 19%	22 28%	22 17%	18 18%	72 16%
Giving and receiving gifts	952 60%	595 61%	323 59%	240 65%	193 63%	48 60%	74 58%	60 61%	256 56%
Going to church on Christmas Day	159 10%	123 13%	33 6%	52 14%	25 8%	11 14%	9 7%	9 9%	38 8%
None of the above	184 12%	101 10%	76 14%	35 9%	26 9%	8 10%	17 13%	13 13%	63 14%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1585	393	349	102	225	11	50	63	10	248
Effective Weighted Sample	1235	340	295	76	183	9	42	52	8	203
Weighted Bases	1585	373	331	79	170	12	46	57	11	302
Shopping for presents	512 32%	135 36%	117 35%	21 27%	48 28%	3 22%	16 35%	15 27%	3 25%	91 30%
Eating a Christmas dinner with family or friends	1169 74%	291 78%	260 79%	59 74%	117 69%	9 76%	37 81%	38 66%	4 41%	227 75%
Going to parties in the run-up to Christmas	332 21%	75 20%	79 24%	20 25%	27 16%	2 13%	10 22%	13 23%	2 21%	58 19%
Going shopping for bargains in the sales after Christmas	367 23%	99 27%	90 27%	14 18%	36 21%	2 18%	10 22%	9 16%	0 0%	65 21%
Celebrating the birth of Jesus Christ	279 18%	75 20%	50 15%	25 32%	29 17%	1 6%	8 17%	5 10%	0 0%	49 16%
Watching the Queen's TV broadcast on Christmas Day	244 15%	89 24%	46 14%	14 18%	27 16%	0 0%	5 10%	3 5%	1 8%	29 10%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1585	393	349	102	225	11	50	63	10	248
Effective Weighted Sample	1235	340	295	76	183	9	42	52	8	203
Weighted Bases	1585	373	331	79	170	12	46	57	11	302
Singing Christmas carols	332 21%	98 26%	61 18%	30 37%	38 22%	0 0%	12 27%	11 19%	1 14%	56 19%
Giving and receiving gifts	952 60%	240 64%	203 61%	46 58%	94 55%	7 59%	30 65%	31 55%	2 19%	177 59%
Going to church on Christmas Day	159 10%	42 11%	26 8%	18 23%	17 10%	0 0%	4 9%	4 7%	0 0%	33 11%
None of the above	184 12%	31 8%	24 7%	6 8%	21 12%	0 0%	4 10%	13 22%	5 45%	41 14%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1585	1355	130	74	26
Effective Weighted Sample	1235	1088	107	61	13
Weighted Bases	1585	1330	134	77	44
Shopping for presents	512 32%	441 33%	42 31%	18 24%	12 27%
Eating a Christmas dinner with family or friends	1169 74%	980 74%	99 74%	53 70%	37 83%
Going to parties in the run-up to Christmas	332 21%	276 21%	25 19%	15 20%	15 35%
Going shopping for bargains in the sales after Christmas	367 23%	318 24%	29 22%	12 15%	8 18%
Celebrating the birth of Jesus Christ	279 18%	235 18%	19 14%	10 13%	15 35%
Watching the Queen's TV broadcast on Christmas Day	244 15%	211 16%	17 12%	5 6%	12 26%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1585	1355	130	74	26
Effective Weighted Sample	1235	1088	107	61	13
Weighted Bases	1585	1330	134	77	44
Singing Christmas carols	332 21%	290 22%	25 18%	11 14%	7 15%
Giving and receiving gifts	952 60%	797 60%	79 59%	38 50%	38 86%
Going to church on Christmas Day	159 10%	135 10%	14 10%	5 6%	6 13%
None of the above	184 12%	153 11%	15 11%	13 17%	3 7%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1585	137	139	202	76	189	207	138	124	143
Effective Weighted Sample	1235	112	116	158	60	149	169	110	104	115
Weighted Bases	1585	114	147	206	65	175	217	135	139	131
Shopping for presents	512 32%	39 34%	50 34%	62 30%	24 37%	57 33%	73 34%	45 34%	51 37%	39 29%
Eating a Christmas dinner with family or friends	1169 74%	82 72%	101 68%	147 71%	50 77%	132 76%	172 79%	103 76%	105 75%	89 68%
Going to parties in the run-up to Christmas	332 21%	20 18%	32 22%	55 27%	15 23%	41 23%	44 20%	20 15%	27 20%	22 17%
Going shopping for bargains in the sales after Christmas	367 23%	32 28%	31 21%	54 26%	12 18%	41 23%	52 24%	37 27%	38 27%	21 16%
Celebrating the birth of Jesus Christ	279 18%	28 24%	23 15%	27 13%	9 14%	34 20%	34 16%	31 23%	30 22%	19 14%
Watching the Queen's TV broadcast on Christmas Day	244 15%	21 18%	19 13%	28 14%	11 17%	31 18%	33 15%	25 18%	27 19%	16 12%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1585	137	139	202	76	189	207	138	124	143
Effective Weighted Sample	1235	112	116	158	60	149	169	110	104	115
Weighted Bases	1585	114	147	206	65	175	217	135	139	131
Singing Christmas carols	332 21%	34 29%	29 19%	44 21%	11 18%	37 21%	50 23%	32 23%	29 21%	24 18%
Giving and receiving gifts	952 60%	68 59%	93 63%	114 56%	38 58%	106 61%	131 60%	79 58%	88 64%	79 60%
Going to church on Christmas Day	159 10%	15 13%	16 11%	27 13%	5 8%	19 11%	18 8%	13 10%	15 11%	8 6%
None of the above	184 12%	11 10%	21 14%	24 12%	6 8%	19 11%	22 10%	18 13%	17 12%	15 11%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1585	246	536	39
Effective Weighted Sample	1235	186	408	32
Weighted Bases	1585	249	500	38
Shopping for presents	512 32%	84 34%	139 28%	12 32%
Eating a Christmas dinner with family or friends	1169 74%	186 75%	364 73%	27 70%
Going to parties in the run-up to Christmas	332 21%	41 16%	116 23%	4 10%
Going shopping for bargains in the sales after Christmas	367 23%	53 21%	103 21%	4 11%
Celebrating the birth of Jesus Christ	279 18%	52 21%	72 14%	9 23%
Watching the Queen's TV broadcast on Christmas Day	244 15%	45 18%	74 15%	2 4%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1585	246	536	39
Effective Weighted Sample	1235	186	408	32
Weighted Bases	1585	249	500	38
Singing Christmas carols	332 21%	62 25%	82 16%	7 17%
Giving and receiving gifts	952 60%	153 62%	293 59%	23 60%
Going to church on Christmas Day	159 10%	34 14%	45 9%	7 19%
None of the above	184 12%	20 8%	65 13%	5 14%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1585	550	397	282	140	127	8	8	69	4
Effective Weighted Sample	1235	430	299	225	109	101	7	7	57	4
Weighted Bases	1585	532	398	303	135	118	8	9	75	6
Shopping for presents	512 32%	150 28%	138 35%	110 36%	34 25%	36 31%	3 34%	3 36%	37 49%	1 22%
Eating a Christmas dinner with family or friends	1169 74%	383 72%	304 76%	234 77%	97 72%	74 62%	7 92%	5 55%	61 81%	4 64%
Going to parties in the run-up to Christmas	332 21%	92 17%	99 25%	76 25%	21 15%	20 17%	3 32%	2 25%	18 24%	1 22%
Going shopping for bargains in the sales after Christmas	367 23%	111 21%	95 24%	74 25%	27 20%	22 19%	0 0%	3 34%	33 44%	1 22%
Celebrating the birth of Jesus Christ	279 18%	108 20%	75 19%	39 13%	14 10%	21 18%	1 14%	4 40%	18 23%	0 0%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1585	550	397	282	140	127	8	8	69	4
Effective Weighted Sample	1235	430	299	225	109	101	7	7	57	4
Weighted Bases	1585	532	398	303	135	118	8	9	75	6
Watching the Queen's TV broadcast on Christmas Day	244 15%	103 19%	58 14%	40 13%	11 8%	19 16%	2 24%	0 0%	10 14%	1 23%
Singing Christmas carols	332 21%	134 25%	74 19%	69 23%	18 13%	17 15%	1 14%	5 50%	13 17%	1 23%
Giving and receiving gifts	952 60%	303 57%	244 61%	197 65%	71 53%	66 56%	5 59%	5 51%	57 75%	4 64%
Going to church on Christmas Day	159 10%	67 13%	31 8%	33 11%	7 5%	11 9%	1 17%	2 21%	6 9%	0 0%
None of the above	184 12%	66 12%	32 8%	33 11%	20 15%	24 21%	0 0%	1 14%	5 6%	2 36%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1585	1130	455	1213	372	541	1044
Effective Weighted Sample	1235	894	358	951	292	397	839
Weighted Bases	1585	1048	537	1157	428	526	1059
Shopping for presents	512 32%	345 33%	167 31%	375 32%	138 32%	163 31%	349 33%
Eating a Christmas dinner with family or friends	1169 74%	769 73%	399 74%	870 75%	299 70%	406 77%	762 72%
Going to parties in the run-up to Christmas	332 21%	232 22%	100 19%	249 21%	84 20%	94 18%	238 23%
Going shopping for bargains in the sales after Christmas	367 23%	244 23%	123 23%	264 23%	103 24%	126 24%	240 23%
Celebrating the birth of Jesus Christ	279 18%	212 20%	67 12%	233 20%	46 11%	107 20%	172 16%
Watching the Queen's TV broadcast on Christmas Day	244 15%	197 19%	46 9%	197 17%	47 11%	89 17%	154 15%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1585	1130	455	1213	372	541	1044
Effective Weighted Sample	1235	894	358	951	292	397	839
Weighted Bases	1585	1048	537	1157	428	526	1059
Singing Christmas carols	332 21%	254 24%	78 15%	268 23%	64 15%	118 23%	213 20%
Giving and receiving gifts	952 60%	639 61%	313 58%	714 62%	238 56%	328 62%	624 59%
Going to church on Christmas Day	159 10%	122 12%	37 7%	136 12%	23 5%	54 10%	105 10%
None of the above	184 12%	111 11%	73 14%	124 11%	60 14%	58 11%	126 12%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1585	1005	236	148	85	111
Effective Weighted Sample	1235	835	180	115	75	95
Weighted Bases	1585	858	238	195	129	164
Shopping for presents	512 32%	285 33%	82 34%	51 26%	44 34%	51 31%
Eating a Christmas dinner with family or friends	1169 74%	682 79%	172 72%	126 64%	96 74%	94 57%
Going to parties in the run-up to Christmas	332 21%	166 19%	65 27%	41 21%	30 23%	31 19%
Going shopping for bargains in the sales after Christmas	367 23%	195 23%	57 24%	55 28%	25 19%	34 21%
Celebrating the birth of Jesus Christ	279 18%	183 21%	38 16%	25 13%	11 8%	23 14%
Watching the Queen's TV broadcast on Christmas Day	244 15%	167 19%	30 13%	20 10%	7 6%	19 11%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1585	1005	236	148	85	111
Effective Weighted Sample	1235	835	180	115	75	95
Weighted Bases	1585	858	238	195	129	164
Singing Christmas carols	332 21%	211 25%	54 23%	26 14%	23 18%	18 11%
Giving and receiving gifts	952 60%	555 65%	128 54%	101 52%	82 63%	86 53%
Going to church on Christmas Day	159 10%	100 12%	31 13%	12 6%	8 6%	9 5%
None of the above	184 12%	83 10%	17 7%	32 16%	15 11%	37 23%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1585	53	142	246	741	228	137	38
Effective Weighted Sample	1235	44	120	203	592	162	97	30
Weighted Bases	1585	53	129	217	769	232	145	39
Shopping for presents	512 32%	15 28%	49 38%	61 28%	275 36%	51 22%	53 37%	9 22%
Eating a Christmas dinner with family or friends	1169 74%	29 55%	111 86%	158 73%	553 72%	186 80%	111 77%	20 50%
Going to parties in the run-up to Christmas	332 21%	8 15%	37 29%	40 19%	159 21%	50 22%	34 24%	5 12%
Going shopping for bargains in the sales after Christmas	367 23%	9 16%	29 23%	42 19%	211 27%	36 15%	34 23%	7 17%
Celebrating the birth of Jesus Christ	279 18%	8 15%	19 15%	38 18%	121 16%	48 21%	39 27%	6 15%
Watching the Queen's TV broadcast on Christmas Day	244 15%	5 9%	10 8%	28 13%	108 14%	37 16%	45 31%	10 25%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1585	53	142	246	741	228	137	38
Effective Weighted Sample	1235	44	120	203	592	162	97	30
Weighted Bases	1585	53	129	217	769	232	145	39
Singing Christmas carols	332 21%	12 22%	28 22%	49 23%	136 18%	55 24%	42 29%	9 24%
Giving and receiving gifts	952 60%	28 53%	72 56%	130 60%	466 61%	145 62%	93 64%	18 45%
Going to church on Christmas Day	159 10%	8 15%	6 4%	29 13%	65 8%	31 13%	17 12%	3 7%
None of the above	184 12%	5 10%	8 6%	19 9%	99 13%	24 10%	15 10%	14 36%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1585	480	387	718	320	388	428	449
Effective Weighted Sample	1235	385	291	562	272	282	340	359
Weighted Bases	1585	466	408	711	397	395	399	394
Shopping for presents	512 32%	162 35%	136 33%	214 30%	121 30%	116 29%	135 34%	140 36%
Eating a Christmas dinner with family or friends	1169 74%	362 78%	295 72%	511 72%	286 72%	299 76%	290 73%	294 75%
Going to parties in the run-up to Christmas	332 21%	96 21%	85 21%	151 21%	68 17%	92 23%	89 22%	83 21%
Going shopping for bargains in the sales after Christmas	367 23%	115 25%	101 25%	151 21%	72 18%	91 23%	98 25%	105 27%
Celebrating the birth of Jesus Christ	279 18%	110 24%	77 19%	92 13%	79 20%	77 19%	63 16%	60 15%
Watching the Queen's TV broadcast on Christmas Day	244 15%	116 25%	48 12%	79 11%	61 15%	71 18%	60 15%	52 13%

Table 5 (continuation)

Which of these things do you personally most enjoy to do at Christmas?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1585	480	387	718	320	388	428	449
Effective Weighted Sample	1235	385	291	562	272	282	340	359
Weighted Bases	1585	466	408	711	397	395	399	394
Singing Christmas carols	332 21%	126 27%	81 20%	124 18%	96 24%	92 23%	74 18%	70 18%
Giving and receiving gifts	952 60%	304 65%	252 62%	395 56%	243 61%	249 63%	228 57%	232 59%
Going to church on Christmas Day	159 10%	60 13%	44 11%	55 8%	48 12%	40 10%	37 9%	35 9%
None of the above	184 12%	26 6%	45 11%	112 16%	57 14%	40 10%	54 13%	34 9%