

YouGov Survey Results

Sample Size: 2135 Adults in GB
Fieldwork: 25th - 26th November 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2135	384	549	196	231	752	795	1033	1102	224	882	527	502	1217	918	1847	102	186	506	350	258	732	
Unweighted Sample	2135	331	620	211	317	836	829	957	1178	134	895	567	539	1263	872	1839	116	180	539	364	190	746	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a positive or negative opinion of the following?

Christmas

Very positive	44	47	45	45	46	42	45	38	49	55	47	39	39	44	44	45	41	37	45	45	44	44
Fairly positive	34	36	35	38	31	37	31	35	32	28	34	35	35	36	31	33	37	37	34	29	34	34
TOTAL POSITIVE	78	83	80	83	77	79	76	73	81	83	81	74	74	80	75	78	78	74	79	74	78	78
Neither positive nor negative	12	11	11	10	14	12	13	14	10	5	11	15	14	11	14	12	14	11	11	14	12	12
Fairly negative	6	4	5	5	5	6	6	6	5	4	5	8	6	5	6	5	5	9	6	4	3	7
Very negative	4	2	3	2	3	3	4	5	3	2	3	4	6	4	4	4	3	4	3	6	5	3
TOTAL NEGATIVE	10	6	8	7	8	9	10	11	8	6	8	12	12	9	10	9	8	13	9	10	8	10
Don't know	1	0	0	0	0	0	0	1	1	5	1	0	0	1	1	1	0	2	0	2	2	0

New Year

Very positive	17	19	16	16	20	15	19	18	17	21	17	17	17	15	20	18	14	18	18	15	23	17
Fairly positive	39	40	40	43	34	39	35	40	38	54	40	33	37	42	35	39	36	41	36	37	40	40
TOTAL POSITIVE	56	59	56	59	54	54	54	58	55	75	57	50	54	57	55	57	50	59	54	52	63	57
Neither positive nor negative	28	27	28	28	30	29	30	26	30	11	28	32	31	28	28	28	29	21	29	28	24	30
Fairly negative	10	10	11	10	11	12	11	10	10	7	10	13	9	11	10	10	11	13	12	13	8	9
Very negative	5	3	3	3	4	5	5	5	4	2	4	5	6	4	5	4	9	5	5	5	3	4
TOTAL NEGATIVE	15	13	14	13	15	17	16	15	14	9	14	18	15	15	15	14	20	18	17	18	11	13
Don't know	1	0	1	0	0	0	0	1	1	5	1	0	0	1	2	1	1	2	1	2	2	1

Halloween

Very positive	10	3	11	9	9	10	8	8	13	15	16	6	2	10	11	10	10	13	12	7	10	10
Fairly positive	23	15	27	28	18	23	17	21	24	35	30	19	7	23	22	22	22	32	24	20	17	22
TOTAL POSITIVE	33	18	38	37	27	33	25	29	37	50	46	25	9	33	33	32	32	45	36	27	27	32
Neither positive nor negative	27	29	26	27	27	27	27	28	25	20	26	31	26	27	26	27	26	22	26	27	29	27
Fairly negative	20	25	21	20	19	22	22	21	19	9	17	22	28	21	18	20	16	21	18	23	22	19
Very negative	20	28	15	15	27	17	25	21	19	15	11	21	36	19	21	20	26	11	19	22	19	20
TOTAL NEGATIVE	40	53	36	35	46	39	47	42	38	24	28	43	64	40	39	40	42	32	37	45	41	39
Don't know	1	0	0	1	0	0	1	1	1	5	1	0	0	1	2	1	0	2	1	2	2	1

Valentine's Day

Very positive	6	7	5	4	5	4	7	5	7	11	6	6	5	5	8	6	10	4	7	6	6	6
Fairly positive	22	22	25	23	22	22	20	20	24	30	22	21	19	23	21	22	15	22	21	18	22	25
TOTAL POSITIVE	28	29	30	27	27	26	27	25	31	41	28	27	24	28	29	28	25	26	28	24	28	31
Neither positive nor negative	40	44	37	39	41	42	42	40	41	38	37	44	44	41	40	40	54	37	42	40	41	38
Fairly negative	19	17	22	22	19	21	19	20	17	12	22	17	19	20	17	19	13	26	19	21	16	18
Very negative	11	10	10	10	13	11	11	13	9	2	11	12	12	10	12	11	7	9	10	11	12	12
TOTAL NEGATIVE	30	27	32	32	32	32	30	33	26	14	33	29	31	30	29	30	20	35	29	32	28	30
Don't know	2	0	1	0	0	1	1	2	2	7	1	1	1	1	2	2	1	2	1	3	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Easter

Very positive	21	25	20	23	25	18	25	17	25	18	19	22	24	21	21	22	21	15	20	22	26	20
Fairly positive	37	44	38	36	37	38	35	35	38	40	39	35	34	38	35	37	32	36	38	34	32	40
TOTAL POSITIVE	58	69	58	59	62	56	60	52	63	58	58	57	58	59	56	59	53	51	58	56	58	60
Neither positive nor negative	33	27	32	31	31	34	31	35	30	31	34	33	31	32	34	32	39	34	33	33	33	31
Fairly negative	5	3	5	6	5	5	5	7	4	5	5	6	5	6	5	5	5	8	5	5	4	6
Very negative	4	1	4	2	2	3	3	5	2	2	3	4	6	3	4	4	2	5	3	5	2	3
TOTAL NEGATIVE	9	4	9	8	7	8	8	12	6	7	8	10	11	9	9	9	7	13	8	10	6	9
Don't know	1	0	1	0	0	0	0	1	1	5	1	0	0	1	1	1	0	2	1	2	3	0

Bonfire Night

Very positive	10	10	10	8	14	8	11	10	10	9	13	9	5	9	11	10	9	5	8	8	12	12
Fairly positive	29	27	32	40	28	34	26	30	29	36	37	24	19	32	26	30	34	27	30	31	23	31
TOTAL POSITIVE	39	37	42	48	42	42	37	40	39	45	50	33	24	41	37	40	43	32	38	39	35	43
Neither positive nor negative	29	28	26	26	27	27	28	30	29	29	27	33	31	29	31	30	28	28	26	30	36	30
Fairly negative	16	18	17	14	16	17	17	15	17	10	12	18	23	17	15	16	10	19	18	17	13	15
Very negative	14	17	14	13	16	13	17	14	14	10	10	15	22	13	16	13	18	19	16	12	14	12
TOTAL NEGATIVE	30	35	31	27	32	30	34	29	31	20	22	33	45	30	31	29	28	38	34	29	27	27
Don't know	1	0	1	0	0	1	0	1	1	5	1	0	0	1	2	1	0	2	1	2	2	1

Overall, would you say that you prefer Christmas or New Year?

Prefer Christmas	66	69	70	74	68	69	65	61	70	65	70	64	61	69	63	67	70	60	72	63	56	68
Prefer New Year	10	9	9	5	8	10	8	12	7	14	8	10	10	10	9	9	4	17	8	9	11	10
Like both equally	13	12	14	13	13	11	14	13	13	10	13	12	16	12	15	13	13	10	11	15	18	12
Don't like either	9	8	7	8	10	8	11	11	7	5	7	11	12	8	10	9	12	9	8	9	10	9
Don't know	2	1	1	0	1	1	1	3	2	5	2	2	1	1	3	2	1	4	2	4	3	1

Overall, would you say that Christmas is or is not your favourite holiday or festival?

Yes, it is	61	64	64	67	65	62	64	58	65	63	66	58	56	63	59	62	60	60	65	59	57	62
No, it is not	29	26	28	25	28	30	29	31	28	22	25	32	37	30	29	29	26	35	27	29	32	29
Don't know	9	10	9	8	6	8	7	11	8	15	9	9	7	8	12	9	14	5	8	12	11	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which holiday or festival would you consider to be your favourite?

Christmas	61	64	64	67	65	62	64	58	65	63	66	58	56	63	59	62	60	60	65	59	57	62
Easter	5	5	5	9	7	6	6	4	6	1	4	6	7	6	4	5	6	2	3	6	6	5
Halloween	3	1	3	3	2	4	2	3	3	8	5	2	0	3	4	3	0	4	4	3	2	4
New Year	3	4	2	2	3	4	3	4	2	4	2	3	5	4	2	3	1	6	2	2	6	3
Birthday	1	0	1	0	0	1	0	1	1	0	1	1	0	0	1	0	2	1	0	1	1	0
Solstice / Equinox	1	0	1	1	0	1	1	1	0	0	0	1	1	1	1	1	0	1	0	1	1	1
Other	9	9	8	4	7	9	7	11	6	8	7	9	10	9	8	9	7	9	10	9	11	7
None	8	6	7	7	8	6	10	8	8	3	6	10	12	7	8	7	10	11	7	8	5	8
Don't know	10	12	9	8	7	8	8	12	8	15	10	10	8	8	13	10	14	5	8	13	12	10

Overall, would you say that you prefer Christmas Eve or Boxing Day?

Prefer Christmas Eve	39	33	40	39	42	40	33	37	42	52	46	39	23	43	35	40	38	38	44	36	41	38
Prefer Boxing Day	28	35	29	28	25	32	28	29	27	23	26	27	34	28	27	27	27	34	25	30	22	29
Like both equally	22	25	23	24	23	20	27	21	24	14	20	23	28	20	25	23	27	15	23	21	24	23
Don't like either	8	4	6	7	9	6	9	10	5	7	4	8	13	6	9	7	7	9	6	9	6	8
Don't know	3	3	2	2	1	3	3	4	3	4	3	3	3	3	4	3	1	4	2	3	7	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.