

YouGov Survey Results

Sample Size: 2056 GB Adults

Fieldwork: 19th - 20th December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2056	672	498	175	724	766	995	1061	216	849	508	483	1172	884	1774	103	179	495	341	249	689	
Unweighted Sample	2056	700	489	190	846	758	937	1119	158	804	514	580	1253	803	1756	108	192	466	347	220	723	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As a child, did you and your family or caregivers celebrate Christmas?

Yes they did	95	99	95	100	97	99	94	96	81	95	97	99	96	94	95	99	94	95	95	89	97
No they did not	4	1	4	0	2	1	5	3	12	4	2	1	3	4	4	1	5	4	4	8	2
Don't know	1	1	1	0	1	1	1	1	6	1	1	0	1	2	1	0	1	1	2	3	1

At what age did you stop believing in Father Christmas?

[Asked only to those who celebrated Christmas as a child; n=1970]

4 years old or younger	2	2	3	3	3	2	3	2	2	2	4	2	2	3	2	1	3	1	2	2	3
5 years old	3	4	2	3	3	3	4	2	4	2	3	5	4	2	3	2	5	2	4	4	3
6 years old	6	8	6	7	7	6	7	5	4	6	6	7	7	6	7	5	4	6	3	9	8
7 years old	9	10	9	9	9	9	10	8	12	7	10	10	10	8	9	5	11	7	11	12	9
8 years old	10	9	11	11	11	9	10	11	7	11	10	9	10	11	10	14	11	9	9	8	12
9 years old	7	7	5	4	6	7	6	7	8	6	7	6	7	6	7	3	6	11	6	6	5
10 years old	12	12	15	11	11	12	10	14	12	13	11	10	12	12	11	23	14	11	14	10	10
11 years old	5	5	6	3	5	4	5	5	7	6	4	3	5	4	5	5	6	5	6	4	4
12 years old	2	1	2	6	2	1	2	3	8	3	1	0	2	3	3	0	2	2	2	4	3
13 years old	1	1	1	1	1	1	1	1	3	1	0	1	1	1	1	1	1	1	1	2	1
14 years old or older	1	2	0	1	1	1	1	1	2	1	1	0	1	1	1	1	1	0	1	0	2
Not sure	37	37	36	37	36	40	36	39	20	38	37	44	37	38	37	41	35	41	39	29	37
I never believed in Father Christmas	4	3	4	4	4	3	5	3	9	3	4	3	4	5	5	1	2	4	3	10	4

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

At what age do you think children should stop believing in Father Christmas?

4 years old or younger	3	3	2	2	3	3	4	2	4	3	4	2	2	5	3	1	3	2	2	3	4
5 years old	3	4	2	3	3	3	4	2	6	1	2	6	3	3	3	2	4	3	3	3	3
6 years old	4	6	3	6	4	6	5	4	3	2	4	10	5	4	4	5	3	4	4	6	5
7 years old	6	7	4	6	5	6	7	5	10	4	6	8	6	6	6	4	6	6	6	8	6
8 years old	8	10	8	9	8	9	7	9	8	7	8	10	9	7	8	5	7	9	8	11	7
9 years old	5	6	6	3	6	6	5	6	5	6	7	4	6	5	6	7	4	7	5	6	5
10 years old	16	16	16	16	16	16	14	19	13	18	17	14	17	16	16	19	20	16	17	12	16
11 years old	7	7	8	7	9	5	5	9	6	10	6	3	7	7	6	12	10	6	7	5	7
12 years old	3	3	4	4	4	3	3	4	6	5	2	2	3	4	3	5	5	3	3	2	4
13 years old	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	0	0	1	1	2	1
14 years old or older	2	2	3	3	2	1	3	2	4	3	3	0	3	2	3	1	1	2	2	7	2
Not sure	40	36	43	41	40	41	43	37	34	40	41	40	39	41	40	40	37	41	42	33	40

Have you ever revealed to a child that believed in Father Christmas that he does not really exist? Please select all that apply

Yes, by accident	4	3	5	2	3	3	4	3	8	4	2	2	3	4	4	3	4	2	2	7	4
Yes, on purpose	5	4	4	3	4	4	5	4	8	5	4	3	5	5	5	2	5	5	5	6	4
No, never	80	83	77	81	82	80	75	84	71	79	82	82	79	81	80	85	77	79	81	77	81
Don't know / can't recall	12	10	14	14	12	13	16	9	15	12	12	14	13	11	12	10	14	14	12	11	12

**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.*