

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 1

Q.1 Are you currently experiencing, or have you ever been diagnosed with, a mental health problem (this can include anxiety, depression, bipolar disorder and others)?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Have/have had mental health problem	818	341	477	92	162	145	165	135	119	201	222	151	244	72	40	93	60	71	65	43	89	87	103	72	24	158	319	69
	39%	34%	45%	40%	45%	44%	45%	44%	25%	35%	38%	36%	48%	41%	47%	40%	36%	40%	44%	43%	46%	32%	36%	40%	38%	43%	38%	41%
I am currently experiencing a mental health problem	318	132	186	50	76	58	63	52	19	77	63	63	114	24	11	36	27	35	29	19	36	33	40	23	4	55	119	24
	15%	13%	17%	22%	21%	17%	17%	17%	4%	14%	11%	15%	23%	14%	13%	15%	16%	19%	20%	19%	18%	12%	14%	13%	6%	15%	14%	14%
I have experienced a mental health problem in the past	500	209	291	42	86	87	102	83	99	124	159	88	129	48	29	57	33	37	35	23	53	54	63	49	20	102	201	45
	24%	21%	27%	18%	24%	26%	28%	27%	21%	22%	27%	21%	26%	27%	34%	25%	19%	20%	24%	23%	27%	20%	22%	27%	32%	28%	24%	27%
I have never experienced a mental health problem	1144	614	530	111	169	172	185	159	348	332	328	250	234	98	40	126	97	97	75	54	93	168	164	97	35	183	463	88
	55%	61%	50%	48%	47%	52%	50%	52%	72%	58%	56%	59%	46%	56%	47%	54%	57%	54%	51%	54%	48%	62%	58%	54%	57%	50%	55%	52%
Prefer not to say	117	59	58	28	28	15	18	14	14	34	34	21	28	5	5	14	12	11	7	4	11	18	15	11	3	23	53	12
	6%	6%	5%	12%	8%	5%	5%	5%	3%	6%	6%	5%	6%	3%	6%	6%	7%	6%	5%	4%	6%	7%	5%	6%	5%	6%	6%	7%

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Table 2

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

Summary**Base: All respondents**

		I feel pressure to have the perfect Christmas	I look forward to the festive period	I feel unable to cope at Christmas	I find the festive period relaxing	The festive period is the most stressful time of year	I am relieved when the festive period is over	The festive period makes me think about what I have not achieved this year	Christmas makes me worry about my financial situation	I compare my Christmas to other people's on social media	I feel pressure to present my Christmas on social media
Unweighted base		2079	2079	2079	2079	2079	2079	2079	2079	2079	2079
Weighted base		2079	2079	2079	2079	2079	2079	2079	2079	2079	2079
NET: Agree		483 23%	1256 60%	240 12%	785 38%	701 34%	844 41%	511 25%	812 39%	305 15%	149 7%
Strongly agree	(+2)	143 7%	615 30%	67 3%	274 13%	221 11%	339 16%	159 8%	300 14%	89 4%	53 3%
Slightly agree	(+1)	341 16%	641 31%	172 8%	511 25%	481 23%	505 24%	352 17%	511 25%	216 10%	96 5%
Neither agree nor disagree	(0)	337 16%	330 16%	400 19%	576 28%	483 23%	426 20%	464 22%	397 19%	248 12%	186 9%
Slightly disagree	(-1)	363 17%	239 12%	449 22%	438 21%	448 22%	380 18%	395 19%	332 16%	267 13%	262 13%
Strongly disagree	(-2)	832 40%	224 11%	932 45%	247 12%	412 20%	399 19%	654 31%	492 24%	1092 53%	1307 63%
NET: Disagree		1195 57%	463 22%	1381 66%	684 33%	860 41%	779 37%	1049 50%	824 40%	1359 65%	1569 75%
Not applicable		63 3%	29 1%	59 3%	33 2%	35 2%	31 1%	55 3%	46 2%	167 8%	176 8%
Mean		-0.70	0.58	-0.99	0.06	-0.17	*	-0.51	-0.10	-1.08	-1.40
Standard deviation		1.34	1.32	1.14	1.22	1.29	1.37	1.31	1.40	1.25	1.04
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02

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Table 3

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I feel pressure to have the perfect Christmas

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	483 23%	184 18%	299 28%	57 25%	115 32%	106 32%	103 28%	56 18%	46 10%	127 22%	126 22%	119 28%	111 22%	40 23%	30 36%	54 23%	35 21%	43 24%	30 20%	32 32%	51 27%	45 17%	56 20%	41 23%	26 41%	109 30%	222 27%	64 38%
Strongly agree (+2)	143 7%	49 5%	93 9%	18 8%	48 13%	28 8%	25 7%	18 6%	6 1%	38 7%	37 6%	32 8%	34 7%	8 4%	10 12%	27 12%	8 5%	9 5%	9 6%	8 8%	12 6%	15 6%	13 5%	18 10%	5 8%	40 11%	61 7%	22 13%
Slightly agree (+1)	341 16%	135 13%	206 19%	39 17%	67 19%	78 24%	78 21%	38 12%	40 8%	89 16%	88 15%	87 21%	77 15%	32 18%	21 24%	27 11%	27 16%	34 19%	21 15%	23 23%	39 20%	30 11%	43 15%	23 13%	20 33%	68 19%	161 19%	42 25%
Neither agree nor disagree (0)	337 16%	175 17%	163 15%	40 17%	65 18%	49 15%	56 15%	53 17%	75 16%	86 15%	92 16%	70 16%	90 18%	33 19%	13 16%	32 14%	27 16%	36 20%	24 16%	16 16%	27 14%	41 15%	51 18%	21 12%	15 24%	54 15%	141 17%	33 19%
Slightly disagree (-1)	363 17%	185 18%	178 17%	59 26%	59 16%	75 23%	61 17%	40 13%	68 14%	101 18%	118 20%	68 16%	76 15%	30 17%	6 8%	41 17%	26 15%	32 18%	34 23%	19 19%	35 18%	54 20%	46 16%	32 18%	8 12%	72 20%	157 19%	28 16%
Strongly disagree (-2)	832 40%	436 43%	397 37%	69 30%	106 30%	97 29%	140 38%	149 49%	271 56%	242 43%	234 40%	154 36%	203 40%	70 40%	33 39%	100 43%	75 45%	66 37%	58 39%	31 30%	75 39%	116 43%	119 42%	78 44%	12 20%	120 33%	296 35%	43 25%
NET: Disagree	1195 57%	620 61%	575 54%	128 56%	166 46%	172 52%	201 55%	189 61%	339 71%	343 60%	352 60%	222 53%	279 55%	99 57%	39 46%	140 61%	101 60%	98 55%	92 63%	50 49%	110 57%	170 62%	164 58%	111 62%	20 32%	193 53%	454 54%	70 42%
Not applicable	63 3%	35 3%	28 3%	5 2%	14 4%	6 2%	7 2%	10 3%	21 4%	12 2%	15 3%	11 3%	26 5%	3 2%	2 2%	5 2%	6 4%	2 1%	1 1%	3 3%	5 3%	16 6%	11 4%	6 4%	2 3%	9 2%	19 2%	2 1%
Mean	-0.70	-0.84	-0.56	-0.54	-0.31	-0.41	-0.59	-0.89	-1.21	-0.75	-0.74	-0.55	-0.70	-0.71	-0.39	-0.70	-0.82	-0.63	-0.76	-0.41	-0.64	-0.88	-0.79	-0.75	-0.03	-0.46	-0.57	-0.16
Standard deviation	1.34	1.27	1.40	1.31	1.43	1.35	1.37	1.31	1.08	1.34	1.31	1.38	1.35	1.29	1.50	1.43	1.31	1.30	1.28	1.37	1.36	1.27	1.28	1.41	1.28	1.41	1.35	1.40
Standard error	0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.07	0.05	0.06	0.05	0.08	0.06	0.10	0.16	0.10	0.10	0.10	0.11	0.14	0.10	0.08	0.07	0.10	0.18	0.08	0.05	0.11

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Table 4

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I look forward to the festive period

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	1256	593	663	167	263	203	206	158	259	362	358	252	284	98	50	145	112	110	81	61	114	169	182	94	39	235	517	107	
	60%	58%	62%	73%	73%	61%	56%	51%	54%	64%	61%	60%	56%	56%	59%	63%	66%	62%	55%	61%	59%	62%	65%	53%	63%	65%	62%	64%	
Strongly agree	(+2)	615	275	340	110	124	109	99	72	101	194	175	122	124	49	28	78	60	51	40	25	60	83	85	43	15	142	239	55
		30%	27%	32%	48%	34%	33%	27%	23%	21%	34%	30%	29%	24%	28%	33%	34%	35%	28%	27%	25%	31%	30%	30%	24%	23%	39%	29%	32%
Slightly agree	(+1)	641	318	323	57	139	93	107	86	158	168	183	130	160	49	22	67	52	60	41	36	54	86	98	51	25	94	278	53
		31%	31%	30%	25%	39%	28%	29%	28%	33%	30%	31%	31%	32%	28%	26%	29%	31%	33%	28%	36%	28%	31%	35%	29%	40%	26%	33%	31%
Neither agree nor disagree	(0)	330	168	162	35	43	49	53	57	93	94	87	67	82	31	15	38	20	28	29	12	26	42	47	35	7	45	133	31
		16%	17%	15%	15%	12%	15%	14%	18%	19%	17%	15%	16%	16%	18%	18%	16%	12%	15%	20%	12%	13%	15%	17%	20%	11%	12%	16%	19%
Slightly disagree	(-1)	239	128	112	17	28	38	53	40	63	51	67	54	66	23	6	28	20	24	17	11	31	29	25	22	4	42	93	11
		12%	13%	10%	7%	8%	11%	14%	13%	13%	9%	12%	13%	13%	13%	7%	12%	12%	13%	12%	11%	16%	11%	9%	12%	6%	12%	11%	6%
Strongly disagree	(-2)	224	108	116	6	19	41	53	50	56	55	63	43	63	20	11	20	14	16	19	17	20	26	24	24	12	40	83	16
		11%	11%	11%	3%	5%	12%	14%	16%	12%	10%	11%	10%	12%	12%	14%	9%	8%	9%	13%	17%	10%	10%	8%	13%	19%	11%	10%	9%
NET: Disagree		463	236	227	23	47	78	106	90	119	107	130	98	129	43	17	48	34	40	36	28	51	56	48	46	15	82	176	27
		22%	23%	21%	10%	13%	24%	29%	29%	25%	19%	22%	23%	26%	25%	20%	21%	20%	22%	24%	28%	26%	20%	17%	26%	25%	23%	21%	16%
Not applicable		29	17	12	6	6	2	3	3	9	4	9	6	11	3	2	1	4	1	1	-	2	6	5	4	1	2	10	4
		1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	*	2%	1%	1%	-	1%	2%	2%	2%	1%	*	1%	2%
Mean		0.58	0.53	0.63	1.10	0.91	0.59	0.40	0.30	0.40	0.70	0.59	0.56	0.44	0.48	0.60	0.67	0.74	0.59	0.45	0.41	0.54	0.64	0.70	0.38	0.43	0.70	0.60	0.72
Standard deviation		1.32	1.31	1.32	1.08	1.13	1.37	1.40	1.39	1.28	1.29	1.32	1.31	1.33	1.34	1.38	1.29	1.29	1.28	1.34	1.41	1.35	1.29	1.23	1.34	1.42	1.38	1.28	1.26
Standard error		0.03	0.04	0.04	0.07	0.06	0.08	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.11	0.15	0.09	0.10	0.10	0.11	0.14	0.10	0.08	0.07	0.10	0.20	0.08	0.05	0.10

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Table 5

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I feel unable to cope at Christmas

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	240 12%	95 9%	144 14%	24 10%	50 14%	41 12%	57 16%	43 14%	24 5%	56 10%	63 11%	41 10%	79 16%	19 11%	18 21%	24 10%	12 7%	21 12%	21 15%	19 19%	33 17%	22 8%	27 10%	17 9%	6 10%	53 15%	93 11%	35 21%
Strongly agree (+2)	67 3%	25 2%	42 4%	6 3%	20 6%	8 2%	14 4%	13 4%	5 1%	16 3%	19 3%	10 2%	22 4%	5 3%	5 5%	4 2%	3 2%	7 4%	4 3%	10 10%	7 4%	10 4%	8 3%	4 2%	1 1%	12 3%	27 3%	11 6%
Slightly agree (+1)	172 8%	71 7%	102 10%	18 8%	30 8%	34 10%	43 12%	29 10%	19 4%	41 7%	44 8%	31 7%	57 11%	14 8%	13 15%	20 9%	9 5%	14 8%	17 12%	10 10%	25 13%	13 5%	20 7%	12 7%	6 9%	41 11%	67 8%	24 14%
Neither agree nor disagree (0)	400 19%	191 19%	208 20%	42 18%	58 16%	78 23%	86 23%	59 19%	77 16%	93 16%	107 18%	105 25%	95 19%	39 22%	16 19%	42 18%	29 17%	41 23%	26 17%	21 21%	28 15%	47 17%	51 18%	47 26%	11 18%	82 23%	162 19%	36 21%
Slightly disagree (-1)	449 22%	215 21%	234 22%	60 26%	93 26%	80 24%	66 18%	54 17%	96 20%	119 21%	135 23%	84 20%	110 22%	39 22%	17 20%	49 21%	37 22%	37 20%	28 19%	25 24%	44 23%	65 24%	56 20%	37 20%	17 28%	72 20%	199 24%	40 24%
Strongly disagree (-2)	932 45%	479 47%	453 43%	101 44%	149 41%	122 37%	152 41%	142 46%	266 55%	286 50%	267 46%	183 43%	196 39%	76 43%	32 38%	112 48%	87 51%	79 44%	69 47%	31 31%	85 44%	124 46%	136 48%	76 42%	25 40%	153 42%	359 43%	54 32%
NET: Disagree	1381 66%	694 68%	687 65%	161 70%	242 67%	203 61%	218 59%	196 64%	362 75%	405 71%	402 69%	267 63%	307 61%	115 65%	49 58%	161 70%	124 73%	115 64%	96 65%	56 55%	129 67%	189 69%	192 68%	112 63%	43 68%	226 62%	558 67%	94 56%
Not applicable	59 3%	34 3%	25 2%	4 2%	9 3%	10 3%	7 2%	10 3%	18 4%	13 2%	13 2%	9 2%	24 5%	3 2%	2 3%	4 2%	5 3%	1 1%	4 3%	5 5%	4 2%	14 5%	11 4%	3 2%	2 3%	3 1%	22 3%	4 2%
Mean	-0.99	-1.07	-0.92	-1.02	-0.92	-0.86	-0.83	-0.95	-1.29	-1.12	-1.03	-0.96	-0.83	-0.97	-0.72	-1.08	-1.20	-0.93	-0.97	-0.60	-0.92	-1.09	-1.09	-0.95	-1.00	-0.87	-0.98	-0.62
Standard deviation	1.14	1.09	1.18	1.10	1.20	1.11	1.21	1.22	0.96	1.10	1.12	1.11	1.21	1.12	1.29	1.09	1.02	1.17	1.19	1.31	1.21	1.09	1.11	1.09	1.06	1.18	1.12	1.26
Standard error	0.03	0.04	0.04	0.07	0.07	0.06	0.06	0.07	0.04	0.05	0.05	0.06	0.05	0.09	0.14	0.07	0.08	0.09	0.10	0.13	0.09	0.07	0.06	0.08	0.15	0.07	0.04	0.10

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Table 6

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I find the festive period relaxing

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North of Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	785	417	368	133	160	125	125	100	142	259	216	148	162	52	32	82	72	71	56	38	70	125	109	50	27	152	346	86
	38%	41%	35%	58%	44%	38%	34%	33%	30%	46%	37%	35%	32%	30%	38%	35%	43%	40%	38%	38%	36%	46%	39%	28%	44%	42%	41%	51%
Strongly agree (+2)	274	158	116	52	60	47	46	36	32	94	70	54	57	23	14	33	25	23	19	12	16	49	37	16	7	55	132	47
	13%	16%	11%	23%	17%	14%	13%	12%	7%	16%	12%	13%	11%	13%	17%	14%	15%	13%	13%	12%	8%	18%	13%	9%	12%	15%	16%	28%
Slightly agree (+1)	511	259	252	81	99	78	79	64	110	165	147	95	105	29	18	49	47	48	37	26	54	76	73	35	20	97	213	39
	25%	26%	24%	35%	28%	24%	21%	21%	23%	29%	25%	22%	21%	16%	22%	21%	28%	27%	25%	26%	28%	28%	26%	19%	32%	27%	26%	23%
Neither agree nor disagree (0)	576	285	291	44	93	78	97	92	173	136	161	124	154	61	19	74	47	54	49	23	39	76	77	46	11	79	211	29
	28%	28%	27%	19%	26%	23%	26%	30%	36%	24%	28%	29%	30%	35%	22%	32%	28%	30%	33%	23%	20%	28%	27%	26%	17%	22%	25%	17%
Slightly disagree (-1)	438	196	242	30	62	82	93	60	111	105	127	94	112	43	16	42	28	35	30	23	49	35	65	57	15	80	172	29
	21%	19%	23%	13%	17%	25%	25%	20%	23%	19%	22%	22%	22%	25%	19%	18%	16%	19%	20%	23%	26%	13%	23%	32%	24%	22%	21%	17%
Strongly disagree (-2)	247	98	149	19	37	45	49	49	47	62	70	50	64	18	16	32	18	18	11	15	32	30	27	23	8	51	96	23
	12%	10%	14%	8%	10%	13%	13%	16%	10%	11%	12%	12%	13%	10%	19%	14%	11%	10%	7%	15%	17%	11%	9%	13%	12%	14%	12%	14%
NET: Disagree	684	293	391	49	100	126	142	109	158	167	197	144	176	61	32	73	46	53	41	38	82	64	92	80	22	131	268	52
	33%	29%	37%	21%	28%	38%	39%	35%	33%	29%	34%	34%	35%	35%	37%	32%	27%	29%	28%	38%	42%	24%	33%	44%	36%	36%	32%	31%
Not applicable	33	19	14	5	8	3	4	6	8	5	10	5	13	1	2	3	4	1	2	2	3	7	4	3	2	2	11	2
	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	3%	2%	2%	3%	1%	1%	1%
Mean	0.06	0.19	-0.05	0.52	0.24	*	-0.06	-0.07	-0.07	0.22	0.03	0.02	-0.04	-0.02	-0.01	0.04	0.20	0.14	0.16	-0.03	-0.15	0.30	0.10	-0.21	0.08	0.07	0.14	0.34
Standard deviation	1.22	1.20	1.22	1.22	1.23	1.27	1.23	1.24	1.07	1.24	1.20	1.20	1.20	1.17	1.37	1.24	1.21	1.17	1.13	1.27	1.24	1.23	1.18	1.16	1.26	1.29	1.25	1.41
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.09	0.15	0.08	0.09	0.09	0.09	0.13	0.09	0.08	0.07	0.08	0.18	0.07	0.04	0.11

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ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 7

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

The festive period is the most stressful time of year

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	701 34%	281 28%	420 39%	57 25%	110 30%	135 41%	136 37%	106 34%	159 33%	155 27%	193 33%	157 37%	197 39%	73 42%	38 45%	82 35%	42 25%	64 35%	38 26%	38 37%	74 38%	61 22%	100 35%	58 32%	33 53%	142 39%	263 31%	64 38%
Strongly agree (+2)	221 11%	81 8%	140 13%	11 5%	38 10%	43 13%	43 12%	40 13%	47 10%	43 7%	58 10%	50 12%	70 14%	21 12%	15 18%	27 11%	11 7%	19 11%	13 9%	20 19%	28 15%	21 8%	24 9%	17 9%	6 9%	38 10%	89 11%	20 12%
Slightly agree (+1)	481 23%	201 20%	280 26%	46 20%	72 20%	92 28%	93 25%	66 21%	112 23%	112 20%	135 23%	107 25%	126 25%	52 30%	23 28%	55 24%	31 19%	45 25%	25 17%	18 18%	46 24%	40 15%	76 27%	42 23%	27 44%	105 29%	173 21%	44 26%
Neither agree nor disagree (0)	483 23%	242 24%	241 23%	52 22%	87 24%	64 19%	76 21%	79 26%	126 26%	108 19%	134 23%	118 28%	123 24%	36 21%	17 20%	46 20%	47 28%	42 24%	38 26%	25 24%	39 20%	68 25%	65 23%	53 30%	7 12%	74 20%	186 22%	41 24%
Slightly disagree (-1)	448 22%	241 24%	207 19%	64 28%	88 24%	75 23%	77 21%	52 17%	92 19%	155 27%	141 24%	74 18%	78 15%	40 23%	12 14%	58 25%	37 22%	39 22%	33 22%	19 19%	44 23%	69 25%	53 19%	32 18%	12 19%	72 20%	201 24%	35 21%
Strongly disagree (-2)	412 20%	228 22%	184 17%	54 23%	68 19%	58 17%	75 20%	65 21%	94 19%	143 25%	105 18%	68 16%	96 19%	25 14%	15 18%	44 19%	38 22%	34 19%	35 24%	20 20%	34 17%	64 24%	61 22%	34 19%	8 13%	73 20%	174 21%	27 16%
NET: Disagree	860 41%	469 46%	391 37%	118 51%	155 43%	133 40%	151 41%	117 38%	186 39%	298 53%	246 42%	142 34%	173 34%	65 37%	28 33%	101 44%	75 44%	73 40%	68 46%	38 38%	78 40%	133 49%	114 40%	66 37%	20 32%	145 40%	375 45%	62 37%
Not applicable	35 2%	22 2%	13 1%	5 2%	8 2%	1 *	5 1%	6 2%	10 2%	7 1%	11 2%	4 1%	13 3%	1 1%	2 2%	3 1%	5 3%	1 1%	3 2%	- -	3 1%	10 4%	4 1%	2 1%	2 3%	2 1%	11 1%	2 1%
Mean	-0.17	-0.34	-0.01	-0.46	-0.22	-0.04	-0.13	-0.12	-0.16	-0.44	-0.18	-0.01	*	0.02	0.13	-0.16	-0.36	-0.13	-0.36	-0.01	-0.05	-0.44	-0.18	-0.15	0.17	-0.10	-0.24	-0.03
Standard deviation	1.29	1.26	1.30	1.19	1.27	1.31	1.32	1.33	1.27	1.27	1.26	1.25	1.33	1.26	1.38	1.30	1.22	1.28	1.27	1.39	1.33	1.23	1.29	1.25	1.25	1.31	1.29	1.27
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.15	0.09	0.09	0.10	0.11	0.14	0.10	0.08	0.07	0.09	0.18	0.07	0.05	0.10

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Absolutes/col percents

Table 8

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I am relieved when the festive period is over

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	844 41%	404 40%	440 41%	49 21%	112 31%	145 44%	159 43%	152 50%	226 47%	207 37%	226 39%	179 42%	231 46%	85 48%	41 48%	99 43%	56 33%	68 38%	69 47%	51 50%	73 38%	85 31%	102 36%	83 46%	31 50%	141 39%	313 37%	63 37%
Strongly agree (+2)	339 16%	163 16%	176 17%	14 6%	37 10%	60 18%	70 19%	67 22%	91 19%	76 13%	82 14%	76 18%	104 21%	33 19%	20 24%	36 16%	18 11%	28 16%	23 16%	22 22%	40 20%	34 12%	38 13%	34 19%	12 18%	64 18%	120 14%	26 16%
Slightly agree (+1)	505 24%	241 24%	264 25%	35 15%	75 21%	86 26%	89 24%	85 28%	136 28%	131 23%	144 25%	104 25%	127 25%	52 30%	21 24%	63 27%	38 22%	40 22%	46 31%	28 28%	33 17%	52 19%	65 23%	49 27%	19 31%	76 21%	193 23%	36 21%
Neither agree nor disagree (0)	426 20%	231 23%	194 18%	45 19%	74 21%	68 21%	64 17%	62 20%	113 23%	104 18%	107 18%	113 27%	102 20%	38 22%	9 11%	43 19%	37 22%	46 26%	34 23%	11 11%	32 17%	66 24%	58 20%	42 23%	9 14%	60 17%	179 21%	42 25%
Slightly disagree (-1)	380 18%	173 17%	207 19%	59 25%	82 23%	57 17%	73 20%	44 14%	65 14%	120 21%	122 21%	60 14%	77 15%	25 14%	17 20%	40 17%	32 19%	32 18%	20 14%	18 18%	57 29%	51 19%	53 19%	28 16%	8 13%	81 22%	159 19%	26 16%
Strongly disagree (-2)	399 19%	190 19%	209 20%	74 32%	86 24%	60 18%	67 18%	44 14%	68 14%	131 23%	117 20%	64 15%	87 17%	25 14%	17 20%	48 21%	39 23%	31 17%	23 16%	22 21%	30 15%	62 23%	64 23%	24 13%	14 22%	80 22%	174 21%	35 21%
NET: Disagree	779 37%	363 36%	416 39%	132 57%	168 47%	117 35%	141 38%	88 29%	133 28%	251 44%	240 41%	124 29%	164 33%	50 28%	33 39%	88 38%	71 42%	63 35%	44 30%	39 39%	86 45%	113 41%	117 41%	52 29%	22 35%	160 44%	333 40%	62 37%
Not applicable	31 1%	17 2%	14 1%	5 2%	6 2%	1 *	4 1%	5 2%	9 2%	5 1%	11 2%	6 1%	9 2%	2 1%	1 1%	2 1%	5 3%	2 1%	*	-	2 1%	8 3%	5 2%	2 1%	1 1%	3 1%	11 1%	3 2%
Mean	*	0.01	-0.01	-0.64	-0.30	0.08	0.06	0.29	0.25	-0.18	-0.08	0.16	0.17	0.25	0.13	*	-0.22	0.01	0.17	0.12	-0.02	-0.21	-0.15	0.24	0.11	-0.10	-0.09	-0.05
Standard deviation	1.37	1.35	1.38	1.25	1.33	1.37	1.40	1.35	1.31	1.38	1.36	1.31	1.39	1.32	1.49	1.39	1.34	1.32	1.31	1.49	1.39	1.34	1.37	1.30	1.45	1.42	1.36	1.37
Standard error	0.03	0.04	0.04	0.09	0.07	0.08	0.07	0.08	0.06	0.06	0.06	0.07	0.06	0.10	0.16	0.09	0.10	0.10	0.11	0.15	0.10	0.08	0.08	0.09	0.20	0.08	0.05	0.11

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Absolutes/col percents

Table 9

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

The festive period makes me think about what I have not achieved this year

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	511	245	266	63	114	101	118	62	53	135	147	105	124	45	20	48	34	49	40	36	51	67	69	36	18	103	237	62	
	25%	24%	25%	27%	32%	30%	32%	20%	11%	24%	25%	25%	25%	26%	23%	21%	20%	27%	27%	35%	26%	25%	24%	20%	28%	28%	28%	37%	
Strongly agree	(+2)	159	71	89	22	40	30	36	21	11	40	49	24	47	14	5	15	7	18	9	13	18	16	23	18	5	30	74	17
		8%	7%	8%	10%	11%	9%	10%	7%	2%	7%	8%	6%	9%	8%	6%	6%	4%	10%	6%	13%	9%	6%	8%	10%	7%	8%	9%	10%
Slightly agree	(+1)	352	174	177	41	74	71	82	41	43	96	98	81	77	30	15	33	27	31	31	23	33	51	46	18	13	73	163	45
		17%	17%	17%	18%	20%	21%	22%	13%	9%	17%	17%	19%	15%	17%	17%	16%	17%	21%	23%	17%	19%	19%	16%	10%	21%	20%	20%	27%
Neither agree nor disagree	(0)	464	246	219	44	61	77	79	72	131	119	110	107	43	29	56	38	39	34	17	40	62	52	44	10	71	179	38	
		22%	24%	21%	19%	17%	23%	22%	24%	27%	21%	19%	25%	26%	24%	24%	22%	22%	23%	17%	21%	23%	19%	25%	16%	19%	21%	22%	
Slightly disagree	(-1)	395	176	218	49	76	76	71	45	78	109	130	72	84	24	7	44	27	34	27	26	42	57	56	36	13	72	175	31
		19%	17%	21%	21%	21%	23%	19%	15%	16%	19%	22%	17%	17%	14%	8%	19%	16%	19%	18%	26%	22%	21%	20%	20%	21%	20%	21%	18%
Strongly disagree	(-2)	654	316	338	68	99	72	95	121	199	192	182	128	152	60	27	81	65	55	41	21	55	72	98	57	20	107	229	33
		31%	31%	32%	29%	28%	22%	26%	39%	41%	34%	31%	30%	30%	34%	32%	35%	38%	31%	28%	21%	29%	27%	35%	32%	31%	29%	27%	19%
NET: Disagree		1049	492	557	117	175	148	166	165	278	301	312	200	236	85	34	126	92	89	68	47	97	130	154	93	33	179	404	64
		50%	48%	52%	51%	49%	45%	45%	54%	58%	53%	53%	48%	47%	48%	41%	54%	55%	50%	46%	47%	50%	48%	55%	52%	53%	49%	48%	38%
Not applicable		55	32	23	7	10	6	5	8	19	13	15	10	17	3	2	2	6	1	6	1	6	14	7	7	2	11	16	5
		3%	3%	2%	3%	3%	2%	1%	3%	4%	2%	3%	2%	3%	2%	2%	1%	3%	1%	4%	1%	3%	5%	2%	4%	3%	3%	2%	3%
Mean		-0.51	-0.50	-0.52	-0.44	-0.35	-0.27	-0.29	-0.68	-0.89	-0.57	-0.52	-0.49	-0.44	-0.50	-0.45	-0.62	-0.71	-0.43	-0.43	-0.21	-0.45	-0.46	-0.58	-0.56	-0.50	-0.43	-0.39	-0.10
Standard deviation		1.31	1.30	1.32	1.35	1.38	1.28	1.33	1.31	1.13	1.31	1.32	1.27	1.33	1.35	1.28	1.28	1.26	1.36	1.28	1.35	1.33	1.25	1.34	1.32	1.35	1.34	1.32	1.30
Standard error		0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.05	0.05	0.05	0.07	0.06	0.11	0.14	0.09	0.09	0.11	0.11	0.14	0.10	0.08	0.08	0.09	0.19	0.08	0.05	0.10

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Absolutes/col percents

Table 10

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

Christmas makes me worry about my financial situation

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Pri- vate	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	812	339	473	97	170	177	168	110	90	170	227	191	224	79	39	91	57	77	52	47	81	83	111	57	37	172	363	76	
	39%	33%	44%	42%	47%	53%	46%	36%	19%	30%	39%	45%	44%	45%	46%	39%	34%	43%	36%	46%	42%	31%	39%	32%	59%	47%	43%	45%	
Strongly agree	(+2)	300	109	191	27	68	71	64	44	25	52	82	63	103	23	19	37	16	23	27	23	28	24	40	25	17	78	121	24
		14%	11%	18%	12%	19%	21%	18%	14%	5%	9%	14%	15%	20%	13%	22%	16%	9%	13%	18%	23%	15%	9%	14%	14%	28%	21%	14%	14%
Slightly agree	(+1)	511	230	282	70	102	106	103	66	64	118	145	128	120	56	20	54	42	54	26	24	53	60	71	32	20	94	242	52
		25%	23%	26%	30%	28%	32%	28%	21%	13%	21%	25%	30%	24%	32%	24%	23%	25%	30%	18%	24%	27%	22%	25%	18%	32%	26%	29%	31%
Neither agree nor disagree	(0)	397	216	181	51	58	56	68	60	103	111	109	77	101	30	17	34	31	34	29	20	33	70	49	42	9	61	156	40
		19%	21%	17%	22%	16%	17%	19%	19%	21%	20%	19%	18%	20%	17%	20%	15%	19%	19%	20%	19%	17%	26%	17%	23%	14%	17%	19%	24%
Slightly disagree	(-1)	332	157	175	40	64	45	50	40	91	107	93	64	67	36	9	39	20	31	25	19	24	40	46	30	13	57	139	20
		16%	15%	16%	17%	18%	14%	14%	13%	19%	19%	16%	15%	13%	20%	10%	17%	12%	17%	17%	19%	13%	15%	16%	17%	20%	16%	17%	12%
Strongly disagree	(-2)	492	277	215	37	54	50	75	92	185	171	145	80	96	29	19	64	55	36	37	15	52	67	71	47	2	67	163	27
		24%	27%	20%	16%	15%	15%	20%	30%	38%	30%	25%	19%	19%	17%	22%	27%	33%	20%	25%	14%	27%	25%	25%	26%	3%	18%	19%	16%
NET: Disagree		824	434	390	78	118	95	125	132	276	278	238	144	164	65	27	103	76	67	62	34	76	107	117	77	15	123	302	47
		40%	43%	37%	34%	33%	29%	34%	43%	57%	49%	41%	34%	32%	37%	32%	44%	45%	37%	42%	33%	39%	39%	41%	43%	23%	34%	36%	28%
Not applicable		46	26	20	5	12	5	6	6	12	9	10	10	17	1	2	4	5	1	4	1	3	13	6	4	2	8	15	5
		2%	3%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	3%	1%	2%	2%	3%	1%	3%	1%	2%	5%	2%	2%	3%	2%	2%	3%
Mean		-0.10	-0.27	0.06	0.04	0.19	0.32	0.09	-0.23	-0.74	-0.41	-0.13	0.07	0.14	0.04	0.14	-0.17	-0.35	-0.01	-0.14	0.22	-0.09	-0.26	-0.13	-0.24	0.62	0.17	0.02	0.16
Standard deviation		1.40	1.37	1.41	1.28	1.36	1.36	1.40	1.45	1.26	1.36	1.41	1.36	1.42	1.32	1.47	1.47	1.41	1.34	1.46	1.38	1.44	1.31	1.42	1.39	1.20	1.42	1.36	1.29
Standard error		0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.08	0.06	0.06	0.06	0.08	0.06	0.10	0.16	0.10	0.11	0.11	0.12	0.14	0.11	0.08	0.08	0.10	0.17	0.08	0.05	0.10

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Absolutes/col percents

Table 11

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I compare my Christmas to other people's on social media

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	305 15%	99 10%	206 19%	68 30%	99 28%	54 16%	57 15%	13 4%	14 3%	94 16%	90 15%	52 12%	69 14%	24 14%	18 21%	37 16%	26 16%	28 16%	20 14%	17 17%	28 15%	33 12%	37 13%	28 16%	9 14%	62 17%	148 18%	49 29%
Strongly agree (+2)	89 4%	24 2%	65 6%	14 6%	28 8%	20 6%	17 5%	5 2%	4 1%	22 4%	31 5%	9 2%	26 5%	6 3%	6 7%	17 7%	7 4%	8 5%	7 5%	3 3%	5 3%	7 2%	11 4%	9 5%	3 5%	23 6%	37 4%	20 12%
Slightly agree (+1)	216 10%	75 7%	141 13%	54 23%	71 20%	33 10%	40 11%	8 2%	10 2%	71 13%	59 10%	42 10%	43 8%	18 10%	12 15%	19 8%	19 11%	20 11%	12 8%	14 14%	23 12%	27 10%	25 9%	19 11%	6 9%	39 11%	111 13%	30 18%
Neither agree nor disagree (0)	248 12%	111 11%	138 13%	39 17%	50 14%	46 14%	47 13%	31 10%	35 7%	52 9%	66 11%	65 15%	65 13%	24 14%	6 7%	20 9%	26 15%	32 18%	17 11%	13 13%	16 8%	35 13%	33 12%	20 11%	6 10%	52 14%	111 13%	25 15%
Slightly disagree (-1)	267 13%	129 13%	138 13%	38 17%	50 14%	58 17%	39 11%	35 11%	47 10%	81 14%	77 13%	47 11%	62 12%	25 15%	7 8%	35 15%	22 13%	23 13%	16 11%	21 21%	17 9%	36 13%	34 12%	22 12%	9 15%	59 16%	110 13%	24 14%
Strongly disagree (-2)	1092 53%	575 57%	517 49%	76 33%	143 40%	159 48%	197 53%	201 65%	316 66%	304 54%	311 53%	217 51%	259 51%	90 51%	44 52%	125 54%	85 50%	83 46%	83 57%	46 46%	114 59%	144 53%	154 55%	95 53%	28 45%	176 48%	423 51%	65 38%
NET: Disagree	1359 65%	703 69%	655 62%	115 50%	193 54%	216 65%	236 64%	236 77%	363 75%	386 68%	388 66%	263 62%	321 64%	116 66%	51 60%	160 69%	107 63%	106 59%	100 68%	67 66%	131 68%	179 66%	189 67%	118 66%	37 59%	235 65%	533 64%	89 52%
Not applicable	167 8%	101 10%	66 6%	9 4%	17 5%	16 5%	28 8%	28 9%	69 14%	36 6%	39 7%	41 10%	50 10%	12 7%	10 12%	16 7%	10 6%	14 8%	11 7%	3 3%	19 10%	24 9%	24 9%	14 8%	11 17%	15 4%	44 5%	6 3%
Mean	-1.08	-1.26	-0.90	-0.49	-0.61	-0.95	-1.05	-1.50	-1.60	-1.08	-1.06	-1.10	-1.07	-1.07	-0.95	-1.07	-0.99	-0.92	-1.14	-0.95	-1.21	-1.14	-1.14	-1.06	-1.02	-0.93	-0.97	-0.51
Standard deviation	1.25	1.12	1.34	1.35	1.41	1.29	1.28	0.93	0.83	1.26	1.28	1.19	1.27	1.21	1.42	1.32	1.27	1.27	1.26	1.22	1.23	1.17	1.22	1.28	1.29	1.30	1.29	1.46
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.05	0.04	0.05	0.05	0.07	0.06	0.10	0.16	0.09	0.10	0.10	0.11	0.13	0.10	0.08	0.07	0.09	0.20	0.07	0.05	0.12

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 12

Q.2 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I feel pressure to present my Christmas on social media

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	149 7%	50 5%	99 9%	29 12%	45 12%	35 11%	25 7%	10 3%	6 1%	41 7%	47 8%	20 5%	41 8%	13 8%	10 12%	17 7%	15 9%	12 7%	9 6%	8 8%	9 5%	18 7%	14 5%	15 8%	7 12%	35 10%	77 9%	34 20%
Strongly agree (+2)	53 3%	14 1%	39 4%	9 4%	16 4%	13 4%	4 1%	4 1%	5 1%	17 3%	16 3%	3 1%	17 3%	4 2%	3 3%	8 3%	5 3%	5 3%	2 1%	3 3%	5 3%	8 3%	5 2%	4 2%	- -	9 2%	27 3%	18 11%
Slightly agree (+1)	96 5%	36 4%	60 6%	19 8%	29 8%	22 7%	20 6%	5 2%	1 *	24 4%	31 5%	17 4%	24 5%	9 5%	8 9%	9 4%	10 6%	7 4%	6 4%	5 5%	4 2%	10 4%	9 3%	11 6%	7 12%	26 7%	50 6%	16 9%
Neither agree nor disagree (0)	186 9%	89 9%	97 9%	29 12%	49 14%	32 10%	34 9%	17 6%	25 5%	40 7%	52 9%	51 12%	43 9%	21 12%	6 7%	15 7%	15 9%	16 9%	16 11%	8 8%	16 8%	27 10%	29 10%	14 8%	2 3%	38 10%	89 11%	22 13%
Slightly disagree (-1)	262 13%	116 11%	146 14%	48 21%	58 16%	60 18%	47 13%	23 8%	25 5%	74 13%	73 13%	56 13%	58 12%	19 11%	10 12%	32 14%	17 10%	22 12%	17 11%	17 17%	20 10%	42 15%	33 12%	20 11%	12 20%	52 14%	117 14%	23 13%
Strongly disagree (-2)	1307 63%	659 65%	648 61%	116 50%	186 52%	193 58%	233 63%	227 74%	351 73%	370 65%	369 63%	257 61%	310 61%	116 66%	49 58%	148 64%	111 65%	109 61%	97 66%	59 58%	132 68%	159 58%	182 65%	114 63%	31 50%	226 62%	502 60%	83 49%
NET: Disagree	1569 75%	775 76%	793 75%	164 71%	245 68%	253 76%	281 76%	250 81%	377 78%	445 78%	442 76%	313 74%	369 73%	135 77%	59 69%	179 77%	128 75%	131 73%	114 77%	76 76%	152 79%	201 74%	216 76%	134 75%	43 70%	277 76%	619 74%	106 62%
Not applicable	176 8%	101 10%	75 7%	10 4%	21 6%	12 4%	29 8%	31 10%	73 15%	42 7%	43 7%	38 9%	53 10%	6 3%	9 11%	20 9%	12 7%	20 11%	9 6%	8 8%	16 9%	26 10%	24 8%	17 9%	10 16%	14 4%	51 6%	7 4%
Mean	-1.40	-1.50	-1.32	-1.09	-1.09	-1.24	-1.43	-1.67	-1.76	-1.44	-1.38	-1.43	-1.37	-1.38	-1.25	-1.43	-1.39	-1.39	-1.44	-1.33	-1.52	-1.36	-1.46	-1.41	-1.29	-1.31	-1.30	-0.84
Standard deviation	1.04	0.93	1.12	1.18	1.21	1.14	0.98	0.81	0.69	1.04	1.06	0.93	1.09	1.05	1.19	1.05	1.10	1.06	0.98	1.08	0.96	1.04	0.96	1.06	1.06	1.09	1.11	1.43
Standard error	0.02	0.03	0.04	0.08	0.07	0.07	0.05	0.05	0.03	0.04	0.04	0.05	0.05	0.08	0.13	0.07	0.08	0.09	0.08	0.11	0.08	0.07	0.06	0.08	0.16	0.06	0.04	0.11

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 13
Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?
Summary
Base: All respondents

		I feel more lonely over the festive period	I avoid social gatherings at Christmas	I enjoy spending time with friends and family over the festive period	I like to spend time alone during the festive period	I will be spending Christmas alone, as I have nobody to spend it with	I feel like I am alone in a crowd at Christmas
Unweighted base		2079	2079	2079	2079	2079	2079
Weighted base		2079	2079	2079	2079	2079	2079
NET: Agree		355 17%	466 22%	1574 76%	597 29%	165 8%	360 17%
Strongly agree	(+2)	111 5%	152 7%	935 45%	152 7%	76 4%	127 6%
Slightly agree	(+1)	244 12%	314 15%	639 31%	445 21%	89 4%	234 11%
Neither agree nor disagree	(0)	313 15%	425 20%	295 14%	494 24%	177 9%	302 15%
Slightly disagree	(-1)	329 16%	403 19%	101 5%	409 20%	211 10%	306 15%
Strongly disagree	(-2)	1036 50%	733 35%	66 3%	531 26%	1408 68%	1040 50%
NET: Disagree		1365 66%	1136 55%	167 8%	939 45%	1619 78%	1346 65%
Not applicable		45 2%	52 3%	43 2%	49 2%	118 6%	71 3%
Mean		-0.95	-0.62	1.12	-0.36	-1.42	-0.95
Standard deviation		1.28	1.31	1.04	1.28	1.08	1.30
Standard error		0.03	0.03	0.02	0.03	0.02	0.03

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 14

Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I feel more lonely over the festive period

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-ate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	355 17%	157 15%	198 19%	30 13%	75 21%	67 20%	73 20%	53 17%	58 12%	90 16%	105 18%	63 15%	98 19%	31 18%	18 21%	36 15%	22 13%	40 23%	25 17%	27 27%	34 17%	47 17%	39 14%	28 16%	8 13%	71 20%	145 17%	35 20%
Strongly agree (+2)	111 5%	48 5%	64 6%	11 5%	21 6%	19 6%	30 8%	20 6%	12 2%	24 4%	34 6%	17 4%	37 7%	9 5%	4 5%	17 7%	8 5%	13 7%	6 4%	9 9%	11 6%	13 5%	9 3%	12 7%	- -	18 5%	47 6%	13 7%
Slightly agree (+1)	244 12%	109 11%	135 13%	19 8%	55 15%	48 14%	43 12%	33 11%	46 10%	66 12%	71 12%	47 11%	61 12%	22 12%	14 16%	19 8%	14 8%	27 15%	19 13%	18 18%	23 12%	34 12%	30 11%	17 9%	8 13%	54 15%	98 12%	22 13%
Neither agree nor disagree (0)	313 15%	163 16%	150 14%	36 16%	46 13%	50 15%	70 19%	40 13%	71 15%	82 14%	81 14%	63 15%	87 17%	34 20%	13 16%	34 15%	16 10%	25 14%	23 15%	20 20%	34 18%	39 14%	37 13%	28 16%	9 14%	54 15%	126 15%	40 24%
Slightly disagree (-1)	329 16%	152 15%	177 17%	42 18%	56 16%	59 18%	51 14%	43 14%	78 16%	79 14%	93 16%	74 17%	83 17%	34 19%	9 11%	40 17%	27 16%	24 14%	26 18%	11 11%	33 17%	35 13%	50 18%	30 17%	8 13%	49 13%	145 17%	30 18%
Strongly disagree (-2)	1036 50%	521 51%	516 48%	119 51%	177 49%	145 44%	168 46%	168 55%	260 54%	308 54%	288 49%	218 52%	222 44%	76 43%	41 49%	119 51%	101 60%	90 50%	69 47%	39 39%	91 47%	140 51%	149 53%	88 49%	34 54%	185 51%	404 48%	60 36%
NET: Disagree	1365 66%	673 66%	693 65%	160 69%	233 65%	204 61%	218 59%	211 69%	339 70%	387 68%	382 65%	292 69%	305 60%	110 63%	51 60%	159 68%	129 76%	114 64%	95 64%	50 50%	124 64%	175 64%	199 70%	118 66%	42 67%	234 64%	549 66%	91 54%
Not applicable	45 2%	21 2%	24 2%	4 2%	5 1%	11 3%	7 2%	4 1%	14 3%	9 2%	17 3%	4 1%	16 3%	1 *	3 3%	4 2%	2 1%	*	5 3%	3 3%	2 1%	11 4%	8 3%	5 3%	3 5%	5 1%	17 2%	4 2%
Mean	-0.95	-1.00	-0.91	-1.05	-0.89	-0.82	-0.79	-1.01	-1.13	-1.04	-0.94	-1.03	-0.80	-0.84	-0.85	-0.99	-1.20	-0.84	-0.93	-0.54	-0.89	-0.97	-1.09	-0.95	-1.14	-0.92	-0.93	-0.63
Standard deviation	1.28	1.25	1.30	1.21	1.33	1.30	1.35	1.31	1.15	1.25	1.30	1.22	1.33	1.25	1.34	1.29	1.20	1.38	1.25	1.42	1.28	1.29	1.18	1.29	1.13	1.31	1.28	1.30
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.07	0.06	0.10	0.15	0.09	0.09	0.11	0.11	0.15	0.10	0.08	0.07	0.09	0.16	0.07	0.05	0.10

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 15

Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I avoid social gatherings at Christmas

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	466 22%	234 23%	232 22%	23 10%	66 18%	89 27%	100 27%	91 30%	97 20%	112 20%	135 23%	81 19%	138 27%	53 30%	22 26%	51 22%	28 17%	32 18%	41 28%	31 31%	52 27%	47 17%	48 17%	42 23%	18 29%	78 22%	181 22%	39 23%
Strongly agree (+2)	152 7%	77 8%	75 7%	7 3%	27 8%	28 8%	27 7%	32 11%	31 7%	36 6%	39 7%	18 4%	58 12%	9 5%	9 11%	16 7%	7 4%	13 7%	20 13%	11 10%	22 11%	16 6%	13 5%	15 8%	3 4%	20 5%	59 7%	15 9%
Slightly agree (+1)	314 15%	157 15%	157 15%	16 7%	39 11%	61 18%	74 20%	58 19%	65 14%	76 13%	95 16%	63 15%	79 16%	44 25%	13 15%	35 15%	21 12%	19 11%	21 14%	20 20%	31 16%	32 12%	35 13%	27 15%	16 25%	59 16%	121 14%	25 15%
Neither agree nor disagree (0)	425 20%	225 22%	201 19%	41 18%	68 19%	59 18%	78 21%	70 23%	108 23%	99 17%	118 20%	88 21%	121 24%	35 20%	19 23%	51 22%	26 16%	40 22%	27 18%	19 19%	39 20%	52 19%	58 21%	45 25%	12 20%	63 17%	173 21%	32 19%
Slightly disagree (-1)	403 19%	185 18%	218 20%	53 23%	66 18%	81 24%	74 20%	48 16%	80 17%	114 20%	107 18%	90 21%	91 18%	37 21%	9 11%	47 20%	34 20%	37 21%	31 21%	18 18%	33 17%	50 18%	59 21%	39 22%	7 12%	75 21%	168 20%	28 17%
Strongly disagree (-2)	733 35%	347 34%	386 36%	106 46%	152 42%	91 27%	105 29%	96 31%	182 38%	237 42%	207 35%	158 37%	131 26%	49 28%	32 37%	77 33%	76 45%	67 37%	46 31%	27 27%	66 34%	111 41%	110 39%	50 28%	22 35%	143 39%	293 35%	65 39%
NET: Disagree	1136 55%	532 52%	603 57%	159 69%	218 61%	172 52%	180 49%	145 47%	262 55%	351 62%	315 54%	248 59%	222 44%	86 49%	41 48%	125 54%	110 65%	104 58%	77 52%	45 45%	99 51%	161 59%	169 60%	90 50%	29 47%	218 60%	462 55%	94 55%
Not applicable	52 3%	23 2%	29 3%	8 3%	7 2%	12 4%	10 3%	2 1%	13 3%	6 1%	17 3%	5 1%	24 5%	2 1%	2 3%	5 2%	5 3%	3 2%	3 2%	5 5%	3 2%	13 5%	6 2%	2 1%	3 4%	5 1%	20 2%	4 2%
Mean	-0.62	-0.57	-0.66	-1.06	-0.78	-0.45	-0.44	-0.38	-0.68	-0.78	-0.61	-0.73	-0.33	-0.42	-0.50	-0.59	-0.92	-0.72	-0.43	-0.33	-0.47	-0.80	-0.79	-0.47	-0.51	-0.73	-0.63	-0.63
Standard deviation	1.31	1.32	1.31	1.10	1.31	1.31	1.30	1.38	1.30	1.29	1.31	1.23	1.35	1.28	1.42	1.29	1.24	1.28	1.41	1.38	1.40	1.27	1.23	1.28	1.34	1.29	1.30	1.37
Standard error	0.03	0.04	0.04	0.08	0.07	0.08	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.10	0.16	0.09	0.09	0.10	0.12	0.14	0.10	0.08	0.07	0.09	0.19	0.07	0.05	0.11

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 16

Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I enjoy spending time with friends and family over the festive period

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland	Public		Private	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	1574	740	834	188	285	250	281	220	349	444	448	318	363	128	65	190	141	126	103	69	151	197	225	128	49	289	644	127	
	76%	73%	78%	82%	79%	75%	77%	71%	73%	78%	77%	75%	72%	73%	77%	82%	83%	70%	70%	68%	78%	72%	80%	72%	78%	79%	77%	75%	
Strongly agree	(+2)	935	417	518	134	171	139	151	119	221	272	267	198	197	74	45	110	82	81	62	32	90	125	132	71	31	173	383	76
		45%	41%	49%	58%	47%	42%	41%	39%	46%	48%	46%	47%	39%	42%	53%	48%	48%	45%	42%	32%	46%	46%	47%	39%	49%	47%	46%	45%
Slightly agree	(+1)	639	323	316	55	115	111	130	101	128	172	181	120	166	54	21	80	59	44	41	36	62	73	93	58	18	116	262	51
		31%	32%	30%	24%	32%	33%	35%	33%	27%	30%	31%	28%	33%	31%	24%	34%	35%	25%	28%	36%	32%	27%	33%	32%	29%	32%	31%	30%
Neither agree nor disagree	(0)	295	166	129	28	39	47	53	47	81	71	76	71	78	30	11	27	18	39	25	12	21	45	34	27	7	41	125	26
		14%	16%	12%	12%	11%	14%	14%	15%	17%	13%	13%	17%	15%	17%	12%	12%	11%	22%	17%	12%	11%	17%	12%	15%	11%	11%	15%	15%
Slightly disagree	(-1)	101	57	45	4	16	16	19	17	29	30	29	16	26	10	3	9	2	7	9	13	9	12	12	15	1	22	28	8
		5%	6%	4%	2%	4%	5%	5%	6%	6%	5%	5%	4%	5%	6%	3%	4%	1%	4%	6%	13%	5%	4%	4%	8%	1%	6%	3%	5%
Strongly disagree	(-2)	66	34	32	5	12	9	9	19	11	15	18	14	19	6	3	3	6	4	8	5	10	7	6	7	2	6	23	4
		3%	3%	3%	2%	3%	3%	3%	6%	2%	3%	3%	3%	4%	3%	3%	1%	4%	2%	5%	5%	5%	3%	2%	4%	3%	2%	3%	2%
NET: Disagree		167	91	77	9	28	25	29	37	40	45	47	30	45	16	5	12	8	11	17	18	19	18	22	3	28	51	12	
		8%	9%	7%	4%	8%	8%	8%	12%	8%	8%	8%	7%	9%	9%	6%	5%	5%	6%	12%	18%	10%	7%	6%	12%	4%	8%	6%	7%
Not applicable		43	18	25	5	8	10	5	4	11	6	13	3	20	2	3	3	2	3	2	2	3	11	6	2	4	6	15	4
		2%	2%	2%	2%	2%	3%	1%	1%	2%	1%	2%	1%	4%	1%	4%	1%	2%	2%	2%	2%	1%	4%	2%	1%	7%	2%	2%	3%
Mean		1.12	1.04	1.20	1.36	1.18	1.10	1.09	0.93	1.10	1.17	1.14	1.13	1.02	1.04	1.25	1.25	1.25	1.09	0.97	0.79	1.11	1.13	1.21	0.96	1.29	1.20	1.16	1.14
Standard deviation		1.04	1.06	1.02	0.93	1.02	1.02	1.00	1.16	1.04	1.02	1.03	1.04	1.06	1.06	1.03	0.90	0.96	1.03	1.17	1.18	1.11	1.03	0.96	1.12	0.96	0.98	0.99	1.00
Standard error		0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.07	0.08	0.10	0.12	0.08	0.07	0.05	0.08	0.14	0.06	0.04	0.08

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 17

Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I like to spend time alone during the festive period

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	597 29%	301 30%	296 28%	43 19%	99 28%	122 37%	116 32%	94 31%	123 26%	158 28%	184 31%	106 25%	149 30%	63 36%	26 31%	46 20%	43 25%	40 22%	47 32%	35 35%	69 36%	68 25%	84 30%	57 32%	20 31%	110 30%	256 31%	56 33%
Strongly agree (+2)	152 7%	74 7%	77 7%	13 6%	31 9%	33 10%	25 7%	22 7%	28 6%	51 9%	41 7%	18 4%	42 8%	17 10%	10 12%	11 5%	13 8%	8 4%	13 9%	14 14%	17 9%	18 7%	16 6%	14 8%	1 2%	27 7%	67 8%	22 13%
Slightly agree (+1)	445 21%	227 22%	219 21%	29 13%	68 19%	89 27%	92 25%	72 23%	95 20%	107 19%	143 25%	89 21%	107 21%	46 26%	16 19%	35 15%	30 18%	32 18%	35 24%	21 21%	52 27%	49 18%	69 24%	42 24%	18 30%	83 23%	189 23%	33 20%
Neither agree nor disagree (0)	494 24%	256 25%	237 22%	49 21%	65 18%	72 22%	98 27%	84 27%	127 26%	125 22%	115 20%	105 25%	149 30%	44 25%	16 19%	66 28%	34 20%	40 22%	34 23%	24 24%	42 22%	81 30%	65 23%	42 23%	6 10%	75 21%	210 25%	33 19%
Slightly disagree (-1)	409 20%	196 19%	212 20%	54 24%	83 23%	52 16%	63 17%	57 19%	99 21%	119 21%	125 21%	86 20%	79 16%	38 21%	17 21%	47 20%	39 23%	36 20%	24 16%	17 17%	33 17%	46 17%	58 20%	38 21%	17 28%	78 22%	149 18%	33 19%
Strongly disagree (-2)	531 26%	232 23%	299 28%	78 34%	105 29%	77 23%	79 22%	67 22%	123 26%	159 28%	144 25%	120 28%	108 21%	28 16%	23 27%	70 30%	50 29%	59 33%	38 26%	22 22%	46 24%	68 25%	72 26%	38 21%	16 25%	96 26%	199 24%	44 26%
NET: Disagree	939 45%	428 42%	511 48%	133 57%	189 53%	130 39%	142 39%	124 40%	222 46%	278 49%	269 46%	206 49%	187 37%	66 38%	40 47%	117 50%	89 52%	95 53%	62 42%	39 39%	79 41%	114 42%	130 46%	76 42%	33 53%	175 48%	349 42%	77 46%
Not applicable	49 2%	29 3%	20 2%	7 3%	7 2%	9 3%	12 3%	5 2%	9 2%	6 1%	17 3%	5 1%	20 4%	3 2%	2 3%	3 1%	4 2%	4 2%	4 3%	3 3%	4 2%	9 3%	3 1%	5 3%	4 6%	4 1%	21 3%	3 2%
Mean	-0.36	-0.29	-0.42	-0.69	-0.47	-0.16	-0.23	-0.25	-0.41	-0.41	-0.33	-0.48	-0.21	-0.08	-0.33	-0.57	-0.50	-0.61	-0.28	-0.13	-0.21	-0.37	-0.37	-0.24	-0.48	-0.37	-0.28	-0.26
Standard deviation	1.28	1.26	1.30	1.24	1.33	1.33	1.25	1.25	1.23	1.32	1.29	1.23	1.26	1.24	1.38	1.21	1.30	1.25	1.33	1.36	1.32	1.24	1.26	1.27	1.25	1.30	1.28	1.40
Standard error	0.03	0.04	0.04	0.08	0.08	0.08	0.06	0.07	0.06	0.05	0.05	0.07	0.05	0.10	0.15	0.08	0.10	0.10	0.11	0.14	0.10	0.08	0.07	0.09	0.18	0.07	0.05	0.11

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Absolutes/col percents

Table 18

Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I will be spending Christmas alone, as I have nobody to spend it with

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	165 8%	100 10%	65 6%	15 6%	30 8%	29 9%	34 9%	25 8%	32 7%	43 8%	42 7%	24 6%	55 11%	17 10%	6 7%	18 8%	13 7%	20 11%	10 7%	15 15%	15 8%	26 10%	12 4%	11 6%	3 4%	32 9%	72 9%	32 19%
Strongly agree (+2)	76 4%	47 5%	29 3%	5 2%	15 4%	11 3%	14 4%	14 4%	17 4%	25 4%	15 3%	6 1%	30 6%	7 4%	3 4%	7 3%	8 5%	8 4%	3 2%	5 5%	10 5%	12 5%	5 2%	6 3%	- -	13 4%	26 3%	13 8%
Slightly agree (+1)	89 4%	53 5%	36 3%	9 4%	16 4%	18 5%	20 5%	11 4%	15 3%	18 3%	27 5%	19 4%	25 5%	10 6%	2 2%	10 4%	4 2%	12 7%	7 5%	10 10%	5 3%	14 5%	7 2%	5 3%	3 4%	19 5%	46 5%	18 11%
Neither agree nor disagree (0)	177 9%	88 9%	89 8%	19 8%	31 9%	38 11%	27 7%	25 8%	38 8%	40 7%	44 7%	34 8%	60 12%	17 9%	7 8%	17 8%	10 6%	20 11%	15 10%	9 9%	13 7%	30 11%	20 7%	18 10%	1 2%	32 9%	76 9%	22 13%
Slightly disagree (-1)	211 10%	101 10%	110 10%	32 14%	30 8%	33 10%	45 12%	26 8%	46 10%	52 9%	60 10%	51 12%	49 10%	20 11%	5 6%	21 9%	19 11%	16 9%	19 13%	12 12%	25 13%	27 10%	29 10%	18 10%	2 3%	34 9%	86 10%	17 10%
Strongly disagree (-2)	1408 68%	668 66%	740 70%	156 68%	253 70%	208 63%	236 64%	217 71%	338 70%	406 72%	401 69%	287 68%	313 62%	114 65%	63 74%	169 73%	122 72%	117 65%	97 66%	59 58%	124 64%	170 63%	199 70%	125 70%	50 81%	251 69%	549 66%	89 53%
NET: Disagree	1619 78%	769 76%	850 80%	188 82%	282 79%	241 72%	280 76%	243 79%	384 80%	458 81%	461 79%	338 80%	362 72%	133 76%	68 80%	190 82%	141 83%	133 74%	116 79%	71 70%	148 77%	197 72%	227 81%	142 79%	52 84%	284 78%	635 76%	105 62%
Not applicable	118 6%	58 6%	60 6%	9 4%	16 4%	24 7%	27 7%	14 5%	27 6%	27 5%	37 6%	26 6%	29 6%	9 5%	5 6%	7 3%	5 3%	7 4%	6 4%	6 6%	17 9%	19 7%	23 8%	8 5%	6 10%	16 4%	52 6%	10 6%
Mean	-1.42	-1.35	-1.49	-1.46	-1.43	-1.33	-1.37	-1.44	-1.48	-1.47	-1.47	-1.50	-1.24	-1.34	-1.52	-1.48	-1.47	-1.28	-1.41	-1.16	-1.40	-1.30	-1.57	-1.47	-1.78	-1.41	-1.39	-0.94
Standard deviation	1.08	1.15	1.00	0.98	1.10	1.12	1.11	1.10	1.03	1.08	1.02	0.93	1.23	1.13	1.05	1.04	1.07	1.19	1.02	1.26	1.12	1.17	0.90	1.02	0.72	1.09	1.09	1.39
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.05	0.09	0.12	0.07	0.08	0.09	0.09	0.13	0.09	0.08	0.05	0.07	0.11	0.06	0.04	0.11

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Absolutes/col percents

Table 19

Q.3 Thinking about the festive period, to what extent do you agree or disagree with each of the following statements?

I feel like I am alone in a crowd at Christmas

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	360 17%	166 16%	195 18%	30 13%	60 17%	72 22%	80 22%	59 19%	60 13%	90 16%	109 19%	54 13%	108 21%	30 17%	18 21%	39 17%	16 10%	39 22%	36 25%	25 25%	45 23%	36 13%	37 13%	30 17%	8 12%	66 18%	150 18%	39 23%
Strongly agree (+2)	127 6%	56 5%	71 7%	14 6%	28 8%	20 6%	31 8%	21 7%	14 3%	27 5%	35 6%	19 4%	47 9%	10 6%	6 7%	13 6%	4 2%	14 8%	13 9%	8 8%	17 9%	16 6%	12 4%	15 9%	- -	27 7%	51 6%	18 11%
Slightly agree (+1)	234 11%	110 11%	124 12%	17 7%	32 9%	52 16%	49 13%	38 12%	46 10%	63 11%	74 13%	36 8%	61 12%	20 11%	13 15%	25 11%	12 7%	26 14%	24 16%	18 17%	28 15%	21 8%	25 9%	15 8%	8 12%	40 11%	99 12%	21 13%
Neither agree nor disagree (0)	302 15%	149 15%	153 14%	36 16%	37 10%	50 15%	62 17%	51 16%	67 14%	81 14%	69 12%	64 15%	88 17%	27 15%	15 17%	30 13%	21 13%	33 18%	17 12%	18 18%	25 13%	38 14%	45 16%	26 14%	6 10%	49 13%	120 14%	35 21%
Slightly disagree (-1)	306 15%	135 13%	171 16%	39 17%	72 20%	42 13%	47 13%	41 13%	66 14%	72 13%	90 15%	73 17%	70 14%	30 17%	8 10%	31 13%	32 19%	16 9%	22 15%	14 14%	31 16%	46 17%	44 15%	27 15%	4 7%	52 14%	126 15%	24 14%
Strongly disagree (-2)	1040 50%	531 52%	510 48%	118 51%	178 50%	153 46%	171 46%	149 48%	271 56%	311 55%	296 51%	217 51%	216 43%	85 49%	41 48%	128 55%	94 56%	89 50%	66 45%	38 38%	89 46%	136 50%	146 52%	87 49%	40 65%	190 52%	407 49%	65 39%
NET: Disagree	1346 65%	666 66%	680 64%	157 68%	250 69%	195 59%	218 59%	190 62%	336 70%	383 68%	386 66%	290 69%	286 57%	115 66%	49 58%	159 69%	127 75%	104 58%	88 60%	52 52%	120 62%	182 67%	190 67%	114 64%	45 72%	242 67%	533 64%	89 53%
Not applicable	71 3%	34 3%	37 3%	7 3%	13 4%	16 5%	9 2%	8 3%	18 4%	14 2%	21 4%	14 3%	23 5%	3 2%	3 3%	4 2%	5 3%	3 2%	5 4%	5 5%	4 2%	16 6%	10 3%	9 5%	4 6%	7 2%	33 4%	6 3%
Mean	-0.95	-0.99	-0.90	-1.03	-0.98	-0.81	-0.78	-0.86	-1.15	-1.04	-0.96	-1.06	-0.72	-0.93	-0.81	-1.03	-1.22	-0.79	-0.74	-0.60	-0.78	-1.03	-1.06	-0.92	-1.32	-0.95	-0.92	-0.59
Standard deviation	1.30	1.29	1.32	1.24	1.31	1.35	1.38	1.34	1.17	1.26	1.32	1.20	1.39	1.29	1.37	1.29	1.09	1.39	1.42	1.38	1.39	1.25	1.21	1.35	1.11	1.34	1.31	1.40
Standard error	0.03	0.04	0.04	0.09	0.07	0.08	0.07	0.08	0.05	0.05	0.05	0.07	0.06	0.10	0.15	0.09	0.08	0.11	0.12	0.14	0.10	0.08	0.07	0.10	0.16	0.08	0.05	0.11

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Absolutes/col percents

Table 20

Q.4 Which, if any, of the following ways has the festive period ever affected you?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
I have felt sad/upset over Christmas	653 31%	256 25%	397 37%	55 24%	111 31%	121 37%	142 39%	109 35%	114 24%	163 29%	181 31%	122 29%	186 37%	57 32%	32 38%	68 29%	45 26%	57 32%	46 32%	43 43%	80 42%	77 28%	73 26%	49 28%	25 41%	129 35%	257 31%	58 34%
I have lost my temper with loved ones	374 18%	169 17%	205 19%	46 20%	75 21%	63 19%	80 22%	56 18%	55 11%	102 18%	105 18%	74 18%	93 18%	35 20%	17 21%	35 15%	23 13%	35 19%	27 19%	28 28%	46 24%	42 15%	41 15%	30 17%	14 23%	80 22%	149 18%	55 33%
I have had problems sleeping	296 14%	124 12%	172 16%	37 16%	67 19%	61 18%	63 17%	45 14%	24 5%	72 13%	70 12%	52 12%	102 20%	32 18%	16 19%	27 11%	24 14%	33 19%	24 16%	18 18%	23 12%	31 12%	33 12%	22 12%	13 21%	71 19%	113 13%	40 24%
I have avoided answering my phone to loved ones	155 7%	72 7%	83 8%	15 7%	39 11%	38 11%	35 9%	17 6%	11 2%	38 7%	36 6%	30 7%	51 10%	21 12%	6 7%	16 7%	18 10%	9 5%	7 5%	6 6%	17 9%	24 9%	14 5%	15 8%	4 6%	46 13%	60 7%	19 11%
I have had panic attacks	151 7%	67 7%	84 8%	23 10%	30 8%	24 7%	37 10%	22 7%	15 3%	31 5%	40 7%	22 5%	58 11%	9 5%	8 9%	12 5%	15 9%	16 9%	13 9%	11 11%	16 8%	11 4%	19 7%	19 11%	3 4%	35 10%	52 6%	19 11%
I have reached out to friends/family for support	114 5%	42 4%	71 7%	29 13%	18 5%	28 8%	16 4%	13 4%	10 2%	32 6%	28 5%	26 6%	28 5%	9 5%	6 7%	11 5%	8 5%	13 7%	4 3%	3 3%	14 7%	12 4%	21 7%	4 2%	9 14%	29 8%	47 6%	22 13%
I have considered taking my own life	79 4%	36 4%	43 4%	12 5%	20 5%	18 5%	16 4%	8 2%	6 1%	16 3%	21 4%	16 4%	26 5%	5 3%	3 4%	8 3%	6 3%	9 5%	9 6%	6 6%	8 4%	9 3%	10 3%	7 4%	- -	15 4%	37 4%	14 8%
I have considered harming myself	66 3%	29 3%	36 3%	15 6%	13 4%	15 5%	14 4%	8 3%	- -	16 3%	17 3%	14 3%	19 4%	4 2%	6 7%	6 3%	5 3%	2 1%	8 5%	3 3%	10 5%	7 3%	7 2%	7 4%	1 2%	16 4%	30 4%	9 5%
I have sought professional help for my mental health over the festive period (i.e. helpline, GP etc.)	63 3%	36 4%	28 3%	10 4%	16 5%	11 3%	14 4%	10 3%	2 *	14 2%	13 2%	8 2%	28 6%	6 3%	6 7%	11 5%	4 2%	8 4%	3 2%	3 3%	7 3%	6 2%	7 3%	4 2%	- -	14 4%	25 3%	15 9%
Prefer not to say	57 3%	36 4%	20 2%	10 4%	13 4%	14 4%	10 3%	6 2%	4 1%	17 3%	16 3%	13 3%	11 2%	5 3%	1 2%	4 2%	5 3%	5 3%	3 2%	2 1%	3 1%	13 5%	10 4%	4 2%	2 3%	15 4%	24 3%	4 2%
Not applicable	1091 52%	572 56%	518 49%	122 53%	171 48%	147 44%	162 44%	162 53%	327 68%	307 54%	322 55%	229 54%	233 46%	95 54%	37 44%	131 57%	95 56%	89 49%	80 54%	44 44%	92 48%	145 53%	156 55%	99 55%	27 43%	165 45%	433 52%	55 33%

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Absolutes/col percents

Table 20

Q.4 Which, if any, of the following ways has the festive period ever affected you?**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Don't know	48	31	17	10	7	7	9	6	9	8	16	10	14	2	3	4	2	5	*	7	5	7	10	2	1	7	18	3
	2%	3%	2%	4%	2%	2%	2%	2%	2%	1%	3%	2%	3%	1%	4%	2%	1%	3%	*	7%	2%	3%	3%	1%	2%	2%	2%	2%

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Absolutes/col percents

Table 21

Q.5 Which of the following, if any, have you ever used as a coping mechanism/way to deal with pressure directly associated with the festive period?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Drink more alcohol than usual	403 19%	210 21%	193 18%	26 11%	62 17%	84 25%	102 28%	76 25%	52 11%	109 19%	101 17%	82 19%	110 22%	48 27%	18 22%	44 19%	30 18%	35 19%	23 16%	24 24%	41 21%	45 17%	44 16%	34 19%	17 27%	85 23%	182 22%	33 20%
Exercise	333 16%	182 18%	151 14%	44 19%	69 19%	68 21%	55 15%	45 14%	52 11%	109 19%	102 17%	65 16%	57 11%	33 19%	9 11%	42 18%	28 17%	34 19%	22 15%	15 15%	22 11%	58 21%	33 12%	26 14%	10 16%	81 22%	157 19%	59 35%
Reach out to friends/ family for support	253 12%	78 8%	174 16%	39 17%	40 11%	62 19%	33 9%	31 10%	48 10%	72 13%	60 10%	61 14%	60 12%	22 13%	10 12%	27 11%	25 15%	17 10%	21 14%	15 15%	19 10%	37 14%	35 12%	10 6%	12 20%	52 14%	93 11%	36 21%
Smoke cigarettes	227 11%	112 11%	116 11%	23 10%	44 12%	58 17%	49 13%	37 12%	16 3%	48 8%	41 7%	51 12%	88 17%	36 20%	9 11%	13 6%	18 11%	20 11%	18 12%	9 9%	23 12%	29 11%	29 10%	17 10%	6 10%	38 10%	115 14%	25 15%
Work more	207 10%	121 12%	87 8%	22 10%	35 10%	44 13%	60 16%	28 9%	18 4%	69 12%	47 8%	49 12%	42 8%	18 10%	7 8%	23 10%	12 7%	21 12%	16 11%	10 10%	15 8%	34 12%	23 8%	19 11%	10 16%	63 17%	107 13%	33 19%
Meditate	129 6%	53 5%	77 7%	29 13%	20 5%	29 9%	17 5%	17 6%	18 4%	48 8%	35 6%	24 6%	22 4%	14 8%	6 8%	16 7%	12 7%	9 5%	11 7%	4 4%	1 *	28 10%	21 7%	7 4%	1 2%	22 6%	55 7%	32 19%
Increase or take new prescription medication for mental health reasons (e.g. antidepressants, beta blockers, sleeping tablets)	111 5%	49 5%	61 6%	11 5%	25 7%	30 9%	22 6%	15 5%	8 2%	27 5%	18 3%	19 5%	46 9%	15 9%	4 5%	11 5%	2 1%	15 8%	10 7%	4 3%	9 5%	12 4%	18 6%	10 6%	2 4%	24 7%	41 5%	10 6%
Take recreational drugs	86 4%	52 5%	34 3%	10 5%	18 5%	33 10%	10 3%	12 4%	2 *	22 4%	19 3%	15 4%	31 6%	15 9%	5 6%	3 1%	6 4%	11 6%	7 5%	7 7%	6 3%	5 2%	8 3%	8 5%	4 7%	15 4%	50 6%	18 11%
Professional help	83 4%	44 4%	40 4%	11 5%	19 5%	22 7%	17 5%	9 3%	4 1%	21 4%	22 4%	12 3%	28 6%	10 6%	2 3%	15 7%	7 4%	6 3%	6 4%	3 2%	10 5%	9 3%	8 3%	7 4%	- -	23 6%	41 5%	21 12%
Take part in arts or crafts therapy	75 4%	15 2%	60 6%	9 4%	18 5%	16 5%	13 4%	13 4%	6 1%	19 3%	18 3%	11 3%	26 5%	5 3%	5 6%	7 3%	7 4%	9 5%	5 3%	5 5%	5 3%	12 4%	10 3%	4 2%	2 3%	14 4%	29 3%	11 6%
Not applicable	1007 48%	515 51%	492 46%	109 47%	159 44%	119 36%	160 43%	149 48%	312 65%	290 51%	294 50%	198 47%	225 44%	79 45%	38 45%	117 50%	80 47%	84 47%	71 48%	42 42%	96 50%	128 47%	154 54%	97 54%	22 35%	156 43%	372 44%	43 26%

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Absolutes/col percents

Table 21

Q.5 Which of the following, if any, have you ever used as a coping mechanism/way to deal with pressure directly associated with the festive period?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Prefer not to say	31 1%	15 1%	16 2%	7 3%	10 3%	4 1%	2 *	3 1%	5 1%	5 1%	9 2%	10 2%	8 2%	1 *	2 2%	2 1%	8 5%	6 3%	1 1%	- -	2 1%	5 2%	3 1%	1 1%	- -	4 1%	15 2%	3 2%
Don't know	87 4%	41 4%	45 4%	12 5%	12 3%	10 3%	16 4%	13 4%	24 5%	15 3%	28 5%	17 4%	27 5%	3 2%	2 2%	8 4%	5 3%	6 3%	9 6%	8 8%	12 6%	10 4%	10 3%	10 6%	4 6%	8 2%	27 3%	4 3%

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Absolutes/col percents

Table 22
Q.6 To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

		I love receiving Christmas cards	I would rather receive a homemade Christmas card	Christmas cards are more worthwhile if some of the proceeds go to charity	I would prefer to receive a digital e-card than a Christmas card
Unweighted base		2079	2079	2079	2079
Weighted base		2079	2079	2079	2079
NET: Agree		1183 57%	997 48%	1402 67%	308 15%
Strongly agree	(+2)	556 27%	400 19%	571 27%	116 6%
Slightly agree	(+1)	627 30%	597 29%	831 40%	192 9%
Neither agree nor disagree	(0)	517 25%	842 41%	459 22%	560 27%
Slightly disagree	(-1)	189 9%	124 6%	92 4%	400 19%
Strongly disagree	(-2)	158 8%	74 4%	85 4%	740 36%
NET: Disagree		347 17%	198 10%	176 8%	1140 55%
Not applicable		32 2%	42 2%	41 2%	71 3%
Mean		0.60	0.55	0.84	-0.73
Standard deviation		1.20	0.99	1.02	1.21
Standard error		0.03	0.02	0.02	0.03

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 23

Q.6 To what extent do you agree or disagree with the following statements?**I love receiving Christmas cards****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	1183 57%	479 47%	704 66%	149 65%	184 51%	177 53%	200 54%	173 56%	301 63%	334 59%	325 56%	216 51%	308 61%	83 47%	47 56%	133 57%	102 60%	112 62%	76 52%	55 54%	105 54%	155 57%	175 62%	102 57%	39 62%	199 55%	448 54%	98 58%
Strongly agree (+2)	556 27%	192 19%	364 34%	78 34%	76 21%	74 22%	102 28%	76 25%	151 31%	154 27%	146 25%	116 28%	139 28%	39 22%	26 31%	58 25%	53 31%	60 33%	31 21%	19 19%	44 23%	83 30%	80 28%	49 27%	15 24%	87 24%	202 24%	49 29%
Slightly agree (+1)	627 30%	287 28%	341 32%	72 31%	108 30%	103 31%	98 27%	97 32%	150 31%	180 32%	180 31%	100 24%	168 33%	44 25%	21 25%	75 32%	49 29%	52 29%	46 31%	36 35%	60 31%	72 26%	95 34%	53 30%	24 39%	112 31%	246 29%	49 29%
Neither agree nor disagree (0)	517 25%	310 31%	207 19%	56 24%	75 21%	86 26%	102 28%	76 25%	122 25%	123 22%	148 25%	121 29%	125 25%	50 29%	19 23%	62 27%	40 24%	46 25%	49 33%	26 26%	43 22%	65 24%	63 22%	45 25%	8 13%	90 25%	207 25%	43 25%
Slightly disagree (-1)	189 9%	113 11%	76 7%	12 5%	44 12%	38 11%	28 8%	29 9%	38 8%	64 11%	61 10%	38 9%	26 5%	26 15%	9 11%	19 8%	11 6%	14 8%	8 6%	10 10%	24 12%	30 11%	24 8%	14 8%	2 3%	38 10%	89 11%	11 6%
Strongly disagree (-2)	158 8%	95 9%	64 6%	11 5%	48 13%	26 8%	33 9%	27 9%	14 3%	39 7%	40 7%	42 10%	37 7%	15 8%	7 8%	17 7%	13 8%	7 4%	9 6%	9 9%	21 11%	18 7%	14 5%	17 10%	12 19%	31 9%	78 9%	14 8%
NET: Disagree	347 17%	208 21%	139 13%	22 10%	92 26%	64 19%	61 17%	56 18%	52 11%	103 18%	101 17%	80 19%	64 13%	41 23%	16 19%	36 15%	24 14%	21 12%	18 12%	19 19%	45 23%	47 17%	37 13%	31 17%	13 21%	69 19%	167 20%	25 15%
Not applicable	32 2%	18 2%	14 1%	3 1%	9 3%	5 2%	5 1%	3 1%	6 1%	7 1%	10 2%	5 1%	9 2%	1 1%	2 2%	2 1%	3 2%	1 1%	4 3%	2 2%	2 1%	5 2%	7 2%	1 1%	2 3%	6 2%	13 2%	3 2%
Mean	0.60	0.37	0.82	0.85	0.34	0.49	0.57	0.54	0.81	0.62	0.57	0.51	0.70	0.39	0.61	0.60	0.71	0.80	0.56	0.46	0.43	0.65	0.74	0.58	0.47	0.52	0.49	0.66
Standard deviation	1.20	1.19	1.16	1.09	1.32	1.19	1.23	1.21	1.06	1.20	1.18	1.26	1.16	1.23	1.27	1.16	1.21	1.11	1.09	1.17	1.27	1.22	1.12	1.24	1.41	1.21	1.24	1.21
Standard error	0.03	0.04	0.04	0.07	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.10	0.14	0.08	0.09	0.09	0.09	0.12	0.09	0.08	0.06	0.09	0.20	0.07	0.04	0.10

Christmas 2018 Survey
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Absolutes/col percents

Table 24

Q.6 To what extent do you agree or disagree with the following statements?

I would rather receive a homemade Christmas card

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	997	469	528	126	173	164	183	135	216	275	291	192	238	89	40	110	89	87	77	44	91	114	124	101	31	187	407	90	
	48%	46%	50%	55%	48%	49%	50%	44%	45%	49%	50%	46%	47%	51%	48%	47%	53%	48%	52%	43%	47%	42%	44%	56%	50%	51%	49%	54%	
Strongly agree	(+2)	400	171	230	60	60	71	65	85	104	112	83	101	41	14	45	33	32	28	19	37	51	46	40	15	70	170	47	
		19%	17%	22%	26%	17%	21%	18%	19%	18%	19%	20%	20%	23%	17%	19%	19%	18%	19%	19%	19%	19%	16%	22%	24%	19%	20%	28%	
Slightly agree	(+1)	597	298	298	66	113	93	118	76	131	171	179	109	137	48	26	65	56	55	49	25	55	63	78	61	118	237	43	
		29%	29%	28%	28%	31%	28%	32%	25%	27%	30%	31%	26%	27%	27%	31%	33%	31%	33%	24%	28%	23%	27%	34%	26%	32%	28%	26%	
Neither agree nor disagree	(0)	842	421	421	77	141	123	144	134	222	232	229	178	203	66	30	97	65	73	61	39	81	123	119	61	26	142	324	62
		41%	41%	40%	33%	39%	37%	39%	44%	46%	41%	39%	42%	40%	38%	36%	42%	39%	41%	42%	39%	42%	45%	42%	34%	41%	39%	39%	36%
Slightly disagree	(-1)	124	60	64	12	24	29	22	14	24	37	34	28	26	9	8	12	7	9	4	11	11	19	26	7	2	21	57	11
		6%	6%	6%	5%	7%	9%	6%	5%	6%	6%	7%	5%	5%	5%	9%	5%	4%	5%	2%	11%	6%	7%	9%	4%	4%	6%	7%	7%
Strongly disagree	(-2)	74	40	34	12	10	11	13	20	9	16	15	19	24	11	2	9	5	8	4	5	7	7	7	8	1	12	31	4
		4%	4%	3%	5%	3%	3%	3%	6%	2%	3%	3%	4%	5%	6%	3%	4%	3%	5%	2%	5%	3%	3%	3%	4%	1%	3%	4%	3%
NET: Disagree		198	100	98	23	33	39	35	34	33	52	49	47	50	21	10	21	12	17	7	16	17	26	33	15	3	33	89	15
		10%	10%	9%	10%	9%	12%	10%	11%	7%	9%	8%	11%	10%	12%	12%	9%	7%	10%	5%	16%	9%	10%	12%	8%	5%	9%	11%	9%
Not applicable		42	24	18	5	12	6	5	5	10	8	15	5	15	-	4	4	3	3	2	2	3	10	6	3	3	2	16	2
		2%	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	1%	3%	-	5%	2%	2%	1%	1%	2%	2%	4%	2%	1%	4%	1%	2%	1%
Mean		0.55	0.50	0.60	0.67	0.55	0.57	0.55	0.46	0.55	0.56	0.60	0.50	0.54	0.56	0.52	0.55	0.64	0.53	0.65	0.43	0.55	0.50	0.47	0.67	0.71	0.59	0.56	0.70
Standard deviation		0.99	0.98	1.00	1.08	0.95	1.03	0.97	1.06	0.91	0.96	0.95	1.03	1.03	1.10	0.99	0.99	0.94	1.00	0.91	1.07	0.98	0.97	0.97	1.01	0.93	0.97	1.02	1.03
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.04	0.09	0.11	0.07	0.07	0.08	0.08	0.11	0.07	0.06	0.06	0.07	0.13	0.05	0.04	0.08

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Absolutes/col percents

Table 25

Q.6 To what extent do you agree or disagree with the following statements?

I would rather receive a homemade Christmas card

Base: All respondents

	Q.6 To what extent do you agree or disagree with the following statements? I love receiving Christmas cards								
	Total	NET: Agree	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	NET: Disagree	Not applicable
Unweighted base	2079	1187	556	631	504	194	156	350	38
Weighted base	2079	1183	556	627	517	189	158	347	32
NET: Agree	997 48%	625 53%	290 52%	334 53%	211 41%	87 46%	68 43%	155 45%	6 19%
Strongly agree (+2)	400 19%	266 22%	155 28%	111 18%	75 14%	25 13%	33 21%	57 17%	2 8%
Slightly agree (+1)	597 29%	359 30%	136 24%	223 36%	137 26%	62 33%	35 22%	97 28%	4 12%
Neither agree nor disagree (0)	842 41%	457 39%	216 39%	241 38%	271 52%	69 36%	45 28%	114 33%	1 2%
Slightly disagree (-1)	124 6%	63 5%	26 5%	37 6%	23 4%	29 15%	9 6%	38 11%	-
Strongly disagree (-2)	74 4%	34 3%	20 4%	14 2%	11 2%	2 1%	26 16%	28 8%	-
NET: Disagree	198 10%	97 8%	47 8%	50 8%	34 7%	31 17%	35 22%	66 19%	-
Not applicable	42 2%	4 *	3 1%	1 *	1 *	2 1%	10 7%	13 4%	25 79%
Mean	0.55	0.64	0.68	0.61	0.47	0.42	0.27	0.35	1.29
Standard deviation	0.99	0.98	1.05	0.92	0.87	0.95	1.35	1.14	0.65
Standard error	0.02	0.03	0.04	0.04	0.04	0.07	0.11	0.06	0.25

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Absolutes/col percents

Table 26

Q.6 To what extent do you agree or disagree with the following statements?**Christmas cards are more worthwhile if some of the proceeds go to charity****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	1402 67%	629 62%	774 73%	169 73%	230 64%	214 64%	242 66%	199 65%	349 72%	403 71%	413 71%	265 63%	321 63%	117 67%	58 69%	156 67%	119 70%	123 68%	94 64%	63 63%	135 70%	175 64%	190 67%	127 71%	45 72%	261 72%	523 63%	124 73%
Strongly agree (+2)	571 27%	239 24%	332 31%	73 32%	86 24%	85 26%	99 27%	78 25%	150 31%	178 31%	166 28%	89 21%	139 27%	47 27%	26 30%	75 32%	42 25%	53 29%	31 21%	21 21%	55 28%	76 28%	67 24%	54 30%	25 39%	99 27%	206 25%	62 37%
Slightly agree (+1)	831 40%	389 38%	442 41%	96 42%	144 40%	129 39%	143 39%	121 39%	198 41%	225 40%	247 42%	176 42%	182 36%	70 40%	32 38%	80 35%	77 45%	70 39%	63 43%	42 42%	80 41%	99 36%	123 44%	73 41%	21 33%	162 45%	317 38%	62 37%
Neither agree nor disagree (0)	459 22%	243 24%	216 20%	41 18%	92 26%	78 23%	81 22%	74 24%	94 19%	111 19%	112 19%	108 26%	129 25%	45 25%	14 16%	58 25%	38 22%	32 18%	43 29%	27 27%	36 19%	62 23%	61 22%	36 20%	8 12%	74 20%	205 25%	32 19%
Slightly disagree (-1)	92 4%	54 5%	38 4%	7 3%	14 4%	17 5%	20 5%	14 5%	19 4%	25 4%	25 4%	18 4%	24 5%	8 5%	7 8%	12 5%	4 2%	8 4%	1 1%	4 4%	10 5%	14 5%	14 5%	9 5%	1 2%	12 3%	48 6%	4 3%
Strongly disagree (-2)	85 4%	65 6%	20 2%	8 3%	13 3%	18 5%	18 5%	16 5%	12 2%	19 3%	21 4%	25 6%	20 4%	6 3%	3 4%	5 2%	6 3%	12 7%	6 4%	5 5%	7 4%	15 5%	11 4%	6 3%	1 2%	8 2%	43 5%	5 3%
NET: Disagree	176 8%	119 12%	57 5%	15 7%	27 7%	35 10%	38 10%	31 10%	31 6%	43 8%	46 8%	42 10%	45 9%	14 8%	11 12%	17 7%	10 6%	20 11%	8 5%	9 9%	17 9%	29 11%	25 9%	15 9%	3 4%	20 6%	92 11%	10 6%
Not applicable	41 2%	24 2%	17 2%	6 2%	11 3%	6 2%	7 2%	5 2%	8 2%	10 2%	13 2%	7 2%	11 2%	- -	2 3%	2 1%	3 2%	4 2%	2 2%	2 2%	5 3%	7 2%	6 2%	1 1%	7 11%	9 2%	15 2%	3 2%
Mean	0.84	0.69	0.98	0.97	0.79	0.76	0.79	0.76	0.96	0.93	0.90	0.69	0.80	0.82	0.85	0.90	0.88	0.82	0.76	0.71	0.88	0.78	0.81	0.89	1.18	0.93	0.72	1.03
Standard deviation	1.02	1.10	0.92	0.98	0.98	1.07	1.06	1.06	0.95	1.00	0.99	1.04	1.03	0.99	1.09	0.99	0.93	1.13	0.95	1.02	1.02	1.09	0.99	1.01	0.95	0.91	1.07	0.98
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.04	0.08	0.12	0.07	0.07	0.09	0.08	0.10	0.08	0.07	0.06	0.07	0.14	0.05	0.04	0.08

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 27

Q.6 To what extent do you agree or disagree with the following statements?

I would prefer to receive a digital e-card than a Christmas card

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	308 15%	165 16%	143 13%	40 17%	72 20%	49 15%	53 15%	36 12%	57 12%	92 16%	96 16%	53 13%	67 13%	37 21%	15 17%	29 13%	30 18%	20 11%	22 15%	18 18%	23 12%	38 14%	38 14%	29 16%	8 13%	70 19%	129 15%	45 27%
Strongly agree (+2)	116 6%	59 6%	57 5%	13 6%	29 8%	21 6%	24 6%	14 5%	16 3%	37 7%	37 6%	23 6%	19 4%	17 10%	6 7%	14 6%	13 8%	4 2%	3 2%	5 5%	6 3%	20 7%	11 4%	12 7%	5 8%	31 8%	46 5%	21 12%
Slightly agree (+1)	192 9%	107 11%	85 8%	27 12%	44 12%	29 9%	30 8%	22 7%	41 8%	55 10%	58 10%	30 7%	48 10%	19 11%	9 10%	16 7%	18 10%	15 9%	18 12%	13 13%	18 9%	18 7%	28 10%	17 9%	3 6%	40 11%	83 10%	24 14%
Neither agree nor disagree (0)	560 27%	287 28%	273 26%	56 24%	103 29%	96 29%	98 27%	85 27%	123 26%	156 27%	153 26%	109 26%	142 28%	49 28%	21 25%	61 26%	39 23%	49 27%	45 31%	30 29%	56 29%	88 32%	66 23%	39 21%	16 26%	95 26%	233 28%	48 28%
Slightly disagree (-1)	400 19%	204 20%	196 18%	37 16%	72 20%	59 18%	73 20%	62 20%	98 20%	110 19%	118 20%	89 21%	83 16%	35 20%	10 12%	40 17%	26 15%	43 24%	29 20%	20 20%	42 22%	51 19%	57 20%	36 20%	11 18%	71 19%	157 19%	29 17%
Strongly disagree (-2)	740 36%	321 32%	420 39%	86 37%	97 27%	117 35%	134 36%	117 38%	191 40%	199 35%	196 34%	152 36%	193 38%	51 29%	34 40%	97 42%	65 38%	61 34%	49 33%	31 30%	64 33%	86 32%	112 40%	68 38%	24 38%	117 32%	287 34%	39 23%
NET: Disagree	1140 55%	524 52%	616 58%	122 53%	169 47%	176 53%	206 56%	179 58%	289 60%	310 55%	313 54%	241 57%	276 55%	85 49%	44 51%	137 59%	91 54%	105 58%	78 53%	50 50%	106 55%	137 50%	169 60%	104 58%	35 57%	188 52%	444 53%	69 41%
Not applicable	71 3%	38 4%	33 3%	13 6%	15 4%	12 3%	10 3%	8 3%	12 3%	10 2%	22 4%	18 4%	21 4%	4 2%	5 6%	5 2%	9 5%	6 3%	2 2%	2 2%	9 4%	10 4%	9 3%	7 4%	3 4%	11 3%	29 3%	7 4%
Mean	-0.73	-0.64	-0.81	-0.72	-0.48	-0.69	-0.73	-0.82	-0.87	-0.68	-0.67	-0.78	-0.79	-0.48	-0.71	-0.84	-0.70	-0.82	-0.70	-0.59	-0.76	-0.63	-0.85	-0.76	-0.77	-0.58	-0.69	-0.26
Standard deviation	1.21	1.21	1.21	1.26	1.25	1.23	1.23	1.17	1.15	1.24	1.23	1.19	1.18	1.30	1.32	1.22	1.31	1.09	1.14	1.21	1.12	1.22	1.18	1.27	1.27	1.29	1.21	1.33
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.10	0.15	0.08	0.10	0.09	0.09	0.12	0.08	0.08	0.07	0.09	0.18	0.07	0.04	0.11

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 28
Q.7 To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

	I love going out with my work colleagues at Christmas	I'd like to spend time with colleagues at Christmas, but I wish it didn't revolve around drinking	I'd like to spend time with colleagues at Christmas, but I wish we could do it during the daytime	I would rather do an activity with colleagues than go to the pub	A work night out is best when there's alcohol involved
Unweighted base	2079	2079	2079	2079	2079
Weighted base	2079	2079	2079	2079	2079
NET: Agree	521 25%	364 18%	432 21%	516 25%	587 28%
Strongly agree (+2)	167 8%	114 5%	95 5%	155 7%	236 11%
Slightly agree (+1)	353 17%	250 12%	337 16%	361 17%	352 17%
Neither agree nor disagree (0)	377 18%	435 21%	495 24%	432 21%	401 19%
Slightly disagree (-1)	174 8%	277 13%	217 10%	245 12%	185 9%
Strongly disagree (-2)	207 10%	241 12%	178 9%	211 10%	270 13%
NET: Disagree	381 18%	519 25%	394 19%	457 22%	455 22%
Not applicable	800 39%	761 37%	758 36%	673 32%	636 31%
Mean	0.08	-0.21	-0.03	*	0.07
Standard deviation	1.26	1.20	1.12	1.21	1.33
Standard error	0.04	0.03	0.03	0.03	0.04

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 29

Q.7 To what extent do you agree or disagree with the following statements?

I love going out with my work colleagues at Christmas

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	521 25%	267 26%	254 24%	72 31%	148 41%	120 36%	92 25%	45 15%	42 9%	177 31%	164 28%	94 22%	85 17%	47 27%	22 26%	59 25%	53 31%	49 28%	32 22%	29 29%	47 24%	73 27%	59 21%	30 17%	22 35%	158 43%	286 34%	76 45%	
Strongly agree (+2)	167 8%	78 8%	89 8%	28 12%	53 15%	39 12%	29 8%	10 3%	9 2%	60 11%	46 8%	27 6%	34 7%	18 10%	7 8%	22 10%	23 13%	16 9%	5 4%	9 9%	10 5%	28 10%	16 6%	9 5%	4 6%	56 15%	91 11%	31 18%	
Slightly agree (+1)	353 17%	189 19%	164 15%	44 19%	95 26%	82 25%	64 17%	35 11%	34 7%	117 21%	118 20%	67 16%	51 10%	28 16%	15 18%	37 16%	30 18%	33 19%	26 18%	20 20%	37 19%	44 16%	43 15%	21 12%	18 29%	102 28%	195 23%	46 27%	
Neither agree nor disagree (0)	377 18%	205 20%	171 16%	61 27%	93 26%	61 18%	88 24%	45 15%	28 6%	100 18%	102 17%	99 23%	75 15%	39 22%	16 19%	34 15%	28 17%	43 24%	23 16%	17 17%	27 14%	69 25%	44 16%	28 15%	9 14%	96 26%	217 26%	37 22%	
Slightly disagree (-1)	174 8%	89 9%	85 8%	21 9%	23 6%	40 12%	51 14%	30 10%	9 2%	58 10%	50 8%	31 7%	36 7%	14 8%	4 4%	18 8%	11 6%	16 9%	13 9%	7 7%	19 10%	24 9%	33 12%	12 7%	3 5%	45 12%	102 12%	14 8%	
Strongly disagree (-2)	207 10%	113 11%	94 9%	14 6%	26 7%	53 16%	53 14%	45 15%	17 3%	53 9%	59 10%	46 11%	48 10%	19 11%	8 9%	27 12%	16 10%	10 5%	14 10%	9 8%	20 10%	29 11%	29 10%	17 10%	14 14%	9 14%	50 14%	120 14%	14 9%
NET: Disagree	381 18%	202 20%	179 17%	35 15%	49 14%	92 28%	103 28%	75 24%	26 5%	111 20%	109 19%	77 18%	84 17%	33 19%	12 14%	45 20%	27 16%	26 14%	28 19%	15 15%	38 20%	54 20%	62 22%	29 16%	12 19%	95 26%	221 27%	28 17%	
Not applicable	800 39%	340 34%	461 43%	62 27%	68 19%	59 18%	85 23%	142 46%	384 80%	178 31%	209 36%	152 36%	261 52%	57 33%	35 41%	94 41%	61 36%	61 34%	64 44%	40 39%	81 42%	77 28%	117 42%	93 52%	20 32%	15 4%	112 13%	27 16%	
Mean	0.08	0.04	0.12	0.31	0.43	0.05	-0.12	-0.39	0.08	0.19	0.11	-0.01	-0.05	0.11	0.17	0.06	0.29	0.25	-0.06	0.22	-0.01	0.09	-0.09	-0.09	0.12	0.20	0.05	0.45	
Standard deviation	1.26	1.24	1.27	1.14	1.15	1.34	1.24	1.25	1.22	1.26	1.25	1.20	1.31	1.28	1.25	1.35	1.32	1.11	1.20	1.25	1.25	1.24	1.25	1.27	1.30	1.27	1.25	1.22	
Standard error	0.04	0.05	0.05	0.09	0.07	0.08	0.07	0.09	0.13	0.06	0.06	0.09	0.08	0.13	0.18	0.12	0.13	0.11	0.14	0.17	0.13	0.09	0.09	0.13	0.23	0.07	0.05	0.11	

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 30
Q.7 To what extent do you agree or disagree with the following statements?
I'd like to spend time with colleagues at Christmas, but I wish it didn't revolve around drinking
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	364 18%	184 18%	180 17%	48 21%	83 23%	74 22%	81 22%	48 16%	31 6%	100 18%	107 18%	82 19%	75 15%	33 19%	17 20%	39 17%	32 19%	41 23%	28 19%	19 19%	34 17%	60 22%	37 13%	17 10%	7 12%	99 27%	195 23%	52 31%
Strongly agree (+2)	114 5%	59 6%	55 5%	15 6%	28 8%	21 6%	22 6%	17 5%	11 2%	33 6%	29 5%	19 5%	32 6%	6 4%	4 4%	16 7%	18 10%	9 5%	8 5%	8 8%	7 4%	25 9%	6 2%	7 4%	1 1%	28 8%	59 7%	23 13%
Slightly agree (+1)	250 12%	125 12%	125 12%	33 14%	55 15%	53 16%	59 16%	31 10%	20 4%	66 12%	78 13%	63 15%	44 9%	26 15%	13 16%	24 10%	15 9%	33 18%	20 13%	12 11%	27 14%	35 13%	30 11%	10 6%	6 10%	71 20%	136 16%	29 17%
Neither agree nor disagree (0)	435 21%	236 23%	199 19%	42 18%	95 27%	89 27%	99 27%	57 18%	53 11%	117 21%	113 19%	114 27%	91 18%	50 28%	15 18%	42 18%	30 18%	44 25%	26 18%	19 19%	47 24%	68 25%	57 20%	31 17%	7 11%	100 27%	255 31%	50 30%
Slightly disagree (-1)	277 13%	149 15%	129 12%	48 21%	62 17%	50 15%	59 16%	35 11%	23 5%	99 17%	84 14%	52 12%	43 8%	21 12%	12 14%	37 16%	20 12%	18 10%	16 11%	17 17%	21 11%	40 15%	40 14%	19 10%	18 29%	80 22%	141 17%	26 15%
Strongly disagree (-2)	241 12%	131 13%	111 10%	33 14%	53 15%	60 18%	40 11%	33 11%	22 5%	82 14%	79 13%	39 9%	42 8%	16 9%	7 9%	22 9%	23 14%	21 12%	16 11%	12 12%	16 8%	36 13%	42 15%	22 12%	9 14%	66 18%	135 16%	20 12%
NET: Disagree	519 25%	280 28%	239 22%	81 35%	115 32%	110 33%	100 27%	68 22%	45 9%	180 32%	163 28%	91 21%	85 17%	37 21%	19 22%	58 25%	43 25%	38 21%	32 22%	29 29%	37 19%	76 28%	82 29%	41 23%	27 44%	146 40%	276 33%	46 27%
Not applicable	761 37%	315 31%	446 42%	60 26%	66 18%	60 18%	88 24%	135 44%	352 73%	170 30%	201 34%	136 32%	254 50%	56 32%	33 39%	92 40%	64 38%	56 31%	61 42%	34 33%	76 39%	69 25%	107 38%	90 50%	21 34%	18 5%	109 13%	21 12%
Mean	-0.21	-0.24	-0.19	-0.30	-0.20	-0.28	-0.13	-0.21	-0.19	-0.33	-0.27	-0.10	-0.08	-0.11	-0.10	-0.18	-0.15	-0.08	-0.14	-0.21	-0.11	-0.14	-0.47	-0.43	-0.68	-0.25	-0.22	0.05
Standard deviation	1.20	1.19	1.20	1.23	1.21	1.22	1.14	1.23	1.15	1.21	1.22	1.10	1.23	1.07	1.17	1.22	1.37	1.17	1.23	1.26	1.09	1.25	1.14	1.21	1.06	1.21	1.19	1.24
Standard error	0.03	0.05	0.05	0.10	0.08	0.08	0.07	0.09	0.10	0.06	0.06	0.08	0.08	0.10	0.16	0.11	0.14	0.11	0.14	0.16	0.11	0.09	0.08	0.12	0.19	0.07	0.05	0.11

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 31

Q.7 To what extent do you agree or disagree with the following statements?
I'd like to spend time with colleagues at Christmas, but I wish we could do it during the daytime
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	432 21%	208 21%	224 21%	68 29%	103 29%	81 24%	96 26%	49 16%	35 7%	127 22%	143 24%	98 23%	64 13%	35 20%	21 24%	50 21%	35 20%	39 22%	36 24%	18 17%	37 19%	67 24%	53 19%	26 14%	18 29%	115 31%	239 29%	63 38%
Strongly agree (+2)	95 5%	48 5%	47 4%	12 5%	19 5%	17 5%	28 8%	10 3%	10 2%	36 6%	35 6%	11 3%	13 3%	6 3%	10 12%	10 4%	7 4%	9 5%	4 3%	3 3%	5 3%	19 7%	12 4%	5 3%	5 8%	19 5%	57 7%	21 13%
Slightly agree (+1)	337 16%	161 16%	176 17%	56 24%	84 23%	65 19%	68 19%	39 13%	25 5%	91 16%	108 18%	87 21%	51 10%	28 16%	11 13%	40 17%	28 16%	30 17%	32 21%	14 14%	32 17%	48 18%	41 15%	21 12%	13 20%	96 26%	182 22%	42 25%
Neither agree nor disagree (0)	495 24%	288 28%	207 19%	52 23%	110 30%	92 28%	114 31%	75 24%	51 11%	139 25%	120 21%	121 29%	115 23%	49 28%	19 22%	48 21%	40 24%	44 25%	29 20%	29 28%	62 32%	77 28%	56 20%	28 16%	12 19%	126 35%	272 33%	55 33%
Slightly disagree (-1)	217 10%	112 11%	105 10%	42 18%	39 11%	51 15%	39 11%	23 8%	22 5%	76 13%	64 11%	38 9%	38 8%	17 10%	8 10%	27 11%	20 12%	18 10%	10 7%	18 18%	8 4%	28 10%	43 15%	16 9%	3 5%	57 16%	112 13%	18 10%
Strongly disagree (-2)	178 9%	93 9%	84 8%	15 7%	41 12%	48 14%	36 10%	24 8%	12 3%	54 10%	55 9%	31 7%	37 7%	17 10%	4 5%	19 8%	12 7%	17 9%	10 7%	3 3%	11 5%	27 10%	26 9%	24 14%	7 11%	49 13%	106 13%	10 6%
NET: Disagree	394 19%	205 20%	189 18%	57 25%	81 22%	99 30%	75 21%	48 16%	35 7%	130 23%	119 20%	69 16%	76 15%	34 20%	13 15%	45 20%	32 19%	35 20%	21 14%	22 21%	18 9%	55 20%	69 25%	40 22%	10 16%	106 29%	217 26%	28 16%
Not applicable	758 36%	314 31%	444 42%	54 23%	66 18%	60 18%	83 22%	136 44%	360 75%	171 30%	202 35%	134 32%	251 50%	57 32%	32 38%	89 38%	62 37%	61 34%	61 42%	33 33%	76 39%	73 27%	104 37%	86 48%	23 37%	17 5%	107 13%	23 13%
Mean	-0.03	-0.06	*	0.04	*	-0.18	0.04	-0.08	-0.02	-0.05	0.01	0.03	-0.14	-0.09	0.26	-0.03	-0.03	-0.03	0.11	-0.06	0.11	0.02	-0.18	-0.37	0.17	-0.06	-0.04	0.32
Standard deviation	1.12	1.09	1.14	1.08	1.12	1.16	1.13	1.08	1.07	1.15	1.18	1.01	1.06	1.08	1.18	1.13	1.07	1.14	1.08	0.94	0.93	1.14	1.14	1.23	1.28	1.10	1.14	1.08
Standard error	0.03	0.04	0.05	0.09	0.07	0.07	0.07	0.08	0.10	0.06	0.06	0.07	0.07	0.11	0.17	0.10	0.11	0.11	0.12	0.12	0.09	0.08	0.08	0.12	0.24	0.06	0.04	0.09

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Absolutes/col percents

Table 32

Q.7 To what extent do you agree or disagree with the following statements?
I'd like to spend time with colleagues at Christmas, but I wish we could do it during the daytime
Base: All respondents

	Q.7 To what extent do you agree or disagree with the following statements? I love going out with my work colleagues at Christmas								
	Total	NET: Agree	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	NET: Disagree	Not applicable
Unweighted base	2079	475	151	324	343	176	206	382	879
Weighted base	2079	521	167	353	377	174	207	381	800
NET: Agree	432 21%	198 38%	51 30%	147 42%	99 26%	60 34%	58 28%	118 31%	17 2%
Strongly agree (+2)	95 5%	47 9%	20 12%	27 8%	12 3%	15 8%	18 9%	32 8%	4 *
Slightly agree (+1)	337 16%	150 29%	31 19%	119 34%	88 23%	45 26%	40 19%	85 22%	13 2%
Neither agree nor disagree (0)	495 24%	158 30%	57 34%	101 29%	225 60%	46 27%	32 15%	78 21%	33 4%
Slightly disagree (-1)	217 10%	96 18%	20 12%	76 21%	39 10%	46 26%	14 7%	60 16%	22 3%
Strongly disagree (-2)	178 9%	62 12%	39 23%	23 6%	9 2%	15 8%	89 43%	104 27%	3 *
NET: Disagree	394 19%	157 30%	59 35%	99 28%	48 13%	60 35%	103 50%	164 43%	25 3%
Not applicable	758 36%	8 1%	1 *	7 2%	4 1%	7 4%	14 7%	22 6%	725 91%
Mean	-0.03	0.05	-0.16	0.15	0.14	*	-0.60	-0.33	-0.10
Standard deviation	1.12	1.15	1.30	1.06	0.74	1.12	1.46	1.35	0.92
Standard error	0.03	0.05	0.11	0.06	0.04	0.09	0.11	0.07	0.10

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 33

Q.7 To what extent do you agree or disagree with the following statements?

I would rather do an activity with colleagues than go to the pub

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	516 25%	257 25%	259 24%	63 27%	120 33%	110 33%	106 29%	60 20%	57 12%	157 28%	151 26%	117 28%	91 18%	53 30%	17 20%	58 25%	40 24%	56 31%	43 29%	17 17%	45 23%	89 33%	64 23%	26 15%	7 11%	126 35%	281 34%	71 42%
Strongly agree (+2)	155 7%	71 7%	84 8%	24 10%	32 9%	28 9%	30 8%	26 8%	15 3%	53 9%	38 6%	31 7%	33 6%	14 8%	5 6%	17 7%	14 8%	18 10%	10 7%	6 6%	16 8%	31 11%	13 5%	8 4%	1 2%	31 9%	87 10%	27 16%
Slightly agree (+1)	361 17%	186 18%	176 16%	40 17%	88 24%	82 25%	77 21%	34 11%	42 9%	104 18%	114 19%	85 20%	58 11%	39 22%	12 14%	41 18%	26 15%	38 21%	33 22%	11 11%	29 15%	57 21%	51 18%	18 10%	6 10%	95 26%	194 23%	44 26%
Neither agree nor disagree (0)	432 21%	232 23%	201 19%	52 23%	91 25%	80 24%	93 25%	53 17%	62 13%	124 22%	108 19%	111 26%	89 18%	39 22%	21 25%	50 22%	32 19%	37 20%	26 18%	29 29%	41 21%	66 24%	51 18%	31 17%	9 15%	99 27%	222 27%	45 26%
Slightly disagree (-1)	245 12%	138 14%	108 10%	36 16%	42 12%	50 15%	56 15%	36 12%	24 5%	66 12%	81 14%	49 12%	50 10%	19 11%	7 8%	31 13%	21 13%	20 11%	15 10%	17 17%	25 13%	22 8%	41 15%	11 6%	17 27%	71 20%	118 14%	17 10%
Strongly disagree (-2)	211 10%	113 11%	99 9%	32 14%	42 12%	43 13%	38 10%	39 13%	19 4%	72 13%	66 11%	34 8%	39 8%	16 9%	8 10%	20 9%	19 11%	20 11%	8 6%	7 7%	10 5%	31 11%	35 13%	26 14%	10 16%	52 14%	120 14%	14 8%
NET: Disagree	457 22%	251 25%	206 19%	68 30%	84 23%	93 28%	94 25%	75 24%	43 9%	138 24%	147 25%	83 20%	89 18%	36 20%	15 18%	51 22%	41 24%	40 22%	23 16%	24 24%	35 18%	53 19%	77 27%	37 21%	27 43%	124 34%	238 29%	31 19%
Not applicable	673 32%	275 27%	398 37%	47 20%	64 18%	49 15%	74 20%	120 39%	319 66%	149 26%	177 30%	112 26%	236 47%	48 28%	32 38%	73 31%	57 34%	47 26%	55 37%	31 31%	72 37%	65 24%	90 32%	85 48%	19 31%	15 4%	94 11%	22 13%
Mean	*	-0.05	0.06	-0.07	0.09	0.01	0.02	-0.15	0.06	*	-0.06	0.10	-0.02	0.12	-0.01	0.03	-0.05	0.11	0.23	-0.11	0.14	0.17	-0.18	-0.30	-0.65	-0.05	0.01	0.36
Standard deviation	1.21	1.20	1.23	1.28	1.20	1.21	1.17	1.32	1.11	1.27	1.23	1.13	1.21	1.18	1.18	1.18	1.28	1.26	1.13	1.07	1.14	1.24	1.21	1.30	1.07	1.20	1.24	1.19
Standard error	0.03	0.05	0.05	0.10	0.08	0.08	0.07	0.09	0.09	0.06	0.06	0.08	0.07	0.11	0.16	0.10	0.12	0.12	0.12	0.13	0.11	0.09	0.08	0.13	0.19	0.07	0.05	0.10

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Absolutes/col percents

Table 34
Q.7 To what extent do you agree or disagree with the following statements?
A work night out is best when there's alcohol involved
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	587 28%	343 34%	244 23%	87 38%	144 40%	125 38%	107 29%	65 21%	59 12%	197 35%	185 32%	106 25%	99 20%	51 29%	20 23%	73 31%	55 33%	54 30%	32 22%	32 32%	51 26%	77 28%	73 26%	42 23%	27 43%	160 44%	299 36%	77 46%
Strongly agree (+2)	236 11%	147 14%	89 8%	38 16%	59 17%	56 17%	42 12%	26 8%	14 3%	77 14%	78 13%	36 9%	44 9%	20 11%	6 7%	34 15%	23 14%	21 12%	13 9%	14 14%	14 7%	39 14%	24 8%	20 11%	8 13%	70 19%	128 15%	32 19%
Slightly agree (+1)	352 17%	196 19%	155 15%	49 21%	85 24%	69 21%	64 18%	39 13%	45 9%	120 21%	107 18%	70 16%	55 11%	31 18%	14 16%	39 17%	32 19%	33 18%	20 13%	18 18%	37 19%	38 14%	49 17%	22 12%	18 29%	90 25%	171 20%	45 27%
Neither agree nor disagree (0)	401 19%	215 21%	186 17%	54 23%	77 22%	72 22%	82 22%	64 21%	52 11%	106 19%	111 19%	105 25%	79 16%	51 29%	20 23%	44 19%	34 20%	38 21%	24 16%	18 18%	34 18%	61 22%	49 17%	20 11%	8 12%	99 27%	210 25%	34 20%
Slightly disagree (-1)	185 9%	90 9%	95 9%	18 8%	30 8%	30 9%	53 15%	28 9%	25 5%	53 9%	47 8%	35 8%	50 10%	14 8%	5 6%	13 6%	7 4%	14 8%	19 13%	8 8%	21 11%	27 10%	30 11%	19 11%	6 9%	42 11%	93 11%	10 6%
Strongly disagree (-2)	270 13%	110 11%	160 15%	23 10%	53 15%	59 18%	54 15%	44 14%	38 8%	75 13%	82 14%	59 14%	55 11%	15 8%	10 12%	31 13%	20 12%	24 13%	16 11%	14 14%	17 9%	60 22%	41 14%	16 9%	6 9%	51 14%	156 19%	29 17%
NET: Disagree	455 22%	200 20%	255 24%	41 18%	83 23%	88 27%	107 29%	72 24%	63 13%	128 23%	129 22%	93 22%	104 21%	29 16%	15 18%	44 19%	28 16%	38 21%	35 24%	23 23%	37 19%	88 32%	71 25%	36 20%	11 18%	93 26%	250 30%	39 23%
Not applicable	636 31%	257 25%	379 36%	48 21%	55 15%	46 14%	72 20%	107 35%	307 64%	136 24%	159 27%	118 28%	223 44%	45 26%	30 35%	71 31%	53 31%	49 27%	56 38%	27 27%	71 37%	47 17%	89 31%	82 46%	17 27%	12 3%	76 9%	19 11%
Mean	0.07	0.24	-0.12	0.34	0.22	0.12	-0.04	-0.13	-0.16	0.17	0.12	-0.04	-0.05	0.21	0.01	0.20	0.26	0.10	-0.06	0.11	0.09	-0.14	-0.08	0.10	0.39	0.25	0.03	0.28
Standard deviation	1.33	1.30	1.34	1.26	1.35	1.39	1.30	1.31	1.26	1.34	1.36	1.26	1.33	1.17	1.24	1.38	1.34	1.32	1.30	1.38	1.22	1.43	1.32	1.39	1.28	1.30	1.36	1.39
Standard error	0.04	0.05	0.05	0.10	0.08	0.09	0.08	0.09	0.10	0.06	0.07	0.09	0.08	0.11	0.17	0.11	0.13	0.12	0.14	0.17	0.12	0.10	0.09	0.13	0.22	0.08	0.05	0.12

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Absolutes/col percents

Table 35
Q.8 To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

		I enjoy fundraising and I take part in a range of different fundraising events	I enjoy fundraising but too many organized events revolve around sports	I prefer to take part in sports fundraising events	I prefer to take part in non-sporting fundraising activities and I feel that there is already a good range to choose from	I don't enjoy taking part in fundraising events	I'd love to take part in an event but haven't found one that suits me yet
Unweighted base		2079	2079	2079	2079	2079	2079
Weighted base		2079	2079	2079	2079	2079	2079
NET: Agree		407 20%	495 24%	250 12%	524 25%	640 31%	467 22%
Strongly agree	(+2)	78 4%	134 6%	51 2%	105 5%	289 14%	83 4%
Slightly agree	(+1)	329 16%	360 17%	199 10%	419 20%	351 17%	384 18%
Neither agree nor disagree	(0)	554 27%	658 32%	496 24%	793 38%	593 29%	745 36%
Slightly disagree	(-1)	402 19%	308 15%	350 17%	212 10%	401 19%	286 14%
Strongly disagree	(-2)	406 20%	274 13%	640 31%	208 10%	220 11%	279 13%
NET: Disagree		808 39%	581 28%	990 48%	421 20%	621 30%	565 27%
Not applicable		311 15%	345 17%	343 16%	342 16%	225 11%	302 15%
Mean		-0.41	-0.13	-0.77	*	0.05	-0.17
Standard deviation		1.16	1.14	1.15	1.04	1.23	1.08
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 36

Q.8 To what extent do you agree or disagree with the following statements?**I enjoy fundraising and I take part in a range of different fundraising events****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	407 20%	179 18%	228 21%	85 37%	89 25%	73 22%	53 14%	34 11%	73 15%	146 26%	123 21%	72 17%	66 13%	41 23%	19 22%	51 22%	39 23%	30 17%	25 17%	15 15%	30 15%	51 19%	59 21%	31 17%	16 26%	93 26%	189 23%	83 49%
Strongly agree (+2)	78 4%	36 4%	41 4%	20 8%	15 4%	13 4%	10 3%	7 2%	13 3%	30 5%	12 2%	16 4%	19 4%	11 6%	*	5 2%	6 4%	10 5%	5 3%	1 1%	6 3%	12 4%	14 5%	4 2%	2 3%	16 4%	36 4%	24 14%
Slightly agree (+1)	329 16%	143 14%	187 18%	65 28%	74 21%	60 18%	43 12%	27 9%	60 12%	116 20%	111 19%	56 13%	47 9%	30 17%	18 21%	46 20%	33 19%	21 11%	20 13%	14 14%	24 12%	38 14%	46 16%	27 15%	14 23%	77 21%	153 18%	59 35%
Neither agree nor disagree (0)	554 27%	279 27%	275 26%	58 25%	109 30%	102 31%	103 28%	72 24%	110 23%	149 26%	163 28%	105 25%	137 27%	45 26%	21 25%	63 27%	43 25%	52 29%	31 21%	32 32%	53 27%	87 32%	63 22%	46 26%	17 28%	110 30%	242 29%	50 29%
Slightly disagree (-1)	402 19%	192 19%	210 20%	38 17%	74 21%	52 16%	86 23%	65 21%	87 18%	123 22%	105 18%	83 20%	92 18%	30 17%	12 15%	40 17%	27 16%	27 15%	38 26%	22 22%	42 22%	56 21%	58 20%	39 22%	10 16%	80 22%	166 20%	17 10%
Strongly disagree (-2)	406 20%	219 22%	187 18%	27 12%	47 13%	64 19%	79 22%	79 26%	110 23%	94 17%	107 18%	97 23%	107 21%	33 19%	22 26%	44 19%	29 17%	45 25%	28 19%	17 17%	45 23%	40 15%	45 16%	44 24%	13 21%	51 14%	142 17%	13 8%
NET: Disagree	808 39%	411 40%	397 37%	65 28%	122 34%	116 35%	165 45%	144 47%	196 41%	217 38%	212 36%	180 43%	199 39%	63 36%	34 40%	84 36%	56 33%	72 40%	67 45%	39 39%	88 45%	96 35%	102 36%	83 46%	23 38%	131 36%	308 37%	30 18%
Not applicable	311 15%	146 14%	164 15%	22 10%	39 11%	42 13%	47 13%	58 19%	102 21%	56 10%	86 15%	65 15%	104 21%	26 15%	11 13%	34 15%	32 19%	24 13%	25 17%	15 15%	23 12%	38 14%	58 20%	19 11%	5 8%	31 8%	97 12%	6 4%
Mean	-0.41	-0.48	-0.35	0.06	-0.20	-0.33	-0.56	-0.73	-0.58	-0.26	-0.37	-0.53	-0.55	-0.30	-0.50	-0.37	-0.28	-0.50	-0.54	-0.46	-0.57	-0.31	-0.33	-0.57	-0.32	-0.22	-0.31	0.40
Standard deviation	1.16	1.15	1.16	1.18	1.10	1.16	1.10	1.10	1.16	1.17	1.12	1.18	1.14	1.23	1.18	1.14	1.18	1.22	1.13	1.03	1.13	1.10	1.18	1.14	1.20	1.11	1.14	1.11
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.05	0.11	0.14	0.08	0.10	0.10	0.10	0.11	0.09	0.07	0.07	0.08	0.18	0.07	0.04	0.09

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Absolutes/col percents

Table 37

Q.8 To what extent do you agree or disagree with the following statements?**I enjoy fundraising but too many organized events revolve around sports****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	495 24%	211 21%	284 27%	81 35%	97 27%	82 25%	79 21%	52 17%	104 22%	140 25%	150 26%	101 24%	104 21%	41 23%	21 24%	50 22%	42 25%	43 24%	29 20%	28 28%	43 22%	65 24%	71 25%	43 24%	18 28%	92 25%	216 26%	73 43%
Strongly agree (+2)	134 6%	64 6%	70 7%	26 11%	20 6%	22 7%	18 5%	16 5%	33 7%	38 7%	36 6%	32 8%	28 6%	14 8%	9 11%	18 8%	9 5%	10 5%	5 4%	10 10%	14 7%	14 5%	18 6%	10 6%	3 5%	19 5%	62 7%	21 13%
Slightly agree (+1)	360 17%	146 14%	214 20%	55 24%	77 21%	61 18%	61 17%	35 11%	71 15%	102 18%	114 19%	68 16%	76 15%	26 15%	12 14%	32 14%	33 20%	34 19%	24 16%	18 18%	29 15%	52 19%	53 19%	33 18%	15 23%	73 20%	155 18%	51 30%
Neither agree nor disagree (0)	658 32%	334 33%	325 30%	62 27%	111 31%	107 32%	133 36%	106 34%	140 29%	182 32%	187 32%	138 33%	152 30%	60 34%	27 31%	89 38%	46 27%	54 30%	52 36%	29 28%	63 32%	90 33%	73 26%	57 32%	19 31%	122 33%	281 34%	55 33%
Slightly disagree (-1)	308 15%	164 16%	144 14%	41 18%	72 20%	56 17%	56 15%	34 11%	48 10%	112 20%	80 14%	49 12%	67 13%	28 16%	11 13%	36 15%	24 14%	23 13%	15 10%	17 17%	29 15%	44 16%	45 16%	26 14%	10 16%	78 22%	129 15%	26 15%
Strongly disagree (-2)	274 13%	149 15%	125 12%	26 11%	36 10%	41 12%	45 12%	56 18%	70 15%	69 12%	73 12%	61 15%	71 14%	22 12%	14 17%	26 11%	25 15%	26 15%	25 17%	10 10%	30 15%	31 11%	28 10%	28 15%	9 15%	45 12%	96 11%	9 5%
NET: Disagree	581 28%	313 31%	269 25%	66 29%	107 30%	97 29%	102 28%	91 30%	118 25%	181 32%	153 26%	110 26%	137 27%	50 28%	25 29%	62 27%	50 29%	49 27%	40 27%	27 27%	59 31%	74 27%	73 26%	54 30%	20 31%	123 34%	224 27%	35 21%
Not applicable	345 17%	157 16%	187 18%	22 9%	44 12%	45 14%	55 15%	60 19%	119 25%	64 11%	95 16%	73 17%	112 22%	25 14%	13 15%	31 14%	31 18%	33 19%	26 18%	17 17%	29 15%	42 16%	65 23%	26 15%	6 10%	27 7%	114 14%	6 4%
Mean	-0.13	-0.22	-0.04	0.07	-0.08	-0.12	-0.16	-0.32	-0.14	-0.14	-0.08	-0.11	-0.19	-0.11	-0.13	-0.10	-0.17	-0.15	-0.24	0.01	-0.19	-0.11	-0.06	-0.19	-0.15	-0.17	-0.06	0.31
Standard deviation	1.14	1.15	1.14	1.20	1.08	1.13	1.08	1.17	1.21	1.12	1.13	1.18	1.15	1.15	1.27	1.11	1.18	1.16	1.13	1.17	1.18	1.08	1.14	1.16	1.15	1.09	1.12	1.07
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.15	0.08	0.10	0.10	0.10	0.13	0.09	0.07	0.07	0.09	0.17	0.06	0.04	0.09

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Absolutes/col percents

Table 38
Q.8 To what extent do you agree or disagree with the following statements?
I prefer to take part in sports fundraising events
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	250 12%	166 16%	83 8%	42 18%	75 21%	52 16%	43 12%	18 6%	20 4%	96 17%	72 12%	35 8%	47 9%	35 20%	11 13%	27 12%	26 15%	27 15%	13 9%	11 11%	19 10%	39 14%	22 8%	14 8%	7 11%	68 19%	130 16%	53 31%
Strongly agree (+2)	51 2%	37 4%	14 1%	16 7%	17 5%	3 1%	9 3%	3 1%	3 1%	24 4%	12 2%	6 1%	9 2%	5 3%	- -	3 1%	4 2%	5 3%	5 3%	- -	6 3%	13 5%	5 2%	4 2%	1 2%	7 2%	31 4%	15 9%
Slightly agree (+1)	199 10%	129 13%	69 7%	26 11%	58 16%	49 15%	33 9%	15 5%	18 4%	72 13%	60 10%	30 7%	37 7%	29 17%	11 13%	24 10%	22 13%	22 12%	8 5%	11 11%	13 7%	26 9%	18 6%	10 6%	5 9%	60 17%	99 12%	38 23%
Neither agree nor disagree (0)	496 24%	273 27%	223 21%	60 26%	98 27%	92 28%	101 27%	71 23%	74 15%	139 25%	134 23%	116 28%	107 21%	45 26%	16 18%	60 26%	34 20%	45 25%	36 25%	29 29%	54 28%	64 24%	64 23%	38 21%	13 21%	99 27%	242 29%	48 28%
Slightly disagree (-1)	350 17%	162 16%	188 18%	45 19%	69 19%	51 15%	67 18%	44 14%	74 15%	108 19%	105 18%	68 16%	68 14%	27 15%	18 21%	40 17%	24 14%	27 15%	22 15%	16 16%	36 19%	56 20%	44 15%	31 17%	10 16%	67 19%	140 17%	25 15%
Strongly disagree (-2)	640 31%	257 25%	383 36%	55 24%	77 21%	91 27%	112 30%	109 35%	197 41%	164 29%	171 29%	133 32%	172 34%	40 23%	29 34%	71 31%	55 32%	49 27%	52 36%	29 29%	56 29%	79 29%	90 32%	67 38%	23 38%	99 27%	213 26%	36 21%
NET: Disagree	990 48%	419 41%	571 54%	100 43%	146 41%	142 43%	179 49%	153 50%	271 56%	271 48%	277 47%	201 48%	241 48%	67 38%	47 55%	111 48%	78 46%	75 42%	74 50%	46 45%	92 47%	134 49%	134 47%	99 55%	33 53%	166 46%	353 42%	61 36%
Not applicable	343 16%	157 15%	186 18%	29 12%	41 11%	46 14%	46 12%	66 21%	116 24%	61 11%	101 17%	69 16%	111 22%	29 17%	11 14%	35 15%	31 18%	32 18%	24 16%	15 15%	30 15%	35 13%	63 22%	29 16%	9 15%	31 8%	111 13%	7 4%
Mean	-0.77	-0.55	-0.98	-0.48	-0.41	-0.62	-0.74	-0.99	-1.22	-0.62	-0.75	-0.83	-0.91	-0.46	-0.88	-0.77	-0.74	-0.63	-0.88	-0.74	-0.75	-0.68	-0.90	-0.98	-0.91	-0.57	-0.56	-0.19
Standard deviation	1.15	1.19	1.07	1.24	1.19	1.13	1.13	1.06	0.98	1.20	1.14	1.08	1.14	1.19	1.10	1.11	1.22	1.19	1.16	1.07	1.12	1.20	1.10	1.10	1.16	1.16	1.17	1.27
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.06	0.10	0.13	0.08	0.10	0.10	0.11	0.12	0.09	0.08	0.07	0.08	0.18	0.07	0.04	0.10

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Absolutes/col percents

Table 39

Q.8 To what extent do you agree or disagree with the following statements?**I prefer to take part in non-sporting fundraising activities and I feel that there is already a good range to choose from****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	524 25%	220 22%	303 28%	73 32%	101 28%	87 26%	86 24%	53 17%	124 26%	161 28%	165 28%	99 24%	99 20%	43 25%	19 22%	58 25%	41 24%	41 23%	35 23%	21 21%	61 32%	76 28%	72 26%	41 23%	16 25%	93 26%	220 26%	78 46%
Strongly agree (+2)	105 5%	40 4%	65 6%	16 7%	21 6%	17 5%	17 5%	9 3%	26 5%	42 7%	21 4%	21 5%	22 4%	8 5%	3 4%	9 4%	8 5%	11 6%	7 5%	3 3%	11 5%	15 5%	17 6%	11 6%	2 3%	18 5%	39 5%	24 14%
Slightly agree (+1)	419 20%	181 18%	238 22%	57 25%	81 22%	70 21%	69 19%	44 14%	98 20%	119 21%	144 25%	78 19%	77 15%	35 20%	15 18%	49 21%	33 19%	30 17%	27 18%	19 18%	51 26%	61 22%	55 20%	30 17%	14 22%	75 21%	181 22%	54 32%
Neither agree nor disagree (0)	793 38%	398 39%	395 37%	71 31%	145 40%	127 38%	168 46%	124 40%	159 33%	209 37%	216 37%	179 43%	189 37%	74 42%	29 35%	89 39%	71 42%	72 40%	50 34%	43 43%	71 37%	107 39%	90 32%	78 43%	18 29%	152 42%	342 41%	61 36%
Slightly disagree (-1)	212 10%	114 11%	99 9%	35 15%	49 14%	45 14%	30 8%	28 9%	25 5%	71 12%	64 11%	33 8%	45 9%	21 12%	4 5%	26 11%	13 8%	13 7%	19 13%	14 14%	13 7%	35 13%	29 10%	14 8%	11 17%	49 13%	101 12%	14 8%
Strongly disagree (-2)	208 10%	121 12%	88 8%	25 11%	17 5%	29 9%	37 10%	40 13%	59 12%	59 10%	45 8%	44 10%	60 12%	12 7%	16 19%	24 10%	11 7%	18 10%	20 13%	8 8%	22 11%	21 8%	21 8%	26 15%	10 16%	38 11%	62 7%	11 7%
NET: Disagree	421 20%	234 23%	186 18%	60 26%	66 18%	74 22%	67 18%	69 22%	84 17%	130 23%	109 19%	77 18%	105 21%	33 19%	20 24%	50 22%	25 15%	30 17%	39 26%	22 21%	35 18%	55 20%	50 18%	40 23%	21 34%	87 24%	163 20%	25 15%
Not applicable	342 16%	162 16%	180 17%	27 12%	47 13%	44 13%	47 13%	63 20%	114 24%	69 12%	94 16%	66 16%	113 22%	25 14%	17 20%	34 15%	33 19%	36 20%	23 16%	15 14%	26 14%	34 12%	71 25%	20 11%	8 12%	32 9%	110 13%	5 3%
Mean	*	-0.11	0.11	0.01	0.12	*	*	-0.19	0.02	0.03	0.06	*	-0.11	0.04	-0.21	-0.04	0.10	0.03	-0.13	-0.06	0.09	0.06	0.08	-0.10	-0.24	-0.04	0.05	0.40
Standard deviation	1.04	1.04	1.03	1.12	0.94	1.02	0.99	1.03	1.12	1.09	0.98	1.02	1.06	0.96	1.18	1.03	0.95	1.05	1.11	0.93	1.07	1.00	1.06	1.10	1.15	1.03	0.97	1.06
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.06	0.05	0.04	0.06	0.05	0.08	0.14	0.07	0.08	0.09	0.10	0.10	0.09	0.07	0.07	0.08	0.18	0.06	0.04	0.09

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Absolutes/col percents

Table 40
Q.8 To what extent do you agree or disagree with the following statements?
I don't enjoy taking part in fundraising events
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	640 31%	348 34%	292 27%	48 21%	94 26%	101 30%	115 31%	125 41%	158 33%	167 29%	182 31%	130 31%	161 32%	52 30%	28 33%	72 31%	46 27%	52 29%	50 34%	30 30%	70 36%	79 29%	70 25%	54 30%	35 56%	119 33%	220 26%	48 28%
Strongly agree (+2)	289 14%	171 17%	118 11%	16 7%	41 11%	45 13%	49 13%	76 25%	62 13%	79 14%	74 13%	62 15%	74 15%	22 12%	12 15%	35 15%	20 12%	25 14%	21 14%	13 13%	27 14%	34 13%	34 12%	29 16%	16 25%	47 13%	101 12%	19 11%
Slightly agree (+1)	351 17%	177 17%	173 16%	31 14%	52 15%	56 17%	66 18%	49 16%	96 20%	87 15%	108 19%	68 16%	87 17%	31 17%	15 18%	37 16%	26 15%	27 15%	30 20%	17 17%	43 22%	45 17%	36 13%	25 14%	20 31%	72 20%	119 14%	29 17%
Neither agree nor disagree (0)	593 29%	287 28%	307 29%	54 24%	113 31%	87 26%	125 34%	86 28%	128 27%	151 27%	171 29%	127 30%	144 28%	48 27%	26 30%	65 28%	65 38%	40 22%	49 34%	36 36%	55 28%	71 26%	71 25%	58 32%	10 15%	92 25%	265 32%	43 25%
Slightly disagree (-1)	401 19%	182 18%	219 21%	64 28%	70 19%	75 23%	66 18%	47 15%	78 16%	143 25%	112 19%	71 17%	75 15%	38 22%	14 16%	53 23%	27 16%	33 19%	18 12%	17 17%	37 19%	61 22%	56 20%	36 20%	11 18%	83 23%	180 22%	52 31%
Strongly disagree (-2)	220 11%	90 9%	130 12%	45 20%	45 12%	34 10%	37 10%	19 6%	40 8%	64 11%	56 10%	47 11%	53 11%	20 12%	9 11%	23 10%	14 8%	29 16%	9 6%	7 7%	18 9%	32 12%	37 13%	18 10%	5 8%	53 15%	93 11%	22 13%
NET: Disagree	621 30%	272 27%	348 33%	109 47%	115 32%	110 33%	103 28%	66 21%	118 25%	206 36%	168 29%	118 28%	129 25%	58 33%	23 27%	75 32%	41 24%	62 34%	27 18%	24 23%	54 28%	93 34%	93 33%	54 30%	16 26%	137 38%	273 33%	75 44%
Not applicable	225 11%	107 11%	118 11%	20 8%	38 11%	35 11%	25 7%	31 10%	77 16%	43 8%	63 11%	47 11%	72 14%	17 10%	8 10%	20 9%	17 10%	25 14%	21 14%	11 11%	14 7%	29 11%	48 17%	14 8%	1 2%	16 4%	78 9%	4 2%
Mean	0.05	0.17	-0.07	-0.43	-0.08	0.01	0.07	0.42	0.15	-0.05	0.06	0.07	0.12	-0.03	0.10	0.04	0.08	-0.09	0.28	0.15	0.14	-0.05	-0.11	0.07	0.49	-0.07	-0.06	-0.18
Standard deviation	1.23	1.23	1.21	1.20	1.20	1.23	1.18	1.24	1.19	1.24	1.19	1.24	1.24	1.23	1.24	1.23	1.12	1.33	1.12	1.12	1.20	1.24	1.27	1.23	1.28	1.27	1.19	1.21
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.07	0.06	0.10	0.14	0.09	0.09	0.11	0.10	0.12	0.09	0.08	0.08	0.09	0.18	0.07	0.04	0.10

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 41

Q.8 To what extent do you agree or disagree with the following statements?

I'd love to take part in an event but haven't found one that suits me yet

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	467 22%	208 21%	259 24%	68 30%	114 32%	98 30%	76 21%	55 18%	54 11%	132 23%	139 24%	91 21%	105 21%	41 23%	16 19%	46 20%	37 22%	51 29%	31 21%	24 24%	40 21%	72 27%	57 20%	37 21%	14 23%	96 26%	218 26%	49 29%
Strongly agree (+2)	83 4%	35 3%	48 5%	18 8%	23 6%	15 4%	10 3%	11 3%	7 1%	24 4%	24 4%	12 3%	23 5%	6 4%	6 7%	6 2%	8 5%	7 4%	5 3%	1 1%	10 5%	16 6%	7 2%	9 5%	2 2%	10 3%	46 5%	13 8%
Slightly agree (+1)	384 18%	174 17%	211 20%	50 22%	92 26%	84 25%	66 18%	45 14%	47 10%	108 19%	115 20%	79 19%	82 16%	34 19%	10 12%	40 17%	29 17%	44 25%	27 18%	23 23%	30 15%	56 21%	50 18%	28 16%	13 20%	86 24%	172 21%	36 22%
Neither agree nor disagree (0)	745 36%	366 36%	379 36%	79 34%	111 31%	114 34%	159 43%	122 40%	161 34%	200 35%	189 32%	166 39%	191 38%	67 38%	30 36%	95 41%	66 39%	55 31%	54 36%	32 31%	85 44%	92 34%	90 32%	62 34%	19 30%	136 37%	303 36%	62 37%
Slightly disagree (-1)	286 14%	142 14%	144 13%	37 16%	53 15%	44 13%	49 13%	38 12%	65 14%	95 17%	96 16%	50 12%	45 9%	18 11%	10 12%	36 15%	20 12%	24 14%	20 13%	14 14%	20 11%	45 17%	37 13%	26 15%	14 23%	56 15%	127 15%	35 21%
Strongly disagree (-2)	279 13%	160 16%	118 11%	28 12%	33 9%	34 10%	53 14%	50 16%	81 17%	81 14%	64 11%	58 14%	76 15%	26 15%	17 20%	30 13%	12 7%	23 13%	13 9%	19 19%	29 15%	30 11%	33 12%	37 21%	10 16%	48 13%	94 11%	15 9%
NET: Disagree	565 27%	303 30%	262 25%	65 28%	86 24%	78 23%	103 28%	88 29%	146 30%	176 31%	160 27%	108 26%	121 24%	44 25%	27 32%	66 28%	32 19%	47 26%	33 23%	33 33%	49 25%	76 28%	71 25%	63 35%	24 38%	103 28%	221 26%	50 29%
Not applicable	302 15%	137 14%	165 15%	19 8%	48 13%	42 13%	31 8%	43 14%	119 25%	59 10%	96 17%	58 14%	89 18%	24 14%	11 13%	25 11%	35 20%	26 15%	29 20%	12 12%	20 10%	32 12%	65 23%	17 10%	6 9%	29 8%	94 11%	8 5%
Mean	-0.17	-0.25	-0.08	-0.03	0.06	*	-0.21	-0.27	-0.46	-0.20	-0.12	-0.18	-0.17	-0.15	-0.30	-0.21	0.01	-0.07	-0.09	-0.31	-0.16	-0.07	-0.19	-0.33	-0.32	-0.13	-0.07	-0.02
Standard deviation	1.08	1.09	1.06	1.13	1.08	1.06	1.02	1.08	1.04	1.09	1.07	1.05	1.11	1.09	1.21	1.01	0.99	1.11	1.00	1.11	1.08	1.09	1.05	1.17	1.09	1.05	1.07	1.07
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.05	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.14	0.07	0.08	0.09	0.09	0.12	0.09	0.07	0.07	0.09	0.16	0.06	0.04	0.09

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Absolutes/col percents

Table 42

Q.9 Which of the following best reflects your attitude towards drinking alcohol at Christmas time?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
I do drink alcohol, but I feel there's too much focus on drinking at Christmas	651 31%	321 32%	330 31%	41 18%	85 24%	68 21%	120 33%	116 38%	221 46%	161 28%	178 31%	141 33%	171 34%	55 31%	23 27%	72 31%	51 30%	55 31%	50 34%	35 35%	63 32%	82 30%	79 28%	66 37%	20 31%	112 31%	214 26%	46 27%
I enjoy letting my hair down and drinking alcohol at Christmas	458 22%	244 24%	214 20%	74 32%	107 30%	108 33%	79 21%	46 15%	44 9%	145 25%	131 22%	89 21%	93 18%	52 30%	12 14%	58 25%	35 21%	33 18%	23 15%	22 21%	42 22%	60 22%	65 23%	36 20%	19 30%	118 32%	220 26%	44 26%
I like to drink more at Christmas but try not to get too carried away	455 22%	254 25%	201 19%	46 20%	69 19%	75 23%	88 24%	73 24%	104 22%	145 26%	130 22%	89 21%	91 18%	32 18%	23 27%	52 23%	34 20%	37 21%	37 25%	20 20%	45 23%	51 19%	67 24%	39 22%	18 29%	68 19%	195 23%	34 20%
I don't drink alcohol and feel that there's too much focus on drinking at Christmas	252 12%	100 10%	152 14%	27 12%	39 11%	42 13%	39 10%	45 15%	60 12%	53 9%	67 11%	43 10%	88 17%	13 7%	17 20%	25 11%	23 13%	20 11%	25 17%	9 9%	23 12%	38 14%	38 14%	17 10%	4 6%	31 9%	98 12%	25 15%
I don't drink alcohol but I am always happy with the social occasions I take part in at Christmas	220 11%	78 8%	143 13%	33 14%	46 13%	37 11%	37 10%	25 8%	43 9%	55 10%	61 10%	48 11%	57 11%	21 12%	8 10%	21 9%	18 11%	30 17%	10 7%	14 13%	20 10%	35 13%	25 9%	17 9%	2 3%	30 8%	86 10%	14 8%
Prefer not to say	43 2%	19 2%	25 2%	10 4%	14 4%	2 1%	6 2%	2 1%	9 2%	8 1%	17 3%	12 3%	6 1%	3 2%	1 1%	3 1%	9 5%	4 2%	4 3%	1 1%	1 *	6 2%	7 3%	4 2%	- -	4 1%	22 3%	5 3%

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Absolutes/col percents

Table 43
Q.10 To what extent do you agree or disagree with the following statements?

Summary**Base: All respondents**

		I love the hustle and bustle of the festive season	I feel that there's too much to do at Christmas	I wish I had more time to practice mindfulness and self care at Christmas	I find arts and crafts are relaxing activities to take part in	I find the Christmas schedule quite overwhelming
Unweighted base		2079	2079	2079	2079	2079
Weighted base		2079	2079	2079	2079	2079
NET: Agree		911 44%	824 40%	523 25%	841 40%	695 33%
Strongly agree	(+2)	289 14%	224 11%	147 7%	281 14%	193 9%
Slightly agree	(+1)	622 30%	599 29%	376 18%	559 27%	502 24%
Neither agree nor disagree	(0)	435 21%	574 28%	759 36%	513 25%	519 25%
Slightly disagree	(-1)	406 20%	416 20%	318 15%	277 13%	457 22%
Strongly disagree	(-2)	289 14%	211 10%	286 14%	259 12%	345 17%
NET: Disagree		696 33%	627 30%	604 29%	536 26%	802 39%
Not applicable		38 2%	54 3%	194 9%	189 9%	62 3%
Mean		0.11	0.10	-0.12	0.17	-0.13
Standard deviation		1.28	1.16	1.13	1.25	1.24
Standard error		0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 44

Q.10 To what extent do you agree or disagree with the following statements?**I love the hustle and bustle of the festive season****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
NET: Agree	911	388	523	151	187	149	152	100	172	297	255	173	186	70	36	112	80	88	53	35	79	120	136	68	35	188	384	94	
	44%	38%	49%	66%	52%	45%	41%	32%	36%	52%	44%	41%	37%	40%	42%	48%	47%	49%	36%	35%	41%	44%	48%	38%	56%	52%	46%	56%	
Strongly agree	(+2)	289	117	172	61	68	39	46	28	47	102	76	60	52	19	13	28	28	31	15	11	26	49	45	12	12	72	117	36
		14%	12%	16%	26%	19%	12%	13%	9%	10%	18%	13%	14%	10%	11%	16%	12%	16%	18%	10%	11%	13%	18%	16%	7%	19%	20%	14%	21%
Slightly agree	(+1)	622	271	351	91	119	111	106	71	124	195	179	113	135	51	22	84	52	57	37	24	53	71	91	56	23	116	266	58
		30%	27%	33%	39%	33%	33%	29%	23%	26%	34%	31%	27%	27%	29%	26%	36%	31%	32%	25%	24%	27%	26%	32%	31%	37%	32%	32%	34%
Neither agree nor disagree	(0)	435	224	211	40	67	59	85	72	111	105	121	97	112	49	15	40	38	35	37	26	31	66	52	38	8	59	172	34
		21%	22%	20%	17%	19%	18%	23%	24%	23%	18%	21%	23%	22%	28%	17%	17%	23%	19%	25%	26%	16%	24%	19%	21%	13%	16%	21%	20%
Slightly disagree	(-1)	406	221	185	23	67	69	56	75	116	92	117	92	105	29	19	43	29	38	32	22	48	48	52	37	9	69	158	25
		20%	22%	17%	10%	19%	21%	15%	24%	24%	16%	20%	22%	21%	16%	22%	18%	17%	21%	22%	22%	25%	18%	19%	20%	14%	19%	19%	15%
Strongly disagree	(-2)	289	160	129	12	34	50	69	56	68	69	79	57	85	26	14	34	19	16	21	16	33	33	35	8	44	108	15	
		14%	16%	12%	5%	9%	15%	19%	18%	14%	12%	14%	13%	17%	15%	16%	15%	12%	9%	14%	16%	17%	12%	12%	19%	13%	12%	13%	9%
NET: Disagree		696	381	315	35	101	119	125	132	184	161	196	149	190	55	33	77	49	54	53	38	81	81	85	72	17	113	267	40
		33%	38%	30%	15%	28%	36%	34%	43%	38%	28%	34%	35%	38%	31%	38%	33%	29%	30%	36%	38%	42%	30%	30%	40%	27%	31%	32%	24%
Not applicable		38	22	16	5	4	5	5	4	14	5	12	3	17	1	2	3	3	2	5	1	2	6	9	2	2	4	13	1
		2%	2%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	3%	1%	2%	1%	2%	1%	3%	1%	1%	2%	3%	1%	3%	1%	2%	*
Mean		0.11	-0.04	0.24	0.73	0.34	0.06	0.01	-0.20	-0.07	0.30	0.10	0.06	-0.08	0.05	0.03	0.12	0.24	0.28	-0.05	-0.08	-0.05	0.21	0.23	-0.15	0.35	0.29	0.15	0.44
Standard deviation		1.28	1.27	1.27	1.12	1.25	1.28	1.31	1.25	1.22	1.26	1.27	1.27	1.22	1.35	1.28	1.25	1.24	1.23	1.25	1.33	1.28	1.27	1.25	1.33	1.31	1.26	1.23	
Standard error		0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.05	0.10	0.15	0.09	0.09	0.10	0.10	0.13	0.10	0.08	0.07	0.09	0.19	0.07	0.05	0.10

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 45

Q.10 To what extent do you agree or disagree with the following statements?

I feel that there's too much to do at Christmas

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	824 40%	346 34%	478 45%	74 32%	138 38%	156 47%	171 47%	127 41%	157 33%	208 37%	227 39%	184 44%	204 40%	68 39%	41 49%	96 41%	57 34%	66 37%	63 43%	38 38%	96 50%	81 30%	110 39%	73 41%	34 54%	167 46%	333 40%	78 46%
Strongly agree (+2)	224 11%	92 9%	132 12%	14 6%	39 11%	55 16%	41 11%	38 12%	37 8%	54 9%	47 8%	47 11%	76 15%	20 11%	13 16%	28 12%	12 7%	13 7%	17 11%	15 15%	26 14%	26 9%	26 9%	21 11%	8 12%	45 12%	97 12%	24 14%
Slightly agree (+1)	599 29%	253 25%	346 32%	59 26%	99 27%	101 30%	130 35%	90 29%	120 25%	154 27%	180 31%	137 33%	128 25%	48 27%	28 33%	68 29%	45 27%	53 30%	46 32%	23 23%	70 36%	55 20%	84 30%	53 29%	26 42%	122 33%	237 28%	55 32%
Neither agree nor disagree (0)	574 28%	312 31%	262 25%	41 18%	84 23%	81 24%	94 26%	101 33%	173 36%	144 25%	158 27%	122 29%	151 30%	55 31%	18 22%	50 21%	44 26%	56 31%	47 32%	33 33%	52 27%	85 31%	71 25%	54 30%	10 16%	81 22%	230 27%	37 22%
Slightly disagree (-1)	416 20%	215 21%	201 19%	65 28%	91 25%	60 18%	63 17%	45 15%	91 19%	127 22%	126 22%	76 18%	86 17%	34 19%	16 19%	55 24%	45 26%	33 18%	26 18%	19 19%	28 14%	54 20%	61 22%	31 17%	14 23%	67 18%	174 21%	37 22%
Strongly disagree (-2)	211 10%	118 12%	93 9%	44 19%	38 10%	26 8%	34 9%	28 9%	41 9%	78 14%	56 10%	33 8%	44 9%	16 9%	7 8%	27 11%	20 12%	21 12%	7 5%	10 9%	14 7%	42 15%	26 9%	20 11%	3 4%	42 11%	82 10%	14 8%
NET: Disagree	627 30%	333 33%	294 28%	109 47%	128 36%	86 26%	98 27%	74 24%	133 28%	206 36%	182 31%	110 26%	130 26%	50 28%	23 27%	81 35%	64 38%	54 30%	34 23%	29 29%	42 22%	96 35%	87 31%	51 28%	17 27%	109 30%	256 31%	51 30%
Not applicable	54 3%	24 2%	30 3%	7 3%	9 2%	10 3%	4 1%	5 2%	19 4%	10 2%	17 3%	6 1%	21 4%	3 1%	2 2%	5 2%	4 2%	3 1%	4 3%	1 1%	4 2%	11 4%	14 5%	2 1%	2 3%	7 2%	17 2%	3 2%
Mean	0.10	-0.01	0.21	-0.29	0.03	0.31	0.22	0.21	0.04	-0.04	0.06	0.21	0.22	0.13	0.30	0.07	-0.09	0.02	0.27	0.15	0.35	-0.12	0.09	0.13	0.37	0.17	0.11	0.23
Standard deviation	1.16	1.15	1.16	1.23	1.19	1.19	1.15	1.13	1.07	1.21	1.13	1.12	1.18	1.14	1.20	1.23	1.14	1.13	1.06	1.18	1.12	1.20	1.15	1.17	1.11	1.21	1.17	1.19
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.13	0.08	0.09	0.09	0.09	0.12	0.08	0.08	0.07	0.08	0.16	0.07	0.04	0.09

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 46

Q.10 To what extent do you agree or disagree with the following statements?**I wish I had more time to practice mindfulness and self care at Christmas****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	523 25%	223 22%	300 28%	70 30%	111 31%	118 35%	101 27%	64 21%	60 12%	136 24%	153 26%	94 22%	139 28%	50 29%	24 29%	62 27%	37 22%	48 27%	38 26%	27 27%	42 22%	71 26%	61 21%	41 23%	22 36%	112 31%	239 29%	69 41%
Strongly agree (+2)	147 7%	55 5%	91 9%	19 8%	32 9%	38 11%	31 8%	18 6%	9 2%	35 6%	45 8%	23 5%	44 9%	14 8%	10 12%	14 6%	11 6%	9 5%	13 9%	7 7%	13 7%	21 8%	17 6%	12 7%	6 9%	31 9%	73 9%	24 14%
Slightly agree (+1)	376 18%	168 17%	209 20%	51 22%	79 22%	80 24%	70 19%	46 15%	50 10%	101 18%	108 18%	71 17%	96 19%	36 20%	14 17%	47 20%	26 16%	39 22%	25 17%	20 20%	29 15%	50 18%	44 16%	30 17%	17 27%	80 22%	165 20%	46 27%
Neither agree nor disagree (0)	759 36%	381 38%	378 36%	79 34%	110 31%	109 33%	137 37%	122 40%	201 42%	183 32%	207 35%	182 43%	186 37%	61 35%	29 35%	84 36%	57 33%	73 41%	49 33%	45 44%	82 42%	102 37%	99 35%	65 36%	13 20%	136 37%	282 34%	54 32%
Slightly disagree (-1)	318 15%	160 16%	158 15%	30 13%	63 18%	53 16%	58 16%	40 13%	73 15%	107 19%	86 15%	66 16%	60 12%	23 13%	19 23%	32 14%	36 21%	27 15%	22 15%	8 8%	24 13%	40 15%	46 16%	24 13%	16 26%	55 15%	137 16%	29 17%
Strongly disagree (-2)	286 14%	154 15%	132 12%	39 17%	49 14%	29 9%	47 13%	46 15%	76 16%	89 16%	82 14%	47 11%	68 13%	33 19%	8 9%	37 16%	22 13%	22 12%	17 11%	7 7%	23 12%	37 14%	43 15%	28 16%	8 13%	38 11%	115 14%	7 4%
NET: Disagree	604 29%	314 31%	290 27%	69 30%	112 31%	82 25%	106 29%	85 28%	149 31%	196 34%	168 29%	113 27%	128 25%	56 32%	27 32%	68 29%	58 34%	49 27%	39 27%	16 15%	47 24%	78 29%	89 31%	52 29%	25 39%	93 26%	251 30%	36 21%
Not applicable	194 9%	97 10%	97 9%	13 5%	26 7%	23 7%	24 7%	36 12%	71 15%	52 9%	56 10%	33 8%	52 10%	9 5%	4 5%	18 8%	17 10%	9 5%	21 14%	14 14%	23 12%	22 8%	33 12%	21 12%	3 4%	23 6%	64 8%	9 5%
Mean	-0.12	-0.21	-0.03	-0.09	-0.06	0.14	-0.06	-0.18	-0.38	-0.22	-0.10	-0.11	-0.03	-0.15	*	-0.14	-0.21	-0.08	-0.04	0.12	-0.09	-0.09	-0.22	-0.17	-0.08	0.03	-0.07	0.32
Standard deviation	1.13	1.11	1.14	1.19	1.18	1.13	1.13	1.11	0.99	1.15	1.15	1.03	1.15	1.21	1.15	1.14	1.12	1.06	1.16	0.99	1.07	1.14	1.13	1.15	1.23	1.10	1.17	1.07
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.10	0.13	0.08	0.09	0.09	0.10	0.11	0.08	0.07	0.07	0.09	0.18	0.06	0.04	0.09

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 47

Q.10 To what extent do you agree or disagree with the following statements?

I find arts and crafts are relaxing activities to take part in

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	841 40%	309 31%	531 50%	102 44%	148 41%	152 46%	144 39%	123 40%	172 36%	239 42%	238 41%	168 40%	195 39%	78 45%	33 39%	82 35%	74 44%	80 45%	52 35%	27 27%	87 45%	118 43%	120 42%	69 38%	21 34%	166 45%	327 39%	85 51%
Strongly agree (+2)	281 14%	91 9%	190 18%	30 13%	47 13%	48 15%	52 14%	45 15%	59 12%	78 14%	73 13%	51 12%	79 16%	28 16%	14 16%	22 10%	28 16%	21 12%	20 14%	12 12%	27 14%	43 16%	35 12%	24 13%	7 11%	56 15%	105 13%	36 21%
Slightly agree (+1)	559 27%	218 22%	341 32%	71 31%	101 28%	104 31%	92 25%	78 25%	113 24%	161 28%	165 28%	118 28%	116 23%	50 29%	19 22%	59 26%	46 27%	59 33%	31 21%	15 15%	60 31%	75 28%	85 30%	45 25%	14 22%	110 30%	222 27%	50 29%
Neither agree nor disagree (0)	513 25%	291 29%	222 21%	48 21%	86 24%	76 23%	99 27%	75 24%	129 27%	115 20%	148 25%	113 27%	137 27%	38 22%	19 22%	52 22%	36 21%	48 26%	44 30%	35 35%	42 22%	74 27%	70 25%	44 25%	12 19%	80 22%	215 26%	42 25%
Slightly disagree (-1)	277 13%	156 15%	121 11%	31 13%	60 17%	53 16%	38 10%	39 13%	55 12%	84 15%	77 13%	51 12%	64 13%	22 13%	9 11%	39 17%	31 18%	20 11%	19 13%	17 17%	26 13%	31 11%	24 9%	25 14%	13 20%	57 16%	113 14%	23 13%
Strongly disagree (-2)	259 12%	139 14%	120 11%	37 16%	37 10%	32 10%	61 16%	37 12%	57 12%	75 13%	78 13%	58 14%	49 10%	19 11%	14 16%	32 14%	17 10%	19 11%	16 11%	13 13%	27 14%	29 11%	34 12%	30 17%	9 15%	42 12%	117 14%	13 7%
NET: Disagree	536 26%	295 29%	241 23%	68 29%	97 27%	85 26%	99 27%	75 25%	112 23%	160 28%	155 27%	109 26%	113 22%	41 24%	22 27%	71 31%	48 28%	40 22%	35 24%	31 30%	53 27%	60 22%	58 21%	55 30%	22 35%	99 27%	230 27%	35 21%
Not applicable	189 9%	119 12%	70 7%	13 6%	28 8%	19 6%	26 7%	35 11%	68 14%	54 9%	43 7%	32 8%	60 12%	18 10%	10 12%	27 12%	12 7%	12 7%	17 11%	7 7%	12 6%	21 8%	34 12%	12 7%	8 12%	19 5%	65 8%	7 4%
Mean	0.17	-0.04	0.36	0.13	0.18	0.26	0.11	0.20	0.15	0.16	0.14	0.14	0.25	0.29	0.14	0.01	0.23	0.25	0.17	-0.05	0.19	0.28	0.25	0.05	-0.06	0.23	0.11	0.45
Standard deviation	1.25	1.20	1.26	1.30	1.21	1.21	1.30	1.26	1.23	1.28	1.24	1.24	1.22	1.26	1.36	1.24	1.26	1.18	1.22	1.21	1.28	1.22	1.22	1.31	1.30	1.25	1.25	1.20
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.10	0.16	0.09	0.10	0.10	0.11	0.13	0.10	0.08	0.07	0.09	0.19	0.07	0.05	0.10

Christmas 2018 Survey
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Absolutes/col percents

Table 48

Q.10 To what extent do you agree or disagree with the following statements?**I find the Christmas schedule quite overwhelming****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Agree	695 33%	294 29%	401 38%	75 33%	128 36%	134 40%	135 37%	99 32%	124 26%	168 30%	198 34%	148 35%	180 36%	59 33%	37 44%	78 34%	45 27%	73 41%	51 35%	33 33%	60 31%	78 28%	90 32%	57 32%	34 55%	143 39%	278 33%	83 49%
Strongly agree (+2)	193 9%	77 8%	116 11%	16 7%	39 11%	40 12%	40 11%	33 11%	25 5%	48 8%	47 8%	26 6%	72 14%	14 8%	12 14%	20 8%	10 6%	20 11%	14 9%	14 14%	20 10%	28 10%	14 5%	19 11%	8 13%	41 11%	77 9%	24 14%
Slightly agree (+1)	502 24%	217 21%	286 27%	59 26%	89 25%	94 28%	95 26%	66 22%	99 21%	120 21%	152 26%	123 29%	108 21%	44 25%	25 30%	58 25%	35 21%	53 30%	38 26%	19 19%	41 21%	49 18%	77 27%	37 21%	26 42%	102 28%	201 24%	59 35%
Neither agree nor disagree (0)	519 25%	277 27%	242 23%	66 28%	76 21%	77 23%	92 25%	85 28%	123 25%	146 26%	126 22%	126 30%	122 24%	58 33%	19 22%	53 23%	40 24%	37 21%	38 26%	32 31%	58 30%	64 24%	63 22%	46 26%	10 16%	82 22%	215 26%	43 25%
Slightly disagree (-1)	457 22%	224 22%	233 22%	44 19%	97 27%	77 23%	65 18%	65 21%	110 23%	130 23%	155 27%	75 18%	97 19%	28 16%	18 21%	56 24%	45 27%	28 16%	29 20%	19 19%	47 24%	72 26%	66 23%	38 21%	11 18%	75 20%	198 24%	26 15%
Strongly disagree (-2)	345 17%	189 19%	156 15%	39 17%	49 14%	38 12%	69 19%	49 16%	101 21%	112 20%	84 14%	65 15%	84 17%	28 16%	9 11%	40 17%	35 20%	37 21%	22 15%	15 15%	26 13%	46 17%	49 17%	33 18%	5 8%	59 16%	126 15%	15 9%
NET: Disagree	802 39%	413 41%	390 37%	82 36%	146 41%	115 35%	134 36%	114 37%	211 44%	243 43%	239 41%	140 33%	181 36%	57 32%	27 32%	96 41%	80 47%	66 37%	51 35%	34 34%	72 37%	118 43%	114 40%	71 40%	16 26%	133 37%	324 39%	41 24%
Not applicable	62 3%	31 3%	31 3%	7 3%	9 3%	6 2%	6 2%	9 3%	24 5%	11 2%	20 3%	8 2%	23 4%	2 1%	2 2%	4 2%	5 3%	3 2%	6 4%	2 2%	3 2%	12 5%	15 5%	5 3%	2 3%	6 2%	19 2%	2 1%
Mean	-0.13	-0.23	-0.03	-0.13	-0.08	0.06	-0.08	-0.10	-0.36	-0.25	-0.14	-0.07	-0.03	-0.07	0.14	-0.17	-0.36	-0.05	-0.06	-0.02	-0.09	-0.22	-0.22	-0.16	0.35	-0.02	-0.12	0.31
Standard deviation	1.24	1.22	1.25	1.20	1.24	1.22	1.28	1.24	1.20	1.24	1.21	1.16	1.31	1.19	1.24	1.24	1.21	1.33	1.22	1.25	1.19	1.25	1.19	1.27	1.17	1.27	1.21	1.16
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.07	0.06	0.09	0.13	0.08	0.09	0.11	0.10	0.13	0.09	0.08	0.07	0.09	0.17	0.07	0.04	0.09

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Absolutes/col percents

Table 49
Gender
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Male	1014	1014	-	102	158	161	190	155	249	328	240	213	233	90	45	117	78	94	81	54	86	132	121	88	28	150	457	102
	49%	100%	-	44%	44%	49%	52%	50%	52%	58%	41%	50%	46%	51%	53%	50%	46%	53%	55%	54%	45%	48%	43%	49%	44%	41%	55%	60%
Female	1065	-	1065	129	202	171	178	153	232	239	344	209	272	86	40	115	92	85	66	46	107	140	162	91	35	214	379	67
	51%	-	100%	56%	56%	51%	48%	50%	48%	42%	59%	50%	54%	49%	47%	50%	54%	47%	45%	46%	55%	52%	57%	51%	56%	59%	45%	40%

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ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 50
Age
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public		Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
18-24	231	102	129	231	-	-	-	-	-	91	73	36	31	15	17	28	24	24	10	10	11	32	35	21	3	37	91	30
	11%	10%	12%	100%	-	-	-	-	-	16%	12%	8%	6%	9%	20%	12%	14%	14%	7%	10%	6%	12%	12%	12%	5%	10%	11%	18%
25-34	359	158	202	-	359	-	-	-	-	93	116	80	70	32	13	32	37	32	22	14	41	70	45	15	6	100	201	41
	17%	16%	19%	-	100%	-	-	-	-	16%	20%	19%	14%	18%	16%	14%	22%	18%	15%	14%	21%	26%	16%	9%	10%	27%	24%	24%
35-44	332	161	171	-	-	332	-	-	-	84	87	79	82	37	12	32	27	31	25	17	29	43	43	22	13	80	192	34
	16%	16%	16%	-	-	100%	-	-	-	15%	15%	19%	16%	21%	14%	14%	16%	17%	17%	15%	16%	15%	12%	21%	22%	23%	23%	20%
45-54	368	190	178	-	-	-	368	-	-	99	89	83	97	26	14	38	24	27	28	18	39	53	45	33	21	94	202	28
	18%	19%	17%	-	-	-	100%	-	-	17%	15%	20%	19%	15%	17%	16%	14%	15%	19%	18%	20%	20%	16%	18%	34%	26%	24%	17%
55-64	308	155	153	-	-	-	-	308	-	65	76	68	99	21	13	41	23	20	19	21	29	34	45	26	14	43	114	15
	15%	15%	14%	-	-	-	-	100%	-	12%	13%	16%	20%	12%	15%	18%	14%	11%	13%	21%	15%	13%	16%	14%	22%	12%	14%	9%
65+	481	249	232	-	-	-	-	-	481	135	143	76	127	44	15	61	34	44	42	20	44	40	70	62	5	10	37	21
	23%	25%	22%	-	-	-	-	-	100%	24%	24%	18%	25%	25%	18%	26%	20%	24%	28%	20%	23%	15%	25%	35%	7%	3%	4%	12%
NET: 18-34	590	260	330	231	359	-	-	-	-	184	189	115	101	47	30	60	62	56	33	24	52	102	79	36	9	137	292	71
	28%	26%	31%	100%	100%	-	-	-	-	33%	32%	27%	20%	27%	35%	26%	36%	31%	22%	24%	27%	38%	28%	20%	15%	38%	35%	42%
NET: 35-54	700	351	349	-	-	332	368	-	-	183	176	162	178	63	27	70	51	59	53	36	69	96	88	55	35	174	393	63
	34%	35%	33%	-	-	100%	100%	-	-	32%	30%	39%	35%	36%	31%	30%	30%	33%	36%	35%	36%	35%	31%	31%	56%	48%	47%	37%
NET: 55+	789	404	385	-	-	-	-	308	481	200	219	144	226	65	28	103	57	64	61	41	73	74	115	88	18	52	150	35
	38%	40%	36%	-	-	-	-	100%	100%	35%	37%	34%	45%	37%	33%	44%	34%	36%	42%	41%	38%	27%	41%	49%	30%	14%	18%	21%
Average age	48.00	49.04	47.00	21.63	29.77	39.36	49.74	59.65	71.45	46.73	47.34	47.28	50.79	47.97	44.99	50.05	45.49	46.55	50.39	48.54	48.73	44.23	48.63	52.68	46.92	40.89	41.73	40.71

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 51
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
A	132 6%	82 8%	50 5%	26 11%	12 3%	23 7%	26 7%	13 4%	31 6%	132 23%	-	-	-	8 4%	7 8%	22 9%	7 4%	14 8%	2 1%	8 8%	10 5%	29 11%	12 4%	8 5%	5 7%	22 6%	54 6%	19 11%
B	436 21%	247 24%	189 18%	65 28%	81 23%	61 18%	73 20%	53 17%	103 21%	436 77%	-	-	-	40 23%	13 15%	43 18%	36 21%	40 22%	27 18%	17 17%	48 25%	79 29%	56 20%	27 15%	10 16%	97 27%	180 21%	57 34%
C1	584 28%	240 24%	344 32%	73 32%	116 32%	87 26%	89 24%	76 25%	143 30%	-	584 100%	-	-	45 26%	27 32%	64 28%	48 29%	44 25%	33 23%	32 31%	40 21%	90 33%	82 29%	60 33%	19 31%	120 33%	241 29%	45 27%
C2	422 20%	213 21%	209 20%	36 15%	80 22%	79 24%	83 23%	68 22%	76 16%	-	-	422 100%	-	39 22%	13 15%	39 17%	35 21%	50 28%	35 24%	14 14%	47 24%	34 13%	71 25%	29 16%	16 26%	70 19%	208 25%	31 18%
D	274 13%	138 14%	136 13%	14 6%	49 14%	52 16%	59 16%	52 17%	49 10%	-	-	-	274 54%	26 15%	12 14%	32 14%	24 14%	23 13%	30 21%	14 14%	23 12%	17 6%	39 14%	26 15%	7 12%	51 14%	146 18%	12 7%
E	231 11%	96 9%	136 13%	17 8%	21 6%	29 9%	37 10%	47 15%	79 16%	-	-	-	231 46%	18 10%	13 16%	32 14%	19 11%	9 5%	20 13%	15 15%	25 13%	23 9%	23 8%	29 16%	5 7%	3 1%	7 1%	5 3%
NET: AB	567 27%	328 32%	239 22%	91 39%	93 26%	84 25%	99 27%	65 21%	135 28%	567 100%	-	-	-	47 27%	20 23%	64 28%	43 26%	54 30%	29 20%	26 25%	58 30%	108 40%	67 24%	35 20%	15 24%	119 33%	234 28%	76 45%
NET: ABC1	1152 55%	568 56%	583 55%	164 71%	210 58%	171 52%	188 51%	141 46%	278 58%	567 100%	584 100%	-	-	93 53%	47 55%	129 55%	92 54%	98 54%	62 42%	57 57%	98 51%	198 73%	149 53%	95 53%	34 55%	239 66%	475 57%	121 72%
NET: C2DE	927 45%	446 44%	481 45%	67 29%	150 42%	161 48%	180 49%	167 54%	203 42%	-	-	422 100%	505 100%	83 47%	38 45%	103 45%	78 46%	82 46%	85 58%	44 43%	95 49%	74 27%	133 47%	84 47%	28 45%	125 34%	361 43%	48 28%
NET: DE	505 24%	233 23%	272 26%	31 13%	70 19%	82 25%	97 26%	99 32%	127 26%	-	-	-	505 100%	44 25%	25 30%	64 28%	43 25%	32 18%	50 34%	30 30%	48 25%	40 15%	62 22%	55 30%	12 19%	55 15%	153 18%	17 10%

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Absolutes/col percents

Table 52
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Scotland	175	90	86	15	32	37	26	21	44	47	45	39	44	175	-	-	-	-	-	-	-	-	-	-	-	43	68	14
	8%	9%	8%	7%	9%	11%	7%	7%	9%	8%	8%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	12%	8%	9%
North East	85	45	40	17	13	12	14	13	15	20	27	13	25	-	85	-	-	-	-	-	-	-	-	-	-	20	25	5
	4%	4%	4%	7%	4%	4%	4%	4%	3%	3%	5%	3%	5%	-	100%	-	-	-	-	-	-	-	-	-	-	5%	3%	3%
North West	232	117	115	28	32	32	38	41	61	64	64	39	64	-	-	232	-	-	-	-	-	-	-	-	-	38	77	22
	11%	12%	11%	12%	9%	10%	10%	13%	13%	11%	11%	9%	13%	-	-	100%	-	-	-	-	-	-	-	-	-	10%	9%	13%
Yorkshire & Humberside	169	78	92	24	37	27	24	23	34	43	48	35	43	-	-	-	169	-	-	-	-	-	-	-	-	34	67	21
	8%	8%	9%	11%	10%	8%	7%	7%	7%	8%	8%	8%	8%	-	-	-	100%	-	-	-	-	-	-	-	-	9%	8%	13%
West Midlands	179	94	85	24	32	31	27	20	44	54	44	50	32	-	-	-	-	179	-	-	-	-	-	-	-	32	71	19
	9%	9%	8%	11%	9%	9%	7%	7%	9%	9%	8%	12%	6%	-	-	-	-	100%	-	-	-	-	-	-	-	9%	9%	11%
East Midlands	147	81	66	10	22	25	28	19	42	29	33	35	50	-	-	-	-	-	147	-	-	-	-	-	-	21	62	9
	7%	8%	6%	4%	6%	8%	8%	6%	9%	5%	6%	8%	10%	-	-	-	-	-	100%	-	-	-	-	-	-	6%	7%	5%
Wales	101	54	46	10	14	17	18	21	20	26	32	14	30	-	-	-	-	-	-	101	-	-	-	-	-	20	35	5
	5%	5%	4%	4%	4%	5%	5%	7%	4%	5%	5%	3%	6%	-	-	-	-	-	-	100%	-	-	-	-	-	6%	4%	3%
Eastern	194	86	107	11	41	29	39	29	44	58	40	47	48	-	-	-	-	-	-	-	194	-	-	-	-	31	77	12
	9%	8%	10%	5%	11%	9%	11%	9%	9%	10%	7%	11%	9%	-	-	-	-	-	-	-	100%	-	-	-	-	8%	9%	7%
London	272	132	140	32	70	43	53	34	40	108	90	34	40	-	-	-	-	-	-	-	-	272	-	-	-	44	154	32
	13%	13%	13%	14%	19%	13%	14%	11%	8%	19%	15%	8%	8%	-	-	-	-	-	-	-	-	100%	-	-	-	12%	18%	19%
South East	282	121	162	35	45	43	45	45	70	67	82	71	62	-	-	-	-	-	-	-	-	-	282	-	-	39	113	20
	14%	12%	15%	15%	12%	13%	12%	15%	15%	12%	14%	17%	12%	-	-	-	-	-	-	-	-	-	100%	-	-	11%	14%	12%
South West	179	88	91	21	15	22	33	26	62	35	60	29	55	-	-	-	-	-	-	-	-	-	-	179	-	31	55	6
	9%	9%	9%	9%	4%	7%	9%	8%	13%	6%	10%	7%	11%	-	-	-	-	-	-	-	-	-	-	100%	-	8%	7%	4%
Northern Ireland	62	28	35	3	6	13	21	14	5	15	19	16	12	-	-	-	-	-	-	-	-	-	-	-	62	12	29	4
	3%	3%	3%	1%	2%	4%	6%	4%	1%	3%	3%	4%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	3%	3%	2%

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Absolutes/col percents

Table 53
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Yes	1299	628	671	181	261	198	225	158	277	435	386	269	209	111	47	158	96	115	78	54	121	209	162	106	42	260	576	142
	62%	62%	63%	78%	73%	60%	61%	51%	58%	77%	66%	64%	41%	63%	56%	68%	57%	64%	53%	53%	62%	77%	57%	59%	68%	72%	69%	84%
No	780	386	393	50	99	134	143	150	204	132	199	153	296	65	37	74	73	65	69	47	73	64	120	74	20	104	259	27
	38%	38%	37%	22%	27%	40%	39%	49%	42%	23%	34%	36%	59%	37%	44%	32%	43%	36%	47%	47%	38%	23%	43%	41%	32%	28%	31%	16%

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 54
Opinion Influencer
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Yes	169 8%	102 10%	67 6%	30 13%	41 11%	34 10%	28 8%	15 5%	21 4%	76 13%	45 8%	31 7%	17 3%	14 8%	5 6%	22 9%	21 12%	19 11%	9 6%	5 5%	12 6%	32 12%	20 7%	6 3%	4 6%	38 10%	96 11%	169 100%
No	1910 92%	913 90%	997 94%	200 87%	319 89%	298 90%	340 92%	293 95%	460 96%	492 87%	539 92%	391 93%	489 97%	161 92%	79 94%	210 91%	148 88%	160 89%	138 94%	96 95%	182 94%	241 88%	262 93%	173 97%	59 94%	326 90%	740 89%	- -

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ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 55
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public		Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Homeowners	1347	693	654	108	183	206	254	216	380	443	376	284	244	93	46	148	109	134	95	69	148	152	184	123	47	247	516	120
	65%	68%	61%	47%	51%	62%	69%	70%	79%	78%	64%	67%	48%	53%	55%	64%	65%	75%	64%	68%	76%	56%	65%	68%	76%	68%	62%	71%
Owned outright - without mortgage	751	398	352	43	53	47	102	151	355	233	224	137	156	49	20	85	63	69	57	39	83	76	101	87	20	66	205	50
	36%	39%	33%	18%	15%	14%	28%	49%	74%	41%	38%	33%	31%	28%	23%	37%	37%	39%	39%	39%	43%	28%	36%	49%	33%	18%	25%	30%
Owned with a mortgage or loan	596	295	302	66	130	159	152	64	25	210	152	147	88	44	26	63	47	64	38	30	65	76	82	36	27	181	311	70
	29%	29%	28%	29%	36%	48%	41%	21%	5%	37%	26%	35%	17%	25%	31%	27%	28%	36%	26%	29%	33%	28%	29%	20%	43%	50%	37%	41%
NET: Renters	693	301	391	101	170	122	110	90	99	111	195	130	257	80	37	80	56	39	49	32	43	115	93	55	14	112	301	43
	33%	30%	37%	44%	47%	37%	30%	29%	21%	19%	33%	31%	51%	45%	44%	34%	33%	22%	33%	32%	22%	42%	33%	31%	22%	31%	36%	26%
NET: Rent from Council/ Housing Association	410	181	229	45	74	69	76	66	80	47	100	76	188	60	22	51	38	22	27	19	29	56	47	30	8	58	151	18
	20%	18%	22%	19%	21%	21%	21%	21%	17%	8%	17%	18%	37%	34%	25%	22%	22%	13%	18%	19%	15%	21%	17%	17%	13%	16%	18%	11%
Rented from the council	270	112	158	26	45	48	46	45	60	31	66	52	121	41	17	26	30	13	18	14	22	44	25	16	5	41	93	9
	13%	11%	15%	11%	12%	15%	13%	14%	13%	5%	11%	12%	24%	24%	20%	11%	17%	7%	12%	14%	11%	16%	9%	9%	8%	11%	11%	5%
Rented from a housing association	140	69	71	19	29	21	30	22	20	16	33	23	68	18	5	26	8	10	9	5	7	13	22	14	3	17	58	9
	7%	7%	7%	8%	8%	6%	8%	7%	4%	3%	6%	6%	13%	10%	6%	11%	5%	5%	6%	5%	4%	5%	8%	8%	5%	5%	7%	6%
Rented from someone else	282	120	162	57	96	53	34	24	19	64	95	54	69	20	16	28	18	17	22	13	14	59	46	25	6	53	151	25
	14%	12%	15%	24%	27%	16%	9%	8%	4%	11%	16%	13%	14%	11%	19%	12%	11%	9%	15%	13%	7%	22%	16%	14%	9%	15%	18%	15%
Rent free	39	20	19	21	6	5	3	2	2	14	13	8	4	3	1	4	4	6	3	-	3	5	6	2	1	5	18	6
	2%	2%	2%	9%	2%	1%	1%	1%	*	2%	2%	2%	1%	2%	1%	2%	2%	4%	2%	-	2%	2%	2%	1%	2%	1%	2%	3%

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 56

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector		Opinion Influencer				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East		South West	North-ern Ire-land	Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
No formal education	20 1%	9 1%	11 1%	- -	4 1%	1 *	- -	2 1%	13 3%	- -	3 *	7 2%	10 2%	5 3%	1 2%	1 1%	5 3%	- -	2 1%	- -	2 1%	- -	3 1%	- -	1 1%	4 1%	2 *	1 1%
Primary	13 1%	7 1%	6 1%	- -	5 1%	2 1%	3 1%	* *	3 1%	- -	2 *	1 *	10 2%	3 2%	- -	- -	2 1%	- -	2 1%	2 2%	2 1%	- -	1 *	1 1%	- -	3 1%	4 *	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1162 56%	563 55%	599 56%	92 40%	160 45%	176 53%	234 64%	208 67%	293 61%	191 34%	295 50%	303 72%	373 74%	95 54%	46 55%	139 60%	88 52%	106 59%	90 61%	60 59%	117 61%	103 38%	167 59%	110 62%	39 63%	170 47%	459 55%	48 28%
University degree or equivalent professional qualification, NVQ level 4, etc.	626 30%	319 31%	307 29%	75 33%	147 41%	100 30%	92 25%	77 25%	135 28%	243 43%	213 36%	82 20%	86 17%	50 28%	23 27%	72 31%	58 34%	53 29%	36 24%	28 28%	54 28%	116 43%	75 27%	45 25%	16 26%	139 38%	271 32%	74 44%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	201 10%	97 10%	104 10%	22 9%	37 10%	46 14%	39 11%	21 7%	35 7%	115 20%	48 8%	19 4%	19 4%	20 12%	13 15%	15 6%	13 7%	11 6%	13 9%	6 6%	16 8%	46 17%	23 8%	19 11%	7 10%	48 13%	91 11%	40 24%
Still in full time education	46 2%	17 2%	29 3%	39 17%	7 2%	- -	- -	- -	- -	17 3%	19 3%	8 2%	3 1%	2 1%	1 1%	3 1%	2 1%	10 5%	2 1%	3 3%	3 2%	6 2%	10 4%	4 2%	- -	- -	1 *	4 2%
Don't know	3 *	- -	3 *	- -	- -	2 1%	- -	- -	2 *	- -	1 *	1 *	2 *	- -	- -	2 1%	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -
Prefer not to answer	8 *	3 *	5 *	2 1%	1 *	4 1%	- -	1 *	1 *	1 *	4 1%	1 *	2 *	- -	- -	- -	1 *	- -	2 2%	2 2%	- -	2 1%	1 *	1 *	- -	- -	7 1%	2 1%

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 57

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Yes - responsible for half or more of the items bought	1857 89%	853 84%	1003 94%	151 65%	326 91%	316 95%	353 96%	282 92%	428 89%	487 86%	521 89%	384 91%	464 92%	164 94%	71 84%	207 89%	152 90%	168 94%	128 87%	93 92%	174 90%	247 91%	242 86%	156 87%	56 90%	333 92%	765 92%	154 91%
No - not responsible for most of the items bought	222 11%	161 16%	61 6%	80 35%	33 9%	16 5%	15 4%	26 8%	53 11%	81 14%	63 11%	38 9%	41 8%	11 6%	14 16%	25 11%	17 10%	11 6%	19 13%	8 8%	20 10%	26 9%	41 14%	24 13%	6 10%	31 8%	70 8%	15 9%

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 58
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
No cars in the household	436	182	254	55	82	83	62	70	84	68	142	52	174	50	17	54	41	22	26	18	30	104	42	26	7	65	158	35
	21%	18%	24%	24%	23%	25%	17%	23%	17%	12%	24%	12%	34%	28%	20%	23%	24%	12%	17%	17%	15%	38%	15%	14%	11%	18%	19%	21%
NET: Any	1643	833	810	176	277	249	306	238	397	499	442	370	331	126	68	178	128	158	122	83	164	168	240	154	56	299	678	134
	79%	82%	76%	76%	77%	75%	83%	77%	83%	88%	76%	88%	66%	72%	80%	77%	76%	88%	83%	85%	62%	85%	86%	89%	82%	81%	79%	
1	843	437	407	43	128	126	151	137	259	232	230	170	211	77	46	95	63	70	59	34	70	106	118	82	23	110	343	61
	41%	43%	38%	19%	35%	38%	41%	45%	54%	41%	39%	40%	42%	44%	54%	41%	37%	39%	40%	33%	36%	39%	42%	46%	36%	30%	41%	36%
2	608	307	301	65	113	117	108	76	129	208	158	149	93	36	20	69	51	68	48	35	72	45	93	46	27	136	255	54
	29%	30%	28%	28%	31%	35%	29%	25%	27%	37%	27%	35%	18%	21%	24%	30%	30%	38%	33%	34%	37%	17%	33%	25%	43%	37%	30%	32%
3+	191	89	102	68	37	6	47	24	9	59	54	50	27	12	1	13	14	20	14	15	22	17	29	26	6	53	81	19
	9%	9%	10%	29%	10%	2%	13%	8%	2%	10%	9%	12%	5%	7%	2%	6%	9%	11%	10%	15%	11%	6%	10%	14%	10%	15%	10%	11%

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 59
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public	Private	Opinion Influencer	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
White	1883	913	970	184	298	292	338	297	475	501	516	397	469	166	80	218	160	149	137	98	184	198	261	172	61	318	744	138
	91%	90%	91%	80%	83%	88%	92%	97%	99%	88%	88%	94%	93%	94%	94%	94%	94%	83%	93%	97%	95%	73%	93%	96%	97%	87%	89%	81%
NET: BAME	159	75	84	35	53	37	22	9	3	54	53	23	29	7	4	12	8	25	9	1	7	68	14	3	-	35	77	29
	8%	7%	8%	15%	15%	11%	6%	3%	1%	10%	9%	6%	6%	4%	5%	5%	5%	14%	6%	1%	4%	25%	5%	1%	-	10%	9%	17%
Mixed	33	10	23	3	10	10	6	4	1	4	12	5	12	2	-	4	2	2	2	-	3	11	4	1	-	6	18	4
	2%	1%	2%	1%	3%	3%	2%	1%	*	1%	2%	1%	2%	1%	-	2%	1%	1%	2%	-	1%	4%	2%	1%	-	2%	2%	2%
Asian	82	46	36	19	34	19	8	1	-	29	28	13	13	3	2	4	6	20	5	1	3	32	7	1	-	20	37	17
	4%	4%	3%	8%	9%	6%	2%	*	-	5%	5%	3%	3%	1%	2%	2%	3%	11%	3%	1%	1%	12%	3%	*	-	6%	4%	10%
Black	31	13	18	9	4	5	7	3	2	15	8	6	2	1	2	1	-	3	1	-	-	21	3	-	-	8	16	5
	1%	1%	2%	4%	1%	2%	2%	1%	*	3%	1%	1%	*	*	2%	*	-	2%	*	-	-	8%	1%	-	-	2%	2%	3%
Chinese	7	3	4	3	4	-	-	-	-	3	3	-	1	-	1	1	-	1	1	*	2	2	-	-	-	1	2	2
	*	*	*	1%	1%	-	-	-	-	1%	1%	-	*	-	1%	1%	-	*	*	*	1%	1%	-	-	-	*	*	*
Other ethnic group	7	4	3	1	1	2	1	-	1	3	1	-	2	2	-	2	1	-	-	-	-	1	-	1	-	-	3	1
	*	*	*	1%	*	1%	*	-	*	1%	*	-	*	1%	-	1%	*	-	-	-	-	1%	-	*	-	-	*	1%
Prefer not to answer	36	26	11	12	8	4	8	2	3	12	16	2	7	2	1	1	1	5	2	2	2	6	6	5	2	11	15	3
	2%	3%	1%	5%	2%	1%	2%	1%	1%	2%	3%	*	1%	1%	1%	1%	3%	1%	1%	1%	2%	2%	3%	3%	3%	3%	2%	2%

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 60
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Christian	1027 49%	482 48%	545 51%	60 26%	107 30%	141 43%	189 51%	187 61%	342 71%	269 47%	290 50%	212 50%	256 51%	79 45%	42 50%	139 60%	72 43%	84 47%	68 46%	49 48%	93 48%	127 46%	139 49%	86 48%	48 77%	170 47%	364 44%	82 49%
NET: Other	130 6%	68 7%	61 6%	19 8%	39 11%	33 10%	17 5%	10 3%	11 2%	37 7%	40 7%	24 6%	28 6%	9 5%	2 2%	8 3%	10 6%	24 14%	9 6%	3 3%	7 4%	38 14%	14 5%	6 4%	-	26 7%	58 7%	26 16%
Muslim	56 3%	32 3%	24 2%	11 5%	20 5%	14 4%	6 2%	3 1%	2 *	18 3%	15 3%	10 2%	13 2%	3 1%	-	4 2%	4 3%	20 11%	2 1%	1 1%	2 1%	18 7%	1 *	1 *	-	13 4%	27 3%	12 7%
Hindu	15 1%	8 1%	7 1%	3 1%	6 2%	6 2%	-	-	-	7 1%	6 1%	1 *	1 *	-	-	1 *	-	1 1%	3 2%	-	-	7 2%	3 1%	-	-	5 1%	4 *	3 2%
Jewish	11 1%	3 *	8 1%	1 *	4 1%	-	1 *	4 1%	1 *	4 1%	6 1%	-	1 *	-	-	1 *	1 *	-	-	-	1 *	8 3%	1 *	-	-	1 *	7 1%	3 2%
Sikh	7 *	2 *	5 *	3 1%	3 1%	-	1 *	-	-	1 *	4 1%	1 *	2 *	-	2 2%	1 *	-	-	1 *	-	2 1%	-	2 1%	-	-	3 1%	-	1 *
Buddhist	9 *	6 1%	3 *	1 *	-	1 *	1 *	1 *	4 1%	* *	3 *	4 1%	2 *	2 1%	-	-	1 1%	2 1%	1 *	1 1%	-	2 1%	-	-	-	-	4 *	1 1%
Other	33 2%	17 2%	15 1%	-	6 2%	12 4%	9 2%	2 1%	3 1%	7 1%	7 1%	8 2%	10 2%	4 2%	-	1 *	4 2%	1 1%	2 2%	1 1%	3 1%	4 1%	7 3%	6 3%	-	5 1%	16 2%	5 3%
None	863 41%	433 43%	430 40%	139 60%	199 55%	149 45%	149 40%	104 34%	123 26%	241 42%	235 40%	179 42%	208 41%	81 46%	40 47%	83 36%	83 49%	67 37%	65 44%	48 48%	91 47%	89 33%	121 43%	82 46%	12 20%	154 42%	386 46%	55 33%
Prefer not to say	60 3%	31 3%	29 3%	12 5%	14 4%	8 2%	13 4%	7 2%	6 1%	21 4%	20 3%	7 2%	13 3%	7 4%	1 1%	2 1%	5 3%	4 2%	5 3%	2 1%	2 1%	19 7%	8 3%	4 2%	2 3%	14 4%	27 3%	5 3%

Christmas 2018 Survey

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Absolutes/col percents

Table 61
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Urban	1635	810	825	199	294	284	278	232	347	459	467	315	394	136	67	196	125	153	103	56	130	272	223	136	38	297	671	142
	79%	80%	77%	86%	82%	85%	76%	75%	72%	81%	80%	75%	78%	78%	79%	85%	74%	85%	70%	56%	67%	100%	79%	76%	60%	82%	80%	84%
Urban - Population over 10,000	883	451	432	122	165	160	150	125	160	258	271	158	196	66	36	94	70	82	47	22	55	239	88	63	22	167	383	87
	42%	44%	41%	53%	46%	48%	41%	41%	33%	45%	46%	37%	39%	37%	42%	40%	41%	46%	32%	22%	28%	88%	31%	35%	36%	46%	46%	51%
Town and Fringe	752	359	393	76	129	124	128	107	187	201	196	157	198	71	31	102	55	71	57	35	75	32	135	73	15	131	288	55
	36%	35%	37%	33%	36%	37%	35%	35%	39%	35%	34%	37%	39%	40%	37%	44%	33%	40%	39%	34%	39%	12%	48%	40%	24%	36%	34%	33%
NET: Rural	444	205	240	32	65	48	90	76	134	109	117	107	112	39	18	36	44	26	44	44	64	1	59	44	25	67	165	27
	21%	20%	23%	14%	18%	15%	24%	25%	28%	19%	20%	25%	22%	22%	21%	15%	26%	15%	30%	44%	33%	*	21%	24%	40%	18%	20%	16%
Village	378	176	202	27	57	40	71	65	118	94	100	87	97	25	17	33	43	25	40	36	59	1	56	33	13	57	136	24
	18%	17%	19%	12%	16%	12%	19%	21%	25%	17%	17%	21%	19%	14%	20%	14%	25%	14%	27%	35%	30%	*	20%	18%	20%	16%	16%	14%
Hamlet & Isolated Dwelling	66	28	37	5	8	8	19	10	15	14	17	20	15	14	1	3	2	2	4	9	5	-	3	11	12	10	28	2
	3%	3%	4%	2%	2%	2%	5%	3%	3%	3%	3%	5%	3%	8%	1%	1%	1%	1%	3%	9%	3%	-	1%	6%	19%	3%	3%	1%

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 62
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Working	1200	607	593	128	301	272	296	156	46	353	361	278	208	111	45	115	102	103	83	56	108	198	152	86	41	364	836	134
	58%	60%	56%	55%	84%	82%	80%	51%	10%	62%	62%	66%	41%	63%	54%	50%	60%	57%	56%	55%	56%	73%	54%	48%	66%	100%	100%	79%
Working full time - working 30 hours per week or more	948	532	416	112	254	236	232	96	18	306	284	212	147	98	38	90	83	79	68	43	77	166	110	58	39	305	643	119
	46%	52%	39%	48%	71%	71%	63%	31%	4%	54%	49%	50%	29%	56%	45%	39%	49%	44%	46%	43%	40%	61%	39%	32%	62%	84%	77%	70%
Working part time - working between 8 and 29 hours per week	252	75	177	16	47	36	63	60	28	47	78	66	61	13	7	25	19	24	15	12	31	32	42	28	2	59	192	15
	12%	7%	17%	7%	13%	11%	17%	20%	6%	8%	13%	16%	12%	8%	9%	11%	11%	14%	10%	12%	16%	12%	15%	16%	4%	16%	23%	9%
NET: Not working	879	408	472	103	58	60	72	152	435	215	223	144	298	64	39	117	68	76	64	45	86	75	130	93	21	-	-	35
	42%	40%	44%	45%	16%	18%	20%	49%	90%	38%	38%	34%	59%	37%	46%	50%	40%	43%	44%	45%	44%	27%	46%	52%	34%	-	-	21%
Not working but seeking work or temporarily unemployed or sick	78	46	31	17	16	16	10	17	1	6	11	12	49	8	6	6	7	3	2	7	14	7	13	3	2	-	-	1
	4%	5%	3%	7%	4%	5%	3%	6%	*	1%	2%	3%	10%	5%	7%	3%	4%	2%	1%	7%	7%	2%	5%	2%	3%	-	-	*
Not working and not seeking work/ student	174	68	106	81	17	13	23	39	1	42	49	14	69	9	10	22	13	19	12	11	14	24	23	13	5	-	-	12
	8%	7%	10%	35%	5%	4%	6%	13%	*	7%	8%	3%	14%	5%	12%	10%	8%	11%	8%	11%	7%	9%	8%	7%	8%	-	-	7%
Retired on a state pension only	117	40	77	-	-	*	-	2	115	7	14	13	84	13	4	14	6	14	14	3	16	3	13	17	1	-	-	1
	6%	4%	7%	-	-	*	-	1%	24%	1%	2%	3%	17%	7%	5%	6%	4%	8%	9%	3%	8%	1%	4%	9%	1%	-	-	1%
Retired with a private pension	387	234	153	1	-	-	4	69	312	146	130	67	43	29	13	56	31	30	29	20	29	36	63	47	4	-	-	19
	19%	23%	14%	1%	-	-	1%	22%	65%	26%	22%	16%	8%	16%	15%	24%	19%	17%	19%	20%	15%	13%	22%	26%	6%	-	-	11%
House person, housewife, househusband, etc.	124	19	105	3	25	31	35	24	6	14	18	38	54	6	7	18	11	10	8	4	13	5	20	13	10	-	-	2
	6%	2%	10%	1%	7%	9%	9%	8%	1%	2%	3%	9%	11%	3%	8%	8%	6%	6%	5%	4%	7%	2%	7%	7%	15%	-	-	1%

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Absolutes/col percents

Table 63

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland		Public	Private
Unweighted base	1113	547	566	106	253	249	294	165	46	349	360	193	211	95	44	108	95	89	79	51	92	179	161	89	31	317	796	120
Weighted base	1200	607	593	128	301	272	296	156	46	353	361	278	208	111	45	115	102	103	83	56	108	198	152	86	41	364	836	134
NET: Public Sector	364	150	214	37	100	80	94	43	10	119	120	70	55	43	20	38	34	32	21	20	31	44	39	31	12	364	-	38
	30%	25%	36%	29%	33%	30%	32%	27%	21%	34%	33%	25%	26%	39%	44%	33%	34%	31%	25%	37%	28%	22%	26%	36%	29%	100%	-	28%
A nationalised industry/state corporation	29	22	7	6	9	5	6	2	-	9	3	12	5	3	1	2	5	1	3	3	2	4	4	-	-	29	-	9
	2%	4%	1%	5%	3%	2%	2%	1%	-	2%	1%	4%	2%	3%	3%	2%	5%	1%	4%	6%	2%	2%	3%	-	-	8%	-	7%
Central government or civil service (including Courts service and Bank of England)	31	15	16	5	5	7	9	5	-	17	13	1	-	5	2	4	1	-	*	2	-	10	3	3	1	31	-	3
	3%	2%	3%	4%	2%	3%	3%	3%	-	5%	4%	*	-	5%	4%	4%	1%	-	1%	4%	-	5%	2%	3%	3%	9%	-	2%
Local government or council (including fire services, police and local authority controlled schools/colleges)	106	33	73	12	22	23	34	14	1	42	39	17	8	8	7	5	12	11	3	9	17	14	9	6	6	106	-	11
	9%	5%	12%	10%	7%	8%	12%	9%	1%	12%	11%	6%	4%	7%	15%	4%	12%	11%	4%	16%	15%	7%	6%	7%	15%	29%	-	8%
A university, or other grant funded establishment (include opted-out schools)	35	20	15	5	14	6	5	3	1	22	11	2	1	2	1	6	5	4	4	-	-	6	4	3	-	35	-	7
	3%	3%	3%	4%	5%	2%	2%	2%	3%	6%	3%	1%	*	1%	3%	5%	5%	4%	5%	-	-	3%	3%	4%	-	10%	-	5%
A health authority or NHS Trust	115	39	76	6	38	33	27	11	1	21	42	22	30	18	4	15	6	11	7	4	10	10	11	17	4	115	-	6
	10%	6%	13%	5%	13%	12%	9%	7%	2%	6%	12%	8%	15%	16%	8%	13%	6%	11%	8%	6%	9%	5%	7%	19%	11%	32%	-	4%
The armed forces	6	3	3	-	-	3	2	1	-	-	3	2	1	-	1	1	-	-	2	2	-	-	-	-	-	6	-	-
	1%	1%	1%	-	-	1%	1%	1%	-	-	1%	1%	1%	-	3%	1%	-	-	2%	4%	-	-	-	-	-	2%	-	-
Other public sector occupation (Please specify as much detail as possible)	41	18	23	3	12	3	11	6	7	9	9	14	9	7	4	5	7	4	2	1	2	1	8	2	-	41	-	2
	3%	3%	4%	3%	4%	1%	4%	4%	15%	3%	2%	5%	5%	7%	8%	4%	7%	4%	2%	1%	2%	*	5%	3%	-	11%	-	1%
NET: Private Sector	836	457	379	91	201	192	202	114	37	234	241	208	153	68	25	77	67	71	62	35	77	154	113	55	29	-	836	96
	70%	75%	64%	71%	67%	70%	68%	73%	79%	66%	67%	75%	74%	61%	56%	67%	66%	69%	75%	63%	72%	78%	74%	64%	71%	-	100%	72%

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Absolutes/col percents

Table 63

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Private
Weighted base	1200	607	593	128	301	272	296	156	46	353	361	278	208	111	45	115	102	103	83	56	108	198	152	86	41	364	836	134
A charity, voluntary organisation or trust	42 3%	10 2%	31 5%	4 3%	9 3%	12 4%	8 3%	8 5%	1 2%	15 4%	21 6%	- -	5 3%	5 4%	2 4%	1 1%	1 1%	2 2%	2 2%	1 1%	4 3%	18 9%	3 2%	3 3%	- -	- -	42 5%	6 4%
Self-employed (Private sector)	140 12%	78 13%	62 11%	10 8%	27 9%	28 10%	37 13%	24 15%	14 30%	36 10%	42 12%	36 13%	26 13%	17 15%	3 7%	9 8%	9 9%	9 8%	8 9%	4 7%	14 13%	29 15%	17 11%	17 20%	4 10%	- -	140 17%	19 14%
None of the above/ I work in the Private sector	654 54%	369 61%	285 48%	77 60%	166 55%	151 55%	157 53%	82 53%	22 47%	183 52%	178 49%	172 62%	121 58%	47 42%	20 45%	67 58%	57 56%	61 59%	53 64%	31 55%	59 55%	107 54%	92 61%	35 41%	25 61%	- -	654 78%	71 53%

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Absolutes/col percents

Table 64
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
No children aged 18 or under	1499	756	743	202	190	131	224	280	472	412	447	266	374	118	66	166	122	124	108	72	132	199	215	142	34	220	519	94
	72%	74%	70%	88%	53%	39%	61%	91%	98%	73%	76%	63%	74%	67%	78%	72%	72%	69%	74%	72%	68%	73%	76%	79%	55%	60%	62%	56%
NET: Yes	571	252	319	24	167	201	143	28	8	150	134	156	131	57	18	66	47	52	39	28	61	71	66	38	28	143	312	72
	27%	25%	30%	10%	46%	61%	39%	9%	2%	26%	23%	37%	26%	33%	22%	28%	28%	29%	26%	28%	31%	26%	23%	21%	45%	39%	37%	43%
NET: Any 5-18	463	202	261	10	108	174	136	27	8	121	105	132	105	51	14	52	37	42	30	21	53	57	52	27	27	123	243	59
	22%	20%	25%	4%	30%	52%	37%	9%	2%	21%	18%	31%	21%	29%	16%	23%	22%	23%	21%	21%	27%	21%	18%	15%	43%	34%	29%	35%
NET: Any 11-18	284	125	159	5	31	107	110	24	8	78	53	80	74	32	11	35	22	18	20	11	33	33	34	17	18	77	142	28
	14%	12%	15%	2%	9%	32%	30%	8%	2%	14%	9%	19%	15%	18%	13%	15%	13%	10%	14%	11%	17%	12%	12%	9%	29%	21%	17%	17%
Yes - children aged under 5 years old	212	89	123	17	110	69	14	1	-	49	59	54	50	19	5	23	14	20	19	13	18	29	31	15	5	46	124	31
	10%	9%	12%	8%	30%	21%	4%	*	-	9%	10%	13%	10%	11%	6%	10%	8%	11%	13%	9%	11%	11%	9%	8%	13%	15%	19%	
Yes - children aged 5 to 10 years old	270	120	151	6	94	119	42	8	1	69	73	76	53	30	6	31	26	30	19	11	28	37	26	13	13	67	151	42
	13%	12%	14%	3%	26%	36%	11%	3%	*	12%	12%	18%	10%	17%	7%	13%	15%	17%	13%	11%	15%	14%	9%	7%	21%	19%	18%	25%
Yes - children aged 11 to 15 years old	210	90	120	4	26	90	74	13	5	59	41	55	56	20	9	28	17	12	18	9	24	23	28	10	12	60	103	25
	10%	9%	11%	2%	7%	27%	20%	4%	1%	10%	7%	13%	11%	11%	11%	12%	10%	7%	12%	8%	12%	9%	10%	5%	19%	16%	12%	15%
Yes - children aged 16 to 18 years old	120	50	70	3	8	33	55	15	6	34	19	34	33	13	4	13	8	6	6	4	18	15	13	11	9	30	58	10
	6%	5%	7%	1%	2%	10%	15%	5%	1%	6%	3%	8%	6%	8%	5%	6%	5%	4%	4%	4%	9%	5%	5%	6%	15%	8%	7%	6%
Refused	9	7	2	5	3	*	*	-	1	6	4	-	-	-	-	-	1	3	-	-	1	3	2	-	-	2	5	2
	*	1%	*	2%	1%	*	*	-	*	1%	1%	-	-	-	-	-	*	2%	-	-	*	1%	1%	-	-	*	1%	1%

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Absolutes/col percents

Table 65

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Anglia	211	92	119	21	49	31	38	23	48	64	43	54	50	-	-	-	3	*	16	-	170	-	20	1	-	36	82	16
	10%	9%	11%	9%	14%	9%	10%	7%	10%	11%	7%	13%	10%	-	-	-	2%	*	11%	-	88%	-	7%	*	-	10%	10%	9%
Border	12	7	5	1	-	4	5	1	2	4	2	2	4	8	1	3	-	-	-	-	-	-	-	-	-	4	5	1
	1%	1%	*	*	-	1%	1%	*	*	1%	*	*	1%	5%	1%	1%	-	-	-	-	-	-	-	-	-	1%	1%	1%
Central	273	148	125	29	48	46	50	28	73	70	67	73	64	3	-	1	-	171	91	-	-	2	4	-	41	115	23	
	13%	15%	12%	12%	13%	14%	14%	9%	15%	12%	11%	17%	13%	2%	-	*	-	96%	62%	-	-	1%	2%	-	11%	14%	14%	
Granada	237	123	114	28	33	30	38	43	64	72	62	37	65	-	-	223	1	1	4	6	-	2	-	-	38	79	20	
	11%	12%	11%	12%	9%	9%	10%	14%	13%	13%	11%	9%	13%	-	-	96%	*	1%	3%	6%	-	1%	-	-	10%	9%	12%	
London	393	184	209	45	86	61	77	59	66	147	122	61	63	-	1	-	-	2	1	-	24	272	91	3	-	64	201	43
	19%	18%	20%	19%	24%	18%	21%	19%	14%	26%	21%	14%	12%	-	1%	-	-	1%	1%	-	12%	100%	32%	2%	-	18%	24%	26%
Meridian	192	82	110	21	28	30	28	33	52	37	58	49	49	-	-	-	-	2	1	-	-	166	23	-	25	76	11	
	9%	8%	10%	9%	8%	9%	7%	11%	11%	7%	10%	11%	10%	-	-	-	-	1%	1%	-	-	59%	13%	-	7%	9%	6%	
STV	164	84	80	15	29	34	22	21	43	42	44	37	41	164	-	-	-	-	-	-	-	-	-	*	-	40	62	12
	8%	8%	8%	7%	8%	10%	6%	7%	9%	7%	8%	9%	8%	93%	-	-	-	-	-	-	-	-	-	*	-	11%	7%	7%
Tyne Tees	86	46	40	16	12	13	14	13	18	19	27	13	27	-	82	-	4	-	-	-	-	-	-	-	-	19	26	5
	4%	4%	4%	7%	3%	4%	4%	4%	4%	3%	5%	3%	5%	-	97%	-	2%	-	-	-	-	-	-	-	-	5%	3%	3%
Wales	92	48	45	8	12	17	17	19	19	21	31	14	27	-	-	-	-	-	-	92	-	-	-	-	-	18	32	5
	4%	5%	4%	4%	3%	5%	5%	6%	4%	4%	5%	3%	5%	-	-	-	-	-	-	92%	-	-	-	-	-	5%	4%	3%
West	39	20	19	1	5	9	6	7	10	12	12	1	14	-	-	4	-	3	-	2	-	-	29	-	6	15	4	
	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	*	3%	-	-	2%	-	2%	-	2%	-	-	16%	-	2%	2%	2%	
Westcountry	120	59	61	16	10	15	22	16	40	18	42	22	37	-	-	-	-	-	-	-	-	1	119	-	25	36	5	
	6%	6%	6%	7%	3%	4%	6%	5%	8%	3%	7%	5%	7%	-	-	-	-	-	-	-	-	*	66%	-	7%	4%	3%	
Yorkshire	197	95	103	26	40	30	29	30	42	48	55	44	50	-	1	1	161	-	34	-	-	-	-	-	38	78	20	
	9%	9%	10%	11%	11%	9%	8%	10%	9%	9%	9%	10%	10%	-	1%	*	95%	-	23%	-	-	-	-	-	10%	9%	12%	
UTV	63	28	36	3	6	13	21	15	5	15	19	16	13	-	-	-	1	-	-	-	-	-	-	62	12	29	4	
	3%	3%	3%	1%	2%	4%	6%	5%	1%	3%	3%	4%	3%	-	-	-	1%	-	-	-	-	-	-	100%	3%	3%	2%	

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Absolutes/col percents

Table 66
Marital Status
 Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Single	596 29%	294 29%	302 28%	180 78%	151 42%	97 29%	82 22%	51 17%	36 7%	169 30%	189 32%	88 21%	150 30%	54 31%	33 39%	65 28%	62 37%	42 23%	35 24%	26 26%	50 26%	102 37%	78 28%	39 22%	15 15%	131 36%	256 31%	49 29%
NET: Married/ Civil partnership/ co habiting	1186 57%	615 61%	572 54%	42 18%	201 56%	220 66%	238 65%	190 62%	295 61%	332 58%	296 51%	294 70%	264 52%	93 53%	41 49%	140 60%	78 46%	110 61%	91 61%	61 61%	122 63%	133 49%	164 58%	107 60%	45 72%	208 57%	482 58%	105 62%
Married	855 41%	463 46%	391 37%	8 4%	92 26%	151 46%	174 47%	157 51%	272 57%	250 44%	210 36%	214 51%	181 36%	68 39%	30 36%	104 45%	55 32%	79 44%	70 47%	41 41%	88 45%	84 31%	112 40%	86 48%	38 60%	139 38%	306 37%	76 45%
Civil Partnership	22 1%	13 1%	10 1%	5 2%	10 3%	5 1%	1 *	1 *	1 *	4 1%	6 1%	8 2%	5 1%	2 1%	- -	1 1%	4 2%	1 1%	- -	3 3%	1 1%	4 2%	5 2%	1 *	- -	4 1%	15 2%	4 2%
Co Habiting	309 15%	139 14%	171 16%	29 13%	99 28%	64 19%	63 17%	33 11%	21 4%	78 14%	80 14%	73 17%	78 16%	23 13%	11 13%	34 15%	20 12%	30 17%	21 14%	17 17%	33 17%	45 17%	48 17%	21 12%	7 11%	65 18%	161 19%	25 15%
NET: Widowed/ separated/ divorced	279 13%	96 9%	183 17%	- -	2 1%	15 4%	46 12%	66 21%	151 31%	60 11%	92 16%	37 9%	89 18%	29 16%	9 11%	27 12%	27 16%	25 14%	21 14%	13 13%	20 11%	32 12%	37 13%	31 17%	7 12%	23 6%	89 11%	13 8%
Widowed	95 5%	33 3%	62 6%	- -	- -	1 *	7 2%	14 5%	73 15%	18 3%	34 6%	12 3%	30 6%	10 6%	3 4%	13 6%	9 5%	10 6%	9 6%	3 3%	6 3%	6 2%	14 5%	9 5%	3 4%	7 2%	10 1%	4 2%
Separated	32 2%	13 1%	19 2%	- -	2 1%	8 2%	10 3%	3 1%	9 2%	5 1%	10 2%	6 1%	11 2%	5 3%	1 1%	5 2%	2 1%	3 2%	3 2%	3 3%	3 1%	3 1%	1 *	2 1%	2 4%	3 1%	15 2%	1 1%
Divorced	152 7%	51 5%	101 10%	- -	- -	5 2%	29 8%	49 16%	69 14%	37 6%	48 8%	19 5%	48 9%	13 8%	6 7%	9 4%	16 9%	12 7%	10 6%	7 7%	12 6%	23 8%	21 8%	20 11%	3 4%	13 3%	64 8%	8 4%
Prefer not to answer	18 1%	10 1%	8 1%	8 4%	6 2%	1 *	2 *	1 *	- -	7 1%	7 1%	2 1%	2 *	- -	1 1%	- -	2 1%	3 1%	1 *	- -	* *	5 2%	3 1%	2 1%	1 1%	3 1%	9 1%	2 1%

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Absolutes/col percents

Table 67
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Glasgow	90 4%	43 4%	47 4%	6 2%	16 4%	21 6%	16 4%	12 4%	19 4%	17 3%	29 5%	22 5%	21 4%	90 51%	-	-	-	-	-	-	-	-	-	-	-	31 8%	28 3%	5 3%
Edinburgh	73 3%	40 4%	32 3%	10 4%	11 3%	16 5%	8 2%	7 2%	21 4%	27 5%	13 2%	13 3%	20 4%	73 41%	-	-	-	-	-	-	-	-	-	-	-	9 2%	35 4%	8 5%
Newcastle	81 4%	44 4%	37 3%	15 6%	12 3%	11 3%	14 4%	13 4%	15 3%	19 3%	24 4%	13 3%	25 5%	-	81 96%	-	-	-	-	-	-	-	-	-	-	19 5%	25 3%	5 3%
Leeds	70 3%	26 3%	44 4%	12 5%	15 4%	8 2%	12 3%	9 3%	15 3%	24 4%	17 3%	12 3%	18 4%	-	-	1 *	69 41%	-	-	-	-	-	-	-	-	11 3%	30 4%	9 5%
Hull	38 2%	20 2%	19 2%	7 3%	10 3%	3 1%	2 1%	7 2%	9 2%	8 1%	11 2%	14 3%	6 1%	-	1 1%	-	32 19%	-	5 3%	-	-	-	-	-	-	8 2%	10 1%	5 3%
Sheffield	72 3%	39 4%	33 3%	5 2%	19 5%	14 4%	13 4%	8 3%	13 3%	15 3%	27 5%	13 3%	17 3%	-	-	-	58 34%	-	14 9%	-	-	-	-	-	-	19 5%	29 3%	8 5%
Manchester	169 8%	88 9%	81 8%	20 9%	23 6%	26 8%	32 9%	21 7%	47 10%	50 9%	43 7%	25 6%	51 10%	-	-	146 63%	4 2%	14 8%	4 3%	1 1%	-	-	-	-	-	22 6%	64 8%	9 6%
Liverpool	96 5%	45 4%	50 5%	12 5%	17 5%	11 3%	14 4%	21 7%	21 4%	28 5%	28 5%	20 5%	20 4%	-	-	75 32%	-	-	-	21 21%	-	-	-	-	-	19 5%	31 4%	13 7%
Nottingham	95 5%	53 5%	42 4%	7 3%	15 4%	19 6%	21 6%	7 2%	26 5%	19 3%	19 3%	25 6%	32 6%	-	-	-	-	-	92 63%	-	3 1%	-	-	-	-	15 4%	46 6%	9 5%
Birmingham	162 8%	87 9%	76 7%	23 10%	28 8%	29 9%	22 6%	18 6%	43 9%	45 8%	40 7%	46 11%	32 6%	-	-	-	-	158 88%	3 2%	1 1%	-	-	-	-	-	27 7%	67 8%	19 11%
Norwich	91 4%	42 4%	50 5%	3 1%	17 5%	15 5%	19 5%	12 4%	25 5%	23 4%	20 4%	26 6%	21 4%	-	-	-	-	-	1 *	-	88 45%	-	3 1%	-	-	13 4%	36 4%	1 *
Milton Keynes	60 3%	22 2%	37 4%	9 4%	6 2%	12 4%	8 2%	6 2%	18 4%	20 4%	9 2%	17 4%	14 3%	-	-	-	-	-	14 10%	-	33 17%	-	13 5%	-	-	10 3%	15 2%	4 2%
Brighton	50 2%	21 2%	28 3%	9 4%	5 1%	6 2%	6 2%	11 3%	13 3%	12 2%	14 2%	12 3%	12 2%	-	-	-	-	-	-	2 1%	-	47 17%	1 *	-	4 1%	22 3%	1 *	

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 67
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Oxford	20 1%	8 1%	12 1%	2 1%	2 1%	6 2%	1 *	6 2%	2 1%	3 1%	9 1%	4 1%	5 1%	-	-	-	-	1 *	-	-	-	-	16 6%	3 2%	-	4 1%	7 1%	4 2%
London	480 23%	231 23%	249 23%	56 24%	111 31%	72 22%	92 25%	67 22%	83 17%	166 29%	146 25%	85 20%	83 16%	-	1 1%	-	-	2 1%	1 1%	-	59 31%	272 100%	143 50%	3 2%	-	77 21%	247 30%	49 29%
Southampton	72 3%	28 3%	45 4%	6 3%	9 3%	10 3%	11 3%	13 4%	23 5%	17 3%	21 4%	16 4%	19 4%	-	-	-	-	-	-	-	-	-	46 16%	26 15%	-	12 3%	22 3%	4 2%
Bristol	68 3%	32 3%	36 3%	9 4%	5 1%	11 3%	16 4%	4 1%	23 5%	15 3%	23 4%	8 2%	21 4%	-	-	-	-	-	-	1 1%	-	-	1 *	66 37%	-	12 3%	22 3%	2 1%
Plymouth	72 3%	41 4%	31 3%	8 3%	8 2%	8 2%	11 3%	13 4%	25 5%	11 2%	24 4%	14 3%	23 4%	-	-	-	-	-	-	-	-	-	-	72 40%	-	16 4%	21 3%	2 1%
Cardiff	62 3%	37 4%	24 2%	7 3%	8 2%	10 3%	11 3%	17 6%	9 2%	16 3%	20 3%	7 2%	19 4%	-	-	-	-	-	-	62 61%	-	-	-	-	-	10 3%	22 3%	4 2%
Belfast	62 3%	28 3%	35 3%	3 1%	6 2%	13 4%	21 6%	14 4%	5 1%	15 3%	19 3%	16 4%	12 2%	-	-	-	-	-	-	-	-	-	-	-	62 100%	12 3%	29 3%	4 2%
None of these	96 5%	40 4%	56 5%	3 1%	16 5%	12 4%	16 4%	21 7%	27 6%	18 3%	28 5%	17 4%	33 7%	13 7%	2 2%	11 5%	6 4%	5 3%	14 9%	15 14%	10 5%	-	13 5%	8 5%	-	14 4%	27 3%	4 2%

Christmas 2018 Survey

ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 68

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland	Public		Private	
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162	
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169	
Up to £7,000	(3.5)	72 3%	32 3%	40 4%	18 8%	13 4%	12 4%	11 3%	14 5%	3 1%	4 1%	7 2%	49 10%	9 5%	4 5%	5 2%	4 2%	6 3%	5 4%	8 8%	4 2%	9 3%	9 3%	7 4%	*	2 1%	14 2%	1 1%	
£7,001 to £14,000	(10.5)	274 13%	107 11%	167 16%	14 6%	36 10%	38 11%	39 11%	64 21%	83 17%	18 3%	66 11%	47 11%	143 28%	29 17%	15 18%	44 19%	19 11%	14 8%	20 13%	12 11%	23 12%	26 9%	41 14%	25 14%	7 11%	18 5%	75 9%	14 8%
£14,001 to £21,000	(17.5)	362 17%	162 16%	200 19%	13 6%	51 14%	42 13%	58 16%	73 24%	125 26%	56 10%	110 19%	70 17%	126 25%	33 19%	16 18%	41 19%	43 25%	32 18%	39 26%	14 14%	36 18%	21 8%	43 15%	38 21%	7 12%	50 14%	123 15%	15 9%
£21,001 to £28,000	(24.5)	391 19%	205 20%	186 17%	30 13%	60 17%	60 18%	69 19%	64 21%	108 22%	97 17%	132 23%	82 19%	80 16%	30 17%	22 26%	48 21%	33 19%	39 22%	30 21%	15 15%	33 17%	43 16%	53 19%	42 24%	2 3%	79 22%	136 16%	29 17%
£28,001 to £34,000	(31)	287 14%	148 15%	139 13%	20 9%	40 11%	46 14%	56 15%	40 13%	85 18%	83 15%	77 13%	84 20%	43 9%	5 11%	29 13%	26 15%	24 13%	16 11%	19 19%	31 16%	37 13%	49 17%	25 14%	6 10%	50 14%	127 15%	25 15%	
£34,001 to £41,000	(37.5)	153 7%	78 8%	74 7%	18 8%	34 9%	33 10%	26 7%	21 7%	21 4%	47 8%	48 8%	34 8%	24 5%	14 8%	6 7%	18 8%	15 9%	19 11%	7 5%	9 9%	17 9%	19 7%	12 4%	11 6%	6 9%	27 7%	89 11%	11 7%
£41,001 to £48,000	(44.5)	95 5%	51 5%	44 4%	13 6%	17 5%	22 7%	16 4%	4 1%	22 5%	43 8%	23 4%	23 5%	6 1%	9 5%	2 2%	11 5%	4 2%	11 6%	8 7%	7 3%	5 3%	11 4%	18 6%	6 4%	3 5%	30 8%	35 4%	12 7%
£48,001 to £55,000	(51.5)	91 4%	41 4%	50 5%	19 8%	30 8%	21 6%	16 4%	5 2%	1 *	41 7%	30 5%	10 2%	9 2%	5 3%	3 4%	8 4%	3 2%	7 4%	2 1%	4 3%	15 8%	23 8%	9 3%	10 5%	3 5%	22 6%	60 7%	10 6%
£55,001 to £62,000	(58.5)	44 2%	30 3%	14 1%	5 2%	18 5%	9 3%	7 2%	1 *	2 1%	28 5%	7 1%	8 2%	1 *	3 2%	3 3%	4 2%	-	7 4%	1 1%	3 3%	3 1%	9 3%	5 2%	2 1%	4 7%	15 4%	26 3%	6 3%
£62,001 to £69,000	(65.5)	29 1%	19 2%	10 1%	7 3%	12 3%	2 1%	5 1%	2 *	-	19 3%	8 1%	1 *	-	3 2%	-	2 1%	8 4%	1 1%	1 1%	-	2 1%	7 3%	4 1%	-	-	10 3%	18 2%	3 2%
£69,001 to £76,000	(72.5)	45 2%	22 2%	23 2%	10 4%	11 3%	12 4%	12 3%	-	-	29 5%	8 1%	8 2%	-	3 2%	2 2%	7 3%	2 1%	1 1%	2 1%	-	2 1%	12 4%	6 2%	1 1%	6 9%	19 5%	23 3%	12 7%
£76,001 to £83,000	(79.5)	22 1%	11 1%	12 1%	7 3%	3 1%	5 1%	8 2%	-	-	19 3%	2 *	2 *	-	-	1 2%	3 1%	1 1%	4 2%	1 1%	2 2%	1 2%	7 3%	1 *	-	1 2%	9 2%	12 1%	6 3%
£83,001 or more	(86)	49 2%	40 4%	9 1%	17 7%	8 2%	12 4%	12 3%	-	-	38 7%	7 1%	4 1%	-	4 2%	2 2%	2 1%	5 3%	1 *	2 2%	1 1%	5 3%	16 6%	8 3%	-	2 4%	10 3%	30 4%	13 8%

Christmas 2018 Survey
ONLINE Fieldwork: 12th-14th October 2018

Absolutes/col percents

Table 68

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ireland		Public	Private
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
Prefer not to answer	166	69	97	39	27	18	31	19	31	46	53	43	24	13	5	10	6	12	13	8	16	31	26	12	13	23	69	10
	8%	7%	9%	17%	7%	6%	8%	6%	6%	8%	9%	10%	5%	7%	6%	4%	4%	7%	9%	8%	8%	11%	9%	7%	21%	6%	8%	6%
Average income (£000's)	29.41	31.56	27.30	39.24	33.57	32.85	31.99	21.51	22.87	41.58	28.20	28.25	18.45	27.39	26.51	27.87	28.57	29.83	25.24	27.52	29.78	37.73	28.89	24.82	40.13	36.71	33.98	40.43

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Absolutes/col percents

Table 69

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		North-ern Ire-land	Public	Pri-vate
Unweighted base	2079	998	1081	221	320	321	388	329	500	600	612	316	551	164	87	227	181	164	147	98	181	259	316	203	52	317	796	162
Weighted base	2079	1014	1065	231	359	332	368	308	481	567	584	422	505	175	85	232	169	179	147	101	194	272	282	179	62	364	836	169
NET: Yes	512 25%	241 24%	271 25%	35 15%	67 19%	72 22%	90 24%	113 37%	136 28%	101 18%	120 20%	98 23%	193 38%	36 20%	27 32%	52 23%	53 31%	40 22%	42 28%	39 38%	57 29%	42 15%	61 21%	54 30%	9 15%	70 19%	147 18%	40 24%
Yes - physical condition	294 14%	132 13%	162 15%	11 5%	25 7%	30 9%	51 14%	80 26%	98 20%	53 9%	67 11%	61 14%	114 22%	17 10%	19 22%	25 11%	28 17%	23 13%	25 17%	26 26%	31 16%	27 10%	37 13%	30 17%	6 9%	30 8%	76 9%	22 13%
Yes - mental condition	234 11%	109 11%	125 12%	28 12%	43 12%	45 14%	53 14%	44 14%	22 5%	44 8%	56 10%	43 10%	91 18%	15 9%	14 16%	31 13%	18 11%	23 13%	23 16%	16 16%	28 15%	18 7%	29 10%	15 9%	3 5%	30 8%	90 11%	18 10%
Yes - disability	156 8%	67 7%	89 8%	8 3%	14 4%	20 6%	26 7%	38 12%	50 10%	26 5%	38 6%	19 4%	74 15%	9 5%	10 12%	12 5%	23 14%	8 5%	11 8%	10 10%	21 11%	14 5%	12 4%	23 13%	4 7%	20 6%	28 3%	11 7%
Yes - other	15 1%	10 1%	5 *	- -	2 1%	3 1%	1 *	7 2%	3 1%	3 *	1 *	5 1%	7 1%	1 1%	- -	2 1%	* *	- -	4 3%	1 1%	1 1%	1 *	2 1%	2 1%	- -	2 1%	1 *	- -
No	1503 72%	739 73%	764 72%	180 78%	283 79%	249 75%	264 72%	188 61%	340 71%	454 80%	441 75%	315 75%	294 58%	133 76%	55 66%	177 76%	113 67%	131 73%	101 69%	58 57%	135 70%	218 80%	214 76%	120 67%	48 77%	277 76%	667 80%	126 74%
Prefer not to say	65 3%	35 3%	30 3%	16 7%	10 3%	12 4%	14 4%	7 2%	5 1%	13 2%	24 4%	9 2%	18 4%	7 4%	2 2%	3 1%	3 2%	8 5%	4 3%	4 4%	2 1%	13 5%	8 3%	5 3%	5 8%	18 5%	21 3%	3 2%