

YouGov / British Academy Survey Results

Sample Size: 1751 GB Adults
Fieldwork: 14th - 15th December 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP		Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1751	595	490	123	210	849	902	208	443	599	501	998	753	224	569	375	431	152
Unweighted Sample	1751	550	501	128	210	839	912	144	343	725	539	1105	646	210	593	395	390	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, which one of the following is the **most important** to you personally during the Christmas period?

Spending time with family and friends	65	68	66	61	60	59	71	64	67	61	69	65	65	54	66	67	71	60
Having time off	12	11	12	13	9	15	9	15	17	16	2	14	9	20	12	12	8	14
Faith / Christianity	7	8	7	9	9	7	7	3	3	8	12	8	7	6	8	8	4	12
Giving presents	4	3	4	3	6	4	4	1	5	4	4	3	5	5	4	3	4	4
Receiving presents	1	0	1	1	0	1	1	1	1	0	0	0	1	1	0	1	0	0
Socialising and parties	1	0	2	1	1	2	1	2	1	1	1	1	1	2	1	1	2	2
None of these	7	7	5	9	10	10	4	5	3	7	12	6	8	10	7	6	7	7
Don't know	3	2	3	2	4	3	3	9	2	2	1	2	4	4	2	3	4	1

Generally speaking, which one of the following is the **least important** to you personally during the Christmas period?

[If an answer option was selected in the previous question, it was not included in this list]

Faith / Christianity	33	25	37	45	27	35	31	44	42	33	21	37	29	38	33	35	30	35
Receiving presents	24	27	21	15	28	22	25	16	23	24	26	24	23	21	24	20	25	28
Socialising and parties	22	24	24	17	22	17	26	11	18	25	25	21	23	18	21	24	24	17
Having time off	5	7	4	8	6	6	5	4	3	3	11	5	6	4	6	7	5	3
Giving presents	3	4	3	3	1	4	2	7	2	3	3	3	4	2	4	3	4	1
Spending time with family and friends	2	3	1	0	3	3	1	2	2	2	1	1	3	3	2	1	1	3
None of these	7	8	7	7	8	9	5	7	7	6	9	7	8	8	7	6	7	9
Don't know	4	3	3	5	4	3	4	8	2	4	3	2	6	6	2	4	5	4