

YouGov / League Against Cruel Sports Survey Results

Sample Size: 2020

Fieldwork: 9th - 11th December 2009

	Total	Gender		Age				Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2020	1037	983	169	367	412	366	706	985	1035	459	344	193	228	515	100	181
All GB Adults	2020	970	1050	242	329	397	345	707	1111	909	497	331	194	259	463	101	176

Which ONE, if any, of the following is the MOST important Christmas tradition to you?

Christmas dinner with all the trimmings	18%	18%	18%	23%	19%	21%	19%	14%	19%	17%	19%	16%	17%	23%	18%	15%	16%
Leaving mince pies and sherry for Santa	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%
The Boxing Day hunt	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-
Watching the Queen's Speech	1%	1%	1%	-	1%	0%	1%	1%	0%	1%	0%	1%	0%	-	1%	1%	1%
Attending midnight mass, Christmas carols, or going to church	7%	5%	8%	6%	4%	3%	9%	9%	8%	5%	6%	6%	6%	7%	6%	6%	10%
Spending time with loved ones	53%	51%	55%	50%	55%	53%	53%	53%	50%	56%	55%	56%	58%	46%	51%	60%	48%
Exchanging presents	6%	6%	6%	4%	6%	9%	6%	6%	6%	6%	8%	6%	5%	6%	6%	5%	7%
Going carol singing	0%	0%	0%	-	0%	-	0%	0%	0%	0%	-	0%	-	-	0%	-	-
Other	3%	3%	2%	4%	3%	3%	1%	2%	3%	2%	2%	2%	5%	1%	3%	2%	3%
No Christmas traditions are important to me	8%	11%	5%	7%	6%	7%	8%	10%	9%	7%	5%	8%	7%	12%	9%	7%	13%
Not applicable – I do not celebrate Christmas	3%	3%	2%	4%	3%	2%	2%	3%	2%	4%	4%	3%	2%	3%	2%	1%	1%

All figures, unless otherwise stated, are from YouGov Plc.

YouGov / League Against Cruel Sports Survey Results

Sample Size: 2020

Fieldwork: 9th - 11th December 2009

	Total	Working Status						Marital Status						Number of Children in Household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	0	1	2	3+	Refused
Unweighted Base	2020	1090	290	111	318	34	177	981	275	203	56	465	40	1409	235	246	82	48
All GB Adults	2020	1069	292	121	331	32	175	951	260	208	59	504	39	1414	240	236	83	47

Which ONE, if any, of the following is the MOST important Christmas tradition to you?

Christmas dinner with all the trimmings	18%	18%	19%	23%	17%	11%	16%	17%	18%	13%	13%	23%	11%	18%	17%	19%	24%	13%
Leaving mince pies and sherry for Santa	1%	1%	2%	-	0%	-	2%	1%	1%	1%	-	1%	7%	0%	3%	3%	1%	6%
The Boxing Day hunt	1%	1%	2%	-	1%	-	-	1%	1%	1%	-	0%	-	1%	1%	1%	-	3%
Watching the Queen's Speech	1%	1%	-	0%	1%	-	1%	1%	0%	0%	6%	0%	-	1%	-	1%	-	2%
Attending midnight mass, Christmas carols, or going to church	7%	5%	10%	8%	9%	4%	8%	7%	3%	9%	13%	6%	7%	7%	6%	4%	10%	8%
Spending time with loved ones	53%	55%	52%	44%	51%	59%	56%	54%	57%	59%	53%	46%	68%	52%	57%	57%	49%	57%
Exchanging presents	6%	7%	6%	7%	5%	5%	6%	7%	7%	6%	5%	5%	4%	6%	9%	10%	4%	8%
Going carol singing	0%	0%	-	-	0%	-	-	0%	-	1%	-	0%	-	0%	-	-	-	-
Other	3%	3%	2%	2%	3%	4%	-	2%	2%	1%	1%	4%	-	3%	2%	1%	3%	-
No Christmas traditions are important to me	8%	8%	4%	11%	10%	7%	8%	7%	10%	6%	7%	10%	4%	10%	4%	2%	3%	4%
Not applicable – I do not celebrate Christmas	3%	2%	3%	6%	4%	9%	4%	2%	1%	2%	2%	5%	-	3%	1%	2%	7%	-

All figures, unless otherwise stated, are from YouGov PI