

# YouGov Survey Results

Sample Size: 1598 GB Adults  
Fieldwork: 5th - 6th March 2018

	Gender		Age				Social Grade		Region					Marital Status			Parents		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Married	In a relationship	Single	Father	Mother
<b>Weighted Sample</b>	<b>1605</b>	776	829	184	679	377	365	909	696	213	517	347	385	143	691	323	345	411	479
<b>Unweighted Sample</b>	<b>1598</b>	698	900	144	670	403	381	952	646	180	521	347	394	156	731	308	311	413	518
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following please say whether you consider them to be "proper" special occasions or occasions that people wouldn't celebrate if it weren't for pressure from commercial entities like greetings card companies.

## Mother's Day

Is celebrated more because it is a "proper" special occasion	<b>40</b>	35	45	34	43	38	40	41	40	39	38	46	41	35	40	37	39	37	46
Is celebrated more because of pressure from commercial entities	<b>53</b>	57	50	58	48	57	57	55	51	52	56	48	53	58	55	53	53	59	49
Don't know	<b>7</b>	8	5	8	8	5	4	5	9	9	6	6	6	7	5	9	8	5	5

## Christmas

Is celebrated more because it is a "proper" special occasion	<b>80</b>	75	84	79	77	76	88	83	75	76	79	78	84	79	83	76	73	79	89
Is celebrated more because of pressure from commercial entities	<b>16</b>	19	13	15	16	20	10	14	18	17	15	16	13	18	13	19	19	17	9
Don't know	<b>5</b>	7	3	6	6	4	2	3	7	6	5	5	3	3	4	4	7	4	2

## Easter

Is celebrated more because it is a "proper" special occasion	<b>57</b>	50	63	35	52	63	70	60	53	53	58	58	58	51	64	52	46	55	71
Is celebrated more because of pressure from commercial entities	<b>36</b>	41	32	55	39	31	26	34	38	37	35	35	36	41	31	41	43	39	25
Don't know	<b>7</b>	9	5	11	9	5	4	6	9	10	7	7	7	8	6	8	11	5	5

## Father's Day

Is celebrated more because it is a "proper" special occasion	<b>32</b>	27	37	30	37	29	26	30	34	29	28	38	35	28	31	32	32	27	37
Is celebrated more because of pressure from commercial entities	<b>61</b>	65	57	62	54	65	70	64	57	61	65	56	59	63	64	59	58	67	57
Don't know	<b>7</b>	8	6	8	9	6	4	5	9	10	7	6	5	9	5	9	9	5	5

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

**Valentine's Day**

Is celebrated more because it is a "proper" special occasion	<b>14</b>	13	15	13	13	15	18	14	15	13	12	16	19	10	15	16	11	15	16
Is celebrated more because of pressure from commercial entities	<b>79</b>	78	80	79	80	79	78	82	75	78	82	78	77	82	80	77	80	80	79
Don't know	<b>6</b>	8	5	7	7	6	5	4	9	9	7	6	4	8	5	6	9	5	4

**Wedding anniversaries**

Is celebrated more because it is a "proper" special occasion	<b>77</b>	74	80	73	76	78	80	79	74	71	75	78	81	80	81	75	73	78	79
Is celebrated more because of pressure from commercial entities	<b>16</b>	17	14	18	15	15	16	15	17	19	17	15	14	12	14	17	16	17	14
Don't know	<b>7</b>	9	6	8	10	7	3	6	9	10	8	7	5	8	6	7	11	5	6

**Birthdays**

Is celebrated more because it is a "proper" special occasion	<b>90</b>	85	94	87	88	91	93	91	88	83	90	91	91	90	93	89	85	88	96
Is celebrated more because of pressure from commercial entities	<b>6</b>	9	3	10	5	6	6	6	6	9	6	5	6	7	5	6	7	8	2
Don't know	<b>4</b>	6	3	4	7	4	1	3	7	8	4	5	3	3	3	5	8	4	2

**Halloween**

Is celebrated more because it is a "proper" special occasion	<b>12</b>	13	11	13	16	9	6	11	14	11	7	13	15	22	11	17	12	15	8
Is celebrated more because of pressure from commercial entities	<b>81</b>	78	84	79	75	85	89	84	77	78	86	81	80	68	82	76	78	80	86
Don't know	<b>7</b>	9	5	7	8	6	5	5	9	10	7	6	5	10	6	7	9	5	5