

YouGov Survey Results

Sample Size: 2063 GB Adults
Fieldwork: 8th - 9th December 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2063	371	530	190	223	118	724	736	998	1065	217	852	510	485	1174	878	1784	99	179	489	338	250	708	
Unweighted Sample	2063	341	534	206	253	130	784	781	869	1194	171	767	558	567	1226	829	1773	112	178	503	350	191	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you like or dislike people referring to Christmas by the following terms?
Chrissie

Love it	0	0	1	0	1	1	0	1	0	1	1	0	0	1	0	0	0	0	0	1	1	0	0
Like it	2	1	1	2	2	0	1	1	2	1	2	2	1	0	1	2	1	3	2	2	2	2	1
TOTAL LOVE / LIKE	2	1	1	3	2	1	2	1	3	1	3	3	1	0	2	2	1	3	2	2	3	3	1
Neither like nor dislike it	15	15	15	9	20	14	14	17	16	14	18	8	20	20	13	17	15	15	12	14	16	18	15
Dislike it	28	25	27	34	24	36	31	26	26	30	24	27	30	30	29	27	28	23	29	29	27	28	28
Hate it	50	55	50	50	50	45	51	53	49	50	39	57	45	48	51	49	49	53	53	50	50	45	51
TOTAL DISLIKE / HATE	78	80	77	84	74	81	82	79	75	80	63	84	75	78	80	76	77	76	82	79	77	73	79
Don't know	5	3	6	4	3	3	3	3	6	4	17	5	4	1	5	5	5	6	4	4	5	7	5

Crimble

Love it	0	1	0	0	0	1	0	0	1	0	1	0	0	0	1	0	0	1	0	0	1	1	0
Like it	5	4	8	7	6	9	6	4	5	6	9	5	7	4	6	5	6	1	2	4	7	9	5
TOTAL LOVE / LIKE	5	5	8	7	6	10	6	4	6	6	10	5	7	4	7	5	6	2	2	4	8	10	5
Neither like nor dislike it	22	20	19	21	30	22	19	25	23	21	19	18	25	26	21	22	22	18	19	20	24	22	23
Dislike it	29	30	31	35	22	33	33	26	27	31	24	28	29	33	29	29	29	28	29	29	24	28	31
Hate it	39	44	38	35	39	33	39	42	39	39	31	45	36	35	39	39	38	47	46	40	40	35	37
TOTAL DISLIKE / HATE	68	74	69	70	61	66	72	68	66	70	55	73	65	68	68	68	67	75	75	69	64	63	68
Don't know	4	1	4	2	3	2	2	2	5	4	17	4	3	1	4	5	5	6	3	6	4	5	4

Crimbo

Love it	3	3	3	2	4	7	2	4	3	3	5	5	2	1	3	3	3	2	2	4	5	3	2
Like it	18	13	18	19	18	20	17	16	17	18	24	19	20	10	16	19	18	17	15	19	20	17	16
TOTAL LOVE / LIKE	21	16	21	21	22	27	19	20	20	21	29	24	22	11	19	22	21	19	17	23	25	20	18
Neither like nor dislike it	31	29	33	28	37	24	33	32	33	28	13	34	35	29	31	31	30	36	31	33	30	22	31
Dislike it	22	25	23	25	16	30	23	21	21	23	26	20	18	28	23	21	22	21	23	20	19	23	25
Hate it	24	29	21	24	23	19	24	27	23	25	21	21	24	32	24	24	24	23	29	21	23	31	23
TOTAL DISLIKE / HATE	46	54	44	49	39	49	47	48	44	48	47	41	42	60	47	45	46	44	52	41	42	54	48
Don't know	2	1	2	2	2	1	1	1	3	2	10	2	2	1	2	2	3	1	1	2	3	5	2

Festive season

Love it	6	5	6	5	5	10	5	4	6	7	16	7	3	3	6	6	6	12	8	5	5	10	5
Like it	37	37	36	41	28	44	38	31	33	40	44	39	35	31	36	38	36	40	38	38	34	41	34
TOTAL LOVE / LIKE	43	42	42	46	33	54	43	35	39	47	60	46	38	34	42	44	42	52	46	43	39	51	39
Neither like nor dislike it	36	33	41	39	31	33	39	36	37	35	27	35	38	40	36	36	36	30	35	35	36	29	40
Dislike it	11	12	9	9	17	8	10	15	11	11	5	9	13	14	11	10	11	8	11	12	10	9	12
Hate it	9	13	5	5	18	4	7	14	12	6	4	8	11	12	9	9	9	9	8	8	13	8	9
TOTAL DISLIKE / HATE	20	25	14	14	35	12	17	29	23	17	9	17	24	26	20	19	20	17	19	20	23	17	21
Don't know	1	0	2	1	1	1	1	0	2	1	5	1	1	0	1	2	2	1	0	2	2	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Holiday season																							
Love it	4	3	4	3	1	6	3	1	3	4	14	4	1	1	4	4	3	7	5	2	3	8	3
Like it	20	14	18	22	9	29	21	11	19	22	39	26	13	9	21	19	20	18	22	22	19	32	16
TOTAL LOVE / LIKE	24	17	22	25	10	35	24	12	22	26	53	30	14	10	25	23	23	25	27	24	22	40	19
Neither like nor dislike it	32	28	41	31	21	34	36	30	32	33	25	34	32	34	33	32	32	38	31	31	34	25	35
Dislike it	23	28	21	27	34	19	24	27	23	23	12	20	27	28	24	22	23	19	26	23	21	15	27
Hate it	19	27	15	15	34	11	15	30	22	17	6	14	26	27	18	22	20	16	16	21	23	16	19
TOTAL DISLIKE / HATE	42	55	36	42	68	30	39	57	45	40	18	34	53	55	42	44	43	35	42	44	44	31	46
Don't know	2	0	1	2	1	1	1	1	2	1	4	1	1	1	1	2	2	2	0	2	1	4	1
Noel																							
Love it	4	6	3	2	4	5	3	3	3	4	7	4	2	4	5	3	4	5	5	2	3	8	3
Like it	21	25	22	25	22	19	23	21	20	23	20	20	22	23	23	19	22	23	18	22	18	23	23
TOTAL LOVE / LIKE	25	31	25	27	26	24	26	24	23	27	27	24	24	27	28	22	26	28	23	24	21	31	26
Neither like nor dislike it	44	42	45	45	45	44	46	45	44	43	34	43	47	46	44	43	44	44	45	40	43	43	46
Dislike it	19	13	18	19	13	26	17	17	18	19	22	20	19	15	18	19	19	13	20	20	21	14	18
Hate it	10	11	8	6	12	4	8	12	10	9	8	10	9	10	8	12	9	10	10	11	10	6	9
TOTAL DISLIKE / HATE	29	24	26	25	25	30	25	29	28	28	30	30	28	25	26	31	28	23	30	31	31	20	27
Don't know	3	2	3	2	3	3	3	2	4	2	7	4	2	2	3	4	3	5	2	4	4	5	1
Xmas																							
Love it	14	18	12	8	17	14	9	14	14	14	21	12	13	14	11	17	14	13	12	14	14	14	14
Like it	38	35	39	42	38	37	38	39	36	40	35	38	40	37	39	37	37	41	44	38	34	32	39
TOTAL LOVE / LIKE	52	53	51	50	55	51	47	53	50	54	56	50	53	51	50	54	51	54	56	52	48	46	53
Neither like nor dislike it	31	29	32	31	28	35	34	31	34	29	27	33	31	31	32	31	32	28	27	33	30	36	31
Dislike it	10	10	11	13	11	9	12	9	9	11	8	10	9	12	12	8	10	10	12	8	15	8	9
Hate it	6	8	5	5	4	5	6	6	6	6	5	6	6	6	6	6	6	6	6	5	6	6	6
TOTAL DISLIKE / HATE	16	18	16	18	15	14	18	15	15	17	13	16	15	18	16	14	16	16	18	13	21	14	15
Don't know	1	0	1	1	0	0	1	0	1	1	3	1	1	0	1	1	1	1	0	1	1	3	1
Yuletide																							
Love it	5	8	5	3	9	6	5	7	5	6	4	5	4	8	5	6	5	7	3	4	5	7	6
Like it	26	35	24	29	29	25	27	32	28	24	16	20	31	34	28	24	27	27	18	26	29	24	27
TOTAL LOVE / LIKE	31	43	29	32	38	31	32	39	33	30	20	25	35	42	33	30	32	34	21	30	34	31	33
Neither like nor dislike it	39	36	43	46	39	38	44	39	38	41	28	39	44	40	40	39	39	35	46	36	36	40	42
Dislike it	15	12	16	13	13	19	14	13	15	15	15	18	14	11	14	16	15	15	17	19	16	9	13
Hate it	9	7	8	6	9	7	8	8	9	9	13	12	5	6	8	11	9	11	10	10	9	9	9
TOTAL DISLIKE / HATE	24	19	24	19	22	26	22	21	24	24	28	30	19	17	22	27	24	26	27	29	25	18	22
Don't know	5	2	5	3	2	5	2	1	6	5	24	5	2	0	5	5	5	5	6	5	5	10	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.