

# YouGov Topic Quantifer Results

Fieldwork: 3rd - 4th December 2024

Sample: 2338 Adults in GB

Total	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social		Country			Region in England				
	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
<b>Weighted Sample</b> 2338	421	601	215	253	871	824	1206	1132	245	966	577	549	1333	1005	2022	203	112	283	383	554	802	
<b>Unweighted Sample</b> 2338	400	696	249	315	911	896	1273	1065	155	925	611	647	1380	958	2043	165	130	243	386	586	828	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## What do you like most about Christmas? Please be specific.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Spending time with loved ones	<b>35</b>	43	36	31	34	39	35	39	31	29	33	36	41	37	33	36	33	31	30	30	37	39
Nothing	<b>12</b>	9	10	10	17	14	10	10	14	6	7	16	19	9	16	12	12	12	10	13	13	12
Time off work / break from usual routine	<b>10</b>	7	12	10	12	10	13	8	12	5	12	16	4	11	9	11	7	10	13	12	10	10
The food and drink	<b>9</b>	9	10	14	7	6	11	7	12	15	13	7	4	10	9	9	13	7	10	11	9	8
The atmosphere and Christmas cheer / goodwill	<b>8</b>	6	8	10	5	6	7	8	7	16	9	3	6	9	7	7	11	11	9	6	7	8
The decorations	<b>7</b>	5	7	9	5	5	7	10	3	13	8	5	5	7	7	6	7	11	10	6	6	6
Exchanging gifts	<b>4</b>	4	3	4	5	4	2	4	4	8	3	3	3	4	4	4	3	1	5	6	3	4
Religious celebration / significance of Christmas	<b>2</b>	4	2	2	5	4	2	3	2	1	2	3	4	3	2	3	1	3	3	2	3	3
Children being happy / excited	<b>2</b>	2	2	1	3	2	2	2	2	0	2	1	2	1	2	2	1	4	1	2	2	1
The Christmas carols / music	<b>2</b>	2	1	2	2	1	2	2	1	0	1	2	3	2	1	1	3	2	3	1	2	1
Everything	<b>1</b>	3	0	2	1	2	0	2	1	1	1	2	2	1	2	1	1	2	1	2	2	1
The anticipation / build up / preparation	<b>1</b>	0	2	1	1	1	2	1	1	0	2	1	1	1	2	1	1	0	2	2	1	1
The movies / TV	<b>1</b>	1	1	0	0	1	1	1	1	0	2	1	1	1	1	1	3	3	0	1	0	1
The nostalgia / memories / tradition	<b>1</b>	0	2	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	2	2	1	1
Other	<b>5</b>	5	3	5	3	4	5	3	7	5	5	4	5	4	5	5	3	2	3	6	5	5

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<b>Weighted Sample</b>	<b>2338</b>	421	601	215	253	871	824	1206	1132	245	966	577	549	1333	1005	2022	203	112	283	383	554	802	
<b>Unweighted Sample</b>	<b>2338</b>	400	696	249	315	911	896	1273	1065	155	925	611	647	1380	958	2043	165	130	243	386	586	828	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What do you like least about Christmas? Please be specific.**

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

It's too commercialised	<b>20</b>	21	21	18	23	21	22	19	20	12	15	23	28	21	18	20	18	22	14	18	21	21
It's expensive	<b>18</b>	18	18	16	17	19	18	21	15	13	22	18	14	16	21	18	17	21	18	15	20	18
The pressure of choosing / buying presents	<b>7</b>	8	7	7	6	6	7	8	5	8	7	6	6	7	6	6	6	14	6	4	7	7
Nothing, I love Christmas	<b>6</b>	9	5	4	7	7	5	5	7	7	6	6	7	6	6	6	9	4	6	8	4	7
Everywhere becomes very busy	<b>6</b>	4	6	6	6	5	5	7	5	8	7	4	5	6	6	6	5	6	11	4	5	5
It's [generally] stressful	<b>4</b>	4	5	5	2	4	5	6	2	1	6	4	2	5	3	4	5	4	2	5	5	4
It starts too early	<b>4</b>	6	4	4	4	4	5	4	4	1	2	5	6	4	4	4	3	2	1	7	3	4
The cold and wet weather	<b>4</b>	2	6	3	2	2	3	2	5	9	5	2	0	4	3	3	8	3	5	4	4	2
Tension with the family	<b>4</b>	2	4	8	3	2	5	3	4	7	4	3	2	4	3	4	2	1	7	5	2	3
Everything	<b>3</b>	3	3	2	3	3	3	2	4	1	3	4	4	2	5	3	3	2	1	5	4	3
Christmas music	<b>2</b>	1	2	3	3	1	3	2	3	6	2	2	1	3	2	3	1	2	2	3	3	2
It is over too quickly	<b>2</b>	2	2	2	1	2	3	2	2	5	2	2	1	3	2	2	1	1	3	3	1	3
The programmes / adverts on TV	<b>2</b>	2	1	2	4	2	2	1	3	1	1	3	3	1	2	2	3	0	3	0	2	2
I eat / drink excessively	<b>1</b>	3	2	0	1	2	1	1	1	0	1	2	3	1	1	1	1	1	1	1	1	1
Cooking Christmas dinner	<b>1</b>	1	1	0	2	1	1	1	0	0	0	1	2	1	1	1	0	1	2	1	1	1
Other	<b>15</b>	15	11	17	15	16	13	13	17	15	15	14	15	14	15	15	16	17	15	15	14	15
Don't know	<b>2</b>	1	2	2	2	1	1	2	2	4	2	1	1	2	2	2	2	1	4	1	2	1