

YouGov Survey Results
Fieldwork - 20-27th October 2015

Sample Size - 1560 GB Adults

Total	City								
Base	Brighton	Cardiff	Coventry	Edinburgh	Leeds	Liverpool	London	Manchester	Newcastle upon Tyne

In general, to what extent do you like or dislike the following Christmas events/items? -

Christmas markets

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Like a lot	20%	19%	30%	18%	21%	18%	22%	21%	25%	23%
Like	41%	33%	39%	39%	41%	40%	38%	43%	42%	42%
Neither like nor dislike	23%	29%	21%	25%	17%	22%	21%	21%	15%	23%
Dislike	10%	11%	7%	10%	15%	13%	13%	8%	10%	8%
Dislike a lot	5%	5%	2%	5%	5%	6%	5%	7%	6%	4%
Don't know	1%	3%	2%	2%	-	1%	1%	1%	1%	1%
Net: Like	61%	53%	69%	57%	63%	58%	60%	63%	67%	64%
Net: Dislike	15%	16%	9%	16%	20%	19%	18%	15%	16%	11%

How likely, if at all, are you to visit a Christmas market **in the city that you live in** this Christmas period? (If you don't think that your city will have a Christmas market please choose the "Not applicable" option.)

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Very likely	23%	8%	33%	11%	34%	24%	27%	13%	47%	30%
Fairly likely	36%	31%	45%	34%	36%	31%	38%	35%	30%	40%
Not very likely	18%	25%	10%	20%	15%	21%	20%	24%	11%	16%
Not at all likely	13%	21%	8%	18%	9%	16%	9%	14%	5%	8%
Don't know	5%	7%	2%	6%	3%	5%	6%	7%	3%	4%
Not applicable – I don't think there will be a Christmas market in my city this year	5%	8%	3%	10%	2%	2%	1%	6%	3%	3%
Net: Likely	59%	40%	78%	45%	71%	56%	65%	49%	77%	70%
Net: Not likely	31%	45%	17%	38%	24%	37%	29%	38%	17%	24%

You mentioned that you don't think there will be a Christmas market in the city that you live in this year...To what extent, if at all, would you like there to be one?

Unweighted base	80	9	3	11	2	2	1	8	3	3
Base: All City Adults that don't think there will be a Christmas market in their city this year	80	8	3	11	2	2	1	7	3	3
Would like a lot	27%	24%	-	54%	-	-	-	52%	-	-
Would like a little	28%	23%	63%	27%	45%	-	-	-	-	53%
Would not like very much	16%	22%	-	-	-	54%	-	12%	63%	-
Would not like at all	7%	11%	-	-	55%	-	-	-	-	-
Don't know	23%	21%	37%	19%	-	46%	100%	36%	37%	47%

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Total						
Base	York	Cambridgeshire	Norwich	Oxford	Southampton	Plymouth

In general, to what extent do you like or dislike the following Christmas events/items? -

Christmas markets

	1560	100	101	87	106	113	109
Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Like a lot	20%	25%	9%	13%	20%	15%	19%
Like	41%	36%	41%	41%	47%	49%	43%
Neither like nor dislike	23%	25%	29%	37%	13%	22%	26%
Dislike	10%	13%	11%	7%	10%	7%	4%
Dislike a lot	5%	1%	9%	2%	9%	4%	5%
Don't know	1%	-	1%	1%	1%	2%	3%
Net: Like	61%	61%	51%	54%	67%	64%	63%
Net: Dislike	15%	15%	19%	9%	19%	11%	8%

How likely, if at all, are you to visit a Christmas market **in the city that you live in** this Christmas period? (If you don't think that your city will have a Christmas market please choose the "Not applicable" option.)

	1560	100	101	87	106	113	109
Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Very likely	23%	32%	10%	9%	24%	23%	24%
Fairly likely	36%	44%	23%	33%	36%	40%	35%
Not very likely	18%	12%	17%	21%	18%	21%	21%
Not at all likely	13%	11%	22%	14%	17%	11%	14%
Don't know	5%	1%	9%	12%	1%	3%	2%
Not applicable – I don't think there will be a Christmas market in my city this year	5%	1%	19%	11%	3%	2%	4%
Net: Likely	59%	76%	33%	42%	61%	63%	59%
Net: Not likely	31%	22%	39%	35%	35%	32%	35%

You mentioned that you don't think there will be a Christmas market in the city that you live in this year...To what extent, if at all, would you like there to be one?

	80	1	20	10	4	1	2
Unweighted base	80	1	20	10	4	1	2
Base: All City Adults that don't think there will be a Christmas market in their city this year	80	1	20	10	4	2	4
Would like a lot	27%	-	27%	50%	-	-	-
Would like a little	28%	100%	30%	21%	52%	-	50%
Would not like very much	16%	-	9%	21%	26%	100%	-
Would not like at all	7%	-	14%	8%	-	-	-
Don't know	23%	-	19%	-	22%	-	50%

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Total	City								
Base	Brighton	Cardiff	Coventry	Edinburgh	Leeds	Liverpool	London	Manchester	Newcastle upon Tyne

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Attractive

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Very	7%	16%	7%	4%	8%	5%	18%	13%	7%	11%
**Fairly **	51%	58%	66%	36%	60%	60%	50%	51%	53%	53%
**Not very **	22%	11%	14%	33%	19%	16%	17%	16%	19%	26%
**Not at all **	4%	1%	1%	14%	2%	1%	5%	4%	3%	1%
Don't know	16%	14%	13%	13%	12%	18%	10%	16%	20%	10%
Net: Very/ Fairly	58%	74%	72%	40%	67%	64%	68%	64%	59%	63%
Net: Not very/ Not at all	26%	12%	15%	47%	21%	17%	22%	21%	21%	27%

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Trustworthy

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Very	7%	4%	7%	4%	8%	6%	21%	8%	6%	13%
**Fairly **	57%	64%	70%	44%	65%	57%	54%	46%	56%	66%
**Not very **	18%	18%	9%	27%	18%	14%	14%	31%	22%	9%
**Not at all **	3%	3%	2%	7%	1%	3%	3%	3%	1%	4%
Don't know	14%	12%	13%	18%	8%	20%	8%	12%	15%	8%
Net: Very/ Fairly	65%	68%	77%	48%	73%	63%	75%	54%	62%	78%
Net: Not very/ Not at all	21%	20%	11%	34%	19%	17%	17%	34%	23%	14%

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Total						
Base	York	Cambridgeshire	Norwich	Oxford	Southampton	Plymouth

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Attractive

Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Very	7%	3%	4%	5%	6%	2%	1%
**Fairly **	51%	62%	51%	46%	57%	28%	39%
**Not very **	22%	18%	22%	25%	25%	33%	34%
**Not at all **	4%	2%	-	4%	4%	9%	10%
Don't know	16%	15%	23%	21%	7%	29%	17%
Net: Very/ Fairly	58%	65%	55%	50%	64%	30%	39%
Net: Not very/ Not at all	26%	20%	22%	29%	29%	41%	44%

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Trustworthy

Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Very	7%	7%	9%	6%	8%	-	5%
**Fairly **	57%	71%	54%	65%	54%	44%	53%
**Not very **	18%	11%	14%	9%	18%	24%	28%
**Not at all **	3%	-	4%	2%	4%	10%	2%
Don't know	14%	11%	19%	17%	16%	21%	12%
Net: Very/ Fairly	65%	78%	62%	71%	62%	44%	58%
Net: Not very/ Not at all	21%	11%	19%	11%	22%	34%	30%

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Base	Brighton	Cardiff	Coventry	Edinburgh	Leeds	Liverpool	London	Manchester	Newcastle upon Tyne

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Caring

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Very	11%	12%	15%	4%	8%	10%	36%	6%	12%	22%
**Fairly **	58%	56%	68%	55%	57%	61%	51%	46%	62%	61%
**Not very **	19%	20%	9%	29%	26%	16%	5%	34%	14%	10%
**Not at all **	2%	-	1%	3%	3%	1%	1%	6%	1%	1%
Don't know	10%	12%	8%	9%	6%	12%	7%	8%	10%	6%
Net: Very/ Fairly	69%	68%	82%	59%	64%	71%	87%	52%	75%	82%
Net: Not very/ Not at all	21%	20%	10%	32%	29%	17%	6%	40%	15%	11%

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Friendly

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Very	20%	11%	31%	8%	10%	20%	56%	4%	23%	54%
**Fairly **	54%	66%	60%	55%	60%	59%	36%	43%	61%	35%
**Not very **	16%	14%	5%	21%	20%	11%	3%	36%	9%	7%
**Not at all **	3%	-	1%	9%	5%	1%	1%	9%	1%	-
Don't know	7%	9%	3%	7%	5%	10%	5%	8%	5%	3%
Net: Very/ Fairly	74%	76%	91%	64%	70%	79%	91%	47%	84%	89%
Net: Not very/ Not at all	19%	14%	6%	30%	25%	11%	4%	45%	10%	7%

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Generous

Unweighted base	1560	102	103	107	102	103	100	110	102	115
Base: All City Adults	1560	102	103	107	102	103	100	110	102	115
Very	11%	7%	13%	9%	11%	8%	43%	7%	10%	24%
**Fairly **	51%	59%	65%	41%	47%	52%	42%	41%	61%	61%
**Not very **	21%	17%	9%	31%	26%	22%	8%	34%	14%	8%
**Not at all **	3%	-	4%	4%	3%	2%	1%	8%	4%	1%
Don't know	14%	18%	10%	14%	13%	16%	7%	10%	11%	6%
Net: Very/ Fairly	62%	66%	78%	51%	58%	60%	85%	48%	71%	85%
Net: Not very/ Not at all	24%	17%	12%	35%	29%	24%	8%	42%	18%	8%

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Sample Size - 1560 GB Adults

Total						
Base	York	Cambridgeshire	Norwich	Oxford	Southampton	Plymouth

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Caring

Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Very	11%	8%	7%	10%	8%	2%	7%
**Fairly **	58%	76%	54%	65%	55%	43%	56%
**Not very **	19%	8%	23%	11%	26%	30%	23%
**Not at all **	2%	-	2%	1%	3%	5%	3%
Don't know	10%	7%	14%	12%	8%	20%	11%
Net: Very/ Fairly	69%	85%	61%	76%	63%	45%	63%
Net: Not very/ Not at all	21%	8%	25%	12%	29%	35%	26%

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Friendly

Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Very	20%	32%	11%	14%	6%	3%	15%
**Fairly **	54%	55%	56%	64%	56%	58%	56%
**Not very **	16%	8%	24%	11%	30%	28%	16%
**Not at all **	3%	1%	0%	2%	4%	1%	5%
Don't know	7%	4%	9%	9%	5%	11%	8%
Net: Very/ Fairly	74%	87%	67%	78%	62%	61%	71%
Net: Not very/ Not at all	19%	9%	24%	13%	33%	28%	21%

In general, to what extent, if at all, would you say that
 people in the city where you live are.... -

Generous

Unweighted base	1560	100	101	87	106	113	109
Base: All City Adults	1560	100	101	87	106	113	109
Very	11%	8%	5%	10%	4%	1%	5%
**Fairly **	51%	63%	51%	55%	50%	39%	44%
**Not very **	21%	19%	19%	14%	30%	32%	30%
**Not at all **	3%	-	4%	3%	3%	6%	5%
Don't know	14%	10%	21%	19%	13%	23%	15%
Net: Very/ Fairly	62%	71%	56%	65%	54%	40%	49%
Net: Not very/ Not at all	24%	19%	23%	16%	34%	38%	35%