

## YouGov - Christmas pantomimes

Sample Size: 1720 adults in GB  
Fieldwork: 2nd - 5th December 2022

	Gender		Age				
	Total	Male	Female	18-24	25-49	50-64	65+
<b>Weighted Sample</b>	<b>1720</b>	832	888	181	710	425	404
<b>Unweighted Sample</b>	<b>1720</b>	734	986	134	708	424	454
	%	%	%	%	%	%	%

### How do you feel about Christmas pantomimes?

I love them	14	10	18	14	13	15	16
I like them	29	25	33	20	30	30	29
<b>TOTAL LOVE / LIKE</b>	<b>43</b>	<b>35</b>	<b>51</b>	<b>34</b>	<b>43</b>	<b>45</b>	<b>45</b>
I neither like nor dislike them	34	39	30	22	33	36	40
I dislike them	10	11	9	16	9	10	8
I hate them	7	9	5	5	8	7	6
<b>TOTAL DISLIKE / HATE</b>	<b>17</b>	<b>20</b>	<b>14</b>	<b>21</b>	<b>17</b>	<b>17</b>	<b>14</b>
Don't know	6	6	6	24	6	2	1

### Do you intend to watch a Christmas pantomime this year?

I do	13	10	15	9	14	13	11
I do not	72	73	70	62	71	76	71
I have already watched one this year	2	2	1	7	2	0	0
Don't know	14	14	14	22	13	10	17

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	Social Grade			Region				
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1720</b>	980	740	208	576	372	415	150
<b>Unweighted Sample</b>	<b>1720</b>	1012	708	153	604	387	425	151
	%	%	%	%	%	%	%	%

### How do you feel about Christmas pantomimes?

I love them	14	14	15	10	14	14	16	14
I like them	29	32	25	32	29	27	28	28
<b>TOTAL LOVE / LIKE</b>	<b>43</b>	<b>46</b>	<b>40</b>	<b>42</b>	<b>43</b>	<b>41</b>	<b>44</b>	<b>42</b>
I neither like nor dislike them	34	33	36	31	36	36	33	34
I dislike them	10	10	9	10	11	9	9	10
I hate them	7	6	9	9	5	8	9	7
<b>TOTAL DISLIKE / HATE</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>17</b>
Don't know	6	5	7	7	5	5	6	7

### Do you intend to watch a Christmas pantomime this year?

I do	13	14	11	9	12	12	14	15
I do not	72	73	70	72	73	72	69	73
I have already watched one this year	2	1	2	0	2	2	2	1
Don't know	14	12	17	19	13	14	15	11

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	Gender		Age				
	Total	Male	Female	18-24	25-49	50-64	65+
<b>Weighted Sample</b>	<b>1720</b>	832	888	181	710	425	404
<b>Unweighted Sample</b>	<b>1720</b>	734	986	134	708	424	454
	%	%	%	%	%	%	%

Which, if any, of the following is your favourite Christmas pantomime?

[Asked to those who love or like Christmas pantomimes; n=769]

Cinderella	19	10	25	17	14	17	32
Jack and the Beanstalk	11	13	9	17	11	10	9
Aladdin	9	12	7	7	7	11	9
Peter Pan	5	4	5	4	6	5	3
Snow White	5	6	5	0	4	5	9
Beauty and the Beast	4	3	4	8	5	1	2
Dick Whittington	4	5	4	4	4	5	3
The Wizard of Oz	3	1	4	3	2	3	2
Robin Hood	2	4	1	0	4	0	1
Sleeping Beauty	2	1	2	0	2	2	1
Mother Goose	1	1	1	0	1	1	2
Puss In Boots	1	2	1	5	1	0	1
Other	2	3	1	5	2	1	1
Don't know	33	37	30	30	35	37	24

For the following question, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option. Thinking about the Christmas present(s) you intend to buy for people this year...

How many, if any, of these presents have you bought so far?

All of them	12	11	14	10	12	12	14
Most of them	27	21	32	27	27	27	26
Some of them	29	27	30	23	27	30	33
None of them	19	24	13	14	20	20	16
Not applicable – I don't intend to buy any Christmas presents this year	11	14	8	17	10	10	11
Don't know	3	4	2	9	4	1	1

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	Social Grade			Region				
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1720</b>	<b>980</b>	<b>740</b>	<b>208</b>	<b>576</b>	<b>372</b>	<b>415</b>	<b>150</b>
<b>Unweighted Sample</b>	<b>1720</b>	<b>1012</b>	<b>708</b>	<b>153</b>	<b>604</b>	<b>387</b>	<b>425</b>	<b>151</b>
	%	%	%	%	%	%	%	%

Which, if any, of the following is your favourite Christmas pantomime?

[Asked to those who love or like Christmas pantomimes; n=769]

Cinderella	19	21	17	19	22	23	16	12
Jack and the Beanstalk	11	11	11	9	7	14	13	16
Aladdin	9	9	8	5	10	7	10	10
Peter Pan	5	5	4	5	6	2	5	5
Snow White	5	5	7	4	6	7	5	2
Beauty and the Beast	4	4	3	0	4	1	5	7
Dick Whittington	4	4	4	9	4	4	2	4
The Wizard of Oz	3	2	4	3	3	2	4	3
Robin Hood	2	2	2	4	2	1	3	0
Sleeping Beauty	2	2	2	2	2	1	2	3
Mother Goose	1	1	1	1	1	1	1	2
Puss In Boots	1	1	2	0	1	3	1	0
Other	2	2	1	2	1	2	1	5
Don't know	33	32	33	37	32	33	32	31

For the following question, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option. Thinking about the Christmas present(s) you intend to buy for people this year...

How many, if any, of these presents have you bought so far?

All of them	12	13	12	10	13	11	13	13
Most of them	27	27	27	15	24	31	31	30
Some of them	29	30	27	30	31	24	29	31
None of them	19	19	18	28	18	20	14	16
Not applicable – I don't intend to buy any Christmas presents this year	11	10	12	14	11	10	10	9
Don't know	3	2	4	3	3	4	2	1