

December Holidays Survey

CATI Fieldwork : May 13th-14th 2009

Absolutes/col percents

Table 1

Q.1 Thinking about the December holidays, how strongly would you agree or disagree with each of the following statements....

Christmas should be renamed to reflect our multicultural society

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	432	579	54	128	188	194	209	238	309	243	160	299	242	268	259	152	90
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	242	265	265	250	143	89
Net: Agree	140 14%	68 14%	72 14%	38 32%	16 10%	37 19%	17 10%	13 9%	19 9%	32 12%	34 12%	31 15%	43 18%	43 16%	34 13%	33 13%	14 10%	17 19%
Agree strongly	57 6%	26 5%	31 6%	15 13%	7 4%	12 6%	8 5%	8 5%	7 3%	13 5%	18 6%	11 5%	15 6%	21 8%	11 4%	10 4%	9 7%	6 7%
Agree	83 8%	42 9%	41 8%	23 20%	9 6%	25 12%	8 5%	5 3%	13 6%	19 7%	16 6%	21 10%	27 11%	22 8%	23 9%	22 9%	5 3%	11 12%
Disagree	203 20%	94 19%	109 21%	29 24%	37 23%	36 18%	37 22%	25 17%	40 19%	45 17%	57 20%	51 24%	50 21%	48 18%	59 22%	44 17%	33 23%	19 21%
Disagree strongly	644 64%	308 63%	336 64%	48 40%	103 64%	125 63%	112 66%	111 74%	145 69%	184 70%	195 67%	122 57%	143 59%	171 65%	163 62%	168 67%	92 65%	50 56%
Net: Disagree	847 84%	402 83%	445 85%	77 64%	140 87%	161 80%	149 87%	136 90%	185 88%	228 87%	253 86%	173 82%	193 80%	219 83%	223 84%	211 85%	125 88%	69 77%
No opinion	24 2%	15 3%	9 2%	5 4%	5 3%	2 1%	5 3%	2 1%	5 3%	3 1%	6 2%	8 4%	6 3%	3 1%	8 3%	6 2%	3 2%	3 4%

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Table 2

Q.1 Thinking about the December holidays, how strongly would you agree or disagree with each of the following statements....

Christmas should be called Christmas because we are still a Christian country

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	432	579	54	128	188	194	209	238	309	243	160	299	242	268	259	152	90
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	242	265	265	250	143	89
Net: Agree	858 85%	418 86%	440 84%	94 78%	118 73%	168 84%	152 89%	132 88%	195 93%	220 84%	237 81%	180 85%	220 91%	210 79%	236 89%	220 88%	120 84%	72 81%
Agree strongly	616 61%	299 62%	316 60%	46 38%	74 46%	114 57%	118 69%	104 69%	160 76%	164 62%	162 55%	131 62%	158 65%	159 60%	169 64%	153 61%	88 62%	47 53%
Agree	242 24%	119 24%	123 23%	48 40%	44 27%	54 27%	33 20%	28 19%	35 16%	56 21%	75 26%	49 23%	62 26%	51 19%	67 25%	67 27%	32 22%	25 28%
Disagree	78 8%	29 6%	49 9%	17 14%	25 16%	18 9%	8 5%	4 3%	6 3%	20 8%	36 12%	15 7%	7 3%	31 12%	13 5%	14 6%	12 9%	7 8%
Disagree strongly	48 5%	22 5%	26 5%	8 7%	9 6%	12 6%	3 2%	10 7%	5 2%	15 6%	15 5%	9 4%	10 4%	15 6%	9 3%	10 4%	8 6%	5 5%
Net: Disagree	126 12%	51 10%	75 14%	25 21%	35 22%	30 15%	11 7%	15 10%	11 5%	35 13%	51 17%	24 11%	16 7%	46 17%	22 8%	24 10%	21 14%	12 14%
No opinion	27 3%	16 3%	11 2%	1 1%	8 5%	3 2%	8 4%	3 2%	4 2%	8 3%	5 2%	8 4%	6 3%	8 3%	6 2%	6 2%	2 2%	5 5%

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Table 3

Q.1 Thinking about the December holidays, how strongly would you agree or disagree with each of the following statements....

Christmas should be called Christmas even though we are no longer a Christian country

Base: All respondents

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	432	579	54	128	188	194	209	238	309	243	160	299	242	268	259	152	90
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	242	265	265	250	143	89
Net: Agree	774 77%	365 75%	410 78%	93 78%	131 82%	150 75%	130 76%	118 78%	152 72%	200 76%	222 76%	170 80%	182 75%	212 80%	212 80%	186 74%	105 74%	59 66%
Agree strongly	543 54%	253 52%	290 55%	49 41%	84 52%	100 50%	96 57%	91 61%	123 58%	137 52%	146 50%	131 62%	129 53%	152 58%	154 58%	140 56%	63 44%	34 39%
Agree	231 23%	112 23%	119 23%	44 37%	48 30%	50 25%	33 20%	26 17%	29 14%	63 24%	77 26%	39 18%	53 22%	60 23%	58 22%	46 19%	42 30%	24 27%
Disagree	88 9%	41 8%	47 9%	12 10%	18 11%	17 8%	14 8%	7 5%	20 10%	21 8%	29 10%	16 8%	21 9%	24 9%	19 7%	21 8%	18 12%	6 6%
Disagree strongly	119 12%	63 13%	55 11%	13 11%	9 6%	27 13%	22 13%	17 11%	30 15%	38 14%	35 12%	17 8%	29 12%	24 9%	28 10%	31 13%	16 12%	19 22%
Net: Disagree	206 20%	104 21%	102 19%	25 21%	27 17%	44 22%	36 21%	24 16%	50 24%	59 22%	64 22%	33 16%	51 21%	48 18%	47 18%	52 21%	34 24%	25 28%
No opinion	30 3%	16 3%	14 3%	1 1%	2 1%	7 3%	4 3%	9 6%	7 4%	4 2%	7 2%	9 4%	9 4%	5 2%	6 2%	12 5%	3 2%	5 6%