22-087220-48 - NAUGHTY OR NICE
DECEMBER 2023
PUBLIC
IPSOS

5 Dec 2023

Table 1
Q1 - Who from the following list would you expect to be on Santa's nice list this year?

Base: All adults aged 16-75 in Great Britain

5 Dec 2023

Table 2
Q1 - Who from the following list would you expect to be on Santa's nice list this year?

Base: All adults aged 16-75 in Great Britain

	TOTAL	REGION NORTH EAST (a)	NORTH WEST (b)	YORKS & HUMBER (c)	WEST MIDLANDS (d)	EAST MIDLANDS (e)	EAST OF ENGLAND (f)	SOUTH WEST (g)	SOUTH EAST (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	URBAN (l)	RURAL (m)	MARITAL STATUS MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	HOUSEHOLD SIZE 1 (q)	2 (r)	3 (s)	4+ (t)
UNWEIGHTED BASE	2170	92	298	186	208	164	204	184	288	310	106	130	1830	340	1215	743	212	455	723	435	557
WEIGHTED BASE	2170																				
NHS staff	1058 49%																				
David Attenborough	837 39%																				
Martin Lewis	780 36%																				
Teachers	733 33%																				
England Women's Football team	649 30%																				
Judi Dench	614 28%																				
Catherine, Princess of Wales	604 28%																				
Prince William, Prince of Wales	569 26%																				
Adele	442 20%																				
Taylor Swift	435 20%																				
President Zelenskyy	428 20%																				
Elton John	423 20%																				
Alison Hammond	408 19%																				
David Beckham	406 19%																				
King Charles III	386 18%																				
Greta Thunberg	357 16%																				
Barbie	336 15%																				
Angela Rippon	332 15%																				
Davina McCall	306 14%																				
Josie Gibson	306 14%																				
Queen Camilla	303 14%																				
Gary Lineker	301 14%																				
Marv Earps	263 12%																				
Sam Thompson	209 10%																				
Trade unions	200 9%																				
Hannah Waddingham	183 8%																				
Nigel Farage	169 8%																				
Keir Starmer	150 7%																				
Prince Harry, Duke of Sussex	141 6%																				
Joe Biden	135 6%																				
Just Stop Oil	130 6%																				
Elon Musk	131 6%																				
Sadiq Khan	120 6%																				
Ellie Iorach	118 5%																				
Humza Yousaf	114 5%																				
Rory Stewart	114 5%																				
Chat GPT	108 5%																				
Rishi Sunak	92 4%																				
Boris Johnson	89 4%																				
Donald Trump	88 4%																				
Nicola Sturgeon	83 4%																				
Suella Braverman	81 4%																				
Alastair Campbell	76 3%																				
Liz Truss	46 2%																				
Vladimir Putin	37 2%																				
Luis Rubiales (former head of the Spanish Football Association)	24 1%																				
Other (Please specify)	26 1%																				
Don't know	215 10%																				
None of these	160 7%																				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p - q/r/s/t
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 3
Q1 - Who from the following list would you expect to be on Santa's nice list this year?

Base: All adults aged 16-75 in Great Britain

5 Dec 2023

	TOTAL	EDUCATION		EMPLOYMENT STATUS			INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY			GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE	
		NON GRADUATES	GRADUATES	WORKING	NOT WORKING		UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	PREFER NOT TO SAY	ANY	NONE	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)		(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
UNWEIGHTED BASE	2170	1342	828	1381	779		112	575	468	454	161	669	1501	1868	300	513	605	133	671	912	635
WEIGHTED BASE	2170	1377	793	1459	711		488	585	518	394	175	655	1515	1868	266	560	597	138*	656	893	678
	100%	63%	37%	67%	33%		22%	27%	24%	18%	8%	30%	70%	87%	12%	26%	28%	6%*	30%	41%	31%
NHS staff	1054 49%	654 48%	400 50%	681 47%	373 52%		242 50%	276 46%	255 49%	194 49%	87 50%	287 44%	767 51%	948 50%	102 38%	222 40%	341 57%	72 52%	331 50%	491 55%	299 44%
David Attenborough	837 39%	517 38%	321 40%	558 38%	280 39%		177 36%	217 40%	206 40%	171 43%	66 38%	220 34%	617 41%	775 41%	60 22%	215 38%	255 43%	67 49%	228 35%	390 44%	254 38%
Martin Lewis	780 36%	476 35%	304 38%	523 36%	257 36%		138 28%	203 34%	216 42%	158 40%	64 37%	195 30%	585 39%	729 39%	47 18%	227 41%	252 42%	56 40%	199 30%	374 42%	276 41%
Teachers	711 33%	411 30%	300 38%	458 31%	252 35%		142 29%	189 32%	183 35%	144 37%	53 30%	210 32%	500 33%	639 34%	76 29%	128 23%	247 41%	52 37%	218 33%	352 40%	177 26%
England Women's football team	643 30%	408 30%	236 30%	412 28%	231 32%		119 24%	179 30%	174 34%	120 31%	51 29%	172 26%	471 31%	586 31%	53 20%	182 33%	197 33%	45 33%	170 26%	294 33%	214 32%
Judi Dench	614 28%	375 27%	239 30%	383 26%	231 32%		123 25%	158 27%	168 32%	115 29%	49 28%	128 20%	485 32%	585 31%	24 9%	179 32%	202 34%	53 38%	136 21%	314 35%	206 30%
Catherine, Princess of Wales	604 28%	385 28%	219 28%	380 26%	224 32%		124 25%	170 29%	151 29%	110 28%	49 28%	152 23%	452 30%	569 30%	33 12%	250 45%	122 20%	48 34%	142 21%	225 25%	269 40%
Prince William, Prince of Wales	569 26%	371 27%	199 25%	359 25%	211 30%		118 24%	147 25%	156 30%	100 25%	48 28%	152 23%	417 28%	535 28%	33 12%	238 43%	109 18%	41 31%	133 20%	199 23%	242 36%
Adele	442 20%	292 21%	150 19%	289 20%	153 22%		96 20%	115 19%	109 21%	92 23%	31 18%	143 22%	299 20%	385 20%	56 21%	96 17%	139 23%	34 25%	132 20%	167 19%	136 20%
Taylor Swift	436 20%	300 22%	166 21%	316 22%	116 16%		84 17%	103 17%	113 22%	100 25%	32 18%	127 19%	341 22%	381 20%	53 20%	111 20%	133 22%	36 26%	130 20%	199 22%	123 18%
President Zelenskyy	436 20%	165 12%	178 22%	275 19%	133 19%		83 17%	107 18%	98 19%	77 20%	33 18%	83 13%	335 22%	408 22%	15 6%	133 24%	136 23%	36 26%	113 17%	195 22%	168 25%
Elton John	423 20%	265 19%	158 20%	283 19%	141 20%		89 18%	114 19%	110 21%	82 21%	29 16%	123 19%	300 20%	399 21%	24 9%	112 20%	160 27%	27 19%	115 17%	192 22%	124 18%
Alison Hammond	408 19%	248 18%	160 20%	278 19%	130 18%		80 16%	101 17%	101 19%	89 22%	37 21%	107 16%	301 20%	369 20%	37 14%	110 20%	126 21%	36 19%	103 16%	176 20%	133 20%
David Beckham	406 19%	268 19%	138 17%	288 20%	118 17%		74 15%	106 18%	105 20%	97 25%	24 14%	130 20%	276 18%	372 20%	33 12%	133 24%	122 20%	29 21%	90 14%	153 17%	143 21%
King Charles III	388 18%	239 17%	149 19%	237 16%	151 21%		79 16%	106 18%	93 18%	79 20%	32 18%	93 14%	295 19%	349 19%	39 14%	154 28%	89 15%	38 27%	74 11%	157 18%	168 25%
Greta Thunberg	357 16%	194 14%	162 20%	227 16%	130 18%		65 13%	94 16%	88 17%	77 19%	34 19%	91 14%	265 18%	318 17%	36 13%	42 7%	166 28%	25 18%	101 15%	215 24%	60 9%
Barbie	336 15%	209 15%	127 16%	238 16%	98 14%		62 13%	85 14%	88 17%	72 18%	29 16%	119 18%	217 14%	284 15%	50 19%	54 10%	116 19%	15 11%	123 19%	146 16%	68 10%
Amelia Rosson	332 15%	207 15%	126 16%	209 14%	123 17%		60 12%	92 15%	87 17%	59 15%	34 20%	64 10%	268 18%	320 17%	9 3%	119 21%	87 15%	34 25%	63 10%	167 19%	122 18%
Davina McCall	306 14%	192 14%	114 14%	216 15%	91 13%		57 12%	74 13%	74 14%	64 16%	26 15%	90 14%	217 14%	281 15%	21 8%	85 15%	96 16%	24 17%	77 12%	141 16%	96 14%
Josie Gibson	304 14%	216 16%	88 11%	195 13%	109 15%		64 13%	78 13%	75 15%	52 13%	35 20%	83 13%	221 15%	291 16%	11 4%	96 17%	80 13%	17 12%	80 12%	113 13%	120 18%
Queen Camilla	303 14%	177 13%	126 16%	194 13%	109 15%		57 12%	82 14%	73 14%	64 16%	27 15%	75 12%	228 15%	291 15%	11 4%	146 26%	65 11%	24 18%	49 8%	119 13%	150 22%
Gary Lineker	299 14%	173 13%	126 16%	201 14%	98 14%		65 13%	74 13%	65 13%	45 12%	17 10%	91 14%	214 14%	273 15%	24 10%	45 8%	136 23%	33 24%	70 11%	171 19%	63 9%
Mary Earps	262 12%	150 11%	104 13%	198 14%	65 9%		49 9%	76 13%	70 13%	50 13%	18 10%	80 12%	182 12%	246 13%	16 6%	15 3%	114 19%	10 7%	55 8%	128 14%	28 4%
Sam Thompson	209 10%	137 10%	72 9%	148 10%	61 9%		33 7%	58 10%	53 10%	50 13%	16 9%	80 12%	129 9%	195 10%	13 5%	63 11%	55 9%	9 6%	63 10%	75 8%	68 10%
Trade unions	200 9%	107 8%	93 12%	126 9%	74 10%		43 9%	55 9%	53 10%	37 9%	11 6%	43 6%	157 10%	182 10%	16 6%	15 3%	114 19%	10 7%	55 8%	128 14%	28 4%
Hannah Waddingham	183 8%	97 7%	86 11%	124 9%	58 8%		25 5%	48 8%	46 9%	49 12%	15 8%	41 6%	142 9%	174 9%	9 3%	57 10%	63 11%	27 20%	28 4%	105 12%	59 9%
Naní Fosson	169 8%	118 9%	51 6%	104 7%	65 9%		36 7%	55 9%	43 8%	24 6%	11 6%	45 7%	124 8%	157 8%	9 3%	96 17%	13 2%	4 3%	51 8%	28 3%	115 17%
Keir Starmer	150 7%	75 5%	75 9%	96 7%	53 7%		29 6%	42 7%	42 8%	35 9%	8 4%	43 6%	106 7%	134 7%	5 2%	14 2%	92 15%	15 11%	24 4%	103 12%	22 3%
Prince Harry, Duke of Sussex	141 6%	89 6%	52 7%	91 6%	49 7%		31 6%	47 8%	36 7%	21 5%	5 3%	48 7%	93 6%	127 7%	13 5%	29 5%	48 8%	11 8%	44 7%	62 7%	29 4%
Joe Biden	135 6%	68 5%	67 8%	86 6%	48 7%		24 5%	30 5%	36 7%	34 9%	10 6%	41 6%	94 6%	116 6%	18 7%	27 5%	51 9%	14 10%	32 5%	79 9%	30 4%
Just Stop Oil	130 6%	67 5%	63 8%	84 6%	47 7%		23 5%	36 6%	39 7%	27 7%	5 3%	26 4%	104 7%	120 6%	10 4%	7 1%	64 11%	14 10%	43 7%	94 11%	14 2%
Elon Musk	121 6%	73 5%	48 6%	92 6%	29 4%		29 6%	33 6%	27 5%	27 7%	5 3%	56 9%	66 4%	103 6%	18 7%	31 5%	34 6%	7 5%	42 6%	38 4%	42 6%
Sadiq Khan	130 6%	65 5%	65 8%	76 5%	44 6%		34 7%	35 6%	35 7%	25 6%	8 4%	53 8%	68 4%	95 5%	22 8%	13 2%	44 7%	9 6%	34 5%	81 9%	16 2%
Ella Leach	119 5%	74 5%	44 6%	87 6%	31 4%		24 5%	27 5%	34 7%	17 4%	13 7%	35 5%	83 5%	110 6%	6 2%	44 8%	30 5%	14 7%	37 6%	47 5%	43 6%
Humza Yousaf	114 5%	58 5%	55 7%	76 5%	38 5%		23 5%	30 5%	32 6%	24 6%	5 3%	35 5%	79 5%	89 5%	22 8%	23 4%	50 8%	5 4%	30 5%	78 9%	21 3%
Rory Stewart	114 5%	66 5%	47 6%	73 5%	41 6%		24 5%	33 6%	34 7%	17 4%	4 2%	32 5%	82 5%	104 6%	8 3%	28 5%	44 7%	11 8%	28 4%	72 8%	25 4%
Chat GPT	108 5%	60 4%	48 6%	77 5%	31 4%		15 3%	24 4%	35 7%	26 7%	7 4%	40 6%	68 5%	74 4%	32 12%	28 5%	34 6%	4 3%	41 6%	39 4%	28 4%
Rishi Sunak	92 4%	44 3%	48 6%	63 4%	28 4%		20 4%	22 4%	20 4%	21 5%	7 4%	38 6%	53 4%	70 4%	21 8%	49 9%	11 2%	8 6%	18 3%	28 3%	37 5%
Boris Johnson	89 4%	52 4%	37 5%	63 4%	26 4%		18 4%	22 4%	21 4%	25 6%	4 2%	37 6%	53 3%	76 4%	13 5%	43 8%	16 3%	2 1%	23 4%	24 3%	42 6%
Donald Trump	88 4%	55 4%	32 4%	65 4%	23 3%		25 5%	18 3%	17 3%	15 4%	6 4%	25 4%	63 4%	76 4%	11 4%	33 6%	16 3%	4 3%	31 5%	21 2%	45 7%
Nicola Sturgeon	83 4%	50 4%	33 4%	52 4%	30 4%		23 5%	14 2%	24 5%	16 4%	5 3%	20 3%	62 4%	74 4%	8 3%	10 2%	26 4%	8 6%	34 5%	48 5%	15 2%
Suella Braverman	81 4%	50 4%	31 4%	50 3%	31 4%		24 5%	16 3%	27 5%	10 2%	4 2%	17 3%	64 4%	77 4%	4 1%	50 9%	7 1%	4 3%	19 3%	14 2%	52 8%
Alastair Campbell	76 3%	30 2%	45 6%	52 4%	24 3%		12 2%	11 2%	25 5%	22 5%	5 3%	25 4%	51 3%	67 4%	8 3%	20 4%	33 6%	10 7%	10 2%	48 5%	14 2%
Liz Truss	45 2%	26 2%	19 2%	31 2%	13 2%		15 3%	10 2%	10 2%	8 2%	2 1%	13 2%	32 2%	38 2%	5 2%	20 4%	9 2%	6 5%	8 1%	10 1%	24 4%
Vladimir Putin	37 2%	18 1%	19 2%	26 2%	11 1%		8 2%	6 1%	8 2%	11 3%	3 1%	11 2%	16 1%	26 1%	8 3%	11 2%	14 2%	1 1%	7 1%	15 2%	14 2%
Luis Rubiales (former head of the Spanish Football Association)	24 1%	11 1%	13 2%	17 1%	7 1%		6 1%	8 1%	3 1%	3 1%	3 2%	5 1%	19 1%	19 1%	5 2%	8 1%	5 1%	2 2%	7 1%	9 1%	9 1%
Other (Please specify)	26 1%	20 1%	6 1%	13 1%	13 2%		3 1%	11 2%	3 1%	3 1%	5 3%	10 1%	16 1%	21 1%	5 2%	9 2%	4 1%	1 1%	12 2%	13 1%	6 1%
Don't know	215 10%	156 11%	58 7%	138 9%	76 11%		68 14%	57 10%	36 7%	32 8%	21 12%	50 8%	164 11%	186 10%	27 10%	60 11%	51 9%	11 8%	64 10%	63 7%	45 7%
None of these	160 7%	122 9%	39 5%	107 7%	54 8%		47 10%	40 7%	33 6%	27 7%	12 7%	46 7%	115 8%	135 7%	20 7%	40 7%	25 4%	5 3%	44 7%	44 5%	61 9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g/h/i - j/k - l/m - n/o/p/q/r - r/s
Overlap formulae used. * small base

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5 Dec 2023

Table 4
Q2 - Who from the following would you expect to be on Santa's naughty list this year?

Base: All adults aged 16-75 in Great Britain

| | | GENDER | | AGE | | | | | AGE | | | | GENERATIONS | | | | SOCIAL GRADE | |
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)
UNWEIGHTED BASE	2170	1035	1108	375	411	383	412	585	690	795	685	334	618	608	596	1259	911
WEIGHTED BASE	2170	1059	1084	261	411	380	392	727	661	782	727	312	636	563	658	1239	931
	100%	49%	55%	12%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	30%	57%	43%
Vladimir Putin	1288	613	650	123	215	206	250	486	338	456	486	159	330	350	441	742	538
	59%	58%	60%	49%	52%	53%	64%	67%	51%	58%	67%	51%	52%	62%	67%	60%	58%
Donald Trump	1103	487	602	118	185	183	210	407	303	393	407	146	287	304	366	661	442
	51%	46%	60%	47%	45%	47%	53%	56%	46%	50%	56%	47%	45%	54%	56%	53%	48%
Boris Johnson	996	454	529	109	160	152	203	373	268	355	373	132	246	285	333	592	404
	46%	43%	49%	44%	39%	39%	52%	51%	41%	45%	51%	42%	39%	51%	51%	48%	43%
Rishi Sunak	873	419	439	116	103	140	177	330	219	317	330	143	200	236	144	464	370
	40%	40%	41%	47%	30%	38%	45%	37%	42%	41%	37%	45%	39%	42%	37%	40%	61%
Liz Truss	778	400	366	91	126	126	150	292	207	276	292	96	208	214	261	495	303
	36%	38%	34%	33%	31%	33%	38%	40%	31%	36%	40%	31%	33%	38%	40%	36%	33%
Suella Braverman	742	358	369	67	92	118	179	286	159	286	286	78	165	240	259	470	272
	34%	38%	34%	27%	23%	30%	46%	39%	24%	38%	39%	25%	26%	43%	39%	38%	29%
Just Stop Oil	711	379	325	73	90	101	147	300	164	248	300	84	151	205	271	398	314
	33%	36%	30%	29%	22%	26%	37%	41%	25%	32%	41%	27%	24%	36%	41%	32%	34%
Nigel Farage	700	338	369	74	126	115	145	240	196	260	240	95	192	198	215	443	257
	32%	30%	34%	28%	31%	30%	37%	33%	30%	33%	33%	30%	30%	35%	33%	36%	28%
Elon Musk	651	306	330	72	110	108	135	226	181	243	226	92	176	181	202	400	251
	30%	29%	30%	29%	27%	28%	34%	31%	27%	31%	31%	29%	28%	32%	31%	32%	27%
Nicola Sturgeon	646	338	302	41	76	97	146	286	117	243	286	48	132	203	242	371	275
	30%	32%	28%	16%	19%	25%	37%	39%	18%	31%	39%	15%	21%	36%	40%	30%	29%
Prince Harry, Duke of Sussex	577	279	292	37	68	74	132	266	105	206	266	43	113	173	248	329	249
	27%	26%	27%	15%	16%	19%	34%	37%	16%	26%	37%	14%	18%	31%	38%	27%	27%
Sadiq Khan	562	313	243	41	75	95	116	235	116	211	235	53	135	163	211	296	266
	26%	30%	22%	16%	18%	24%	30%	32%	18%	27%	32%	17%	21%	29%	32%	24%	29%
Luis Rubiales (former head of the Spanish Football Association)	549	282	259	41	67	80	128	232	108	208	232	56	112	174	207	344	204
	25%	27%	24%	16%	16%	21%	33%	32%	16%	27%	32%	18%	18%	31%	31%	28%	22%
Keir Starmer	451	222	221	50	75	69	85	171	125	155	171	62	120	108	160	253	198
	21%	21%	20%	20%	18%	18%	22%	24%	19%	20%	24%	20%	19%	19%	24%	20%	21%
Joe Biden	400	206	187	62	81	69	77	111	143	146	111	75	123	100	102	199	200
	18%	19%	17%	25%	20%	18%	20%	15%	22%	19%	15%	24%	19%	18%	16%	16%	22%
Greta Thunberg	382	233	147	34	40	47	84	178	74	131	178	39	66	109	168	188	194
	18%	22%	14%	14%	10%	12%	21%	24%	11%	17%	24%	13%	10%	19%	26%	15%	21%
Trade unions	350	193	156	26	34	49	78	163	60	127	163	31	62	110	146	187	163
	16%	18%	14%	10%	8%	13%	20%	22%	9%	16%	22%	10%	10%	20%	22%	15%	17%
Humza Yousaf	295	182	109	30	29	37	67	131	59	104	131	36	49	89	121	149	146
	14%	17%	10%	12%	7%	9%	17%	18%	9%	13%	18%	12%	8%	16%	18%	12%	16%
King Charles III	274	122	143	56	58	47	47	66	114	94	66	63	91	60	58	147	128
	13%	12%	13%	22%	14%	12%	12%	9%	17%	12%	9%	20%	14%	11%	9%	12%	14%
Queen Camilla	265	117	143	34	56	44	51	79	90	95	79	43	87	61	73	144	121
	12%	11%	13%	14%	14%	11%	13%	11%	14%	12%	11%	14%	14%	11%	11%	12%	13%
Gary Lineker	250	158	91	12	25	38	53	122	37	91	122	13	51	74	111	117	133
	12%	15%	8%	5%	6%	10%	14%	17%	6%	12%	17%	4%	8%	13%	17%	9%	14%
Chat GPT	240	117	116	31	44	32	51	81	75	83	81	39	60	64	77	143	97
	11%	11%	11%	12%	11%	8%	13%	11%	11%	11%	11%	12%	9%	11%	12%	12%	10%
Alastair Campbell	200	129	71	12	21	27	51	89	33	78	89	16	36	70	78	106	94
	9%	12%	7%	5%	5%	7%	13%	12%	5%	10%	12%	5%	6%	12%	12%	9%	10%
President Zelenskyy	185	100	83	26	35	35	32	57	61	67	57	35	54	45	51	86	99
	9%	9%	8%	11%	8%	9%	8%	8%	9%	9%	8%	11%	8%	8%	8%	7%	11%
Prince William, Prince of Wales	167	89	75	34	36	28	30	39	70	57	39	43	51	38	36	90	77
	8%	8%	7%	14%	9%	7%	8%	5%	11%	7%	5%	14%	8%	7%	5%	7%	8%
Catherine, Princess of Wales	130	72	56	17	26	20	28	41	43	47	41	23	39	32	37	80	51
	6%	7%	5%	7%	6%	5%	7%	6%	6%	6%	6%	7%	6%	6%	6%	6%	5%
Alison Hammond	101	62	38	16	15	9	14	46	31	24	46	18	22	17	44	50	51
	5%	6%	3%	6%	4%	2%	4%	6%	5%	3%	6%	6%	3%	3%	7%	4%	6%
Barbie	99	63	35	16	16	16	18	34	31	34	34	18	26	24	30	39	60
	5%	6%	3%	6%	4%	4%	5%	5%	5%	4%	5%	6%	4%	4%	5%	3%	6%
David Beckham	98	53	45	16	16	10	18	39	31	28	39	16	21	27	34	60	38
	5%	5%	4%	6%	4%	3%	5%	5%	5%	4%	5%	5%	3%	5%	5%	5%	4%
Rory Stewart	90	51	38	7	15	17	25	26	22	43	26	9	24	33	24	44	46
	4%	5%	4%	3%	4%	4%	6%	4%	3%	5%	4%	3%	4%	6%	4%	4%	5%
Taylor Swift	87	69	35	14	13	14	14	77	77	58	77	56	13	18	71	45	47
	4%	6%	2%	10%	3%	4%	4%	3%	6%	4%	3%	8%	4%	3%	3%	4%	5%
Elton John	84	55	36	11	13	11	34	56	56	77	36	11	46	11	77	47	37
	4%	5%	3%	7%	2%	3%	4%	4%	4%	3%	3%	7%	2%	3%	3%	4%	4%
Teachers	84	51	33	12	10	13	18	31	21	31	31	12	21	26	26	46	38
	4%	5%	3%	5%	2%	3%	5%	4%	3%	4%	4%	4%	3%	5%	4%	4%	4%
NHS staff	62	44	17	5	13	18	13	14	18	31	14	9	22	21	10	31	31
	3%	4%	2%	2%	3%	5%	3%	2%	3%	4%	2%	3%	3%	4%	2%	3%	3%
Adele	60	38	23	7	13	11	14	17	19	24	17	6	20	14	16	35	31
	3%	4%	2%	3%	3%	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	3%
Davina McCall	59	36	22	11	9	5	9	24	20	15	24	14	10	13	22	28	31
	3%	3%	2%	4%	2%	1%	2%	3%	3%	2%	3%	5%	2%	2%	2%	2%	3%
Martin Lewis	57	40	15	14	10	9	7	17	25	16	17	17	15	10	16	27	31
	3%	4%	1%	6%	3%	2%	2%	2%	4%	2%	2%	5%	2%	2%	2%	2%	3%
Amelia Dimoldenberg	53	38	11	14	14	9	8	7	28	17	7	17	21	11	4	27	26
	2%	4%	1%	6%	3%	2%	2%	1%	4%	2%	1%	5%	3%	2%	1%	2%	3%
Josie Gibson	52	30	20	12	9	11	10	10	22	21	10	13	18	12	9	27	25
	2%	3%	2%	5%	2%	3%	3%	1%	3%	3%	1%	4%	3%	2%	1%	2%	3%
David Attenborough	49	33	16	10	7	10	7	13	31	13	13	13	12	6	13	26	26
	2%	3%	1%	4%	2%	3%	2%	2%	2%	2%	2%	4%	2%	2%	2%	2%	3%
Hannah Waddingham	49	34	14	14	12	7	10	7	26	16	7	16	16	11	6	21	27
	2%	3%	1%	6%	3%	2%	2%	1%	4%	2%	1%	5%	2%	2%	1%	2%	3%
Sam Thompson	48	32	17	7	14	8	12	8	21	20	8	12	14	17	5	18	30
	2%	3%	2%	3%	3%	2%	3%	1%	3%	3%	1%	4%	2%	3%	1%	1%	3%
England Women's football team	48	32	15	7	5	10	15	11	12	24	11	8	12	17	11	24	34
	2%	3%	1%	3%	1%	2%	4%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%
Mary Earps	41	26	14	6	9	8	10	7	16	18	7	9	15	11	6	15	26
	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	1%	1%	3%
Ellie Leach	38	24	14	6	10	8	10	4	16	18	4	8	14	13	3	18	20
	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	*	1%	2%
Judi Dench	37	22	13	9	6	8	7	8	14	15	8	10	11	10	5	22	16
	2%	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%	3%	2%	2%	1%	2%	2%
Other (Please specify)	23	14	9	1	1	1	9	12	2	10	12	2	1	10	11	13	11
	1%	1%	1%	*	*	*	2%	2%	*	1%	2%	1%	*	2%	2%	1%	1%
Don't know	217	95	117	19	56	45	33	63	75	78	63	23	87	50	57	109	107
	10%	9%	11%	8%	14%	12%	8%	9%	11%	10%	9%	7%	14%	9%	9%	9%	12%
None of these	112	49	62	4	23	23	17	45	27	40	45	10	34	26	42	64	48
	5%	5%	6%	2%	6%	6%	4%	6%	4%	5%	6%	3%	5%	5%	6%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/a
Overlap formulae used.

22-087220-48 - NAUGHTY OR NICE
DECEMBER 2023
PUBLIC
IPSOS

5-Dec-2023

Table 5
Q2 - Who from the following would you expect to be on Santa's naughty list this year?

Base: All adults aged 16-75 in Great Britain

		REGION											URBAN		MARITAL STATUS			HOUSEHOLD SIZE			
	TOTAL	NORTH EAST (a)	NORTH WEST (b)	YORKS & HUMBER (c)	WEST MIDLANDS (d)	EAST MIDLANDS (e)	EAST OF ENGLAND (f)	SOUTH WEST (g)	SOUTH EAST (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	URBAN (l)	RURAL (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	1 (q)	2 (r)	3 (s)	4+ (t)
UNWEIGHTED BASE	2170	92	298	181	159	164	204	184	288	310	106	190	1830	340	1215	743	212	455	723	435	557
WEIGHTED BASE	1596	88*	242	182	194	143	211	187	305	310	103*	185	1340	230	1256	687	218	425	777	426	538
	100%	4%*	11%	8%	9%	8%	10%	9%	14%	14%	5%*	9%	85%	15%	58%	32%	10%	20%	36%	20%	25%
Vladimir Putin	1280	55	143	98	118	111	122	122	193	136	69	114	1049	231	755	394	131	251	510	243	276
	59%	63%	59%	54%	61%	68%	58%	65%	63%	44%	67%	62%	57%	70%	60%	57%	60%	59%	66%	57%	51%
Donald Trump	1103	64	120	76	96	93	110	108	157	136	57	106	906	197	625	360	118	221	424	207	252
	51%	51%	49%	42%	50%	57%	52%	58%	51%	44%	55%	57%	49%	60%	50%	52%	54%	52%	54%	48%	47%
Boris Johnson	996	33	116	73	87	73	92	84	155	124	63	98	836	160	568	327	102	212	381	185	218
	46%	37%	48%	40%	45%	45%	44%	45%	51%	40%	61%	53%	45%	69%	45%	47%	47%	50%	49%	43%	40%
Rishi Sunak	873	37	106	70	80	67	82	74	120	104	47	85	752	121	479	306	88	172	316	169	215
	60%	42%	44%	38%	41%	41%	39%	40%	40%	34%	46%	46%	41%	37%	38%	44%	40%	40%	41%	39%	40%
Liz Truss	778	32	95	56	76	67	59	70	113	89	42	80	635	144	443	252	83	156	319	149	155
	36%	37%	39%	31%	39%	41%	28%	37%	37%	29%	41%	43%	34%	44%	35%	36%	38%	37%	41%	35%	29%
Suella Braverman	742	22	82	46	69	64	74	63	107	100	35	80	605	137	424	242	76	159	293	140	151
	34%	25%	34%	25%	36%	39%	35%	34%	35%	32%	34%	43%	33%	62%	34%	35%	35%	37%	38%	33%	28%
Just Stop Oil	711	33	87	57	67	57	66	71	103	81	39	52	573	138	441	206	65	127	292	121	171
	33%	37%	36%	31%	34%	35%	31%	38%	34%	26%	38%	28%	31%	62%	35%	30%	30%	30%	38%	28%	32%
Nigel Farage	700	25	76	43	71	52	73	64	91	92	40	74	578	122	371	260	69	147	270	131	152
	32%	29%	31%	24%	36%	32%	34%	34%	30%	30%	39%	40%	31%	37%	30%	37%	32%	34%	35%	31%	28%
Elon Musk	651	22	74	39	55	51	67	54	95	95	35	63	543	107	360	231	60	128	249	125	149
	30%	25%	31%	22%	28%	31%	32%	28%	31%	31%	34%	34%	30%	32%	29%	33%	27%	30%	32%	29%	28%
Nicola Sturgeon	646	33	88	50	73	64	58	65	83	62	28	62	519	127	406	178	71	129	277	139	121
	30%	38%	36%	28%	37%	39%	28%	35%	27%	20%	28%	22%	28%	38%	32%	26%	33%	30%	36%	28%	22%
Prince Harry, Duke of Sussex	577	27	69	46	57	55	43	63	77	61	29	69	458	120	341	176	60	116	251	97	113
	27%	31%	28%	25%	29%	33%	21%	34%	25%	20%	28%	26%	25%	36%	27%	25%	28%	27%	32%	23%	21%
Sadiq Khan	563	23	57	42	44	50	47	52	89	92	31	37	466	96	329	164	69	115	225	103	119
	26%	26%	23%	23%	23%	30%	22%	28%	29%	30%	30%	20%	25%	29%	26%	24%	31%	27%	29%	24%	22%
Luis Rubiales (former head of the Spanish Football Association)	549	21	69	30	53	48	48	58	77	68	27	50	457	92	320	162	66	124	208	111	106
	25%	24%	28%	16%	27%	30%	23%	31%	25%	22%	26%	27%	25%	28%	25%	23%	30%	29%	27%	26%	20%
Keir Starmer	455	16	51	38	36	41	51	46	47	58	74	46	361	95	265	140	45	84	176	97	98
	21%	22%	21%	21%	21%	20%	25%	17%	25%	15%	19%	28%	21%	27%	21%	21%	21%	20%	23%	21%	18%
Joe Biden	400	13	50	27	40	34	31	38	55	56	21	31	344	56	241	112	47	73	143	72	112
	18%	15%	21%	15%	21%	21%	15%	21%	18%	18%	20%	17%	19%	17%	16%	22%	21%	17%	18%	17%	21%
Greta Thunberg	382	12	44	27	41	27	32	42	45	44	26	42	321	61	235	103	45	66	173	70	73
	18%	14%	18%	15%	21%	17%	15%	22%	15%	14%	25%	23%	17%	19%	19%	15%	21%	16%	22%	16%	14%
Trade unions	350	13	41	29	38	42	35	32	43	34	12	31	264	86	222	94	34	56	154	67	73
	16%	15%	17%	16%	20%	26%	17%	17%	14%	11%	12%	16%	14%	26%	18%	13%	16%	13%	20%	16%	14%
Humza Yousaf	295	5	32	20	33	22	23	30	32	41	15	41	237	58	178	87	30	61	129	47	58
	14%	6%	13%	11%	17%	16%	11%	16%	11%	13%	14%	22%	13%	17%	14%	13%	14%	14%	17%	11%	11%
King Charles III	274	10	32	17	24	24	18	26	34	40	15	34	236	38	138	105	31	57	87	61	69
	13%	11%	13%	9%	12%	15%	9%	14%	11%	13%	15%	18%	13%	13%	11%	15%	14%	13%	11%	14%	13%
Queen Camilla	265	7	26	27	22	29	20	27	26	35	14	33	223	42	151	84	30	49	94	60	62
	12%	8%	11%	15%	11%	18%	9%	14%	8%	11%	14%	18%	12%	13%	12%	12%	14%	11%	12%	14%	12%
Gary Lineker	250	12	32	27	19	24	19	27	22	39	16	14	207	43	150	78	22	54	98	54	44
	12%	14%	13%	15%	10%	15%	9%	14%	7%	13%	15%	8%	11%	13%	12%	11%	10%	13%	13%	13%	8%
Chris GET	248	4	33	18	32	30	11	17	40	44	6	14	354	35	151	86	30	51	84	43	43
	11%	5%	13%	10%	13%	6%	11%	9%	13%	14%	6%	10%	11%	11%	11%	12%	9%	12%	11%	10%	12%
Alastair Campbell	200	5	24	9	11	19	16	21	25	35	14	19	150	49	113	65	21	41	75	42	42
	9%	6%	10%	5%	6%	12%	8%	11%	8%	11%	14%	10%	8%	15%	9%	9%	10%	10%	10%	10%	8%
President Zelenskyy	185	4	19	13	23	14	13	13	25	42	9	12	161	24	87	69	29	48	58	31	49
	9%	4%	8%	7%	12%	8%	6%	7%	8%	13%	9%	7%	9%	7%	7%	10%	13%	11%	7%	7%	9%
Prince William, Prince of Wales	167	3	14	11	16	16	14	15	26	20	7	26	143	25	79	72	16	38	57	31	41
	8%	3%	6%	6%	8%	10%	6%	8%	9%	6%	7%	14%	8%	7%	6%	10%	7%	9%	7%	7%	8%
Catherine, Princess of Wales	130	5	13	3	12	8	14	12	18	19	7	19	114	17	66	46	18	30	45	22	34
	6%	6%	5%	2%	6%	5%	7%	7%	6%	6%	7%	10%	6%	5%	5%	7%	8%	7%	6%	5%	6%
Alison Hammond	101	1	13	4	17	7	4	7	14	16	4	13	84	17	58	27	15	25	38	13	25
	5%	1%	6%	2%	9%	4%	2%	4%	5%	5%	4%	7%	5%	5%	5%	4%	7%	6%	5%	3%	5%
Barbie	99	1	4	5	10	8	10	10	10	22	1	7	86	13	53	34	11	19	34	17	28
	5%	3%	2%	3%	5%	5%	5%	5%	6%	7%	1%	4%	5%	6%	4%	5%	5%	4%	4%	4%	5%
David Beckham	98	2	11	9	7	4	4	13	16	17	9	6	80	18	62	28	8	16	38	16	28
	5%	2%	4%	5%	4%	2%	2%	7%	5%	6%	9%	3%	4%	5%	5%	4%	4%	4%	5%	4%	5%
Rory Stewart	90	2	13	4	6	7	6	9	8	15	6	16	74	16	47	30	12	18	28	19	25
	4%	2%	5%	2%	3%	4%	3%	5%	3%	5%	6%	8%	4%	4%	4%	4%	4%	4%	4%	4%	5%
Taylor Swift	87	2	5	6	7	3	7	12	12	18	7	8	76	12	37	46	3	20	30	12	25
	4%	3%	2%	3%	3%	2%	3%	7%	4%	6%	7%	4%	4%	4%	3%	7%	2%	5%	4%	3%	5%
Elton John	84	5	13	4	6	4	5	3	11	17	5	11	72	12	36	40	8	16	26	10	32
	4%	6%	5%	2%	3%	3%	2%	2%	3%	6%	5%	6%	4%	6%	3%	6%	4%	4%	3%	2%	6%
Teachers	84	5	9	5	3	6	7	12	10	16	5	6	66	15	46	30	6	17	31	11	25
	4%	5%	4%	3%	1%	3%	3%	7%	3%	5%	5%	3%	4%	6%	4%	4%	3%	4%	4%	3%	5%
NHS staff	69	7	4	7	5	3	7	6	4	12	7	5	60	13	37	23	8	13	31	6	19
	3%	3%	2%	4%	2%	2%	3%	3%	1%	5%	7%	3%	3%	4%	3%	3%	4%	3%	3%	2%	4%
Adele	60	2	8	3	5	4	3	6	6	15	4	5	52	9	32	24	4	5	27	7	22
	3%	2%	3%	2%	3%	3%	1%	3%	2%	5%	4%	2%	3%	3%	3%	3%	2%	1%	3%	2%	4%
Davina McCall	59	1	6	3	5	5	6	4	6	12	1	8	50	9	26	26	8	14	23	9	13
	3%	1%	3%	2%	3%	3%	3%	2%	2%	4%	1%	4%	3%	3%	2%	4%	4%	3%	3%	2%	2%
Martin Lewis	57	*	4	5	2	10	3	5	8	17	1	3	47	11	31	23	4	7	21	13	17
	3%	*	2%	3%	1%	6%	2%	2%	3%	5%	1%	2%	3%	3%	2%	3%	2%	2%	3%	3%	3%
Amelia Rixson	53	3	2	3	5	3	5	6	9	11	3	4	44	9	27	24	2	9	15	9	20
	2%	3%	1%	2%	2%	2%	2%	3%	3%	4%	3%	2%	3%	4%	2%	3%	1%	2%	2%	2%	4%
Josie Gibson	52	-	4	3	4	4	2	4	11	16	-	5	41	11	24	24	4	6	16	7	23
	2%	-	2%	2%	2%	2%	1%	2%	3%	5%	-	3%	2%	5%	2%	3%	2%	2%	2%	2%	4%
David Attenborough	50	1	9	5	5	4	3	5	6	7	2	3	42	8	23	23	4	11	14	8	17
	2%	1%	4%	3%	3%	3%	1%	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%
Hannah Waddingham	49	-	2	1	5	3	4	8	7	14	1	5	40	9	21	25	2	7	14	8	19
	2%	-	1%	*	2%	2%	2%	4%	2%	4%	1%	3%	3%	4%	2%	4%	1%	2%	2%	2%	4%
Sam Thompson	48	-	5	1	4	4	4	7	5	10	-	5	44	4	23	19	7	8	11	11	16
	2%	-	2%	*	2%	3%	2%	4%	2%	4%	-	3%	2%	1%	2%	3%	3%	2%	1%	3%	3%
England Women's football team	48	3	5	2	3	3	*	5	7	9	-	11	40	7	27	17	3	9	16	8	15
	2%	3%	2%	1%	1%	2%	*	3%	2%	3%	-	6%	2%	3%	2%	2%	2%	2%	2%	2%	3%
Mary Earps	41	1	3	2	5	4	3	5	4	6	1	6	33	7	23	14	3	6	14	9	12
	2%	1%	1%	1%	3%	3%	1%	3%	1%	2%	1%	3%	2%	3%	2%	2%	1%	1%	2%	2%	2%
Ellie Leach	38	1	4	3	3	5	2	3	4	9	1	4	32	6	21	14	2	4	13	7	14
	2%	1%	1%	2%	2%	3%	1%	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%
Judi Dench	37	2	4	3	2	3	1	3	2	9	2	1	34	4	20	13	4	9	6	4	18
	2%	2%	2%	2%	1%	2%	*	2%	1%	3%	2%	1%	3%	2%	2%	2%	2%	2%	1%	1%	3%
Other (Please specify)	23	-	2	-	2	5	3	1	3	1	1	4	17	7	13	6	4	7	11	3	3
	1%	-	1%	-	1%	3%	2%	1%	1%	*	1%	2%	1%	3%	1%	1%	2%	1%	1%	1%	1%
Don't know	217	9	19	15	29	15	26	15	30	31	10	18	187	30	118	75	24	49	77	40	51
	10%	11%	8%	8%	15%	9%	12%	8%	10%	10%	10%	10%	10%	9%	9%	11%	11%	12%	10%	9%	9%
None of these	112	6	20	9	9	6	7	6	12	22	1	13	101	11	71	29	12	29	35	20	29
	5%	7%	8%	5%	5%	4%	3%	3%	4%	7%	1%	7%	5%	5%	6%	4%	6%	7%	4%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p - q/r/s/t
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 6
Q2 - Who from the following would you expect to be on Santa's naughty list this year?

Base: All adults aged 16-75 in Great Britain

5 Dec 2023

	TOTAL	EDUCATION		EMPLOYMENT STATUS		INCOME				CHILDREN IN HOUSEHOLD		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE	
		NON GRADUATES	GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	PREFER NOT TO SAY	ANY	NONE	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g/h/i - j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

22-087220-48 - NAUGHTY OR NICE
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5 Dec 2023

Table 7

Q3 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'?

Base: All adults aged 16-75 in Great Britain

	Alastair Campbell	Rory Stewart
UNWEIGHTED BASE	2170	2170
WEIGHTED BASE	2170	2170
Nice	377	426
	17%	20%
Naughty	544	292
	25%	13%
Don't know	1249	1452
	58%	67%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 8
Q3_1 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'? Alastair Campbell

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGE			GENERATIONS				SOCIAL GRADE	
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)
UNWEIGHTED BASE	2170	1035	1108	275	415	383	412	685	690	795	685	334	638	604	594	1259	911
WEIGHTED BASE	2170	1059	1084	251	411	390	392	727	661	782	727	312	636	563	658	1239	931
	100%	49%	50%	12%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	30%	57%	43%
Nice	377	205	171	45	74	63	72	122	120	135	122	55	114	94	114	237	141
	17%	19%	16%	18%	18%	16%	18%	17%	18%	17%	17%	18%	18%	17%	17%	19% p	15%
Naughty	544	343	196	49	90	97	112	197	139	208	197	63	145	161	175	311	234
	25%	32% b	18%	20%	22%	25%	28% cd	27% c	21%	27% h	27% h	20%	23%	29% kl	27% k	25%	25%
Don't know	1249	511	718	156	247	230	209	407	403	438	407	194	378	308	368	692	557
	58%	48%	66% a	62% f	60%	59%	53%	56%	61%	56%	56%	62% m	59%	55%	56%	56%	60%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 9
Q3_1 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'? Alastair Campbell

Base: All adults aged 16-75 in Great Britain

	TOTAL	REGION											URBAN		MARITAL STATUS			HOUSEHOLD SIZE			
		NORTH EAST (a)	NORTH WEST (b)	YORKS & HUMBER (c)	WEST MIDLANDS (d)	EAST MIDLANDS (e)	EAST OF ENGLAND (f)	SOUTH WEST (g)	SOUTH EAST (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	URBAN (l)	RURAL (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	1 (q)	2 (r)	3 (s)	4+ (t)
UNWEIGHTED BASE	2170	92	248	186	198	164	204	184	288	310	106	190	1830	340	1215	743	212	455	723	435	557
WEIGHTED BASE	2170	88*	242	182	194	163	211	187	305	310	103*	185	1840	330	1256	697	218	425	777	429	538
	100%	4%*	11%	8%	9%	8%	10%	9%	14%	14%	5%*	9%	85%	15%	58%	32%	10%	20%	36%	20%	25%
Nice	377	15	42	30	42	20	46	24	52	65	10	31	317	60	242	94	41	75	126	78	98
	17%	17%	17%	17%	22%	12%	22%	13%	17%	21%	9%	17%	17%	18%	19%	13%	19%	18%	16%	18%	18%
					egj		egj			egj					o						
Naughty	544	32	72	44	34	43	34	63	67	81	31	43	452	92	312	181	51	112	192	107	133
	25%	36%	30%	24%	17%	26%	16%	33%	22%	26%	31%	23%	25%	28%	25%	26%	23%	26%	25%	25%	25%
		dfhk	df				f	dfh		df	df										
Don't know	1249	41	129	107	118	100	131	100	186	164	62	110	1071	178	701	422	126	238	460	244	307
	58%	47%	53%	59%	61%	61%	62%	54%	61%	53%	60%	60%	58%	54%	56%	61%	58%	56%	59%	57%	57%
					a	a	a		a												

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p - q/r/s/t
Overlap formulae used. * small base

Table 10
Q3_1 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'? Alastair Campbell

Base: All adults aged 16-75 in Great Britain

	TOTAL	EDUCATION		EMPLOYMENT STATUS		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE	
		NON GRADUATES	GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	PREFER NOT TO SAY	ANY	NONE	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
UNWEIGHTED BASE	2170	1142	1028	1391	779	512	575	488	414	181	669	1501	1848	300	513	635	133	671	913	635
WEIGHTED BASE	2170	1377	793	1459	711	488	595	518	394	175	655	1515	1884	266	560	597	138*	656	884	678
	100%	63%	37%	67%	33%	22%	27%	24%	18%	8%	30%	70%	87%	12%	26%	28%	6%*	30%	41%	31%
Nice	377	190	187	258	120	70	100	102	85	20	142	236	320	54	95	131	40	86	188	104
	17%	14%	24%	18%	17%	14%	17%	20%	22%	11%	22%	16%	17%	20%	17%	22%	29%	13%	21%	15%
			a					i	ei		k					q	nq		s	
Naughty	544	342	202	387	157	119	151	128	111	36	175	370	487	53	200	126	29	155	211	222
	25%	25%	25%	27%	22%	24%	25%	25%	28%	21%	27%	24%	26%	20%	36%	21%	21%	24%	24%	33%
													m		opq					r
Don't know	1249	845	404	815	434	299	345	288	198	119	339	910	1077	159	264	340	70	414	485	352
	58%	61%	51%	56%	61%	61%	58%	56%	50%	68%	52%	60%	57%	60%	47%	57%	51%	63%	55%	52%
		b			c	h	h			fgh		j				n		nop		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g/h/i - j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

Table 11
Q3_2 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'? Rory Stewart

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGE			GENERATIONS				SOCIAL GRADE	
		MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	ABC1 (o)	C2DE (p)
UNWEIGHTED BASE	2170	1035	1108	275	415	383	412	685	690	795	685	334	638	604	594	1259	911
WEIGHTED BASE	2170	1059	1084	251	411	390	392	727	661	782	727	312	636	563	658	1239	931
	100%	49%	50%	12%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	30%	57%	43%
Nice	426	243	181	52	80	84	69	141	133	153	141	64	129	105	128	281	145
	20%	23% b	17%	21%	20%	21%	18%	19%	20%	20%	19%	21%	20%	19%	19%	23% p	16%
Naughty	292	174	114	37	63	47	54	91	100	101	91	45	91	71	86	157	135
	13%	16% b	11%	15%	15%	12%	14%	13%	15%	13%	13%	14%	14%	13%	13%	13%	15%
Don't know	1452	642	789	161	267	259	269	495	429	528	495	203	417	387	445	801	651
	67%	61%	73% a	64%	65%	66%	69%	68%	65%	68%	68%	65%	66%	69%	68%	65%	70% o

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p
Overlap formulae used.

Table 12
Q3_2 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'? Rory Stewart

Base: All adults aged 16-75 in Great Britain

	TOTAL	REGION											URBAN		MARITAL STATUS			HOUSEHOLD SIZE			
		NORTH EAST (a)	NORTH WEST (b)	YORKS & HUMBER (c)	WEST MIDLANDS (d)	EAST MIDLANDS (e)	EAST OF ENGLAND (f)	SOUTH WEST (g)	SOUTH EAST (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	URBAN (l)	RURAL (m)	MARRIED /LIVING AS (n)	SINGLE (o)	WID/ DIV/ SEP (p)	1 (q)	2 (r)	3 (s)	4+ (t)
UNWEIGHTED BASE	2170	92	248	186	198	164	204	184	288	310	106	190	1830	340	1215	743	212	455	723	435	557
WEIGHTED BASE	2170	88*	242	182	194	163	211	187	305	310	103*	185	1840	330	1256	697	218	425	777	429	538
	100%	4%*	11%	8%	9%	8%	10%	9%	14%	14%	5%*	9%	85%	15%	58%	32%	10%	20%	36%	20%	25%
Nice	426	14	46	37	40	25	39	38	50	83	23	30	362	64	254	122	50	81	144	87	113
	20%	16%	19%	21%	20%	16%	19%	20%	16%	27% ehk	23%	16%	20%	19%	20%	18%	23%	19%	19%	20%	21%
Naughty	292	19	43	20	16	19	22	27	43	49	11	24	243	49	170	98	25	62	104	57	69
	13%	21% cdf	18% df	11%	8%	12%	10%	15%	14%	16% d	11%	13%	13%	15%	14%	14%	11%	15%	13%	13%	13%
Don't know	1452	55	154	124	139	119	150	122	212	178	68	131	1234	217	832	476	144	282	529	285	356
	67%	63%	63%	68% i	71% i	73% i	71% i	65%	69% i	57%	67%	71% i	67%	66%	66%	68%	66%	66%	68%	66%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m - n/o/p - q/r/s/t
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 13

Q3_2 - And if you had to choose, do you think the following people would be on Santa's nice list or Santa's 'naughty list'? Rory Stewart

Base: All adults aged 16-75 in Great Britain

	TOTAL	EDUCATION		EMPLOYMENT STATUS		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE	
		NON GRADUATES	GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000 +	PREFER NOT TO SAY	ANY	NONE	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
UNWEIGHTED BASE	2170	1142	1028	1391	779	512	575	488	414	181	669	1501	1848	300	513	635	133	671	913	635
WEIGHTED BASE	2170	1377	793	1459	711	488	595	518	394	175	655	1515	1884	266	560	597	138*	656	884	678
	100%	63%	37%	67%	33%	22%	27%	24%	18%	8%	30%	70%	87%	12%	26%	28%	6%*	30%	41%	31%
Nice	426	210	216	293	133	74	120	102	108	22	157	269	350	72	111	141	46	108	232	96
	20%	15%	27%	20%	19%	15%	20%	20%	27%	13%	24%	18%	19%	27%	20%	24%	33%	16%	26%	14%
			a						efgi		k			l		q	noq		s	
Naughty	292	181	112	217	75	64	70	88	52	17	90	202	250	40	94	77	22	90	115	115
	13%	13%	14%	15%	11%	13%	12%	17%	13%	10%	14%	13%	13%	15%	17%	13%	16%	14%	13%	17%
				d				fi												
Don't know	1452	986	466	949	502	350	404	327	235	136	408	1044	1285	154	355	380	71	458	538	468
	67%	72%	59%	65%	71%	72%	68%	63%	59%	78%	62%	69%	68%	58%	63%	64%	51%	70%	61%	69%
		b			c	gh	h			fgh		j	m		p	p		nop		r

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g/h/i - j/k - l/m - n/o/p/q - r/s

Overlap formulae used. * small base