

01 - Who from the following list of the last of the la	would you exc	ect to be on !	ianta's nice list	this year?													
Make: All adults asso 16-75 if Gir	atuntain	GE	NOER			AGE				AGE			GENER	ATIONS		SOCIAL	GRADE
	70711	MALE	FEMALE	16-24	25-34	25-44	45-54	\$5-75	16-34	25-54 (i)	55-75	GEN 2	MILLENNIAL S (I)	GEN X	BABY	ABC1	C206
UNWEIGHTED BASE	10TAL 2170 2170	1035 1059 49%	(3) 1108 1084	275 251 12%	(d) 415 411	(e) 193 290 18%	07 412 292 18%	685 727 326	(N 660 661	795 782 36%	(i) 685 727 23%	(k) 234 212 24%	638 636	GEN X [17] 604 563 20%	(r) 594 658 30%	(2) 1259 1239 57%	(p) 911 921 42%
NHS staff	1054 49%	459 42%	50% 580 52%	129 52%	182 44%	160 41%	196 50%	286 526	211 47%	357 46%	225 225 525	157 50%	277 44%	264 47%	105 155 54%	623 50%	431 46%
David Attenboroush	827 29%	377 36%	46 41%	82 22%	140 34%	134 34%		de 207	223			99 32%	222 25%			511 41%	326 35%
Martin Louis							0 174 44% cde 172 44% cde 114 29%	de 207 42% cde 218 44% cde 236 22%		308 39% h 292 37%	207 42% h 218 44% hi 236 22%			237 62% kl 235 62% kl	279 42% 80 287 44% 80 277 287 287	41% 8 469 38%	
NATION LINES	790 36%	361 34%	412 28%	40 16%	121 22% c	119 21% c	44% cde	44% cde	171 26%	37% h	46% Ni	52 17%	206 32% k	42% RI	44% ki		311 32%
Tearhere	22%	306 29%	30% a	enc 42% defa	133	177 21%	29%	22%	738 26%	73.5 30%	22%	110 28% m	204 22%	29%	377 34%	473 38%	766 32%
Enaland Winman's Environil team	643 20%	387 27%	344 32%	47 27%	114 28%	11A 29%	174 32%	222 22%	183	728 32%	227 21%	01 26%	184 29%	171 20%	363 32%	307 31%	261 28%
Judi Dench	634 28%	275 26%	220 20%	28 11%	79 29%	92 24%	121 22%	284	107 16%	222	284 20%	41 12%	134 21%	176	261	286 21%	228 24%
Catherine. Princess of Wales	604 29%	246 22%	352 326	28 15%	67 36%	98 25%	127 12%	284 29% cde 274 22%	105 16%	222 28% h 225 29%	Ni 274 28%	43 14%	129 20%	176 31% kl 181 32%	261 40% kim 251 38%	0 343 28%	261 28%
Prince William. Prince of Wales	26% 569 26%	22% 244 22%	322 326	44 17%	71 17%	25% 24 85 22%	112 29%		16% 114 17%	29% 297 25%	258 25%	14% 50 16%	125 20%	158 28%	227 20%	218 25%	251 27%
								258 25% rotat									
Access	442 20%	208 20%	225 21%	SS 35% defe	229 27% efe	60 15%	66 17%	119 16%	197 30%	127 16%	119 16%	103 23%	142 22% mn	88 16%	110 17%	240 19%	202 22%
Taylor Swift	425 20%	305 19%	219 20%	defe 80 32%	ofe 117 28% ofe 56 14%	75 19%	66 17%	97 12%	197 20%	141 18%	97 13%	93 30%	169 27%	85 15%	97 12%	245 20%	190 20%
President Zelenskov	428 20%	227 22%	196 186	eta 32 12%	56 34%	63 16%	95 24%	183 25%	87 13%	258 20%	183 25%	40 13%	95 15%	128 23%	165 25%	272 22%	156 17%
Elton John	422 20%	184 17%	230 21%	57 22%	91 22%	72 18%	77 20%	cde 126 17%	149 22%	149 29%	h 126 17%	65 21%	140 22%	104 196	114 17%	247 20%	177 19%
Alixon Harrimond	400 19%	126 12%	272 273	47 19%	91 22%	75 19%	74 19%	121 176	138 21%	149 29%	121 17%	58 19%	125 21%	108	107 16N	229 18%	179 19%
David Beckham		12% 192 18%	25% a 210 19%		92 92 23%				21% 148 22%				21% 136 21%		10% 117 18%		174 19%
	406 19%			56 22%		65 17%	67 17%	126 17%		132 17%	126 17%	63 20%	m	90 16%		233 19%	
euro Charles III	18%	17%	307 19%	35 10%	11%	14%	19% cd 64 16%	197 26% cdef 687 15%	10%	121 17% h	167 26% hi	30 30%	an 13%	106 196 ki	171 26% klm	223 29%	17%
Grate Thumbers	16%	16%	176 16%	00 22% de	25%	46 17%	54 16%	107 15%	130 18%	120	507 25%	20% m	17%	83 15%	kim 400 15%	231 19%	116
Barble	226 15%	136 12%	192 18%	76 30%	90 22%	61 16%	52 12%	57 8%	166 25%	114 15%	57 8%	85 27%	132 21%	72 12%	47 7%	204 16%	132 14%
Anevia Risson	222 15%	172 16%	158 15%	76 20% defa 50 4%	19 5%	44 11% cd	86 22% cde	172 24% cde	29 4%	130 17%	173 26% hi	10 2%	45 7% k	118 21% ki	159 24% ki	206 17%	126 14%
Davina McCall	306 14%	120 11%	194 17%	19 8%	68 17%	6d 57 15%	68 17%	cde 94 12%	87 12%	h 125 16%	94 12%	20 6%	110 17%	92 16%	M 94 12%	184 15%	123 12%
Josie Gibson	1				17% 64 36%	49 13%		12% 100 14%		119 15%							
Queen Camilla	304 14%	94 9%	206 19% a	21 8%			70 18% ce		25 12%		100 14%	27 9%	98 15% k	96 15% k	94 14% k	158 13%	146 16%
	303 14%	140 12%	162 15%	24 6%	36 9%	40 10% c	64 16% cde	149 21% cde	49 7%	12% h	249 21% hi	16 5%	60 9% k	88 16% ki	129 22% kim	190 15%	124 12%
Gary Lineker	301 14%	178 17%	119 11%	30 12%	58 54%	58 15%	65 17%	90 12%	88 13%	123 16%	90 12%	41 13%	91 14%	86 15%	84 12%	185 15%	116 12%
Mary Earos	263 12%	141 12%	120 11%	27 11%	36 9%	31 8%	52 12%	116 16%	Ω 9%	84 11%	116 16%	30 10%	22 9%	67 12%	111 17%	160 12%	102 11%
Sam Thomeson	209 10%	64 6%	140 126	36 14%	57 34%	34 9%	42 11%	29 5%	93 14%	77 32%	29 5%	29 12%	83 13%	53 9%	24 5%	109 9%	100 11%
Trade unions	200 9%	114 12%	22 7%	25 10%	41 11%	31 8%	22 25	67 9%	68 10%	64 8%	67 9%	22 11%	62 10%	n 44 8%	61 9%	125 10%	74 8%
Hannah Waddineham	183 8%	84 85	95 95	10	27 7%	37 10%		61 8%	27 6%	85 11%	61 8%	11 4%				125 10%	57 6%
Ninel Eurana							47 12% cd			h			56 9% k	59 10% k	57 9% k		
	169 8%	11% b	5% 5%	73 9% e	14 6%	19 5%	77 7%	76. 10% de 64	47 7%	6%	745 50% 1	9% 1	33 5%	37 6%	73 11% lm	77 6%	97 10% 0
Kair Garmar	168 7%	11% b oc ox b	53 5%	6 4%	31 7%	23 6%	75 6%	£1 £% £	40 6%	40 6%	4.1 2%	4%	47 7%	3.4 6%	9% k	101 2% 0	40 5%
Prince Harry. Duke of Sussex	141 6%	59 6%	81 7%	26 10%	38 9%	22 6%	22 6%	31 4%	65 10%	45 6%	21 4%	32 10%	50 8%	29 5%	30 5%	68 6%	72 8%
Joe Biden	135 6%	29 2%	44 4%	26 10% efe 13 5%	27 7%	27 7%	15 4%	54 7%	40 6%	41 5%	54 7%	12 10% mn 17 5%	38 6%	29 5%	51 8%	97 7%	48 5%
Just Stop Oil	130 6%	63 65	62 6%	15 6%	23 6%	19 5%	26 7%	47 6%	38 6%	46 6%	47 6%	21 7%	33 5%	34 6%	42 7%	91 7%	29 4%
Elon Musk	121 6%	90 8%	22 2%			21 5%	11 2%	21 2%	68 10%	22	21 2%	40 13%		17 2%	20 2%	55 4%	
Sedio Khan		ь		25 14% defe	23 8% fa							lmo	44 7% mn				7% 0
Ellie leach	120 6% 118 5%	70 7% 40 4%	41 4% 34 7%	17 7% 20 8%	24 6% 16 4%	24 6% 17 4%	14 4% 23 6%	41 6% 42 6%	41 6% 36 5%	28 5% 40 5%	41 6% 42 6%	21 7% 21 7%	20 6% 26 4%	21 4% 22 6%	20 6% 28 6%	22 6% 69 6%	41 49 5%
Humza Yousaf				# 10													
Dono Chausant	114 5% 114 5%	63 6% 74 7%	50 5% 30 4%	20 4% 4%	18 4% a 2%	23 6% 17 4%	21 5% 31 8% cde	42 6% 47 7%	25 45 16 26	64 6% 40 6%	42 6% 47 7%	12 4% 11 2%	25 6% 46 2%	27 5% 41 7%	40 6% 4£ 7%	60 6% 65 5%	45 5% 40 5%
Chat GPT	108 5%	7% b 62 63	4% 42 4%		2% 25 6%		2% cde 16 4%	7% d 13 2%	2% 61 9%	24 4%	7% h 13 2%			7% kl 22 4%	7% 1 12 2%	20 65	27 4%
Rishi Surak	1			36 15% defe		18 5% # 12 2%				1		29 12% lmn	25 6% n				
	92 4%	45 4%	44 4%	11 4%	26 6% ef		12 2%	31 4%	27 6% i	24 2%	21 4%	13 4%	22 5% m	15 2%	30 5%	52 4%	29 4%
Boris Johnson	89 4%	56 5%	22 2%	20 25 Auto 24 6%	16 4%	15 4%	10 2%	28 4%	37 6%	24 2%	28 4%	25 8%	22 4%	15 2%	27 4%	49 4%	41 4%
Donald Trumo	88 4%	69 7%	29 2%	14 0%	22 5%	15 4%	15 4%	22 2%	36 36	20 4%	22 2%	19 6%	27 4%	21 4%	21 2%	36 2%	51 6%
Nicola Sturmon	83 4% 81 4%	69 7% b 47 4% 52 5% b	25 25	9	17 4%	11 2%	12 2%	34 5%	26	22 2%		13 4%	21 2%	18 2% 17 2%	30 5%	47 4% 36 2%	51 6% 6 25 6% 45 5%
Suella Braverman	81 4%	52 5%	25 2% 29 2%	9 65 7 26	5 1%	11 2% 10 2%	12 2%	24 5% 47 7% def	12 2%	21 2% 22 26	34 5% 47 7% hi	13 4% 7 2%	21 2% 12 2%	17 2%	20 5% 45 7% kim		45 5%
Alastair Carnobell	76 2%	63 6% 37	32 2%	2% 17	11 2%	14 4%	14 4%	27 4%	21 2%	29 4%		11 2%	20 2%	18 2%		50 4% 98 2%	
Lie Tours	2%	37 2%	22 2% 13 2%	17 5%	8 2%	2%	2%	17 2%	21 2% 30 2%	13 2%	27 4% 19 2%	4% lmn	20 2% 11 2%	1%	25 6% 13 2%	18 2%	26 26 27 26 0
Vladimir Putin	27 2%	27 2%	9 2%	S S S Gr	2 1%	13 2% de 3	10 2%	3	11 2%	22 2%	1	8 2%	12 2%	13 2%	1	25 2%	22 2%
Luis Rubiales (former head of the Spanish Football Association)	24	17	6	6	3		4		9	7		6	4	6	8	20	14
Other (Please specify)	1%	2% b	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%
	26 1%	1%	29 2% a	4 2%	6 2%	2 1%		11 2%	10 2%	4 1%	11 2%	5 2%	2 2%	5 1%	9 1%	20 2%	16 2%
Don't know	215 10%	300 30%	109 10%	15 6%	49 12%	28 10%	36 9%	76 10%	64 10%	75 32%	76 10%	20 7%	74 12%	52 9%	68 10%	118 10%	97 10%
None of these	160 7%	91 9%	68 6%	12 5%	27 7%	36 9%	29 7%	56 8%	29 6%	65 8%	56 8%	18 6%	k 47 7%	46 8%	49 7%	80 6%	80 9%

Proportions/Means: Columns Tested ISN risk levell - a/b - c/d/a/t/e - h/U/ - k/U/m/n - a/b Overfax formulas used.



Part	Base: All adults ared 16-75 in Gres	at Britain																				
	1			NORTH	YORKS &	WEST	EAST	REGION EAST OF	SOUTH					URS	AN	MARRIED	ARITAL STAT	WID/ DIV/		HOUSEH	01.0 5121	=
Martine Mart	UNWEIGHTED BASE	TOTAL 2170	NORTH EAST (A)	(b)	k)	MIDLANDS (d)	(e)	(f)	(d)	SOUTH EAST (N	EIO	WALES (I)	SCOTLAND (k)	(F)	(m)	/LIVING AS (r)	SINGLE (a)	(p)	(4) (50)	2 (r)	1 (4)	4+ (t)
Martine	MELIQUITED DAGE	2170 200%	88* 4%*	242 11%	212 2%	194 9%	163 8%	211 10%	187 9%	305 14%	210 14%	26*				1256 58%	697 32%	218 10%		777 26%		
Martine Mart																						
Second Column				d			c		d	c		el	48% acdi		1							
Martine	Martin Lewis	790 26%			53 25%		50 37%				28%		86 46% chi	642 35%			212 30%		365 39% t	204 29%	151 25%	161 30%
Control Cont	Tearhers	22%	10 22%	78 32%	.es 27%	77 27%	31%	75 25%	67 21%	27%	on 29%	46% 46%	25%	609 32%	21%	ans 32%	22%	an 27%	141 22%	736 30%	36%	170 22%
Control Protect protec	England Winman's English Learn	643 20%	70 22%	73 30%	51 28%	67 25%	47 29%	70 27%	21 22%	99 32%	87 27%	36 25%	79 16%	536 29%	100 22%	336 30%	164 28%	74 24%	122 29%	765 32%	117 27%	140 28%
Company	Judi Dench	654 28%	24 27%	74 30%	45 25%	60 31%	58 25%	58 28%	64 34%	83 27%	63 20%	36 25%	49 27%	488 27%	126 28%	379 30%	169 24%	66 30%	121 28%	294 27%	97 22%	112 21%
Column C	Catherine. Princess of Wales	604 28%	29 32%		58 32%	62 32%	60 27%	56 26%	63 24%	25 28%	51 16%	29 28%	44 24%	481 26%	122 276	280 20%	150 22%	74 24%	110 26%		113 26%	123 226
Martine	Prince William. Prince of Wales									1												
Second Control	Aciete		10																			
Second Continue	Taylor Swift																					
Second Column	President Zelenskyv																					
Martine	Chos labs												4									
Second column									28% acfi	- 1					1							
Second Column																						
Column	uswa wickham			1		1			1	1												a
March Marc	Mose Charles III		28% cfN	1					1	1					90 24%					157 20% 1		
Marchane Mar	Grate Thurshare	16%	0 10%	36 15%	27 15%				35 19%	40 16%	00 18%	17 16%	35 19%	291 26%				31 14%	77 17%		77 18%	
Marchane Mar	Sarbie	236 15%	8 9%	24 10%	30 16%	35 18%	23 20%	28 13%	30 16%	58 19%	42 34%	17 17%	30 16%	290 16%	46 14%	177 14%	129 19%	29 14%	53 12%	112 14%	66 15%	105 20%
March Marc	Ansela Risson	222 15%	17 19%	44 18%	27 15%	32 17%	30 18%	22 11%	36 19%	34 11%	16 12%	22 22%	21 17%	265 14%	68 20%	214 17%	87 12%	21 14%	76 18%	144 18%	61 14%	52 10%
Second Company Seco	Davina McCall	306 14%	11 12%	42 17%	23 12%	34 17%	27 17%	20 10%	30 16%	53 17%	29 22%	15 14%	22 12%	240 12%	66 20%	190 15%	85 12%	32 15%	54 12%	122 16%	67 16%	64 12%
Control of the cont	Josie Gibson	304 14%	10 12%		28 15%		24 15%	20 9%	43 22%	43 14%	27 9%	19 18%	20 11%	258 14%	46 14%	200 16%	77 11%	27 12%	43 22%	121 16%	65 19%	75 14%
Second Content	Queen Camilla	303 14%	17 19%	40 16%	24 13%	36 29%	29 18%	24 11%	22 18%	42 14%	28 9%		15 8%	242 12%	61 18%		75 11%		64 15%	119 15%		63 12%
Second Content	Gary Lineker	301 14%	13	36 15%	18 10%	31 35%	18 11%	22 15%	24 12%	42 14%	42 12%	14 14%	20 16%	257 14%	44	180 14%	98 54%	24 11%	63 25%	115 15%	51 12%	72 12%
Martine Mart													2%					14%				
Second Content	Sam Thomeson	209 10%	3%		17 9%	18 9%	17 11%	18 9%	20 11%	27 12%	19 6%		19 10%	169 9%	40 12%	125 126	9%	14 6%	21 5%		32 8%	76 14%
Marche March Mar	Trade unions	200 9%	8 9%		14 8%	15 8%	12 8%	16 7%		25 8%	31 32%		26 14%	174 9%	25 8%	102 8%	77 11%	21 10%	53 12%	82 11%	29 7%	36 7%
Marchester Mar	Hanrah Waddneham	182 8%	7 8%	22 9% f	14 8%	16 8%	14 8%	7 2%	21 11% f	28 12% 5	19 6%	12 12%	13 7%	128 8%	45	134 9%	23 25	16 7%	32 8%	82 11%	22 8%	25 6%
March Marc	Nisel Curum	8%	7%	7%	17 6%	13 2%	7%	76	14 12% ik	×	7%	15% bodefi	5%	139 8%	9%	8%	45 6%	9%	33 7%	67 9%	31 7%	an 7%
A	Keir Starmer											6 6%										
A	Prince Harry, Duke of Sussex	141 6%	255	14 6%	12 7%	8 4%	15 9%	16 8%	14 8%	21 7%	15 5%	7 7%	15 8%	126 7%	15 4%		45 6%	19 9%	30 7%	44 6%	24 6%	42 8%
1	hat Gran Oil	6% 130	9%	5% U		6% 13	5%		6% 17	5% 13	5%		7% 10	6%	6%		7%	65	6% 70	7% 00	5% 22	6% 30
March Marc	Eleca Malaria		- 4%										h .									
Second S	Sadio Dan		2								ad ad						n					9% ors 29
Second Content											22% def											
Mail																						
Description		SN.	4%	5%	5%	7%	4%	2%	4%	5%		2%		5%	4%	SN	5%	5%	5N	6%	4%	ex.
Mathieure Mathie	Rory Stewart	114 5%	3 3%	4%	10 5%	13 7%	g GN	7 2%	12 7%			9%	7 4%	91 5%	21 7%	71 6%	27 4%	16 7%	21 5%	56 7%	21 5%	
Main 1	Chat GPT	108 5%	2 2%	12 5%	es.	6 2%	4 2%	7 3%	7 4%		24 8% d	4 2%	7 4%	99 5%	9 3%	56 4%	42 6%	85	14 2%	23 4%	18 4%	43 8% on
Decision 68 3 6 7 11 - 7 11 12 21 4 4 73 11 17 27 27 6 12 22 24 34	Rishi Surak						12 7%															
Nocia Raminos BB 2 B 6 4 2 2 7 B 10 2 33 75 64 23 6 13 22 18 20 6 4 22 6 23 6 13 22 18 20 6 4 20 6 20 20 20 20 6 4 20 6 20 20 20 6 6 20 20 20 6 6 4 20 6 20 20 20 6 6 20 20 20 20 6 6 4 20 6 20 20 20 20 6 6 20 20 20 20 6 6 20 20 20 20 20 20 20 20 20 20 20 20 20																						
										10 2%			9 5% 21				22 5% 23	11 5%	21 5%	27 2% 22	19 5% 18	21 4% 20
		4%	2%	2%	2%	2%	1%	1%	4%	2%	2%	2%	17% abcde	4%	2%	4%	2%	2%	2%	4%	4%	4%
Softh Browness 41 2 11 11 20 4 5 6 5 10 7 5 60 12 54 22 5 12 44 10 15 15 15 28 28 28 28 28 28 28 28 28 28 28 28 28	Suella Braverman	81 4%	2 2%	11 5%	11 6%	10 5%	4 2%	5 2%	6 2%	5 2%	10 2%	7 7%		60 4%	12 4%	54 4%	22 2%		12 2%	44 6%		
Manife Consular No. 3 5 6 61 5 6 6 75 6 75 75 75 7	Alastair Camobell	76 2%	2 4%	5 2%	6 2%	10 5%	5 2%	6 3%	a SN	15 5%	11 4%	2 2%	4 2%	70 4%	6 2%	49 4%	28 2%	45	12 2%	24 4%	16 4%	14 2%
	Vladimir Putin	2% 27		2% 4	26 2		2% 2			7 2% 2	2% 16	2% 1	2% 2%	41 2% 14		21 2% 19	20 2%				1%	2% 16
clath r	Luis Rubiales (former head of the		1%	2%			2%				cfeh											
Season-Feedbal Associated 28	Spanish Football Association 1				26						1%									2%		
Date Description would 1 24		26 1%	:	7 2%		2 1%				6 2%	2 1%	1 1%		24 1%		19 2%	5 2%	2 2%	2 1%	11	1 1%	9 2%
						12% h		b														
Nove of these 140 7 12 14 14 12 13 7 25 36 7 20 136 34 88 64 9 38 52 20 41 75 25 25 75 75 25 25 25 25 25 25 25 25 25 25 25 25 25	None of these	160 7%	7 RN	12 5%	24 2%	14 7%	12 7%	13 6%	7 3%	25 RS	29 9%	7 7%	20 11%	136 7%	24 7%	7%	9% 0	es.	9%	52 7%	30 7%	41 8%

Proportion/Mean: Columns Tested (EX risk lavel) - a/b/c/d/a/b/a/b/l/b- //m - n/o/e - a/r/u/t
Overlar formulas used: * unal base

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



NHS staff	1054 49%	654 48%	400 50%	681 67%	272 52%	242 50%	276 46%	255 496	194 49%	97 50%	29.7 44%	767 51%	948 50%	102 38%	222 40%	341 57%	72 52%	321 51%	491 55%	299 44%
David Attenboroush	827 29%	517 38%	321 42%	558 38%	290 29%	177 26%	217 36%	206 42%	171 42%	66 28%	220 38%	617 41%	775 41%	60 22%	215 20%	255 42%	67 49%	228 35%	290 64%	254 28%
Martin Lewis	790 36%	436 35%	304 38%	523 36%	257 36%	138 28%	203 34%	216 42%	159 40%	64 27%	195 30%	585 29%	729 29%	47 18%	227 42%	252 42%	56 40%	299 30%	374 42%	276 42%
Teachers	711 22%	411 30%	200 28%	458 21%	252 25%	142 29%	189 32%	183 25%	144 27%	53 30%	210 32%	500 22%	629 32%	76 29%	128 22%	247 41%	52 27%	218 22%	352 60%	177 26%
Eneland Women's football team	642 20%	408 30%	236 32%	412 28%	231 32%	119 24%	179 30%	174 34%	120 31%	51 29%	172 26%	471 31%	586 31%	53 20%	182 13%	197 33%	45 33%	170 26%	294 33%	214 32%
Judi Dench	654 28%	375 27%	239 32%	383 26%	221 22%	123 25%	158 27%	168 32%	115 29%	49 28%	128 20%	485 32%	585 31%	24 9%	179 12%	202 24%	53 28%	136 21%	314 35%	206 30%
Catherine. Princess of Wales	604 28%	385 28%	219 28%	380 26%	224 22%	124 25%	170 29%	151 29%	110 28%	49 28%	152 23%	452 30%	569 30%	33 12%	250 45%	122 20%	40 34%	142 22%	225 25%	269 40%
Prince William. Prince of Wales	569 26%	371 27%	199 25%	250 25%	211 32%	118 24%	147 25%	156 32%	100 25%	48 28%	152 23%	417 28%	m 525 28%	22 12%	238 42%	109	42 22%	122 20%	199	242 36%
Adele	442 20%	292 22%	150 19%	289 20%	153 22%	96 20%	115 19%	109 21%	92 23%	31 18%	143 22%	299 20%	285 20%	54 21%	96 17%	139 23%	98 34 25%	132 20%	167 19%	136 20%
Taulor Guille	43C 20%	369 20%	166 21%	310 22%	114 25%	0.4 17%	100 17%	113	100	34. 30%	1A7 22%	793 19%	20%	196	206	172 21%	36 26%	134	170	177
Draxidant Talansino	439 20%	160 18%	170	d 775 19%	953 21%	83 17%	18%	100	25% of on 25%	37 18%	93	335 22%	418 22%	19 7%	133	176	35 25 N	113 17%	105	168
Elton John	422 20%	265 196	158 20%	283 19%	141 20%	29 18%	114 19%	110 21%	ef 82 21%	29 36%	123 19%	300 20%	m 299 21%	24 9%	112 20%	140 22%	27 19%	115 17%	192 22%	124 18%
Alson Harrimond	408	248 18%	160 20%	278 19%	130 18%	80 16%	101	101	89 22%	27 21%	107 16%	301 20%	m 369 20%	37 14%	130	126 21%	26 19%	223 25%	176 20%	133
David Beckham	406 19%	268 296	138 176	288	118 17%	74 15%	106 18%	105 20%	97 25%	24 34%	130	276 18%	20 N 272 20%	22 12%	133 24%	0 122 20%	29 21%	90 14%	153 17%	142 22%
Kine Charles III	288	229	149	227 16%	151 21%	79 16%	106	92 18%	#5 79 20%	22 18%	93	295 19%	349 19%	29	154 28%	20 E	28 27%	74 11%	157 18%	168 25%
Greta Thunberz	157 16%	17% 184 16%	162	227 16%	130 18%	65 12%	94 16%	88 17%	77 19%	24 29%	91	265 18%	218 17%	36 126	01 42 76	166 28%	25 18%	201 25%	215 24%	60 9%
Barble	16% 136 15%	209 15%	20% a 127 16%	228 26%	98 98 94%	62 12%	85 14%	276 22 176	19% e 72 18%	29% 20 16%	119 18%	217 14%	284 15%	50 196	54 10%	28% 800 116 19%	18% n 15 11%	15% n 121 12%	24% 146 16%	68 10%
Aneria Riagon	15% 222 15%	15% 207 15%	126 126	16% 209 14%	123 17%	60 12%	92 15%	17% 87 17%	18% 0 59 15%	36 34 30%	18% k 64 10%	268 18%	220 17%	9 2%	10% 129 22%	10% no 87 15%	34 25%	22% 63 22%	16% 167 19%	122 18%
Davina McCall	15% 306 14%	19% 192 14%	114 146	216 15%	91 13%	12% 57 12%	25% 85 14%	276 74 14%	15% 64 16%	20N e 26 15N	90 14%	18% i 217 14%	17% m 281 15%	2% 21 8%	22% 02 85 15%	95% 96 96 96%	25% 00 24 17%	22% 77 12%	19% 141 16%	18% 96 14%
Josie Gibson	14% 204 14%	14% 236 16%	10% 88 11%	15% 195 12%	13% 209 25%	12% 64 12%	78 12%	25 26	16% 52 12%	25 20%	22 22%	221 15%	15% m 291 15%	2N 11 4N	15% 96 17%	16% 80 13%	17% 17 12%	12% 80 12%	16% 113 13%	14% 120 18%
Queen Camilla		h .								f			291 15%							
Gaze Lineker	303 14%	177 12%	126 16%	194 12%	229 25%	57 12%	82 14%	72 14%	64 16%	27 15%	75 12%	228 15% i		11 4%	146 26% 03	65 11%	24 18% 0	49 8%	119 12%	150 22% r
Mary Carre	301 14%	173 12%	16% a	301 14%	34%	12%	74 12%	10%	17%	17 22%	12%	31£ 14%	273 14%	10%	2K 2K	170 22% ng	24% no	75 12%	19%	63 9%
Sam Thomeson	12% 12%	12%	12%	12%	12%	43 9%	12%	12%	12%	12%	11%	12%	251 12% m	4% 4%	16N 0	95 54% 0	16%	47 7%	177 14%	14%
Trade unions	209 10%	137 10%	72 9%	148	61 9%	22 7%	58 10%	52 10%	12%	16 9%	12% k	129 8%	195 10% m	13 5%	61 11%	9%	es.	63 22%	75 8%	10%
Hansah Waddineham	200 9%	107 8%	12%	126 9%	74 22%	41 9%	55 9%	53 10%	27 9%	11 6%	41 6%	157	182 10%	16 6%	15 2%	114	7%	55 8%	128	28 4%
	183 8%	97 7%	11%	124 9%	2% 2%	25 5%	48 8%	9%	49 12% ef	15 8%	41 6%	142 9%	174 9%	2%	57 10%	11%	27 20%	28 4%	105 12%	9%
Nizel Farage	169 8%	118 9%	S1 EN	104 7%	9%	36 7%	55 9%	43 8%	24 6%	11 6%	45 7%	124 8%	157 8% m	2%	95 17% 000	13 2%	2%	51 8%	28 2%	115 17%
Keir Starmer	150 7%	75 5%	75 9% a	96 76	53 7%	29 6%	26 6%	42 8%	25 9%	85	43 7%	106 7%	134 7%	14 5%	14 2%	92 15% 89	15 11% no	24 4%	103 12%	22 2%
Prince Harry, Duke of Sussex	141 6%	89 6%	52 7%	91 6%	49 7%	31 6%	47 8% i	36 7%	21 5%	5 26	48 7%	93 6%	127 7%	13 5%	29 5%	48 8%	11 8%	44 7%	62 7%	29 4%
ice Siden	125 6%	68 5%	67 8% a	86 6%	48 7%	24 5%	30 5%	26 7%	34 9% ef	10 6%	41 6%	94 6%	116 6%	18 7%	27 5%	9% 9%	14 10%	32 5%	79 9%	4%
Just Stop Oil	130 6%	67 5%	8% 8%	84 6%	47 7%	23 5%	26 6%	29 7%	27 7%	3%	26 4%	104 7%	120 6%	10 4%	7 1%	64 11%	14 10%	43 7%	94 11%	14 2%
Elon Mark	121 6%	73 5%	48 6%	92 6%	29 4%	29 6%	23 6%	27 5%	27 7%	5 2%	56 9% k	66 4%	103 5%	18 7%	31 6%	34 6%	7 5%	42 6%	28 4%	6% 6%
Codin iDan	6% 6%	60 4%	60 8%	N. 5%	6% 6%	36 5%	31 5%	5% 5%	30 8%	9 5%	37 5%	6%	65 5%	27 2%	13 2%	64 11%	9 7%	16 4%	9% 5	16 2%
Clin leach	5%	74 5%	EN.	67 6%	36 5%	34 5%	77 5%	34 5%	27 2%	7%	35 5%	93 5%	6% 6%	2%	24 2%	36 4%	1A 10%	35 4%	47 5%	43 6%
Humpa Yousaf	114 5%	58 4%	55 7%	76 5%	38 5%	23 5%	30 5%	32 6%	24 6%	5 2%	25 5%	79 5%	89 5%	22 8%	23 4%	50 8%	5 2%	30 5%	78 9%	21 2%
Rory Stewart	114 5%	66 5%	47 6%	73 5%	41 6%	24 5%	22 6%	26 7%	17 4%	4 2%	32 5%	82 5%	104 6%	g 2%	28 5%	44 7%	11 8%	28 4%	72 8%	25 4%
Chat GPT	108 5%	60 4%	48 6%	77 5%	21 4%	15 2%	24 4%	25 7%	26 7%	7 4%	40 6%	68 5%	74 4%	32 12%	28 5%	34 6%	4 2%	41 6%	29 4%	28 4%
Rishi Sunak	92 4%	64 2%	48 EN	63 4%	28 4%	20 4%	22 4%	20 4%	21 5%	7 4%	28 6%	53 4%	70 4%	21 8%	49 9%	13 2%	g gs	18 2%	28 2%	37 5%
Boris Johnson	89 4%	52 4%	27 5%	Ω 45	26 4%	18 4%	22 4%	21 4%	25 6%	4 2%	27 6%	53 2%	76 4%	13 5%	63 8%	26 2%	2 2%	23 4%	24 2%	42 6%
Donald Trumo	88 4%	55 4%	22 4%	65 4%	22 2%	25 5%	18 2%	17 2%	25 6%	4 2%	25 4%	63 4%	76 4%	11 4%	22 6%	26 2%	4 26	31 5%	21 2%	45 7%
Nicola Sturmon	83 4%	50 4%	23 4%	52 4%	30 4%	23 5%	14 2%	24 5%	16 4%	5 2%	20 2%	62 4%	74 4%	g 2%	0 10 2%	26 4%	g ex	34 5%	48 5%	15 2%
Suella Braverman	81 4%	53 4%	28 2%	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 2%	4 26	19 2%	14 2%	52 8%
Alastair Carnobell	76 2%	30 2%	45 6%	52 4%	24 2%	12 3%	11 2%	f 25 5%	22 6%	5 2%	25 4%	51 3%	m 67 4%	g 2%	20 4%	33 6%	10 7%	10 2%	48 5%	2 14 2%
Lie Truss	45 2%	26 2%	29 2%	31 2%	13 2%	15 2%	10 2%	10 2%	ef R 2%	2 1%	13 2%	32 2%	28 2%	5 2%	20 4%	9 2%	6 5%	8 1%	10 1%	24 4%
Madimir Butin	2% 37 2%	10 1%	25 25	26 26	4 1%	0 2%	0 1%	a 2%	11 25	2% 2%	2% 2%	16 1%	2% 2% 2%	0 2%	00 11 25	14 2%	98 7 1%	7 1%	1% 15 2%	14 25
Luis Rubiales (former head of the Spanish Football Association)	2% 24	11	13	2%	2 2	2% 6	1% 8	3	3	2 2	k s	19	1%	2% 5	2% 8	5	2%	7	9	9
Spanish Football Association) Other (Please specify)	1% 26 1%	1% 20 1%	2% 6 2%	2% 13 1%	2% 13 2%	2% 2 1%	1% 11 2%	2% 2 1%	2% 2 2%	2% 5 2%	1% 10 1%	1% 16 1%	2% 21 1%	2% 5 2%	1% 0 2%	2% 4 2%	1%	2% 12 2%	2% 13 1%	1% 6 1%
Don't know	1% 215 10%	1% 156 11%	2% 58 7%	138 9%		1% 68 14%	57 10%	1%	22 25	eeh	1% 50 8%	1% 164 11%	1% 186 10%	27 10%	2%	2% 51 9%	11 2%	2% 64 22%	1% 63 7%	1% 45 7%
None of these		h.			76 11%	ath.		7% 21		21 12%					7%					
	160 7%	122 9% h	29 5%	107 7%	54 8%	47 10%	40 7%	23 6%	27 7%	12 7%	46 7%	115 8%	135 7%	20 7%	7%	25 4%	2%	64 22%	44 5%	61 9%

Proportions/Means: Columns Tested (SX risk level) - a/b - c/d - $a/t/g/b\sqrt{t}$ - $\frac{1}{2}/k$ - $\frac{1}{2}/m$ - n/c/g/q - r/sOverlap formulae used. * small base



22-087220-48 - NAUGHTY OR N DECEMBER 2022 PUBLIC

s n

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

Base: All adults ared 16-75 in Gre	ut Britain	. 20 20 01 2211															
		GEN	DER			AGE	_	_		AGE	_		GENER	ATIONS	BAGY	SOCIAL	GRADE
	TOTAL	MALE (x)	FEMALE (b)	16-24 (c)	25-34 (d)	25-44 (e)	45-54 (f)	55-75 (d)	16-34 (N	25-54 (i)	\$5-75 (i)	GEN Z (k)	S (I)	GEN X (m)	BABY BOOMER (r)	ABC1 (a) 1920 1920 1920	C206
WEIGHTED BASE	707AL 2170 2170 2170 100%		FEMALE (b) 1108 1084 50%		25-34 [6] 415 411 29%	25-44 (e) 181 190 18%	45-54 (7) 412 202 18%	55-75 (d) 685 727 226	26-34 (N 690 661 20%		55-75 (i) 685 727 23%			GEN X [17] 664 563 26%			C206 (p) 901 921 42%
Vladimir Putin	1290 59%	613 58%	650 60%	123 49%	215 52%	206 53%	250 64%	486 67%	338 51%	456 58%	486 67%	159 51%	230 52%	250 62%	441 67%	742 60%	538 58%
Donald Trumo	1103 51%	487 46%	602 56%	118 47%	185 45%	183 47%	210 53%	cde 427 56%	202 46%	293 50%	607 56%	146 47%	287 45%	204 54%	166 56%	661 53%	642 48%
Boris Johnson	996 46%	454 42%	29 425	109 64%	160 29%	152 29%	203 52%	272 51%	269 41%	355 45%	h 272 51%	132 42%	246 29%	204 54% M 295 51%	322 52%	9 592 48%	404 42%
Dishi Cumali	877 60%	413 40%	430 435	61% 47%	160 29%	146	cde 177	de 230 276	770 42%	234 41%	h 720 27%	143 45%	250 22%	130 130 42%	10 344 37%	404 40%	370 42%
tir Tour							177 45% ea 15h 28%										
Suella Braverman	778 26%	400 38%	34%	22%	136 21%	170 22%	28% d	999 62% cde	31%	779 36%	707 40% h 286 28% h	31%	33%	714 20% k 240 42% kl	361 40% ki	47% 28% 0 470 28% 0	303 32%
	742 24%	358 34%	369 34%	67 27%	92 23%	118 20% d	179 46% cde	286 296 cde	159 24%	296 38% h	286 29% h	78 25%	165 26%	240 42% ki	259 29% M	470 28% 0	272 29%
Just Stoo Oil	711 22%	379 36%	325 30%	73 29%	90 22%	101 26%	147 27%	300 41%	164 25%	248 22%	200 41%	84 27%	151 24%	205 26%	271 42%	298 32%	314 34%
Nizel Farage	700 32%	318 30%	369 34%	74 29%	126 21%	115 20%	145 27%	240 32%	199 20%	260 22%	240 22%	95 30%	192 30%	199 25%	215 32%	443 36%	257 28%
Elon Musk	651 30%	306 29%	230 20%	72 29%	110 27%	108 28%	135 34%	226 21%	181 27%	242 21%	226 21%	92 29%	176 28%	181 32%	202 32%	400 32%	251 27%
Nicola Sturmon	646 30%	228 22%	302 28%	41 16%	76 29%	97 25% cd	146 27%	286 29% cde	117 18%		286 29% hi	48 15%	132 21%		262 40% ki	271 20%	275 29%
Prince Harry, Duke of Sussex	577 27%	279 26%	293 276	27 15%	68 16%	ed 74 19%	cde 132 34%	cde 266 37%	105 16%	262 21% h 206 26%	N 266 37%	43 14%	113 18%	203 26% 8 172 21%	16 248 38%	329 27%	249 27%
Sadio IDan	1	313 30%					14% cde 116 20%	27% cde 22% 32%		20% h 211 27%	27% h 225 32%			163 29%	18% kim 211 32%		
	563 26%		242 22%	41 16%	75 18%	95 28% cd	cd		116 18%		N	53 17%	125 21%	29% M 174	32% M 207	296 24%	266 29% o
Luis Rubiales (former head of the Spanish Football Association)	549 25%	282 27%	259 24%	41 16%	67 26%	80 21%	128	232 32%	108 16%	208 27%	232	56 18%	112	21%	32%	364 28%	204
Keir Starmer	451 21%	222 22%	221 20%	50 20%	75 18%	69 18%	23% cde 85 22%	171 24%	125 196	155 20%	h 171 24%	62 20%	120 19%	108 19%	160 24%	253 20%	198 21%
ice Biden	400 18%	22% 206 19%	187 176	62 25%	81 22%	69 18%	22% 77 20%	24% 111 15%	196 143 22%	20% 246 22%	26% 111 15%	75 24%	123 19%	100 18%	102 105	20% 109 16%	200 22%
Grets Thunbers	18% 382 18%		17% 147 14%	25 N 24 34 34 N	22% 40 22%	18% 47 12%			22% 1 74 11%			24% 20 12%				16% 188 15%	22% A 194 21%
		233 22% b					84 21% cde	178 24% cde		121 17% h	178 26% N		10%	109 19% ki	109 20% kim		
Trade unions	150 16%	193 18% b	156 14%	26 10%	24 8%	49 13%	79 20% cde	163 22% cde	9%	127 16%	163 22% hi	31 10%	62 10%	110 20%	146 22% ki	187 15%	163 17%
Humaa Yousaf	295 14%	182 17%	109 10%	30 12%	29 7%	37 9%	cds 67 17%	131 18%	59 9%	234 12%	131 18%	26 12%	49 8%	89 16%	121 18%	149 12%	146 16%
Kine Charles III	274 12%	122 12%	142 126	56 22%	58 34%	47 12%	47 12%	66 9%	114 17%	94 12%	66 9%	63 20%	91 14%	60 11%	50 9%	147 12%	128 14%
Ouren Camilla	265 12%	117	143 126	34 14%	56 14%	44 11%	51 13%		90 14%	95 12%	79 11%	100 43 14%	87 14% 51 8%	61 11%	72 11%	264 17%	121
Gary Lineker	250 12%	117 12% 158 15%	91 8%	12 5%	25 6%	10%	53 14%	79 11% 122 17%	27 6%	91 12%	122 17%	13 4%	51 8%	13%	17%	264 12% 117 9%	121 12% 133 14%
Chat GPT	240 11%	117 11%	116 11%	21 12%	44 11%	22 2%	51 13%	61 11%	75 11%	83 11%	81 11%	29 12%	60 9%	64 11%	77 12%	143 12%	97 10%
Alastair Camobell	200 9%	129 12%	71 7%	12 5%	21 5%	27 7%	51 12%	89 12%	33 5%	79 20%	89 12%	16 5%	36 6%	70 12%	78 12%	106 9%	94 10%
President Zelenskov	185 9%	100 9%	82 8%	26 11%	35 8%	25 9%	cde 32 8%	cde 57 8%	61	67 96	h 57 8%	25 11%	54 8%	45 8%	10 51 8%	86 7%	99 11%
Prince William, Prince of Wales					36 9%	9% 28 7%		20 5%		9% 57 7%			51 8%	21 7%			11% 0 77 8%
Catherine, Princess of Wales	167 8%	89 8%	75 7%	36 14% efe	9%		30 8%		70 11% i 43		29 5%	43 14% lmn 23 7%			36 5%	90 7%	
Alison Harrimond	130 6% 101 5%	72 7% 62 6%	56 5% 28 2%	27 7% 16 75	26 6% 15 4%	20 5% 9 2%	28 7% 14 4%	41 6% 46 6%	21 25	47 6% 24 2%	41 6% 46 6%	7% 18 6%	29 6% 22 2%	32 6% 17 2%	27 6% 64 7%	80 6% 50 4%	51 5% 51 6%
Sartie				7% 6 0%				24 5%			6% 1 34 5%				7% Im 30 5%		
David Reckham	99 5%	63 6% b	25		16 4%	16 4%	18 5%		31 5%	34 4%		18 6%	26 4%	24 4%		29 2%	60 6%
	98 5%	53 5%	45	16 0%	16 4%	10 3%	18 5%	29 5%	31 5%	29 4%	29 5%	16 5%	21 3%	27 5%	24 5%	60 5%	28 4%
Rory Stewart	90 4%	51 5%	28 4%	7 2%	15 4%	17 4%	25 6%	26 4%	22 2%	43 5%	26 4%	9 3%	24 4%	23 6%	24 4%	44 4%	46 5%
Teulor Gaille	67 4%	en en b	30 2%	34 10% defe	13 2%	14 4%	14	27 2%	37 Ø6	70 6%	27 2%	76 8%	37 4%	10 2%	21 2%	45 4%	42 5%
Eltron inha	64 4%	66 66	38 2%		11 2%	17 2%	4%	70 4%	30 4%	77 2%	29 4%	76 8% lmn 24 7%	1£ 2%	21 4%	77 4%	47 4%	27 4%
Teachers		5% b 51 5% 64 4%		7% de 12 5% 5 2%				31				12					
NHS staff	84 4% 62 2%	44 4%	23 2% 27 28	5 2%	10 2% 13 3%	13 2% 18 5%	18 5% 13 2%	4% 14 2%	21 2% 18 2%	21 4% 21 4%	31 4% 14 2%	12 4% 9 3%	21 3% 22 3%	26 5% 21 4%	26 6% 10 2%	45 4% 31 2%	20 4% 21 2%
árinia	40 25	30 4%	73 7%	7 26	17	11	14	17	10	74 76	17	0 2%	30 3%	n 14 2%	16.	30	21
Davina McCall	2% 59 2%	4% 26 2%	2% 22 2%	2% 11 4%	2% 9 2%	2N 5 1%	2% 9 2%	2% 24 2%	2% 20 2%	2% 15 2%	2% 24 2%	14 5%	3% 30 2%	2% 13 2%	2% 22 2%	2% 28 2%	2% 21 2%
Martin Lewis	57 2%	40 4%	25 2%	24 6%	10 3%	9 2%	7 2%	17 2%	25 4%	16 2%	17 2%	17 5%	15 2%	10 2%	16 2%	27 2%	21 2%
Ansela Riccon	53 2%	38 4%	11 2%	# 24 GN defe 24 GN efe 22 SN	14 3%	9 2%	8 2%	7 2%	28 4%	17 2%	7 1%	17 5%	21 3%	11 2%	4 1%	27 2%	26 26
Josie Gibson	52 2%	30 2%	20 2%	ete 12	g 9 2%	11 2%	10	10 1%	22 26	21 2%	10	23 4%	n 18 2%	12 2%	9 1%	27 2%	25
David Streethmash												13					
	2%	33 2% b	1K	4%	2%	10 2%	7 2%	17 2%	26	17 2%	2%	13 4% 000	2%	9 2%	2%	15 2%	31 2% 0
Hannah Waddineham	49 2%	24 2% b	34 2%	14 0% ete	12 2% #	7 2%	10 2%	7 2%	26 4% i	16 2%	7 1%	16 5% kmn	16 3%	11 2%	6 1%	21 2%	27 2%
Sam Thomeson	48 2%	22 2% b	17 2%	7 26	14 2%	8 2%	12 2%	2 2%	21 2% i	20 2%	8 1%	12 4%	14 2%	17 2%	5 1%	28 2%	20 2%
England Women's football team	48 2%	32 2%	25 2%	7 2%	5 1%	10 2%	15 4%	11 2%	12 2%	24 2%	11 2%	8 2%	12 2%	17 2%	11 2%	24 2%	24 26
Mary Earos	41 2%	26 2%	14 2%	6 2%	9 2%	g 2%	10 2%	7 2%	16 2%	18 2%	7 1%	9 2%	15 2%	11 2%	6 1%	25 2%	26 2%
Ellie leach	28 2%	24 2%	14 2N	6 25	10 2%	8 25	10	4 2%	16 2%	18 2%	4 1%	8 25	14 2%	13 2%	1	28 2%	0 20 26
Judi Dench	2% 27 2%	2% 22 2%	1% 13 2%	2% 0 2%	6 1%	g g 2%	7 2%	2% 2%	25 1 26 25	2% 15 2%	1% 8 1%	10 2%	2% 11 2%	2% 10 2%	5 1%	2% 2%	2% 2%
Other (Please specify)																	
	22 1%	14 1%	9 2%	1	:	1	9 2% de	12 2% ø		10 1%	12 2% h	2 1%	:	10 2% 	11 2% 	13 2%	11 1%
Don't know	217 10%	95 9%	117 11%	19 8%	56 54% cf#	45 12%	22 8%	61 9%	75 11%	78 22%	63 9%	23 7%	97 14% kmn	50 9%	57 9%	109 9%	107 12%
None of these	112 5%	49 5%	62 6%	4 2%	23 6%	23 6%	17 4%	45 6%	27 4%	40 5%	45 6%	10 3%	34 5%	26 5%	62 6%	64 5%	48 5%

Proportions/Means: Columns Tested ISN risk levell - a/b - c/d/e/t/e - b/t/t - k/t/m/n - c/aOverlap formulae used:



Base: All adults ared 16-75 in Gre.	at Britain																_				
		NORTH EAST	NORTH WEST (b)	YORKS & HUMBER (c)	WEST MIDLANDS (d)	EAST MIDLANDS	EAST OF ENGLAND	SOUTH	SOUTH EAST	LONDON	WALES	SCOTLAND	URSAN	RURAL	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP (P) 2112 2111 10%	1	2 (r)	OLD SIZE	4+
UNWEIGHTED BASE	2170 2170 2170 2170 100%	92 88*	24E 242	186 182	198 194	(e) 164 163	204 211	194 197	288 305	210 210	106	190 185	1830 1840	RURAL (72) 240 230 15%	1215 1256	743 697	212 218	455 425	723 777 26%	1 (t) 425 429	4+ (t) 557 538
Wadimir Putin	1290 59%	55 63%	143 59%	98 54%	118 62%	111 68%	122 58%	122 65%	193 63%	136 44%	69 67%	114 62%	1049 57%	221 70%	755 60%	294 57%	131 60%	251 59%	510 66%	262 576	276 51%
Donald Trumo	1102 51%	44 52%	120 49%	76 42%	96 50%	ga 93 57%	110 52%	108 58%	157 51%	136 44%	57 55%	106 57%	906 49%	197 60%	625 50%	360 52%	118 54%	221 52%	11 424 54%	207 48%	252 47%
Boris Johnson	996 46%	32 37%	116 48%	73 40%	87 45%	73 45%	92 44%	84 45%	155 51% ai	124 42%	63 61% abcde	68 52% 801	836 45%	160 49%	568 45%	327 47%	102 47%	212 50% t	281 49% 1	185 42%	218 42%
Rishi Sunak									120 40%		abcde fai 47 46%										
Liz Truss	872 40%	37 42%	106 44%	70 28%	80 41%	67 41%	82 29%	24 42%		224 34%		85 46%	752 41%	121 37%	479 38%	306 44%	88 40%	172 40%	316 41%	169 29%	215 42%
Suella Braverman	778 36%	32 37%	95 22% 5 82 34%	56 31%	76 29% Fi 69 36%	67 41% fi 64 29%	59 28%	70 27%	113 27%	89 29%	42 41% fi 25 24%	80 42% cfi 80 42%	625 34%	144 44%	442 25%	252 36%	22 28%	156 27% t 159 27%	219 41% 1	169 25%	155 29%
hat Dan Ol	742 24%	22 25%		46 25%			74 25%	63 34%	107 25%	200 22%			605 22%	137 626 1 138 625	424 24%	262 25%	76 25%	37% t 127 30%	293 38% t 292 38%	140 22%	151 28%
Niesi Farane	711 22%	33 37%	87 30% i	57 21%	67 36%	57 25%	66 21%	71 22% 1 64 34%	103 34%	81 26%	23 28% i 40 29%	52 28%	572 21%		441 15% 0	206 20%	65 30%		28% 61 270 25%	121 28%	171 32%
Elon Musk	700 32%	25 29%	36 31%	42 24%	71 36% 6	52 32%	72 24% 67		91 20%	92 30%	c	74 40% chi	578 31%	122 27%	371 30%	260 27% n	69 32%	34% 34%		131 32%	152 28%
Nicola Sturmon	651 30%	22 25%	34 31%	29 22%	55 28%	51 31%	67 32%	54 29%	95 31% c	95 31%	25 34% c 28 28%	63 34% c	543 30%	107 32%	360 29%	221 32%	60 27%	128 30%	249 32%	125 29%	149 28%
ALGO ALIBOT	546 20%	22 28% Ik	M 30% R	50 28%	72 37% hik	64 29% cfhi	58 28%	65 35% ik	83 27%	62 20%	28%	42 22%	519 28%	127 38% 	266 32% o	178 26%	71 33%	129 30% t	277 36% st	119 28%	121 23%
Prince Harry, Duke of Sussex	577 27%	27 32%	69 28%	46 25%	57 29%	55 33%	43 21%	63 36%	77 25%	63 20%	29 28%	49 26%	458 25%	120 26%	341 27%	176 25%	60 28%	116 27%	251 32%	97 23%	113 21%
Sadio Khan	563 26%	23 26%	57 22%	42 22%	44 22%	50 20%	47 22%	52 28%	29 29%	92 30%	31 30%	37 20%	466 25%	96 29%	329 26%	264 24%	69 22%	115 27%	225 29% t 208	203 24%	119 22%
Luis Rubiales (former head of the Spanish Football Association)	549 25%	21 26%	69 28%	30 16%	53 27%	48 20%	48 22%	58 31%	k 77 25%	8 68 22%	27 26%	50 27%	457 25%	92	320 25%	163 23%	66 30%	124 29%	208 27%	111 26%	106 20%
Vair Garman	25% 451 21%	10 22%	28% 61 21%	16% 30 21%	27% c 30 20%	25% h	22% 26 27%	25% h	25% c 47 15%	22% 58 22%		27% c ac 25% h	25% 361 20%	99 27%	25% 360 22%	22% 546 21%	20% 21%	29% t 64 20%	27% t 176 23%	20% t 02 22%	00 18%
Ina Siden	21% 400 18%	13 15%	21% 60 21%	21% 77 15%	20% An 21%	25% h 34 21%	17% 31 15%	25% h 30 21%	15% cc 18%	22% CZ 28%	28% fh 21 20%	25% h 31 17%	20% 344 19%	27% 64 17%	22% 304 16%	21% 157 22%	21% 47 21%	20% 77 17%	143 18%	77 17%	18% 113 22%
Grets Thunbers	18% 282 18%	15% 12 14%	21% 44 18%	27 15%	21% 41 21%	21% 27 17%	32 15%	42 22%	45 15%	44 34%	20% 26 25%	17% 42 22%	19% 321 17%	17% 61 19%	10% 235 19%	22% 0 203 25%	45 21%	17% 66 16%		70 16%	21% 22 14%
Trade unions	18% 250 16%	14% 13 15%	41 17%	29 16%	21% 28 20%	42 26%	25 27%	22% i 32 17%	42 14%	34 34 11%	25% fbi 12 12%	22% i 21 16%	254 14%	26 26%	19% 0 222 18%	94 12%	21% 34 16%	56 13%	173 22% est 154 20%	16% 67 16%	22 26%
Human Yousef	295 14%	5 6%	17% 22 12%	20 11%	22% 12% 12%	20% hii 22 14%	23 11%	30 36%	14% 32 11%	41 12%	12% 15 14%	41 22% short	237 13%	58 17%	12% 0 178 14%	17% 12%	30 34%	61 54%	20% of 129 17%	47 12%	58 11%
												N									
Kine Charles III	234 13%	10 12%	32 13%	17 9%	24 12%	24 15%	18 9%	26 14%	34 11%	40 13%	15 15%	24 18% cfh	236 13%	28 12%	138 12%	105 15%	21 14%	57 13%	87 11%	61 14%	69 13%
Oueen Camilla	265 12%	7 8%	26 11%	27 15%	22 11%	29 18% Ph 24 15%	20 9%	27 14%	26	35 11%	14 14%	23 18% afh	221 12%	42 13%	151 12%	54 12%	30 14%	49 11%	94 12%	60 14%	62 11%
Gary Lineker	250 12%	12 14%	32 12% h	27 15% 1k	19 22%	24 15% h	19 9%	27 14% h	22 7%	39 13% h	16 15% h	afh 14 8%	207 11%	42 12%	150 12%	28 11%	22 10%	54 13% t	98 13% t	54 13% t	44 8%
Chair GST	345 11%	5%	33 12%	10%	36 12%	6%	27 11%	9%	40 12% e	24% 24% 240	6%	10	204 11%	35 11%	133	85 12%	30 9%	12%	11%	20%	43 12%
Alastair Carnobell	200 9%	S GNS	34 10%	9	11 6%	19 12% c	16 8%	21 11%	25 8%	35 11% c	14 56% cd	19 10%	150 8%	49 15%	113 9%	65 9%	21 10%	41 20%	75 10%	42 10%	42 8%
President Zelenskyv	185 9%	4 4%	29 8%	13 7%	23 12%	14 8%	13 6%	13 7%	25 8%	42 12% afak	9%	12 7%	161 9%	24 7%	97 7%	69 10%	29 13% n	48 11%	58 7%	21 7%	49 9%
Prince William. Prince of Wales	167 8%	2%	34 6%	11 6%	16 8%	16 10%	14 6%	15 8%	26 9%	20 6%	7 7%	26 14% shr4i	143 8%	25 7%	79 6%	72 50%	16 7%	38 9%	57 7%	21 7%	41 8%
Catherine. Princess of Wales	130 6%	S GNS	13 5%	2% 2%	12 6%	8 5%	14 7%	12 7%	18 6%	19 6%	7 7%	19	114 6%	17 5%	66 5%	46 7%	18 8%	30 7%	45 6%	22 5%	34 6%
Alison Hammond	105 5%	1 1%	13 6%	4 2%	17 9% acf	7 4%	4 2%	4%	54 5%	16 5%	4%	13 7% cf	84 5%	17 5%	59 5%	27 4%	15 7%	25 6%	28 5%	13 2%	25 5%
Barble	99 5%	2%	4 2%	5 26	10 5%	8 5%	10 5%	10 5%	19 6% b	22 7% bi	1 1%	cf 7 4%	SK SK	13 4%	53 4%	34 5%	11 5%	19 4%	34 4%	17 4%	28 5%
David Beckham	98 5%	2 2%	11 4%	SN.	7 4%	4 2%	4 2%	13 7% f	16 5%	17 6%	9% ef	6 2%	80 4%	18 5%	62 5%	28 4%	es.	16 4%	28 5%	16 4%	28 5%
Rory Stewart	90 4%	2 2%	13 5%	4 2%	6 2%	7 4%	2%	9 5%	2%	15 5%	6	16 8% cdfb	74 4%	16 5%	4%	30 4%	12 6%	18 4%	28 4%	19 4%	25 5%
Taylor Swift	97 4%	2%	5 2%	2%	7 2%	2%	7 3%	12 7% b	12 4%	18 6%	7 7%	4%	76 4%	12 4%	27 2%	46 7% no	2%	30 5%	30 4%	12 3%	25 5%
Elton John	84 4%	5 6%	13 5%	4 2%	6 2%	4 2%	2%	3 2%	11 2%	17 6%	5 5%	11 6%	72 4%	12 4%	26	40 6%	46	16 4%	26 3%	10 2%	32 6% n
Teachen	64 4%	5%	4%	2%	1%	2%	7 2%	17 7% d	2%	16 5%	5%	2%	4%	4%	4%	79 4%	2%	4%	4%	3%	35 5%
NEED CONNEW	2% 2%	2%	2%	46	2%	3 2%	7 2%	5%	2%	16 5% bh	2%	3 2%	5A 2%	17 4%	37 2%	2% 2%	3 1%	17 2%	2% 2%	2%	21 4%
Acteie	60 2%	2 2%	2%	2%	5 2%	4 2%	1%	6 2%	6 2%	15 5%	4%	5 2%	52 3%	9 2%	32 2%	24 2%	4 2%	5 1%	27 2% 0	7 2%	22 4% os
Davina McCall	2% 2%	1 2%	6 2%	2%	7 2%	5 2%	6 2%	4 2%	6 2%	12 4%	1 1%	es.	50 3%	9 2%	26 2%	26 4% n	8	14 2%	23 2%	9 2%	13 2%
Martin Lewis	27 2%	:	4 2%	5 26	2 1%	10 6%	2%	5 2%	2 2%	17 5% 4	1 1%	2% 2%	47 2%	11 2%	31 2%	23 2%	4 2%	7 2%	21 2%	13 2%	17 2%
Ansels Risson Josie Gibson	53 2% 52 2%	3 2%	2 2% 4 2%	2 2% 1 2%	5 2% 4 2%	2 2 4 2 2 1	5 2% 2 1%	6 2% 4 2%	9 2% 11 2%	11 4% 16 5% abfi	2 2%	4 2% 5 2%	44 2% 41 2%	9 2% 11 2%	27 2% 24 25	26 26 24 25	2 2% 4 2%	9 2% 6 2%	25 2% 16 2%	9 2% 7 2%	20 4% 23 4%
David Attenboroush	2% 50 2%	1 18	2% 9 4%	2% 5	2% 5 2%	2% 4	1%	2% 5 2%	2% 6 2%	ski abfi 7	2	2% 1 2%	2% 42	2% g 2%	2% 23 26	2% 23 2%	2% 4 2%	2% 11 2%	2% 14 2%	2% # 2%	4% on 17 3%
Hannah Waddineham	2% 49 2%	1%	4% 2 2%	2% 1	2% 5 2%	2% 2 2%	1% 4 2%	2% 2 4% bc	2% 7 2%	2% 14 4%	1% 1 1%	2% 5 2%	2% 40 2%	2% 9 2%	2% 21 2%	2% 25 4%	2% 2 1%	2% 7 2%	2% 14 2%	2% 8 2%	2% 19 4%
Sam Thomason	40 2%		c 2%	1	A 2%	A 2%	4 2%	bc 7 4%	c 2%	13 4%	- :	2%	2%	A 1%	73 2%	n 29 2%) 2%	a 2%	11	13	16.
England Women's football team	48 2%	1 2%	5 2%	2 1%	3 2%	2 2%	:	5 2%	7 2%	9 2%	-	11 6% cdfi	40 2%	7 2%	27 2%	17 2%	1 2%	9 2%	16 2%	g 2%	15 2%
Mary Earos	41 2% 28	1 1%	2 2%	1 2%	6 2%	4 2%	2 1%	5 2%	4 2%	7 2%	1 1%	6 2%	22 2%	7 2%	21 2%	34 2% 34	3 2%	6 1%	14 2% 13	9 2%	12 2% 14
Ellie leach Judi Dench	26 27 27 28	1 1% 2 2%	4 2% 4 2%	1 2% 1 2%	2 1% 4 2%	5 2% 2 2%	2 1%	2% 2% 2%	4 2% 4 2%	9 2% 9 2%	1 1% 2 2%	4 25 2 2 28	32 2% 34 2%	6 2% 4 1%	21 2% 20 2%	14 2% 13 2%	2 1% 4 2%	4 1% 9 2%	13 2% 6 1%	7 2% 4 1%	14 2% 18 2%
Other (Please specify)		2%		2%																	n
Don't know	22 1%		2 2%	15	2 1%	5 2% ci 15 9%	2% 2%	1 1%	2 1%	1	1 1%	4 2%	17 1%	7 2%	13 1%	6 2%	4 2%	7 2%	11 1%	1 1%	3 1%
None of these	217 10%	9 11%	29 8%	15 8%	29 15% b		26 12%	15 8%	30 10%	31 92% 22	10 10%	18 10%	187 10%	30 9%	118 9%	25 11%	24 11%	49 12%	77 10%	40 9%	51 9% 29
	112 5%	6 7%	20 8%	s _N	9 5%	6 4%	7 3%	6 3%	12 4%	22 7%	1 1%	13 7%	101 5%	11 3%	71 6%	29 4%	12 6%	29 7%	25 4%	20 5%	29 5%



March Marc	ER REMAIN 1 (r) 1 913 6 884 N 4115 5 577 N 65%	LEAVE NOTE
Macher M	1 01 1 923 6 884 N 41% 5 577 N 65%	625 678 325
Manuscripton 1980 188 47 48 464 241 211 212 212 212 212 213 215 216 217 21	S 577 N 65%	678 31%
Main Col.		
Boris lobreuse 966 646 260 C22 275 2715 2726 2720 162 61 360 71 893 62 137 257 73 7 8 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	% 60%	416 61%
		306 45%
		263 29%
		227 32%
122 Touris 278		217 32%
	5 424 % 48%	169 25%
Not Stro CG		329 49%
	6 419 % 47%	131 19%
	7 222 % 28%	165 24%
2	4 976 % 26%	313 46% r
Drive likery Fulso of Grassey C77 364 713 366 398 174 142 148 1407 44 133 444 CSL 34 395 174 54 17 35 18 C78 278 288 278 288 278 288 288 288 288 2	y 100 % 22%	779 42%
Selections 540 302 175 277 296 120 315 151 07 296 296 296 296 297 298 298 298 298 298 298 298 298 298 298		203 45% r 168
Lais Bubbles (Brener head of the See 217 231 352 296 102 126 646 104 61 123 425 513 22 156 169 49 1	8 276	
25% 25% 26% 26% 26% 21% 21% 25% 26% 26% 26% 26% 25% 15% 26% 27% 12% 26% 26% 26% 2		25% 218
		218 32% r 167 25%
The Billion Add 277 122 256 544 47 1255 16 57 Mt 124 275 346 47 125 57 Mt 124 275 346 47 125 57 Mt 125 57		
Great Thurshore 322 200 502 229 533 90 92 99 70 22 77 206 209 200 188 66 5 9 189 209 209 189 200 189 200 189 200 189 200 189 200 189 200 189 200 189 200 189 200 189 200 189 200 189 200 189 200 200 200 200 200 200 200 200 200 20	8 97 % 11%	215 32% r
Trade uniform		182 27% r
b constrained 366, 300 00 175 146, 79 77 61 64 77 64 344 775 15 71 71 72 75 75 75 75 75 75 75 75 75 75 75 75 75		160 25% r
Non-Charles 1 224 127 101 180 65 72 78 57 43 24 89 185 220 28 38 82 14 1 28 128		77 11%
Outsen Carestina 265 180 85 1270 64 65 74 63 28 25 86 1279 221 20 67 85 127 8 1278 1278 1278 1278 1278 1278 127	113 % 12%	81 12%
Garvilnoler 259 168 52 146 521 55 74 59 38 23 53 198 224 22 144 24 6 6 6 128 129 129 129 129 129 129 129 129 129 129	50 % 6%	161 24%
ChatGPT 240 133 105 142 68 58 70 52 28 22 63 136 211 26 64 64 156 6 118 106 128 126 106 128 120 128 120 128 120 108 108 120 120 120 120 120 120 120 120 120 120	7 99 % 11%	78 11%
Austri-Carnobell 200 125 65 123 66 45 47 42 41 34 48 152 187 8 87 23 13 5 98 10 10 10 10 10 10 10 10 10 10 10 10 10	61 6 7%	105 16N
President Zellenskyv 185 122 52 121 74 48 56 40 24 18 59 127 126 27 62 20 10 6 9K 120K 7K 2K 227 126 27 82 20 10 6	1 56 6 6%	76 11%
Prince William Prince of Wales 147 107 60 126 62 42 43 43 23 14 53 114 140 25 22 47 10 7 88 88 8% 8% 8% 7% 6% 6% 9% 7% 8% 0% 6% 8% 8% 7% 9% 6% 8% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9%	1 84 % 10%	26 5%
Carberine Princessor Wales 122 84 47 70 51 22 21 38 21 9 41 60 112 17 22 42 8 4 6 6 6 6 6 6 6 6 6 6 7 7 7 7 7 7 7 7 7		26 5%
Alian Nummond 166 77 24 49 52 27 29 21 34 10 22 79 89 10 20 20 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2		51 8%
Teaching 50 70 29 50 40 36 22 18 11 6 30 60 80 16 36 35 18 8 8 95 78 50 28 28 28 28 58 50 40 50 28 28 60 60 60 60 60 60 60 60 60 60 60 60 60		52 8%
	233	r
The Additional Mark Control of the C	6 4% 1 30 6 2%	50 6% 60 6%
Trader Swift: 87 60 28 53 34 22 21 18 22 4 28 50 77 10 21 30 6 2 4 4 4 6 4 5 4 5 6 5 6 5 6 5 6 5 6 6 6 6	22 6 3%	27 5%
Descriptor Max 57 27 50 24 24 18 15 18 10 24 58 67 14 20 9 6 2	1 22 6 2%	43 6%
Tearhore 44 61 73 65 76 16 70 16 11 6 77 67 72 67 76 7 46 6 7 7 66 6 7 7 67 7 6	1 14 2%	EA BN
	1 13	7 5% 7
Adele 40 40 21 28 22 14 12 15 12 7 23 28 48 10 34 15 3 1 2		21 5%
Govina MeColi 59 e7 11 28 21 21 M E 17 7 E 0 50 51 7 22 7 4 2 8 8 18 18 28 28 68 18 28 28 28 68 18 28 28 28 68 18 28 28 28 68 18 28 28 28 28 28 28 28 28 28 28 28 28 28		7 36 5%
Month Lorent 25 25 25 25 25 25 25 2		22 25
	5 2N 5 12 6 1%	20 26
286 288 288 288 288 288 288 288 288 288		2% 22 2%
25 25 25 28 28 28 28 28 28 28 28 28 28 28 28 28		2% 7 29 4%
		r
28 26 26 26 26 26 26 26 26 26 26 26 26 26		21 2% r
See Thompson et S	17 6 2% 1 11 6 1%	25 26 25 45
28 28 28 28 28 28 28 28 28 28 28 28 28 2		21 25
284 284		2% r 14 2%
		2% 2% 2%
2N 2		r
286 286 296 296 296 296 296 296 296 296 296 29	7 6 2%	12 2%
10% 11% 9% 12% 9% 14% 10% 7% 7% 26% 9% 11% 10% 12% 6% 9% 9% 2 ab ab	61 % 7%	46 7%
None of Plane 110 76 M N: 37 N: 77 N: 73 M 4 37 N: 43 44 33 N: 7 N: 55 N	: 38 6 4%	37 6%

Proportions/Means: Columns Tested (SS: risk level) - a/b - c/d - a/ft/a/h/l - 1/k - U/m - n/a/a/a - r/s Overlap formulae used. -* small base



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 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

		GEI	NDER			AGE				AGE			GENERA	TIONS		SOCIAL	. GRADE
															BABY		
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(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		390			661			312				1239	
	100%	49%		12%					30%			14%				57%	
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%	15%
																р	
Naughty	544	343	196	49	90	97	112	197	139	208	197	63	145	161	175	311	234
	25%	32%	18%	20%	22%	25%	28%	27%	21%	27%	27%	20%	23%	29%	27%	25%	25%
		b					cd	С		h	h			kl	k		
Don't know	1249	511	718	156	247	230	209	407	403	438	407	194	378	308	368	692	557
	58%	48%	66%	62%	60%	59%	53%	56%	61%	56%	56%	62%	59%	55%	56%	56%	60%
			а	f								m m					

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

							REGION						UR	BAN	N	IARITAL STAT	US		HOUSEH	IOLD SIZE	
				YORKS &	WEST	EAST	EAST OF								MARRIED		WID/ DIV/				1
		NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	URBAN	RURAL	/LIVING AS	SINGLE	SEP	1	2	3	4+
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(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*										185	1840		1256			425			
	100%	4%*										9%			58%			20%			
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					0						
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%
					а	a	a		a									l			

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

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 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

		EDUC	CATION	EMPLOYM	ENT STATUS			INCOME			CHILDREN IN	HOUSEHOLD	ETH	NICITY		SENERAL ELEC	TION 2019 VOT	E	REFERENDUI	M 2016 VOTE
		NON			NOT	UP TO	£20,000-	£35,000-		PREFER NOT				ETHNIC	CONSERVATI					
		GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	TO SAY	ANY	NONE	WHITE	MINORITY	VE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
UNWEIGHTED BASE	2170	1142	1028			512							1848		513				913	635
WEIGHTED BASE	2170	1377	793			488							1884		560				884	678
	100%	63%	37%			22%							87%		26%				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		

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

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 11 5 Dec 2023

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

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

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 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

		REGION																HOUSEHOLD SIZE				
												UK	BAN	MARITAL STATUS			HOUSEHOLD SIZE					
				YORKS &	WEST	EAST	EAST OF								MARRIED		WID/ DIV/				1	
		NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	URBAN	RURAL	/LIVING AS	SINGLE	SEP	1	2	3	4+	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(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*										185	1840		1256			425			538	
	100%	4%*										9%			58%			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%	23%	16%	20%	19%	20%	18%	23%	19%	19%	20%	21%	
										ehk												
Naughty	292	19	43	20	16	19	22	27	43	49	11	24	243	49	170	98	25	62	104	57	69	
	13%	21%	18%	11%	8%	12%	10%	15%	14%	16%	11%	13%	13%	15%	14%	14%	11%	15%	13%	13%	13%	
		cdf	df							d												
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%	71%	73%	71%	65%	69%	57%	67%	71%	67%	66%	66%	68%	66%	66%	68%	66%	66%	
				i	i	i	i		i			i									J	

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

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

		EDUCATION		EMPLOYMENT STATUS		INCOME					CHILDREN IN HOUSEHOLD		ETHNICITY			SENERAL ELEC	REFERENDUM 2016 VOTE			
		NON			NOT	UP TO	£20,000-	£35,000-		PREFER NOT				ETHNIC	CONSERVATI					
		GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	TO SAY	ANY	NONE	WHITE	MINORITY	VE	LABOUR	LIB DEMS	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
UNWEIGHTED BASE	2170	1142				512							1848		513				913	635
WEIGHTED BASE	2170	1377				488							1884		560				884	678
	100%	63%				22%							87%		26%				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				i		efgi		k			1		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		р	р		nop		r

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

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.