

YouGov Survey Results

Sample Size: 1656 GB Adults
Fieldwork: 9th - 10th November 2014



	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1656	X	X	X	X	471	413	333	803	853	197	419	566	474	944	712	212	538	354	407	144	
Unweighted Sample	1656	433	423	79	221	516	416	347	773	883	92	380	671	513	1142	514	290	482	317	388	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you celebrate Christmas?

Yes	93	95	92	97	96	95	90	95	92	94	89	95	92	93	93	92	84	96	91	95	95
No	7	5	8	3	4	5	10	5	8	6	11	5	8	7	7	8	16	4	9	5	5

[The following questions were only asked to those who celebrate Christmas; n=1530]

How much do you intend to spend on food and drink for consumption at home this Christmas?

Less than £99	30	29	27	32	31	30	24	34	23	37	39	30	25	33	30	31	29	28	34	32	28
£100 - £249	42	43	47	42	43	44	50	44	45	40	20	42	48	45	43	42	39	44	43	42	40
£250 - £499	11	13	12	16	11	10	11	11	12	10	6	12	13	9	11	10	11	11	11	11	11
£500 - £749	2	1	2	1	2	3	1	0	3	1	3	2	3	1	2	2	3	3	1	2	2
£750 or more	1	2	0	0	1	1	1	1	1	1	0	1	1	1	1	0	1	1	2	0	1
Nothing	2	2	1	1	3	1	0	1	2	1	6	2	1	1	1	3	3	3	1	0	0
Don't know/ Would rather not say	12	11	11	8	9	11	13	8	14	10	26	11	9	11	11	13	14	11	9	12	18
Mean - food and drink spending (£)	174	186	177	171	170	180	176	162	195	155	142	182	188	159	181	163	180	179	169	167	175

And how does that compare to last year?

A lot more	2	2	3	1	0	2	3	3	2	3	3	5	1	1	3	2	2	2	2	4	3
A bit more	10	8	12	12	12	7	16	7	10	10	12	12	8	8	10	10	9	11	11	8	7
TOTAL MORE	12	10	15	13	12	9	19	10	12	13	15	17	9	9	13	12	11	13	13	12	10
About the same	66	72	59	75	69	75	59	71	66	65	42	63	70	73	69	62	59	68	65	66	66
A bit less	8	7	10	6	7	7	7	8	8	8	13	6	9	7	7	9	8	9	8	7	4
A lot less	5	3	6	0	6	3	6	4	5	5	7	4	6	3	3	7	7	4	8	4	2
TOTAL LESS	13	10	16	6	13	10	13	12	13	13	20	10	15	10	10	16	15	13	16	11	6
Don't know/ Would rather not say	9	7	10	6	6	6	10	7	9	9	23	9	6	8	8	10	15	7	6	10	17

How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Less than £49	64	62	65	68	66	64	63	70	58	69	54	61	67	68	64	64	53	63	73	65	58
£50 - £99	17	22	16	18	18	19	20	17	21	13	11	21	16	17	19	15	21	18	15	16	15
£100 - £149	4	5	5	5	2	4	4	3	3	4	0	5	4	4	4	3	4	3	4	4	4
£150 - £199	1	2	2	1	0	2	1	0	1	1	3	2	1	1	2	1	2	1	0	2	1
£200 or more	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	1	1	0	1	1
Nothing	7	3	7	5	7	3	6	6	7	6	13	6	6	5	4	10	9	7	4	6	11
Don't know/ Would rather not say	7	4	5	2	6	6	5	4	8	5	19	6	5	5	6	7	10	8	3	6	11
Mean - card, tree, decoration spending (£)	43	49	43	45	42	47	44	40	46	41	41	46	44	41	46	40	50	43	39	45	45

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how does that compare to last year?

A lot more	1	1	2	1	0	1	3	1	2	1	1	2	2	1	2	1	4	2	1	1	0
A bit more	5	5	5	2	4	4	6	4	4	6	4	8	4	4	5	5	6	5	5	5	6
TOTAL MORE	6	6	7	3	4	5	9	5	6	7	5	10	6	5	7	6	10	7	6	6	6
About the same	71	80	69	82	69	74	67	76	72	70	58	69	71	77	73	68	64	72	68	72	74
A bit less	9	8	10	10	14	11	11	6	8	10	4	8	10	11	9	9	9	9	13	7	6
A lot less	7	4	8	2	7	5	6	9	5	8	7	6	9	4	5	9	6	5	10	8	4
TOTAL LESS	16	12	18	12	21	16	17	15	13	18	11	14	19	15	14	18	15	14	23	15	10
Don't know/ Would rather not say	7	3	6	2	5	4	6	4	9	5	26	6	5	3	6	8	11	8	3	6	9

How much do you intend to spend on gifts for family and friends this Christmas?

Less than £99	13	8	12	20	13	8	10	13	14	12	31	11	12	9	13	12	19	13	13	12	10
£100 - £249	32	35	31	32	27	33	31	40	30	35	26	36	29	35	33	32	26	33	33	35	30
£250 - £499	27	31	26	35	32	31	29	28	26	29	10	30	29	30	27	28	29	26	29	27	28
£500 - £749	10	11	11	6	11	12	12	8	10	11	6	10	12	11	11	9	8	11	11	9	14
£750 or more	6	6	8	2	7	8	7	3	6	6	6	6	8	4	7	5	3	6	7	6	7
Nothing	1	1	1	0	1	1	0	2	1	1	1	0	2	1	0	1	1	1	1	0	0
Don't know/ Would rather not say	10	7	10	6	8	9	12	5	13	7	21	8	8	10	9	12	13	11	6	11	11
Mean - family, friends spending (£)	318	333	340	261	340	349	343	280	320	316	238	314	346	316	323	311	287	321	324	310	352

And how does that compare to last year?

A lot more	1	2	1	0	1	1	1	1	1	1	1	2	1	1	1	1	2	1	0	2	1
A bit more	10	7	12	19	10	8	12	11	9	11	17	12	8	8	10	10	13	8	12	10	10
TOTAL MORE	11	9	13	19	11	9	13	12	10	12	18	14	9	9	11	11	15	9	12	12	11
About the same	66	75	64	63	68	73	60	71	66	65	47	62	69	73	68	62	60	69	65	65	65
A bit less	9	6	10	16	9	7	10	9	8	11	8	11	10	9	10	9	10	9	9	10	11
A lot less	5	4	6	0	7	4	8	3	5	6	7	6	7	2	4	7	7	4	8	5	4
TOTAL LESS	14	10	16	16	16	11	18	12	13	17	15	17	17	11	14	16	17	13	17	15	15
Don't know/ Would rather not say	8	6	8	3	6	7	8	4	11	6	20	7	6	7	6	10	10	9	6	8	9