

YouGov Survey Results

Sample Size: 1269 GB Adults
Fieldwork: 4th - 5th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Do you celebrate			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No		
Weighted Sample	1269	334	439	74	366	318	285	617	652	154	324	434	358	723	546	162	412	272	312	110	1170	96	
Unweighted Sample	1269	354	388	80	395	294	305	591	678	63	343	479	384	854	415	227	404	257	283	98	1170	98	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

"I am looking forward to Christmas this year"

Strongly agree	27	30	26	29	27	28	30	25	29	22	38	25	23	29	25	28	25	29	28	27	29	5
Tend to agree	42	42	41	44	42	37	37	43	40	66	38	39	37	42	41	36	41	43	43	42	43	26
TOTAL AGREE	69	72	67	73	69	65	67	68	69	88	76	64	60	71	66	64	66	72	71	69	72	31
Tend to disagree	19	18	19	18	19	21	22	18	19	5	14	23	23	18	20	17	21	14	19	24	19	18
Strongly disagree	7	4	9	9	7	8	8	7	8	1	4	8	12	6	9	8	9	7	6	3	5	32
TOTAL DISAGREE	26	22	28	27	26	29	30	25	27	6	18	31	35	24	29	25	30	21	25	27	24	50
Don't know	5	6	5	0	5	6	3	6	4	6	6	5	5	5	5	11	4	6	3	4	4	18

"Christmas is my favourite public holiday of the year"

Strongly agree	23	28	23	19	28	22	21	20	25	22	36	21	14	23	22	21	22	28	21	19	24	4
Tend to agree	40	42	37	49	39	38	39	42	39	54	41	37	37	42	38	33	37	40	49	36	42	19
TOTAL AGREE	63	70	60	68	67	60	60	62	64	76	77	58	51	65	60	54	59	68	70	55	66	23
Tend to disagree	19	13	21	18	14	21	21	21	18	14	13	24	22	19	20	20	21	17	16	28	19	19
Strongly disagree	13	12	15	14	14	13	13	11	14	7	5	11	24	11	15	15	16	9	10	12	10	45
TOTAL DISAGREE	32	25	36	32	28	34	34	32	32	21	18	35	46	30	35	35	37	26	26	40	29	64
Don't know	5	5	4	0	5	5	6	7	4	3	5	7	4	5	6	11	3	6	4	5	4	13

"The true meaning of Christmas has been lost"

Strongly agree	33	33	34	27	32	32	37	37	30	25	31	34	39	33	34	31	29	34	39	37	32	52
Tend to agree	48	47	51	50	49	53	45	43	52	38	43	52	51	47	48	48	54	42	45	46	50	25
TOTAL AGREE	81	80	85	77	81	85	82	80	82	63	74	86	90	80	82	79	83	76	84	83	82	77
Tend to disagree	11	11	10	18	12	9	10	12	10	17	16	11	4	13	8	12	10	13	11	8	11	5
Strongly disagree	3	2	3	3	2	3	4	2	4	5	3	1	3	3	2	2	3	4	2	3	3	5
TOTAL DISAGREE	14	13	13	21	14	12	14	14	14	22	19	12	7	16	10	14	13	17	13	11	14	10
Don't know	5	6	3	1	5	4	4	6	4	15	6	3	4	4	7	8	4	8	4	6	5	14

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

Approximately when do you start your Christmas shopping?

[Excluding those who do not give or receive presents at Christmas time n=1204]

Before November	27	26	26	30	29	25	28	19	35	16	27	29	30	24	31	17	25	34	32	22	28	5
During November	31	31	30	36	29	35	33	29	33	30	37	30	28	31	31	31	32	31	33	23	31	27
Beginning of December	32	35	34	30	35	31	31	39	26	41	23	33	35	36	27	36	35	27	27	41	33	21
End of December	3	3	3	2	1	4	4	4	3	3	5	3	2	4	3	4	3	3	4	5	3	10
Christmas Eve	1	0	2	0	0	3	0	1	1	3	1	0	0	1	1	0	2	0	0	1	1	0
Boxing Day	1	0	1	0	0	0	1	2	0	0	3	1	0	0	2	4	0	1	0	4	1	10
Don't know	4	5	3	2	5	3	3	6	2	7	5	3	4	4	5	8	4	3	2	5	3	27

At Christmas time, which do you prefer - giving or receiving presents?

Giving presents	36	36	37	39	38	41	36	31	41	20	36	39	40	36	36	26	41	38	36	29	38	12
Receiving presents	6	8	5	2	6	3	7	10	3	15	11	4	0	6	6	6	6	5	7	5	6	1
I like both equally	52	52	52	53	52	50	52	53	52	53	50	53	53	52	53	58	50	48	52	63	54	26
Not applicable - I do not give or receive presents at Christmas time	5	4	5	5	4	6	4	5	4	11	3	4	5	5	4	6	3	8	4	3	1	52
Don't know	1	0	1	1	0	1	2	2	0	2	1	1	1	1	1	3	0	2	1	0	0	9

Do you watch the Queen's annual Christmas speech on TV?

Yes, every year	13	21	12	9	21	12	10	13	14	16	12	11	17	15	11	16	14	11	14	11	14	5
Yes, most years	29	33	30	33	32	31	27	27	31	19	23	35	32	28	32	32	27	34	28	26	30	19
No	57	46	58	57	47	56	61	59	54	64	64	53	51	57	56	48	59	55	57	63	55	72
Don't know	1	0	0	0	0	0	1	1	0	1	1	1	0	1	1	3	0	0	0	0	0	5

Approximately when do you, or someone in your household put up your Christmas tree?

Before December 1st	3	2	4	0	1	1	7	2	3	3	5	2	1	1	5	2	4	2	3	0	3	2
December 1st	5	6	5	2	6	5	5	5	6	2	8	5	4	5	5	8	4	5	6	4	6	1
The first week of December	20	19	18	24	17	24	19	18	21	29	20	21	13	18	21	17	19	20	22	18	21	4
The second week of December	29	28	29	35	29	24	30	32	26	29	33	28	26	29	28	24	28	31	29	33	31	3
The third week of December	26	29	26	21	30	28	23	24	28	22	18	30	31	30	21	22	27	23	28	28	28	5
The day before Christmas Eve	3	3	4	6	3	4	4	3	4	1	2	3	6	3	3	2	4	3	3	1	3	6
Christmas Eve	1	2	0	1	3	0	2	1	2	1	1	2	2	2	1	2	2	2	0	2	1	3
Christmas Day	0	0	0	0	0	0	0	0	1	3	0	0	0	0	0	1	0	0	0	0	0	4
After Christmas day	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not applicable - I do not have a Christmas tree	12	11	12	12	10	13	10	13	10	10	10	9	17	11	13	19	11	10	8	14	7	70
Don't know	1	1	2	0	1	1	0	2	0	1	4	0	1	1	2	3	1	2	0	0	1	2

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

Which one of the following do you top your tree with?

[Excluding those who do not have a Christmas tree
n=1119]

Angel	42	42	45	37	45	42	43	40	44	49	28	45	49	41	43	35	41	45	43	44	42	51
Star	46	49	42	46	45	47	42	48	45	39	61	41	43	47	46	52	43	47	48	46	47	18
Other	8	6	9	14	7	4	14	7	8	7	8	10	6	9	6	9	11	6	6	6	8	7
Don't know	4	3	4	3	3	6	1	4	3	5	3	5	2	3	4	4	5	2	3	3	3	24

For each of the following please say whether you will or will not be having it on Christmas day:

Pigs in blankets

Yes I will	59	61	56	60	60	55	62	57	61	68	62	65	45	59	59	45	59	64	62	56	61	34
No I will not	29	28	31	28	30	35	26	28	31	17	25	26	44	31	27	39	27	27	27	36	28	53
Don't know	12	11	13	12	10	11	12	15	8	16	13	9	11	10	14	16	14	9	11	8	12	13

Egg nog

Yes I will	5	3	6	10	4	5	2	5	5	6	7	4	2	5	4	5	5	3	4	6	4	7
No I will not	86	90	83	86	90	85	92	83	88	71	83	89	93	87	84	75	90	88	84	91	87	76
Don't know	9	7	11	3	6	10	6	12	7	24	10	7	5	8	11	19	5	9	12	4	9	17

Mulled wine

Yes I will	20	23	16	27	20	16	20	19	20	28	23	18	15	25	12	17	23	20	17	18	19	24
No I will not	66	66	70	66	69	71	65	61	71	54	62	69	73	61	73	65	65	65	69	71	67	57
Don't know	14	11	14	8	11	13	15	20	9	18	15	13	12	14	15	18	12	15	14	11	14	20

Whiskey

Yes I will	21	22	20	23	22	19	20	29	14	23	19	17	26	23	18	19	20	22	16	36	20	31
No I will not	67	68	69	69	66	69	70	56	77	59	68	71	65	64	71	68	69	68	67	54	68	53
Don't know	12	11	11	8	12	12	9	15	9	19	13	11	9	13	11	12	11	10	16	9	12	17

Brandy

Yes I will	21	28	19	21	26	19	18	24	19	15	20	22	24	24	18	28	24	21	15	20	22	11
No I will not	66	62	70	70	64	71	68	61	71	60	69	67	64	64	68	57	66	65	71	68	66	68
Don't know	13	10	11	9	10	10	14	15	10	25	11	11	12	12	14	15	10	14	15	11	12	21

Champagne

Yes I will	30	39	26	33	34	29	29	29	31	28	36	31	23	36	21	28	30	28	27	43	30	19
No I will not	55	50	58	54	52	60	54	52	57	48	47	55	64	49	62	52	55	57	56	50	54	61
Don't know	15	12	16	13	14	12	17	19	12	24	18	13	13	15	17	20	15	16	17	6	15	20

Irish Creme (such as Baileys)

Yes I will	25	25	24	27	26	20	23	22	27	13	32	27	21	25	24	21	25	26	25	23	25	15
No I will not	60	65	64	64	64	67	61	60	60	64	52	62	62	61	59	59	59	59	59	68	59	71
Don't know	16	11	13	10	11	13	15	18	14	23	16	12	16	14	17	21	16	15	15	9	16	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mixed nuts																						
Yes I will	43	40	46	41	44	45	42	38	47	30	35	40	58	44	42	40	46	44	40	39	44	27
No I will not	42	47	39	43	45	39	43	44	40	50	45	46	31	42	42	41	38	43	45	48	41	55
Don't know	15	13	15	15	11	15	15	18	13	19	20	14	11	15	16	19	16	13	15	14	15	18
Turkey																						
Yes I will	70	78	67	72	79	73	67	70	71	53	69	77	70	71	69	68	71	72	71	66	73	37
No I will not	19	13	24	17	13	17	22	16	21	20	21	16	20	18	20	21	17	16	21	20	17	41
Don't know	11	9	10	11	8	10	11	14	8	27	10	7	10	11	11	11	12	12	8	14	10	21
Stuffing																						
Yes I will	78	83	77	77	82	78	81	75	81	68	74	82	81	77	79	68	79	80	81	75	81	42
No I will not	14	11	15	14	13	15	12	14	14	17	15	13	13	15	13	21	13	12	12	19	12	37
Don't know	8	6	9	9	5	7	7	11	6	15	10	6	6	8	8	11	8	9	7	6	7	20
Carrots																						
Yes I will	79	80	79	80	79	80	84	76	82	82	79	78	80	79	79	71	79	81	83	76	82	43
No I will not	12	13	12	11	14	12	8	12	12	3	10	14	13	11	12	16	13	9	9	12	10	31
Don't know	9	7	10	9	7	8	8	12	7	15	11	8	7	10	9	12	8	10	8	12	8	26
Brussel sprouts																						
Yes I will	68	71	69	60	75	73	69	63	71	38	55	76	80	68	67	63	71	65	68	64	69	47
No I will not	24	22	23	33	20	21	24	26	23	47	35	18	13	24	25	26	22	26	23	31	24	31
Don't know	8	6	8	7	5	6	7	11	5	15	10	6	6	8	8	11	7	8	9	5	7	22
Roast potatoes																						
Yes I will	88	91	86	92	91	88	91	86	90	83	84	90	91	88	88	84	89	89	88	87	91	53
No I will not	6	5	7	3	6	7	4	6	6	4	8	6	5	6	6	8	6	4	6	7	4	28
Don't know	6	4	7	5	3	5	5	8	4	13	8	4	4	7	6	9	5	6	6	6	5	20
Parsnips																						
Yes I will	63	68	61	71	66	62	73	57	67	34	60	69	68	62	63	59	68	62	63	51	65	30
No I will not	26	24	24	22	26	25	18	30	22	46	27	20	23	26	26	29	22	27	24	37	24	55
Don't know	12	8	15	7	7	13	9	13	11	20	13	10	9	12	12	12	10	11	14	12	11	15
Peas																						
Yes I will	56	57	59	49	59	62	48	60	52	51	50	57	61	53	59	52	60	63	51	42	57	38
No I will not	29	29	27	36	29	25	40	24	35	24	33	30	27	32	26	31	25	27	31	43	29	37
Don't know	15	14	15	15	12	13	12	17	13	25	17	12	13	15	15	17	16	10	18	15	14	25
Yorkshire pudding																						
Yes I will	46	41	48	40	42	49	39	48	43	56	50	43	40	41	51	43	53	49	43	18	47	30
No I will not	42	48	40	49	47	43	45	36	47	24	34	49	48	46	36	43	37	36	42	74	41	53
Don't know	13	11	12	11	10	9	16	15	10	21	16	8	12	13	13	14	10	14	15	9	12	17
Cabbage																						
Yes I will	30	30	35	28	31	33	28	32	28	25	34	30	28	26	34	24	38	33	26	9	31	18
No I will not	54	56	48	56	58	52	56	49	60	52	46	56	60	56	51	57	46	51	58	79	54	60
Don't know	16	13	16	16	11	15	16	20	12	23	20	14	12	17	14	19	16	16	16	12	15	22
Cranberry sauce																						
Yes I will	52	57	53	58	57	55	59	49	56	37	46	60	56	56	47	48	54	51	52	55	54	32
No I will not	38	37	36	34	39	37	32	38	39	47	42	35	36	35	43	40	35	42	41	33	37	52
Don't know	9	6	11	8	5	8	9	13	6	16	11	6	8	8	10	13	10	6	8	12	9	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gravy																						
Yes I will	86	89	84	92	91	85	91	82	89	81	82	89	87	86	86	80	91	85	85	78	88	49
No I will not	8	7	8	4	6	10	3	8	8	10	8	7	9	8	9	8	4	10	8	18	6	34
Don't know	6	5	8	4	4	5	6	9	3	9	10	4	4	7	6	12	4	5	7	4	5	17
Smoked salmon																						
Yes I will	21	33	18	28	28	18	20	22	21	16	23	20	24	27	13	21	24	17	17	33	22	12
No I will not	64	55	67	62	61	69	66	59	69	65	62	67	62	60	70	60	62	68	69	53	64	62
Don't know	15	12	15	10	11	13	15	19	10	19	15	13	14	13	17	19	13	16	13	14	14	25
Mince pies																						
Yes I will	65	69	64	66	71	66	64	63	66	56	54	68	74	65	65	62	69	60	65	64	67	36
No I will not	27	24	27	30	24	26	28	25	29	31	35	26	19	27	27	27	22	34	26	29	25	49
Don't know	8	7	9	4	5	8	8	11	6	13	11	6	7	8	8	11	9	6	9	8	8	15
Christmas pudding																						
Yes I will	57	64	58	67	66	64	57	58	56	45	45	62	67	60	53	59	63	55	55	39	58	36
No I will not	33	28	30	28	29	27	35	29	36	35	45	29	25	30	36	26	27	36	33	52	32	45
Don't know	11	8	12	5	6	9	8	14	8	20	11	10	8	10	12	15	9	9	11	9	10	20
Bread sauce																						
Yes I will	21	26	18	29	24	16	24	21	20	12	19	24	22	24	16	17	25	21	17	21	21	13
No I will not	68	66	69	63	67	71	66	64	71	72	69	63	70	66	70	66	64	69	70	70	68	67
Don't know	12	8	13	8	9	12	10	15	9	16	12	13	8	10	14	17	10	10	13	10	11	20
Christmas cake																						
Yes I will	47	49	47	49	53	54	45	47	46	34	35	50	59	46	47	43	51	46	44	42	48	29
No I will not	40	41	36	44	40	35	42	36	44	45	51	39	30	41	40	39	36	41	44	47	39	52
Don't know	13	9	16	7	7	11	13	17	10	20	14	11	11	13	14	18	13	13	12	12	13	19
Yule log																						
Yes I will	25	25	27	18	25	27	22	23	27	28	27	26	22	22	29	17	26	31	26	18	26	19
No I will not	58	62	55	68	63	55	62	55	60	46	58	58	63	61	53	59	55	58	58	66	57	65
Don't know	17	13	19	14	12	17	16	22	12	27	16	16	15	17	18	24	19	11	16	17	17	16