

YouGov Survey Results

Sample Size: 1677 GB Adults
Fieldwork: 23rd - 24th October 2013

	Voting intention					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	1677	X	X	X	X	490	416	365	813	864	200	424	574	480	956	721	215	545	359	413	146	
Unweighted Sample	1677	454	478	92	214	548	384	361	778	899	108	370	683	516	1092	585	250	588	317	382	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you like the taste of: Christmas Cake

Yes, a lot	30	33	28	31	34	31	30	31	29	30	19	17	30	45	29	30	23	32	31	32	21
Yes, somewhat	30	34	29	27	28	34	30	29	30	30	20	28	31	34	32	27	32	30	31	27	32
TOTAL YES	60	67	57	58	62	65	60	60	59	60	39	45	61	79	61	57	55	62	62	59	53
No, not really	19	17	21	22	19	17	20	22	22	17	20	23	20	15	20	19	23	21	20	16	17
No not at all	17	14	21	13	18	16	18	16	14	21	24	26	18	6	15	20	18	14	14	20	26
TOTAL NO	36	31	42	35	37	33	38	38	36	38	44	49	38	21	35	39	41	35	34	36	43
Never tried it	2	1	1	1	2	1	1	2	2	1	7	2	1	0	2	2	3	2	2	1	1
Don't know	2	1	1	6	0	0	1	1	3	1	11	3	0	0	2	2	1	2	1	5	3

Christmas Pudding

Yes, a lot	31	37	29	34	34	34	33	31	31	32	17	19	32	48	32	31	27	37	31	28	26
Yes, somewhat	29	32	29	21	27	34	28	27	29	28	17	25	32	33	31	26	35	26	30	27	29
TOTAL YES	60	69	58	55	61	68	61	58	60	60	34	44	64	81	63	57	62	63	61	55	55
No, not really	17	14	16	21	15	13	18	19	19	15	23	23	15	11	17	17	16	18	19	15	18
No not at all	19	15	23	18	21	17	19	20	15	23	28	27	20	8	17	22	18	17	16	24	24
TOTAL NO	36	29	39	39	36	30	37	39	34	38	51	50	35	19	34	39	34	35	35	39	42
Never tried it	2	1	2	7	2	1	1	1	3	1	10	2	1	0	1	3	2	1	3	4	1
Don't know	2	0	2	0	0	0	2	1	2	1	6	3	0	0	2	1	1	1	1	3	2

Mince Pies

Yes, a lot	39	45	37	38	40	47	38	39	41	38	25	33	40	50	41	37	37	41	39	39	38
Yes, somewhat	32	32	32	34	30	30	34	34	32	32	33	26	33	37	32	32	32	33	35	29	28
TOTAL YES	71	77	69	72	70	77	72	73	73	70	58	59	73	87	73	69	69	74	74	68	66
No, not really	13	13	14	15	10	10	14	13	14	12	15	16	13	8	12	14	17	11	10	16	11
No not at all	13	9	15	12	18	12	13	12	9	17	18	20	13	5	12	15	12	13	12	13	21
TOTAL NO	26	22	29	27	28	22	27	25	23	29	33	36	26	13	24	29	29	24	22	29	32
Never tried it	1	0	1	1	2	0	0	1	1	1	2	2	1	0	1	1	2	0	2	1	0
Don't know	2	0	1	0	0	0	1	1	2	1	6	3	0	0	2	1	1	1	1	3	2

Are you planning on making your own Christmas cake from scratch this year?

Yes I am	13	16	13	16	11	14	13	16	8	17	6	8	12	20	13	13	10	15	15	11	8
No I am not	63	65	64	59	65	69	65	64	59	66	52	64	66	62	62	63	59	63	61	64	65
Not applicable- I don't know how to make a Christmas cake from scratch	20	16	19	22	22	15	18	17	28	13	33	22	19	15	20	20	24	17	20	21	22
Don't know	4	2	3	2	2	2	4	4	4	5	9	7	3	2	5	4	7	5	3	3	5