

YouGov Survey Results

Sample Size: 1044 NI Adults

Fieldwork: 2nd - 6th November 2012

Gender	Gender		Age				NI Region						
	Male	Female	18-24	25-39	40-54	55+	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh	County Tyrone

Thinking again about Christmas this year...Do you plan to spend more, less, or about the same amount of money on Christmas this year compared to last year? (Please think about ALL Christmas costs e.g. presents, food, entertainment etc. If you don't celebrate Christmas, please tick the 'Not applicable' option.)

	Unweighted Base	1044	490	554	94	303	319	328	233	206	84	296	137	27	61
Base		1044	504	540	144	283	280	337	203	188	86	285	141	36	105
Much more		1%	1%	1%	6%	1%	-	0%	1%	1%	-	1%	1%	-	5%
A little more		10%	9%	10%	16%	8%	8%	10%	14%	7%	5%	11%	8%	8%	10%
About the same		45%	48%	43%	39%	44%	44%	50%	43%	43%	48%	47%	51%	39%	43%
A little less		27%	26%	29%	20%	28%	28%	30%	29%	27%	33%	23%	23%	39%	35%
Much less		11%	10%	11%	10%	12%	16%	6%	8%	18%	11%	10%	13%	14%	3%
Don't know		3%	3%	4%	6%	4%	2%	2%	3%	4%	4%	4%	2%	-	3%
Not applicable - I don't celebrate Christmas		2%	3%	1%	3%	2%	2%	2%	3%	0%	-	4%	2%	-	2%

Which, if any, of the following beverages do you plan to drink with your main meal on Christmas Day this year? (Please tick all that apply.)

	Unweighted Base	1024	477	547	92	296	313	323	227	205	84	287	134	27	60
Base		1022	489	534	139	276	275	332	197	187	86	275	138	36	103
Champagne (including Bellini and Bucks Fizz)		12%	11%	12%	13%	12%	10%	12%	12%	15%	8%	14%	11%	4%	6%
Red wine		31%	35%	27%	23%	18%	27%	47%	26%	31%	29%	37%	35%	12%	23%
White wine		31%	27%	33%	22%	23%	35%	36%	33%	33%	22%	29%	31%	30%	34%
Rose wine		8%	6%	11%	10%	11%	7%	7%	7%	10%	6%	7%	9%	23%	10%
Beer/ lager		14%	23%	6%	20%	19%	11%	8%	16%	14%	12%	15%	15%	7%	7%
Spirits (i.e. vodka, gin, cream liqueur)		9%	10%	8%	16%	10%	6%	9%	9%	11%	6%	9%	12%	-	8%
Cider		4%	5%	3%	6%	6%	4%	2%	4%	7%	2%	4%	4%	-	3%
Non-alcoholic soft drinks		42%	40%	44%	47%	47%	43%	34%	36%	45%	60%	36%	42%	53%	42%
Other		6%	4%	7%	2%	7%	6%	6%	3%	6%	5%	7%	8%	9%	4%
Don't know		4%	5%	4%	5%	6%	4%	3%	4%	7%	1%	6%	3%	4%	-

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Gender	Social Grade		Working status					Working status			
	Base	ABC1	C2DE	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	All workers (NET)	Full Time student	Retired	Unemployed	Not working

Thinking again about Christmas this year...Do you plan to spend more, less, or about the same amount of money on Christmas this year compared to last year? (Please think about ALL Christmas costs e.g. presents, food, entertainment etc. If you don't celebrate Christmas, please tick the 'Not applicable' option.)

	Unweighted Base	1044	610	434	549	143	7	699	38	171	44	79	13
Base		1044	588	456	522	150	8	680	54	172	46	78	13
Much more		1%	1%	2%	1%	5%	-	2%	-	1%	-	-	-
A little more		10%	10%	9%	10%	7%	14%	9%	25%	13%	4%	4%	-
About the same		45%	47%	44%	48%	43%	44%	47%	35%	53%	32%	32%	53%
A little less		27%	28%	27%	27%	26%	42%	27%	23%	24%	31%	39%	28%
Much less		11%	9%	13%	10%	15%	-	11%	12%	4%	23%	17%	19%
Don't know		3%	3%	4%	3%	4%	-	3%	2%	4%	8%	5%	-
Not applicable - I don't celebrate Christmas		2%	2%	2%	2%	1%	-	2%	4%	2%	2%	3%	-

Which, if any, of the following beverages do you plan to drink with your main meal on Christmas Day this year? (Please tick all that apply.)

	Unweighted Base	1024	597	427	538	141	7	686	37	168	43	77	13
Base		1022	575	447	510	149	8	666	52	169	45	76	13
Champagne (including Bellini and Bucks Fizz)		12%	12%	12%	13%	9%	-	12%	9%	13%	8%	8%	7%
Red wine		31%	35%	24%	30%	25%	43%	29%	26%	48%	16%	16%	22%
White wine		31%	36%	24%	31%	29%	29%	30%	25%	38%	23%	21%	58%
Rose wine		8%	8%	9%	8%	16%	13%	10%	5%	5%	8%	8%	-
Beer/ lager		14%	13%	15%	15%	10%	-	13%	15%	12%	23%	16%	6%
Spirits (i.e. vodka, gin, cream liqueur)		9%	8%	10%	8%	13%	17%	9%	12%	11%	2%	3%	21%
Cider		4%	3%	6%	4%	5%	-	4%	7%	2%	10%	3%	7%
Non-alcoholic soft drinks		42%	40%	43%	43%	45%	56%	43%	57%	33%	33%	45%	22%
Other		6%	6%	5%	6%	5%	-	6%	2%	5%	6%	8%	-
Don't know		4%	3%	6%	5%	4%	-	4%	4%	4%	5%	5%	6%

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Fieldwork: 2nd - 6th November 2012

Gender	Marital status							Household size - number of children					
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	0	1	2	3+	Don't know	Prefer not to say

Thinking again about Christmas this year...Do you plan to spend more, less, or about the same amount of money on Christmas this year compared to last year? (Please think about ALL Christmas costs e.g. presents, food, entertainment etc. If you don't celebrate Christmas, please tick the 'Not applicable' option.)

	Unweighted Base	1044	539	107	24	70	25	273	6	694	153	136	48	1	12
Base		1044	513	104	22	65	24	307	8	698	153	133	47	1	13
Much more		1%	1%	4%	-	-	-	2%	-	1%	2%	3%	-	-	-
A little more		10%	9%	13%	-	14%	12%	10%	9%	9%	13%	9%	14%	-	-
About the same		45%	48%	39%	48%	34%	53%	44%	91%	46%	44%	43%	45%	100%	35%
A little less		27%	30%	31%	23%	29%	13%	24%	-	28%	24%	28%	30%	-	15%
Much less		11%	9%	12%	24%	20%	16%	11%	-	10%	13%	12%	7%	-	14%
Don't know		3%	2%	2%	4%	2%	3%	6%	-	3%	4%	2%	3%	-	14%
Not applicable - I don't celebrate Christmas		2%	2%	1%	-	1%	3%	3%	-	2%	1%	3%	-	-	22%

Which, if any, of the following beverages do you plan to drink with your main meal on Christmas Day this year? (Please tick all that apply.)

	Unweighted Base	1024	528	106	24	69	24	267	6	682	152	132	48	1	9
Base		1022	503	103	22	65	23	298	8	683	152	130	47	1	10
Champagne (including Bellini and Bucks Fizz)		12%	13%	19%	3%	9%	11%	9%	12%	13%	10%	8%	10%	-	8%
Red wine		31%	37%	24%	16%	35%	41%	20%	38%	33%	27%	23%	31%	-	17%
White wine		31%	33%	34%	32%	40%	36%	22%	12%	31%	21%	38%	36%	-	8%
Rose wine		8%	9%	13%	8%	9%	8%	6%	18%	8%	10%	7%	14%	-	23%
Beer/ lager		14%	10%	24%	7%	15%	10%	17%	14%	14%	14%	10%	18%	-	41%
Spirits (i.e. vodka, gin, cream liqueur)		9%	7%	18%	3%	7%	13%	11%	14%	10%	8%	6%	11%	-	8%
Cider		4%	3%	8%	-	5%	3%	5%	-	4%	4%	7%	4%	-	-
Non-alcoholic soft drinks		42%	42%	44%	36%	29%	40%	44%	44%	40%	41%	51%	47%	-	18%
Other		6%	7%	3%	-	1%	5%	6%	-	5%	8%	5%	3%	-	8%
Don't know		4%	3%	2%	12%	7%	10%	7%	-	4%	5%	4%	2%	100%	19%

Fieldwork: 2nd - 6th November 2012

Gender	Gender		Age				NI Region						
	Male	Female	18-24	25-39	40-54	55+	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh	County Tyrone

Please imagine you were buying a bottle of wine from a shop (e.g. from an off-licence, supermarket, or wine merchant, rather than from a restaurant or bar)...On average, how much would you be prepared to spend on a bottle of wine for Christmas Day this year?

	Unweighted Base	1024	477	547	92	296	313	323	227	205	84	287	134	27	60
	Base	1022	489	534	139	276	275	332	197	187	86	275	138	36	103
Less than £3		2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	4%	2%
Between £3 and £3.99		4%	4%	4%	3%	5%	5%	4%	6%	3%	6%	4%	1%	3%	7%
Between £4 and £4.99		12%	10%	14%	7%	13%	11%	14%	12%	10%	12%	12%	10%	25%	12%
Between £5 and £5.99		21%	17%	25%	15%	24%	21%	22%	17%	25%	21%	17%	28%	28%	24%
Between £6 and £6.99		14%	14%	13%	12%	12%	18%	12%	12%	13%	16%	15%	16%	7%	12%
Between £7 and £7.99		11%	11%	11%	10%	12%	9%	14%	15%	9%	9%	13%	8%	12%	10%
Between £8 and £8.99		5%	6%	4%	8%	3%	5%	7%	3%	6%	8%	6%	3%	8%	7%
Between £9 and £9.99		6%	5%	7%	5%	5%	5%	8%	9%	7%	2%	5%	5%	3%	6%
Between £10 and £14.99		7%	11%	4%	14%	6%	8%	5%	9%	8%	5%	7%	8%	-	5%
Between £15 and £19.99		2%	3%	2%	2%	2%	1%	3%	2%	1%	-	3%	2%	-	4%
Between £20 and £29.99		1%	1%	1%	-	1%	0%	1%	1%	-	-	1%	1%	-	-
Between £30 and £50		-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £50		0%	0%	0%	-	-	0%	0%	-	0%	-	0%	-	-	-
Don't know		14%	16%	12%	21%	15%	13%	10%	9%	17%	18%	13%	16%	10%	11%

Fieldwork: 2nd - 6th November 2012

Gender	Social Grade		Working status					Working status			
	ABC1	C2DE	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	All workers (NET)	Full Time student	Retired	Unemployed	Not working	Other

Please imagine you were buying a bottle of wine from a shop (e.g. from an off-licence, supermarket, or wine merchant, rather than from a restaurant or bar)...On average, how much would you be prepared to spend on a bottle of wine for Christmas Day this year?

	Unweighted Base	1024	597	427	538	141	7	686	37	168	43	77	13
Base		1022	575	447	510	149	8	666	52	169	45	76	13
Less than £3		2%	2%	3%	2%	1%	-	2%	4%	1%	10%	3%	-
Between £3 and £3.99		4%	3%	6%	4%	3%	-	3%	6%	4%	6%	9%	19%
Between £4 and £4.99		12%	10%	14%	11%	14%	15%	12%	5%	14%	12%	16%	-
Between £5 and £5.99		21%	21%	22%	20%	24%	56%	21%	16%	20%	33%	21%	25%
Between £6 and £6.99		14%	14%	13%	16%	16%	15%	16%	11%	10%	7%	10%	6%
Between £7 and £7.99		11%	14%	8%	11%	9%	-	11%	13%	16%	9%	6%	7%
Between £8 and £8.99		5%	6%	4%	5%	7%	-	5%	4%	9%	2%	1%	-
Between £9 and £9.99		6%	7%	4%	6%	5%	-	6%	2%	8%	-	4%	24%
Between £10 and £14.99		7%	8%	7%	9%	3%	-	8%	14%	7%	5%	-	6%
Between £15 and £19.99		2%	3%	1%	2%	1%	-	2%	4%	3%	-	-	7%
Between £20 and £29.99		1%	1%	0%	1%	1%	-	1%	-	1%	-	-	-
Between £30 and £50		-	-	-	-	-	-	-	-	-	-	-	-
More than £50		0%	0%	-	0%	-	-	0%	-	-	-	-	-
Don't know		14%	11%	17%	12%	14%	14%	12%	21%	8%	17%	30%	6%

Fieldwork: 2nd - 6th November 2012

Gender	Marital status							Household size - number of children					
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	0	1	2	3+	Don't know	Prefer not to say

Please imagine you were buying a bottle of wine from a shop (e.g. from an off-licence, supermarket, or wine merchant, rather than from a restaurant or bar)...On average, how much would you be prepared to spend on a bottle of wine for Christmas Day this year?

	Unweighted Base	1024	528	106	24	69	24	267	6	682	152	132	48	1	9
Base		1022	503	103	22	65	23	298	8	683	152	130	47	1	10
Less than £3		2%	2%	2%	4%	5%	-	3%	-	3%	1%	2%	4%	-	-
Between £3 and £3.99		4%	5%	5%	3%	5%	-	4%	-	4%	7%	4%	8%	-	-
Between £4 and £4.99		12%	13%	15%	23%	12%	20%	8%	-	10%	17%	12%	21%	-	-
Between £5 and £5.99		21%	23%	19%	37%	21%	21%	18%	35%	21%	26%	20%	21%	-	20%
Between £6 and £6.99		14%	15%	18%	13%	13%	7%	10%	47%	12%	18%	19%	10%	-	-
Between £7 and £7.99		11%	11%	11%	7%	13%	30%	10%	18%	12%	7%	13%	6%	-	14%
Between £8 and £8.99		5%	6%	3%	4%	8%	5%	5%	-	6%	4%	5%	4%	-	8%
Between £9 and £9.99		6%	6%	4%	-	5%	3%	7%	-	7%	3%	-	6%	-	8%
Between £10 and £14.99		7%	6%	12%	-	4%	-	10%	-	8%	5%	7%	6%	-	-
Between £15 and £19.99		2%	2%	2%	-	3%	-	2%	-	3%	2%	1%	2%	-	-
Between £20 and £29.99		1%	0%	3%	-	-	-	1%	-	1%	-	-	2%	-	-
Between £30 and £50		-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £50		0%	0%	-	-	-	-	-	-	0%	1%	-	-	-	-
Don't know		14%	11%	7%	8%	11%	14%	21%	-	14%	10%	15%	12%	100%	49%

Fieldwork: 2nd - 6th November 2012

Gender	Gender		Age				NI Region						
	Male	Female	18-24	25-39	40-54	55+	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh	County Tyrone

For the following question, we'd like you to think about wine you consumed over the Christmas period last year, compared to what you expect to consume over the same period this year. If you don't drink wine, please tick the 'Not applicable' option at the end of the list. Thinking about this, would you say that you will consume MORE, LESS, or about the same amount of wine over the Christmas period this year compared to the same period last year?

	Unweighted Base	1024	477	547	92	296	313	323	227	205	84	287	134	27	60
	Base	1022	489	534	139	276	275	332	197	187	86	275	138	36	103
I will consume more wine this year		5%	6%	5%	17%	7%	3%	1%	6%	6%	4%	5%	6%	4%	5%
I will consume about the same amount of wine		49%	47%	51%	28%	41%	52%	61%	51%	50%	41%	49%	45%	57%	52%
I will consume less wine this year		15%	13%	16%	13%	15%	16%	14%	14%	15%	11%	14%	20%	7%	15%
Don't know		6%	7%	5%	6%	8%	4%	5%	6%	5%	5%	8%	5%	3%	5%
Not applicable - I don't drink wine		25%	28%	23%	36%	29%	25%	18%	23%	23%	39%	25%	24%	30%	22%

And thinking about the wine you consumed over the Christmas period last year, compared to what you expect to consume over the same period this year...Which, if any, of the following statements apply to you? (Please tick all that apply.)

	Unweighted Base	776	352	424	59	214	237	266	177	160	53	220	101	19	46
	Base	765	354	411	89	197	207	271	151	144	52	207	105	26	80
I will focus on better quality wines this year		18%	22%	15%	15%	14%	18%	22%	22%	19%	19%	20%	13%	-	13%
I will focus on cheaper wines/ those on special offers this year		35%	25%	43%	24%	29%	44%	36%	35%	41%	42%	32%	30%	29%	35%
I will still spend the same amount on wine but buy cheaper bottles than last year (i.e. buy more wine overall)		16%	21%	11%	25%	19%	14%	11%	10%	14%	17%	13%	17%	33%	25%
None of these		25%	24%	25%	29%	27%	18%	26%	26%	21%	13%	29%	26%	22%	23%
Don't know		10%	12%	8%	12%	13%	8%	8%	9%	8%	11%	9%	17%	17%	6%

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Gender	Social Grade		Working status					Working status			
	ABC1	C2DE	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	All workers (NET)	Full Time student	Retired	Unemployed	Not working	Other

For the following question, we'd like you to think about wine you consumed over the Christmas period last year, compared to what you expect to consume over the same period this year. If you don't drink wine, please tick the 'Not applicable' option at the end of the list. Thinking about this, would you say that you will consume MORE, LESS, or about the same amount of wine over the Christmas period this year compared to the same period last year?

	Unweighted Base	1024	597	427	538	141	7	686	37	168	43	77	13
Base		1022	575	447	510	149	8	666	52	169	45	76	13
I will consume more wine this year		5%	4%	8%	5%	7%	-	6%	21%	2%	5%	3%	-
I will consume about the same amount of wine		49%	57%	39%	51%	46%	56%	50%	28%	62%	31%	32%	72%
I will consume less wine this year		15%	14%	16%	13%	19%	-	14%	15%	16%	11%	17%	6%
Don't know		6%	4%	7%	6%	3%	-	6%	5%	4%	16%	5%	15%
Not applicable - I don't drink wine		25%	21%	30%	24%	24%	44%	24%	31%	16%	37%	42%	7%

And thinking about the wine you consumed over the Christmas period last year, compared to what you expect to consume over the same period this year...Which, if any, of the following statements apply to you? (Please tick all that apply.)

	Unweighted Base	776	480	296	415	108	4	527	25	140	26	46	12
Base		765	452	313	387	112	4	503	36	141	29	44	12
I will focus on better quality wines this year		18%	21%	14%	19%	15%	-	18%	12%	24%	11%	6%	14%
I will focus on cheaper wines/ those on special offers this year		35%	36%	33%	31%	36%	25%	32%	32%	38%	44%	54%	29%
I will still spend the same amount on wine but buy cheaper bottles than last year (i.e. buy more wine overall)		16%	14%	18%	15%	22%	30%	16%	18%	13%	23%	10%	9%
None of these		25%	23%	27%	25%	24%	45%	25%	34%	22%	13%	26%	40%
Don't know		10%	9%	12%	12%	7%	-	11%	10%	8%	13%	7%	8%

Fieldwork: 2nd - 6th November 2012

Gender	Marital status							Household size - number of children					
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	0	1	2	3+	Don't know	Prefer not to say

For the following question, we'd like you to think about wine you consumed over the Christmas period last year, compared to what you expect to consume over the same period this year. If you don't drink wine, please tick the 'Not applicable' option at the end of the list. Thinking about this, would you say that you will consume MORE, LESS, or about the same amount of wine over the Christmas period this year compared to the same period last year?

	Unweighted Base	1024	528	106	24	69	24	267	6	682	152	132	48	1	9
Base		1022	503	103	22	65	23	298	8	683	152	130	47	1	10
I will consume more wine this year		5%	3%	8%	-	3%	-	10%	-	5%	5%	8%	8%	-	10%
I will consume about the same amount of wine		49%	56%	46%	44%	62%	44%	36%	44%	51%	48%	42%	44%	-	31%
I will consume less wine this year		15%	13%	17%	24%	17%	25%	13%	47%	14%	15%	19%	19%	-	10%
Don't know		6%	4%	7%	12%	-	11%	8%	9%	5%	6%	5%	9%	100%	17%
Not applicable - I don't drink wine		25%	23%	22%	21%	18%	19%	32%	-	25%	26%	26%	19%	-	32%

And thinking about the wine you consumed over the Christmas period last year, compared to what you expect to consume over the same period this year...Which, if any, of the following statements apply to you? (Please tick all that apply.)

	Unweighted Base	776	406	85	19	57	20	183	6	516	114	101	37	1	7
Base		765	386	80	18	53	19	201	8	511	112	96	38	1	7
I will focus on better quality wines this year		18%	19%	20%	9%	16%	10%	16%	12%	20%	15%	14%	2%	-	25%
I will focus on cheaper wines/ those on special offers this year		35%	36%	40%	36%	52%	53%	26%	30%	33%	35%	41%	42%	-	36%
I will still spend the same amount on wine but buy cheaper bottles than last year (i.e. buy more wine overall)		16%	16%	13%	14%	9%	4%	19%	26%	14%	18%	20%	19%	-	15%
None of these		25%	23%	20%	28%	22%	18%	30%	44%	26%	21%	18%	35%	-	-
Don't know		10%	9%	8%	13%	5%	15%	14%	-	10%	12%	9%	4%	100%	25%