

YouGov / The Sun Survey Results

Sample Size: 1729 GB Adults
Fieldwork: 9th - 10th December 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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*
Weighted Sample	1729	x	x	x	544	429	370	840	889	209	441	591	488	986	743	221	562	370	425	150
Unweighted Sample	1729	436	548	113	557	408	380	819	910	118	413	702	496	1120	609	312	561	312	411	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how many Christmas presents have you bought/ will you buy, this year?

None	7	5	8	8	5	9	6	10	5	10	8	6	7	6	9	9	5	5	10	11
One	1	1	2	1	2	2	1	2	1	0	1	1	2	2	1	2	1	2	1	0
Two	3	4	3	5	4	3	3	5	2	2	5	3	3	3	4	7	4	1	3	4
Three or four	9	7	10	7	9	8	10	14	5	15	7	8	10	9	10	9	9	10	9	13
Five or six	11	13	9	16	12	8	9	14	9	22	9	11	9	12	10	13	11	16	8	8
Seven to nine	13	12	15	14	10	17	14	14	12	16	11	13	13	14	10	12	14	12	14	7
10 to 14	20	20	20	19	21	20	20	17	22	13	18	21	22	19	21	20	19	22	18	21
15 to 19	9	10	7	10	11	7	10	6	13	10	7	10	10	10	8	11	9	10	9	6
20 to 29	9	11	9	10	10	9	9	6	12	2	11	9	10	10	8	4	9	8	12	10
30 to 50	8	6	9	6	7	8	10	5	11	5	11	7	7	8	8	4	8	7	9	12
More than 50	3	4	3	0	4	4	1	1	5	1	5	4	1	2	4	2	5	2	1	2
Don't know	6	5	5	4	6	5	5	7	5	5	6	7	5	6	6	6	7	5	6	6

Overall, how much will you be spending on Christmas presents this year?

Nothing	4	2	5	4	3	5	4	6	3	8	5	3	4	3	7	5	3	3	7	5
Under £50	8	7	7	7	8	7	8	9	7	11	9	6	7	7	9	9	7	7	9	5
Between £50 and £99	14	13	11	21	13	10	11	16	12	29	14	11	11	13	15	16	13	16	12	13
Between £100 and £199	17	15	18	24	15	18	21	18	16	13	18	16	19	17	17	15	19	19	15	11
Between £200 and £299	17	18	17	13	18	17	20	17	17	17	16	16	19	18	16	14	18	17	16	20
Between £300 and £399	13	14	13	11	13	12	14	10	15	11	16	11	12	14	11	12	14	14	10	13
Between £400 and £499	8	11	7	7	9	10	5	5	11	1	6	11	9	9	7	8	7	8	10	9
Between £500 and £999	9	11	10	7	11	10	8	9	10	4	10	11	7	10	8	9	10	5	9	15
£1000 or more	2	2	3	1	2	3	2	3	2	1	1	5	1	3	1	3	2	1	3	3
Don't know	8	6	9	6	9	8	5	8	8	6	4	9	11	6	10	9	7	9	9	5
AVERAGE (£)	248	267	267	218	263	262	256	251	261	193	256	283	222	273	218	245	265	211	240	307

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Weighted Sample 1729	x	x	x	544	429	370	840	889	209	441	591	488	986	743	221	562	370	425	150
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And is this more or less than you spent last Christmas, or about the same?

More than last Christmas	12	14	12	7	12	9	11	13	11	28	13	9	7	12	12	12	11	11	13	13
Less than last Christmas	35	25	43	28	29	42	34	36	35	30	37	38	33	34	37	37	36	33	38	29
About the same	50	58	42	61	56	47	51	47	52	35	46	50	59	51	48	48	49	52	47	56
Don't know	3	2	3	4	3	3	4	5	3	6	4	4	2	4	3	3	5	3	3	3

How many people, if any, are eating Christmas dinner at your house?

One	1	2	1	3	2	1	1	2	1	1	1	2	1	1	1	2	1	1	2	1
Two	10	9	10	9	10	9	12	8	11	5	6	11	13	9	10	8	9	12	10	7
Three	10	8	10	8	9	10	9	11	9	9	10	10	8	9	10	7	9	9	11	11
Four	11	10	11	8	9	12	8	11	11	14	11	11	9	10	12	9	9	12	11	16
Five	9	8	12	11	7	12	7	10	8	15	6	10	7	9	8	10	10	10	8	3
Six	8	8	9	4	8	8	9	8	8	17	5	8	8	9	7	8	8	11	8	4
Seven	4	6	5	2	6	5	3	4	5	3	4	4	5	3	5	4	4	4	5	5
Eight or more	7	9	6	10	9	6	8	7	8	7	6	9	7	8	6	6	8	8	6	8
None - I am having my Christmas dinner elsewhere	32	34	31	34	35	29	33	30	34	16	42	28	35	34	30	34	35	29	29	37
None - I am not having a Christmas dinner	6	3	5	8	3	7	6	7	4	6	6	6	6	4	8	7	5	3	8	6
Don't know	3	3	2	2	3	1	3	3	3	7	4	1	2	3	3	5	2	1	3	2

How much do you expect to spend on your Christmas dinner?

[Asked to those who will be having Christmas dinner at their house n=1016]

Nothing	3	2	5	3	2	3	3	3	3	11	4	1	1	3	3	5	2	4	3	0
Less than £10	4	4	3	3	4	3	4	4	4	2	4	4	4	2	6	1	4	2	5	6
Between £10 and £20	13	11	15	18	11	14	17	12	15	8	13	13	16	10	17	11	14	14	14	12
Between £20 and £30	13	14	10	14	17	8	13	11	15	6	14	13	14	13	12	10	12	13	15	10
Between £30 and £40	12	9	13	14	10	13	14	11	12	8	15	9	14	12	11	9	15	8	14	3
Between £40 and £50	13	12	16	14	11	17	11	14	13	15	11	14	13	15	12	18	10	16	13	12
Between £50 and £75	10	8	11	10	9	13	8	10	11	4	11	11	11	10	10	9	11	8	8	19
Between £75 and £100	10	12	11	10	9	11	11	13	8	15	7	11	9	11	10	10	10	11	8	17
Between £100 and £125	6	9	4	6	8	5	6	6	6	3	9	7	3	7	5	10	7	4	4	6
Between £125 and £150	2	3	1	0	3	1	2	2	2	1	0	2	3	3	1	2	2	1	2	6
More than £150	2	2	3	1	2	4	1	2	1	1	1	3	1	2	1	3	1	1	1	6
Don't know	13	14	9	6	15	9	11	13	12	25	10	10	12	13	12	12	12	17	12	3
AVERAGE (£)	49	54	50	47	51	54	48	52	47	39	47	53	47	54	44	56	49	43	43	71

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

Do you have any children under the age of ten?

Yes, I do	16	13	19	15	13	19	14	17	15	7	41	14	0	14	19	16	15	16	16	21
No, I do not	84	87	81	85	87	81	86	83	85	93	59	86	100	86	81	84	85	84	84	79

Will your child/children visit or write to Father Christmas? Please tick all that apply

[Asked to those who have children under the age of ten n=253]

My child/children will be visiting Father Christmas	42	44	47	38	39	47	43	41	43	88	39	40	0	49	36	39	34	46	46	52
My child/children will be writing a letter to Father Christmas	28	32	23	31	26	29	31	29	26	0	28	33	0	26	30	14	34	27	22	40
Neither	23	23	20	31	28	18	26	24	21	12	24	21	100	23	22	40	22	21	24	6
Don't know	7	1	10	0	7	6	1	6	9	0	9	6	0	3	12	7	10	7	7	2

Are your children taking part in a nativity play this year?

[Asked to those who have children under the age of ten n=253]

Yes, they are	45	51	46	32	51	47	40	39	50	7	46	49	0	45	45	36	49	40	45	50
No, they are not	30	23	31	39	25	33	30	32	29	53	23	43	0	30	31	37	29	25	26	44
Not sure	6	5	7	2	8	12	2	7	6	5	6	8	100	7	6	16	6	4	7	0
Not applicable - they are too young to attend school or nursery	18	21	16	27	16	9	29	22	15	35	25	1	0	18	19	11	15	31	22	6

How will you fund Christmas this year?

From my normal salary and income	55	63	51	60	61	49	57	56	54	35	62	57	54	57	52	60	59	51	53	45
From money I have saved up	28	29	29	21	26	30	26	27	29	34	23	26	34	27	30	21	26	33	29	36
From working overtime or an extra job	3	1	3	5	1	3	4	2	3	5	2	3	1	3	2	4	3	3	2	2
From my credit card or overdraft	7	3	10	8	5	11	10	7	7	9	6	9	6	7	7	6	8	7	6	10
From a payday loan	1	0	0	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	1	1
Other	3	3	3	2	3	3	2	3	3	6	2	2	3	2	3	3	2	2	4	4
Don't know	4	1	3	4	4	4	3	5	3	11	4	3	2	3	5	6	2	3	6	3

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

Will you be going to a church service over the Christmas period?

Yes, on Christmas Day itself	5	6	3	2	5	5	5	4	6	6	3	5	5	6	3	9	4	3	6	3
Yes, on Christmas Eve	11	12	11	16	12	11	9	10	11	14	12	10	9	11	10	11	10	11	10	14
Not on Christmas Day or Christmas Eve, but on another day around Christmas	8	9	7	8	10	7	8	6	10	8	8	8	8	9	8	10	9	6	8	9
No, not at all	67	65	69	62	65	67	69	70	64	56	68	70	66	65	69	57	67	71	67	67
Don't know	10	9	10	11	9	10	10	10	10	15	9	7	12	10	10	13	10	10	8	7

Do you expect to sing any Christmas carols this year?

Yes, definitely	18	22	15	18	22	17	19	12	24	16	12	21	21	21	14	21	18	18	18	17
Yes, probably	23	23	27	18	22	24	24	19	27	31	21	19	25	25	20	23	24	23	22	15
TOTAL YES	41	45	42	36	44	41	43	31	51	47	33	40	46	46	34	44	42	41	40	32
No, probably not	26	24	27	28	26	28	25	29	23	18	28	24	30	26	26	20	27	28	27	24
No, definitely not	29	27	27	33	25	27	30	36	22	31	35	31	19	25	34	30	26	27	29	42
TOTAL NO	55	51	54	61	51	55	55	65	45	49	63	55	49	51	60	50	53	55	56	66
Don't know	4	4	4	2	6	4	2	4	5	4	5	4	5	3	6	6	4	5	4	2

Which, if any, of the following do you expect do to on Christmas Day? Please tick all that apply.

Watch TV	77	78	82	80	76	83	80	75	80	68	77	80	79	77	78	70	77	85	77	71
Play party games	35	41	34	30	38	31	35	33	37	50	44	29	29	36	34	36	38	36	32	32
Watch the Queen's Speech	31	42	26	29	40	28	28	29	32	24	23	29	43	33	27	34	33	28	30	23
Get drunk	21	19	24	19	16	21	19	26	16	32	33	20	7	20	22	19	18	27	20	23
Have sex	12	9	13	6	10	12	10	13	10	21	17	10	4	12	11	7	12	11	14	13
Go to church	7	7	6	5	8	7	6	6	8	7	5	8	7	8	5	11	6	5	7	6
Go to work	4	3	1	9	3	4	5	5	2	8	5	4	1	2	6	1	4	1	5	11
None of these	7	4	6	8	5	6	7	7	7	3	8	6	9	7	6	10	6	5	6	10
Don't know	3	2	3	1	4	3	1	3	3	4	4	4	1	3	4	3	3	3	3	3

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*