

YouGov Survey Results

Sample Size: 995

Fieldwork: 19th - 21st December 2007

ITN	Gender			Age					Social Grade		Religion		
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	Christian (any denomination)	Non-Christian	No religion
Greater Londoners	995	468	527	124	259	202	191	220	599	393	472	110	393
Unweighted Sample	995	511	484	79	190	127	101	498	693	299	498	113	355
	%	%	%	%	%	%	%	%	%	%	%	%	%

In May 2008, elections will be held for the post of London Mayor. This post is currently held by Ken Livingstone. Most people living in the London area will eligible to vote in this election.

Headline Voting Intention

[excluding Don't Knows and Wouldn't Votes]

	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	Christian (any denomination)	Non-Christian	No religion
Ken Livingstone	45	43	48	33	49	58	54	30	44	48	45	42	48
Boris Johnson	44	47	40	51	42	34	37	55	43	44	44	46	42
Brian Paddick	7	7	7	3	7	8	3	10	9	4	7	9	6
Other	4	3	6	12	2	1	6	5	4	5	4	3	4

Non Voters

Would Not Vote	9	7	11	14	10	6	11	5	8	10	8	12	8
Don't know	19	9	28	25	16	21	21	15	17	22	18	13	20

Will the candidates' views on any of the following affect how you vote (or whether you will vote)? [Please tick all that apply]

Congestion Charging	42	43	41	40	39	42	40	47	45	37	44	41	41
Transport (aside from congestion charging)	63	66	61	67	58	68	60	64	65	59	64	58	64
Crime	68	68	68	65	60	78	62	75	70	65	72	67	64
General sanitation (i.e. cleaner streets)	41	40	42	40	37	40	41	47	44	37	43	47	37
Refuse (rubbish) collection	46	45	48	41	45	37	44	61	48	43	48	45	45
Recycling/ the environment	47	46	48	47	44	52	47	47	51	41	50	41	46
Education	38	30	46	48	35	49	28	35	36	42	42	36	34
Housing availability	37	34	39	43	38	42	30	31	34	41	39	26	38
The Olympic Games	28	33	24	20	20	30	29	42	32	24	30	27	28
Terrorism	43	36	49	38	35	49	40	52	42	45	52	43	33
Other issues	12	14	10	9	8	21	9	11	12	11	13	12	10
NA – No particular issues will affect the way in which I vote	11	12	11	9	8	9	20	11	9	14	9	10	14
Don't know	3	3	4	6	5	1	4	2	3	4	3	6	3

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

Which if any of the following best applies to you?

I will celebrate Christmas this year	77	71	83	77	84	79	72	72	78	76	89	42	73
I will mark Christmas this year in some way but not celebrate it	17	20	15	10	14	15	23	22	16	18	9	36	21
I will not celebrate or mark Christmas this year	4	8	2	10	2	5	3	6	4	5	1	22	4
Don't know	1	2	1	3	1	1	2	1	1	2	1	0	2

In which if any of the following aspects of Christmas will you take part/ have you taken part? [Please tick all that apply]

[non-religious Respondents]

Giving/ receiving presents	90	87	93	87	91	97	88	88	93	86	0	74	94
Getting together with family/ friends	88	86	90	92	91	97	72	89	93	82	0	83	89
Eating a Christmas meal	88	86	90	90	87	90	87	86	86	90	0	75	91
Sending cards	76	67	85	67	66	84	86	88	74	79	0	73	77
Eating/ drinking traditional Christmas food/ drink (other than at a Christmas meal)	69	67	72	79	68	77	66	60	72	65	0	60	72
Watching Christmas editions of television programmes	67	62	73	89	66	74	56	58	66	68	0	66	67
Attending a Christmas party/ parties	49	43	55	57	57	59	31	34	54	41	0	48	49
Singing carols	14	7	22	13	19	6	9	19	16	13	0	18	14
Listening to Christmas editions of radio programmes	11	10	12	11	5	15	14	17	13	9	0	9	11
Attending a church/ Christian service	8	6	11	11	9	7	3	10	9	7	0	7	9
Attending a nativity play	7	5	10	2	9	3	10	8	8	7	0	10	7
Other	4	8	1	3	6	9	0	2	3	7	0	2	5
Don't know	0	1	0	0	1	0	0	0	0	1	0	3	0

Do you plan to go to church over the Christmas period?

[Christians]

Yes	50	49	51	55	65	52	40	45	54	44	50	0	0
No	40	42	38	36	30	34	52	44	38	43	40	0	0
Don't know	10	9	11	9	6	14	9	11	8	13	10	0	0

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

[excluding those who don't celebrate Christmas]

On balance would you say that you are looking forward to or dreading Christmas Day this year?

I am looking forward to Christmas Day	70	69	70	76	74	68	70	62	70	69	74	54	68
I am dreading Christmas Day	5	5	5	5	4	8	2	6	4	6	5	4	5
I am neither looking forward nor dreading Christmas Day	25	26	25	17	21	25	29	31	26	24	20	42	28
Don't know	0	0	1	2	0	0	0	1	1	0	0	0	0

When did you start your shopping for Christmas gifts and/ or food and drink this year?

Before 2007	1	1	0	3	0	0	0	1	0	1	1	0	0
Between January and June	3	3	3	0	3	0	4	6	2	4	3	4	3
July	1	1	1	1	1	1	1	2	2	1	1	1	1
August	3	3	3	0	3	4	5	2	2	5	3	1	4
September	6	6	7	0	7	7	6	7	6	7	8	4	5
October	14	13	15	5	13	22	13	12	12	16	16	7	13
November	30	28	31	25	30	27	36	28	32	25	27	30	32
December	31	30	31	41	27	31	30	30	31	31	32	19	32
I haven't started yet	10	13	7	20	13	7	4	7	11	7	7	26	10
Can't remember	3	3	3	4	3	1	1	4	2	3	2	9	1

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

In total approximately how much do you personally plan to spend on Christmas gifts for your friends and family this year?

Nothing	2	3	1	6	3	0	1	2	2	3	0	16	1
Up to £4.99	0	0	0	0	1	0	0	0	0	0	0	0	0
From £5 to £9.99	1	1	1	0	0	1	4	1	1	2	0	6	1
From £10 to £19.99	3	3	4	2	1	3	8	3	3	4	3	2	3
From £20 to £29.99	3	2	3	2	2	4	3	3	2	3	4	4	1
From £30 to £39.99	2	2	1	2	2	2	0	2	2	2	1	10	1
From £40 to £49.99	2	1	2	2	1	1	2	2	2	1	1	6	1
From £50 to £74.99	3	4	2	9	2	1	1	4	2	4	3	3	3
From £75 to £99.99	5	6	5	10	4	5	6	3	7	3	5	9	4
From £100 to £149.99	12	12	12	17	19	7	4	11	10	14	8	8	17
From £150 to £199.99	13	13	14	11	18	18	8	10	12	16	12	4	17
From £200 to £299.99	13	11	15	13	14	14	12	13	13	13	15	10	11
From £300 to £399.99	10	8	12	7	12	11	11	8	12	7	14	4	7
From £400 to £499.99	9	12	6	4	7	9	11	11	10	6	9	2	10
From £500 to £749.99	6	5	7	2	8	7	6	6	9	3	7	4	6
From £750 to £999.99	6	7	4	2	1	7	11	6	4	8	6	5	6
From £1 000 to £1 999	3	3	3	2	2	5	2	3	3	2	3	3	3
From £2 000 to £2 999	0	0	0	0	0	0	1	1	1	0	1	0	0
From £3 000 to £3 999	0	0	0	0	0	0	0	0	0	0	0	0	0
From £4 000 to £4 999	0	0	0	0	0	0	0	0	0	0	0	0	0
From £5 000 to £7 499	0	0	0	0	0	0	0	0	0	0	0	0	0
From £7 500 to £9 999	0	0	0	0	0	0	0	0	0	0	0	0	0
£10 000 or more	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	5	4	6	7	2	4	8	8	4	8	5	3	5
Prefer not to say	2	2	2	2	1	2	1	4	2	2	2	0	2
MEAN - £	318.60	336.47	303.78	211.86	262.36	376.91	369.27	348.71	335.75	292.41	353.03	215.90	302.44

Thinking about setting a budget for Christmas gift shopping which if any of these applies to you this year?

I have set myself a rigorous budget	15	17	14	12	14	21	15	12	12	20	16	11	14
I have set myself a loose budget	42	34	49	40	42	46	46	38	43	42	46	39	39
I have not set a budget	42	49	37	49	44	32	38	50	45	38	38	47	47
Other	0	0	1	0	0	0	1	1	1	0	0	3	0

Do you plan to watch or listen to the Queen's message on Christmas Day?

Yes	26	26	25	24	16	27	30	33	26	25	37	29	10
No	58	56	59	69	69	50	58	46	60	54	46	54	74
Don't know	17	18	15	7	16	23	12	21	14	21	16	17	16

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

How many people will be sitting around the table for your main meal on Christmas Day?

Will not have a main meal on Christmas Day	4	5	3	6	4	3	5	3	3	6	3	5	4
1 to 2	10	12	9	10	8	9	8	16	10	10	9	11	12
3 to 5	37	37	37	28	34	36	48	35	34	40	36	25	41
6 to 10	37	32	41	38	45	37	27	34	40	32	39	24	37
11 to 15	8	8	8	8	6	13	5	7	8	7	9	17	4
16 to 20	1	1	1	0	1	1	3	1	1	1	1	6	1
More than 20	1	2	0	2	0	1	2	0	1	1	0	3	1
Don't know	2	3	2	7	2	0	1	3	2	3	2	8	1
MEAN - people	6.42	6.44	6.41	6.84	6.53	6.84	6.24	5.86	6.58	6.19	6.51	8.31	5.90

If you plan to drink alcohol on Christmas Day at what time do you expect to start drinking?

I do not plan to/ I will not drink alcohol	18	16	21	18	21	14	20	18	20	16	15	21	20
Before 10am	3	2	3	1	4	1	3	2	3	1	3	2	2
Between 10am and 11am	5	6	5	6	5	5	7	4	6	4	5	5	6
Between 11am and 12pm (midday)	12	15	10	11	10	17	9	13	13	11	11	4	16
Between 12pm and 1pm	20	20	20	18	18	22	20	20	19	20	24	8	17
Between 1pm and 2pm	11	12	10	9	9	10	8	16	12	8	11	13	10
Between 2pm and 3pm	7	6	8	5	6	5	13	8	8	7	9	8	6
Between 3pm and 4pm	5	4	6	12	2	4	6	5	5	6	5	3	6
Between 4pm and 5pm	3	3	3	4	3	5	1	1	4	1	4	3	1
Between 5pm and 6pm	1	0	2	2	1	3	0	1	1	2	1	7	0
After 6pm	9	11	8	11	12	8	10	6	6	14	7	13	11
Don't know	5	6	5	4	8	5	4	4	3	9	4	14	5

[all Respondents]

Are you currently in full- or part-time employment?

Yes	72	75	69	65	86	84	81	42	79	62	69	70	78
No	26	24	28	33	13	14	19	57	20	35	30	28	21
Prefer not to say	1	1	2	3	1	2	1	2	1	3	1	2	0

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

Is your place of work open for business at all from Christmas Day (Tuesday 25th) to New Year's Day (Tuesday 1st January)?

[those in employment]

Yes	56	59	53	55	54	57	62	47	52	63	51	57	60
No	44	41	47	45	46	43	38	52	48	36	48	43	39
Don't know	0	0	0	0	0	0	0	1	0	0	0	0	0

Are you due to be at work at any time during the Christmas period (Tuesday 25th to Tuesday 1st)?

[those whose place of work is open]

Yes	62	64	61	66	57	55	72	70	54	76	59	67	64
No	37	35	39	34	43	45	28	27	46	24	40	32	36
Don't know	0	1	0	0	0	0	0	3	0	0	0	1	0

Will you be at work on Christmas Day (Tuesday 25th)?

[those who will be working]

Yes	7	12	1	18	4	0	10	8	5	9	1	10	12
No	92	88	96	82	96	100	85	91	95	88	99	77	88
Don't know	2	0	3	0	0	0	5	1	0	3	0	13	0

[all Respondents]

In TOTAL confidence how likely are you to take a day off sick between Christmas and New Year even though you may be well enough to go in ("throw a sickie")?

Very likely	0	1	0	4	0	0	0	0	1	0	0	0	1
Fairly likely	0	1	0	0	0	2	0	0	0	1	0	0	1
Not very likely	12	6	18	28	5	12	11	10	13	10	13	7	12
Not at all likely	85	89	80	68	87	86	86	90	85	85	83	93	84
Don't know/ prefer not to say	3	3	2	0	8	0	3	0	2	4	5	0	2