

YouGov Survey Results

Sample Size: 1044 NI Adults

Fieldwork: 2nd - 6th November 2012

Total	Gender		Social Grade		Age				NI Region						
Base	Male	Female	ABC1	C2DE	18-24	25-39	40-54	55+	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh	County Tyrone

Thinking about when you first heard or saw "signs of Christmas" this year (e.g. shops starting to stock Christmas items, Christmas advertising, news articles, or general talk about Christmas)...

In your opinion, has the build up to Christmas this year come too late, too early, or at about the right time? (Please tick the option that best applies. If you've not seen any signs yet, please tick the "Not applicable" option.)

	Unweighted Base	1044	490	554	610	434	94	303	319	328	233	206	84	296	137	27	61
All NI Adults 18-64		1044	504	540	588	456	144	283	280	337	203	188	86	285	141	36	105
It has come too early		70%	70%	71%	73%	66%	55%	69%	73%	75%	73%	73%	63%	69%	71%	83%	62%
It has come at about the right time		21%	19%	23%	21%	22%	27%	23%	20%	19%	18%	18%	31%	23%	17%	17%	29%
It has come too late		1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	*	3%	-	1%
Don't know		2%	4%	1%	2%	3%	2%	4%	2%	1%	1%	3%	2%	3%	4%	-	1%
Not applicable – I've not seen any signs of Christmas yet		5%	7%	3%	3%	7%	13%	3%	4%	4%	6%	6%	2%	4%	6%	-	6%

For the following questions, please think about all the money you will spend on Christmas this year (2012) (e.g. on presents, food, drink, decorations etc.)

Which, if any, of the following methods do you think you will use to fund Christmas this year? (Please tick all that apply. If you won't be spending any money on Christmas this year, please tick the "Not applicable" option.)

	Unweighted Base	1044	490	554	610	434	94	303	319	328	233	206	84	296	137	27	61
All NI Adults 18-64		1044	504	540	588	456	144	283	280	337	203	188	86	285	141	36	105
Cash (i.e. money in my current account)		76%	74%	77%	79%	72%	75%	75%	77%	75%	72%	75%	82%	73%	80%	78%	77%
Savings		29%	28%	29%	27%	30%	34%	32%	28%	24%	31%	31%	31%	23%	27%	46%	30%
Credit card(s)		31%	33%	30%	39%	22%	12%	28%	36%	38%	28%	31%	34%	38%	29%	26%	22%
Money borrowed from friends or family		4%	4%	4%	3%	6%	8%	6%	4%	1%	5%	5%	-	1%	8%	7%	5%
Overdraft		11%	13%	10%	10%	13%	25%	10%	12%	6%	12%	12%	11%	12%	10%	16%	6%
Store card(s)		7%	4%	10%	6%	9%	9%	5%	5%	10%	6%	4%	7%	10%	6%	-	10%
Other methods		5%	5%	4%	4%	6%	6%	4%	6%	3%	4%	2%	3%	7%	3%	24%	1%
Don't know		3%	3%	4%	3%	4%	4%	4%	3%	2%	2%	6%	3%	3%	2%	-	3%
Not applicable – I won't be spending any money on Christmas this year		4%	6%	3%	4%	4%	4%	4%	4%	4%	5%	2%	2%	7%	2%	4%	2%

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Total	Working Status								
	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

Thinking about when you first heard or saw "signs of Christmas" this year (e.g. shops starting to stock Christmas items, Christmas advertising, news articles, or general talk about Christmas)...

In your opinion, has the build up to Christmas this year come too late, too early, or at about the right time? (Please tick the option that best applies. If you've not seen any signs yet, please tick the "Not applicable" option.)

	Unweighted Base	1044	549	143	7	699	38	171	44	79	13
All NI Adults 18-64		1044	522	150	8	680	54	172	46	78	13
It has come too early		70%	72%	72%	72%	72%	61%	74%	55%	69%	50%
It has come at about the right time		21%	21%	20%	28%	21%	26%	22%	22%	22%	9%
It has come too late		1%	1%	1%	-	1%	-	1%	2%	-	-
Don't know		2%	3%	4%	-	3%	-	1%	6%	-	6%
Not applicable – I've not seen any signs of Christmas yet		5%	4%	3%	-	3%	13%	2%	15%	9%	36%

For the following questions, please think about all the money you will spend on Christmas this year (2012) (e.g. on presents, food, drink, decorations etc.)

Which, if any, of the following methods do you think you will use to fund Christmas this year? (Please tick all that apply. If you won't be spending any money on Christmas this year, please tick the "Not applicable" option.)

	Unweighted Base	1044	549	143	7	699	38	171	44	79	13
All NI Adults 18-64		1044	522	150	8	680	54	172	46	78	13
Cash (i.e. money in my current account)		76%	78%	85%	71%	80%	60%	73%	65%	65%	75%
Savings		29%	29%	29%	15%	29%	50%	22%	26%	27%	42%
Credit card(s)		31%	35%	29%	27%	34%	7%	36%	18%	22%	40%
Money borrowed from friends or family		4%	3%	7%	-	4%	7%	1%	12%	4%	5%
Overdraft		11%	12%	9%	-	11%	34%	4%	11%	8%	15%
Store card(s)		7%	5%	5%	-	5%	5%	11%	10%	11%	38%
Other methods		5%	3%	5%	12%	4%	9%	4%	6%	8%	20%
Don't know		3%	3%	2%	-	3%	6%	3%	7%	4%	-
Not applicable – I won't be spending any money on Christmas this year		4%	4%	1%	-	3%	6%	5%	8%	6%	6%

YouGov Survey Results

Sample Size: 1044 NI Adults

Fieldwork: 2nd - 6th November 2012

Total	Marital Status							Children in Household					
	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 about when you first heard or saw "signs of Christmas" this year (e.g. shops starting to stock Christmas items, Christmas advertising, news articles, or general talk about Christmas)...

In your opinion, has the build up to Christmas this year come too late, too early, or at about the right time? (Please tick the option that best applies. If you've not seen any signs yet, please tick the "Not applicable" option.)

	Unweighted Base	1044	539	107	24	70	25	273	6	694	153	136	48	1	12
All NI Adults 18-64		1044	513	104	22	65	24	307	8	698	153	133	47	1	13
It has come too early		70%	74%	67%	67%	76%	75%	65%	38%	71%	74%	67%	58%	100%	35%
It has come at about the right time		21%	20%	25%	30%	16%	17%	23%	18%	20%	20%	27%	32%	-	18%
It has come too late		1%	*	1%	-	-	-	1%	35%	1%	2%	-	6%	-	-
Don't know		2%	1%	4%	-	1%	3%	4%	9%	3%	2%	2%	2%	-	-
Not applicable – I've not seen any signs of Christmas yet		5%	4%	3%	3%	7%	5%	7%	-	5%	2%	5%	2%	-	47%

For the following questions, please think about all the money you will spend on Christmas this year (2012) (e.g. on presents, food, drink, decorations etc.)

Which, if any, of the following methods do you think you will use to fund Christmas this year? (Please tick all that apply. If you won't be spending any money on Christmas this year, please tick the "Not applicable" option.)

	Unweighted Base	1044	539	107	24	70	25	273	6	694	153	136	48	1	12
All NI Adults 18-64		1044	513	104	22	65	24	307	8	698	153	133	47	1	13
Cash (i.e. money in my current account)		76%	76%	79%	84%	75%	80%	73%	65%	76%	77%	79%	69%	-	44%
Savings		29%	27%	30%	29%	25%	41%	31%	-	27%	35%	29%	36%	-	22%
Credit card(s)		31%	39%	29%	33%	30%	37%	19%	12%	32%	24%	37%	42%	-	-
Money borrowed from friends or family		4%	2%	8%	12%	1%	-	7%	14%	3%	9%	3%	8%	-	-
Overdraft		11%	8%	14%	18%	15%	14%	14%	35%	10%	14%	13%	16%	-	-
Store card(s)		7%	7%	6%	4%	9%	17%	6%	-	7%	9%	6%	15%	-	-
Other methods		5%	4%	2%	4%	9%	-	6%	-	4%	8%	6%	-	-	-
Don't know		3%	2%	3%	-	1%	3%	6%	-	3%	2%	2%	2%	100%	20%
Not applicable – I won't be spending any money on Christmas this year		4%	4%	2%	3%	7%	7%	5%	-	5%	1%	4%	2%	-	22%

Fieldwork: 2nd - 6th November 2012

Total	Gender		Social Grade		Age				NI Region						
	Male	Female	ABC1	C2DE	18-24	25-39	40-54	55+	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh	County Tyrone

If you are saving any money to pay for Christmas this year (2012), approximately when did you/ will you begin saving? (Please tick one option. If you are not saving any money to pay for Christmas (2012), please tick the "Not applicable" option.)

	Unweighted Base	1001	463	538	587	414	91	290	307	313	223	201	82	275	134	26	60
All NI Adults 18-64 who plan to spend money on Christmas this year	1002	476	526	566	436	138	271	270	323	193	184	84	264	138	35	103	
Since last Christmas (2011)	10%	10%	11%	10%	11%	8%	8%	13%	11%	7%	12%	7%	11%	14%	3%	13%	
Since January to March 2012	4%	3%	5%	3%	5%	2%	5%	7%	2%	4%	5%	3%	3%	5%	-	7%	
Since April to June 2012	3%	3%	2%	3%	3%	3%	4%	3%	1%	3%	3%	3%	1%	4%	-	3%	
Since July to September 2012	10%	8%	12%	12%	8%	9%	12%	10%	9%	11%	11%	14%	7%	7%	14%	14%	
Since October 2012	10%	9%	12%	8%	13%	14%	12%	9%	8%	8%	6%	13%	9%	13%	15%	16%	
From November 2012	6%	6%	6%	6%	6%	17%	9%	3%	2%	8%	6%	5%	6%	2%	20%	5%	
From December 2012	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	-	-	2%	1%	11%	-	
Don't know	7%	6%	8%	4%	10%	10%	7%	8%	4%	5%	6%	15%	8%	6%	3%	6%	
Not applicable – I do not plan to save any money to pay for this Christmas	49%	54%	44%	53%	44%	35%	41%	47%	63%	53%	51%	40%	54%	48%	33%	36%	

Which, if any, of the following would you consider doing/ have you already done in order to reduce the amount you spend on Christmas this year (2012)? (Please tick all that apply. If you are not planning to reduce the amount you spend on Christmas this year, please tick the "Not applicable" option.)

	Unweighted Base	1001	463	538	587	414	91	290	307	313	223	201	82	275	134	26	60
All NI Adults 18-64 who plan to spend money this Christmas	1002	476	526	566	436	138	271	270	323	193	184	84	264	138	35	103	
Buy less expensive gifts/ cards	48%	43%	53%	50%	46%	47%	47%	59%	41%	48%	45%	56%	47%	54%	36%	45%	
Buy fewer gifts/ cards	42%	37%	46%	44%	38%	36%	40%	50%	39%	41%	49%	49%	39%	41%	40%	32%	
Use loyalty card points for Christmas spending (e.g. Nectar, Clubcard etc)	34%	28%	40%	36%	33%	25%	34%	42%	32%	34%	37%	40%	34%	31%	37%	29%	
Buy Christmas presents/cards in the sales earlier in the year	29%	21%	37%	30%	28%	24%	34%	31%	26%	18%	33%	35%	30%	28%	26%	41%	
Buy less food or decorations	22%	20%	25%	25%	19%	11%	21%	28%	23%	24%	24%	33%	20%	22%	9%	18%	
Buy cheaper food or decorations	19%	16%	21%	18%	19%	23%	21%	23%	11%	19%	19%	21%	15%	19%	12%	25%	
Use a Secret Santa gift exchange (i.e. a group co-ordinates so that everyone buys for one person only, within a set budget)	12%	8%	16%	11%	14%	27%	13%	10%	7%	9%	13%	12%	11%	15%	6%	17%	
Go to or host fewer festive parties/ meals	12%	13%	11%	13%	10%	10%	13%	13%	12%	12%	17%	8%	13%	12%	8%	7%	
Other cost saving measures	12%	13%	11%	10%	14%	13%	15%	14%	8%	7%	15%	12%	11%	10%	23%	18%	
Give home-made gifts/ cards to my family/ friends	11%	6%	16%	11%	12%	16%	10%	11%	11%	9%	13%	12%	13%	11%	10%	10%	
Don't know	4%	5%	4%	3%	7%	9%	3%	4%	4%	3%	6%	3%	5%	4%	16%	2%	
Not applicable – I do not plan to reduce the amount I spend on Christmas this year	17%	23%	11%	18%	15%	11%	17%	12%	24%	21%	17%	13%	17%	16%	16%	10%	

Fieldwork: 2nd - 6th November 2012

Total	Working Status								
	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

If you are saving any money to pay for Christmas this year (2012), approximately when did you/ will you begin saving? (Please tick one option. If you are not saving any money to pay for Christmas (2012), please tick the "Not applicable" option.)

	Unweighted Base	1001	530	141	7	678	36	161	40	74	12
All NI Adults 18-64 who plan to spend money on Christmas this year	1002	503	149	8	659	51	163	43	74	13	
Since last Christmas (2011)	10%	9%	5%	-	8%	20%	12%	7%	19%	24%	
Since January to March 2012	4%	4%	8%	-	5%	2%	1%	5%	6%	-	
Since April to June 2012	3%	3%	2%	-	3%	-	2%	8%	1%	-	
Since July to September 2012	10%	11%	14%	32%	12%	5%	7%	8%	10%	-	
Since October 2012	10%	10%	17%	-	11%	7%	8%	4%	8%	22%	
From November 2012	6%	6%	5%	-	6%	22%	1%	17%	-	7%	
From December 2012	1%	2%	2%	-	2%	-	-	2%	2%	-	
Don't know	7%	5%	8%	-	6%	13%	4%	13%	14%	-	
Not applicable – I do not plan to save any money to pay for this Christmas	49%	49%	41%	68%	48%	32%	65%	35%	41%	47%	

Which, if any, of the following would you consider doing/ have you already done in order to reduce the amount you spend on Christmas this year (2012)? (Please tick all that apply. If you are not planning to reduce the amount you spend on Christmas this year, please tick the "Not applicable" option.)

	Unweighted Base	1001	530	141	7	678	36	161	40	74	12
All NI Adults 18-64 who plan to spend money this Christmas	1002	503	149	8	659	51	163	43	74	13	
Buy less expensive gifts/ cards	48%	49%	51%	59%	49%	49%	38%	57%	56%	43%	
Buy fewer gifts/ cards	42%	43%	41%	59%	42%	39%	34%	42%	50%	63%	
Use loyalty card points for Christmas spending (e.g. Nectar, Clubcard etc)	34%	35%	35%	68%	35%	20%	34%	32%	35%	54%	
Buy Christmas presents/cards in the sales earlier in the year	29%	26%	37%	43%	28%	25%	32%	32%	32%	29%	
Buy less food or decorations	22%	23%	16%	41%	21%	12%	25%	26%	30%	33%	
Buy cheaper food or decorations	19%	18%	24%	40%	20%	13%	8%	27%	28%	23%	
Use a Secret Santa gift exchange (i.e. a group co-ordinates so that everyone buys for one person only, within a set budget)	12%	13%	10%	-	12%	36%	8%	14%	6%	-	
Go to or host fewer festive parties/ meals	12%	13%	11%	-	13%	5%	10%	28%	8%	7%	
Other cost saving measures	12%	12%	8%	-	11%	18%	10%	15%	21%	15%	
Give home-made gifts/ cards to my family/ friends	11%	10%	14%	14%	11%	15%	10%	19%	12%	-	
Don't know	4%	3%	8%	-	4%	4%	4%	8%	6%	-	
Not applicable – I do not plan to reduce the amount I spend on Christmas this year	17%	17%	15%	-	16%	11%	26%	10%	8%	23%	

Fieldwork: 2nd - 6th November 2012

Total	Marital Status							Children in Household					
	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

If you are saving any money to pay for Christmas this year (2012), approximately when did you/ will you begin saving? (Please tick one option. If you are not saving any money to pay for Christmas (2012), please tick the "Not applicable" option.)

	Unweighted Base	1001	518	105	23	65	23	261	6	662	152	130	47	1	9
All NI Adults 18-64 who plan to spend money on Christmas this year		1002	495	103	21	61	22	292	8	666	152	128	46	1	10
Since last Christmas (2011)	10%	10%	13%	7%	12%	10%	3%	8%	-	9%	15%	9%	14%	-	8%
Since January to March 2012	4%	4%	4%	2%	12%	6%	-	3%	18%	3%	5%	5%	6%	-	24%
Since April to June 2012	3%	3%	3%	6%	-	1%	5%	2%	-	2%	2%	8%	4%	-	-
Since July to September 2012	10%	10%	10%	11%	13%	7%	17%	9%	-	8%	13%	17%	13%	-	-
Since October 2012	10%	10%	9%	13%	13%	6%	21%	11%	35%	8%	14%	13%	16%	-	-
From November 2012	6%	6%	3%	7%	4%	4%	-	11%	9%	6%	6%	3%	13%	-	-
From December 2012	1%	1%	1%	1%	-	1%	-	1%	14%	2%	-	-	3%	-	-
Don't know	7%	7%	4%	10%	-	3%	4%	11%	-	7%	9%	3%	2%	100%	27%
Not applicable – I do not plan to save any money to pay for this Christmas	49%	49%	52%	42%	46%	63%	51%	43%	23%	55%	36%	42%	29%	-	40%

Which, if any, of the following would you consider doing/ have you already done in order to reduce the amount you spend on Christmas this year (2012)? (Please tick all that apply. If you are not planning to reduce the amount you spend on Christmas this year, please tick the "Not applicable" option.)

	Unweighted Base	1001	518	105	23	65	23	261	6	662	152	130	47	1	9
All NI Adults 18-64 who plan to spend money this Christmas		1002	495	103	21	61	22	292	8	666	152	128	46	1	10
Buy less expensive gifts/ cards	48%	48%	46%	56%	55%	58%	41%	47%	26%	45%	56%	56%	45%	100%	18%
Buy fewer gifts/ cards	42%	42%	42%	47%	38%	45%	52%	38%	44%	41%	44%	45%	35%	-	38%
Use loyalty card points for Christmas spending (e.g. Nectar, Clubcard etc)	34%	34%	39%	32%	31%	31%	40%	28%	12%	32%	37%	39%	46%	-	9%
Buy Christmas presents/cards in the sales earlier in the year	29%	29%	33%	34%	23%	20%	37%	24%	-	27%	33%	36%	42%	-	8%
Buy less food or decorations	22%	22%	24%	22%	25%	26%	26%	18%	18%	21%	25%	24%	27%	-	34%
Buy cheaper food or decorations	19%	19%	19%	25%	26%	18%	-	18%	14%	15%	28%	27%	27%	-	-
Use a Secret Santa gift exchange (i.e. a group co-ordinates so that everyone buys for one person only, within a set budget)	12%	12%	9%	11%	9%	8%	5%	19%	14%	12%	16%	12%	7%	-	18%
Go to or host fewer festive parties/ meals	12%	12%	13%	13%	9%	12%	-	12%	-	12%	15%	11%	13%	-	8%
Other cost saving measures	12%	12%	12%	18%	13%	8%	9%	12%	-	10%	17%	17%	10%	-	19%
Give home-made gifts/ cards to my family/ friends	11%	11%	11%	17%	4%	11%	18%	11%	-	12%	15%	8%	7%	-	-
Don't know	4%	4%	3%	1%	-	9%	9%	8%	-	5%	4%	3%	-	-	26%
Not applicable – I do not plan to reduce the amount I spend on Christmas this year	17%	17%	18%	12%	13%	12%	26%	17%	12%	19%	9%	13%	18%	-	22%

Fieldwork: 2nd - 6th November 2012

Total	Gender		Social Grade		Age				NI Region						
	Male	Female	ABC1	C2DE	18-24	25-39	40-54	55+	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh	County Tyrone

Which, if any, of the following foods do you look forward to eating at Christmas? (Please tick all that apply. If you do not celebrate Christmas, please tick the "Not applicable" option.)

	Unweighted Base	1044	490	554	610	434	94	303	319	328	233	206	84	296	137	27	61
All NI Adults 18-64		1044	504	540	588	456	144	283	280	337	203	188	86	285	141	36	105
Roast turkey	73%	73%	73%	73%	72%	70%	65%	78%	76%	69%	76%	77%	69%	76%	77%	75%	75%
Sausages wrapped in bacon	41%	43%	38%	37%	46%	55%	42%	36%	38%	38%	50%	47%	38%	46%	43%	26%	26%
Brussel sprouts	39%	41%	38%	41%	38%	21%	36%	43%	46%	34%	38%	38%	40%	48%	41%	37%	37%
Mince pies	38%	39%	38%	40%	36%	38%	31%	38%	46%	34%	43%	37%	42%	34%	46%	34%	34%
Christmas pudding	32%	36%	29%	35%	29%	24%	23%	31%	44%	32%	34%	33%	32%	30%	24%	33%	33%
Christmas cake	27%	28%	26%	30%	23%	18%	17%	26%	39%	24%	31%	27%	32%	23%	28%	16%	16%
Cranberry sauce	31%	30%	33%	35%	27%	27%	27%	32%	37%	32%	28%	29%	32%	32%	39%	33%	33%
None of these	8%	9%	8%	8%	9%	10%	10%	7%	6%	12%	6%	5%	10%	6%	10%	5%	5%
Not applicable – I do not celebrate Christmas	2%	3%	1%	2%	2%	2%	4%	1%	1%	4%	1%	-	2%	2%	-	2%	2%

For the following question, by "this Christmas period" we mean from the 21st December 2012 until the 2nd January 2013.

Do you expect to have gained weight or lost weight by the end of this Christmas period, or do you think it will stay roughly the same?

	Unweighted Base	1044	490	554	610	434	94	303	319	328	233	206	84	296	137	27	61
All NI Adults 18-64		1044	504	540	588	456	144	283	280	337	203	188	86	285	141	36	105
I expect to have gained weight	26%	23%	29%	27%	25%	24%	26%	29%	25%	25%	33%	29%	24%	21%	26%	25%	25%
I expect to have stayed roughly the same weight	63%	66%	60%	63%	62%	55%	59%	65%	68%	62%	55%	63%	65%	68%	65%	65%	65%
I expect to have lost weight	6%	6%	7%	6%	7%	13%	8%	3%	5%	9%	7%	6%	5%	5%	9%	7%	7%
Don't know	5%	5%	4%	4%	6%	8%	7%	3%	3%	5%	5%	2%	6%	6%	-	3%	3%

Fieldwork: 2nd - 6th November 2012

Total	Working Status								
	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

Which, if any, of the following foods do you look forward to eating at Christmas? (Please tick all that apply. If you do not celebrate Christmas, please tick the "Not applicable" option.)

	Unweighted Base	1044	549	143	7	699	38	171	44	79	13
All NI Adults 18-64		1044	522	150	8	680	54	172	46	78	13
Roast turkey	73%	71%	69%	86%	71%	70%	78%	70%	83%	62%	
Sausages wrapped in bacon	41%	43%	35%	60%	41%	39%	41%	56%	33%	28%	
Brussel sprouts	39%	40%	39%	72%	40%	14%	46%	30%	38%	40%	
Mince pies	38%	36%	40%	44%	37%	43%	51%	31%	24%	61%	
Christmas pudding	32%	30%	24%	58%	29%	26%	48%	27%	29%	54%	
Christmas cake	27%	23%	30%	41%	24%	18%	45%	17%	19%	38%	
Cranberry sauce	31%	32%	33%	71%	32%	29%	35%	27%	22%	27%	
None of these	8%	8%	10%	-	8%	12%	5%	11%	9%	13%	
Not applicable – I do not celebrate Christmas	2%	2%	1%	-	2%	4%	1%	3%	1%	-	

For the following question, by "this Christmas period" we mean from the 21st December 2012 until the 2nd January 2013.

Do you expect to have gained weight or lost weight by the end of this Christmas period, or do you think it will stay roughly the same?

	Unweighted Base	1044	549	143	7	699	38	171	44	79	13
All NI Adults 18-64		1044	522	150	8	680	54	172	46	78	13
I expect to have gained weight	26%	26%	31%	14%	27%	27%	24%	26%	25%	14%	
I expect to have stayed roughly the same weight	63%	64%	58%	73%	62%	53%	67%	49%	70%	73%	
I expect to have lost weight	6%	5%	9%	13%	6%	14%	5%	19%	-	6%	
Don't know	5%	5%	3%	-	5%	6%	4%	6%	5%	7%	

Fieldwork: 2nd - 6th November 2012

Total	Marital Status							Children in Household					
	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

Which, if any, of the following foods do you look forward to eating at Christmas? (Please tick all that apply. If you do not celebrate Christmas, please tick the "Not applicable" option.)

	Unweighted Base	1044	539	107	24	70	25	273	6	694	153	136	48	1	12
	All NI Adults 18-64	1044	513	104	22	65	24	307	8	698	153	133	47	1	13
Roast turkey		73%	75%	72%	82%	74%	74%	69%	44%	74%	66%	76%	66%	100%	58%
Sausages wrapped in bacon		41%	39%	46%	52%	33%	27%	45%	35%	42%	48%	36%	26%	-	7%
Brussel sprouts		39%	44%	44%	43%	43%	39%	30%	-	41%	37%	34%	41%	100%	7%
Mince pies		38%	41%	36%	45%	39%	51%	35%	12%	42%	29%	38%	29%	100%	7%
Christmas pudding		32%	35%	31%	46%	29%	33%	27%	26%	36%	27%	23%	22%	-	14%
Christmas cake		27%	34%	16%	30%	19%	32%	21%	21%	30%	23%	21%	17%	-	-
Cranberry sauce		31%	34%	37%	31%	24%	34%	27%	-	33%	29%	25%	35%	100%	14%
None of these		8%	6%	8%	3%	12%	14%	10%	12%	8%	6%	7%	19%	-	14%
Not applicable – I do not celebrate Christmas		2%	1%	2%	-	2%	3%	3%	-	2%	-	3%	-	-	22%

For the following question, by "this Christmas period" we mean from the 21st December 2012 until the 2nd January 2013.

Do you expect to have gained weight or lost weight by the end of this Christmas period, or do you think it will stay roughly the same?

	Unweighted Base	1044	539	107	24	70	25	273	6	694	153	136	48	1	12
	All NI Adults 18-64	1044	513	104	22	65	24	307	8	698	153	133	47	1	13
I expect to have gained weight		26%	28%	20%	29%	16%	5%	28%	33%	25%	31%	27%	23%	-	33%
I expect to have stayed roughly the same weight		63%	64%	64%	68%	75%	79%	57%	21%	64%	63%	63%	55%	-	32%
I expect to have lost weight		6%	5%	11%	3%	5%	9%	7%	47%	6%	4%	6%	18%	-	7%
Don't know		5%	3%	6%	-	5%	7%	8%	-	5%	2%	4%	4%	100%	28%