

YouGov Survey Results

Sample Size: 1739 GB Adults
Fieldwork: 5th - 6th October 2014

	Westminster VI					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	1739	X	X	X	X	540	423	328	843	896	207	440	595	497	991	748	223	565	372	428	151	
Unweighted Sample	1739	483	459	103	198	554	433	347	830	909	110	397	705	527	1221	518	269	526	354	378	212	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When are you planning to start your Christmas shopping?

Already started	25	27	24	19	28	29	29	24	16	33	14	31	26	23	23	28	22	25	25	28	23
Later in October	13	14	14	9	12	13	13	10	10	15	14	14	12	11	13	12	15	12	14	12	10
November	24	25	26	27	17	22	24	26	27	20	32	27	20	22	23	24	21	23	22	25	30
December	20	21	18	27	20	20	16	19	26	14	22	16	20	21	24	14	20	20	20	18	22
Don't know	19	13	18	17	23	15	19	21	21	17	18	12	22	23	17	22	23	21	19	16	16

How will you be financing your Christmas shopping this year?

Savings or wages	77	85	72	84	78	81	75	78	75	78	75	76	73	82	79	74	71	76	79	79	78
Credit card	8	7	12	8	7	7	11	10	9	7	7	8	9	8	9	7	13	8	9	7	7
Loan	1	1	2	2	0	1	1	1	2	1	3	2	1	0	1	1	1	1	0	1	2
Other form of credit	1	1	2	0	0	1	1	1	1	1	0	2	2	0	1	2	1	2	0	2	0
Don't know	13	6	12	7	15	9	11	10	13	13	15	13	14	11	11	16	14	13	13	12	12

Do you think you will spend more, less or about the same amount on your Christmas shopping this year compared to last year?

More	9	10	13	12	9	7	12	11	8	10	14	13	7	7	9	10	11	7	11	10	7
Less	31	26	32	37	38	29	28	33	29	32	29	34	34	24	31	30	30	31	33	28	32
About the same	54	60	51	48	48	58	55	52	56	51	46	48	52	64	54	53	54	54	50	56	52
Don't know	6	4	4	3	5	5	5	4	7	6	11	6	7	5	6	7	5	7	6	6	8

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

Thinking about your Christmas shopping, how do you typically divide your spending between in-store and online?

100% in-store	12	15	11	5	13	15	13	8	13	12	10	5	11	20	11	14	8	11	15	12	15
75% in-store, 25% online	22	24	23	26	20	23	23	23	21	23	24	19	20	27	20	25	23	21	21	26	18
50% in-store, 50% online	27	26	28	38	25	26	28	31	25	30	32	31	27	22	30	24	27	26	30	27	27
75% online, 25% in-store	22	23	21	20	24	22	19	25	22	22	20	29	23	15	24	19	25	25	18	21	18
100% online	3	3	3	3	5	3	3	4	3	2	1	3	4	3	3	3	3	4	1	3	1
Don't know	13	9	14	8	14	11	13	10	15	12	14	12	15	12	12	15	15	13	13	12	19

And generally how much do you spend on each family member at Christmas?

£0-20	19	14	18	20	23	13	16	24	16	22	36	17	20	13	17	22	17	22	16	19	18
£21-40	28	32	26	33	23	31	29	29	28	28	35	35	23	26	30	26	26	28	33	26	22
£41-60	15	17	15	19	14	17	13	20	17	14	5	16	15	19	17	12	13	15	15	16	19
£61-80	5	5	4	7	6	5	4	5	4	5	2	5	4	6	5	5	7	4	4	4	6
£81-100	7	9	7	4	5	8	7	4	8	5	3	4	8	9	7	6	6	7	6	7	8
£101-150	6	7	5	6	7	7	8	2	5	6	0	5	8	6	5	7	6	4	8	6	5
£151-200	3	2	7	1	5	2	5	3	4	3	4	3	4	2	4	3	3	2	3	6	3
More than £200	3	3	2	2	6	4	2	2	3	2	1	4	3	3	3	3	3	2	3	3	5
Don't know	15	11	16	9	12	13	15	11	16	13	14	13	15	16	12	17	19	15	13	12	14