

## YouGov / Daybreak & The Sun Survey Results

Sample Size: 2153 GB Adults  
Fieldwork: 4th - 6th January 2011

	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	
<b>Weighted Sample</b>	<b>2153</b>	661	673	152	701	591	466	1048	1105	257	555	738	603	1211	913	278	702	459	529	186
<b>Unweighted Sample</b>	<b>2153</b>	621	657	150	667	556	484	1031	1122	145	536	829	643	1388	736	332	674	431	500	216
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Thinking about how much you spent on Christmas in 2010, how, if at all, did this differ from how much you spent on Christmas in 2009.

I spent MORE on Christmas in 2010 than I did in 2009	<b>16</b>	16	18	15	16	18	13	18	14	24	19	13	13	17	14	20	14	13	17	19
I spent LESS on Christmas in 2010 than I did in 2009	<b>45</b>	42	51	40	43	47	46	44	46	39	40	52	44	42	49	40	48	46	43	46
I spent about the same on Christmas in 2010 as I did in 2009	<b>36</b>	40	29	40	38	33	38	35	37	26	37	34	41	38	33	35	35	37	37	33
Don't know	<b>3</b>	2	2	6	3	2	4	4	3	12	4	1	2	2	5	4	3	4	3	2

### Thinking about how much you spent in the Post-Christmas sales in 2010, how, if at all, did this differ from how much you spent on the Post-Christmas sales in 2009.

I spent MORE in the Post-Christmas sales in 2010 than I did in 2009	<b>8</b>	6	9	9	6	7	9	8	8	12	10	6	5	8	7	10	6	6	8	10
I spent LESS in the Post-Christmas sales in 2010 than I did in 2009	<b>50</b>	47	56	37	50	53	47	47	54	43	49	56	47	47	55	47	51	53	49	48
I spent about the same in Post-Christmas sales in 2010 as I did in 2009	<b>35</b>	41	30	45	37	34	36	39	31	34	32	34	40	40	29	36	36	32	36	36
Don't know	<b>7</b>	6	5	8	7	6	8	7	7	11	9	4	7	6	9	7	7	8	7	7

### Would you say you are more or less worried about your finances now than you were this time last year?

I am more worried about my finances now compared with this time last year	<b>45</b>	38	55	28	39	51	45	43	47	45	42	49	44	44	47	46	45	42	47	51
I am less worried about my finances now compared with this time last year	<b>9</b>	12	7	17	10	7	10	11	8	12	12	8	7	10	8	11	10	8	8	11
I am just as worried about my finances now compared with this time last year	<b>29</b>	30	26	33	31	28	28	27	31	25	29	31	27	29	29	27	29	32	28	23
Not applicable, I was not worried about my finances this time last year and am not worried about them now	<b>14</b>	19	11	16	18	12	13	16	12	10	13	11	21	16	12	14	14	15	14	13
Don't know	<b>3</b>	1	2	6	1	2	4	3	3	7	5	2	1	2	4	1	3	4	3	3

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What effect, if any, will the 2.5% increase in VAT have on you and your family?**

I/ we will struggle to make ends meet	<b>23</b>	13	30	12	15	28	21	19	27	28	20	28	18	17	32	17	23	28	22	23
I/ we will have to cut back on some purchases but it won't have much effect	<b>49</b>	51	52	48	51	52	48	50	48	39	50	48	53	50	46	55	49	44	47	53
I/ we will not have to make any changes at all	<b>20</b>	31	12	30	27	13	22	24	16	19	19	17	24	26	12	24	19	20	20	16
Don't know	<b>8</b>	5	5	10	6	7	10	7	10	14	11	7	5	8	9	4	9	8	10	8

**Which ONE of the following statements BEST describes how well you are keeping up with your bills and credit commitments at the moment?**

I am keeping up with all bills and commitments without any difficulties	<b>32</b>	43	26	40	38	28	33	37	27	25	33	29	39	40	22	37	33	29	31	32
I am keeping up with all bills and commitments, but it is a struggle from time to time	<b>37</b>	34	39	38	35	37	38	34	39	33	34	36	41	35	38	33	38	35	39	35
I am keeping up with all bills and commitments, but it is a constant struggle	<b>20</b>	18	21	11	19	22	15	17	22	13	20	25	14	17	24	18	18	24	18	21
I am falling behind with some bills or credit commitments	<b>4</b>	1	5	1	3	5	3	3	4	9	3	5	1	2	5	5	3	2	3	8
I am having real financial problems and have fallen behind with many bills or credit commitments	<b>3</b>	2	5	2	3	3	4	4	3	4	5	4	1	3	4	3	4	4	3	2
I don't have any bills or credit commitments	<b>2</b>	1	3	2	2	3	3	3	2	9	2	0	3	2	4	3	2	4	3	1
Don't know	<b>2</b>	0	1	6	0	1	4	2	2	7	3	0	1	1	3	1	2	2	2	2

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

How worried, if at all, are you that you may lose your job in 2011? (If you are not currently working please select the not applicable option.)

Very worried	7	5	9	6	5	8	6	6	7	9	8	9	1	7	6	9	5	6	7	9
Fairly worried	14	13	14	12	13	14	12	15	13	8	18	22	3	15	12	14	14	13	12	17
<b>TOTAL WORRIED</b>	<b>21</b>	<b>18</b>	<b>23</b>	<b>18</b>	<b>18</b>	<b>22</b>	<b>18</b>	<b>21</b>	<b>20</b>	<b>17</b>	<b>26</b>	<b>31</b>	<b>4</b>	<b>22</b>	<b>18</b>	<b>23</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>26</b>
Not very worried	22	27	21	25	23	20	24	26	19	25	32	26	7	25	18	26	24	17	24	21
Not at all worried	12	13	11	16	12	13	13	13	11	14	16	12	7	13	11	13	11	10	14	11
<b>TOTAL NOT WORRIED</b>	<b>34</b>	<b>40</b>	<b>32</b>	<b>41</b>	<b>35</b>	<b>33</b>	<b>37</b>	<b>39</b>	<b>30</b>	<b>39</b>	<b>48</b>	<b>38</b>	<b>14</b>	<b>38</b>	<b>29</b>	<b>39</b>	<b>35</b>	<b>27</b>	<b>38</b>	<b>32</b>
Don't know	4	3	3	7	4	3	4	4	4	4	7	4	1	4	4	1	5	4	4	4
Not applicable	41	40	43	35	43	42	41	35	47	39	18	27	81	36	50	37	40	50	39	38

How worried, if at all, are you that you may lose your job in 2011? (If you are not currently working please select the not applicable option.)

*[Only those who are working]*

Very worried	11	8	16	9	8	14	11	10	13	15	10	12	6	11	12	14	9	11	12	14
Fairly worried	24	21	24	18	23	25	20	23	24	13	22	30	17	23	23	23	24	26	20	28
<b>TOTAL WORRIED</b>	<b>35</b>	<b>29</b>	<b>40</b>	<b>27</b>	<b>31</b>	<b>39</b>	<b>31</b>	<b>33</b>	<b>37</b>	<b>28</b>	<b>32</b>	<b>42</b>	<b>23</b>	<b>34</b>	<b>35</b>	<b>37</b>	<b>33</b>	<b>37</b>	<b>32</b>	<b>42</b>
Not very worried	38	45	36	38	41	34	41	41	35	42	40	36	38	39	37	42	40	34	39	34
Not at all worried	20	21	19	25	20	22	22	20	21	23	20	17	35	20	21	20	19	20	23	18
<b>TOTAL NOT WORRIED</b>	<b>58</b>	<b>66</b>	<b>55</b>	<b>63</b>	<b>61</b>	<b>56</b>	<b>63</b>	<b>61</b>	<b>56</b>	<b>65</b>	<b>60</b>	<b>53</b>	<b>73</b>	<b>59</b>	<b>58</b>	<b>62</b>	<b>59</b>	<b>54</b>	<b>62</b>	<b>52</b>
Don't know	7	5	5	10	7	5	7	6	7	7	9	5	3	6	8	2	8	9	7	6