

# YouGov / Daily Telegraph Survey Results

Sample Size: 2241

Fieldwork: 16th - 18th December 2008

Daily Telegraph

**All GB Adults**  
Unweighted Sample

Total	Voting Intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2241</b>	747	613	252	1076	1165	677	767	797	1209	1031	282	722	482	555	201
<b>2241</b>	782	614	240	1101	1140	594	718	929	1370	870	336	715	450	525	215
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Leaving aside the effects of inflation, do you think that this Christmas you will spend more ON PRESENTS than last year, less than last year or about the same?

Significantly more this Christmas	<b>2</b>	2	3	2	2	2	4	2	1	2	3	1	2	3	2	2
Slightly more	<b>9</b>	8	12	7	10	8	12	8	8	9	9	9	7	8	9	16
About the same	<b>36</b>	35	43	35	38	34	33	37	39	37	35	35	35	37	37	37
Slightly less	<b>25</b>	26	24	29	24	26	26	25	24	27	22	25	27	23	25	23
Significantly less this Christmas	<b>25</b>	28	17	25	22	27	23	26	26	23	28	23	26	26	25	20
Not applicable – I never buy presents for Christmas	<b>2</b>	1	1	3	2	2	2	1	2	2	2	6	2	1	1	2
Not sure	<b>1</b>	0	0	0	1	1	1	2	0	1	1	1	1	1	1	1

Again leaving aside the effects of inflation, do you think that this Christmas you will spend more ON FOOD AND DRINK than last year, less than last year or about the same?

Significantly more this Christmas	<b>2</b>	2	2	2	2	2	3	2	2	2	2	2	2	3	2	1
Slightly more	<b>11</b>	10	14	7	13	8	14	9	9	10	11	12	10	9	10	16
About the same	<b>39</b>	40	43	39	43	36	38	38	42	42	36	39	39	39	39	45
Slightly less	<b>27</b>	27	29	32	24	30	25	30	27	28	26	24	28	29	28	24
Significantly less this Christmas	<b>17</b>	19	9	17	15	19	14	18	18	15	19	17	19	16	17	13
Not applicable	<b>3</b>	2	3	3	3	3	5	1	3	2	4	5	3	2	2	2
Not sure	<b>1</b>	0	0	0	1	1	2	2	0	1	2	1	1	2	1	1

Roughly how much do you think your immediate household will spend this Christmas, including food, drink, presents and travel?

Less than £100	<b>8</b>	6	5	13	7	8	6	8	9	7	8	11	8	7	7	7
Between £100 and £300	<b>28</b>	28	28	30	29	27	26	24	33	27	29	29	30	28	26	28
Between £300 and £500	<b>27</b>	28	26	28	26	27	27	25	28	28	25	21	28	28	26	27
Between £500 and £1000	<b>24</b>	26	28	20	24	24	23	28	21	26	22	24	21	25	27	28
More than £1000	<b>8</b>	9	8	5	8	8	10	10	4	8	8	8	8	7	9	8
Don't know	<b>6</b>	4	5	5	6	5	7	5	6	4	8	8	6	6	6	3

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<b>2241</b>	<b>747</b>	<b>613</b>	<b>252</b>	<b>1076</b>	<b>1165</b>	<b>677</b>	<b>767</b>	<b>797</b>	<b>1209</b>	<b>1031</b>	<b>282</b>	<b>722</b>	<b>482</b>	<b>555</b>	<b>201</b>
<b>2241</b>	<b>782</b>	<b>614</b>	<b>240</b>	<b>1101</b>	<b>1140</b>	<b>594</b>	<b>718</b>	<b>929</b>	<b>1370</b>	<b>870</b>	<b>336</b>	<b>715</b>	<b>450</b>	<b>525</b>	<b>215</b>
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**With whom will you spend Christmas day?[Please tick all that apply]**

With close and immediate family	<b>88</b>	89	86	91	85	90	91	87	86	87	89	81	89	89	90	88
With a wider group of relatives	<b>7</b>	6	8	10	8	6	11	5	4	7	7	8	6	5	8	8
With friends	<b>7</b>	8	8	8	9	6	8	7	8	8	6	9	7	6	9	7
Alone	<b>4</b>	2	4	2	5	3	2	4	5	4	4	5	3	3	3	5
Not sure yet	<b>2</b>	1	2	1	2	2	1	3	2	2	2	5	2	1	2	3

**Which of the following will you do on the evening of Christmas Eve/ on Christmas Day? [Please tick all that apply]**

Hang up stockings	<b>25</b>	24	26	31	20	30	27	30	18	28	22	18	27	25	26	27
Watch the Queen's Christmas broadcast	<b>21</b>	28	21	18	20	23	18	20	26	25	17	21	23	22	20	18
Go to church	<b>18</b>	23	17	24	16	21	18	14	23	22	14	22	19	14	19	19
Do some work at home	<b>12</b>	11	11	11	12	13	9	12	15	11	14	11	16	12	8	15
Go out for Christmas lunch	<b>10</b>	11	11	6	10	10	10	9	12	10	10	9	9	9	11	12
Go out to work	<b>7</b>	6	9	6	8	7	9	9	5	6	9	5	7	8	9	7
Spend this time abroad	<b>2</b>	2	2	2	2	2	1	2	2	2	1	3	2	1	1	1
None of these	<b>37</b>	34	36	37	40	34	41	36	36	35	40	41	34	38	39	37

**And which of the following will you do over the Christmas period?[Please tick up to three]**

Play games	<b>63</b>	65	64	68	59	66	75	65	51	67	58	59	65	63	64	57
Take a walk	<b>62</b>	67	62	68	59	65	53	64	68	70	53	58	67	62	60	57
Have an artificial tree	<b>60</b>	59	63	57	55	65	62	64	56	58	63	43	59	68	65	61
Play a computer/ TV game	<b>52</b>	49	57	51	54	51	66	58	35	50	55	46	51	57	53	50
Have a real tree	<b>20</b>	24	19	27	20	20	27	16	19	24	16	27	22	15	21	17
Go carol singing	<b>5</b>	7	5	8	4	7	5	5	6	7	3	6	7	3	5	4
Let off fireworks	<b>3</b>	2	3	2	3	3	3	3	1	2	3	2	3	3	2	3
None of the above	<b>5</b>	4	5	4	7	4	4	5	8	5	6	8	5	6	5	5

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<b>2241</b>	<b>747</b>	<b>613</b>	<b>252</b>	<b>1076</b>	<b>1165</b>	<b>677</b>	<b>767</b>	<b>797</b>	<b>1209</b>	<b>1031</b>	<b>282</b>	<b>722</b>	<b>482</b>	<b>555</b>	<b>201</b>
<b>2241</b>	<b>782</b>	<b>614</b>	<b>240</b>	<b>1101</b>	<b>1140</b>	<b>594</b>	<b>718</b>	<b>929</b>	<b>1370</b>	<b>870</b>	<b>336</b>	<b>715</b>	<b>450</b>	<b>525</b>	<b>215</b>
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**When will you have your main Christmas meal?**

Before 5pm, Christmas Eve	<b>6</b>	6	5	5	5	7	5	8	6	5	8	4	7	6	6	6
After 5pm, Christmas Eve	<b>2</b>	2	2	1	2	2	3	1	2	2	2	5	2	1	2	1
Before 5pm, Christmas Day	<b>77</b>	78	79	77	76	77	75	77	77	78	75	70	77	81	79	69
After 5pm, Christmas Day	<b>10</b>	11	10	11	10	10	12	8	11	11	9	12	10	6	9	19
Some other time	<b>1</b>	1	1	1	2	1	1	2	2	1	2	2	2	2	1	1
I won't have a special Christmas meal	<b>4</b>	2	4	5	5	3	3	5	3	4	4	9	2	4	3	3

**What will be the centrepiece of your main Christmas meal?**

*[Excluding those who won't have a special Christmas meal]*

Turkey	<b>68</b>	68	68	73	67	69	70	68	65	67	68	66	65	72	70	62
Chicken	<b>7</b>	6	8	4	6	7	6	7	7	5	8	7	7	8	6	5
Beef	<b>5</b>	5	6	3	6	5	4	6	6	6	5	5	6	3	5	11
A vegetarian/ vegan dish	<b>3</b>	3	5	4	2	4	4	4	3	4	2	4	4	3	3	4
Goose	<b>3</b>	4	3	3	4	2	3	2	4	4	2	3	4	3	2	4
Lamb	<b>2</b>	2	2	1	1	2	1	2	2	2	2	3	1	3	2	2
Pork	<b>2</b>	2	1	1	1	2	1	2	2	2	2	1	2	1	2	2
Fish	<b>0</b>	1	0	1	0	1	0	1	1	1	0	1	1	0	0	1
Other	<b>3</b>	3	3	4	4	3	2	4	4	4	3	3	3	3	3	6
Don't know yet	<b>7</b>	8	5	7	9	6	8	6	8	7	7	8	9	4	9	5

**How long will you be off work over Christmas?**

*[Excluding those who don't currently work]*

I won't be off work – I will continue to work normal hours and days	<b>11</b>	8	9	9	10	11	9	11	12	7	15	11	8	9	15	13
Just the bank holidays (or days off during this period in lieu of bank holidays)	<b>29</b>	30	29	25	31	28	29	28	32	27	32	28	31	30	26	31
Around one week	<b>23</b>	22	23	30	25	20	21	23	24	25	20	23	23	24	24	15
Around two weeks	<b>32</b>	32	33	32	27	37	33	34	27	37	26	34	32	31	29	38
More than two weeks	<b>6</b>	8	6	4	7	5	8	4	5	4	8	4	7	6	7	3

**Do you regard Christmas first and foremost for you and your family as...?**

An opportunity to see friends and family	<b>36</b>	33	38	40	31	41	42	33	36	38	35	36	36	38	33	44
A holiday	<b>34</b>	34	35	31	39	29	36	42	24	31	37	29	35	38	32	30
A religious festival	<b>23</b>	28	22	24	22	25	17	19	33	26	20	27	23	19	28	18
A chance to escape from family and friends	<b>1</b>	1	0	0	1	0	1	0	1	1	0	1	1	1	0	0
None of these – we don't observe Christmas in any special way	<b>6</b>	4	5	5	7	5	5	7	7	5	8	8	5	5	7	8

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	<b>83</b>	<b>123</b>
Male 25 to 39	<b>262</b>	<b>313</b>
Male 40 to 54	<b>278</b>	<b>278</b>
Male 55 +	<b>478</b>	<b>361</b>
Female 18 to 24	<b>89</b>	<b>123</b>
Female 25 to 39	<b>358</b>	<b>327</b>
Female 40 to 54	<b>242</b>	<b>280</b>
Female 55 +	<b>451</b>	<b>435</b>
<b>Region</b>		
London	<b>481</b>	<b>427</b>
Rest of South	<b>508</b>	<b>518</b>
Midlands and Wales	<b>466</b>	<b>496</b>
North	<b>557</b>	<b>587</b>
Scotland	<b>229</b>	<b>213</b>
<b>Social Grade</b>		
ABC1	<b>1370</b>	<b>1209</b>
C2DE	<b>870</b>	<b>1031</b>
<b>Newspaper Type</b>		
Express / Mail	<b>552</b>	<b>359</b>
Sun / Star	<b>343</b>	<b>493</b>
Mirror / Record	<b>223</b>	<b>358</b>
Guardian / Independent	<b>126</b>	<b>90</b>
FT / Times / Telegraph	<b>247</b>	<b>213</b>
Other Paper	<b>292</b>	<b>280</b>
No Paper	<b>457</b>	<b>448</b>
<b>Political Party Identification</b>		
Lab	<b>741</b>	<b>739</b>
Con	<b>574</b>	<b>561</b>
Lib Dem	<b>215</b>	<b>246</b>
Others	<b>104</b>	<b>67</b>
None	<b>520</b>	<b>572</b>
Don't know	<b>87</b>	<b>56</b>