

YouGov Survey Results

Sample Size: 1791 GB Adults
Fieldwork: 16th - 17th December 2013

		Voting intention				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	1791	X	X	X	X	547	440	357	869	922	213	453	613	512	1021	770	229	582	383	441	156
Unweighted Sample	1791	475	514	89	210	604	399	372	876	915	136	412	707	536	1221	570	242	614	380	405	150
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following Christmas drinks, if any, are your favourites? Please tick up to three

Red wine	24	32	21	23	33	31	22	21	29	19	15	18	22	35	27	19	22	25	23	23	27
White wine	20	22	16	29	20	24	18	20	14	25	13	13	20	28	20	18	16	21	22	17	19
Champagne	19	26	15	28	14	24	13	21	18	20	28	18	19	17	22	15	32	18	19	15	17
Mulled wine	15	17	14	19	14	14	12	22	12	18	23	19	12	12	20	9	16	16	18	13	12
Lager	14	14	17	6	15	14	20	9	23	6	11	19	17	9	12	17	13	12	15	17	15
Whiskey	13	15	13	17	16	15	12	10	20	7	11	14	11	17	13	15	14	11	16	15	15
Bucks fizz	12	9	14	11	11	10	13	11	7	16	21	13	9	10	12	12	10	15	8	13	6
Ale	11	13	9	7	14	11	9	12	20	2	11	9	12	11	11	10	9	11	13	10	11
Prosecco	10	8	11	8	7	10	9	14	5	16	10	14	10	8	13	7	16	11	7	9	11
Vodka	10	7	12	15	7	6	13	8	9	12	17	11	10	7	10	11	8	9	10	13	12
Brandy	8	9	9	5	7	9	9	6	9	6	5	3	9	11	7	9	7	7	7	9	6
Snowball (advocat and lemonade)	7	6	8	8	8	5	7	9	2	11	7	7	7	6	7	6	6	8	8	6	2
Cava	7	6	8	2	4	6	8	9	4	9	2	6	10	5	7	7	7	6	7	7	8
Rum	5	5	5	7	4	4	7	4	6	5	9	6	3	6	4	7	3	7	4	6	5
Egg nog	1	1	1	1	0	1	1	1	2	1	3	3	1	1	1	2	2	1	1	2	0
None of the above	17	14	18	19	18	18	19	15	14	21	10	15	19	20	15	20	13	18	18	16	22
Don't know	3	3	2	2	1	2	2	2	3	2	7	4	2	1	2	3	5	3	2	2	3

How likely is it that you'll be drinking champagne this Christmas?

Definitely will	14	22	11	12	8	18	10	17	17	12	21	17	13	10	17	10	23	16	12	12	9
Probably will	20	20	23	22	20	22	20	17	19	21	19	24	18	18	23	16	27	19	17	20	19
TOTAL WILL	34	42	34	34	28	40	30	34	36	33	40	41	31	28	40	26	50	35	29	32	28
Probably won't	24	25	21	29	24	24	22	26	24	23	28	21	23	25	27	20	21	22	31	22	23
Definitely won't	37	30	39	34	43	34	41	36	33	40	23	29	41	44	28	47	21	37	38	41	44
TOTAL WON'T	61	55	60	63	67	58	63	62	57	63	51	50	64	69	55	67	42	59	69	63	67
Don't know	5	2	5	3	5	3	6	4	6	4	9	8	4	3	5	7	8	6	3	5	5

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

Do you agree or disagree with the following statements?

Champagne is for people like me

Agree	39	47	37	37	42	45	36	38	39	40	36	43	39	38	47	29	56	38	38	37	33
Disagree	46	40	49	55	45	41	51	49	47	46	46	43	47	48	40	54	34	48	46	49	52
Don't know	14	12	14	8	13	14	14	13	15	14	18	15	14	13	13	16	10	14	16	14	15

Champagne is my favourite drink

Agree	11	13	10	12	8	12	13	10	8	14	7	14	11	10	12	10	17	9	11	12	6
Disagree	84	82	85	85	88	84	84	86	86	82	82	79	84	88	84	83	78	83	86	83	91
Don't know	5	4	5	3	4	4	4	4	6	4	11	6	5	2	5	6	5	8	3	5	3

Champagne is only for rich people

Agree	15	11	21	13	15	11	21	16	16	15	14	19	15	12	15	16	15	16	16	15	10
Disagree	78	84	73	82	81	84	74	77	77	79	75	73	78	83	80	75	77	75	78	80	84
Don't know	7	5	7	5	4	5	4	7	7	7	11	8	6	5	5	9	7	9	6	5	6

There is no point in spending extra money on champagne when you can buy cava/Prosecco

Agree	51	44	57	53	55	48	59	53	46	55	37	53	50	55	50	52	44	54	51	52	46
Disagree	30	38	29	31	26	34	27	27	34	26	34	29	31	28	33	26	36	27	29	31	37
Don't know	19	18	15	16	19	18	14	20	20	19	29	18	19	17	17	23	21	20	20	18	17