

YouGov / Sunday People Survey Results

Sample Size 2,052 GB Adults
Fieldwork: 15th - 17th December 2009

| | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | | |
|------------------------|------------------|-----|-----|---------|------|--------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 2052 | 662 | 467 | 289 | 985 | 1067 | 603 | 730 | 718 | 1129 | 924 | 262 | 668 | 439 | 504 | 178 |
| Unweighted Sample | 2052 | 705 | 430 | 276 | 993 | 1059 | 465 | 718 | 869 | 1264 | 788 | 251 | 694 | 412 | 504 | 191 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

| | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 40 | 100 | 0 | 0 | 38 | 42 | 44 | 36 | 41 | 42 | 38 | 45 | 49 | 39 | 32 | 22 |
| Lab | 28 | 0 | 100 | 0 | 31 | 25 | 27 | 27 | 30 | 27 | 30 | 31 | 20 | 30 | 34 | 37 |
| Lib Dem | 18 | 0 | 0 | 100 | 16 | 19 | 19 | 20 | 14 | 20 | 14 | 13 | 20 | 17 | 19 | 13 |
| Other | 14 | 0 | 0 | 0 | 15 | 13 | 10 | 17 | 15 | 11 | 18 | 11 | 11 | 14 | 15 | 28 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP | 5 | 0 | 0 | 0 | 5 | 4 | 1 | 5 | 6 | 3 | 7 | 2 | 5 | 7 | 4 | 1 |
| BNP | 4 | 0 | 0 | 0 | 5 | 3 | 3 | 6 | 3 | 2 | 6 | 4 | 2 | 4 | 7 | 2 |
| Green | 3 | 0 | 0 | 0 | 2 | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 1 | 3 | 1 |
| SNP / PCY | 2 | 0 | 0 | 0 | 2 | 2 | 1 | 2 | 3 | 3 | 2 | 1 | 0 | 2 | 0 | 22 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 3 |

Non Voters

| | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 7 | 0 | 0 | 0 | 6 | 8 | 10 | 6 | 5 | 6 | 8 | 5 | 7 | 7 | 7 | 8 |
| Don't know | 13 | 0 | 0 | 0 | 9 | 16 | 13 | 14 | 11 | 13 | 12 | 13 | 13 | 10 | 14 | 13 |

Which ONE, if any, of the following people would you MOST like round as a guest at your Christmas dinner?

| | | | | | | | | | | | | | | | | |
|----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Barack Obama | 20 | 21 | 20 | 29 | 22 | 18 | 21 | 20 | 19 | 23 | 16 | 25 | 18 | 21 | 17 | 25 |
| Cheryl Cole | 14 | 13 | 15 | 10 | 18 | 11 | 21 | 14 | 8 | 11 | 18 | 14 | 12 | 15 | 16 | 14 |
| Jamie Oliver | 10 | 10 | 8 | 11 | 7 | 12 | 10 | 10 | 8 | 9 | 11 | 6 | 11 | 11 | 7 | 9 |
| Simon Cowell | 9 | 10 | 8 | 6 | 4 | 13 | 11 | 8 | 7 | 9 | 8 | 8 | 8 | 10 | 9 | 9 |
| Russell Brand | 5 | 4 | 5 | 7 | 4 | 6 | 9 | 6 | 1 | 4 | 6 | 5 | 6 | 4 | 5 | 6 |
| Delia Smith | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 5 | 4 | 3 | 2 | 5 | 5 | 3 | 2 |
| Gordon Brown | 4 | 0 | 12 | 3 | 5 | 2 | 3 | 3 | 5 | 4 | 3 | 2 | 3 | 2 | 5 | 6 |
| David Cameron | 3 | 8 | 0 | 1 | 3 | 3 | 3 | 2 | 4 | 4 | 2 | 5 | 4 | 2 | 3 | 1 |
| Katie Price | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 |
| Amy Winehouse | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 0 |
| Harriet Harman | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| None of these | 29 | 27 | 26 | 28 | 29 | 29 | 16 | 29 | 40 | 30 | 27 | 29 | 29 | 27 | 31 | 28 |
| Don't know | 2 | 1 | 1 | 1 | 2 | 2 | 3 | 2 | 0 | 1 | 2 | 2 | 2 | 2 | 1 | 0 |

| | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | |
|-----------------------------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| Total | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample 2052 | 662 | 467 | 289 | 985 | 1067 | 603 | 730 | 718 | 1129 | 924 | 262 | 668 | 439 | 504 | 178 |
| Unweighted Sample 2052 | 705 | 430 | 276 | 993 | 1059 | 465 | 718 | 869 | 1264 | 788 | 251 | 694 | 412 | 504 | 191 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And which ONE, if any, of the following people would you MOST like to kiss under the mistletoe?

| | | | | | | | | | | | | | | | | |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Cheryl Cole | 26 | 30 | 27 | 19 | 50 | 3 | 34 | 28 | 16 | 22 | 30 | 27 | 22 | 27 | 28 | 29 |
| Simon Cowell | 5 | 6 | 4 | 7 | 1 | 9 | 5 | 6 | 5 | 6 | 4 | 3 | 6 | 5 | 6 | 3 |
| Russell Brand | 5 | 3 | 5 | 5 | 0 | 8 | 8 | 5 | 2 | 4 | 5 | 3 | 6 | 3 | 5 | 4 |
| Barack Obama | 4 | 3 | 5 | 3 | 1 | 7 | 5 | 3 | 4 | 5 | 3 | 6 | 3 | 4 | 4 | 4 |
| Jamie Oliver | 4 | 3 | 3 | 5 | 1 | 6 | 6 | 3 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 |
| Katie Price | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 3 |
| Delia Smith | 1 | 1 | 2 | 1 | 3 | 0 | 0 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 0 |
| Harriet Harman | 1 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 0 | 1 | 0 |
| David Cameron | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 0 |
| Amy Winehouse | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 |
| Gordon Brown | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 |
| None of these | 49 | 49 | 46 | 57 | 36 | 62 | 34 | 47 | 64 | 53 | 44 | 50 | 51 | 50 | 46 | 50 |
| Don't know | 2 | 1 | 2 | 1 | 2 | 2 | 4 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 3 | 2 |

Which ONE, if any, of the following would you MOST like to find in your stocking on Christmas morning?

| | | | | | | | | | | | | | | | | |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Jewellery | 19 | 20 | 19 | 17 | 4 | 34 | 16 | 20 | 22 | 21 | 17 | 18 | 21 | 21 | 18 | 17 |
| Dannii Minogue | 14 | 16 | 15 | 8 | 28 | 1 | 16 | 17 | 9 | 10 | 18 | 14 | 12 | 16 | 14 | 14 |
| A bottle of Champagne | 12 | 14 | 14 | 12 | 12 | 12 | 11 | 13 | 13 | 14 | 10 | 17 | 13 | 9 | 12 | 13 |
| iPod | 12 | 12 | 13 | 14 | 15 | 10 | 13 | 12 | 12 | 13 | 12 | 12 | 12 | 12 | 12 | 13 |
| A puppy | 11 | 11 | 8 | 16 | 7 | 15 | 14 | 9 | 10 | 11 | 11 | 9 | 12 | 13 | 11 | 8 |
| A sex toy | 5 | 4 | 5 | 6 | 6 | 4 | 8 | 5 | 2 | 5 | 5 | 4 | 5 | 6 | 4 | 7 |
| Simon Cowell | 2 | 2 | 2 | 3 | 1 | 3 | 4 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| Clementines | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 2 |
| A Christmas jumper | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 1 | 1 | 1 |
| Socks | 1 | 0 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| None of these | 18 | 16 | 18 | 18 | 21 | 16 | 13 | 17 | 24 | 18 | 19 | 17 | 17 | 17 | 21 | 22 |
| Don't know | 2 | 1 | 1 | 0 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 1 | 2 |

Which ONE of the following, if any, would you MOST like to see coming down your chimney to deliver presents on Christmas Eve?

| | | | | | | | | | | | | | | | | |
|---------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Peter Kay | 27 | 25 | 27 | 29 | 26 | 27 | 26 | 31 | 22 | 26 | 28 | 15 | 21 | 33 | 35 | 25 |
| Sir Richard Branson | 16 | 19 | 18 | 12 | 16 | 15 | 18 | 13 | 17 | 16 | 15 | 19 | 17 | 15 | 14 | 13 |
| Jo Brand | 8 | 5 | 10 | 14 | 7 | 8 | 6 | 8 | 9 | 8 | 7 | 9 | 10 | 6 | 5 | 9 |
| Chris Moyles | 4 | 5 | 5 | 3 | 5 | 4 | 11 | 2 | 1 | 4 | 4 | 2 | 4 | 5 | 4 | 6 |
| Sharon Osbourne | 3 | 3 | 3 | 2 | 4 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 3 |
| Tiger Woods | 2 | 2 | 3 | 0 | 2 | 1 | 3 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 |
| Alistair Darling | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| None of these | 39 | 40 | 32 | 38 | 37 | 40 | 30 | 38 | 46 | 39 | 37 | 47 | 42 | 32 | 35 | 41 |
| Don't know | 2 | 2 | 1 | 0 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 2 | 2 |

| | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | | |
|------------------------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|-----|
| | Con | Lab | Lib Dem | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 2052 | 662 | 467 | 289 | 985 | 1067 | 603 | 730 | 718 | 1129 | 924 | 262 | 668 | 439 | 504 | 178 |
| Unweighted Sample | 2052 | 705 | 430 | 276 | 993 | 1059 | 465 | 718 | 869 | 1264 | 788 | 251 | 694 | 412 | 504 | 191 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Roughly how many Christmas cards do you think you will be sending in total this year?

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None | 8 | 8 | 7 | 8 | 12 | 4 | 15 | 6 | 4 | 7 | 10 | 20 | 6 | 7 | 5 | 10 |
| Between 1 and 10 | 17 | 15 | 15 | 17 | 21 | 14 | 27 | 17 | 8 | 15 | 20 | 21 | 17 | 15 | 20 | 11 |
| Between 11 and 50 | 48 | 47 | 49 | 51 | 44 | 51 | 42 | 51 | 49 | 49 | 46 | 37 | 51 | 49 | 48 | 45 |
| Between 51 and 100 | 20 | 22 | 23 | 17 | 16 | 24 | 9 | 18 | 31 | 23 | 17 | 17 | 19 | 20 | 20 | 26 |
| Between 101 and 500 | 4 | 5 | 2 | 3 | 4 | 4 | 2 | 4 | 5 | 4 | 3 | 2 | 4 | 5 | 3 | 4 |
| Between 501 and 1,000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| More than 1,000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Don't know | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 4 | 2 | 3 | 4 | 3 | 2 |
| Not applicable – I don't celebrate Christmas | 1 | 0 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 |

At what time, if at all, do you plan to have your first alcoholic drink on Christmas Day?

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Before 9am | 2 | 3 | 1 | 2 | 2 | 2 | 4 | 2 | 1 | 3 | 1 | 4 | 2 | 2 | 2 | 3 |
| Between 9am and 11am | 11 | 13 | 11 | 11 | 12 | 11 | 13 | 12 | 9 | 12 | 11 | 9 | 14 | 15 | 7 | 8 |
| Between 11am and 1pm | 29 | 35 | 28 | 30 | 30 | 28 | 26 | 31 | 31 | 31 | 27 | 24 | 34 | 29 | 28 | 25 |
| Between 1pm and 3pm | 20 | 21 | 19 | 20 | 18 | 21 | 18 | 19 | 22 | 21 | 18 | 22 | 17 | 20 | 22 | 21 |
| Between 3pm and 5pm | 8 | 9 | 8 | 8 | 8 | 8 | 8 | 9 | 7 | 7 | 9 | 10 | 6 | 4 | 11 | 13 |
| After 5pm | 8 | 6 | 9 | 7 | 8 | 8 | 7 | 9 | 7 | 8 | 8 | 5 | 7 | 7 | 9 | 12 |
| Not applicable – I don't plan to drink alcohol on Christmas day | 18 | 12 | 22 | 20 | 18 | 19 | 20 | 15 | 20 | 16 | 21 | 22 | 17 | 20 | 18 | 19 |
| Don't know | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 1 |

Will you be watching the Queen's Speech on Christmas Day this year?

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Yes, definitely | 12 | 20 | 8 | 11 | 14 | 11 | 9 | 11 | 15 | 12 | 12 | 15 | 14 | 8 | 10 | 14 |
| Yes, if I've finished Christmas dinner in time | 10 | 12 | 12 | 10 | 10 | 10 | 8 | 10 | 11 | 10 | 9 | 8 | 12 | 13 | 7 | 4 |
| Yes, if I can stay awake long enough | 3 | 3 | 4 | 2 | 3 | 3 | 1 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 1 |
| Yes, for another reason | 4 | 3 | 7 | 4 | 4 | 4 | 6 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 3 |
| TOTAL YES | 28 | 38 | 30 | 27 | 31 | 26 | 23 | 27 | 34 | 30 | 27 | 31 | 32 | 28 | 25 | 23 |
| No, not if I get to the remote first | 4 | 3 | 5 | 5 | 5 | 3 | 6 | 3 | 3 | 3 | 4 | 7 | 3 | 4 | 4 | 3 |
| No, I don't really watch it | 29 | 30 | 25 | 31 | 26 | 32 | 29 | 30 | 29 | 31 | 27 | 25 | 31 | 30 | 31 | 24 |
| No, definitely not | 24 | 15 | 29 | 23 | 26 | 22 | 29 | 25 | 18 | 23 | 25 | 24 | 18 | 25 | 26 | 37 |
| No, for another reason | 6 | 5 | 5 | 6 | 5 | 6 | 6 | 5 | 7 | 6 | 6 | 5 | 7 | 6 | 5 | 3 |
| TOTAL NO | 63 | 52 | 64 | 65 | 61 | 64 | 70 | 63 | 56 | 62 | 63 | 60 | 59 | 64 | 66 | 67 |
| Don't know | 9 | 10 | 6 | 8 | 8 | 10 | 7 | 10 | 10 | 8 | 11 | 9 | 10 | 8 | 9 | 11 |

| | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | |
|--------------------------------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
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| Unweighted Sample | 705 | 430 | 276 | 993 | 1059 | 465 | 718 | 869 | 1264 | 788 | 251 | 694 | 412 | 504 | 191 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which ONE of the following, if any, do you plan to do FIRST after finishing your Christmas dinner?

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Watch television | 34 | 30 | 38 | 33 | 32 | 36 | 37 | 34 | 33 | 32 | 37 | 29 | 28 | 39 | 40 | 38 |
| Go for a walk | 14 | 15 | 12 | 15 | 14 | 13 | 9 | 16 | 15 | 16 | 11 | 11 | 14 | 16 | 12 | 15 |
| Open presents | 10 | 14 | 10 | 11 | 9 | 12 | 10 | 10 | 11 | 10 | 11 | 13 | 18 | 7 | 6 | 2 |
| Play board games | 9 | 9 | 9 | 9 | 7 | 11 | 11 | 8 | 8 | 10 | 7 | 10 | 10 | 6 | 7 | 11 |
| Fall asleep | 7 | 6 | 7 | 8 | 9 | 5 | 5 | 7 | 9 | 7 | 6 | 5 | 8 | 6 | 8 | 4 |
| Get drunk | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 1 | 3 | 2 | 1 | 2 | 2 | 3 | 6 |
| Have sex | 2 | 2 | 3 | 1 | 3 | 1 | 4 | 2 | 0 | 2 | 2 | 8 | 1 | 1 | 1 | 3 |
| None of these | 9 | 8 | 7 | 7 | 8 | 9 | 5 | 7 | 12 | 9 | 8 | 8 | 8 | 8 | 10 | 9 |
| Don't know | 10 | 11 | 10 | 12 | 12 | 10 | 11 | 11 | 9 | 9 | 12 | 10 | 10 | 12 | 10 | 11 |
| Not applicable – I don't celebrate Christmas/ have Christmas dinner | 3 | 2 | 1 | 3 | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 5 | 2 | 3 | 3 | 2 |

If you were going to argue with someone on Christmas Day, which ONE of the following would it MOST likely be?

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| My partner | 21 | 22 | 20 | 21 | 20 | 22 | 21 | 22 | 20 | 21 | 21 | 22 | 20 | 20 | 22 | 22 |
| My children | 6 | 6 | 7 | 5 | 6 | 6 | 1 | 11 | 5 | 6 | 6 | 4 | 7 | 7 | 6 | 2 |
| My in-laws | 4 | 5 | 5 | 5 | 5 | 4 | 7 | 4 | 2 | 5 | 4 | 6 | 3 | 3 | 5 | 7 |
| My neighbours | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 1 | 0 |
| No-one: I'll be too full of tidings of comfort and joy to argue | 36 | 37 | 42 | 32 | 36 | 37 | 34 | 34 | 40 | 37 | 35 | 36 | 36 | 36 | 36 | 39 |
| No-one: for another reason | 21 | 20 | 16 | 25 | 19 | 22 | 18 | 18 | 26 | 22 | 20 | 19 | 23 | 21 | 19 | 21 |
| Don't know | 11 | 10 | 11 | 11 | 14 | 9 | 19 | 10 | 7 | 10 | 13 | 12 | 12 | 12 | 11 | 10 |