

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

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

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

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

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	1	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

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

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