

Christmas Survey

ONLINE Fieldwork : 7th - 8th December 2011

Absolutes/col percents

Q: Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2048	1011	1037	207	341	383	372	335	410	767	528	303	450	516	555	533	267	177
Weighted base	2048	1002	1046	246	328	390	348	307	428	551	593	430	473	520	539	516	294	178
I plan to spend less on Christmas this year than last year																		
Agree	1140	510	630	115	194	236	195	187	214	289	332	232	287	277	316	285	175	86
	56%	51%	60%	47%	59%	60%	56%	61%	50%	52%	56%	54%	61%	53%	59%	55%	60%	48%
Disagree	652	353	299	96	94	107	111	96	150	196	191	142	124	160	164	166	93	69
	32%	35%	29%	39%	29%	27%	32%	31%	35%	36%	32%	33%	26%	31%	30%	32%	32%	39%
Don't know	256	139	117	35	41	47	43	24	65	67	70	56	63	82	59	66	26	23
	12%	14%	11%	14%	12%	12%	12%	8%	15%	12%	12%	13%	13%	16%	11%	13%	9%	13%
People generally feel under pressure to spend too much at Christmas																		
Agree	1819	875	944	191	274	351	319	286	398	499	516	375	429	444	482	463	268	162
	89%	87%	90%	78%	84%	90%	92%	93%	93%	90%	87%	87%	91%	86%	89%	90%	91%	91%
Disagree	124	70	54	30	24	21	16	15	19	33	36	34	22	36	36	32	14	6
	6%	7%	5%	12%	7%	5%	5%	5%	4%	6%	6%	8%	5%	7%	7%	6%	5%	3%
Don't know	104	56	48	25	30	18	14	7	11	19	42	21	23	39	22	21	12	10
	5%	6%	5%	10%	9%	5%	4%	2%	3%	4%	7%	5%	5%	8%	4%	4%	4%	6%

Voting Intentions Survey

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Q: Do you agree or disagree with each of the following statements?

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2048	177	94	247	192	191	84	207	241	275	183	157
Weighted base	2048	178	94	242	181	189	109	191	258	261	186	159
<u>I plan to spend less on Christmas this year than last year</u>												
Agree	1140 56%	86 48%	52 56%	130 54%	102 57%	100 53%	73 67%	121 64%	133 51%	145 55%	102 55%	95 60%
Disagree	652 32%	69 39%	27 29%	80 33%	59 32%	69 36%	28 26%	44 23%	80 31%	80 31%	65 35%	51 32%
Don't know	256 12%	23 13%	14 15%	32 13%	20 11%	21 11%	8 7%	25 13%	46 18%	37 14%	18 10%	13 8%
<u>People generally feel under pressure to spend too much at Christmas</u>												
Agree	1819 89%	162 91%	82 87%	212 88%	169 93%	164 86%	103 95%	171 90%	213 82%	232 89%	165 89%	147 92%
Disagree	124 6%	6 3%	9 10%	15 6%	8 5%	18 9%	2 2%	13 7%	19 7%	17 7%	12 7%	5 3%
Don't know	104 5%	10 6%	3 3%	15 6%	3 2%	8 4%	3 3%	7 4%	27 10%	13 5%	9 5%	7 4%

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Q: Do you agree or disagree with each of the following statements?

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	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2048	1011	1037	207	341	383	372	335	410	767	528	303	450	516	555	533	267	177
Weighted base	2048	1002	1046	246	328	390	348	307	428	551	593	430	473	520	539	516	294	178
<u>Too many people have forgotten the value of families spending time together without television and other electronic entertainment.</u>																		
Agree	1766	836	930	192	261	329	309	280	395	485	488	372	421	450	473	436	248	160
	86%	83%	89%	78%	80%	84%	89%	91%	92%	88%	82%	86%	89%	87%	88%	84%	84%	90%
Disagree	160	99	61	32	38	34	27	15	15	43	63	29	25	31	39	50	28	12
	8%	10%	6%	13%	12%	9%	8%	5%	3%	8%	11%	7%	5%	6%	7%	10%	10%	7%
Don't know	122	66	55	23	28	27	13	13	18	24	42	29	27	39	26	31	18	7
	6%	7%	5%	9%	9%	7%	4%	4%	4%	4%	7%	7%	6%	8%	5%	6%	6%	4%
<u>The internet is bad for family life.</u>																		
Agree	455	209	246	52	72	77	83	71	101	124	120	100	111	111	127	117	62	38
	22%	21%	24%	21%	22%	20%	24%	23%	24%	23%	20%	23%	23%	21%	24%	23%	21%	21%
Disagree	1299	651	648	158	204	263	217	194	263	360	387	264	289	341	333	324	189	113
	63%	65%	62%	64%	62%	67%	62%	63%	61%	65%	65%	61%	61%	66%	62%	63%	64%	63%
Don't know	293	141	152	37	52	51	48	42	64	67	86	67	73	68	79	76	42	28
	14%	14%	15%	15%	16%	13%	14%	14%	15%	12%	14%	16%	15%	13%	15%	15%	14%	16%
<u>I can only afford to pay for Christmas by using credit cards and overdrafts</u>																		
Agree	313	140	174	48	61	75	58	38	34	79	98	57	79	82	84	86	43	19
	15%	14%	17%	19%	18%	19%	17%	12%	8%	14%	17%	13%	17%	16%	16%	17%	15%	11%
Disagree	1645	817	828	180	246	298	277	260	384	463	471	354	356	405	437	403	246	155
	80%	82%	79%	73%	75%	76%	80%	85%	90%	84%	79%	82%	75%	78%	81%	78%	84%	87%
Don't know	90	45	44	19	22	17	12	9	10	9	24	18	38	33	18	28	5	5
	4%	5%	4%	8%	7%	4%	4%	3%	2%	2%	4%	4%	8%	6%	3%	5%	2%	3%

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Weighted base	2048	178	94	242	181	189	109	191	258	261	186	159
<u>Too many people have forgotten the value of families spending time together without television and other electronic entertainment.</u>												
Agree	1766	160	85	198	153	157	90	169	222	228	157	147
	86%	90%	91%	82%	84%	83%	83%	89%	86%	87%	85%	93%
Disagree	160	12	5	26	19	19	12	11	12	18	17	9
	8%	7%	5%	11%	11%	10%	11%	6%	5%	7%	9%	6%
Don't know	122	7	4	18	9	13	7	10	24	15	12	3
	6%	4%	4%	7%	5%	7%	6%	5%	9%	6%	6%	2%
<u>The internet is bad for family life.</u>												
Agree	455	38	29	50	38	37	21	47	58	53	42	43
	22%	21%	31%	21%	21%	19%	19%	24%	23%	20%	22%	27%
Disagree	1299	113	51	151	121	124	69	114	158	182	121	96
	63%	63%	55%	62%	67%	66%	63%	60%	61%	70%	65%	60%
Don't know	293	28	13	41	21	28	19	30	42	26	24	20
	14%	16%	14%	17%	12%	15%	17%	16%	16%	10%	13%	13%
<u>I can only afford to pay for Christmas by using credit cards and overdrafts</u>												
Agree	313	19	17	44	24	35	16	28	39	43	27	21
	15%	11%	18%	18%	13%	18%	14%	15%	15%	17%	15%	13%
Disagree	1645	155	73	182	148	147	91	155	196	209	156	135
	80%	87%	78%	75%	82%	77%	83%	81%	76%	80%	84%	85%
Don't know	90	5	4	16	9	8	2	7	24	9	3	3
	4%	3%	4%	6%	5%	4%	2%	4%	9%	4%	1%	2%