Ipsos MORI December Political Monitor

Topline Results

Fieldwork: 13-15 December 2014

Technical Details

Ipsos MORI interviewed a representative sample of 1,012 adults aged 18+ across Great Britain. Interviews were conducted by telephone 13-15 December 2014. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, those who are not absolutely certain to vote. Data are based on all adults unless otherwise stated.

Christmas

Q19 **To what extent, if at all, do you agree or disagree with the following statements:**

	Agree	Disagree	Not applicable	Don't know
	%	%	%	%
I worry about how much Christmas is going to cost (Dec 2014)	**32**	**66**	**1**	**1**
I worry about how much Christmas is going to cost (Dec 2000)	*40*	*58*	*NA*	*2*
I am looking forward to Christmas (Dec 2014)	**81**	**17**	*****	**2**
I am looking forward to Christmas (Dec 2000)	*81*	*17*	*NA*	*3*

Q20 **Please tell me how stressed, if at all, you feel about your preparations for Christmas?**

	%
Very stressed	5
Fairly stressed	15
Not very stressed	29
Not stressed at all	50
Don't know	*
Not applicable	*

Q21 **How much, if any, of your Christmas shopping have you done so far?**

	%
All of it	21
Most of it	38
Around half	11
Not very much of it	12
None at all	15
Don't know	*
Not applicable	2