

YouGov Survey Results



Sample Size: 1624 GB Adults
Fieldwork: 3rd - 4th December 2018

| | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--------------------------|-------------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1624 | 786 | 838 | 179 | 684 | 387 | 375 | 926 | 698 | 195 | 542 | 351 | 396 | 140 |
| Unweighted Sample | 1624 | 726 | 898 | 157 | 658 | 402 | 407 | 969 | 655 | 152 | 557 | 367 | 402 | 146 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

When people say not to get them any gifts for Christmas (either presents or cash, etc), what do you think they tend to mean?

| | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I do not want a gift, and will be upset if you get me a present | 17 | 15 | 19 | 6 | 11 | 27 | 23 | 18 | 16 | 16 | 20 | 15 | 14 | 19 |
| I do not want a gift, but I will not be upset if you get me a present | 41 | 44 | 39 | 42 | 44 | 39 | 39 | 43 | 39 | 48 | 40 | 40 | 41 | 39 |
| I do want a gift, but I will not be upset if you don't get me one | 13 | 14 | 13 | 25 | 13 | 8 | 14 | 13 | 14 | 14 | 15 | 12 | 14 | 9 |
| I do want a gift, and I will be upset if you don't get me one | 8 | 8 | 8 | 8 | 10 | 8 | 3 | 8 | 8 | 6 | 7 | 8 | 9 | 8 |
| Something else | 7 | 6 | 7 | 5 | 6 | 9 | 7 | 6 | 8 | 6 | 8 | 6 | 6 | 11 |
| Don't know | 13 | 13 | 14 | 14 | 16 | 10 | 12 | 12 | 15 | 11 | 10 | 18 | 16 | 14 |