

YouGov - Christmas shopping

Sample: 2101 GB adults

5-6 December 2019

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option. Thinking about the Christmas present(s) you intend to buy for people this year...

How many, if any, of these presents have you bought so far?

Base: All GB adults	2101	1000	1101	198	342	323	374	864	1234	867
All of them	13%	10%	15%	9%	10%	13%	12%	16%	12%	14%
Most of them	29%	23%	34%	22%	32%	28%	31%	29%	29%	29%
Some of them	30%	30%	30%	30%	35%	31%	32%	28%	33%	27%
None of them	16%	22%	11%	25%	16%	15%	17%	15%	18%	15%
Don't know	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%
Not applicable – I don't intend to buy any Christmas presents this year	10%	12%	8%	11%	6%	11%	9%	11%	8%	13%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option. Thinking about the Christmas present(s) you intend to buy for people this year...

How many, if any, of these presents have you bought so far?

Base: All GB adults	2101	501	348	204	255	504	1812	103	186
All of them	13%	14%	15%	14%	10%	12%	13%	17%	12%
Most of them	29%	30%	32%	28%	21%	30%	29%	23%	33%
Some of them	30%	30%	28%	30%	29%	31%	30%	37%	32%
None of them	16%	15%	16%	19%	22%	16%	17%	13%	15%
Don't know	1%	2%	1%	0%	2%	0%	1%	1%	1%
Not applicable – I don't intend to buy any Christmas presents this year	10%	10%	9%	8%	15%	10%	10%	10%	7%

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Total	Thinking about the Christmas present(s) you intend to buy for people this year...How many, if any, of these presents have you bought so far?					
	All of them	Most of them	Some of them	None of them	Don't know	Not applicable – I don't intend to buy any Christmas presents this year

For the following question, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option. Thinking about the Christmas present(s) you intend to buy for people this year...

How many, if any, of these presents have you bought so far?

Base: All GB adults	2101	273	610	637	346	24	211
All of them	13%	100%	-	-	-	-	-
Most of them	29%	-	100%	-	-	-	-
Some of them	30%	-	-	100%	-	-	-
None of them	16%	-	-	-	100%	-	-
Don't know	1%	-	-	-	-	100%	-
Not applicable – I don't intend to buy any Christmas presents this year	10%	-	-	-	-	-	100%

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Total	You previously said you haven't yet bought all the Christmas presents you intend to this year...When do you think you will have bought all the Christmas presents you intend to buy for people this year? (Please select the option that best applies)							
	This week (i.e. 5th-8th December)	Next week (i.e. 9th-15th December)	The week after next (i.e. 16th-22nd December)	23rd December	24th December (i.e. Christmas Eve)	Christmas Day (i.e. 25th December)	After Christmas (i.e. after 25th December)	Don't know

For the following question, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option. Thinking about the Christmas present(s) you intend to buy for people this year...

How many, if any, of these presents have you bought so far?

Base: All GB adults	2101	120	599	572	97	97	8	11	89
All of them	13%	-	-	-	-	-	-	-	-
Most of them	29%	71%	53%	29%	14%	15%	25%	18%	12%
Some of them	30%	18%	32%	47%	60%	59%	13%	45%	38%
None of them	16%	12%	15%	24%	26%	26%	63%	36%	49%
Don't know	1%	-	-	-	-	-	-	-	-
Not applicable – I don't intend to buy any Christmas presents this year	10%	-	-	-	-	-	-	-	-

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You previously said you haven't yet bought all the Christmas presents you intend to this year...

When do you think you will have bought all the Christmas presents you intend to buy for people this year? (Please select the option that best applies)

Base: All GB adults who still need to buy Christmas presents this year

	1593	759	834	152	280	239	297	625	981	612
This week (i.e. 5th-8th December)	8%	7%	8%	7%	11%	7%	8%	6%	7%	8%
Next week (i.e. 9th-15th December)	38%	37%	38%	36%	36%	40%	32%	41%	37%	39%
The week after next (i.e. 16th-22nd December)	36%	34%	37%	36%	34%	34%	39%	36%	35%	37%
23rd December	6%	7%	5%	5%	5%	3%	7%	7%	6%	6%
24th December (i.e. Christmas Eve)	6%	7%	5%	6%	8%	10%	7%	4%	7%	5%
Christmas Day (i.e. 25th December)	1%	1%	0%	1%	1%	-	0%	0%	0%	1%
After Christmas (i.e. after 25th December)	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%
Don't know	6%	6%	5%	7%	5%	5%	6%	6%	6%	5%

Cell Contents (Column Percentages)

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Total	Region							
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You previously said you haven't yet bought all the Christmas presents you intend to this year...

When do you think you will have bought all the Christmas presents you intend to buy for people this year? (Please select the option that best applies)

Base: All GB adults who still need to buy Christmas presents this year

	1593	373	261	158	186	391	1369	75	149
This week (i.e. 5th-8th December)	8%	7%	8%	6%	7%	8%	7%	9%	9%
Next week (i.e. 9th-15th December)	38%	38%	38%	38%	29%	39%	37%	44%	38%
The week after next (i.e. 16th-22nd December)	36%	35%	36%	42%	41%	34%	37%	23%	36%
23rd December	6%	5%	4%	6%	8%	7%	6%	11%	7%
24th December (i.e. Christmas Eve)	6%	8%	4%	3%	9%	7%	6%	9%	3%
Christmas Day (i.e. 25th December)	1%	1%	0%	1%	1%	0%	1%	-	1%
After Christmas (i.e. after 25th December)	1%	0%	1%	-	1%	1%	1%	-	1%
Don't know	6%	6%	10%	5%	5%	3%	6%	4%	5%

Cell Content:

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Total	Thinking about the Christmas present(s) you intend to buy for people this year...How many, if any, of these presents have you bought so far?					
	All of them	Most of them	Some of them	None of them	Don't know	Not applicable – I don't intend to buy any Christmas presents this year

You previously said you haven't yet bought all the Christmas presents you intend to this year...

When do you think you will have bought all the Christmas presents you intend to buy for people this year? (Please select the option that best applies)

Base: All GB adults who still need to buy Christmas presents this year

	1593	-	610	637	346	-	-
This week (i.e. 5th-8th December)	8%	-	14%	3%	4%	-	-
Next week (i.e. 9th-15th December)	38%	-	52%	30%	26%	-	-
The week after next (i.e. 16th-22nd December)	36%	-	27%	42%	40%	-	-
23rd December	6%	-	2%	9%	7%	-	-
24th December (i.e. Christmas Eve)	6%	-	2%	9%	7%	-	-
Christmas Day (i.e. 25th December)	1%	-	0%	0%	1%	-	-
After Christmas (i.e. after 25th December)	1%	-	0%	1%	1%	-	-
Don't know	6%	-	2%	5%	13%	-	-

Cell Content:

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	This week (i.e. 5th-8th December)	Next week (i.e. 9th-15th December)	The week after next (i.e. 16th-22nd December)	23rd December	24th December (i.e. Christmas Eve)	Christmas Day (i.e. 25th December)	After Christmas (i.e. after 25th December)	Don't know

You previously said you haven't yet bought all the Christmas presents you intend to this year...

When do you think you will have bought all the Christmas presents you intend to buy for people this year? (Please select the option that best applies)

Base: All GB adults who still need to buy Christmas presents this year

	1593	120	599	572	97	97	8	11	89
This week (i.e. 5th-8th December)	8%	100%	-	-	-	-	-	-	-
Next week (i.e. 9th-15th December)	38%	-	100%	-	-	-	-	-	-
The week after next (i.e. 16th-22nd December)	36%	-	-	100%	-	-	-	-	-
23rd December	6%	-	-	-	100%	-	-	-	-
24th December (i.e. Christmas Eve)	6%	-	-	-	-	100%	-	-	-
Christmas Day (i.e. 25th December)	1%	-	-	-	-	-	100%	-	-
After Christmas (i.e. after 25th December)	1%	-	-	-	-	-	-	100%	-
Don't know	6%	-	-	-	-	-	-	-	100%

Cell Content: