

## YouGov Survey Results

Sample Size: 1713 GB Adults  
Fieldwork: 5th - 6th 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
<b>Weighted Sample</b>	<b>1713</b>	<b>829</b>	<b>884</b>	<b>188</b>	<b>721</b>	<b>408</b>	<b>396</b>	<b>976</b>	<b>737</b>	<b>206</b>	<b>572</b>	<b>370</b>	<b>418</b>	<b>147</b>
<b>Unweighted Sample</b>	<b>1713</b>	<b>765</b>	<b>948</b>	<b>155</b>	<b>710</b>	<b>404</b>	<b>444</b>	<b>1050</b>	<b>663</b>	<b>166</b>	<b>609</b>	<b>371</b>	<b>417</b>	<b>150</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For this next question, please think about Christmas next year (i.e. 2019), rather than Christmas this year. When is the earliest you are likely to buy presents you intend to give people for Christmas 2019 (i.e. Christmas next year)

I have already done so	3	4	2	0	5	3	2	3	3	2	3	4	5	4
In the run up to Christmas this year (2018)	2	4	1	3	3	1	1	2	2	3	2	2	2	1
In the Boxing Day sales or the period between Christmas and the end of the year 2018	3	2	3	2	4	3	1	2	4	3	2	4	2	6
In the 2019 January sales or January in general	5	2	8	2	4	8	6	4	6	4	6	6	4	7
In February 2019 to May 2019	1	1	1	1	1	1	1	1	1	2	1	0	1	1
In June 2019 to August 2019	3	3	4	3	4	3	2	4	3	4	3	4	3	3
In September 2019 to October 2019	15	11	19	13	17	11	16	14	17	12	14	18	16	13
In November 2019 (including Black Friday)	29	28	30	38	27	27	30	33	24	23	31	29	29	26
In December 2019	22	24	19	26	18	26	22	25	18	27	22	18	21	25
Not applicable - I do not intend to buy any Christmas presents next year (2019)	8	11	5	7	7	9	9	7	10	10	8	5	10	7
Don't know	8	9	8	6	9	7	10	6	11	11	8	9	7	9