

# YouGov Results

Sample: 2,011 GB adults

Fieldwork: 17th - 18th December 2019



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

MwehW. On a slightly different topic...Thinking about the Christmas present(s) you intend to buy this year (i.e. 2019)... How many, if any, of these presents have you bought so far? (Please select the option that best applies)

Unweighted base	2011	949	1062	126	291	375	334	885
<b>Base: All GB adults</b>	2011	975	1036	223	295	363	309	820
All of them	38%	31%	44%	28%	33%	37%	36%	44%
Most of them	33%	30%	35%	32%	35%	37%	35%	29%
Some of them	13%	16%	10%	20%	13%	13%	14%	11%
None of them	7%	10%	4%	13%	9%	5%	7%	5%
Don't know	1%	2%	1%	1%	4%	0%	1%	1%
Not applicable - I don't intend to buy Christmas presents this year	8%	10%	6%	6%	6%	8%	6%	9%

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Q2\_HTXOo. Thinking about the Christmas present(s) you have bought so far this year...How much of your shopping did you purchase online versus in store? (Please select the option that best applies)

	Unweighted base	1710	749	961	101	245	329	286	749
<b>Base: All GB adults online who have purchased Christmas presents this year</b>		1690	760	930	178	240	315	263	695
I purchased items entirely online	12%	16%	9%	12%	12%	12%	13%	11%	
I purchased items mostly online, but also some in store	34%	29%	38%	35%	40%	41%	32%	30%	
I purchased the same amount of items online and in store	19%	18%	20%	15%	21%	22%	25%	16%	
I purchased items mostly in store, but also some online	22%	22%	22%	28%	20%	15%	19%	25%	
I purchased items entirely in store	12%	14%	10%	10%	7%	8%	10%	17%	
Don't know/ can't recall	1%	2%	1%	2%	1%	2%	0%	1%	

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YC4cZ. Which of the following are reasons why you chose to purchase all/ most items online instead of in store?  
 (Please select all that apply. If your answer doesn't appear in the list below, please type it in the 'Other' box)

	Unweighted base	810	355	455	56	132	180	132	310
<b>Base: All GB adults who purchased more or most Christmas presents online</b>	<b>780</b>	<b>338</b>	<b>441</b>	<b>82</b>	<b>125</b>	<b>166</b>	<b>120</b>	<b>287</b>	
It's more convenient than going to the shops in person	73%	76%	72%	74%	76%	75%	70%	73%	
Online shopping offers a better range of products	40%	41%	39%	49%	41%	41%	30%	40%	
Online shopping offers a better range of retailers	30%	30%	29%	36%	33%	31%	24%	28%	
You can compare prices more easily online	45%	43%	47%	52%	46%	48%	42%	43%	
The items I wanted were not available offline	17%	16%	18%	23%	22%	17%	16%	14%	
Other	8%	7%	9%	4%	7%	8%	6%	10%	
Don't know	0%	1%	-	-	-	-	-	1%	

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bnz1Y. Which of the following are reasons why you chose to purchase all/ most items in store instead of online?  
(Please select all that apply. If your answer doesn't appear in the list below, please type it in the 'Other' box)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
<b>Base: All GB adults online who purchased more or most Christmas presents in store</b>	569	270	300	66	64	74	77	288
I prefer to visit shops in person	57%	51%	63%	35%	58%	49%	63%	63%
I enjoy the experience of shopping	32%	26%	37%	53%	35%	29%	27%	28%
I didn't want to wait for items to be delivered	16%	18%	14%	21%	22%	28%	15%	11%
I want to support local shops	37%	32%	42%	19%	26%	29%	38%	46%
The item(s) I wanted were not available online	6%	5%	6%	4%	14%	6%	5%	4%
Other	7%	10%	5%	6%	12%	9%	7%	6%
Don't know	3%	4%	3%	17%	4%	2%	2%	1%

Cell Contents (Column Percentages)