

# YouGov Survey Results

Sample: 2,071 GB Adults

Fieldwork: 18th - 21st December 2020



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

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	Unweighted base	2071	978	1093	159	330	330	340	912
<b>Base: All UK adults</b>	2071	1004	1067	230	338	330	334	839	
I have already done so	7%	7%	6%	7%	8%	8%	6%	6%	
In the run up to Christmas this year (2020)	2%	2%	2%	2%	3%	2%	4%	1%	
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	2%	4%	5%	3%	3%	4%	2%	
In the 2021 January sales or January in general	5%	3%	6%	1%	4%	4%	5%	7%	
In February 2021 to May 2021	1%	1%	2%	2%	1%	1%	1%	2%	
In June 2021 to August 2021	4%	3%	4%	2%	4%	6%	5%	3%	
In September 2021 to October 2021	17%	13%	21%	15%	18%	17%	19%	17%	
In November 2021 (including Black Friday)	28%	28%	27%	29%	29%	29%	28%	26%	
In December 2021	14%	18%	11%	14%	12%	14%	13%	16%	
Don't know	19%	21%	17%	24%	17%	18%	16%	20%	

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Total	Social Grade		Region				
	ABC1	C2DE	North	Midlands	East	London	South

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

Unweighted base	2071	1259	812	490	345	181	230	490
<b>Base: All UK adults</b>	2071	1180	891	483	333	177	271	478
I have already done so	7%	7%	7%	4%	7%	8%	11%	6%
In the run up to Christmas this year (2020)	2%	2%	2%	1%	3%	-	4%	2%
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	3%	3%	3%	4%	1%	2%	3%
In the 2021 January sales or January in general	5%	5%	4%	6%	7%	5%	2%	4%
In February 2021 to May 2021	1%	1%	1%	1%	2%	2%	1%	2%
In June 2021 to August 2021	4%	4%	4%	5%	3%	5%	1%	2%
In September 2021 to October 2021	17%	16%	19%	20%	15%	18%	14%	16%
In November 2021 (including Black Friday)	28%	31%	23%	26%	27%	32%	24%	31%
In December 2021	14%	15%	13%	13%	13%	11%	18%	16%
Don't know	19%	16%	23%	20%	20%	19%	24%	17%

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Total							
	England (NET)	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	2071	1736	101	182	52	75	225	190
Unweighted base	2071	1736	101	182	52	75	225	190
<b>Base: All UK adults</b>	2071	1742	99	174	56	72	224	187
I have already done so	7%	7%	8%	8%	7%	5%	5%	4%
In the run up to Christmas this year (2020)	2%	2%	1%	2%	11%	-	1%	1%
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	3%	2%	0%	12%	5%	3%	3%
In the 2021 January sales or January in general	5%	5%	3%	5%	2%	9%	6%	5%
In February 2021 to May 2021	1%	1%	1%	1%	4%	1%	1%	1%
In June 2021 to August 2021	4%	3%	3%	5%	8%	4%	7%	4%
In September 2021 to October 2021	17%	17%	21%	19%	18%	16%	17%	25%
In November 2021 (including Black Friday)	28%	28%	30%	29%	19%	22%	26%	27%
In December 2021	14%	14%	17%	13%	14%	16%	12%	13%
Don't know	19%	20%	14%	17%	7%	22%	22%	18%

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Total	Government Region						
	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	2071	160	185	181	230	301	189	1736
Unweighted base	2071	160	185	181	230	301	189	1736
<b>Base: All UK adults</b>	2071	158	176	177	271	290	188	1742
I have already done so	7%	7%	7%	8%	11%	7%	4%	7%
In the run up to Christmas this year (2020)	2%	1%	4%	-	4%	2%	2%	2%
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	6%	2%	1%	2%	3%	3%	3%
In the 2021 January sales or January in general	5%	7%	7%	5%	2%	4%	5%	5%
In February 2021 to May 2021	1%	2%	2%	2%	1%	1%	3%	1%
In June 2021 to August 2021	4%	3%	3%	5%	1%	2%	3%	3%
In September 2021 to October 2021	17%	15%	15%	18%	14%	18%	13%	17%
In November 2021 (including Black Friday)	28%	25%	28%	32%	24%	31%	31%	28%
In December 2021	14%	9%	17%	11%	18%	15%	16%	14%
Don't know	19%	25%	15%	19%	24%	17%	19%	20%

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Total				Working Status			
	Wales	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	Unweighted base	2071	101	182	52	769	335	1104	82
<b>Base: All UK adults</b>	2071	99	174	56	780	333	1113	115	
I have already done so	7%	8%	8%	7%	7%	7%	7%	5%	
In the run up to Christmas this year (2020)	2%	1%	2%	11%	2%	1%	2%	2%	
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	2%	0%	12%	3%	5%	4%	3%	
In the 2021 January sales or January in general	5%	3%	5%	2%	4%	5%	4%	-	
In February 2021 to May 2021	1%	1%	1%	4%	1%	2%	1%	1%	
In June 2021 to August 2021	4%	3%	5%	8%	5%	3%	4%	1%	
In September 2021 to October 2021	17%	21%	19%	18%	18%	19%	18%	12%	
In November 2021 (including Black Friday)	28%	30%	29%	19%	31%	27%	30%	38%	
In December 2021	14%	17%	13%	14%	14%	14%	14%	14%	
Don't know	19%	14%	17%	7%	16%	17%	16%	24%	

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Total				Marital Status			
	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

Unweighted base	2071	554	150	181	993	272	159	80
<b>Base: All UK adults</b>	2071	491	163	188	947	266	151	74
I have already done so	7%	6%	11%	7%	7%	10%	5%	13%
In the run up to Christmas this year (2020)	2%	2%	4%	3%	2%	2%	1%	2%
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	2%	2%	1%	3%	3%	2%	3%
In the 2021 January sales or January in general	5%	7%	4%	6%	6%	4%	6%	8%
In February 2021 to May 2021	1%	2%	1%	-	2%	0%	1%	-
In June 2021 to August 2021	4%	3%	3%	4%	4%	5%	2%	2%
In September 2021 to October 2021	17%	17%	14%	19%	19%	20%	23%	14%
In November 2021 (including Black Friday)	28%	27%	23%	16%	28%	28%	25%	29%
In December 2021	14%	15%	12%	19%	13%	14%	12%	11%
Don't know	19%	20%	26%	25%	17%	13%	23%	18%

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Total	Children in Household						ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	Never Married	0	1	2	3+			

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	2071	557	1560	227	176	68	471	40
Unweighted base	2071	557	1560	227	176	68	471	40
<b>Base: All UK adults</b>	2071	619	1536	235	180	75	490	45
I have already done so	7%	6%	6%	7%	11%	13%	9%	6%
In the run up to Christmas this year (2020)	2%	2%	2%	2%	1%	7%	3%	-
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	3%	3%	3%	3%	4%	3%	5%
In the 2021 January sales or January in general	5%	2%	5%	4%	5%	8%	5%	-
In February 2021 to May 2021	1%	1%	2%	1%	0%	1%	1%	2%
In June 2021 to August 2021	4%	3%	3%	7%	7%	2%	6%	-
In September 2021 to October 2021	17%	13%	17%	20%	17%	21%	19%	6%
In November 2021 (including Black Friday)	28%	29%	27%	34%	33%	19%	31%	16%
In December 2021	14%	18%	16%	8%	13%	5%	10%	13%
Don't know	19%	23%	20%	13%	10%	20%	13%	52%

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Total	Parent/ Guardian						
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

Unweighted base	2071	1156	915	138	212	171	68	440
<b>Base: All UK adults</b>	2071	1099	972	142	218	170	67	444
I have already done so	7%	8%	6%	12%	9%	6%	8%	9%
In the run up to Christmas this year (2020)	2%	2%	2%	3%	2%	4%	-	3%
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	3%	3%	4%	5%	4%	4%	4%
In the 2021 January sales or January in general	5%	7%	3%	5%	7%	6%	10%	6%
In February 2021 to May 2021	1%	1%	1%	3%	1%	1%	-	2%
In June 2021 to August 2021	4%	5%	2%	6%	7%	7%	2%	7%
In September 2021 to October 2021	17%	19%	15%	22%	22%	19%	20%	20%
In November 2021 (including Black Friday)	28%	27%	28%	26%	27%	27%	33%	28%
In December 2021	14%	13%	16%	5%	9%	13%	16%	10%
Don't know	19%	15%	23%	12%	11%	14%	9%	12%



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Total	Social Media/ Messaging service (within the last mo						
	Over 18 years	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	Unweighted base	2071	773	1416	717	390	274	738	248
<b>Base: All UK adults</b>	2071	709	1412	734	383	269	770	289	
I have already done so	7%	7%	7%	5%	7%	8%	6%	8%	
In the run up to Christmas this year (2020)	2%	2%	2%	2%	2%	2%	2%	3%	
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	2%	3%	3%	3%	4%	4%	3%	
In the 2021 January sales or January in general	5%	7%	5%	4%	3%	5%	4%	4%	
In February 2021 to May 2021	1%	1%	1%	1%	1%	2%	1%	0%	
In June 2021 to August 2021	4%	4%	4%	4%	4%	2%	4%	3%	
In September 2021 to October 2021	17%	19%	18%	19%	19%	22%	18%	19%	
In November 2021 (including Black Friday)	28%	28%	30%	33%	31%	28%	34%	30%	
In December 2021	14%	14%	15%	15%	16%	13%	13%	12%	
Don't know	19%	17%	16%	16%	14%	14%	15%	18%	

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Total	nth)		
	Facebook Messenger	WhatsApp	Skype

When is the earliest you are likely to buy presents you intend to give people for Christmas 2021 (i.e. Christmas next year)?

	2071	1264	1379	247
Unweighted base	2071	1264	1379	247
<b>Base: All UK adults</b>	2071	1273	1383	240
I have already done so	7%	7%	8%	9%
In the run up to Christmas this year (2020)	2%	2%	2%	2%
In the Boxing Day sales or the period between Christmas and the end of the year 2020	3%	3%	3%	2%
In the 2021 January sales or January in general	5%	4%	5%	4%
In February 2021 to May 2021	1%	1%	1%	1%
In June 2021 to August 2021	4%	4%	3%	3%
In September 2021 to October 2021	17%	19%	18%	17%
In November 2021 (including Black Friday)	28%	30%	30%	29%
In December 2021	14%	14%	14%	15%
Don't know	19%	16%	16%	17%