

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

	Gender		Social Grade		Region							
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland

Do you celebrate Christmas?

Unweighted Base	2294	1025	1269	1320	974	549	319	517	251	287	123	198	50
Base	2294	1115	1179	1262	1032	548	369	507	213	284	112	193	67
Yes	95%	93%	97%	96%	93%	94%	95%	97%	96%	89%	95%	96%	100%
No	5%	7%	3%	4%	7%	6%	5%	3%	4%	11%	5%	4%	-

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Less than £99	36%	34%	38%	35%	38%	36%	34%	35%	37%	38%	41%	34%	37%
£100 - £249	46%	44%	47%	48%	43%	47%	47%	47%	42%	42%	42%	49%	38%
£250 - £499	9%	11%	7%	9%	8%	9%	9%	9%	8%	8%	12%	5%	17%
£500 - £749	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	-	0%	5%
£750+	1%	1%	0%	1%	1%	0%	1%	1%	-	2%	1%	1%	-
Nothing	2%	3%	2%	2%	3%	2%	4%	2%	3%	3%	2%	3%	-
Don't know/would rather not say	5%	7%	4%	5%	6%	5%	5%	6%	6%	4%	3%	8%	3%

q2. And how does that compare to last year?

Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
A lot more	1%	1%	2%	2%	1%	2%	0%	2%	1%	2%	1%	2%	1%
A bit more	9%	9%	9%	9%	8%	9%	8%	11%	8%	6%	10%	11%	1%
About the same	69%	69%	68%	68%	69%	67%	71%	64%	72%	72%	64%	69%	77%
A bit less	12%	12%	12%	12%	12%	12%	12%	12%	11%	13%	15%	9%	11%
A lot less	6%	5%	6%	6%	5%	6%	5%	7%	4%	4%	7%	5%	8%
Don't know/would rather not say	4%	5%	3%	3%	5%	5%	3%	4%	5%	3%	2%	5%	1%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Less than £49	69%	65%	72%	66%	72%	68%	74%	66%	73%	64%	72%	71%	65%
£50 - £99	17%	18%	16%	20%	14%	17%	10%	18%	15%	22%	20%	16%	24%
£100 - £149	4%	4%	4%	5%	4%	2%	4%	6%	5%	5%	3%	4%	7%
£150 - £199	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-
£200+	0%	0%	0%	0%	0%	0%	-	0%	-	-	-	0%	-
Nothing	6%	7%	5%	5%	7%	7%	6%	5%	4%	8%	2%	4%	4%
Don't know/would rather not say	3%	3%	2%	3%	3%	4%	4%	4%	1%	0%	2%	3%	-

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Sample Size: 2294

Fieldwork: 01-03 November 2010

	Age Gender 16+								
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+

Do you celebrate Christmas?

Unweighted Base	2294	97	184	258	486	135	314	301	519	293
Base	2294	174	278	296	367	165	280	303	431	272
Yes	95%	97%	93%	89%	93%	94%	97%	98%	96%	96%
No	5%	3%	7%	11%	7%	6%	3%	2%	4%	4%

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Less than £99	36%	40%	40%	27%	31%	41%	42%	32%	38%	38%
£100 - £249	46%	34%	38%	45%	51%	37%	48%	52%	47%	44%
£250 - £499	9%	6%	7%	21%	9%	7%	6%	9%	7%	9%
£500 - £749	1%	1%	2%	1%	1%	3%	1%	0%	1%	1%
£750+	1%	-	2%	1%	0%	-	0%	0%	0%	-
Nothing	2%	8%	4%	-	1%	3%	1%	3%	1%	2%
Don't know/would rather not say	5%	10%	6%	6%	6%	8%	2%	3%	5%	6%

q2. And how does that compare to last year?

Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
A lot more	1%	-	0%	1%	1%	5%	3%	-	2%	1%
A bit more	9%	10%	7%	7%	10%	7%	9%	8%	10%	11%
About the same	69%	68%	68%	67%	73%	70%	67%	74%	63%	65%
A bit less	12%	12%	13%	13%	9%	9%	13%	10%	14%	9%
A lot less	6%	2%	6%	7%	5%	3%	5%	7%	7%	9%
Don't know/would rather not say	4%	8%	6%	4%	2%	6%	3%	2%	4%	5%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Less than £49	69%	65%	64%	69%	63%	61%	72%	78%	72%	71%
£50 - £99	17%	12%	17%	16%	25%	18%	18%	12%	16%	15%
£100 - £149	4%	4%	4%	6%	4%	7%	4%	4%	4%	4%
£150 - £199	1%	2%	2%	2%	0%	2%	1%	1%	0%	1%
£200+	0%	-	-	-	0%	-	1%	-	-	-
Nothing	6%	16%	10%	2%	4%	6%	4%	3%	6%	7%
Don't know/would rather not say	3%	1%	4%	4%	3%	6%	1%	2%	2%	3%

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Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

Do you celebrate Christmas?

Unweighted Base	2294	553	464	98	716	167	3	1222	250	46	161	73	522	20
Base	2294	561	454	99	683	220	4	1118	266	45	140	59	644	22
Yes	95%	92%	97%	94%	95%	96%	100%	95%	98%	96%	91%	94%	93%	97%
No	5%	8%	3%	6%	5%	4%	-	5%	2%	4%	9%	6%	7%	3%

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Less than £99	36%	30%	38%	38%	36%	45%	8%	27%	38%	29%	47%	46%	49%	26%
£100 - £249	46%	51%	50%	44%	44%	29%	92%	54%	48%	54%	38%	37%	31%	44%
£250 - £499	9%	10%	7%	9%	9%	8%	-	11%	11%	10%	5%	4%	6%	5%
£500 - £749	1%	1%	1%	2%	1%	2%	-	1%	0%	-	1%	-	2%	2%
£750+	1%	0%	1%	4%	1%	-	-	1%	1%	-	1%	-	-	-
Nothing	2%	2%	1%	1%	4%	4%	-	1%	1%	-	2%	6%	5%	24%
Don't know/would rather not say	5%	6%	3%	4%	4%	12%	-	5%	2%	7%	7%	7%	8%	-

q2. And how does that compare to last year?

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
A lot more	1%	1%	2%	1%	2%	1%	-	1%	2%	-	0%	9%	2%	-
A bit more	9%	9%	8%	7%	8%	9%	-	9%	9%	8%	14%	8%	7%	7%
About the same	69%	68%	69%	77%	69%	69%	60%	69%	70%	67%	59%	61%	71%	60%
A bit less	12%	14%	14%	6%	11%	10%	-	13%	11%	15%	14%	11%	10%	12%
A lot less	6%	5%	5%	6%	6%	2%	40%	6%	7%	6%	8%	7%	4%	11%
Don't know/would rather not say	4%	4%	3%	3%	4%	8%	-	3%	1%	4%	5%	4%	6%	10%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Less than £49	69%	72%	74%	65%	65%	62%	100%	69%	66%	63%	71%	71%	69%	73%
£50 - £99	17%	15%	15%	19%	21%	16%	-	19%	24%	17%	14%	22%	12%	3%
£100 - £149	4%	5%	3%	9%	4%	5%	-	5%	3%	10%	1%	1%	4%	2%
£150 - £199	1%	1%	0%	4%	1%	1%	-	1%	2%	3%	-	-	1%	-
£200+	0%	-	0%	-	0%	-	-	-	-	-	-	-	0%	-
Nothing	6%	4%	4%	3%	6%	11%	-	3%	4%	3%	11%	4%	10%	12%
Don't know/would rather not say	3%	3%	3%	1%	3%	4%	-	2%	2%	4%	3%	2%	3%	10%

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Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

Do you celebrate Christmas?

Unweighted Base	2294	870	814	141	311	82	76
Base	2294	784	825	155	338	82	110
Yes	95%	93%	97%	94%	95%	90%	96%
No	5%	7%	3%	6%	5%	10%	4%

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
Less than £99	36%	32%	32%	52%	45%	44%	35%
£100 - £249	46%	49%	49%	30%	38%	39%	41%
£250 - £499	9%	10%	10%	9%	6%	14%	6%
£500 - £749	1%	1%	1%	-	2%	-	4%
£750+	1%	1%	0%	1%	1%	-	-
Nothing	2%	2%	2%	0%	4%	1%	4%
Don't know/would rather not say	5%	6%	4%	7%	4%	2%	11%

q2. And how does that compare to last year?

Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
A lot more	1%	1%	1%	2%	2%	6%	2%
A bit more	9%	11%	7%	8%	9%	5%	9%
About the same	69%	70%	72%	58%	65%	61%	63%
A bit less	12%	11%	12%	12%	14%	12%	12%
A lot less	6%	4%	5%	10%	7%	11%	5%
Don't know/would rather not say	4%	3%	3%	9%	4%	5%	9%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
Less than £49	69%	66%	70%	71%	71%	73%	60%
£50 - £99	17%	22%	16%	8%	15%	10%	17%
£100 - £149	4%	4%	4%	8%	4%	6%	2%
£150 - £199	1%	1%	1%	1%	1%	2%	2%
£200+	0%	0%	0%	-	-	-	1%
Nothing	6%	3%	6%	9%	8%	7%	14%
Don't know/would rather not say	3%	3%	3%	3%	2%	3%	4%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

Do you celebrate Christmas?

Unweighted Base	2294	330	1032	408	359	109	29	12	4	4	7	2129	154
Base	2294	308	932	452	401	130	38	15	5	5	9	2092	188
Yes	95%	88%	96%	97%	96%	97%	76%	78%	100%	100%	100%	95%	91%
No	5%	12%	4%	3%	4%	3%	24%	22%	-	-	-	5%	9%

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Less than £99	36%	60%	35%	32%	27%	28%	49%	41%	65%	15%	41%	36%	33%
£100 - £249	46%	25%	49%	46%	53%	47%	42%	45%	35%	37%	38%	46%	46%
£250 - £499	9%	3%	8%	12%	11%	12%	3%	14%	-	25%	-	9%	10%
£500 - £749	1%	0%	1%	1%	2%	3%	-	-	-	-	-	1%	2%
£750+	1%	0%	0%	-	1%	2%	7%	-	-	-	-	0%	3%
Nothing	2%	5%	1%	1%	3%	3%	-	-	-	-	11%	2%	2%
Don't know/would rather not say	5%	6%	5%	7%	3%	5%	-	-	-	23%	9%	6%	3%

q2. And how does that compare to last year?

Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
A lot more	1%	1%	2%	2%	2%	-	-	-	-	-	-	2%	-
A bit more	9%	10%	9%	8%	9%	8%	-	8%	-	-	10%	9%	6%
About the same	69%	70%	69%	66%	70%	64%	79%	75%	52%	25%	49%	69%	67%
A bit less	12%	8%	10%	12%	14%	22%	16%	17%	24%	52%	-	11%	21%
A lot less	6%	7%	6%	6%	3%	3%	5%	-	-	23%	9%	6%	3%
Don't know/would rather not say	4%	5%	3%	6%	2%	3%	-	-	25%	-	31%	4%	3%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Less than £49	69%	73%	67%	72%	68%	68%	57%	61%	75%	63%	35%	69%	66%
£50 - £99	17%	13%	19%	15%	18%	15%	23%	39%	-	37%	-	17%	18%
£100 - £149	4%	3%	6%	3%	5%	6%	-	-	-	-	9%	4%	4%
£150 - £199	1%	0%	1%	1%	1%	2%	7%	-	-	-	30%	1%	3%
£200+	0%	1%	-	-	-	-	-	-	-	-	-	0%	-
Nothing	6%	8%	5%	5%	6%	7%	13%	-	-	-	-	6%	8%
Don't know/would rather not say	3%	2%	3%	3%	2%	1%	-	-	25%	-	27%	3%	2%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

Do you celebrate Christmas?

Unweighted Base	2294	38	108	152	143	163	162	132	109	99
Base	2294	42	102	141	142	153	161	137	101	103
Yes	95%	76%	86%	95%	96%	93%	99%	94%	98%	98%
No	5%	24%	14%	5%	4%	7%	1%	6%	2%	2%

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Less than £99	36%	64%	59%	55%	41%	43%	39%	37%	32%	20%
£100 - £249	46%	14%	31%	35%	50%	40%	46%	47%	53%	59%
£250 - £499	9%	6%	5%	5%	7%	10%	8%	11%	7%	13%
£500 - £749	1%	-	-	-	-	1%	-	-	5%	-
£750+	1%	-	-	-	-	-	-	-	-	2%
Nothing	2%	7%	3%	0%	1%	2%	2%	3%	1%	3%
Don't know/would rather not say	5%	8%	3%	4%	1%	4%	4%	2%	3%	2%

q2. And how does that compare to last year?

Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
A lot more	1%	6%	2%	1%	1%	-	1%	1%	2%	-
A bit more	9%	22%	3%	9%	9%	11%	11%	10%	6%	12%
About the same	69%	43%	67%	66%	75%	66%	72%	64%	71%	71%
A bit less	12%	16%	13%	11%	10%	9%	9%	20%	15%	10%
A lot less	6%	6%	8%	10%	4%	9%	4%	5%	4%	6%
Don't know/would rather not say	4%	7%	6%	2%	1%	5%	4%	0%	2%	2%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Less than £49	69%	72%	74%	85%	77%	74%	71%	70%	74%	67%
£50 - £99	17%	7%	12%	9%	13%	11%	18%	20%	18%	20%
£100 - £149	4%	-	-	-	6%	4%	2%	5%	5%	6%
£150 - £199	1%	-	-	1%	1%	1%	1%	0%	-	-
£200+	0%	-	-	0%	-	0%	-	-	-	-
Nothing	6%	17%	9%	3%	3%	7%	6%	4%	3%	6%
Don't know/would rather not say	3%	4%	5%	1%	1%	2%	1%	1%	-	1%

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Fieldwork: 01-03 November 2010

Total	Gross Household Income							Don't know	Prefer not to answer
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over			

Do you celebrate Christmas?

Unweighted Base	2294	57	111	53	69	37	10	108	343
Base	2294	50	125	55	63	36	10	131	323
Yes	95%	96%	98%	96%	97%	100%	100%	92%	94%
No	5%	4%	2%	4%	3%	-	-	8%	6%

q1. How much do you intend to spend on food and drink for consumption at home this Christmas?

Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Less than £99	36%	34%	28%	27%	22%	14%	35%	34%	32%
£100 - £249	46%	46%	53%	53%	52%	57%	52%	40%	42%
£250 - £499	9%	7%	13%	12%	23%	14%	-	5%	9%
£500 - £749	1%	6%	2%	-	-	9%	-	3%	1%
£750+	1%	4%	-	-	-	3%	13%	-	1%
Nothing	2%	5%	1%	-	2%	-	-	7%	1%
Don't know/would rather not say	5%	-	3%	8%	1%	3%	-	11%	14%

q2. And how does that compare to last year?

Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
A lot more	1%	1%	1%	-	5%	2%	-	1%	2%
A bit more	9%	6%	11%	2%	3%	18%	-	7%	7%
About the same	69%	77%	65%	81%	80%	61%	89%	72%	67%
A bit less	12%	9%	17%	6%	8%	8%	-	12%	13%
A lot less	6%	6%	2%	5%	3%	9%	11%	-	5%
Don't know/would rather not say	4%	1%	3%	5%	2%	1%	-	9%	8%

q3. How much do you intend to spend on Christmas cards, Christmas tree and decorations?

Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Less than £49	69%	82%	64%	62%	51%	45%	56%	64%	62%
£50 - £99	17%	15%	21%	26%	32%	20%	22%	18%	18%
£100 - £149	4%	1%	4%	4%	10%	24%	9%	2%	5%
£150 - £199	1%	-	-	-	1%	7%	13%	2%	1%
£200+	0%	-	-	-	-	-	-	-	0%
Nothing	6%	1%	6%	8%	4%	2%	-	8%	6%
Don't know/would rather not say	3%	-	5%	-	2%	2%	-	6%	8%

**YouGov SixthSense Survey
Results**

Sample Size: 2294
Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q4. And how does that compare to last year?

	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
A lot more	1%	2%	1%	1%	1%	0%	1%	2%	1%	2%	-	0%	5%
A bit more	6%	7%	5%	5%	6%	4%	6%	6%	6%	9%	5%	5%	6%
About the same	68%	67%	69%	69%	67%	68%	67%	68%	67%	67%	60%	75%	65%
A bit less	15%	14%	15%	15%	14%	15%	14%	14%	15%	15%	22%	11%	15%
A lot less	8%	7%	8%	7%	8%	8%	9%	7%	8%	6%	10%	6%	10%
Don't know/would rather not say	3%	3%	3%	3%	3%	4%	4%	3%	1%	1%	3%	3%	-

q5. How much do you intend to spend on gifts for family and friends this Christmas?

	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Less than £99	15%	18%	13%	13%	19%	15%	18%	17%	15%	16%	11%	13%	7%
£100 - £249	36%	35%	37%	34%	37%	35%	31%	36%	40%	39%	45%	30%	41%
£250 - £499	30%	27%	33%	33%	26%	29%	34%	31%	25%	29%	26%	34%	27%
£500 - £749	9%	10%	9%	9%	10%	10%	11%	6%	10%	9%	8%	11%	15%
£750+	5%	5%	5%	5%	4%	4%	4%	6%	3%	4%	7%	6%	6%
Nothing	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	-	-
Don't know/would rather not say	4%	4%	4%	4%	4%	5%	2%	4%	7%	3%	2%	6%	4%

q6. And how does that compare to last year?

	2173	950	1223	1262	911	517	303	498	241	259	116	189	50
Unweighted Base	2173	950	1223	1262	911	517	303	498	241	259	116	189	50
Base	2171	1032	1139	1208	963	514	351	490	205	253	107	186	67
A lot more	3%	3%	3%	2%	4%	4%	0%	5%	4%	1%	4%	1%	-
A bit more	11%	11%	11%	10%	13%	11%	13%	12%	9%	11%	10%	11%	4%
About the same	61%	63%	60%	64%	57%	58%	63%	59%	66%	62%	57%	64%	69%
A bit less	16%	13%	18%	15%	16%	15%	15%	14%	13%	18%	23%	16%	17%
A lot less	7%	6%	7%	7%	7%	7%	7%	8%	5%	7%	4%	5%	8%
Don't know/would rather not say	3%	3%	2%	3%	3%	5%	2%	3%	3%	1%	1%	3%	2%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q4. And how does that compare to last year?

Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
A lot more	1%	4%	3%	1%	0%	-	1%	0%	1%	1%
A bit more	6%	14%	4%	7%	7%	7%	6%	3%	3%	6%
About the same	68%	65%	63%	66%	72%	67%	66%	69%	71%	64%
A bit less	15%	12%	18%	14%	11%	14%	15%	16%	16%	17%
A lot less	8%	2%	9%	8%	7%	7%	10%	8%	7%	9%
Don't know/would rather not say	3%	3%	4%	4%	3%	4%	1%	3%	2%	3%

q5. How much do you intend to spend on gifts for family and friends this Christmas?

Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Less than £99	15%	40%	15%	14%	14%	22%	12%	11%	11%	16%
£100 - £249	36%	40%	38%	28%	34%	48%	40%	30%	36%	37%
£250 - £499	30%	13%	27%	33%	30%	20%	33%	33%	37%	27%
£500 - £749	9%	5%	8%	12%	11%	3%	10%	13%	8%	10%
£750+	5%	2%	5%	5%	6%	4%	3%	8%	3%	4%
Nothing	1%	-	3%	2%	1%	-	1%	1%	0%	1%
Don't know/would rather not say	4%	2%	4%	7%	5%	2%	1%	5%	5%	5%

q6. And how does that compare to last year?

Unweighted Base	2173	93	173	228	456	127	305	294	497	281
Base	2171	169	258	263	343	155	272	298	414	260
A lot more	3%	12%	1%	2%	2%	8%	3%	1%	1%	2%
A bit more	11%	17%	10%	9%	11%	18%	10%	7%	11%	10%
About the same	61%	51%	59%	62%	72%	49%	61%	61%	62%	59%
A bit less	16%	15%	18%	12%	9%	20%	18%	18%	17%	17%
A lot less	7%	2%	7%	10%	4%	4%	7%	10%	7%	9%
Don't know/would rather not say	3%	2%	5%	5%	2%	1%	1%	3%	3%	3%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q4. And how does that compare to last year?

	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
A lot more	1%	1%	2%	1%	1%	-	-	1%	1%	-	-	-	2%	-
A bit more	6%	5%	4%	6%	7%	9%	-	4%	7%	9%	10%	4%	7%	2%
About the same	68%	68%	70%	74%	67%	69%	100%	70%	65%	51%	59%	70%	68%	71%
A bit less	15%	14%	14%	9%	15%	14%	-	15%	14%	38%	16%	15%	13%	-
A lot less	8%	9%	7%	10%	7%	5%	-	7%	11%	1%	13%	7%	6%	12%
Don't know/would rather not say	3%	3%	4%	1%	2%	4%	-	3%	2%	-	3%	4%	4%	15%

q5. How much do you intend to spend on gifts for family and friends this Christmas?

	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Less than £99	15%	10%	13%	18%	14%	35%	52%	10%	12%	15%	15%	12%	26%	19%
£100 - £249	36%	27%	36%	40%	39%	43%	8%	32%	32%	24%	37%	42%	44%	31%
£250 - £499	30%	35%	33%	25%	30%	14%	40%	35%	39%	33%	30%	29%	17%	32%
£500 - £749	9%	14%	10%	7%	8%	2%	-	11%	11%	15%	8%	10%	6%	19%
£750+	5%	6%	4%	8%	4%	4%	-	6%	4%	8%	2%	3%	2%	-
Nothing	1%	1%	1%	-	2%	-	-	1%	1%	-	1%	1%	2%	-
Don't know/would rather not say	4%	6%	3%	2%	3%	2%	-	5%	2%	5%	8%	2%	3%	-

q6. And how does that compare to last year?

	2173	509	447	93	680	160	3	1171	244	44	148	68	479	19
Unweighted Base	2173	509	447	93	680	160	3	1171	244	44	148	68	479	19
Base	2171	516	439	93	647	212	4	1067	260	44	128	56	596	21
A lot more	3%	2%	5%	4%	2%	6%	-	1%	3%	5%	3%	5%	6%	-
A bit more	11%	9%	9%	11%	11%	23%	-	9%	11%	10%	13%	7%	14%	9%
About the same	61%	62%	63%	68%	63%	50%	60%	64%	61%	57%	58%	69%	57%	40%
A bit less	16%	16%	14%	9%	17%	16%	40%	15%	16%	14%	13%	16%	16%	32%
A lot less	7%	8%	6%	7%	6%	3%	-	6%	9%	13%	9%	2%	5%	4%
Don't know/would rather not say	3%	4%	3%	1%	2%	2%	-	4%	0%	-	4%	2%	2%	15%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q4. And how does that compare to last year?

	2174	812	789	133	295	73	72
Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
A lot more	1%	1%	1%	1%	2%	1%	3%
A bit more	6%	5%	4%	8%	9%	7%	8%
About the same	68%	72%	68%	62%	66%	55%	64%
A bit less	15%	13%	18%	13%	11%	13%	15%
A lot less	8%	5%	7%	12%	10%	19%	5%
Don't know/would rather not say	3%	3%	3%	3%	3%	4%	4%

q5. How much do you intend to spend on gifts for family and friends this Christmas?

	2174	812	789	133	295	73	72
Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
Less than £99	15%	11%	13%	19%	21%	17%	41%
£100 - £249	36%	37%	33%	34%	44%	35%	32%
£250 - £499	30%	32%	35%	23%	23%	24%	17%
£500 - £749	9%	10%	11%	5%	5%	10%	6%
£750+	5%	5%	4%	7%	3%	10%	3%
Nothing	1%	0%	1%	3%	2%	-	-
Don't know/would rather not say	4%	5%	3%	9%	2%	4%	1%

q6. And how does that compare to last year?

	2173	812	788	133	295	73	72
Unweighted Base	2173	812	788	133	295	73	72
Base	2171	729	796	145	322	74	105
A lot more	3%	3%	1%	3%	5%	7%	8%
A bit more	11%	11%	9%	19%	12%	10%	19%
About the same	61%	66%	63%	50%	60%	46%	43%
A bit less	16%	13%	18%	12%	16%	17%	22%
A lot less	7%	4%	7%	13%	6%	15%	6%
Don't know/would rather not say	3%	4%	2%	4%	2%	5%	1%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q4. And how does that compare to last year?

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
A lot more	1%	2%	1%	2%	-	3%	-	-	-	-	-	1%	2%
A bit more	6%	7%	5%	5%	8%	9%	2%	-	-	-	10%	6%	7%
About the same	68%	72%	70%	70%	62%	60%	85%	79%	75%	-	63%	68%	66%
A bit less	15%	9%	14%	12%	19%	20%	13%	21%	-	62%	9%	14%	18%
A lot less	8%	10%	7%	7%	8%	7%	-	-	-	38%	-	8%	5%
Don't know/would rather not say	3%	1%	3%	4%	3%	2%	-	-	25%	-	18%	3%	2%

q5. How much do you intend to spend on gifts for family and friends this Christmas?

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Less than £99	15%	23%	13%	14%	15%	20%	13%	13%	65%	48%	10%	15%	19%
£100 - £249	36%	42%	35%	35%	36%	30%	38%	39%	35%	52%	11%	36%	32%
£250 - £499	30%	21%	34%	32%	29%	26%	16%	34%	-	-	9%	31%	24%
£500 - £749	9%	6%	9%	9%	11%	10%	3%	14%	-	-	30%	9%	9%
£750+	5%	1%	4%	6%	5%	11%	20%	-	-	-	-	4%	12%
Nothing	1%	3%	1%	1%	-	-	-	-	-	-	-	1%	-
Don't know/would rather not say	4%	3%	4%	3%	4%	4%	10%	-	-	-	40%	4%	4%

q6. And how does that compare to last year?

	2173	289	990	393	346	106	24	10	4	4	7	2018	144
Unweighted Base	2173	289	990	393	346	106	24	10	4	4	7	2018	144
Base	2171	269	894	436	386	126	29	12	5	5	9	1985	172
A lot more	3%	3%	2%	5%	3%	3%	-	-	-	-	14%	3%	2%
A bit more	11%	12%	10%	13%	10%	9%	7%	15%	-	25%	40%	11%	9%
About the same	61%	67%	66%	55%	55%	55%	60%	61%	75%	15%	11%	62%	57%
A bit less	16%	9%	13%	17%	24%	18%	14%	24%	-	-	18%	16%	17%
A lot less	7%	7%	6%	7%	5%	12%	10%	-	-	60%	-	6%	11%
Don't know/would rather not say	3%	1%	3%	3%	2%	4%	10%	-	25%	-	18%	3%	5%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q4. And how does that compare to last year?

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
A lot more	1%	7%	-	-	1%	2%	-	-	-	3%
A bit more	6%	10%	7%	5%	4%	4%	6%	7%	6%	5%
About the same	68%	57%	67%	64%	67%	69%	70%	66%	66%	64%
A bit less	15%	17%	11%	15%	19%	13%	14%	20%	19%	19%
A lot less	8%	6%	14%	14%	9%	9%	6%	7%	10%	9%
Don't know/would rather not say	3%	4%	1%	1%	1%	3%	4%	-	-	1%

q5. How much do you intend to spend on gifts for family and friends this Christmas?

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Less than £99	15%	48%	25%	17%	15%	14%	10%	19%	12%	11%
£100 - £249	36%	40%	42%	47%	41%	44%	29%	35%	33%	33%
£250 - £499	30%	7%	21%	26%	27%	28%	46%	25%	34%	35%
£500 - £749	9%	3%	8%	4%	10%	9%	7%	12%	14%	15%
£750+	5%	-	1%	2%	4%	2%	2%	5%	6%	3%
Nothing	1%	2%	-	1%	1%	1%	1%	-	-	-
Don't know/would rather not say	4%	-	3%	3%	2%	1%	4%	3%	2%	3%

q6. And how does that compare to last year?

	2173	28	92	144	137	154	160	124	107	97
Unweighted Base	2173	28	92	144	137	154	160	124	107	97
Base	2171	31	88	134	137	143	160	128	99	101
A lot more	3%	9%	2%	0%	2%	7%	1%	1%	2%	1%
A bit more	11%	19%	8%	13%	16%	5%	10%	10%	9%	11%
About the same	61%	40%	67%	59%	60%	61%	66%	59%	63%	61%
A bit less	16%	23%	12%	17%	15%	15%	15%	23%	19%	20%
A lot less	7%	6%	9%	10%	7%	9%	4%	6%	6%	4%
Don't know/would rather not say	3%	4%	2%	1%	0%	3%	3%	2%	2%	3%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							Don't know	Prefer not to answer
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over			

q4. And how does that compare to last year?

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
A lot more	1%	-	5%	-	-	-	-	-	1%
A bit more	6%	3%	8%	4%	9%	8%	-	10%	5%
About the same	68%	86%	65%	77%	76%	64%	92%	70%	68%
A bit less	15%	8%	14%	9%	11%	23%	8%	12%	13%
A lot less	8%	4%	5%	6%	5%	4%	-	3%	4%
Don't know/would rather not say	3%	-	3%	4%	-	-	-	6%	9%

q5. How much do you intend to spend on gifts for family and friends this Christmas?

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Less than £99	15%	19%	11%	11%	5%	2%	49%	25%	15%
£100 - £249	36%	17%	30%	35%	37%	26%	15%	43%	35%
£250 - £499	30%	46%	44%	35%	34%	35%	16%	18%	25%
£500 - £749	9%	10%	9%	11%	11%	20%	6%	3%	8%
£750+	5%	6%	4%	5%	11%	16%	13%	6%	4%
Nothing	1%	2%	-	-	-	-	-	-	2%
Don't know/would rather not say	4%	-	3%	3%	1%	2%	-	6%	10%

q6. And how does that compare to last year?

	2173	55	109	51	66	37	10	101	321
Unweighted Base	2173	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
A lot more	3%	2%	3%	-	2%	5%	-	6%	2%
A bit more	11%	6%	8%	21%	12%	16%	-	15%	9%
About the same	61%	70%	61%	67%	67%	68%	81%	53%	62%
A bit less	16%	16%	21%	6%	17%	8%	8%	20%	14%
A lot less	7%	5%	5%	6%	2%	4%	11%	1%	6%
Don't know/would rather not say	3%	-	2%	-	-	-	-	5%	7%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Strongly agree	5%	5%	4%	4%	6%	5%	3%	4%	4%	8%	3%	4%	7%
Agree	28%	26%	30%	27%	29%	31%	25%	27%	25%	29%	34%	20%	40%
Neither agree nor disagree	32%	33%	31%	32%	33%	33%	33%	33%	32%	27%	29%	35%	29%
Disagree	27%	26%	28%	29%	25%	24%	28%	28%	30%	29%	26%	31%	22%
Strongly disagree	7%	8%	7%	8%	6%	6%	10%	7%	8%	7%	7%	9%	2%
Don't know	1%	1%	0%	1%	1%	1%	1%	1%	-	1%	1%	1%	-

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Strongly agree	10%	10%	11%	10%	11%	10%	8%	11%	11%	10%	12%	9%	10%
Agree	39%	37%	41%	39%	39%	40%	45%	37%	36%	36%	37%	42%	41%
Neither agree nor disagree	23%	24%	23%	24%	23%	25%	23%	26%	21%	19%	30%	15%	28%
Disagree	23%	25%	21%	23%	23%	21%	19%	22%	26%	30%	18%	28%	19%
Strongly disagree	3%	4%	3%	3%	3%	3%	3%	3%	3%	5%	3%	4%	2%
Don't know	1%	1%	0%	1%	1%	0%	2%	1%	2%	-	1%	1%	-

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Strongly agree	8%	7%	9%	6%	9%	7%	7%	7%	8%	12%	9%	6%	6%
Agree	42%	41%	43%	44%	39%	40%	39%	41%	43%	43%	42%	51%	51%
Neither agree nor disagree	19%	21%	18%	17%	22%	24%	18%	18%	18%	15%	21%	16%	24%
Disagree	26%	25%	27%	26%	25%	25%	27%	30%	25%	27%	23%	20%	12%
Strongly disagree	5%	6%	4%	6%	4%	4%	7%	4%	5%	3%	5%	6%	7%
Don't know	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	-	1%	-

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

	2174	93	173	228	456	127	305	295	497	281
Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Strongly agree	5%	7%	6%	6%	3%	8%	5%	3%	3%	6%
Agree	28%	36%	26%	25%	22%	43%	32%	29%	24%	26%
Neither agree nor disagree	32%	28%	29%	31%	41%	29%	25%	29%	36%	36%
Disagree	27%	22%	28%	26%	26%	19%	30%	30%	30%	24%
Strongly disagree	7%	6%	10%	10%	7%	1%	8%	9%	6%	7%
Don't know	1%	1%	2%	2%	0%	-	-	0%	1%	1%

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

	2174	93	173	228	456	127	305	295	497	281
Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Strongly agree	10%	9%	12%	13%	6%	9%	17%	11%	7%	13%
Agree	39%	42%	40%	33%	34%	41%	39%	43%	42%	36%
Neither agree nor disagree	23%	17%	22%	27%	26%	23%	20%	23%	26%	23%
Disagree	23%	28%	20%	23%	28%	24%	22%	18%	23%	24%
Strongly disagree	3%	2%	4%	3%	5%	3%	2%	5%	2%	4%
Don't know	1%	3%	2%	1%	1%	1%	-	0%	1%	1%

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

	2174	93	173	228	456	127	305	295	497	281
Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Strongly agree	8%	8%	10%	7%	4%	16%	7%	9%	6%	12%
Agree	42%	35%	45%	42%	40%	37%	45%	41%	44%	38%
Neither agree nor disagree	19%	17%	17%	21%	25%	16%	19%	19%	17%	20%
Disagree	26%	32%	21%	24%	25%	28%	26%	25%	28%	23%
Strongly disagree	5%	7%	6%	6%	5%	3%	4%	5%	4%	7%
Don't know	1%	1%	2%	1%	0%	-	-	1%	1%	1%

**YouGov SixthSense Survey
Results**

Sample Size: 2294
Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Strongly agree	5%	5%	3%	1%	4%	10%	-	4%	4%	5%	5%	6%	6%	4%
Agree	28%	29%	23%	23%	29%	37%	52%	25%	28%	38%	31%	26%	33%	11%
Neither agree nor disagree	32%	30%	35%	36%	30%	31%	-	34%	36%	25%	34%	27%	27%	12%
Disagree	27%	29%	29%	24%	29%	18%	48%	29%	25%	25%	24%	31%	25%	43%
Strongly disagree	7%	7%	9%	15%	7%	4%	-	7%	7%	7%	7%	10%	8%	19%
Don't know	1%	1%	0%	-	1%	-	-	1%	0%	-	-	1%	1%	10%

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Strongly agree	10%	9%	11%	8%	10%	10%	8%	10%	10%	13%	11%	11%	11%	12%
Agree	39%	42%	36%	53%	39%	36%	92%	39%	40%	42%	43%	30%	39%	21%
Neither agree nor disagree	23%	24%	25%	21%	22%	25%	-	25%	25%	33%	22%	19%	20%	29%
Disagree	23%	21%	23%	13%	24%	26%	-	23%	22%	8%	22%	30%	24%	23%
Strongly disagree	3%	3%	4%	4%	3%	2%	-	3%	2%	3%	3%	9%	4%	4%
Don't know	1%	0%	1%	-	1%	2%	-	1%	0%	-	0%	1%	1%	10%

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Strongly agree	8%	7%	8%	4%	6%	11%	-	6%	9%	4%	12%	8%	9%	6%
Agree	42%	49%	37%	36%	42%	39%	40%	43%	40%	58%	38%	45%	39%	51%
Neither agree nor disagree	19%	20%	21%	15%	18%	17%	52%	20%	23%	20%	19%	15%	18%	7%
Disagree	26%	20%	27%	37%	27%	32%	8%	26%	24%	15%	27%	24%	27%	15%
Strongly disagree	5%	3%	5%	9%	6%	2%	-	4%	3%	3%	5%	8%	7%	6%
Don't know	1%	1%	0%	-	1%	-	-	1%	0%	-	-	-	1%	15%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

	2174	812	789	133	295	73	72
Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
Strongly agree	5%	4%	3%	9%	6%	17%	9%
Agree	28%	24%	28%	30%	32%	28%	41%
Neither agree nor disagree	32%	36%	31%	36%	26%	28%	28%
Disagree	27%	29%	29%	15%	28%	24%	17%
Strongly disagree	7%	6%	9%	9%	8%	3%	5%
Don't know	1%	2%	0%	2%	-	-	-

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

	2174	812	789	133	295	73	72
Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
Strongly agree	10%	9%	9%	15%	11%	17%	10%
Agree	39%	38%	41%	32%	45%	37%	27%
Neither agree nor disagree	23%	25%	23%	23%	21%	23%	25%
Disagree	23%	24%	23%	22%	20%	20%	32%
Strongly disagree	3%	2%	3%	6%	4%	3%	5%
Don't know	1%	2%	0%	2%	0%	-	-

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

	2174	812	789	133	295	73	72
Unweighted Base	2174	812	789	133	295	73	72
Base	2171	729	797	145	322	74	105
Strongly agree	8%	5%	5%	15%	12%	14%	14%
Agree	42%	40%	45%	34%	43%	41%	41%
Neither agree nor disagree	19%	20%	19%	22%	16%	24%	19%
Disagree	26%	28%	27%	21%	23%	14%	24%
Strongly disagree	5%	5%	4%	6%	6%	8%	1%
Don't know	1%	1%	0%	2%	1%	-	-

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Strongly agree	5%	4%	4%	4%	5%	7%	6%	11%	25%	62%	-	4%	8%
Agree	28%	22%	25%	31%	32%	33%	44%	45%	-	15%	49%	27%	35%
Neither agree nor disagree	32%	28%	36%	31%	31%	28%	11%	-	75%	-	31%	33%	24%
Disagree	27%	30%	28%	27%	25%	28%	26%	36%	-	-	20%	27%	27%
Strongly disagree	7%	15%	7%	6%	6%	4%	14%	7%	-	23%	-	8%	6%
Don't know	1%	0%	1%	1%	1%	-	-	-	-	-	-	1%	-

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Strongly agree	10%	13%	9%	9%	10%	14%	10%	24%	-	15%	10%	10%	14%
Agree	39%	40%	40%	38%	40%	32%	38%	49%	17%	25%	52%	40%	34%
Neither agree nor disagree	23%	19%	24%	22%	26%	28%	10%	7%	25%	-	38%	23%	23%
Disagree	23%	23%	23%	25%	21%	20%	33%	20%	35%	60%	-	23%	23%
Strongly disagree	3%	5%	2%	4%	2%	5%	9%	-	-	-	-	3%	5%
Don't know	1%	1%	1%	1%	1%	1%	-	-	24%	-	-	1%	2%

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Strongly agree	8%	8%	6%	9%	10%	9%	9%	-	-	-	-	8%	8%
Agree	42%	35%	42%	46%	40%	42%	37%	50%	58%	85%	56%	42%	42%
Neither agree nor disagree	19%	16%	21%	16%	22%	12%	7%	26%	42%	15%	20%	20%	13%
Disagree	26%	31%	25%	23%	24%	31%	37%	24%	-	-	24%	25%	31%
Strongly disagree	5%	10%	5%	4%	3%	5%	11%	-	-	-	-	5%	6%
Don't know	1%	-	1%	1%	1%	-	-	-	-	-	-	1%	-

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Strongly agree	5%	4%	7%	6%	5%	6%	3%	3%	2%	6%
Agree	28%	37%	30%	23%	31%	29%	31%	30%	32%	28%
Neither agree nor disagree	32%	9%	33%	33%	29%	33%	32%	33%	34%	33%
Disagree	27%	28%	19%	31%	26%	23%	29%	25%	26%	25%
Strongly disagree	7%	22%	10%	5%	7%	8%	6%	8%	6%	8%
Don't know	1%	-	1%	1%	3%	2%	-	1%	-	-

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Strongly agree	10%	12%	14%	12%	11%	9%	9%	7%	12%	14%
Agree	39%	48%	42%	40%	42%	44%	35%	40%	38%	40%
Neither agree nor disagree	23%	14%	23%	22%	25%	19%	26%	22%	23%	26%
Disagree	23%	26%	16%	23%	18%	24%	26%	29%	26%	18%
Strongly disagree	3%	-	2%	3%	3%	2%	4%	1%	1%	1%
Don't know	1%	-	3%	-	2%	3%	-	-	-	2%

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Strongly agree	8%	4%	11%	7%	8%	8%	6%	11%	9%	7%
Agree	42%	42%	44%	43%	40%	38%	55%	37%	50%	38%
Neither agree nor disagree	19%	28%	14%	17%	19%	22%	17%	29%	12%	25%
Disagree	26%	21%	23%	29%	24%	28%	19%	23%	22%	26%
Strongly disagree	5%	6%	7%	4%	6%	2%	2%	2%	7%	4%
Don't know	1%	-	1%	1%	3%	2%	-	-	1%	-

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

q7a. Money is tight this year but I'll still splash out for Christmas : Please record your level of agreement with the following statements.

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Strongly agree	5%	4%	5%	-	2%	14%	-	8%	3%
Agree	28%	33%	26%	26%	19%	33%	16%	35%	18%
Neither agree nor disagree	32%	35%	26%	30%	27%	25%	38%	30%	42%
Disagree	27%	14%	34%	34%	41%	26%	30%	25%	28%
Strongly disagree	7%	14%	9%	10%	11%	2%	17%	2%	8%
Don't know	1%	-	2%	-	-	-	-	1%	1%

q7b. I set a budget for Christmas gift spending and stick to it : Please record your level of agreement with the following statements.

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Strongly agree	10%	6%	15%	12%	2%	11%	-	11%	13%
Agree	39%	33%	40%	25%	30%	37%	40%	33%	38%
Neither agree nor disagree	23%	11%	16%	27%	31%	17%	22%	27%	26%
Disagree	23%	37%	26%	29%	29%	32%	25%	23%	18%
Strongly disagree	3%	13%	1%	5%	8%	3%	13%	3%	4%
Don't know	1%	-	2%	2%	-	-	-	2%	1%

q7c. I usually spend more than I intend to at Christmas : Please record your level of agreement with the following statements.

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Strongly agree	8%	5%	6%	5%	10%	12%	13%	9%	5%
Agree	42%	52%	40%	36%	44%	42%	27%	35%	38%
Neither agree nor disagree	19%	9%	20%	19%	14%	15%	15%	19%	22%
Disagree	26%	26%	30%	25%	27%	29%	40%	29%	29%
Strongly disagree	5%	8%	3%	15%	5%	3%	6%	7%	6%
Don't know	1%	-	2%	-	-	-	-	1%	1%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Strongly agree	9%	8%	11%	10%	9%	9%	10%	8%	9%	8%	13%	13%	10%
Agree	37%	30%	42%	37%	36%	37%	38%	39%	32%	37%	41%	32%	30%
Neither agree nor disagree	26%	29%	24%	25%	29%	27%	26%	28%	28%	24%	24%	23%	33%
Disagree	22%	26%	19%	22%	22%	22%	17%	21%	27%	27%	18%	23%	27%
Strongly disagree	5%	6%	3%	6%	4%	4%	6%	5%	3%	4%	4%	7%	-
Don't know	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	2%	-

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Strongly agree	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	4%	3%	-
Agree	14%	15%	13%	13%	15%	13%	14%	13%	13%	16%	16%	12%	18%
Neither agree nor disagree	34%	34%	33%	33%	34%	36%	34%	33%	36%	31%	37%	24%	40%
Disagree	37%	35%	38%	38%	35%	36%	35%	37%	33%	39%	30%	47%	33%
Strongly disagree	11%	12%	11%	11%	12%	11%	13%	12%	12%	9%	11%	13%	9%
Don't know	2%	2%	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%	-

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Strongly agree	6%	5%	7%	6%	6%	7%	5%	7%	5%	6%	9%	5%	5%
Agree	37%	33%	41%	37%	37%	38%	38%	37%	37%	39%	36%	30%	39%
Neither agree nor disagree	35%	38%	33%	35%	35%	35%	36%	35%	33%	30%	41%	40%	33%
Disagree	17%	19%	15%	17%	16%	17%	17%	17%	17%	17%	8%	20%	13%
Strongly disagree	3%	4%	3%	3%	3%	3%	2%	3%	5%	3%	3%	2%	10%
Don't know	2%	2%	2%	2%	2%	1%	2%	1%	3%	5%	2%	3%	-

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

	2174	93	173	228	456	127	305	295	497	281
Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Strongly agree	9%	8%	9%	9%	6%	15%	11%	10%	10%	13%
Agree	37%	29%	30%	31%	31%	47%	42%	45%	38%	34%
Neither agree nor disagree	26%	20%	32%	30%	30%	19%	25%	21%	28%	27%
Disagree	22%	33%	24%	24%	25%	18%	20%	18%	18%	18%
Strongly disagree	5%	7%	5%	5%	7%	1%	2%	5%	4%	6%
Don't know	1%	2%	2%	1%	1%	-	-	1%	1%	1%

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

	2174	93	173	228	456	127	305	295	497	281
Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Strongly agree	2%	6%	3%	3%	0%	2%	2%	2%	2%	2%
Agree	14%	14%	16%	13%	15%	13%	12%	12%	14%	13%
Neither agree nor disagree	34%	25%	31%	37%	37%	31%	31%	36%	34%	33%
Disagree	37%	47%	30%	30%	37%	43%	40%	35%	38%	36%
Strongly disagree	11%	7%	16%	14%	9%	11%	13%	11%	10%	13%
Don't know	2%	1%	3%	3%	2%	-	2%	2%	2%	2%

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

	2174	93	173	228	456	127	305	295	497	281
Unweighted Base	2174	93	173	228	456	127	305	295	497	281
Base	2171	169	258	263	343	155	272	298	414	260
Strongly agree	6%	7%	4%	8%	3%	7%	8%	7%	6%	6%
Agree	37%	35%	34%	32%	31%	36%	49%	38%	40%	32%
Neither agree nor disagree	35%	24%	40%	41%	40%	26%	26%	36%	37%	43%
Disagree	17%	26%	14%	16%	21%	24%	12%	13%	14%	13%
Strongly disagree	3%	5%	4%	2%	4%	5%	2%	3%	2%	5%
Don't know	2%	2%	4%	2%	1%	2%	3%	2%	1%	1%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Strongly agree	9%	8%	10%	11%	9%	9%	-	10%	11%	4%	7%	15%	9%	4%
Agree	37%	41%	38%	28%	34%	38%	-	38%	37%	56%	33%	30%	34%	34%
Neither agree nor disagree	26%	26%	27%	32%	26%	24%	-	27%	32%	20%	28%	23%	23%	33%
Disagree	22%	21%	20%	27%	24%	24%	60%	21%	15%	16%	23%	27%	28%	12%
Strongly disagree	5%	3%	4%	3%	6%	4%	40%	4%	4%	3%	8%	5%	6%	7%
Don't know	1%	0%	1%	-	2%	1%	-	1%	0%	-	1%	-	1%	10%

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Strongly agree	2%	2%	2%	1%	2%	5%	-	2%	2%	3%	4%	-	3%	4%
Agree	14%	16%	11%	11%	14%	15%	52%	13%	14%	29%	18%	8%	14%	5%
Neither agree nor disagree	34%	38%	33%	33%	32%	31%	-	35%	35%	23%	34%	31%	30%	43%
Disagree	37%	31%	38%	35%	39%	44%	48%	37%	34%	37%	33%	40%	39%	13%
Strongly disagree	11%	12%	14%	20%	9%	5%	-	11%	13%	7%	10%	21%	11%	24%
Don't know	2%	1%	2%	-	4%	-	-	2%	2%	2%	1%	-	2%	10%

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Strongly agree	6%	7%	5%	7%	6%	7%	-	6%	6%	-	9%	4%	6%	17%
Agree	37%	40%	35%	32%	38%	38%	40%	37%	38%	51%	40%	32%	36%	19%
Neither agree nor disagree	35%	36%	35%	40%	34%	23%	52%	38%	33%	22%	36%	34%	32%	30%
Disagree	17%	15%	19%	15%	16%	24%	8%	14%	19%	17%	11%	22%	21%	10%
Strongly disagree	3%	3%	3%	5%	2%	5%	-	2%	2%	9%	3%	9%	4%	6%
Don't know	2%	0%	2%	-	4%	2%	-	2%	3%	2%	1%	-	2%	19%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

	Unweighted Base	2174	812	789	133	295	73	72
Base		2171	729	797	145	322	74	105
Strongly agree	9%	9%	8%	14%	9%	18%	12%	
Agree	37%	38%	36%	37%	32%	37%	46%	
Neither agree nor disagree	26%	26%	27%	29%	27%	24%	22%	
Disagree	22%	22%	23%	12%	26%	18%	19%	
Strongly disagree	5%	4%	5%	5%	6%	3%	2%	
Don't know	1%	2%	1%	2%	-	-	-	

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

	Unweighted Base	2174	812	789	133	295	73	72
Base		2171	729	797	145	322	74	105
Strongly agree	2%	2%	1%	2%	5%	8%	2%	
Agree	14%	14%	14%	14%	12%	19%	16%	
Neither agree nor disagree	34%	33%	34%	39%	32%	37%	26%	
Disagree	37%	38%	37%	26%	37%	27%	46%	
Strongly disagree	11%	11%	11%	17%	13%	9%	10%	
Don't know	2%	2%	2%	2%	1%	-	1%	

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

	Unweighted Base	2174	812	789	133	295	73	72
Base		2171	729	797	145	322	74	105
Strongly agree	6%	5%	5%	5%	8%	18%	9%	
Agree	37%	37%	38%	33%	35%	39%	40%	
Neither agree nor disagree	35%	35%	38%	42%	29%	31%	28%	
Disagree	17%	17%	15%	12%	24%	8%	18%	
Strongly disagree	3%	3%	3%	6%	2%	4%	5%	
Don't know	2%	3%	2%	2%	2%	-	1%	

**YouGov SixthSense Survey
Results**

Sample Size: 2294
Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Strongly agree	9%	10%	9%	9%	12%	5%	22%	21%	-	25%	-	10%	8%
Agree	37%	26%	39%	37%	40%	35%	21%	36%	41%	38%	70%	37%	33%
Neither agree nor disagree	26%	28%	27%	25%	25%	31%	24%	13%	25%	37%	9%	26%	28%
Disagree	22%	29%	20%	26%	17%	22%	20%	31%	35%	-	11%	22%	23%
Strongly disagree	5%	6%	5%	2%	5%	7%	13%	-	-	-	10%	4%	7%
Don't know	1%	1%	1%	1%	1%	1%	-	-	-	-	-	1%	1%

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Strongly agree	2%	3%	2%	2%	2%	4%	8%	-	-	-	-	2%	4%
Agree	14%	13%	13%	14%	15%	12%	34%	19%	35%	52%	56%	13%	17%
Neither agree nor disagree	34%	33%	36%	34%	29%	38%	16%	40%	49%	-	10%	34%	34%
Disagree	37%	34%	37%	40%	38%	37%	20%	34%	17%	48%	34%	37%	33%
Strongly disagree	11%	14%	11%	9%	14%	10%	22%	7%	-	-	-	12%	11%
Don't know	2%	3%	2%	2%	3%	-	-	-	-	-	-	2%	-

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Strongly agree	6%	7%	5%	7%	6%	8%	12%	-	-	-	-	6%	8%
Agree	37%	30%	36%	40%	38%	36%	50%	47%	58%	100%	80%	37%	39%
Neither agree nor disagree	35%	38%	38%	34%	31%	36%	18%	47%	25%	-	-	36%	33%
Disagree	17%	17%	16%	16%	19%	15%	9%	6%	17%	-	20%	17%	13%
Strongly disagree	3%	5%	3%	1%	3%	6%	8%	-	-	-	-	3%	6%
Don't know	2%	3%	1%	2%	3%	-	2%	-	-	-	-	2%	0%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Strongly agree	9%	18%	15%	10%	10%	12%	8%	4%	13%	6%
Agree	37%	44%	47%	35%	37%	33%	38%	45%	35%	33%
Neither agree nor disagree	26%	14%	22%	27%	22%	30%	29%	29%	30%	29%
Disagree	22%	22%	13%	24%	25%	19%	21%	19%	19%	25%
Strongly disagree	5%	-	2%	3%	4%	4%	4%	2%	3%	6%
Don't know	1%	2%	1%	1%	3%	2%	-	1%	-	-

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Strongly agree	2%	3%	2%	5%	3%	2%	2%	1%	2%	5%
Agree	14%	12%	19%	11%	18%	13%	10%	16%	17%	14%
Neither agree nor disagree	34%	33%	27%	38%	25%	34%	38%	36%	26%	33%
Disagree	37%	31%	37%	36%	35%	34%	38%	40%	43%	33%
Strongly disagree	11%	19%	12%	8%	16%	13%	10%	6%	10%	14%
Don't know	2%	2%	3%	2%	4%	4%	2%	2%	2%	1%

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

	2174	29	92	144	137	154	160	124	107	97
Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base	2171	32	88	134	137	143	160	128	99	101
Strongly agree	6%	7%	12%	8%	2%	9%	5%	8%	5%	9%
Agree	37%	44%	41%	42%	39%	30%	41%	34%	39%	34%
Neither agree nor disagree	35%	34%	28%	34%	39%	32%	29%	43%	36%	38%
Disagree	17%	14%	10%	12%	16%	20%	18%	12%	18%	17%
Strongly disagree	3%	-	7%	2%	2%	6%	5%	1%	1%	1%
Don't know	2%	2%	3%	2%	2%	3%	1%	1%	1%	1%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

q7d. You have to start your Christmas shopping early to get exactly what you want : Please record your level of agreement with the following statements.

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Strongly agree	9%	5%	10%	3%	5%	17%	11%	8%	12%
Agree	37%	35%	36%	38%	35%	27%	25%	40%	31%
Neither agree nor disagree	26%	32%	25%	29%	19%	16%	31%	27%	28%
Disagree	22%	15%	22%	18%	38%	33%	27%	21%	23%
Strongly disagree	5%	12%	6%	12%	4%	7%	6%	5%	4%
Don't know	1%	1%	2%	-	-	-	-	-	1%

q7e. It pays to leave Christmas shopping late to get last minute bargains : Please record your level of agreement with the following statements.

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Strongly agree	2%	-	-	3%	2%	7%	-	2%	2%
Agree	14%	20%	8%	7%	4%	14%	-	20%	13%
Neither agree nor disagree	34%	31%	38%	31%	33%	32%	54%	31%	37%
Disagree	37%	28%	41%	36%	54%	45%	32%	41%	34%
Strongly disagree	11%	17%	10%	19%	6%	3%	14%	7%	12%
Don't know	2%	3%	3%	3%	2%	-	-	-	3%

q7f. It pays to wait for discount days to get Christmas gift shopping : Please record your level of agreement with the following statements.

	2174	55	109	51	66	37	10	101	321
Unweighted Base	2174	55	109	51	66	37	10	101	321
Base	2171	49	122	53	61	36	10	121	305
Strongly agree	6%	9%	1%	10%	3%	8%	-	4%	5%
Agree	37%	29%	32%	38%	35%	46%	19%	42%	36%
Neither agree nor disagree	35%	30%	36%	27%	28%	35%	36%	31%	40%
Disagree	17%	22%	23%	15%	29%	11%	40%	18%	14%
Strongly disagree	3%	8%	4%	9%	-	-	6%	3%	2%
Don't know	2%	2%	4%	1%	5%	-	-	3%	2%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

	2065	893	1172	1196	869	489	293	472	224	249	111	179	48
Unweighted Base	2065	893	1172	1196	869	489	293	472	224	249	111	179	48
Base	2064	971	1093	1144	920	482	339	467	190	244	103	175	64
All of it	2%	2%	2%	2%	2%	1%	2%	2%	3%	1%	5%	2%	-
Most of it	22%	23%	22%	24%	20%	19%	23%	21%	30%	20%	25%	22%	26%
Some of it	58%	56%	60%	60%	56%	64%	52%	62%	52%	56%	49%	58%	57%
None of it	14%	14%	13%	11%	17%	12%	17%	11%	12%	16%	20%	14%	12%
Don't know/would rather not say	4%	5%	4%	4%	5%	4%	6%	4%	2%	7%	2%	3%	4%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

	2065	893	1172	1196	869	489	293	472	224	249	111	179	48
Unweighted Base	2065	893	1172	1196	869	489	293	472	224	249	111	179	48
Base	2064	971	1093	1144	920	482	339	467	190	244	103	175	64
All of it	0%	1%	0%	0%	0%	0%	0%	1%	-	-	1%	1%	-
Most of it	3%	3%	2%	3%	2%	3%	2%	2%	3%	3%	8%	3%	7%
Some of it	24%	24%	24%	25%	23%	25%	24%	29%	23%	17%	23%	27%	21%
None of it	64%	65%	63%	62%	66%	63%	62%	61%	66%	72%	62%	64%	62%
Don't know/would rather not say	9%	7%	10%	9%	8%	10%	12%	7%	8%	9%	5%	6%	10%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

	2065	91	161	210	431	124	297	278	473	265
Unweighted Base	2065	91	161	210	431	124	297	278	473	265
Base	2064	166	240	241	325	152	265	282	393	245
All of it	2%	5%	2%	2%	1%	1%	3%	2%	1%	1%
Most of it	22%	24%	32%	27%	12%	20%	32%	21%	16%	14%
Some of it	58%	54%	54%	56%	60%	64%	56%	64%	57%	51%
None of it	14%	11%	8%	11%	21%	11%	8%	10%	21%	28%
Don't know/would rather not say	4%	6%	3%	3%	6%	3%	2%	3%	6%	6%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

	2065	91	161	210	431	124	297	278	473	265
Unweighted Base	2065	91	161	210	431	124	297	278	473	265
Base	2064	166	240	241	325	152	265	282	393	245
All of it	0%	2%	1%	1%	-	1%	0%	-	-	-
Most of it	3%	2%	6%	4%	2%	1%	3%	3%	2%	3%
Some of it	24%	14%	26%	25%	27%	12%	24%	32%	24%	22%
None of it	64%	72%	61%	65%	64%	75%	68%	54%	62%	66%
Don't know/would rather not say	9%	11%	6%	5%	7%	12%	5%	11%	12%	9%

**YouGov SixthSense Survey
Results**

Sample Size: 2294
Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

Unweighted Base	2065	474	427	91	649	156	3	1109	237	41	138	66	455	19
Base	2064	480	421	91	616	207	4	1008	253	41	117	54	570	21
All of it	2%	2%	1%	2%	2%	3%	-	1%	1%	-	3%	3%	3%	-
Most of it	22%	20%	23%	22%	27%	20%	92%	19%	31%	25%	16%	19%	25%	17%
Some of it	58%	58%	61%	55%	59%	61%	8%	62%	55%	56%	58%	51%	54%	46%
None of it	14%	16%	11%	20%	7%	13%	-	13%	9%	16%	20%	23%	13%	32%
Don't know/would rather not say	4%	4%	4%	2%	5%	4%	-	4%	4%	3%	3%	4%	5%	5%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

Unweighted Base	2065	474	427	91	649	156	3	1109	237	41	138	66	455	19
Base	2064	480	421	91	616	207	4	1008	253	41	117	54	570	21
All of it	0%	1%	0%	-	0%	0%	-	-	-	-	1%	-	1%	-
Most of it	3%	3%	3%	5%	3%	1%	-	2%	8%	-	2%	6%	2%	-
Some of it	24%	28%	27%	20%	25%	12%	-	28%	24%	30%	18%	31%	18%	22%
None of it	64%	59%	62%	65%	63%	77%	48%	62%	59%	61%	65%	58%	70%	73%
Don't know/would rather not say	9%	9%	8%	10%	8%	9%	52%	8%	9%	9%	14%	5%	9%	5%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

	2065	769	755	119	281	70	71
Unweighted Base	2065	769	755	119	281	70	71
Base	2064	692	761	127	309	71	104
All of it	2%	1%	1%	1%	4%	9%	1%
Most of it	22%	17%	27%	19%	22%	16%	27%
Some of it	58%	58%	58%	50%	61%	58%	59%
None of it	14%	18%	10%	26%	10%	14%	11%
Don't know/would rather not say	4%	6%	4%	4%	3%	3%	2%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

	2065	769	755	119	281	70	71
Unweighted Base	2065	769	755	119	281	70	71
Base	2064	692	761	127	309	71	104
All of it	0%	-	-	1%	0%	5%	1%
Most of it	3%	2%	4%	4%	2%	1%	6%
Some of it	24%	23%	28%	33%	17%	26%	12%
None of it	64%	67%	59%	56%	70%	59%	72%
Don't know/would rather not say	9%	8%	9%	6%	9%	10%	10%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

	2065	274	937	375	332	103	22	10	4	4	4	1918	139
Unweighted Base	2065	274	937	375	332	103	22	10	4	4	4	1918	139
Base	2064	254	847	418	371	122	26	12	5	5	5	1889	164
All of it	2%	5%	1%	1%	2%	3%	3%	-	-	-	-	2%	2%
Most of it	22%	19%	20%	22%	29%	22%	29%	15%	-	23%	50%	22%	22%
Some of it	58%	51%	58%	60%	59%	62%	62%	71%	100%	77%	50%	58%	64%
None of it	14%	20%	16%	13%	7%	10%	2%	14%	-	-	-	14%	9%
Don't know/would rather not say	4%	5%	6%	3%	3%	4%	4%	-	-	-	-	4%	3%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

	2065	274	937	375	332	103	22	10	4	4	4	1918	139
Unweighted Base	2065	274	937	375	332	103	22	10	4	4	4	1918	139
Base	2064	254	847	418	371	122	26	12	5	5	5	1889	164
All of it	0%	2%	0%	-	0%	-	-	-	-	-	-	0%	-
Most of it	3%	3%	2%	3%	4%	1%	8%	8%	-	-	-	3%	3%
Some of it	24%	18%	25%	25%	24%	30%	30%	26%	-	-	64%	24%	29%
None of it	64%	67%	63%	66%	63%	62%	52%	66%	52%	100%	36%	64%	60%
Don't know/would rather not say	9%	10%	10%	6%	8%	8%	9%	-	49%	-	-	9%	9%

**YouGov SixthSense Survey
Results**

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

	2065	28	89	138	131	151	151	119	105	94
Unweighted Base	2065	28	89	138	131	151	151	119	105	94
Base	2064	31	85	130	133	140	151	124	97	98
All of it	2%	13%	3%	2%	2%	2%	2%	-	2%	2%
Most of it	22%	23%	16%	18%	15%	24%	16%	21%	19%	33%
Some of it	58%	50%	52%	45%	58%	52%	68%	64%	60%	53%
None of it	14%	9%	25%	29%	17%	17%	12%	13%	17%	9%
Don't know/would rather not say	4%	5%	4%	7%	9%	5%	2%	2%	2%	3%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

	2065	28	89	138	131	151	151	119	105	94
Unweighted Base	2065	28	89	138	131	151	151	119	105	94
Base	2064	31	85	130	133	140	151	124	97	98
All of it	0%	3%	-	-	-	-	1%	-	1%	-
Most of it	3%	7%	3%	5%	2%	1%	2%	4%	1%	4%
Some of it	24%	20%	35%	22%	25%	26%	26%	28%	23%	29%
None of it	64%	54%	55%	64%	62%	63%	63%	57%	69%	62%
Don't know/would rather not say	9%	16%	7%	9%	11%	10%	9%	11%	5%	5%

**YouGov SixthSense Survey
Results**

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

q8. How much of your Christmas gift shopping will you be buying online this Christmas?

	2065	54	106	49	65	36	10	94	285
Unweighted Base	2065	54	106	49	65	36	10	94	285
Base	2064	48	119	51	60	35	10	113	268
All of it	2%	1%	1%	-	2%	5%	-	2%	1%
Most of it	22%	30%	25%	35%	20%	41%	16%	30%	18%
Some of it	58%	58%	66%	55%	71%	42%	76%	47%	61%
None of it	14%	8%	4%	8%	6%	6%	8%	17%	12%
Don't know/would rather not say	4%	3%	4%	1%	2%	6%	-	3%	8%

q9. How much of your Christmas gift shopping will you be buying via a mail order service this Christmas?

	2065	54	106	49	65	36	10	94	285
Unweighted Base	2065	54	106	49	65	36	10	94	285
Base	2064	48	119	51	60	35	10	113	268
All of it	0%	-	-	-	-	-	-	-	0%
Most of it	3%	-	4%	3%	2%	1%	-	1%	2%
Some of it	24%	32%	26%	22%	26%	28%	13%	17%	19%
None of it	64%	67%	62%	65%	69%	65%	57%	69%	68%
Don't know/would rather not say	9%	1%	8%	10%	3%	5%	30%	12%	12%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

	2065	893	1172	1196	869	489	293	472	224	249	111	179	48
Unweighted Base	2065	893	1172	1196	869	489	293	472	224	249	111	179	48
Base	2064	971	1093	1144	920	482	339	467	190	244	103	175	64
Cash	31%	33%	29%	30%	33%	34%	35%	30%	29%	22%	39%	33%	23%
Shopping/gift voucher	34%	33%	35%	35%	33%	35%	34%	29%	41%	28%	37%	42%	43%
Clothing	52%	47%	56%	54%	49%	53%	52%	52%	49%	48%	56%	55%	59%
Lingerie/nightwear	11%	8%	14%	12%	10%	14%	11%	7%	8%	10%	17%	14%	12%
Footwear	8%	7%	9%	7%	10%	8%	12%	9%	5%	6%	6%	8%	9%
Jewellery	27%	21%	32%	27%	27%	24%	24%	26%	27%	27%	27%	40%	33%
Music/DVD	51%	53%	49%	51%	51%	51%	49%	51%	53%	52%	40%	57%	51%
Computer games console, eg. Nintendo Wii	16%	17%	15%	15%	18%	16%	14%	18%	24%	10%	15%	18%	21%
Computer games console accessories/add ons	14%	13%	15%	12%	16%	14%	15%	15%	14%	13%	10%	10%	15%
Books	54%	51%	57%	60%	47%	52%	54%	53%	59%	58%	52%	52%	67%
Perfume/aftershave	40%	38%	41%	38%	43%	47%	37%	35%	32%	39%	37%	46%	43%
Cosmetics/skincare/toiletries	36%	26%	45%	37%	34%	36%	37%	32%	35%	39%	37%	34%	45%
Toys and games excluding computer games	35%	31%	38%	36%	34%	34%	35%	36%	34%	33%	33%	32%	47%
Fine food	13%	11%	15%	15%	11%	11%	12%	12%	18%	18%	9%	14%	15%
Alcoholic drink	37%	37%	37%	39%	34%	39%	38%	32%	32%	37%	38%	41%	49%
Small electrical appliance, eg. Kettle/toaster	7%	7%	6%	7%	6%	4%	6%	9%	7%	8%	6%	7%	10%
Large electrical appliance, eg. TV	2%	3%	2%	2%	2%	1%	3%	3%	3%	3%	3%	1%	6%
Electronic gadget, eg. Amazon Kindle	12%	15%	9%	11%	12%	10%	9%	14%	14%	11%	5%	13%	18%
Computer hardware, eg. Laptop	4%	6%	3%	4%	5%	4%	5%	4%	5%	4%	4%	5%	11%
Computer software	7%	10%	4%	7%	6%	7%	7%	5%	8%	5%	8%	5%	18%
Mobile phone	4%	4%	4%	3%	5%	2%	5%	5%	3%	4%	3%	5%	13%
Household items	17%	14%	20%	18%	17%	15%	18%	21%	15%	22%	11%	14%	16%
Charitable donation	6%	6%	7%	7%	5%	6%	7%	7%	5%	9%	3%	4%	6%
Other, please specify	5%	3%	6%	5%	4%	2%	3%	7%	8%	3%	3%	9%	8%
Don't know	5%	6%	3%	4%	6%	4%	4%	6%	2%	5%	6%	3%	3%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

	2065	91	161	210	431	124	297	278	473	265
Unweighted Base	2065	91	161	210	431	124	297	278	473	265
Base	2064	166	240	241	325	152	265	282	393	245
Cash	31%	27%	15%	35%	49%	13%	16%	33%	42%	48%
Shopping/gift voucher	34%	24%	36%	33%	36%	30%	33%	41%	35%	33%
Clothing	52%	50%	45%	50%	46%	63%	57%	59%	50%	41%
Lingerie/nightwear	11%	6%	11%	7%	7%	13%	9%	14%	17%	15%
Footwear	8%	12%	12%	5%	4%	16%	7%	7%	8%	9%
Jewellery	27%	17%	21%	24%	22%	43%	30%	32%	28%	25%
Music/DVD	51%	65%	56%	62%	39%	63%	47%	58%	39%	32%
Computer games console, eg. Nintendo Wii	16%	15%	18%	21%	15%	10%	19%	19%	13%	16%
Computer games console accessories/add ons	14%	18%	17%	14%	6%	13%	19%	16%	12%	11%
Books	54%	47%	50%	57%	50%	55%	58%	56%	57%	41%
Perfume/aftershave	40%	39%	39%	42%	35%	50%	37%	45%	39%	41%
Cosmetics/skincare/toiletries	36%	26%	30%	25%	24%	57%	47%	51%	34%	28%
Toys and games excluding computer games	35%	18%	33%	35%	32%	23%	47%	41%	37%	34%
Fine food	13%	11%	14%	10%	9%	13%	14%	17%	14%	7%
Alcoholic drink	37%	36%	39%	37%	35%	46%	36%	39%	32%	26%
Small electrical appliance, eg. Kettle/toaster	7%	9%	9%	6%	6%	5%	5%	10%	4%	4%
Large electrical appliance, eg. TV	2%	2%	4%	2%	3%	3%	3%	4%	1%	2%
Electronic gadget, eg. Amazon Kindle	12%	24%	17%	14%	9%	12%	9%	10%	7%	7%
Computer hardware, eg. Laptop	4%	9%	7%	6%	4%	1%	4%	6%	2%	3%
Computer software	7%	14%	9%	10%	7%	3%	4%	6%	4%	5%
Mobile phone	4%	8%	4%	7%	1%	2%	4%	7%	2%	2%
Household items	17%	14%	17%	10%	16%	22%	24%	22%	15%	14%
Charitable donation	6%	4%	5%	5%	8%	5%	3%	6%	10%	4%
Other, please specify	5%	3%	4%	3%	4%	5%	5%	7%	6%	3%
Don't know	5%	9%	8%	5%	3%	1%	5%	2%	4%	4%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

	2065	474	427	91	649	156	3	1109	237	41	138	66	455	19
Unweighted Base	2065	474	427	91	649	156	3	1109	237	41	138	66	455	19
Base	2064	480	421	91	616	207	4	1008	253	41	117	54	570	21
Cash	31%	40%	34%	15%	23%	17%	8%	37%	26%	31%	44%	42%	20%	24%
Shopping/gift voucher	34%	40%	37%	37%	32%	24%	40%	39%	33%	44%	29%	24%	28%	28%
Clothing	52%	55%	55%	45%	53%	53%	60%	55%	49%	61%	43%	40%	50%	65%
Lingerie/nightwear	11%	12%	13%	9%	8%	8%	-	12%	13%	12%	11%	17%	8%	12%
Footwear	8%	6%	8%	7%	7%	15%	52%	7%	10%	3%	12%	1%	10%	25%
Jewellery	27%	28%	28%	17%	25%	33%	48%	27%	28%	33%	29%	19%	25%	33%
Music/DVD	51%	53%	50%	56%	53%	65%	100%	49%	57%	49%	39%	33%	56%	52%
Computer games console, eg. Nintendo Wii	16%	20%	20%	12%	13%	14%	-	19%	14%	19%	16%	11%	12%	27%
Computer games console accessories/add ons	14%	15%	15%	14%	12%	15%	52%	14%	16%	15%	12%	10%	13%	4%
Books	54%	47%	51%	49%	67%	57%	48%	56%	53%	39%	54%	47%	53%	40%
Perfume/aftershave	40%	45%	39%	37%	34%	47%	8%	39%	43%	47%	39%	29%	39%	71%
Cosmetics/skincare/toiletries	36%	37%	33%	40%	37%	42%	-	34%	38%	38%	37%	25%	38%	38%
Toys and games excluding computer games	35%	39%	36%	31%	37%	20%	-	42%	34%	41%	33%	37%	21%	37%
Fine food	13%	12%	10%	18%	17%	13%	8%	12%	15%	13%	14%	12%	13%	9%
Alcoholic drink	37%	36%	37%	46%	39%	38%	48%	36%	44%	25%	32%	27%	38%	27%
Small electrical appliance, eg. Kettle/toaster	7%	6%	6%	6%	9%	8%	-	6%	8%	1%	3%	8%	8%	7%
Large electrical appliance, eg. TV	2%	3%	2%	5%	1%	5%	-	3%	4%	-	1%	4%	2%	-
Electronic gadget, eg. Amazon Kindle	12%	8%	9%	13%	14%	22%	-	10%	13%	13%	4%	7%	15%	10%
Computer hardware, eg. Laptop	4%	4%	3%	5%	5%	8%	-	5%	5%	5%	4%	-	4%	-
Computer software	7%	5%	6%	10%	7%	11%	-	8%	7%	1%	2%	3%	7%	-
Mobile phone	4%	4%	3%	3%	4%	7%	-	4%	3%	7%	1%	-	5%	4%
Household items	17%	13%	15%	19%	22%	20%	-	16%	21%	18%	17%	14%	19%	17%
Charitable donation	6%	5%	5%	13%	8%	6%	-	7%	6%	3%	7%	6%	5%	5%
Other, please specify	5%	3%	8%	10%	4%	4%	-	4%	4%	2%	6%	8%	5%	5%
Don't know	5%	4%	3%	10%	5%	8%	-	4%	5%	3%	1%	5%	6%	15%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

	2065	769	755	119	281	70	71
Unweighted Base	2065	769	755	119	281	70	71
Base	2064	692	761	127	309	71	104
Cash	31%	41%	27%	42%	21%	24%	21%
Shopping/gift voucher	34%	37%	37%	33%	27%	27%	20%
Clothing	52%	50%	55%	47%	50%	52%	54%
Lingerie/nightwear	11%	12%	11%	7%	9%	11%	8%
Footwear	8%	8%	7%	9%	9%	13%	15%
Jewellery	27%	24%	28%	31%	28%	25%	25%
Music/DVD	51%	44%	56%	48%	56%	38%	56%
Computer games console, eg. Nintendo Wii	16%	15%	20%	16%	12%	13%	17%
Computer games console accessories/add ons	14%	11%	14%	13%	17%	16%	19%
Books	54%	55%	57%	44%	53%	41%	50%
Perfume/aftershave	40%	37%	38%	43%	45%	37%	49%
Cosmetics/skincare/toiletries	36%	34%	37%	26%	42%	29%	37%
Toys and games excluding computer games	35%	31%	41%	37%	30%	38%	23%
Fine food	13%	13%	13%	5%	17%	15%	3%
Alcoholic drink	37%	36%	39%	29%	40%	26%	26%
Small electrical appliance, eg. Kettle/toaster	7%	6%	5%	8%	11%	5%	9%
Large electrical appliance, eg. TV	2%	2%	2%	2%	4%	8%	-
Electronic gadget, eg. Amazon Kindle	12%	9%	12%	6%	14%	11%	23%
Computer hardware, eg. Laptop	4%	3%	5%	1%	4%	5%	11%
Computer software	7%	6%	8%	3%	7%	10%	6%
Mobile phone	4%	3%	5%	4%	4%	3%	5%
Household items	17%	17%	17%	15%	21%	17%	15%
Charitable donation	6%	9%	5%	1%	7%	5%	3%
Other, please specify	5%	5%	5%	7%	4%	2%	3%
Don't know	5%	4%	5%	2%	4%	5%	5%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

	2065	274	937	375	332	103	22	10	4	4	4	1918	139
Unweighted Base	2065	274	937	375	332	103	22	10	4	4	4	1918	139
Base	2064	254	847	418	371	122	26	12	5	5	5	1889	164
Cash	31%	29%	36%	29%	26%	30%	24%	7%	-	37%	50%	32%	27%
Shopping/gift voucher	34%	26%	35%	39%	34%	30%	36%	28%	24%	-	67%	35%	30%
Clothing	52%	46%	49%	55%	57%	62%	42%	68%	58%	23%	68%	51%	59%
Lingerie/nightwear	11%	12%	10%	11%	11%	11%	13%	37%	-	15%	-	11%	13%
Footwear	8%	5%	6%	10%	10%	16%	26%	-	-	37%	-	8%	16%
Jewellery	27%	21%	25%	33%	26%	28%	31%	65%	58%	-	50%	26%	32%
Music/DVD	51%	39%	43%	56%	67%	63%	58%	89%	17%	23%	17%	50%	63%
Computer games console, eg. Nintendo Wii	16%	11%	13%	16%	26%	25%	10%	22%	-	37%	-	16%	22%
Computer games console accessories/add ons	14%	8%	11%	12%	21%	22%	33%	42%	-	15%	-	13%	24%
Books	54%	51%	52%	58%	60%	49%	51%	72%	35%	40%	19%	55%	50%
Perfume/aftershave	40%	32%	39%	42%	46%	38%	22%	69%	58%	37%	-	40%	39%
Cosmetics/skincare/toiletries	36%	33%	34%	37%	38%	41%	52%	50%	52%	25%	36%	35%	43%
Toys and games excluding computer games	35%	31%	34%	35%	38%	39%	33%	29%	-	25%	19%	35%	36%
Fine food	13%	11%	15%	11%	12%	15%	13%	6%	35%	-	-	13%	14%
Alcoholic drink	37%	35%	36%	40%	35%	33%	66%	52%	35%	38%	17%	36%	40%
Small electrical appliance, eg. Kettle/toaster	7%	7%	5%	6%	10%	5%	10%	14%	-	37%	-	7%	6%
Large electrical appliance, eg. TV	2%	2%	2%	2%	4%	2%	3%	14%	-	-	-	2%	3%
Electronic gadget, eg. Amazon Kindle	12%	7%	9%	15%	14%	16%	16%	33%	58%	25%	-	11%	19%
Computer hardware, eg. Laptop	4%	1%	3%	5%	8%	10%	3%	14%	-	37%	-	4%	9%
Computer software	7%	3%	5%	9%	9%	12%	14%	14%	-	-	-	6%	12%
Mobile phone	4%	2%	2%	7%	5%	11%	3%	9%	-	-	-	3%	10%
Household items	17%	19%	18%	18%	16%	12%	21%	-	24%	-	-	18%	13%
Charitable donation	6%	7%	8%	4%	5%	5%	6%	11%	-	62%	-	6%	5%
Other, please specify	5%	7%	5%	3%	4%	7%	11%	-	-	-	-	4%	7%
Don't know	5%	5%	4%	5%	4%	4%	-	-	25%	-	15%	5%	3%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

	2065	28	89	138	131	151	151	119	105	94
Unweighted Base	2065	28	89	138	131	151	151	119	105	94
Base	2064	31	85	130	133	140	151	124	97	98
Cash	31%	34%	39%	38%	35%	33%	31%	36%	39%	25%
Shopping/gift voucher	34%	20%	28%	36%	35%	37%	35%	35%	41%	42%
Clothing	52%	54%	44%	41%	48%	44%	56%	50%	59%	45%
Lingerie/nightwear	11%	5%	13%	6%	15%	12%	10%	9%	11%	9%
Footwear	8%	3%	6%	5%	3%	8%	6%	15%	6%	11%
Jewellery	27%	13%	17%	24%	30%	26%	30%	21%	30%	31%
Music/DVD	51%	37%	40%	38%	43%	47%	53%	50%	59%	53%
Computer games console, eg. Nintendo Wii	16%	23%	15%	15%	15%	16%	12%	17%	23%	18%
Computer games console accessories/add ons	14%	9%	15%	15%	11%	12%	17%	20%	11%	16%
Books	54%	37%	38%	42%	51%	44%	56%	61%	59%	59%
Perfume/aftershave	40%	34%	34%	29%	41%	37%	46%	40%	42%	36%
Cosmetics/skincare/toiletries	36%	23%	32%	27%	33%	37%	38%	35%	38%	29%
Toys and games excluding computer games	35%	28%	29%	34%	37%	33%	38%	39%	41%	32%
Fine food	13%	6%	6%	8%	7%	12%	15%	13%	11%	13%
Alcoholic drink	37%	18%	25%	26%	42%	33%	40%	42%	45%	36%
Small electrical appliance, eg. Kettle/toaster	7%	14%	2%	4%	6%	3%	9%	9%	6%	12%
Large electrical appliance, eg. TV	2%	7%	1%	3%	2%	3%	1%	5%	5%	2%
Electronic gadget, eg. Amazon Kindle	12%	17%	5%	5%	7%	9%	12%	8%	10%	13%
Computer hardware, eg. Laptop	4%	3%	3%	3%	2%	2%	6%	9%	3%	3%
Computer software	7%	9%	3%	5%	3%	6%	8%	6%	8%	10%
Mobile phone	4%	7%	2%	0%	3%	3%	3%	7%	5%	8%
Household items	17%	9%	15%	18%	19%	18%	20%	12%	21%	17%
Charitable donation	6%	7%	2%	7%	4%	4%	8%	9%	6%	6%
Other, please specify	5%	3%	9%	7%	6%	4%	4%	5%	3%	4%
Don't know	5%	6%	3%	3%	3%	7%	2%	7%	3%	8%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							Don't know	Prefer not to answer
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over			

q10. Which of the following gifts are you most likely to buy for family and friends this year?
Please choose all that apply.

Unweighted Base	2065	54	106	49	65	36	10	94	285
Base	2064	48	119	51	60	35	10	113	268
Cash	31%	34%	25%	30%	20%	33%	12%	26%	34%
Shopping/gift voucher	34%	25%	44%	33%	41%	41%	31%	22%	34%
Clothing	52%	57%	57%	58%	50%	69%	49%	62%	53%
Lingerie/nightwear	11%	9%	12%	9%	10%	7%	13%	6%	13%
Footwear	8%	2%	9%	11%	3%	14%	13%	11%	9%
Jewellery	27%	36%	25%	29%	33%	23%	35%	30%	30%
Music/DVD	51%	66%	67%	49%	51%	60%	62%	59%	53%
Computer games console, eg. Nintendo Wii	16%	24%	15%	14%	11%	7%	21%	13%	16%
Computer games console accessories/add ons	14%	16%	14%	11%	6%	16%	13%	15%	9%
Books	54%	68%	64%	47%	69%	74%	55%	52%	60%
Perfume/aftershave	40%	42%	41%	54%	37%	30%	51%	40%	45%
Cosmetics/skincare/toiletries	36%	39%	37%	41%	38%	51%	51%	43%	39%
Toys and games excluding computer games	35%	38%	41%	20%	28%	37%	35%	26%	34%
Fine food	13%	19%	26%	8%	16%	33%	30%	8%	16%
Alcoholic drink	37%	36%	46%	30%	45%	51%	27%	34%	35%
Small electrical appliance, eg. Kettle/toaster	7%	15%	7%	2%	7%	-	6%	11%	8%
Large electrical appliance, eg. TV	2%	4%	2%	-	1%	10%	-	-	2%
Electronic gadget, eg. Amazon Kindle	12%	17%	21%	13%	22%	21%	21%	9%	9%
Computer hardware, eg. Laptop	4%	3%	7%	7%	3%	17%	-	1%	3%
Computer software	7%	9%	7%	9%	8%	17%	-	6%	8%
Mobile phone	4%	10%	3%	9%	4%	-	13%	1%	3%
Household items	17%	35%	15%	26%	29%	27%	43%	11%	14%
Charitable donation	6%	9%	10%	2%	8%	4%	8%	2%	8%
Other, please specify	5%	5%	6%	7%	7%	-	13%	2%	3%
Don't know	5%	4%	2%	-	5%	9%	24%	6%	4%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
	Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
Cash		22%	21%	22%	19%	25%	28%	20%	18%	15%	21%	20%	21%	26%
Shopping/gift voucher		12%	8%	16%	13%	11%	12%	12%	12%	11%	12%	10%	14%	21%
Clothing		25%	22%	29%	25%	26%	25%	26%	26%	24%	24%	21%	25%	40%
Lingerie/nightwear		4%	1%	6%	4%	2%	3%	3%	2%	5%	7%	6%	2%	1%
Footwear		5%	4%	6%	5%	6%	3%	6%	6%	4%	4%	3%	6%	9%
Jewellery		10%	3%	17%	11%	10%	10%	10%	12%	12%	8%	10%	9%	15%
Music/DVD		19%	23%	15%	20%	18%	16%	17%	21%	20%	20%	17%	20%	21%
Computer games console, eg. Nintendo Wii		5%	6%	3%	4%	5%	3%	4%	6%	9%	2%	4%	7%	2%
Computer games console accessories/add ons		4%	6%	3%	4%	5%	4%	5%	5%	5%	4%	2%	4%	3%
Books		24%	21%	27%	27%	20%	20%	22%	27%	23%	23%	24%	26%	33%
Perfume/aftershave		17%	11%	23%	18%	17%	20%	15%	15%	17%	17%	19%	22%	16%
Cosmetics/skincare/toiletries		8%	2%	14%	10%	7%	8%	8%	9%	8%	10%	12%	6%	10%
Toys and games excluding computer games		2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	5%
Fine food		4%	5%	3%	4%	4%	4%	3%	4%	4%	4%	8%	3%	7%
Alcoholic drink		7%	11%	4%	7%	7%	8%	7%	6%	7%	7%	9%	8%	8%
Small electrical appliance, eg. Kettle/toaster		2%	2%	3%	3%	2%	2%	4%	2%	2%	4%	1%	0%	-
Large electrical appliance, eg. TV		2%	3%	2%	2%	3%	2%	2%	3%	2%	1%	3%	2%	-
Electronic gadget, eg. Amazon Kindle		5%	7%	4%	6%	4%	5%	5%	6%	3%	7%	1%	6%	7%
Computer hardware, eg. Laptop		5%	6%	3%	4%	5%	4%	4%	5%	6%	8%	4%	2%	1%
Computer software		4%	6%	1%	4%	4%	4%	3%	3%	7%	3%	3%	7%	3%
Mobile phone		3%	4%	3%	3%	4%	3%	4%	3%	1%	4%	8%	3%	3%
Household items		6%	4%	7%	7%	4%	3%	4%	7%	9%	9%	7%	2%	2%
Charitable donation		1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	-
Other, please specify		4%	4%	4%	4%	5%	4%	5%	5%	5%	5%	2%	1%	9%
Don't know		13%	16%	10%	12%	14%	14%	14%	13%	15%	11%	12%	13%	8%
None of these		9%	10%	7%	7%	10%	8%	10%	8%	6%	8%	12%	13%	2%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	93	173	228	456	127	305	295	497	261
Base		2171	169	258	263	343	155	272	298	414	260
Cash	22%		38%	24%	20%	13%	40%	21%	23%	15%	21%
Shopping/gift voucher	12%		6%	8%	9%	8%	16%	17%	18%	14%	12%
Clothing	25%		30%	20%	20%	20%	45%	37%	25%	21%	21%
Lingerie/nightwear	4%		3%	1%	1%	1%	6%	8%	5%	5%	4%
Footwear	5%		5%	5%	2%	3%	12%	8%	5%	4%	3%
Jewellery	10%		7%	1%	4%	2%	14%	17%	18%	17%	7%
Music/DVD	19%		16%	28%	27%	19%	19%	17%	15%	13%	10%
Computer games console, eg. Nintendo Wii	5%		11%	8%	8%	2%	4%	3%	3%	2%	2%
Computer games console accessories/add ons	4%		12%	10%	4%	2%	3%	4%	4%	1%	2%
Books	24%		15%	16%	23%	25%	21%	27%	28%	28%	16%
Perfume/aftershave	17%		8%	12%	12%	11%	28%	20%	28%	20%	14%
Cosmetics/skincare/toiletries	8%		3%	4%	2%	1%	12%	17%	14%	13%	6%
Toys and games excluding computer games	2%		1%	4%	2%	2%	4%	0%	1%	2%	1%
Fine food	4%		5%	5%	1%	8%	3%	2%	3%	4%	4%
Alcoholic drink	7%		8%	8%	8%	18%	2%	3%	3%	5%	14%
Small electrical appliance, eg. Kettle/toaster	2%		3%	2%	1%	1%	4%	3%	3%	2%	1%
Large electrical appliance, eg. TV	2%		5%	2%	4%	2%	3%	3%	0%	1%	1%
Electronic gadget, eg. Amazon Kindle	5%		8%	4%	7%	8%	4%	4%	3%	4%	4%
Computer hardware, eg. Laptop	5%		6%	7%	6%	6%	8%	4%	1%	3%	4%
Computer software	4%		3%	9%	6%	6%	2%	0%	0%	3%	3%
Mobile phone	3%		8%	3%	4%	3%	3%	1%	3%	4%	5%
Household items	6%		2%	5%	3%	5%	5%	12%	4%	7%	5%
Charitable donation	1%		1%	2%	1%	1%	0%	0%	2%	2%	1%
Other, please specify	4%		4%	5%	4%	4%	3%	4%	6%	4%	3%
Don't know	13%		17%	14%	19%	15%	6%	6%	11%	14%	17%
None of these	9%		4%	9%	11%	14%	3%	5%	7%	10%	16%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
Cash	22%	21%	21%	23%	18%	33%	-	16%	26%	28%	27%	9%	29%	17%
Shopping/gift voucher	12%	15%	16%	14%	9%	8%	-	12%	15%	9%	10%	18%	12%	-
Clothing	25%	29%	24%	27%	23%	31%	-	24%	31%	30%	15%	20%	29%	24%
Lingerie/nightwear	4%	4%	4%	3%	3%	3%	-	3%	4%	10%	4%	7%	3%	5%
Footwear	5%	4%	5%	10%	5%	8%	-	5%	4%	7%	4%	4%	6%	-
Jewellery	10%	11%	12%	11%	10%	11%	-	11%	12%	17%	8%	9%	8%	25%
Music/DVD	19%	19%	16%	18%	24%	20%	8%	17%	23%	8%	17%	9%	21%	23%
Computer games console, eg. Nintendo Wii	5%	4%	4%	5%	4%	10%	40%	4%	6%	4%	1%	1%	5%	10%
Computer games console accessories/add ons	4%	3%	5%	7%	5%	7%	52%	3%	7%	11%	5%	2%	6%	12%
Books	24%	19%	22%	21%	32%	25%	8%	26%	23%	31%	26%	22%	19%	12%
Perfume/aftershave	17%	25%	18%	18%	13%	14%	-	16%	19%	27%	24%	15%	17%	13%
Cosmetics/skincare/toiletries	8%	9%	8%	9%	10%	5%	-	7%	8%	8%	13%	8%	10%	-
Toys and games excluding computer games	2%	3%	2%	2%	1%	2%	-	2%	2%	-	3%	2%	2%	-
Fine food	4%	4%	3%	3%	5%	3%	-	4%	4%	3%	4%	7%	3%	8%
Alcoholic drink	7%	6%	4%	7%	9%	5%	8%	9%	5%	4%	7%	8%	6%	2%
Small electrical appliance, eg. Kettle/toaster	2%	2%	3%	2%	4%	3%	-	2%	3%	4%	3%	-	3%	5%
Large electrical appliance, eg. TV	2%	2%	3%	2%	1%	4%	-	2%	2%	1%	1%	1%	3%	-
Electronic gadget, eg. Amazon Kindle	5%	3%	6%	3%	7%	6%	-	5%	6%	2%	5%	6%	5%	6%
Computer hardware, eg. Laptop	5%	3%	3%	1%	6%	11%	-	5%	5%	9%	4%	3%	5%	-
Computer software	4%	3%	5%	6%	3%	3%	-	4%	3%	-	5%	5%	4%	-
Mobile phone	3%	3%	1%	2%	3%	8%	-	3%	3%	6%	2%	-	4%	-
Household items	6%	4%	6%	4%	8%	4%	-	5%	6%	4%	9%	7%	6%	5%
Charitable donation	1%	1%	2%	1%	2%	1%	-	2%	1%	3%	1%	2%	1%	-
Other, please specify	4%	4%	5%	7%	4%	4%	-	4%	4%	3%	7%	3%	6%	5%
Don't know	13%	13%	14%	10%	11%	15%	-	13%	11%	8%	11%	22%	13%	31%
None of these	9%	10%	9%	10%	6%	3%	-	11%	7%	10%	8%	12%	6%	7%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	812	789	133	295	73	72
Base		2171	729	797	145	322	74	105
Cash	22%	22%	17%	22%	28%	25%	21%	34%
Shopping/gift voucher	12%	12%	12%	13%	13%	9%	17%	13%
Clothing	25%	25%	24%	25%	21%	30%	33%	23%
Lingerie/nightwear	4%	4%	4%	3%	4%	5%	1%	2%
Footwear	5%	5%	4%	5%	4%	8%	3%	5%
Jewellery	10%	10%	9%	12%	12%	10%	9%	9%
Music/DVD	19%	19%	17%	21%	20%	17%	13%	20%
Computer games console, eg. Nintendo Wii	5%	5%	4%	5%	6%	5%	1%	8%
Computer games console accessories/add ons	4%	4%	3%	3%	5%	9%	4%	9%
Books	24%	24%	27%	25%	18%	19%	14%	19%
Perfume/aftershave	17%	17%	17%	18%	16%	17%	18%	14%
Cosmetics/skincare/toiletries	8%	8%	9%	8%	7%	9%	8%	9%
Toys and games excluding computer games	2%	2%	2%	2%	5%	1%	2%	-
Fine food	4%	4%	6%	3%	1%	3%	8%	3%
Alcoholic drink	7%	7%	9%	7%	6%	6%	9%	3%
Small electrical appliance, eg. Kettle/toaster	2%	2%	2%	2%	3%	4%	4%	1%
Large electrical appliance, eg. TV	2%	2%	1%	2%	2%	4%	2%	6%
Electronic gadget, eg. Amazon Kindle	5%	5%	6%	5%	4%	4%	7%	9%
Computer hardware, eg. Laptop	5%	5%	5%	4%	5%	5%	3%	12%
Computer software	4%	4%	3%	4%	4%	2%	7%	5%
Mobile phone	3%	3%	3%	3%	4%	2%	6%	5%
Household items	6%	6%	6%	6%	3%	6%	7%	4%
Charitable donation	1%	1%	2%	2%	-	0%	1%	1%
Other, please specify	4%	4%	5%	5%	3%	4%	2%	3%
Don't know	13%	13%	15%	12%	13%	14%	11%	11%
None of these	9%	9%	8%	8%	13%	8%	11%	8%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
Cash	22%	21%	20%	24%	21%	25%	33%	26%	41%	15%	14%	21%	27%
Shopping/gift voucher	12%	13%	12%	14%	12%	11%	8%	8%	41%	-	24%	12%	11%
Clothing	25%	20%	25%	27%	30%	20%	29%	47%	58%	23%	25%	26%	24%
Lingerie/nightwear	4%	4%	3%	3%	3%	6%	7%	6%	-	15%	-	3%	6%
Footwear	5%	3%	5%	7%	4%	8%	10%	-	-	-	-	5%	8%
Jewellery	10%	5%	12%	10%	10%	10%	16%	28%	-	-	30%	10%	12%
Music/DVD	19%	19%	17%	19%	22%	21%	13%	20%	-	37%	-	19%	19%
Computer games console, eg. Nintendo Wii	5%	2%	3%	7%	7%	6%	6%	21%	-	-	-	4%	7%
Computer games console accessories/add ons	4%	2%	3%	4%	9%	1%	2%	-	-	-	20%	5%	1%
Books	24%	23%	24%	23%	25%	24%	12%	22%	17%	25%	11%	24%	22%
Perfume/aftershave	17%	17%	18%	19%	15%	13%	15%	30%	-	15%	-	18%	14%
Cosmetics/skincare/toiletries	8%	12%	8%	10%	6%	7%	3%	-	-	-	10%	9%	6%
Toys and games excluding computer games	2%	3%	1%	2%	1%	4%	9%	11%	-	-	-	2%	5%
Fine food	4%	4%	6%	3%	2%	1%	-	-	35%	37%	-	4%	1%
Alcoholic drink	7%	7%	9%	5%	7%	6%	6%	20%	35%	-	-	7%	8%
Small electrical appliance, eg. Kettle/toaster	2%	3%	2%	2%	3%	3%	11%	-	-	-	-	2%	4%
Large electrical appliance, eg. TV	2%	2%	2%	1%	2%	8%	3%	-	-	-	-	2%	6%
Electronic gadget, eg. Amazon Kindle	5%	4%	5%	6%	4%	5%	6%	11%	-	-	-	5%	6%
Computer hardware, eg. Laptop	5%	2%	5%	5%	5%	8%	-	-	-	25%	-	5%	6%
Computer software	4%	3%	4%	3%	4%	3%	3%	14%	-	25%	-	4%	3%
Mobile phone	3%	1%	3%	4%	5%	7%	-	-	-	-	-	3%	5%
Household items	6%	11%	6%	4%	4%	3%	2%	-	-	37%	-	6%	2%
Charitable donation	1%	2%	2%	1%	2%	2%	-	-	-	-	-	1%	1%
Other, please specify	4%	7%	4%	6%	2%	4%	2%	-	-	-	10%	4%	3%
Don't know	13%	14%	13%	12%	14%	11%	11%	7%	25%	-	-	13%	11%
None of these	9%	11%	9%	8%	7%	9%	15%	-	-	-	27%	9%	9%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base		2171	32	88	134	137	143	160	128	99	101
Cash		22%	34%	26%	20%	24%	22%	22%	24%	23%	14%
Shopping/gift voucher		12%	10%	16%	12%	11%	19%	13%	15%	7%	13%
Clothing		25%	26%	30%	15%	22%	18%	28%	26%	30%	26%
Lingerie/nightwear		4%	4%	3%	2%	3%	4%	2%	1%	6%	4%
Footwear		5%	-	4%	4%	5%	2%	6%	6%	7%	5%
Jewellery		10%	6%	6%	7%	11%	10%	11%	11%	9%	12%
Music/DVD		19%	6%	17%	16%	18%	16%	19%	22%	28%	19%
Computer games console, eg. Nintendo Wii		5%	7%	2%	3%	3%	5%	2%	13%	5%	11%
Computer games console accessories/add ons		4%	9%	3%	3%	2%	6%	5%	5%	2%	7%
Books		24%	20%	22%	17%	26%	18%	24%	27%	32%	22%
Perfume/aftershave		17%	20%	22%	10%	14%	18%	26%	18%	20%	11%
Cosmetics/skincare/toiletries		8%	3%	9%	5%	6%	9%	10%	13%	10%	6%
Toys and games excluding computer games		2%	-	-	3%	3%	3%	2%	1%	3%	1%
Fine food		4%	3%	2%	6%	2%	5%	3%	3%	4%	2%
Alcoholic drink		7%	5%	8%	12%	11%	13%	6%	5%	6%	7%
Small electrical appliance, eg. Kettle/toaster		2%	5%	3%	1%	-	1%	3%	1%	2%	5%
Large electrical appliance, eg. TV		2%	4%	5%	1%	4%	4%	1%	3%	1%	-
Electronic gadget, eg. Amazon Kindle		5%	5%	6%	4%	4%	4%	3%	4%	6%	10%
Computer hardware, eg. Laptop		5%	10%	3%	3%	3%	4%	7%	1%	1%	5%
Computer software		4%	8%	2%	2%	2%	3%	2%	2%	5%	7%
Mobile phone		3%	-	6%	1%	2%	2%	3%	-	2%	4%
Household items		6%	3%	8%	3%	9%	6%	7%	7%	5%	5%
Charitable donation		1%	-	1%	1%	-	1%	1%	1%	1%	1%
Other, please specify		4%	-	6%	4%	5%	5%	3%	6%	2%	3%
Don't know		13%	17%	13%	17%	15%	14%	12%	10%	12%	13%
None of these		9%	8%	5%	19%	11%	9%	7%	6%	5%	11%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							Don't know	Prefer not to answer
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over			

q11. Which of the following gifts, if any, are on your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	55	109	51	66	37	10	101	321
Base		2171	49	122	53	61	36	10	121	305
Cash	22%	14%	19%	17%	14%	21%	25%	27%	21%	21%
Shopping/gift voucher	12%	11%	13%	11%	16%	9%	-	12%	12%	12%
Clothing	25%	27%	24%	39%	33%	20%	50%	33%	23%	23%
Lingerie/nightwear	4%	2%	3%	4%	5%	-	-	8%	3%	3%
Footwear	5%	9%	7%	-	2%	-	18%	4%	5%	5%
Jewellery	10%	12%	8%	15%	5%	9%	13%	15%	12%	12%
Music/DVD	19%	25%	15%	18%	24%	20%	13%	23%	19%	19%
Computer games console, eg. Nintendo Wii	5%	2%	3%	7%	3%	7%	-	1%	3%	3%
Computer games console accessories/add ons	4%	6%	6%	6%	2%	8%	13%	8%	3%	3%
Books	24%	34%	30%	29%	35%	28%	22%	22%	25%	25%
Perfume/aftershave	17%	17%	14%	15%	15%	5%	-	17%	15%	15%
Cosmetics/skincare/toiletries	8%	10%	9%	6%	12%	8%	9%	5%	9%	9%
Toys and games excluding computer games	2%	-	2%	3%	-	3%	-	-	2%	2%
Fine food	4%	3%	11%	3%	5%	2%	-	4%	3%	3%
Alcoholic drink	7%	5%	9%	8%	11%	8%	-	1%	6%	6%
Small electrical appliance, eg. Kettle/toaster	2%	9%	3%	3%	3%	-	-	5%	2%	2%
Large electrical appliance, eg. TV	2%	4%	1%	2%	4%	1%	-	2%	1%	1%
Electronic gadget, eg. Amazon Kindle	5%	8%	9%	2%	9%	6%	8%	3%	5%	5%
Computer hardware, eg. Laptop	5%	5%	7%	7%	4%	13%	8%	7%	4%	4%
Computer software	4%	-	8%	4%	7%	5%	-	4%	5%	5%
Mobile phone	3%	1%	1%	7%	5%	3%	-	7%	5%	5%
Household items	6%	12%	8%	4%	7%	5%	8%	3%	4%	4%
Charitable donation	1%	3%	2%	1%	1%	4%	-	1%	2%	2%
Other, please specify	4%	4%	4%	4%	-	-	21%	4%	6%	6%
Don't know	13%	9%	7%	13%	11%	17%	24%	9%	15%	15%
None of these	9%	8%	11%	4%	7%	13%	-	8%	8%	8%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gender		Social Grade		Region							
	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	950	1224	1263	911	517	303	498	241	260	116	189	50
	Base	2171	1032	1140	1209	963	514	351	490	205	253	107	186	67
E-reader, eg. Amazon Kindle	6%	6%	6%	6%	6%	6%	5%	6%	7%	7%	6%	5%	7%	7%
Dell Streak	0%	0%	0%	0%	0%	0%	0%	-	-	-	-	1%	1%	-
iPad	7%	7%	7%	7%	8%	7%	7%	6%	7%	7%	11%	7%	6%	10%
iPhone	7%	7%	6%	6%	7%	7%	5%	5%	8%	7%	9%	6%	4%	7%
Other MP3 music player	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	5%	3%	1%	2%
Android phone	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	-	5%	-
Other smart phone	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	5%	1%	4%
Laptop	8%	9%	8%	7%	10%	8%	8%	9%	7%	10%	11%	4%	9%	5%
Mini laptop/notebook	3%	2%	3%	3%	2%	2%	2%	1%	3%	3%	3%	4%	5%	5%
Any other computer	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	-	-	-
Portable DVD player	1%	2%	1%	1%	2%	2%	1%	0%	3%	0%	2%	-	4%	-
Bloggng camera	0%	1%	0%	0%	1%	1%	0%	-	1%	-	1%	-	-	-
SLR camera	4%	5%	3%	4%	5%	4%	4%	3%	4%	6%	3%	2%	4%	3%
Camcorder	2%	2%	2%	2%	2%	2%	2%	2%	3%	0%	2%	1%	3%	1%
3D TV	2%	4%	1%	2%	3%	3%	3%	2%	2%	2%	2%	4%	3%	-
Any other type of TV	3%	3%	3%	3%	3%	3%	4%	2%	4%	3%	2%	1%	3%	3%
Games console	4%	6%	2%	3%	6%	6%	3%	3%	5%	8%	5%	1%	5%	1%
Sat Nav	4%	4%	4%	4%	4%	4%	4%	3%	4%	5%	1%	6%	7%	4%
Portable audio device	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	-
Other, please specify	3%	2%	4%	3%	3%	3%	3%	3%	4%	4%	1%	2%	3%	7%
Don't know	8%	10%	5%	7%	8%	8%	9%	10%	6%	7%	6%	5%	5%	14%
None of these	55%	51%	59%	58%	52%	55%	55%	57%	55%	51%	57%	62%	55%	50%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Age Gender 16+								15 or under
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	93	173	228	456	127	305	295	497	281
	Base	2171	169	258	263	343	155	272	298	414	260
E-reader, eg. Amazon Kindle	6%	5%	1%	8%	8%	3%	6%	9%	6%	8%	
Dell Streak	0%	-	-	1%	-	-	0%	0%	0%	0%	
iPad	7%	11%	7%	8%	5%	8%	12%	7%	4%	4%	
iPhone	7%	12%	10%	7%	2%	9%	9%	4%	5%	2%	
Other MP3 music player	3%	1%	5%	3%	2%	3%	3%	3%	2%	2%	
Android phone	2%	3%	3%	2%	2%	1%	1%	1%	1%	1%	
Other smart phone	2%	2%	1%	4%	1%	5%	2%	2%	2%	2%	
Laptop	8%	10%	11%	9%	6%	10%	9%	7%	7%	9%	
Mini laptop/notebook	3%	3%	2%	3%	2%	5%	4%	3%	2%	2%	
Any other computer	1%	5%	1%	-	2%	1%	1%	0%	-	1%	
Portable DVD player	1%	3%	4%	0%	1%	3%	1%	-	1%	2%	
Bloggng camera	0%	1%	1%	1%	0%	0%	-	-	-	1%	
SLR camera	4%	5%	4%	5%	7%	5%	4%	2%	2%	4%	
Camcorder	2%	1%	2%	0%	2%	3%	2%	2%	2%	1%	
3D TV	2%	8%	4%	3%	2%	3%	1%	0%	1%	3%	
Any other type of TV	3%	2%	5%	2%	2%	6%	4%	2%	2%	2%	
Games console	4%	13%	10%	5%	1%	4%	3%	2%	2%	1%	
Sat Nav	4%	4%	4%	2%	6%	6%	6%	2%	3%	4%	
Portable audio device	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	
Other, please specify	3%	1%	3%	1%	3%	5%	6%	1%	4%	2%	
Don't know	8%	15%	13%	10%	7%	5%	1%	6%	7%	7%	
None of these	55%	41%	47%	51%	58%	47%	53%	65%	65%	61%	

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Education Age						Marital Status						
	16	17-18	19	20+	Still at school/Full time student	Can't remember	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	509	447	93	681	160	3	1171	244	44	148	68	480	19
	Base	2171	516	439	93	648	212	4	1067	260	44	128	56	597	21
E-reader, eg. Amazon Kindle	6%	5%	5%	5%	8%	5%	-	-	7%	4%	13%	6%	6%	5%	4%
Dell Streak	0%	0%	0%	-	-	-	-	-	0%	-	-	1%	-	0%	-
iPad	7%	9%	6%	3%	8%	13%	-	-	7%	7%	11%	6%	5%	8%	23%
iPhone	7%	7%	6%	4%	8%	10%	-	-	6%	6%	6%	3%	-	9%	20%
Other MP3 music player	3%	3%	2%	-	4%	3%	-	-	2%	1%	10%	3%	3%	4%	5%
Android phone	2%	2%	1%	1%	3%	3%	-	-	1%	1%	4%	3%	-	2%	-
Other smart phone	2%	2%	1%	3%	3%	4%	-	-	2%	2%	3%	1%	1%	3%	-
Laptop	8%	7%	7%	4%	10%	10%	-	-	8%	10%	12%	8%	4%	8%	19%
Mini laptop/notebook	3%	2%	2%	1%	3%	5%	-	-	3%	2%	-	3%	2%	3%	-
Any other computer	1%	0%	1%	2%	1%	4%	-	-	1%	0%	7%	2%	-	2%	-
Portable DVD player	1%	3%	2%	-	1%	1%	-	-	1%	1%	-	3%	-	2%	8%
Bloggng camera	0%	0%	1%	-	-	-	-	-	0%	1%	-	-	-	0%	-
SLR camera	4%	5%	2%	2%	5%	5%	-	-	5%	4%	1%	1%	-	4%	-
Camcorder	2%	3%	2%	3%	1%	2%	-	-	2%	2%	7%	-	2%	2%	-
3D TV	2%	2%	2%	1%	2%	2%	-	-	2%	4%	-	1%	-	4%	-
Any other type of TV	3%	3%	4%	1%	3%	2%	-	-	3%	3%	2%	1%	3%	4%	-
Games console	4%	3%	3%	4%	5%	11%	-	-	3%	5%	10%	1%	-	7%	5%
Sat Nav	4%	3%	6%	4%	3%	4%	-	-	4%	2%	4%	4%	5%	4%	8%
Portable audio device	1%	1%	1%	1%	1%	1%	-	-	2%	0%	-	2%	-	1%	-
Other, please specify	3%	2%	3%	2%	4%	2%	52%	-	3%	7%	-	3%	1%	3%	-
Don't know	8%	8%	10%	4%	7%	8%	-	-	6%	6%	7%	9%	17%	10%	15%
None of these	55%	56%	57%	69%	52%	48%	48%	-	58%	56%	51%	63%	64%	49%	35%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Housing Status					
	Own the leasehold/free hold outright	Buying leasehold/free hold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	812	789	133	295	73	72
Base		2171	729	797	145	322	74	105
E-reader, eg. Amazon Kindle	6%	6%	7%	5%	3%	10%	7%	
Dell Streak	0%	0%	-	-	0%	-	1%	
iPad	7%	7%	7%	6%	8%	10%	12%	
iPhone	7%	5%	7%	3%	8%	13%	11%	
Other MP3 music player	3%	3%	3%	4%	1%	3%	1%	
Android phone	2%	1%	2%	5%	2%	1%	-	
Other smart phone	2%	2%	2%	6%	2%	1%	3%	
Laptop	8%	7%	8%	12%	9%	6%	16%	
Mini laptop/notebook	3%	2%	3%	4%	3%	3%	2%	
Any other computer	1%	1%	1%	1%	1%	2%	4%	
Portable DVD player	1%	2%	0%	1%	2%	4%	5%	
Bloggng camera	0%	0%	0%	-	0%	-	1%	
SLR camera	4%	5%	3%	3%	4%	4%	5%	
Camcorder	2%	2%	2%	2%	1%	3%	3%	
3D TV	2%	2%	2%	3%	6%	-	-	
Any other type of TV	3%	2%	3%	3%	4%	3%	3%	
Games console	4%	2%	5%	5%	7%	3%	4%	
Sat Nav	4%	5%	3%	7%	2%	5%	5%	
Portable audio device	1%	1%	1%	3%	0%	-	2%	
Other, please specify	3%	3%	3%	2%	5%	-	2%	
Don't know	8%	9%	8%	5%	6%	4%	8%	
None of these	55%	57%	56%	54%	52%	57%	50%	

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Household Size										
	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	290	990	393	346	106	24	10	4	4	7	2019	144
	Base	2171	270	894	436	386	126	29	12	5	5	9	1986	172
E-reader, eg. Amazon Kindle	6%	6%	6%	7%	6%	7%	9%	-	-	-	25%	-	6%	6%
Dell Streak	0%	1%	0%	0%	-	-	-	-	-	-	-	-	0%	-
iPad	7%	5%	6%	9%	10%	3%	-	14%	24%	-	-	10%	8%	4%
iPhone	7%	5%	5%	9%	8%	8%	2%	24%	17%	-	-	-	6%	8%
Other MP3 music player	3%	3%	2%	4%	3%	3%	-	-	17%	-	-	-	3%	2%
Android phone	2%	4%	1%	1%	2%	4%	-	-	-	-	-	-	2%	3%
Other smart phone	2%	1%	2%	3%	3%	1%	3%	-	-	-	-	-	2%	2%
Laptop	8%	4%	8%	9%	9%	11%	16%	-	-	-	62%	-	8%	11%
Mini laptop/notebook	3%	2%	2%	3%	3%	4%	3%	14%	-	-	-	-	3%	5%
Any other computer	1%	1%	1%	1%	1%	1%	6%	-	-	-	-	-	1%	2%
Portable DVD player	1%	2%	1%	2%	1%	2%	-	21%	-	-	37%	-	1%	3%
Bloggng camera	0%	-	0%	1%	0%	-	-	-	-	-	-	-	0%	-
SLR camera	4%	1%	4%	4%	5%	7%	7%	17%	-	-	-	-	4%	7%
Camcorder	2%	1%	2%	1%	2%	2%	6%	-	24%	-	-	-	2%	3%
3D TV	2%	3%	3%	1%	3%	2%	6%	-	-	-	-	-	2%	3%
Any other type of TV	3%	3%	3%	2%	2%	8%	5%	14%	-	-	-	-	3%	8%
Games console	4%	3%	3%	6%	6%	2%	6%	11%	17%	-	-	-	4%	4%
Sat Nav	4%	4%	4%	3%	2%	8%	15%	21%	-	-	-	10%	3%	10%
Portable audio device	1%	0%	1%	1%	1%	2%	-	-	24%	-	37%	-	1%	2%
Other, please specify	3%	2%	4%	2%	3%	3%	2%	-	-	-	-	19%	3%	2%
Don't know	8%	8%	8%	7%	6%	9%	6%	9%	-	-	-	30%	8%	8%
None of these	55%	61%	57%	53%	55%	50%	38%	32%	59%	38%	52%	56%	47%	

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income								
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	29	92	144	137	154	160	124	107	97
Base		2171	32	88	134	137	143	160	128	99	101
E-reader, eg. Amazon Kindle	6%	14%	7%	6%	5%	6%	6%	6%	5%	8%	8%
Dell Streak	0%	-	-	-	-	-	1%	-	-	1%	-
iPad	7%	12%	5%	7%	6%	4%	2%	7%	9%	9%	9%
iPhone	7%	10%	5%	4%	7%	6%	8%	6%	7%	7%	13%
Other MP3 music player	3%	3%	1%	2%	4%	2%	3%	-	2%	2%	7%
Android phone	2%	-	2%	1%	1%	2%	2%	1%	2%	2%	2%
Other smart phone	2%	3%	4%	1%	2%	1%	3%	-	4%	4%	4%
Laptop	8%	7%	8%	8%	12%	8%	9%	8%	8%	6%	4%
Mini laptop/notebook	3%	5%	2%	5%	1%	1%	2%	7%	3%	3%	4%
Any other computer	1%	-	2%	1%	-	1%	0%	-	1%	1%	1%
Portable DVD player	1%	2%	2%	2%	-	-	3%	2%	-	-	2%
Bloggng camera	0%	4%	-	-	1%	-	-	-	-	-	1%
SLR camera	4%	10%	5%	3%	6%	3%	4%	2%	2%	2%	5%
Camcorder	2%	-	1%	3%	3%	2%	2%	3%	1%	1%	-
3D TV	2%	5%	1%	4%	3%	4%	3%	2%	1%	1%	5%
Any other type of TV	3%	-	5%	1%	6%	4%	3%	4%	3%	3%	3%
Games console	4%	6%	3%	5%	3%	2%	4%	8%	1%	1%	5%
Sat Nav	4%	11%	10%	2%	6%	2%	2%	2%	7%	7%	4%
Portable audio device	1%	-	1%	-	2%	2%	3%	1%	2%	2%	1%
Other, please specify	3%	-	-	1%	5%	3%	4%	0%	4%	4%	8%
Don't know	8%	2%	7%	9%	11%	5%	7%	10%	4%	4%	6%
None of these	55%	55%	62%	58%	50%	63%	54%	55%	57%	57%	44%

YouGov SixthSense Survey Results

Sample Size: 2294

Fieldwork: 01-03 November 2010

Total	Gross Household Income							Don't know	Prefer not to answer
	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over			

q12. Which of the following electronic gadgets/digital devices, if any, are top of your Christmas wish list this year? You may choose up to 3 options.

	Unweighted Base	2174	55	109	51	66	37	10	101	321
Base		2171	49	122	53	61	36	10	121	305
E-reader, eg. Amazon Kindle	6%	9%	5%	3%	10%	14%	13%	1%	7%	
Dell Streak	0%	-	-	-	-	-	-	-	0%	
iPad	7%	3%	6%	6%	6%	24%	-	12%	7%	
iPhone	7%	6%	8%	2%	9%	2%	-	4%	4%	
Other MP3 music player	3%	-	3%	-	3%	2%	6%	1%	2%	
Android phone	2%	1%	2%	4%	2%	3%	-	-	1%	
Other smart phone	2%	4%	1%	8%	1%	3%	-	2%	3%	
Laptop	8%	9%	7%	6%	6%	11%	26%	9%	10%	
Mini laptop/notebook	3%	2%	4%	3%	5%	-	-	3%	1%	
Any other computer	1%	-	1%	-	-	-	-	3%	1%	
Portable DVD player	1%	-	-	-	3%	-	-	3%	2%	
Bloggng camera	0%	-	-	-	-	-	-	-	-	
SLR camera	4%	8%	3%	7%	6%	7%	8%	2%	4%	
Camcorder	2%	-	0%	2%	4%	-	-	-	2%	
3D TV	2%	-	2%	3%	-	-	-	2%	2%	
Any other type of TV	3%	6%	1%	1%	4%	2%	-	4%	2%	
Games console	4%	3%	9%	2%	5%	10%	-	6%	2%	
Sat Nav	4%	-	3%	5%	3%	6%	-	5%	4%	
Portable audio device	1%	-	2%	2%	-	3%	-	-	1%	
Other, please specify	3%	3%	2%	2%	2%	-	-	6%	3%	
Don't know	8%	-	8%	8%	4%	8%	24%	8%	11%	
None of these	55%	65%	58%	63%	57%	49%	31%	57%	55%	