

YouGov Survey Results

Sample Size: 1620 GB Adults
Fieldwork: 10th - 11th December 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1620	535	501	91	624	667	784	836	178	682	386	374	923	697	194	541	350	395	139
Unweighted Sample	1620	547	522	109	705	697	712	908	151	692	406	371	954	666	170	557	352	405	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that receiving a gift voucher/gift card for Christmas is better or worse than receiving the equivalent value in cash?

Better	18	21	18	21	20	18	15	20	7	15	18	26	20	15	17	20	16	16	17
Worse	27	21	29	28	25	25	33	21	47	30	24	14	30	22	27	24	29	28	30
No better or worse	51	56	50	46	52	54	47	56	36	49	57	57	47	57	49	52	51	52	51
Don't know	4	1	2	4	2	3	5	3	10	5	1	2	3	6	8	4	4	3	1

Imagine that for Christmas a friend or relative was offering you a choice between £20 in cash, or a gift voucher/gift card to a store you like. What would the value of the gift voucher/gift card have to be in order for you to choose it over the cash?

£5	1	0	1	3	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1
£10	1	1	0	0	0	1	1	1	0	1	0	1	1	1	0	0	1	1	0
£15	1	0	0	0	0	1	1	0	1	1	0	1	1	0	0	1	1	1	0
£20	34	39	34	30	38	34	33	35	16	33	40	40	35	33	26	36	35	35	37
£25	19	16	19	29	22	15	22	16	32	21	16	14	23	14	23	20	19	17	18
£30	11	10	13	13	10	11	11	10	15	13	10	5	10	11	11	10	12	11	6
£35	1	1	2	0	2	1	1	1	4	1	1	1	1	1	2	1	1	1	1
£40	3	3	3	4	2	3	3	3	7	2	3	2	3	3	4	3	3	2	3
£45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£50	3	2	2	1	1	2	4	2	6	3	2	2	3	3	4	2	3	3	3
More than £50	2	2	3	0	2	2	2	2	2	2	4	0	2	3	2	2	2	3	2
Don't know	13	14	13	16	13	13	11	15	8	13	13	18	11	17	16	14	10	13	18
Not applicable - no value of gift card would be preferable to £20 cash	11	11	10	5	8	15	10	12	10	9	11	15	9	14	11	10	12	12	12