

# YouGov Survey Results



Sample Size: 2046 adults in GB

Fieldwork: 27th - 28th September 2022

	Vote in 2019			2016 EU Ref		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
<b>Weighted Sample 2046</b>	694	507	184	759	810	994	1052	223	853	493	477	1166	880	246	687	444	493	176
<b>Unweighted Sample 2046</b>	678	526	192	855	796	904	1142	173	886	498	489	1259	787	191	696	464	508	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Thinking about the rising cost of living and Christmas, which of the following comes closest to your view?

The rising cost of living means I will spend less on Christmas this year compared to normal	<b>60</b>	56	69	54	63	60	52	66	45	65	60	55	57	63	54	61	58	59	68
I expect to spend as much as I normally do on Christmas	<b>28</b>	36	20	36	27	32	33	23	27	23	29	36	31	24	32	27	29	29	22
I expect to spend more than normal on Christmas this year, regardless of the rising cost of living	<b>2</b>	2	2	1	2	1	2	1	5	1	1	1	2	1	3	1	2	1	0
Don't know	<b>5</b>	2	6	5	4	3	6	5	12	6	4	2	5	6	6	5	5	6	4
Not applicable – I do not celebrate Christmas	<b>6</b>	4	3	4	4	4	7	5	11	4	5	6	5	6	6	5	6	5	6

## You previously said that you will spend less on Christmas this year, as a result of the rising cost of living. In which of the following areas, if any, do you think you will cut spending on? Please tick all that apply.

[Asked only to those who answered that they will spend less on Christmas this year; n=1239]

Presents	<b>86</b>	85	88	89	88	86	83	89	78	89	87	83	86	86	86	85	88	88	85
Gatherings e.g. meals out with friends, family, colleagues	<b>57</b>	58	60	58	60	55	59	55	57	58	58	53	58	55	55	56	57	61	49
Food	<b>55</b>	52	57	56	57	54	54	55	46	56	59	50	53	57	52	54	55	55	59
Outings e.g. seeing a pantomime, visiting a Christmas market	<b>55</b>	55	60	54	62	51	54	56	56	56	56	52	59	51	56	56	55	54	54
Donating to charities	<b>37</b>	36	38	39	39	36	38	35	24	38	35	41	39	33	41	34	36	41	33
Travel e.g. travelling to visit family and friends	<b>35</b>	35	36	33	36	35	40	31	31	38	33	35	36	34	33	35	33	36	42
Other	<b>1</b>	0	1	1	1	1	1	1	0	0	2	1	1	1	2	1	1	1	1
Don't know	<b>3</b>	3	2	0	1	2	4	2	6	3	1	2	2	3	3	3	2	2	3

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	Household Income (£)				Parents of under 5s	Parents of under 10s
	Under 19,999	20,000 - 39,999	40,000 - 59,999	60,000+		
<b>Total</b>						
<b>Weighted Sample</b>	<b>2046</b>	388	493	305	293	160
<b>Unweighted Sample</b>	<b>2046</b>	353	499	326	315	166
	%	%	%	%	%	%

## Thinking about the rising cost of living and Christmas, which of the following comes closest to your view?

The rising cost of living means I will spend less on Christmas this year compared to normal	<b>60</b>	59	62	62	54	65	64
I expect to spend as much as I normally do on Christmas	<b>28</b>	26	28	30	37	25	26
I expect to spend more than normal on Christmas this year, regardless of the rising cost of living	<b>2</b>	1	1	2	1	3	2
Don't know	<b>5</b>	4	5	4	4	4	4
Not applicable – I do not celebrate Christmas	<b>6</b>	10	5	2	3	3	4

## You previously said that you will spend less on Christmas this year, as a result of the rising cost of living. In which of the following areas, if any, do you think you will cut spending on? Please tick all that apply.

[Asked only to those who answered that they will spend less on Christmas this year; n=1239]

Presents	<b>86</b>	82	89	86	93	88	86
Gatherings e.g. meals out with friends, family, colleagues	<b>57</b>	54	58	59	61	63	59
Food	<b>55</b>	63	59	48	53	51	53
Outings e.g. seeing a pantomime, visiting a Christmas market	<b>55</b>	48	61	58	58	61	62
Donating to charities	<b>37</b>	35	35	37	41	42	40
Travel e.g. travelling to visit family and friends	<b>35</b>	40	34	35	34	39	38
Other	<b>1</b>	2	0	1	1	1	1
Don't know	<b>3</b>	3	2	1	0	1	2

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	Vote in 2019			2016 EU Ref		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
<b>Weighted Sample</b>	<b>2046</b>	694	507	184	759	810	994	1052	223	853	493	477	1166	880	246	687	444	493	176
<b>Unweighted Sample</b>	<b>2046</b>	678	526	192	855	796	904	1142	173	886	498	489	1259	787	191	696	464	508	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you will spend less on Christmas this year, as a result of the rising cost of living. In which of the following areas, if any, do you think you will cut spending on? Please tick all that apply.

Presents	<b>51</b>	48	61	48	56	51	43	59	35	58	52	46	49	54	46	52	51	52	58
Gatherings e.g. meals out with friends, family, colleagues	<b>34</b>	33	42	31	38	33	31	36	26	38	35	29	33	34	29	34	33	36	33
Food	<b>33</b>	29	39	30	36	32	28	37	21	36	36	28	30	35	28	33	32	32	40
Outings e.g. seeing a pantomime, visiting a Christmas market	<b>33</b>	31	42	29	39	30	28	37	26	37	34	29	34	32	30	34	32	32	36
Donating to charities	<b>22</b>	20	26	21	25	22	20	23	11	25	21	23	23	21	22	21	21	24	22
Travel e.g. travelling to visit family and friends	<b>21</b>	20	25	18	23	21	21	21	14	24	20	19	21	21	18	21	19	21	28
Other	<b>1</b>	0	1	1	1	1	0	1	0	0	1	1	1	1	1	0	0	1	0
Don't know	<b>2</b>	1	1	0	1	1	2	1	3	2	1	1	1	2	1	2	1	1	2
Will not reduce spending	<b>40</b>	44	31	46	37	40	48	34	55	35	40	45	43	37	46	39	42	41	32

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	Household Income (£)				Parents of under 5s	Parents of under 10s	
	Total	Under 19,999	20,000 - 39,999	40,000 - 59,999			60,000+
<b>Weighted Sample</b>	<b>2046</b>	388	493	305	293	160	313
<b>Unweighted Sample</b>	<b>2046</b>	353	499	326	315	166	335
	%	%	%	%	%	%	%

You previously said that you will spend less on Christmas this year, as a result of the rising cost of living. In which of the following areas, if any, do you think you will cut spending on? Please tick all that apply.

Presents	<b>51</b>	48	55	53	51	57	55
Gatherings e.g. meals out with friends, family, colleagues	<b>34</b>	32	36	37	33	41	38
Food	<b>33</b>	37	37	29	29	33	34
Outings e.g. seeing a pantomime, visiting a Christmas market	<b>33</b>	28	38	35	31	40	40
Donating to charities	<b>22</b>	20	22	23	22	27	25
Travel e.g. travelling to visit family and friends	<b>21</b>	23	21	22	18	25	24
Other	<b>1</b>	1	0	1	0	1	1
Don't know	<b>2</b>	2	1	1	0	0	1
Will not reduce spending	<b>40</b>	41	38	38	46	35	36