

# YouGov / Oxfam Survey Results

Sample Size: 2311 Adults in UK  
Fieldwork: 7th - 8th November 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				Parent of at least one child younger than 18 years old		
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South		
<b>Weighted Sample</b>	2311	402	573	208	243	811	857	1121	1190	243	954	573	541	1317	994	1934	120	192	65	532	367	266	770	502	
<b>Unweighted Sample</b>	2311	365	665	243	312	967	855	1044	1267	134	891	624	662	1437	874	1921	123	164	103	544	369	205	803	486	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Do you tend to celebrate Christmas?

Yes	85	85	90	89	88	88	84	81	89	85	88	85	78	86	83	85	80	84	88	85	88	77	86	92
No	14	13	10	10	10	11	14	18	11	15	11	14	20	13	16	14	18	16	12	14	11	21	13	6
Don't know	1	2	0	0	2	0	2	1	1	0	1	1	2	1	1	1	2	1	0	1	1	2	1	1

## For each of the following Christmas traditions, please say whether you will or will not do each of the following this year...

[Asked only to those who said they tend to celebrate Christmas; n=1991]

### Give Christmas presents

Will do this	96	96	97	97	97	97	97	96	97	97	96	96	97	96	97	96	97	97	97	98	96	90	97	99
Will not do this	2	3	2	2	2	2	2	3	2	1	2	3	2	3	2	3	3	1	3	1	2	7	2	1
Don't know	1	1	1	0	2	1	1	1	1	2	1	1	1	1	1	1	0	2	0	0	1	3	1	1

## Do you plan to buy Christmas presents for a child / children this year?

[Asked only to those who are giving Christmas gifts this year; n=1924]

Yes	70	77	69	62	67	74	76	67	72	34	74	72	74	69	70	70	65	66	74	69	71	68	71	97
No	28	22	30	36	30	24	23	32	26	61	24	26	24	30	27	28	31	33	26	29	26	31	27	2
Don't know	2	1	1	2	2	2	1	2	2	5	2	1	2	1	3	2	4	1	0	2	3	1	2	1

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<b>Weighted Sample</b>	<b>2311</b>	<b>402</b>	<b>573</b>	<b>208</b>	<b>243</b>	<b>811</b>	<b>857</b>	<b>1121</b>	<b>1190</b>	<b>243</b>	<b>954</b>	<b>573</b>	<b>541</b>	<b>1317</b>	<b>994</b>	<b>1934</b>	<b>120</b>	<b>192</b>	<b>65</b>	<b>532</b>	<b>367</b>	<b>266</b>	<b>770</b>	<b>502</b>
<b>Unweighted Sample</b>	<b>2311</b>	<b>365</b>	<b>665</b>	<b>243</b>	<b>312</b>	<b>967</b>	<b>855</b>	<b>1044</b>	<b>1267</b>	<b>134</b>	<b>891</b>	<b>624</b>	<b>662</b>	<b>1437</b>	<b>874</b>	<b>1921</b>	<b>123</b>	<b>164</b>	<b>103</b>	<b>544</b>	<b>369</b>	<b>205</b>	<b>803</b>	<b>486</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about the child you expect to spend the most on this year. Approximately how much in total are you expecting to spend on presents for this child?

If you aim to spend similar amounts on multiple children, please provide a rough estimate of the spend per child.

[Asked only to those who plan to buy Christmas presents for a child / children this year; n=1383]

Less than £10	3	2	3	2	2	2	2	3	3	18	1	2	2	2	3	3	3	1	5	1	1	4	3	3	1
£10 - £19.99	12	8	13	14	11	11	11	12	12	25	12	11	11	12	13	12	16	9	6	12	12	18	11	3	
£20 - £29.99	14	19	14	14	10	16	12	12	15	5	11	15	19	13	14	14	12	16	13	13	14	13	15	4	
£30 - £39.99	8	8	7	6	7	7	7	8	8	22	6	7	9	8	8	8	7	7	17	8	5	13	8	3	
£40 - £49.99	8	10	10	10	8	9	10	8	8	4	6	10	11	10	6	8	5	8	8	9	9	12	7	3	
£50 - £59.99	8	11	5	8	7	8	7	8	7	7	5	8	13	8	7	7	8	12	6	9	8	3	7	4	
£60 - £69.99	2	1	2	4	3	2	2	2	3	1	1	3	3	2	2	2	1	0	1	2	3	3	2	1	
£70 - £79.99	2	3	2	3	2	3	2	2	2	0	2	2	4	2	2	2	4	2	2	1	2	2	2	2	
£80 - £89.99	1	0	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	2	2	1	2	0	1	1	
£90 - £99.99	5	6	5	2	7	5	7	3	7	0	5	5	7	5	6	5	11	1	4	4	6	5	6	6	
£100 - £149.99	11	13	13	12	15	12	10	12	11	7	13	12	8	13	9	11	10	14	5	10	13	11	12	20	
£150 - £199.99	7	3	8	10	6	8	6	6	7	0	10	5	2	6	7	7	4	3	10	6	9	4	7	16	
£200 - £299.99	5	1	5	2	4	5	5	6	5	2	9	3	1	5	6	5	11	3	5	5	4	5	6	13	
£300 - £399.99	4	4	3	3	4	3	5	3	4	0	5	4	1	5	2	3	2	7	3	6	5	2	2	9	
£400 - £499.99	1	0	1	1	2	1	2	2	1	2	2	2	0	1	2	1	5	0	5	2	1	1	0	3	
£500 or more	3	2	2	1	2	2	3	4	2	0	4	3	0	2	4	2	0	6	6	5	2	0	2	5	
Don't know	6	8	4	7	8	4	8	8	5	5	5	6	9	4	8	6	3	5	4	7	3	6	8	5	

And how likely or unlikely are you to consider gifting second-hand items to a child?

[Asked only to those who plan to buy Christmas presents for a child / children this year; n=1383]

Very likely	8	5	11	8	6	9	7	5	10	11	11	5	3	8	8	8	13	7	7	7	6	8	9	14
Fairly likely	16	13	16	25	12	19	13	14	18	20	21	11	11	17	15	16	24	16	5	12	17	17	18	24
<b>TOTAL LIKELY</b>	<b>24</b>	<b>18</b>	<b>27</b>	<b>33</b>	<b>18</b>	<b>28</b>	<b>20</b>	<b>19</b>	<b>28</b>	<b>31</b>	<b>32</b>	<b>16</b>	<b>14</b>	<b>25</b>	<b>23</b>	<b>24</b>	<b>37</b>	<b>23</b>	<b>12</b>	<b>19</b>	<b>23</b>	<b>25</b>	<b>27</b>	<b>38</b>
Fairly unlikely	25	25	23	24	23	28	24	23	27	15	26	25	25	25	25	25	22	29	18	24	34	26	22	25
Very unlikely	44	50	43	39	53	37	50	49	40	47	33	54	55	44	45	44	32	46	62	51	38	41	44	29
<b>TOTAL UNLIKELY</b>	<b>69</b>	<b>75</b>	<b>66</b>	<b>63</b>	<b>76</b>	<b>65</b>	<b>74</b>	<b>72</b>	<b>67</b>	<b>62</b>	<b>59</b>	<b>79</b>	<b>80</b>	<b>69</b>	<b>70</b>	<b>69</b>	<b>54</b>	<b>75</b>	<b>80</b>	<b>75</b>	<b>72</b>	<b>67</b>	<b>66</b>	<b>54</b>
Don't know	7	7	7	4	6	7	6	9	5	7	8	5	6	6	7	7	9	3	7	6	5	8	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now if you were buying a second-hand gift for a child, which of the following, if any, would you most likely buy? Please select up to two.

[Asked only to those who plan to buy Christmas presents for a child / children this year; n=1383]

Books	34	31	41	39	33	39	31	30	37	35	35	34	34	37	30	34	35	37	34	29	32	45	35	36
Toys	30	26	30	34	25	36	26	28	32	35	36	25	24	32	28	30	36	38	20	24	33	44	28	34
Board games	17	16	18	17	15	17	15	16	17	17	16	16	19	18	15	17	13	12	17	13	24	16	17	16
Clothes	13	8	14	16	13	14	12	10	15	15	18	9	7	13	12	13	18	8	9	13	13	12	14	20
DVDs	5	4	4	9	5	5	5	5	5	1	5	4	7	4	6	5	6	4	4	4	5	2	6	5
CDs	1	2	1	1	1	1	2	1	2	0	1	0	3	1	2	2	0	0	3	2	1	2	1	2
Other [See Tab 3]	3	3	3	4	4	4	2	4	3	6	4	3	2	4	3	3	7	4	2	2	4	6	2	5
None of these	4	5	3	2	5	3	6	6	3	2	4	5	4	3	5	4	6	3	10	5	4	3	3	5
Not applicable – I would not buy a second-hand gift for a child	27	33	24	23	32	22	34	27	28	20	20	35	36	26	29	28	14	29	29	35	25	12	29	17
Don't know	6	5	7	6	4	7	4	9	4	8	7	5	4	5	7	6	3	4	8	8	4	6	6	9

Now thinking about all the other presents you'll be buying for Christmas this year (i.e. gifts not for children and not part of a Secret Santa), how likely or unlikely are you to consider gifting second-hand items?

[Asked only to those who are giving Christmas gifts this year; n=1924]

Very likely	5	2	6	6	5	6	4	4	6	8	6	5	2	6	4	5	6	4	5	5	5	2	6	7
Fairly likely	14	12	17	20	9	16	11	13	15	18	16	14	10	13	16	14	13	16	9	12	17	16	14	16
<b>TOTAL LIKELY</b>	<b>19</b>	<b>14</b>	<b>23</b>	<b>26</b>	<b>14</b>	<b>22</b>	<b>15</b>	<b>17</b>	<b>21</b>	<b>26</b>	<b>22</b>	<b>19</b>	<b>12</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>14</b>	<b>17</b>	<b>22</b>	<b>18</b>	<b>20</b>	<b>23</b>
Fairly unlikely	28	26	31	26	22	32	24	25	31	33	31	25	24	29	27	28	32	28	25	25	30	34	27	30
Very unlikely	44	55	37	39	58	39	54	48	41	32	36	53	56	45	43	44	35	47	57	49	38	43	44	36
<b>TOTAL UNLIKELY</b>	<b>72</b>	<b>81</b>	<b>68</b>	<b>65</b>	<b>80</b>	<b>71</b>	<b>78</b>	<b>73</b>	<b>72</b>	<b>65</b>	<b>67</b>	<b>78</b>	<b>80</b>	<b>74</b>	<b>70</b>	<b>72</b>	<b>67</b>	<b>75</b>	<b>82</b>	<b>74</b>	<b>68</b>	<b>77</b>	<b>71</b>	<b>66</b>
Don't know	8	5	9	9	6	8	7	11	6	9	11	4	8	7	9	8	13	5	5	8	10	6	9	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Still thinking about all the other presents you'll be buying for Christmas this year. Which of the following items would you be most likely to buy as a gift second-hand? Please select up to three.

[Asked only to those who said they would be likely to consider gifting second-hand items; n=371]

Books	49	46	56	50	33	57	44	40	55	63	46	44	57	57	40	51	48	38	30	44	54	58	52	41
Clothing	24	20	31	12	31	22	23	21	26	41	22	22	15	26	21	23	34	27	42	22	26	41	17	26
Board games	19	19	19	23	15	21	19	15	21	11	22	13	24	16	22	18	28	19	9	10	22	13	22	22
Jewellery	17	23	14	20	12	17	16	15	19	18	13	17	34	18	17	18	25	10	0	17	19	21	17	9
Arts and crafts items	16	20	15	12	12	17	20	15	17	5	16	23	19	19	13	17	15	17	9	18	19	23	13	13
Vinyls	15	3	12	14	2	13	9	15	15	26	14	17	5	16	14	13	15	31	8	14	14	21	11	9
Toys	12	14	12	18	11	15	14	9	14	5	18	4	9	13	11	13	10	3	0	13	14	13	13	23
Glassware	12	19	11	16	2	11	15	8	15	12	10	12	22	12	12	13	8	9	0	18	9	16	11	9
Video games	11	5	12	19	19	12	9	17	7	20	15	3	2	10	13	11	18	6	8	9	13	18	10	14
A bag or purse	11	17	8	8	8	14	11	10	12	7	11	10	18	12	10	10	11	18	6	12	6	13	11	9
DVDs	10	13	6	13	21	9	14	12	9	9	9	15	5	9	12	11	2	4	15	6	21	7	9	10
Mobile phone	7	2	9	5	10	5	6	9	6	18	6	6	2	6	8	5	20	14	32	7	3	4	6	9
Home furniture	6	5	4	4	11	6	6	5	7	9	7	5	1	4	8	5	10	3	30	7	8	0	5	9
CDs	6	4	8	9	11	8	7	11	3	4	4	10	9	6	7	7	2	4	0	3	8	11	8	5
Toiletries	5	6	6	8	6	6	7	3	6	0	6	5	5	6	3	5	14	3	0	5	4	5	5	7
Camera	3	3	2	6	0	4	3	5	1	2	3	3	2	3	2	3	10	3	0	4	1	4	2	5
Other	2	2	3	0	3	1	4	4	0	0	1	5	2	1	3	2	3	0	0	3	2	0	2	1
None of these	1	5	1	0	3	0	3	1	1	0	1	0	5	1	1	1	0	0	0	2	2	0	1	0
Don't know	9	5	8	5	9	7	6	13	6	8	10	11	3	7	11	8	0	19	9	9	2	6	11	12

And how comfortable or uncomfortable would you feel about the following?

[Asked only to those who are giving Christmas gifts this year; n=1924]

Gifts to somebody for

Christmas

Very comfortable	13	10	14	17	14	14	13	13	13	16	14	13	9	13	14	13	15	13	3	14	16	11	12	16
Fairly comfortable	25	24	28	30	16	31	21	24	26	24	29	23	21	25	25	25	30	19	21	22	26	23	28	29
<b>TOTAL COMFORTABLE</b>	<b>38</b>	<b>34</b>	<b>42</b>	<b>47</b>	<b>30</b>	<b>45</b>	<b>34</b>	<b>37</b>	<b>39</b>	<b>40</b>	<b>43</b>	<b>36</b>	<b>30</b>	<b>38</b>	<b>39</b>	<b>38</b>	<b>45</b>	<b>32</b>	<b>24</b>	<b>36</b>	<b>42</b>	<b>34</b>	<b>40</b>	<b>45</b>
Fairly uncomfortable	28	27	29	28	29	29	24	27	29	38	28	25	25	28	27	27	33	31	25	26	31	34	25	25
Very uncomfortable	27	35	21	20	36	21	36	29	26	16	23	33	37	28	27	27	16	31	45	30	19	26	29	23
<b>TOTAL UNCOMFORTABLE</b>	<b>55</b>	<b>62</b>	<b>50</b>	<b>48</b>	<b>65</b>	<b>50</b>	<b>60</b>	<b>56</b>	<b>55</b>	<b>54</b>	<b>51</b>	<b>58</b>	<b>62</b>	<b>56</b>	<b>54</b>	<b>54</b>	<b>49</b>	<b>62</b>	<b>70</b>	<b>56</b>	<b>50</b>	<b>60</b>	<b>54</b>	<b>48</b>
Don't know	7	5	7	5	5	5	7	7	6	7	6	6	8	6	7	7	6	5	6	7	7	6	6	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Receiving a second-hand gift from somebody for Christmas

Very comfortable	24	17	29	28	19	28	20	24	24	35	26	23	17	24	25	25	29	19	20	25	25	25	24	28
Fairly comfortable	36	34	39	42	32	43	33	38	35	32	39	36	33	37	36	36	41	39	36	32	37	39	37	39
<b>TOTAL COMFORTABLE</b>	<b>60</b>	<b>51</b>	<b>68</b>	<b>70</b>	<b>51</b>	<b>71</b>	<b>53</b>	<b>62</b>	<b>59</b>	<b>67</b>	<b>65</b>	<b>59</b>	<b>50</b>	<b>61</b>	<b>61</b>	<b>61</b>	<b>70</b>	<b>58</b>	<b>56</b>	<b>57</b>	<b>62</b>	<b>64</b>	<b>61</b>	<b>67</b>
Fairly uncomfortable	17	23	16	14	18	13	19	16	17	17	15	16	19	17	16	17	8	19	17	15	18	16	18	12
Very uncomfortable	13	15	9	7	22	8	17	12	13	7	11	16	16	13	12	13	13	13	16	16	12	10	11	11
<b>TOTAL UNCOMFORTABLE</b>	<b>30</b>	<b>38</b>	<b>25</b>	<b>21</b>	<b>40</b>	<b>21</b>	<b>36</b>	<b>28</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>32</b>	<b>35</b>	<b>30</b>	<b>28</b>	<b>30</b>	<b>21</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>30</b>	<b>26</b>	<b>29</b>	<b>23</b>
Don't know	10	10	7	9	9	7	12	10	10	8	9	9	14	9	11	10	10	10	11	11	8	9	10	11

Which of the following, if any, are the main reasons you are considering buying second-hand items for Christmas gifts this year? Please select up to three.

[Asked only to those who said they would be likely to consider gifting second-hand items; n=371]

It is better for the environment	57	52	63	64	24	67	55	46	65	58	56	61	57	61	53	56	70	67	33	58	53	61	56	56
It is cheaper	51	29	54	55	69	47	43	55	47	80	57	34	23	53	48	50	75	47	52	46	47	59	51	68
I enjoy the process of second-hand shopping	29	21	28	27	35	30	28	22	33	29	25	34	33	28	30	29	38	13	51	31	38	17	27	29
The gift will be more unique	27	27	33	27	21	27	29	25	28	33	22	25	40	31	22	27	16	32	9	24	21	38	30	16
I prefer to give my money to charity / second-hand causes	26	32	29	33	5	31	26	21	30	18	22	29	47	27	26	26	27	29	21	31	24	32	23	20
I feel good when buying second-hand	23	11	24	23	9	18	17	19	25	35	23	21	13	24	22	23	10	26	28	23	16	46	22	20
Second-hand products are better quality	10	19	9	5	10	8	10	8	11	16	7	10	15	9	10	10	8	3	12	16	10	3	9	9
Other	4	16	2	4	8	3	8	4	4	0	1	14	1	2	6	5	0	0	0	5	9	2	3	3
None of these	2	7	1	2	0	2	2	3	1	0	2	1	4	2	2	2	0	0	0	4	3	0	1	1
Don't know	2	0	2	1	3	3	0	3	2	0	2	4	2	2	2	2	3	0	0	2	2	0	4	1

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.