

Marketing Xmas Tracker

GB Sample: 8th - 9th December 2016

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following questions, if you do not intend to buy any Christmas presents this year, please select the 'Not applicable' option.

How many of the presents you intend to give people for Christmas this year have you bought so far?

	Unweighted base	2046	973	1073	241	208	353	467	777	1236	810	487	309	165	273	496	1730	109	207
Base: All GB adults		2046	982	1064	246	315	377	393	716	1125	921	503	336	196	262	469	1766	102	178
All of them		21%	19%	22%	14%	17%	23%	18%	24%	21%	20%	26%	23%	20%	13%	18%	21%	18%	21%
Most of them		35%	29%	40%	27%	32%	35%	37%	37%	36%	34%	35%	34%	39%	22%	38%	34%	44%	40%
Some of them		23%	22%	24%	23%	24%	24%	26%	20%	25%	20%	20%	19%	25%	31%	23%	23%	24%	21%
None of them		12%	17%	7%	20%	18%	11%	10%	8%	10%	14%	10%	12%	8%	20%	12%	12%	7%	11%
Don't know		2%	3%	1%	4%	3%	1%	2%	1%	1%	3%	2%	3%	2%	4%	1%	2%	1%	1%
Not applicable – I don't intend to buy Christmas presents for anyone this year		8%	10%	6%	11%	6%	7%	7%	9%	7%	9%	8%	10%	6%	11%	8%	8%	7%	4%