

YouGov Survey Results

Sample Size: 1785 GB Adults
Fieldwork: 19th - 20th November 2020



Weighted Sample
Unweighted Sample

Total	Gender		Age				Social Grade		Region				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1785	868	917	195	744	430	416	1017	768	214	600	387	430	154
1785	816	969	135	739	424	487	1073	712	182	637	382	424	160
%	%	%	%	%	%	%	%	%	%	%	%	%	%

With regards to Christmas shopping, how did you do your shopping for Christmas presents last year?

All online	11	13	8	15	13	6	8	9	13	14	11	11	8	0
Mostly online	33	33	32	31	41	30	22	37	27	30	34	34	33	0
TOTAL ONLINE	44	46	40	46	54	36	30	46	40	44	45	45	41	0
About even	24	20	28	19	21	29	26	25	23	20	25	23	24	0
Mostly in-store	18	14	22	14	14	21	26	18	19	20	18	19	16	0
All in-store	5	5	5	9	3	3	7	4	5	8	5	3	5	0
TOTAL IN-STORE	23	19	27	23	17	24	33	22	24	28	23	22	21	0
Don't know	2	3	1	3	2	2	1	1	3	1	1	2	4	0
N/A - I do not buy Christmas presents	8	12	4	10	6	9	10	6	11	7	7	8	10	0

If non-essential retailers reopen as planned on the 2nd of December, how much of your Christmas shopping this year do you think you will do in-store compared to online?

All online	15	18	13	21	17	12	13	16	14	22	14	15	14	0
Mostly online	37	35	39	43	40	36	31	40	34	33	39	36	38	0
TOTAL ONLINE	52	53	52	64	57	48	44	56	48	55	53	51	52	0
About even	17	13	21	12	13	22	21	18	15	17	20	13	15	0
Mostly in-store	9	8	9	5	9	10	10	8	10	8	9	9	9	0
All in-store	2	2	2	1	1	3	4	2	3	4	1	2	3	0
TOTAL IN-STORE	11	10	11	6	10	13	14	10	13	12	10	11	12	0
Don't know	5	7	4	6	6	5	5	5	6	8	2	9	6	0
N/A - I do not buy Christmas presents	8	11	5	8	5	9	11	6	10	6	7	8	9	0
N/A - I have completed my Christmas shopping already	6	5	7	3	8	4	6	5	8	0	7	7	6	0