

# YouGov Christmas Presents

Sample Size: 1637 adults in GB  
Fieldwork: 29th - 30th November 2022

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	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>1637</b>	535	396	139	577	610	792	845	172	676	404	385	933	704	198	548	354	395	142
<b>Unweighted Sample</b>	<b>1637</b>	557	420	139	664	619	728	909	143	644	395	455	969	668	169	550	371	395	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Do you celebrate, or have you ever celebrated, Christmas?

I currently celebrate Christmas	<b>84</b>	88	87	88	88	85	78	89	81	84	85	84	87	80	80	84	83	88	79
I previously celebrated Christmas but no longer do	<b>11</b>	10	9	8	9	12	15	7	7	10	12	13	8	15	9	11	13	9	16
I have never celebrated Christmas	<b>3</b>	1	3	4	3	1	4	2	8	3	1	2	4	2	9	2	3	1	2
Don't know	<b>2</b>	2	1	0	1	1	3	1	4	3	1	1	2	3	2	3	1	1	2

## How happy or unhappy would you be to receive the following as a Christmas gift?

[Asked to those who currently celebrate Christmas;  
n=1395]

### Socks

Very happy	<b>28</b>	25	33	38	31	27	25	31	41	31	26	20	29	28	39	26	29	25	31
Somewhat happy	<b>51</b>	49	48	48	51	48	53	49	42	52	53	50	51	50	43	54	50	49	52
<b>TOTAL HAPPY</b>	<b>79</b>	<b>74</b>	<b>81</b>	<b>86</b>	<b>82</b>	<b>75</b>	<b>78</b>	<b>80</b>	<b>83</b>	<b>83</b>	<b>79</b>	<b>70</b>	<b>80</b>	<b>78</b>	<b>82</b>	<b>80</b>	<b>79</b>	<b>74</b>	<b>83</b>
Somewhat unhappy	<b>12</b>	14	10	9	11	14	14	10	7	10	14	15	12	12	9	11	11	15	14
Very unhappy	<b>6</b>	9	4	4	4	8	6	6	5	4	5	11	5	7	7	5	7	7	2
<b>TOTAL UNHAPPY</b>	<b>18</b>	<b>23</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>22</b>	<b>20</b>	<b>16</b>	<b>12</b>	<b>14</b>	<b>19</b>	<b>26</b>	<b>17</b>	<b>19</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>22</b>	<b>16</b>
Don't know	<b>3</b>	2	5	2	3	3	3	3	5	3	2	4	2	4	3	2	3	4	2

### Multi-pack of underpants

Very happy	<b>20</b>	18	22	15	18	20	23	18	39	22	15	14	21	19	26	19	23	16	22
Somewhat happy	<b>41</b>	39	40	53	44	39	46	38	33	45	44	35	42	41	38	43	40	40	45
<b>TOTAL HAPPY</b>	<b>61</b>	<b>57</b>	<b>62</b>	<b>68</b>	<b>62</b>	<b>59</b>	<b>69</b>	<b>56</b>	<b>72</b>	<b>67</b>	<b>59</b>	<b>49</b>	<b>63</b>	<b>60</b>	<b>64</b>	<b>62</b>	<b>63</b>	<b>56</b>	<b>67</b>
Somewhat unhappy	<b>17</b>	18	18	13	20	17	19	16	11	16	21	19	18	17	15	18	15	19	20
Very unhappy	<b>15</b>	18	14	11	12	19	8	21	9	12	15	22	14	17	16	13	13	20	11
<b>TOTAL UNHAPPY</b>	<b>32</b>	<b>36</b>	<b>32</b>	<b>24</b>	<b>32</b>	<b>36</b>	<b>27</b>	<b>37</b>	<b>20</b>	<b>28</b>	<b>36</b>	<b>41</b>	<b>32</b>	<b>34</b>	<b>31</b>	<b>31</b>	<b>28</b>	<b>39</b>	<b>31</b>
Don't know	<b>6</b>	6	6	8	7	6	4	7	7	4	5	10	6	6	4	7	9	5	2

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<b>Weighted Sample</b>	<b>1637</b>	535	396	139	577	610	792	845	172	676	404	385	933	704	198	548	354	395	142
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## Gift set of deodorant and shower gel

Very happy	24	23	22	23	20	28	20	28	31	25	22	23	21	29	31	22	27	22	25
Somewhat happy	49	50	48	50	51	46	53	46	45	47	52	51	49	49	41	49	50	52	55
<b>TOTAL HAPPY</b>	<b>73</b>	<b>73</b>	<b>70</b>	<b>73</b>	<b>71</b>	<b>74</b>	<b>73</b>	<b>74</b>	<b>76</b>	<b>72</b>	<b>74</b>	<b>74</b>	<b>70</b>	<b>78</b>	<b>72</b>	<b>71</b>	<b>77</b>	<b>74</b>	<b>80</b>
Somewhat unhappy	15	15	16	19	18	13	15	15	12	15	15	14	17	11	15	16	12	15	16
Very unhappy	9	10	11	5	7	10	9	9	8	9	8	9	9	8	11	11	7	8	3
<b>TOTAL UNHAPPY</b>	<b>24</b>	<b>25</b>	<b>27</b>	<b>24</b>	<b>25</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>23</b>	<b>23</b>	<b>26</b>	<b>19</b>	<b>26</b>	<b>27</b>	<b>19</b>	<b>23</b>	<b>19</b>
Don't know	3	2	3	3	4	3	3	3	2	3	3	4	3	3	3	3	4	3	1

## Novelty mug

Very happy	17	17	15	12	12	18	14	20	29	17	15	15	16	19	18	15	19	16	26
Somewhat happy	43	41	44	45	43	41	44	42	39	47	44	37	42	44	50	43	45	41	35
<b>TOTAL HAPPY</b>	<b>60</b>	<b>58</b>	<b>59</b>	<b>57</b>	<b>55</b>	<b>59</b>	<b>58</b>	<b>62</b>	<b>68</b>	<b>64</b>	<b>59</b>	<b>52</b>	<b>58</b>	<b>63</b>	<b>68</b>	<b>58</b>	<b>64</b>	<b>57</b>	<b>61</b>
Somewhat unhappy	20	21	20	21	24	20	20	20	19	17	21	25	22	17	13	23	19	19	24
Very unhappy	15	17	15	17	16	17	16	14	10	14	15	17	16	14	16	14	11	19	13
<b>TOTAL UNHAPPY</b>	<b>35</b>	<b>38</b>	<b>35</b>	<b>38</b>	<b>40</b>	<b>37</b>	<b>36</b>	<b>34</b>	<b>29</b>	<b>31</b>	<b>36</b>	<b>42</b>	<b>38</b>	<b>31</b>	<b>29</b>	<b>37</b>	<b>30</b>	<b>38</b>	<b>37</b>
Don't know	5	4	5	6	5	5	6	4	3	5	5	6	4	6	4	6	6	6	1

## Drinks coasters

Very happy	12	10	12	12	12	10	10	14	21	13	11	8	12	12	17	11	14	10	14
Somewhat happy	38	38	40	42	38	37	34	41	35	42	37	34	38	38	35	42	36	33	44
<b>TOTAL HAPPY</b>	<b>50</b>	<b>48</b>	<b>52</b>	<b>54</b>	<b>50</b>	<b>47</b>	<b>44</b>	<b>55</b>	<b>56</b>	<b>55</b>	<b>48</b>	<b>42</b>	<b>50</b>	<b>50</b>	<b>52</b>	<b>53</b>	<b>50</b>	<b>43</b>	<b>58</b>
Somewhat unhappy	25	25	24	25	27	24	28	23	26	24	27	26	25	25	27	25	19	29	27
Very unhappy	19	21	17	12	17	22	20	17	13	16	19	25	18	19	16	16	22	22	13
<b>TOTAL UNHAPPY</b>	<b>44</b>	<b>46</b>	<b>41</b>	<b>37</b>	<b>44</b>	<b>46</b>	<b>48</b>	<b>40</b>	<b>39</b>	<b>40</b>	<b>46</b>	<b>51</b>	<b>43</b>	<b>44</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>51</b>	<b>40</b>
Don't know	6	5	6	8	6	6	7	5	5	6	7	6	6	7	5	6	9	6	2

## Wall calendar

Very happy	20	19	21	23	19	23	15	23	22	17	22	21	17	23	19	18	23	19	18
Somewhat happy	43	43	43	36	44	41	41	44	38	43	45	43	42	45	46	44	42	38	52
<b>TOTAL HAPPY</b>	<b>63</b>	<b>62</b>	<b>64</b>	<b>59</b>	<b>63</b>	<b>64</b>	<b>56</b>	<b>67</b>	<b>60</b>	<b>60</b>	<b>67</b>	<b>64</b>	<b>59</b>	<b>68</b>	<b>65</b>	<b>62</b>	<b>65</b>	<b>57</b>	<b>70</b>
Somewhat unhappy	19	19	19	20	20	17	21	17	18	20	18	18	22	14	18	19	15	21	23
Very unhappy	13	14	12	13	11	14	16	11	14	15	11	13	14	13	12	14	12	17	5
<b>TOTAL UNHAPPY</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>31</b>	<b>37</b>	<b>28</b>	<b>32</b>	<b>35</b>	<b>29</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>30</b>	<b>33</b>	<b>27</b>	<b>38</b>	<b>28</b>
Don't know	5	4	6	9	6	5	6	5	8	5	4	6	5	6	5	5	8	5	1

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## Jumper

Very happy	38	35	42	40	39	35	30	44	49	36	35	38	37	38	40	38	43	31	39
Somewhat happy	50	50	49	50	50	50	53	48	40	52	53	48	52	47	46	49	45	56	56
<b>TOTAL HAPPY</b>	<b>88</b>	<b>85</b>	<b>91</b>	<b>90</b>	<b>89</b>	<b>85</b>	<b>83</b>	<b>92</b>	<b>89</b>	<b>88</b>	<b>88</b>	<b>86</b>	<b>89</b>	<b>85</b>	<b>86</b>	<b>87</b>	<b>88</b>	<b>87</b>	<b>95</b>
Somewhat unhappy	6	8	4	4	5	8	10	3	6	6	5	9	7	6	8	7	5	6	4
Very unhappy	3	4	2	2	2	5	4	2	3	2	5	2	2	5	3	2	5	3	2
<b>TOTAL UNHAPPY</b>	<b>9</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>13</b>	<b>14</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>6</b>
Don't know	3	2	3	4	3	3	4	3	1	4	2	4	2	4	2	3	3	4	0

## Cookbook

Very happy	22	21	23	31	27	20	18	25	26	25	21	16	22	22	28	22	24	19	19
Somewhat happy	40	41	42	34	43	37	38	42	36	42	39	39	43	36	34	41	40	39	46
<b>TOTAL HAPPY</b>	<b>62</b>	<b>62</b>	<b>65</b>	<b>65</b>	<b>70</b>	<b>57</b>	<b>56</b>	<b>67</b>	<b>62</b>	<b>67</b>	<b>60</b>	<b>55</b>	<b>65</b>	<b>58</b>	<b>62</b>	<b>63</b>	<b>64</b>	<b>58</b>	<b>65</b>
Somewhat unhappy	19	20	16	18	14	21	23	16	26	17	19	19	20	18	20	18	16	22	21
Very unhappy	13	15	11	5	8	17	15	11	9	10	17	16	10	17	11	13	14	15	8
<b>TOTAL UNHAPPY</b>	<b>32</b>	<b>35</b>	<b>27</b>	<b>23</b>	<b>22</b>	<b>38</b>	<b>38</b>	<b>27</b>	<b>35</b>	<b>27</b>	<b>36</b>	<b>35</b>	<b>30</b>	<b>35</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>37</b>	<b>29</b>
Don't know	6	3	8	12	8	5	6	6	4	6	3	9	5	8	6	5	7	6	6

## Gift set of condiments or similar (i.e. jams, hot sauce, herbs, etc)

Very happy	24	23	26	29	25	23	22	26	28	25	24	21	24	25	28	22	26	23	27
Somewhat happy	45	45	47	41	49	43	45	44	31	49	44	44	47	41	42	46	46	42	49
<b>TOTAL HAPPY</b>	<b>69</b>	<b>68</b>	<b>73</b>	<b>70</b>	<b>74</b>	<b>66</b>	<b>67</b>	<b>70</b>	<b>59</b>	<b>74</b>	<b>68</b>	<b>65</b>	<b>71</b>	<b>66</b>	<b>70</b>	<b>68</b>	<b>72</b>	<b>65</b>	<b>76</b>
Somewhat unhappy	16	17	13	12	14	17	18	15	19	14	17	18	15	17	17	17	12	18	14
Very unhappy	11	12	10	8	8	13	11	11	16	9	10	12	10	12	10	10	12	12	8
<b>TOTAL UNHAPPY</b>	<b>27</b>	<b>29</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>30</b>	<b>29</b>	<b>26</b>	<b>35</b>	<b>23</b>	<b>27</b>	<b>30</b>	<b>25</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>24</b>	<b>30</b>	<b>22</b>
Don't know	4	3	5	9	4	4	4	4	6	3	4	5	4	4	3	5	4	4	3

## Slippers

Very happy	36	35	39	32	35	38	25	45	36	36	35	36	34	39	36	35	38	36	36
Somewhat happy	45	46	42	52	49	42	50	41	41	46	47	44	47	43	46	46	46	41	53
<b>TOTAL HAPPY</b>	<b>81</b>	<b>81</b>	<b>81</b>	<b>84</b>	<b>84</b>	<b>80</b>	<b>75</b>	<b>86</b>	<b>77</b>	<b>82</b>	<b>82</b>	<b>80</b>	<b>81</b>	<b>82</b>	<b>82</b>	<b>81</b>	<b>84</b>	<b>77</b>	<b>89</b>
Somewhat unhappy	10	11	8	8	9	10	13	8	14	9	9	12	11	9	9	10	7	13	9
Very unhappy	6	6	6	4	4	7	8	4	4	6	6	5	6	6	7	6	6	6	2
<b>TOTAL UNHAPPY</b>	<b>16</b>	<b>17</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>17</b>	<b>21</b>	<b>12</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>17</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>19</b>	<b>11</b>
Don't know	3	2	5	4	3	3	4	2	4	3	3	2	2	4	2	3	3	4	0

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## Scented candle

Very happy	29	26	33	25	26	30	12	42	35	29	30	24	28	30	34	25	29	31	29
Somewhat happy	36	33	36	36	35	33	36	36	37	40	31	34	37	35	38	35	39	34	38
<b>TOTAL HAPPY</b>	<b>65</b>	<b>59</b>	<b>69</b>	<b>61</b>	<b>61</b>	<b>63</b>	<b>48</b>	<b>78</b>	<b>72</b>	<b>69</b>	<b>61</b>	<b>58</b>	<b>65</b>	<b>65</b>	<b>72</b>	<b>60</b>	<b>68</b>	<b>65</b>	<b>67</b>
Somewhat unhappy	17	20	15	18	21	16	24	12	16	17	19	18	18	16	16	21	15	16	15
Very unhappy	14	18	11	18	14	17	22	8	9	10	18	20	14	15	10	16	12	14	18
<b>TOTAL UNHAPPY</b>	<b>31</b>	<b>38</b>	<b>26</b>	<b>36</b>	<b>35</b>	<b>33</b>	<b>46</b>	<b>20</b>	<b>25</b>	<b>27</b>	<b>37</b>	<b>38</b>	<b>32</b>	<b>31</b>	<b>26</b>	<b>37</b>	<b>27</b>	<b>30</b>	<b>33</b>
Don't know	4	3	4	3	4	3	5	2	3	4	2	4	3	4	3	3	4	5	1

## Handkerchief

Very happy	9	11	6	10	8	11	9	8	8	8	8	11	8	10	6	8	12	7	9
Somewhat happy	25	30	21	28	26	26	29	22	22	23	26	29	26	23	28	27	25	22	23
<b>TOTAL HAPPY</b>	<b>34</b>	<b>41</b>	<b>27</b>	<b>38</b>	<b>34</b>	<b>37</b>	<b>38</b>	<b>30</b>	<b>30</b>	<b>31</b>	<b>34</b>	<b>40</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>37</b>	<b>29</b>	<b>32</b>
Somewhat unhappy	28	26	29	27	32	25	28	28	29	27	30	27	28	28	26	27	25	29	36
Very unhappy	31	28	35	25	27	32	27	34	34	34	31	24	31	30	31	29	29	36	27
<b>TOTAL UNHAPPY</b>	<b>59</b>	<b>54</b>	<b>64</b>	<b>52</b>	<b>59</b>	<b>57</b>	<b>55</b>	<b>62</b>	<b>63</b>	<b>61</b>	<b>61</b>	<b>51</b>	<b>59</b>	<b>58</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>65</b>	<b>63</b>
Don't know	8	5	9	9	7	7	7	8	7	9	5	10	7	9	9	9	8	6	5

## Scarf

Very happy	26	26	27	27	26	26	17	33	31	24	26	27	26	26	31	23	29	23	30
Somewhat happy	48	48	51	50	53	45	49	48	42	52	45	49	51	45	50	50	47	46	52
<b>TOTAL HAPPY</b>	<b>74</b>	<b>74</b>	<b>78</b>	<b>77</b>	<b>79</b>	<b>71</b>	<b>66</b>	<b>81</b>	<b>73</b>	<b>76</b>	<b>71</b>	<b>76</b>	<b>77</b>	<b>71</b>	<b>81</b>	<b>73</b>	<b>76</b>	<b>69</b>	<b>82</b>
Somewhat unhappy	13	15	9	12	12	15	17	11	15	11	16	15	13	13	11	14	11	16	11
Very unhappy	8	8	6	7	5	10	11	5	8	8	8	6	6	10	6	7	7	10	7
<b>TOTAL UNHAPPY</b>	<b>21</b>	<b>23</b>	<b>15</b>	<b>19</b>	<b>17</b>	<b>25</b>	<b>28</b>	<b>16</b>	<b>23</b>	<b>19</b>	<b>24</b>	<b>21</b>	<b>19</b>	<b>23</b>	<b>17</b>	<b>21</b>	<b>18</b>	<b>26</b>	<b>18</b>
Don't know	5	3	7	5	5	4	6	4	4	6	5	4	4	5	3	6	6	4	1

## An orange

Very happy	12	15	10	12	12	13	13	12	16	10	12	15	12	12	11	13	15	8	16
Somewhat happy	31	31	31	40	34	32	34	30	23	32	34	31	31	32	36	31	33	29	29
<b>TOTAL HAPPY</b>	<b>43</b>	<b>46</b>	<b>41</b>	<b>52</b>	<b>46</b>	<b>45</b>	<b>47</b>	<b>42</b>	<b>39</b>	<b>42</b>	<b>46</b>	<b>46</b>	<b>43</b>	<b>44</b>	<b>47</b>	<b>44</b>	<b>48</b>	<b>37</b>	<b>45</b>
Somewhat unhappy	20	22	20	18	22	20	19	21	21	21	18	20	20	20	18	20	17	21	29
Very unhappy	28	25	29	21	24	27	28	29	33	30	28	23	29	27	25	26	26	37	21
<b>TOTAL UNHAPPY</b>	<b>48</b>	<b>47</b>	<b>49</b>	<b>39</b>	<b>46</b>	<b>47</b>	<b>47</b>	<b>50</b>	<b>54</b>	<b>51</b>	<b>46</b>	<b>43</b>	<b>49</b>	<b>47</b>	<b>43</b>	<b>46</b>	<b>43</b>	<b>58</b>	<b>50</b>
Don't know	8	7	10	9	9	9	7	9	6	7	9	10	8	9	10	10	9	5	5