YouGov Survey Results

Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In recent years, would you say that you have typically done your Christmas present shopping mostly in person or mostly online? If you do not typically buy any Christmas presents, please select "N/A".																							
Entirely in person	**5**	7	5	2	7	1	4	6	7	4	5	3	5	9	5	6	5	8	6	7	6	6	3
Mostly in person	**17**	24	14	18	15	13	14	19	18	17	19	15	15	22	17	18	18	14	16	19	20	22	15
TOTAL IN PERSON	**22**	**31**	**19**	**20**	**22**	**14**	**18**	**25**	**25**	**21**	**24**	**18**	**20**	**31**	**22**	**24**	**23**	**22**	**22**	**26**	**26**	**28**	**18**
About equally in person and online	**32**	31	35	36	37	32	35	32	29	35	33	30	37	29	33	32	33	22	36	34	33	28	33
Mostly online	**29**	25	34	31	27	34	33	28	27	31	28	39	28	18	31	25	28	39	31	26	25	26	31
Entirely online	**4**	4	5	4	4	4	6	4	5	3	4	5	5	3	4	5	4	7	3	3	4	4	6
TOTAL ONLINE	**33**	**29**	**39**	**35**	**31**	**38**	**39**	**32**	**32**	**34**	**32**	**44**	**33**	**21**	**35**	**30**	**32**	**46**	**34**	**29**	**29**	**30**	**37**
Not sure	**1**	0	1	0	0	0	1	1	1	1	1	1	0	1	1	1	1	2	2	1	1	3	0
N/A: I do not typically buy any Christmas presents	**11**	9	5	10	9	15	7	11	13	8	10	7	10	17	8	13	11	9	7	11	11	12	11

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		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In recent years, would you say that you have typically done your Christmas present shopping mostly in person or mostly online? If you do not typically buy any Christmas presents, please select "N/A".																			
Entirely in person	**5**	7	4	7	10	4	2	4	8	10	6	5	5	1	6	4	5	6	4
Mostly in person	**17**	18	18	16	20	20	11	14	24	21	20	19	12	11	19	6	20	10	10
TOTAL IN PERSON	**22**	**25**	**22**	**23**	**30**	**24**	**13**	**18**	**32**	**31**	**26**	**24**	**17**	**12**	**25**	**10**	**25**	**16**	**14**
About equally in person and online	**32**	32	29	32	25	35	31	41	33	26	31	34	35	37	35	10	35	27	22
Mostly online	**29**	25	34	26	19	30	43	29	18	21	22	29	37	43	31	10	31	21	24
Entirely online	**4**	7	6	5	3	1	4	6	4	5	6	4	5	3	4	4	4	4	9
TOTAL ONLINE	**33**	**32**	**40**	**31**	**22**	**31**	**47**	**35**	**22**	**26**	**28**	**33**	**42**	**46**	**35**	**14**	**35**	**25**	**33**
Not sure	**1**	1	0	0	2	1	3	0	1	2	2	1	0	0	1	1	1	3	1
N/A: I do not typically buy any Christmas presents	**11**	10	9	13	22	9	6	6	13	16	14	8	5	5	5	65	5	29	29

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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Unweighted Sample	2088	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And when it comes to your Christmas present shopping...? *[Excluding those who do not typically buy any Christmas presents; n=1875]* **When do you usually start your Christmas present shopping?**																							
Before October	14	16	14	17	12	11	15	16	7	20	8	13	18	17	12	16	14	13	11	17	14	7	15
October	10	10	11	8	11	9	12	12	5	15	8	12	10	11	9	13	10	20	7	11	11	4	11
First half of November	15	17	15	15	13	20	15	16	14	16	15	16	14	14	16	13	15	10	16	14	16	11	16
Second half of November	28	26	31	32	25	29	29	26	29	28	31	29	26	27	33	23	28	29	35	27	24	35	27
First week of December (1-7)	16	18	13	13	14	18	16	14	20	12	17	17	14	15	15	17	16	14	14	13	16	18	17
Second week of December (8-14)	7	5	7	8	12	6	6	6	10	5	9	5	8	7	8	7	8	3	7	7	7	12	7
Third week of December (15-21)	4	4	6	4	4	2	4	4	7	1	5	4	4	3	3	5	4	3	5	5	5	7	2
On 22 or 23 December	1	0	0	0	1	0	1	1	1	0	1	1	1	0	1	1	1	1	0	1	1	1	1
Christmas Eve (24 December)	1	1	0	0	1	0	1	1	1	0	0	1	1	1	1	0	1	0	0	0	1	2	1
Not sure	4	3	4	2	7	4	3	4	5	3	5	3	4	5	4	5	4	6	4	5	4	3	3
By when have you typically bought all the Christmas presents you intend to give?																							
Before October	2	2	2	0	1	0	2	2	1	2	1	1	2	3	1	3	2	2	1	2	2	2	2
October	2	1	3	1	1	1	2	2	1	2	1	2	2	2	1	2	2	2	0	3	1	0	2
First half of November	4	4	4	4	6	2	3	5	3	5	4	5	4	4	4	4	4	4	2	5	8	2	3
Second half of November	9	9	9	11	9	5	9	10	8	10	8	10	7	12	9	10	9	8	9	9	7	9	11
First week of December (1-7)	16	18	14	9	15	13	15	16	16	16	15	16	16	16	16	16	16	17	17	17	18	8	16
Second week of December (8-14)	24	26	23	29	23	27	23	25	23	25	22	24	25	24	26	21	25	18	21	26	22	27	24
Third week of December (15-21)	27	25	26	30	27	38	27	25	28	26	30	26	26	25	26	28	26	30	32	24	25	30	27
On 22 or 23 December	9	6	10	13	9	7	10	7	9	8	9	8	10	8	10	7	9	10	7	8	10	9	8
Christmas Eve (24 December)	6	5	6	2	7	7	6	5	7	4	7	6	6	3	5	6	6	6	8	4	6	8	5
Not sure	3	2	4	1	3	1	3	2	4	1	4	2	3	2	2	3	2	3	4	2	2	5	1
Would you or would you not typically give a Christmas present to the following people in your life? If you do not have any of these people in your life, please select "N/A". *[Excluding those who do not typically buy any Christmas presents; n=1875]* **Your partner**																							
I would	70	71	69	74	72	68	75	71	75	66	63	78	73	64	73	67	69	71	76	70	68	67	71
I would not	4	3	4	3	6	8	3	6	2	6	2	3	4	8	3	5	4	6	2	5	5	2	4
Not sure	2	2	2	0	0	3	2	2	1	2	3	2	1	2	1	3	2	2	1	2	2	3	1
N/A: I do not have any of these people in my life	24	25	26	23	22	22	20	21	22	26	33	17	22	26	23	25	24	22	21	23	25	28	24

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		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	2088	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	2088	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And when it comes to your Christmas present shopping...? *[Excluding those who do not typically buy any Christmas presents; n=1875]* **When do you usually start your Christmas present shopping?**																			
Before October	14	4	7	8	9	12	19	26	23	16	21	14	12	8	14	8	15	8	12
October	10	3	8	4	6	13	15	15	14	10	9	12	11	10	10	6	11	9	3
First half of November	15	13	17	13	12	17	15	15	15	14	14	16	13	19	15	19	15	11	15
Second half of November	28	33	29	25	30	30	30	27	25	21	27	26	29	36	29	21	30	21	26
First week of December (1-7)	16	17	21	19	22	16	13	10	10	18	14	17	18	13	16	22	15	20	18
Second week of December (8-14)	7	10	8	14	9	8	3	3	5	9	6	7	8	9	7	8	6	14	10
Third week of December (15-21)	4	9	6	8	6	1	1	2	1	6	3	3	8	3	4	4	4	6	8
On 22 or 23 December	1	2	1	1	0	0	0	0	1	1	1	2	0	0	1	2	0	2	1
Christmas Eve (24 December)	1	1	1	1	1	0	1	0	0	1	1	1	0	0	1	0	0	1	2
Not sure	4	9	2	6	5	2	3	2	5	5	5	2	3	2	4	11	3	8	5
By when have you typically bought all the Christmas presents you intend to give?																			
Before October	2	1	1	0	2	1	1	4	4	5	3	2	0	0	2	0	2	1	1
October	2	0	1	1	2	2	3	3	2	2	1	1	2	1	2	2	2	2	1
First half of November	4	2	4	3	4	6	5	5	4	3	5	6	7	2	4	4	4	4	5
Second half of November	9	6	11	4	13	9	9	10	12	10	12	10	7	7	9	16	9	9	7
First week of December (1-7)	16	14	19	13	16	15	14	18	16	12	15	15	13	17	15	22	16	12	21
Second week of December (8-14)	24	20	24	26	20	24	25	24	27	22	24	23	29	27	24	18	24	25	18
Third week of December (15-21)	27	30	28	28	25	30	24	24	26	27	29	25	27	29	27	23	27	24	27
On 22 or 23 December	9	11	5	13	10	7	11	8	6	10	6	12	9	8	9	4	8	13	9
Christmas Eve (24 December)	6	9	6	8	6	5	7	4	1	5	2	6	5	7	6	5	6	6	9
Not sure	3	5	3	5	2	2	1	1	2	4	3	1	1	1	2	6	2	4	1
Would you or would you not typically give a Christmas present to the following people in your life? If you do not have any of these people in your life, please select "N/A". *[Excluding those who do not typically buy any Christmas presents; n=1875]* **Your partner**																			
I would	70	63	81	77	77	63	75	70	54	50	63	74	81	91	71	46	72	59	63
I would not	4	1	1	3	5	3	6	5	10	3	6	5	3	1	4	15	3	9	6
Not sure	2	2	1	1	0	3	2	2	3	1	1	1	3	1	2	4	2	2	4
N/A: I do not have any of these people in my life	24	33	17	19	17	32	17	24	33	46	31	19	13	7	23	35	23	30	26

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Your children																							
I would	**54**	68	51	46	57	39	56	69	48	59	16	56	70	75	52	57	54	52	58	55	57	37	57
I would not	**1**	1	0	0	3	1	1	2	1	1	0	0	0	3	1	1	1	1	1	1	1	0	1
Not sure	**0**	0	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
N/A: I do not have any of these people in my life	**45**	31	48	53	40	59	43	29	51	40	84	44	29	22	47	41	45	48	41	44	43	61	42
Your grandchildren																							
I would	**21**	35	16	21	29	11	18	35	17	25	0	3	26	64	17	28	21	21	21	24	20	7	26
I would not	**0**	0	0	0	1	0	0	0	1	0	0	0	1	1	1	0	0	1	1	0	0	0	1
Not sure	**0**	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
N/A: I do not have any of these people in my life	**78**	65	84	79	69	89	82	64	82	75	100	97	73	34	82	72	78	79	79	75	80	93	74
Your parents																							
I would	**65**	51	72	64	55	78	67	52	67	64	90	84	60	19	69	60	65	65	64	64	67	73	63
I would not	**4**	2	5	5	4	3	4	2	5	3	5	5	3	2	4	4	4	10	4	4	3	6	3
Not sure	**1**	1	1	0	1	1	1	1	2	1	1	2	2	0	2	1	1	2	1	1	1	2	2
N/A: I do not have any of these people in my life	**29**	46	22	30	40	18	27	44	27	32	4	9	35	78	26	35	30	24	31	31	29	19	33
Your grandparents																							
I would	**27**	21	29	27	25	28	26	19	28	26	53	26	19	10	29	23	27	25	25	27	29	28	26
I would not	**7**	2	7	7	2	9	6	3	7	6	13	8	2	2	7	6	7	6	6	7	5	7	7
Not sure	**1**	0	1	1	2	6	1	0	1	2	5	1	0	0	2	1	1	1	2	1	2	2	2
N/A: I do not have any of these people in my life	**65**	76	63	66	70	57	67	78	64	66	29	66	79	88	62	69	65	68	67	65	64	63	65
Your siblings																							
I would	**57**	49	63	58	51	56	59	48	57	56	75	61	53	34	62	49	57	48	54	55	59	65	56
I would not	**22**	27	21	15	25	22	22	26	22	21	10	19	26	33	20	25	21	29	23	22	20	15	23
Not sure	**4**	6	2	5	6	4	3	5	5	3	2	4	4	6	3	5	4	1	9	4	3	2	4
N/A: I do not have any of these people in my life	**18**	19	14	21	17	17	15	20	15	20	12	15	17	27	15	21	18	22	15	19	17	18	17
Your extended family (e.g. uncles/aunts, nephews/nieces, cousins)																							
I would	**33**	31	39	28	24	34	38	29	30	35	34	44	33	18	35	30	33	30	37	32	30	38	33
I would not	**44**	46	43	45	49	47	46	45	45	43	42	36	46	55	45	43	44	48	45	44	44	35	47
Not sure	**9**	8	6	11	11	9	6	9	11	7	12	8	7	8	8	10	9	6	9	9	10	9	9
N/A: I do not have any of these people in my life	**14**	14	11	16	16	10	10	17	14	14	12	12	13	19	12	18	14	16	10	16	15	18	12
Your parents-in-law																							
I would	**33**	24	38	36	29	31	37	29	31	35	37	45	35	11	36	29	32	35	39	35	31	30	32
I would not	**16**	17	15	12	18	14	18	15	19	13	11	18	17	16	17	15	15	23	16	15	16	15	16
Not sure	**4**	4	3	1	3	6	3	4	7	2	6	5	3	1	3	5	4	4	3	5	4	8	3
N/A: I do not have any of these people in my life	**47**	56	44	51	49	49	42	53	43	51	46	31	45	72	44	51	48	38	42	46	50	47	49
Your children-in-law																							
I would	**19**	25	16	21	19	9	20	24	15	22	6	13	28	31	18	20	18	19	26	17	19	11	21
I would not	**10**	12	9	8	14	8	11	11	14	7	7	10	13	12	12	9	11	14	7	9	10	11	11
Not sure	**4**	3	5	1	3	2	3	4	5	2	4	4	3	2	3	5	4	4	4	5	3	4	3
N/A: I do not have any of these people in my life	**67**	60	70	70	63	81	66	61	65	69	83	73	56	54	67	66	68	63	63	69	67	74	65

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		Age / gender								Household income					Do you or do		View on Christmas		
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Weighted Sample	2088	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	2088	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Your children																			
I would	**54**	12	49	63	73	19	62	76	76	54	55	59	55	58	55	37	54	57	50
I would not	**1**	0	0	0	4	0	1	0	2	1	2	1	0	0	1	1	1	2	0
Not sure	**0**	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	0	1	0
N/A: I do not have any of these people in my life	**45**	88	51	36	23	81	37	23	21	44	43	40	44	41	44	61	45	40	50
Your grandchildren																			
I would	**21**	0	1	20	59	0	4	31	68	33	29	25	12	5	22	12	21	26	17
I would not	**0**	0	0	1	2	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Not sure	**0**	0	0	0	1	0	0	0	1	1	1	0	0	0	0	2	0	1	0
N/A: I do not have any of these people in my life	**78**	100	99	79	38	100	96	68	31	66	70	74	88	94	78	86	78	73	82
Your parents																			
I would	**65**	90	85	57	21	90	83	63	17	47	55	67	76	80	66	44	67	54	63
I would not	**4**	6	5	4	4	4	5	3	1	4	3	3	6	4	4	9	4	6	3
Not sure	**1**	1	3	2	1	2	1	1	0	2	0	1	2	2	1	1	1	4	0
N/A: I do not have any of these people in my life	**29**	3	7	37	74	4	11	33	81	47	43	30	16	14	29	46	28	36	34
Your grandparents																			
I would	**27**	52	26	18	12	53	25	20	8	21	24	27	31	32	27	17	29	17	16
I would not	**7**	13	7	2	4	13	9	3	1	3	5	7	9	7	7	7	6	8	2
Not sure	**1**	4	1	0	0	6	1	0	0	1	0	1	1	1	2	1	2	1	0
N/A: I do not have any of these people in my life	**65**	30	66	81	83	28	65	77	91	75	71	65	58	60	65	76	63	73	82
Your siblings																			
I would	**57**	77	61	52	32	73	62	54	35	50	48	54	62	65	58	26	60	44	35
I would not	**22**	12	19	26	37	9	19	25	30	20	30	21	21	20	21	30	20	30	25
Not sure	**4**	2	6	5	8	3	3	3	5	5	4	6	2	4	4	10	4	4	7
N/A: I do not have any of these people in my life	**18**	9	14	17	24	15	16	18	30	25	18	18	15	11	17	35	15	23	33
Your extended family (e.g. uncles/aunts, nephews/nieces, cousins)																			
I would	**33**	35	37	28	20	34	50	37	17	29	30	31	38	36	33	24	35	24	22
I would not	**44**	39	40	48	56	45	33	45	54	37	45	48	44	48	44	41	44	47	47
Not sure	**9**	14	10	10	9	10	7	5	8	9	8	9	7	8	9	6	9	11	6
N/A: I do not have any of these people in my life	**14**	13	14	14	16	12	11	13	21	24	17	12	12	8	13	29	12	18	25
Your parents-in-law																			
I would	**33**	29	43	32	14	44	47	38	9	19	26	34	43	51	34	17	35	27	25
I would not	**16**	11	20	22	25	11	17	13	9	11	15	17	17	21	16	20	15	20	17
Not sure	**4**	9	9	4	3	3	2	2	0	4	2	6	5	3	4	2	4	6	3
N/A: I do not have any of these people in my life	**47**	50	28	42	59	42	34	48	81	66	58	42	36	26	47	60	46	47	54
Your children-in-law																			
I would	**19**	5	15	18	25	7	10	36	36	18	20	21	17	15	19	11	20	17	10
I would not	**10**	8	11	20	20	6	8	7	7	8	14	11	12	12	10	10	10	15	12
Not sure	**4**	6	8	4	2	3	1	2	3	4	3	4	4	2	4	5	3	6	2
N/A: I do not have any of these people in my life	**67**	82	65	57	53	85	80	55	54	70	63	64	67	72	67	74	67	61	77

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2088	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	2088	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Your closest friends																							
I would	**48**	49	48	53	39	48	46	46	33	61	53	46	46	47	46	50	48	48	45	47	47	57	46
I would not	**35**	34	36	35	43	34	40	37	46	25	28	39	38	35	39	29	34	39	41	35	33	28	37
Not sure	**10**	9	9	7	12	15	9	10	12	8	11	9	9	10	10	11	10	7	8	12	10	6	10
N/A: I do not have any of these people in my life	**7**	8	7	5	6	3	5	8	8	6	8	6	7	8	5	10	7	6	6	7	10	8	6
Your closest colleagues (excluding activites like Secret Santa)																							
I would	**18**	16	20	20	13	14	18	16	14	21	15	21	20	13	18	17	18	19	14	17	16	22	18
I would not	**51**	47	53	51	51	56	58	46	60	44	54	58	51	40	56	44	50	55	58	52	51	48	50
Not sure	**8**	6	9	7	11	6	7	7	8	8	11	7	8	6	8	8	8	5	7	8	6	10	8
N/A: I do not have any of these people in my life	**23**	31	18	22	25	24	17	30	19	28	20	14	22	41	18	31	24	21	21	23	27	20	24
Your neighbours																							
I would	**12**	15	14	10	11	12	13	13	10	14	9	13	12	15	12	12	13	4	11	12	13	19	11
I would not	**72**	67	70	78	73	77	74	70	74	70	75	75	72	65	75	68	71	80	74	71	70	62	76
Not sure	**5**	5	6	5	7	4	5	5	6	4	4	5	6	6	5	5	5	8	3	6	4	5	5
N/A: I do not have any of these people in my life	**11**	13	11	7	10	7	8	11	10	11	12	8	10	14	8	14	11	9	11	11	13	13	9
How much money would you typically expect to spend on Christmas presents for the following type of person?																							
Your partner																							
[Asked only to those who said they would typically give a Christmas present to their partner; n=1324]																							
£5 or less	**0**	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	4	0	0	0	0	0
£6-10	**1**	0	1	1	1	0	0	0	1	1	2	0	0	1	1	1	1	0	0	1	1	1	1
£11-20	**3**	2	2	3	3	4	2	2	2	3	5	1	1	4	2	3	3	1	1	3	3	3	3
£21-30	**5**	7	5	5	6	3	5	5	4	7	6	4	6	6	5	6	6	6	3	1	7	7	7
£31-50	**11**	8	10	10	14	19	11	9	11	12	12	13	10	10	11	13	11	11	14	11	9	14	11
£51-100	**26**	27	25	31	15	35	24	29	22	29	30	22	24	29	26	26	26	20	27	28	22	26	26
£101-150	**16**	13	19	13	21	12	17	16	17	15	13	22	14	14	17	15	16	15	19	16	20	15	15
£151-200	**12**	12	13	18	13	14	15	11	13	12	11	14	12	11	14	10	13	12	10	12	13	9	14
More than £200	**16**	19	17	13	19	6	18	16	20	12	12	16	23	13	17	16	16	19	15	19	15	16	16
Don't know	**9**	11	7	7	10	7	8	10	10	9	8	8	9	11	8	11	9	13	11	10	12	9	7

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Your closest friends																			
I would	**48**	43	28	30	32	62	63	60	59	51	49	46	45	45	48	48	50	40	42
I would not	**35**	37	53	49	45	18	25	29	28	27	37	36	36	45	35	30	34	41	36
Not sure	**10**	9	13	14	13	13	6	5	7	11	4	12	12	8	10	11	10	10	8
N/A: I do not have any of these people in my life	**7**	11	6	8	10	6	6	5	6	12	10	6	7	2	7	10	6	9	13
Your closest colleagues (excluding activites like Secret Santa)																			
I would	**18**	13	14	16	11	16	29	23	14	16	16	19	20	20	18	9	19	14	12
I would not	**51**	58	70	58	49	50	47	45	33	34	46	54	59	63	51	46	51	53	47
Not sure	**8**	10	5	9	9	12	8	6	5	8	6	9	9	7	8	13	8	7	7
N/A: I do not have any of these people in my life	**23**	19	11	17	32	22	16	26	48	42	32	18	12	10	23	32	22	27	34
Your neighbours																			
I would	**12**	9	10	9	13	9	15	15	17	16	10	12	11	13	12	4	13	10	5
I would not	**72**	74	78	75	66	76	72	69	64	57	73	74	75	77	72	71	72	73	71
Not sure	**5**	4	5	8	8	3	5	4	5	8	4	6	6	5	5	7	5	4	4
N/A: I do not have any of these people in my life	**11**	12	8	8	14	12	8	11	14	18	13	9	8	4	10	18	10	12	20
How much money would you typically expect to spend on Christmas presents for the following type of person?																			
Your partner																			
[Asked only to those who said they would typically give a Christmas present to their partner; n=1324]																			
£5 or less	**0**	1	0	0	0	0	0	1	0	0	0	0	0	0	0	*0*	0	0	1
£6-10	**1**	3	1	1	0	2	0	0	2	1	1	1	1	0	1	*0*	1	0	1
£11-20	**3**	8	0	0	2	3	2	2	6	8	3	1	1	2	3	*3*	2	5	4
£21-30	**5**	5	4	4	3	7	4	8	9	9	7	5	5	3	5	*3*	5	5	8
£31-50	**11**	12	13	7	10	12	13	12	11	20	10	14	8	8	12	*7*	12	11	9
£51-100	**26**	25	19	19	27	35	25	29	31	22	44	26	26	22	25	*31*	25	29	26
£101-150	**16**	14	22	16	15	12	22	12	13	12	12	18	20	20	16	*13*	16	13	23
£151-200	**12**	8	15	12	15	13	13	12	7	11	8	11	19	12	12	*7*	13	6	12
More than £200	**16**	15	18	30	17	8	14	16	9	8	9	16	16	26	16	*21*	16	17	15
Don't know	**9**	8	8	11	11	8	8	8	12	9	7	8	5	7	9	*14*	9	16	0

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Each of your children																							
[Asked only to those who said they would typically give a Christmas present to each of their children; n=1053]																							
£5 or less	**0**	1	1	0	0	*0*	0	1	1	0	0	0	1	0	0	0	0	0	2	0	0	0	1
£6-10	**0**	0	0	0	2	*0*	0	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	1
£11-20	**1**	1	2	1	1	*0*	1	1	2	1	4	0	1	1	1	1	1	2	1	1	1	3	1
£21-30	**5**	5	7	3	6	*3*	4	6	5	5	10	3	4	8	5	7	6	2	4	5	7	6	6
£31-50	**15**	18	8	17	19	*16*	12	18	18	12	4	8	11	27	14	16	15	9	13	18	11	17	15
£51-100	**24**	25	24	26	21	*27*	24	23	22	25	23	21	22	29	23	24	25	14	23	24	20	22	28
£101-150	**16**	18	15	22	9	*9*	16	14	14	17	24	16	16	12	17	14	16	18	14	11	19	22	16
£151-200	**13**	14	14	14	10	*15*	18	11	11	15	15	17	15	7	14	13	14	14	7	16	15	11	13
More than £200	**20**	13	23	16	24	*26*	20	20	21	19	12	31	23	7	21	18	18	34	29	19	21	19	15
Don't know	**6**	4	6	2	8	*4*	5	6	7	5	8	4	6	7	5	6	5	5	9	7	7	0	5
Each of your grandchildren																							
[Asked only to those who said they would typically give a Christmas present to each of their grandchildren; n=436]																							
£5 or less	**0**	0	1	*0*	0	*0*	0	0	0	0	*0*	*0*	1	0	0	0	0	*0*	*2*	0	0	*0*	0
£6-10	**1**	1	2	*0*	2	*10*	1	2	1	2	*0*	*0*	2	1	1	2	2	*0*	*0*	0	3	*8*	1
£11-20	**6**	6	8	*3*	4	*8*	8	5	8	5	*0*	*9*	7	6	3	9	6	*11*	*6*	6	8	*9*	5
£21-30	**11**	10	8	*5*	12	*13*	7	14	11	11	*0*	*14*	8	12	11	12	11	*21*	*3*	10	14	*16*	11
£31-50	**28**	31	25	*43*	28	*34*	29	29	30	27	*0*	*12*	27	30	30	26	30	*22*	*16*	26	18	*30*	37
£51-100	**26**	26	32	*34*	19	*22*	33	22	22	29	*0*	*5*	29	26	27	26	25	*15*	*41*	27	26	*6*	26
£101-150	**12**	12	11	*9*	10	*14*	9	13	9	13	*0*	*36*	8	12	14	10	12	*17*	*4*	13	18	*7*	10
£151-200	**4**	4	1	*4*	7	*0*	3	4	4	4	*0*	*12*	4	4	4	4	4	*0*	*7*	5	4	*6*	3
More than £200	**4**	2	5	*0*	10	*0*	4	4	6	3	*0*	*7*	8	2	6	3	4	*3*	*9*	6	0	*12*	3
Don't know	**7**	8	6	*2*	7	*0*	6	7	8	6	*0*	*6*	7	6	5	7	6	*10*	*13*	7	7	*6*	5
Each of your parents																							
[Asked only to those who said they would typically give a Christmas present to each of their parents; n=1193]																							
£5 or less	**1**	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1	0	1
£6-10	**5**	5	3	5	4	5	3	4	6	4	7	3	3	6	5	4	5	2	2	6	9	4	3
£11-20	**11**	12	11	9	8	15	9	9	12	10	15	9	9	6	10	12	11	9	5	9	9	13	14
£21-30	**22**	16	24	24	27	32	22	23	23	21	20	26	19	23	22	22	22	20	30	23	25	18	20
£31-50	**27**	26	29	25	22	26	31	27	25	30	24	31	28	27	27	28	27	32	32	27	26	25	28
£51-100	**21**	23	18	29	20	13	21	22	19	23	20	20	26	17	22	19	21	20	20	23	16	21	23
£101-150	**4**	6	6	4	2	2	6	3	5	4	4	5	4	1	5	3	4	4	5	3	3	7	4
£151-200	**2**	3	1	3	2	3	1	3	1	2	2	2	2	2	2	2	2	4	1	1	2	2	2
More than £200	**1**	2	1	0	1	0	1	0	1	1	1	1	0	1	1	0	1	1	1	0	0	2	1
Don't know	**6**	7	6	1	13	3	5	8	8	5	6	3	9	16	5	9	7	7	5	8	9	7	4

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Each of your children																			
[Asked only to those who said they would typically give a Christmas present to each of their children; n=1053]																			
£5 or less	**0**	*0*	0	2	0	*0*	0	0	1	0	1	0	2	0	0	*0*	1	0	0
£6-10	**0**	*0*	0	2	0	*0*	0	1	1	0	1	1	0	0	0	*0*	1	0	1
£11-20	**1**	*7*	0	2	2	*2*	0	1	0	4	0	0	0	2	1	*4*	1	1	3
£21-30	**5**	*7*	4	4	8	*12*	2	5	8	10	6	6	3	3	5	*5*	5	5	6
£31-50	**15**	*8*	14	10	32	*2*	4	12	23	19	16	18	8	10	14	*28*	13	21	22
£51-100	**24**	*18*	24	18	24	*27*	19	24	32	32	33	22	19	20	24	*34*	24	24	21
£101-150	**16**	*29*	14	15	9	*22*	18	16	15	13	18	15	16	18	16	*8*	17	10	12
£151-200	**13**	*10*	9	18	6	*17*	22	13	8	8	8	16	17	17	13	*6*	14	13	9
More than £200	**20**	*17*	31	21	11	*8*	31	24	5	8	15	17	31	27	20	*3*	21	15	18
Don't know	**6**	*3*	5	9	8	*11*	3	4	6	6	2	5	4	2	6	*11*	5	10	7
Each of your grandchildren																			
[Asked only to those who said they would typically give a Christmas present to each of their grandchildren; n=436]																			
£5 or less	**0**	*0*	*0*	*0*	0	*0*	*0*	1	0	0	1	0	*0*	*0*	0	*0*	0	0	*0*
£6-10	**1**	*0*	*0*	*3*	0	*0*	*0*	1	2	2	3	0	*0*	*0*	1	*0*	2	0	*0*
£11-20	**6**	*0*	*34*	*13*	5	*0*	*0*	3	7	19	3	4	*0*	*0*	6	*22*	6	5	*12*
£21-30	**11**	*0*	*28*	*6*	12	*0*	*9*	9	12	16	15	12	*0*	*7*	11	*12*	10	16	*9*
£31-50	**28**	*0*	*0*	*16*	38	*0*	*16*	33	25	22	32	35	*30*	*42*	28	*25*	28	31	*22*
£51-100	**26**	*0*	*0*	*25*	22	*0*	*7*	32	29	25	32	25	*17*	*31*	26	*41*	27	28	*19*
£101-150	**12**	*0*	*17*	*9*	9	*0*	*43*	8	14	9	5	6	*30*	*20*	12	*0*	12	3	*27*
£151-200	**4**	*0*	*0*	*4*	4	*0*	*16*	4	3	3	4	5	*8*	*0*	4	*0*	4	4	*6*
More than £200	**4**	*0*	*0*	*14*	4	*0*	*10*	4	2	1	2	11	*2*	*0*	4	*0*	4	4	*0*
Don't know	**7**	*0*	*21*	*12*	6	*0*	*0*	5	6	3	4	3	*13*	*0*	7	*0*	6	9	*5*
Each of your parents																			
[Asked only to those who said they would typically give a Christmas present to each of their parents; n=1193]																			
£5 or less	**1**	0	1	1	*2*	1	0	0	*0*	1	1	0	1	1	1	*0*	1	1	0
£6-10	**5**	10	2	5	*7*	5	3	2	*5*	8	2	4	5	2	5	*9*	5	5	4
£11-20	**11**	18	9	10	*4*	13	9	7	*8*	16	16	9	9	6	11	*8*	10	9	13
£21-30	**22**	21	29	16	*22*	20	23	21	*24*	23	26	24	24	21	22	*23*	22	21	24
£31-50	**27**	21	26	30	*20*	27	36	25	*33*	24	26	27	31	34	28	*14*	28	22	26
£51-100	**21**	17	20	20	*19*	22	19	31	*15*	17	21	22	21	23	21	*26*	21	20	24
£101-150	**4**	4	6	5	*2*	4	4	3	*0*	2	3	4	5	6	4	*0*	4	5	5
£151-200	**2**	1	2	1	*0*	3	1	2	*3*	2	1	2	1	2	2	*0*	1	3	2
More than £200	**1**	1	1	0	*0*	0	1	0	*2*	0	0	1	1	1	1	*0*	1	0	0
Don't know	**6**	7	4	13	*23*	5	3	6	*10*	8	4	6	3	3	6	*20*	6	14	2

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Each of your siblings																							
[Asked only to those who said they would typically give a Christmas present to each of their siblings; n=1053]																							
£5 or less	**2**	3	2	0	1	7	2	1	3	2	3	1	3	3	3	3	3	0	0	4	3	1	3
£6-10	**6**	7	4	7	8	1	4	7	7	6	8	4	7	9	6	7	7	4	0	7	11	4	6
£11-20	**21**	20	18	28	19	29	18	23	24	18	26	21	16	20	20	21	21	27	16	21	20	24	21
£21-30	**25**	24	31	19	25	27	27	25	23	27	24	30	22	22	26	25	25	26	28	21	26	22	29
£31-50	**22**	17	24	21	18	24	24	20	20	23	18	23	28	15	23	19	21	21	27	23	19	22	21
£51-100	**13**	15	15	16	9	5	16	12	12	13	12	12	14	14	14	11	12	10	23	13	10	15	11
£101-150	**2**	1	2	3	1	1	2	2	1	2	2	1	2	1	2	2	2	2	0	1	1	2	3
£151-200	**1**	0	0	2	3	3	0	2	1	1	1	1	1	0	1	1	1	0	1	2	1	2	0
More than £200	**1**	2	1	0	1	0	1	1	1	1	0	2	0	1	1	1	1	1	1	1	1	2	1
Don't know	**7**	9	3	4	15	4	5	9	7	6	5	4	7	16	5	10	7	10	5	8	9	7	4
A friend																							
[Asked only to those who said they would typically give a Christmas present to a friend; n=922]																							
£5 or less	**3**	3	3	2	5	0	2	3	5	2	3	2	1	5	3	2	3	2	2	3	5	3	2
£6-10	**14**	13	14	20	13	13	17	13	13	14	11	13	14	18	12	15	15	12	4	11	14	14	19
£11-20	**34**	31	34	31	34	44	31	32	28	37	37	32	36	31	32	37	35	31	31	35	41	31	33
£21-30	**26**	29	25	26	19	25	27	27	23	27	22	31	28	21	29	21	25	29	30	26	23	21	27
£31-50	**13**	10	15	12	7	9	15	10	16	11	16	14	11	9	16	8	12	8	20	14	9	16	11
£51-100	**5**	8	5	5	9	6	4	7	6	5	5	6	4	6	4	6	5	5	7	6	3	6	5
£101-150	**0**	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£151-200	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More than £200	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	**5**	6	4	3	12	2	4	7	8	4	5	3	5	10	3	9	5	14	6	5	5	9	3
Which of the following comes closest to your preference in terms of receiving Christmas presents?																							
I prefer for people to ask me what presents I would like	**32**	30	37	33	30	41	35	28	33	32	37	41	28	22	35	29	32	33	31	29	33	37	33
I prefer for people to surprise me with presents they think I would like	**44**	48	45	45	46	33	42	46	40	48	45	38	46	47	43	45	44	44	43	47	43	43	43
I would rather not receive any presents at all	**15**	17	11	14	16	17	15	19	18	13	6	11	18	27	14	17	15	14	18	15	14	13	17
Not sure	**9**	5	7	7	8	8	8	7	9	8	12	10	7	4	8	9	9	8	9	10	11	7	7

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Each of your siblings																			
[Asked only to those who said they would typically give a Christmas present to each of their siblings; n=1053]																			
£5 or less	**2**	3	2	3	0	2	0	3	5	4	5	2	1	1	2	*0*	2	2	*6*
£6-10	**6**	10	3	7	6	5	5	6	11	12	4	5	4	5	6	*11*	6	9	*5*
£11-20	**21**	34	21	16	21	18	20	16	19	26	20	22	24	14	21	*31*	21	16	*26*
£21-30	**25**	18	31	19	21	30	29	24	23	26	26	27	26	28	25	*32*	25	32	*20*
£31-50	**22**	14	20	31	17	23	27	25	13	12	26	23	23	31	22	*7*	22	16	*30*
£51-100	**13**	12	13	11	14	12	11	16	15	14	10	9	15	15	13	*8*	13	12	*8*
£101-150	**2**	1	1	1	1	3	1	2	1	1	4	4	0	1	2	*4*	2	1	*6*
£151-200	**1**	1	2	1	0	1	0	1	0	1	0	0	2	1	1	*0*	1	1	*0*
More than £200	**1**	1	3	1	0	0	2	0	1	0	0	1	0	2	1	*0*	1	1	*0*
Don't know	**7**	6	3	9	21	5	4	6	12	6	5	5	3	2	7	*7*	6	11	*0*
A friend																			
[Asked only to those who said they would typically give a Christmas present to a friend; n=922]																			
£5 or less	**3**	5	5	2	10	2	1	1	4	4	3	2	3	1	3	*2*	3	2	3
£6-10	**14**	11	17	9	19	11	12	16	18	21	16	13	13	11	14	*5*	14	14	11
£11-20	**34**	37	25	28	15	38	34	39	37	39	34	40	26	29	34	*45*	34	34	39
£21-30	**26**	15	21	33	29	26	35	26	19	20	23	26	30	35	26	*25*	25	27	29
£31-50	**13**	20	19	13	9	14	11	11	9	6	11	12	19	17	13	*11*	13	14	6
£51-100	**5**	4	9	5	7	6	4	4	5	6	6	4	6	3	5	*8*	5	2	12
£101-150	**0**	0	0	1	0	0	0	0	0	0	1	0	0	0	0	*0*	0	0	0
£151-200	**0**	1	0	0	0	0	0	0	0	0	0	0	1	0	0	*0*	0	0	0
More than £200	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	*0*	0	0	0
Don't know	**5**	7	3	9	13	4	3	3	9	4	6	3	3	4	6	*3*	6	7	1
Which of the following comes closest to your preference in terms of receiving Christmas presents?																			
I prefer for people to ask me what presents I would like	**32**	37	46	25	22	38	35	31	22	29	33	32	34	36	34	15	34	27	24
I prefer for people to surprise me with presents they think I would like	**44**	44	29	46	42	47	46	47	50	45	40	47	42	45	47	18	50	27	18
I would rather not receive any presents at all	**15**	5	15	22	32	6	7	14	23	17	19	16	14	11	11	51	8	34	46
Not sure	**9**	14	10	8	4	9	11	7	4	9	8	5	9	9	8	16	8	11	12

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following activities do you typically do at Christmas time? Please select all that apply.																							
Watch Christmas films	**65**	63	72	70	59	64	68	59	57	72	73	71	64	50	67	62	64	73	62	67	64	59	65
Pull Christmas crackers	**64**	71	67	66	65	70	69	65	60	67	61	70	64	59	68	59	64	70	57	62	67	60	65
Listen to Christmas music	**62**	63	66	71	58	62	65	58	54	69	69	67	58	52	65	57	62	65	60	58	66	60	63
Eat mince pies	**58**	67	57	62	65	63	63	64	58	58	41	59	64	69	59	57	58	63	51	55	62	51	61
Send Christmas cards	**56**	69	56	67	60	52	60	64	47	64	43	49	60	73	57	55	57	57	44	58	56	50	59
Open an advent calendar	**44**	36	53	52	37	47	49	36	39	49	62	55	37	21	49	37	44	49	43	41	45	42	46
Wear a Christmas jumper	**44**	47	47	51	42	39	47	44	37	51	47	53	38	37	46	41	44	47	44	43	48	38	45
Visit a Christmas market	**43**	41	48	50	39	43	47	37	39	47	54	47	39	31	48	36	43	45	39	47	42	44	41
Go to see Christmas light displays	**33**	38	37	37	31	30	35	31	26	40	40	36	31	26	37	29	34	41	25	30	30	37	37
Attend a Christmas party	**30**	27	35	41	28	27	34	27	28	31	40	35	26	17	35	23	30	35	26	31	25	42	27
Drink mulled wine	**24**	23	29	30	23	30	29	20	21	27	26	31	23	14	27	21	24	29	21	20	22	32	25
Attend a church service	**15**	20	15	21	16	13	18	14	13	17	16	14	13	18	16	14	15	19	18	14	14	18	14
Attend a carol service	**14**	21	16	19	13	13	19	13	11	18	13	13	14	18	15	13	15	12	10	15	15	12	16
Watch a pantomime	**13**	16	16	12	8	13	14	14	9	17	12	17	11	11	15	11	13	16	12	13	9	13	14
Go Christmas carolling	**3**	6	2	6	1	2	5	2	3	3	4	3	3	2	4	2	3	3	0	3	3	3	4
None of these	**6**	3	4	4	7	7	5	6	8	4	5	6	6	7	5	7	6	5	8	6	5	9	5
Not sure	**1**	1	0	0	1	0	0	1	1	0	2	0	1	1	1	1	1	0	1	0	1	0	1
Which of the following people do you typically spend Christmas Day with? Please tick all that apply.																							
Your partner	**60**	66	58	63	65	52	67	67	60	60	38	69	67	64	63	58	60	57	65	61	60	48	63
At least one of your children	**45**	58	47	40	45	36	50	56	38	52	15	49	59	58	45	47	45	44	45	47	47	34	48
At least one of your parents	**41**	29	49	42	27	56	42	26	41	41	77	52	28	4	45	34	42	33	36	44	41	49	38
At least one of your siblings	**27**	19	33	28	19	38	28	15	27	26	55	28	17	6	31	20	27	23	26	26	29	32	25
At least some of your extended family (e.g. uncles/aunts, nephews/nieces, cousins)	**17**	15	20	17	11	24	19	11	18	16	26	19	16	7	19	14	17	14	20	15	18	26	15
At least one of your grandchildren	**13**	22	10	13	17	6	11	21	10	16	1	1	15	39	11	17	13	13	13	15	12	8	15
At least one of your parents-in-law	**11**	10	15	9	7	11	17	8	12	11	11	21	11	1	14	8	11	10	16	14	9	7	12
At least one of your grandparents	**6**	3	6	7	4	13	4	3	6	6	19	6	0	0	7	4	7	6	0	8	7	6	7
At least one of your children-in-law	**5**	7	4	7	4	5	6	7	3	7	0	1	8	11	4	6	5	6	6	5	5	3	6
At least one of your closest friends	**5**	6	6	3	8	2	5	5	5	5	6	4	4	6	5	6	5	9	5	6	3	9	4
At least one of your neighbours	**1**	1	1	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	2	1	0	0	1
Someone else	**2**	3	1	2	2	1	2	2	2	2	2	1	3	2	2	2	2	1	2	1	2	2	3
N/A: I typically spend Christmas alone	**5**	5	4	5	5	5	5	6	6	4	2	4	5	9	3	7	5	6	8	4	4	7	5
N/A: I generally have to work on Christmas	**1**	0	1	1	1	0	1	2	1	1	1	2	2	0	1	1	1	3	0	2	1	1	1
Not sure	**1**	0	2	0	1	0	1	0	2	1	3	1	1	0	1	2	2	1	1	2	2	3	1

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following activities do you typically do at Christmas time? Please select all that apply.																			
Watch Christmas films	**65**	65	65	54	40	80	78	73	58	57	62	68	68	73	70	16	76	33	22
Pull Christmas crackers	**64**	57	69	59	54	65	70	68	63	51	61	66	69	75	70	9	72	41	31
Listen to Christmas music	**62**	62	61	49	42	75	73	67	60	52	57	66	67	71	67	9	74	26	16
Eat mince pies	**58**	40	59	65	68	41	59	62	69	52	56	66	57	63	61	30	62	45	44
Send Christmas cards	**56**	40	40	47	62	46	57	72	82	53	56	58	51	55	60	19	62	39	35
Open an advent calendar	**44**	56	49	32	14	68	61	41	26	33	35	43	50	61	48	7	52	21	17
Wear a Christmas jumper	**44**	42	45	29	31	52	61	46	43	32	40	46	50	50	48	8	53	20	14
Visit a Christmas market	**43**	47	42	36	28	60	52	43	32	33	32	47	53	54	47	10	51	22	14
Go to see Christmas light displays	**33**	36	28	23	18	45	43	38	33	24	34	36	32	41	36	7	40	14	9
Attend a Christmas party	**30**	38	33	26	14	41	38	26	20	19	21	30	38	47	33	4	36	12	10
Drink mulled wine	**24**	25	26	20	10	27	37	26	18	15	20	26	30	34	26	4	28	12	8
Attend a church service	**15**	18	12	11	13	13	17	16	23	16	14	17	15	14	17	3	19	6	4
Attend a carol service	**14**	14	12	9	11	12	15	19	23	13	10	17	15	16	16	1	17	6	3
Watch a pantomime	**13**	7	13	7	8	16	21	15	13	8	11	15	14	17	14	0	15	5	3
Go Christmas carolling	**3**	4	3	3	1	5	2	3	3	3	2	3	5	4	3	0	4	2	1
None of these	**6**	6	7	7	11	4	4	4	4	10	8	4	5	2	2	43	1	18	25
Not sure	**1**	3	0	1	1	0	0	1	0	0	0	0	1	1	1	3	0	3	1
Which of the following people do you typically spend Christmas Day with? Please tick all that apply.																			
Your partner	**60**	32	68	69	71	43	71	65	59	34	55	69	73	81	63	36	63	50	56
At least one of your children	**45**	10	41	49	51	19	57	68	63	40	43	48	53	54	48	17	48	39	32
At least one of your parents	**41**	77	55	23	3	77	49	34	4	25	31	42	49	52	43	17	45	25	30
At least one of your siblings	**27**	55	29	15	7	55	27	19	6	18	21	28	33	31	28	12	31	14	11
At least some of your extended family (e.g. uncles/aunts, nephews/nieces, cousins)	**17**	24	18	20	8	28	20	12	6	11	12	14	23	25	18	7	20	9	8
At least one of your grandchildren	**13**	1	1	9	35	0	2	21	42	15	18	15	10	5	14	4	14	11	12
At least one of your parents-in-law	**11**	7	25	12	2	14	18	9	0	2	3	12	18	28	12	2	13	8	4
At least one of your grandparents	**6**	19	6	0	0	19	7	0	0	3	6	5	9	10	7	1	8	2	2
At least one of your children-in-law	**5**	0	2	4	7	1	1	12	15	5	5	6	5	5	6	2	5	5	5
At least one of your closest friends	**5**	5	5	6	6	7	4	3	6	8	4	5	5	5	5	3	6	5	0
At least one of your neighbours	**1**	1	0	1	1	2	0	1	1	1	1	0	1	1	1	0	1	1	0
Someone else	**2**	1	1	3	2	2	2	3	2	1	1	3	2	1	2	2	2	1	2
N/A: I typically spend Christmas alone	**5**	3	4	7	9	2	4	3	8	16	7	2	2	0	2	27	2	12	16
N/A: I generally have to work on Christmas	**1**	0	1	3	0	1	2	2	0	0	3	1	1	1	1	7	1	2	2
Not sure	**1**	4	2	1	0	3	1	1	0	2	2	0	0	1	1	7	1	3	1

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2088	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	2088	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
When do you and your family typically open your main Christmas presents? If you do not open your main Christmas presents together with your family, please choose the N/A option *[Asked only to those who said they typically spend Christmas Day with at least one family member; n=1895]*																							
Christmas Eve	3	2	2	1	3	3	2	2	4	3	6	3	1	2	3	3	3	1	4	3	1	5	3
Christmas Day morning	72	71	75	73	72	71	72	75	72	72	71	74	77	65	71	73	71	81	73	75	77	58	71
Christmas Day afternoon	14	17	15	15	17	18	18	14	14	15	10	16	13	19	15	13	15	14	14	12	12	19	16
Christmas Day evening	2	1	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	1	4	1	2	4	2
Boxing Day	1	2	1	0	0	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1
Some other time	0	1	1	0	1	0	0	0	1	0	1	0	0	1	0	1	0	0	0	0	0	2	0
Not sure	1	1	1	0	0	0	0	0	1	0	3	0	0	1	1	1	1	0	0	1	1	1	1
N/A: We do not open Christmas presents together	6	6	4	9	4	5	4	6	5	7	5	4	6	9	6	7	6	2	4	6	6	8	6
Do you normally watch the King's / Queen's Speech on Christmas Day?																							
Yes, I do	30	48	27	33	38	19	27	39	30	31	25	25	31	40	31	29	31	28	20	30	33	27	32
No, I do not	66	46	70	64	56	76	70	56	67	65	72	71	65	54	66	67	65	68	77	65	65	68	63
Not sure	4	6	3	3	6	4	3	5	3	4	3	4	3	6	3	4	4	4	3	5	2	4	4
How much, if any, of the following Christmas jobs do you do in your household? *[Asked only to those who said they typically spend Christmas Day with at least one family member; n=1895]*																							
Cooking the main meal on Christmas Day																							
All of it	20	21	16	18	22	16	20	23	12	27	8	19	26	26	18	22	19	24	23	21	20	16	19
Most of it	15	14	18	18	12	14	16	15	12	17	13	15	17	14	15	14	15	12	14	14	13	22	14
Some of it	29	28	31	32	30	36	31	26	32	26	34	26	31	27	31	28	29	25	31	27	30	31	30
None of it	29	28	28	27	29	25	27	28	36	23	38	32	20	27	29	29	29	31	26	32	26	26	30
Not sure	1	1	1	1	0	1	1	1	1	1	2	0	1	0	1	1	1	1	0	1	1	0	1
N/A: Nobody in our household does this	6	8	6	5	7	8	6	7	6	7	5	8	5	6	6	6	6	8	5	6	10	4	6
Do the Christmas present shopping																							
All of it	31	37	31	26	30	25	30	37	14	46	20	31	35	37	27	36	31	38	30	33	27	30	31
Most of it	22	22	28	24	19	20	26	21	13	30	21	26	24	18	23	22	22	25	22	19	23	21	24
Some of it	38	32	37	39	41	46	38	33	60	18	49	38	33	32	41	34	38	31	45	41	41	39	34
None of it	5	5	2	6	5	4	3	5	8	1	6	2	4	6	5	5	5	3	2	3	5	4	6
Not sure	1	0	1	1	1	1	1	1	1	1	2	1	1	0	1	1	1	4	0	1	1	1	1
N/A: Nobody in our household does this	3	3	1	3	4	3	2	3	3	3	3	1	3	6	3	3	4	0	1	2	4	5	4

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
When do you and your family typically open your main Christmas presents? If you do not open your main Christmas presents together with your family, please choose the N/A option *[Asked only to those who said they typically spend Christmas Day with at least one family member; n=1895]*																			
Christmas Eve	**3**	8	2	2	3	4	4	0	1	3	5	3	3	2	3	2	4	1	2
Christmas Day morning	**72**	72	75	73	66	70	73	80	65	67	66	74	76	81	75	33	75	63	58
Christmas Day afternoon	**14**	7	17	14	16	14	14	12	21	14	18	13	12	12	15	7	15	14	15
Christmas Day evening	**2**	4	2	2	1	1	3	1	2	3	1	2	3	1	2	2	2	2	1
Boxing Day	**1**	1	1	1	1	2	1	0	1	2	0	1	1	2	1	0	1	1	1
Some other time	**0**	2	0	1	1	0	0	0	0	0	1	1	1	0	0	3	0	1	1
Not sure	**1**	4	0	0	1	1	0	0	0	2	0	1	1	0	1	6	0	1	5
N/A: We do not open Christmas presents together	**6**	2	3	7	10	7	5	6	9	9	9	5	4	3	3	46	3	17	17
Do you normally watch the King's / Queen's Speech on Christmas Day?																			
Yes, I do	**30**	31	25	31	32	18	26	31	47	28	30	33	28	27	32	11	34	19	19
No, I do not	**66**	67	70	65	63	78	71	66	46	68	64	63	70	71	64	84	63	77	78
Not sure	**4**	1	5	3	4	4	3	3	7	4	6	4	3	3	4	4	4	4	3
How much, if any, of the following Christmas jobs do you do in your household? *[Asked only to those who said they typically spend Christmas Day with at least one family member; n=1895]*																			
Cooking the main meal on Christmas Day																			
All of it	**20**	5	13	17	12	11	25	35	37	27	23	19	22	14	20	14	19	22	20
Most of it	**15**	15	12	14	8	11	18	20	18	13	16	13	18	20	15	4	16	10	6
Some of it	**29**	33	26	38	34	34	26	24	22	28	25	28	29	37	29	29	30	30	24
None of it	**29**	40	40	26	39	37	24	14	16	22	26	31	27	26	29	25	30	24	36
Not sure	**1**	2	0	1	0	1	1	1	0	2	1	1	0	0	1	2	1	2	1
N/A: Nobody in our household does this	**6**	4	9	4	6	6	7	6	7	8	9	9	4	3	5	26	5	12	12
Do the Christmas present shopping																			
All of it	**31**	14	17	15	9	25	45	54	60	47	39	34	28	17	32	7	31	30	26
Most of it	**22**	15	15	14	10	27	36	33	25	17	20	24	27	26	23	11	25	14	11
Some of it	**38**	59	62	59	58	39	15	10	10	28	31	36	41	51	39	30	38	39	38
None of it	**5**	9	5	7	13	3	0	0	1	5	3	3	2	4	4	14	4	6	14
Not sure	**1**	2	1	1	1	2	1	1	0	1	1	0	0	0	1	3	1	1	1
N/A: Nobody in our household does this	**3**	2	1	4	9	4	2	2	5	2	5	3	2	2	1	36	1	11	10

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Putting up the Christmas decorations																							
All of it	**22**	30	22	18	20	19	23	28	10	34	11	25	28	25	21	24	22	28	23	19	20	19	26
Most of it	**23**	22	26	30	22	18	25	20	18	28	26	26	23	18	26	21	24	26	18	22	25	28	22
Some of it	**37**	31	40	43	34	43	38	32	48	27	49	35	32	33	39	35	37	34	41	42	35	35	36
None of it	**9**	10	7	5	11	12	9	9	15	4	9	9	10	9	8	10	9	9	11	9	10	9	8
Not sure	**0**	0	0	0	1	0	0	0	1	0	1	1	0	0	0	1	0	1	0	0	0	1	0
N/A: Nobody in our household does this	**8**	7	5	5	13	9	6	11	8	7	5	5	7	14	6	10	8	2	7	7	9	8	8
Food shopping ahead of Christmas Day																							
All of it	**27**	32	26	27	29	24	26	35	16	38	13	29	34	34	26	30	27	30	26	31	22	28	27
Most of it	**22**	22	23	24	21	23	24	22	20	23	16	23	25	22	21	23	22	18	21	19	22	26	22
Some of it	**34**	32	36	32	37	30	35	33	40	27	35	33	33	33	34	33	33	41	40	32	37	27	33
None of it	**14**	10	13	15	10	21	11	8	20	9	32	11	7	8	16	11	15	6	11	17	14	16	14
Not sure	**1**	1	0	0	1	0	1	0	1	0	1	1	0	1	0	1	1	0	0	1	0	1	0
N/A: Nobody in our household does this	**2**	3	3	2	2	2	3	1	3	2	3	3	1	2	3	2	2	5	2	1	4	3	3
How often, if ever, would you say there are significant arguments in your family on Christmas Day? *[Asked only to those who said they typically spend Christmas Day with at least one family member; n=1895]*																							
Every year	**2**	1	2	2	2	3	2	1	2	2	4	3	1	1	2	3	2	4	2	2	2	4	2
Most years	**4**	2	5	2	4	8	3	3	4	4	8	3	3	2	4	4	4	2	3	4	3	13	3
Some years	**23**	21	25	23	20	20	22	22	23	23	30	25	22	16	24	22	23	26	20	22	23	23	25
Never	**65**	71	65	71	70	65	70	69	65	66	53	63	70	76	65	65	65	67	70	65	67	54	68
Not sure	**5**	5	4	2	3	4	4	5	5	5	5	6	4	5	4	6	5	1	5	7	7	6	3

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Putting up the Christmas decorations																			
All of it	**22**	5	14	11	10	17	36	44	38	32	28	21	20	17	24	4	24	18	13
Most of it	**23**	20	18	20	15	31	33	25	21	19	25	25	30	22	25	5	26	15	12
Some of it	**37**	58	47	44	44	41	23	21	25	25	29	37	37	49	39	18	39	33	25
None of it	**9**	13	15	16	15	5	2	3	4	10	7	8	9	10	9	14	8	12	19
Not sure	**0**	2	1	0	0	0	1	0	0	2	0	1	0	0	0	2	0	0	1
N/A: Nobody in our household does this	**8**	3	6	9	16	7	4	6	13	12	11	9	4	2	4	58	3	20	30
Food shopping ahead of Christmas Day																			
All of it	**27**	10	22	18	13	15	36	48	51	37	33	27	28	21	28	21	27	31	26
Most of it	**22**	15	19	24	21	17	27	27	22	21	25	24	25	23	22	12	23	17	14
Some of it	**34**	34	37	44	49	37	29	23	21	26	30	35	36	39	33	41	34	33	34
None of it	**14**	37	17	13	13	27	5	2	4	12	10	10	9	17	15	9	14	12	21
Not sure	**1**	1	1	0	1	1	0	0	0	1	0	1	1	0	1	1	0	1	0
N/A: Nobody in our household does this	**2**	2	4	1	3	4	2	1	2	3	2	3	2	0	2	17	2	5	4
How often, if ever, would you say there are significant arguments in your family on Christmas Day? *[Asked only to those who said they typically spend Christmas Day with at least one family member; n=1895]*																			
Every year	**2**	3	3	2	1	4	3	1	0	4	0	1	3	3	2	2	2	4	3
Most years	**4**	10	3	2	1	6	3	4	3	4	4	4	5	3	4	3	4	2	4
Some years	**23**	27	27	22	17	32	23	21	16	20	22	22	32	25	24	15	23	19	29
Never	**65**	53	61	71	77	54	65	69	75	67	70	69	57	66	65	70	66	68	56
Not sure	**5**	6	7	4	4	4	6	4	6	4	4	4	4	2	5	10	5	7	7

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your main meal on Christmas Day, which of the following meats or alternatives do you typically have as part of the meal? Please select any that apply. If you do not have a roast dinner for your Christmas dinner, please select N/A.																							
Turkey	**57**	65	62	59	58	44	57	62	56	57	54	51	61	61	60	53	57	56	56	58	58	47	59
Chicken	**24**	20	23	24	21	23	22	20	24	24	36	26	19	15	25	24	24	24	23	24	19	32	23
Beef	**23**	25	23	24	27	17	22	24	23	23	24	24	21	24	23	24	23	27	22	25	23	21	22
Ham	**15**	18	14	14	18	12	15	17	15	15	12	15	16	17	14	15	14	14	19	14	12	15	16
Vegetarian or vegan alternative (e.g. nut roast, Quorn, etc.)	**13**	10	14	14	8	36	18	8	9	16	17	12	12	9	13	11	13	12	11	12	11	16	13
Pork (excluding ham)	**10**	10	12	10	8	9	10	10	11	9	12	10	8	11	9	11	11	10	4	11	13	11	10
Lamb	**8**	7	6	8	9	6	7	7	8	7	9	7	6	9	7	9	8	13	6	7	6	14	7
Duck	**4**	3	3	3	5	6	4	4	5	3	4	5	4	3	4	3	4	5	4	3	4	8	3
Salmon	**4**	4	4	6	2	3	4	2	3	4	5	4	3	3	4	4	4	1	3	3	2	7	4
Goose	**3**	1	2	4	2	2	3	2	4	2	3	4	2	2	4	2	3	7	2	2	4	4	2
Three-bird roast	**3**	3	2	3	5	3	3	3	3	2	2	3	4	2	3	2	3	3	3	3	2	2	3
Something else *[See Tab 1]*	**2**	2	2	3	2	2	3	2	1	3	2	3	2	2	2	2	2	5	3	2	3	1	2
N/A: I do not have a roast Christmas dinner	**7**	4	5	5	5	7	5	6	7	7	8	6	7	8	6	8	7	3	9	7	6	9	7
Not sure	**2**	1	2	2	2	0	2	1	2	1	2	2	2	1	1	2	2	0	2	2	3	1	1

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your main meal on Christmas Day, which of the following meats or alternatives do you typically have as part of the meal? Please select any that apply. If you do not have a roast dinner for your Christmas dinner, please select N/A.																			
Turkey	**57**	56	50	60	61	53	52	62	61	49	50	58	65	63	61	18	62	44	32
Chicken	**24**	35	26	20	15	37	27	17	15	24	26	24	24	24	25	17	25	19	24
Beef	**23**	24	23	22	23	25	24	20	24	22	23	24	29	24	24	13	24	22	21
Ham	**15**	11	17	17	14	12	12	15	19	12	15	16	18	17	15	9	16	14	10
Vegetarian or vegan alternative (e.g. nut roast, Quorn, etc.)	**13**	11	12	8	5	23	12	16	13	11	14	14	13	15	13	8	13	11	13
Pork (excluding ham)	**10**	14	11	10	11	9	9	6	11	10	13	8	8	9	10	7	11	9	7
Lamb	**8**	11	6	8	8	8	8	4	9	12	6	8	5	7	8	6	8	6	5
Duck	**4**	4	6	6	3	3	4	3	2	4	3	4	5	5	4	2	4	5	1
Salmon	**4**	6	2	3	3	5	5	3	4	4	3	4	4	6	4	2	4	3	1
Goose	**3**	4	6	3	2	3	2	2	1	2	1	3	3	4	3	1	3	3	1
Three-bird roast	**3**	3	3	5	2	2	2	3	2	2	3	3	3	4	3	0	3	3	2
Something else *[See Tab 1]*	**2**	1	1	1	3	2	4	2	2	3	2	3	1	0	2	2	2	3	2
N/A: I do not have a roast Christmas dinner	**7**	6	6	8	9	9	7	6	7	12	10	7	4	4	3	48	3	17	21
Not sure	**2**	3	3	3	0	1	1	1	1	1	2	1	2	1	2	3	1	3	3

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your main meal on Christmas Day, which of the following side dishes do you typically have as part of the meal? Please select all that apply. *[Excluding those who do not have a roast Christmas dinner; n=1943]*																							
Roast potatoes	**87**	89	89	86	91	86	92	91	84	91	77	87	93	93	88	86	87	88	89	89	88	75	89
Gravy	**85**	87	86	85	89	88	88	89	81	88	75	85	89	90	84	86	85	86	87	86	86	76	86
Carrots	**82**	85	82	79	84	86	86	83	79	85	78	80	85	86	83	81	82	82	81	85	85	70	84
Stuffing	**76**	78	79	77	78	80	82	78	73	79	69	78	79	77	76	77	76	81	74	77	78	64	79
Pigs in blankets	**75**	78	75	74	75	74	77	79	73	76	68	77	79	74	76	72	74	77	76	76	76	56	79
Brussels sprouts	**74**	82	73	69	79	81	78	79	72	76	63	71	77	84	75	72	73	75	76	76	75	64	74
Parsnips	**67**	72	68	70	73	78	72	71	61	72	56	67	73	71	67	66	67	72	61	68	68	54	70
Yorkshire puddings	**53**	46	55	48	57	55	50	57	51	55	57	57	50	46	50	57	54	59	34	57	57	44	55
Cranberry sauce	**45**	52	48	50	44	45	50	47	42	49	40	45	46	50	48	42	45	51	43	43	49	44	45
Broccoli	**43**	43	46	40	47	47	41	42	39	47	50	43	41	37	42	43	44	48	30	42	46	39	45
Mash potatoes	**37**	33	36	24	44	34	33	39	35	39	37	38	41	33	36	40	36	46	47	55	51	23	20
Peas	**35**	37	31	42	42	39	34	40	34	36	32	34	37	38	34	37	36	53	18	33	40	25	39
Cauliflower cheese	**29**	30	32	32	32	26	31	31	25	32	27	29	32	27	30	27	30	32	19	26	33	21	33
Cauliflower	**22**	24	20	17	25	25	19	25	24	21	21	19	22	29	19	27	23	29	16	26	25	16	22
Red cabbage	**19**	19	21	26	11	27	27	15	16	22	20	21	19	15	24	14	20	21	13	17	24	14	22
Bread sauce	**17**	19	19	25	16	14	21	18	16	18	16	15	17	21	19	14	18	15	14	16	18	18	19
Swede	**16**	18	16	16	17	20	16	18	14	18	16	16	19	15	15	19	16	32	9	21	11	9	19
Potato dauphinoise	**5**	5	5	5	3	10	5	5	5	5	4	5	5	5	5	5	4	2	11	5	5	5	4
Something else *[See Tab 2]*	**3**	3	2	3	2	6	3	3	2	4	3	3	3	3	3	3	3	6	1	2	3	3	3
Not sure	**2**	1	2	5	2	2	2	1	3	1	4	2	3	1	2	3	2	1	1	1	3	6	2

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your main meal on Christmas Day, which of the following side dishes do you typically have as part of the meal? Please select all that apply. *[Excluding those who do not have a roast Christmas dinner; n=1943]*																			
Roast potatoes	**87**	70	84	91	90	83	89	94	95	85	90	90	88	89	88	72	88	86	84
Gravy	**85**	69	81	88	88	82	89	89	92	81	87	87	86	90	86	67	86	80	80
Carrots	**82**	74	79	81	84	82	81	89	88	81	82	83	85	83	83	66	83	80	84
Stuffing	**76**	64	76	80	73	75	80	78	81	71	74	79	80	81	78	47	78	67	71
Pigs in blankets	**75**	64	77	77	72	72	77	81	75	67	74	79	78	80	76	44	76	69	64
Brussels sprouts	**74**	62	70	76	80	65	72	79	88	72	76	76	73	75	75	51	75	69	68
Parsnips	**67**	50	62	68	64	62	73	77	76	60	67	69	68	75	68	43	69	57	62
Yorkshire puddings	**53**	52	55	51	44	62	59	50	48	54	51	53	53	56	53	42	53	52	51
Cranberry sauce	**45**	39	39	48	43	41	51	44	56	37	39	45	58	53	47	18	49	35	30
Broccoli	**43**	46	37	38	34	55	48	44	40	42	47	41	50	45	44	22	44	40	32
Mash potatoes	**37**	33	37	39	31	41	40	43	34	40	41	37	35	32	37	38	38	37	33
Peas	**35**	29	34	37	37	36	34	37	39	32	39	38	33	36	35	32	35	35	37
Cauliflower cheese	**29**	23	26	28	24	30	33	36	29	21	25	33	34	34	30	16	29	27	27
Cauliflower	**22**	21	21	25	31	20	17	19	27	27	29	20	20	16	23	20	21	28	22
Red cabbage	**19**	18	17	17	10	23	25	21	19	12	10	19	28	26	20	8	20	15	15
Bread sauce	**17**	20	13	18	14	12	17	16	27	17	15	14	24	21	18	9	18	15	7
Swede	**16**	16	16	15	10	15	16	23	19	19	18	12	20	15	17	5	17	15	17
Potato dauphinoise	**5**	5	5	5	6	4	6	5	4	4	5	4	9	6	5	4	5	7	3
Something else *[See Tab 2]*	**3**	1	2	2	3	4	4	4	3	3	3	4	1	1	3	2	3	2	2
Not sure	**2**	6	2	4	1	2	2	1	0	1	1	1	1	2	2	7	2	3	2

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2088	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	2088	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following desserts do you typically have after your main meal on Christmas Day? Please select all that apply.																							
Christmas pudding	41	48	43	48	49	47	45	45	40	42	32	36	46	53	43	39	43	37	25	40	46	35	47
Mince pies	31	34	30	34	30	39	31	32	32	30	27	31	32	32	30	33	31	24	29	28	28	39	32
Cheeseboard	24	26	26	26	23	24	26	24	24	24	22	25	26	22	26	20	23	21	27	21	25	26	24
Yule log	19	15	21	23	19	20	17	18	17	21	28	21	16	11	19	20	19	29	17	19	20	19	18
Trifle	18	20	20	14	21	14	18	20	16	20	14	16	22	20	17	19	17	18	26	19	17	18	15
Christmas cake	17	19	17	18	18	16	17	15	18	16	24	15	16	13	17	17	17	14	14	19	14	24	15
Sticky toffee pudding	9	10	10	9	7	8	10	8	11	8	14	10	9	5	9	9	8	6	21	10	8	9	7
Stollen	5	3	5	9	6	6	6	3	6	4	5	6	6	3	5	5	5	5	7	5	5	4	6
Gingerbread	4	1	5	3	3	5	3	2	3	4	9	3	2	1	3	4	3	3	6	4	4	4	2
Something else *[See Tab 3]*	12	12	13	16	11	12	14	13	6	18	11	16	12	10	15	10	12	15	16	12	12	11	12
Not sure	7	5	8	4	3	8	6	5	8	5	10	8	6	3	6	7	7	3	8	5	7	10	7
N/A: I do not have a dessert after Christmas dinner	14	13	10	9	13	11	11	14	15	12	12	13	12	18	12	15	14	17	11	15	15	14	12
How worried, if at all, would you say you typically are about the impact of Christmas on your personal finances?																							
Very worried	7	6	7	6	10	9	7	8	6	9	7	9	9	4	6	9	7	18	5	7	7	9	7
Fairly worried	26	18	28	24	29	32	26	24	21	30	29	33	21	20	24	27	26	30	25	25	24	27	26
TOTAL WORRIED	**33**	**24**	**35**	**30**	**39**	**41**	**33**	**32**	**27**	**39**	**36**	**42**	**30**	**24**	**30**	**36**	**33**	**48**	**30**	**32**	**31**	**36**	**33**
Not very worried	42	46	44	43	38	44	44	44	43	42	44	39	44	44	44	41	42	36	49	41	42	38	44
Not at all worried	21	27	18	24	21	13	23	22	26	17	15	16	24	30	22	19	22	15	18	20	23	23	22
TOTAL NOT WORRIED	**63**	**73**	**62**	**67**	**59**	**57**	**67**	**66**	**69**	**59**	**59**	**55**	**68**	**74**	**66**	**60**	**64**	**51**	**67**	**61**	**65**	**61**	**66**
Don't know	3	3	2	3	3	2	1	3	4	3	6	4	2	2	3	4	4	1	3	6	4	3	2

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following desserts do you typically have after your main meal on Christmas Day? Please select all that apply.																			
Christmas pudding	**41**	34	33	43	52	30	38	48	53	37	40	47	37	48	44	17	45	27	35
Mince pies	**31**	28	34	32	32	27	28	32	32	28	31	34	32	34	33	8	33	24	20
Cheeseboard	**24**	21	25	27	20	22	25	25	23	19	18	26	31	32	26	6	26	18	12
Yule log	**19**	25	20	17	7	32	22	15	14	15	18	18	25	23	21	4	22	10	9
Trifle	**18**	13	16	19	16	16	16	24	23	17	17	16	17	20	19	5	19	13	14
Christmas cake	**17**	27	19	16	11	22	12	15	15	18	15	16	17	21	18	6	20	10	6
Sticky toffee pudding	**9**	17	12	10	5	11	8	8	5	7	8	10	12	11	10	5	10	8	2
Stollen	**5**	7	7	7	3	4	4	6	3	4	4	6	3	8	6	1	6	3	4
Gingerbread	**4**	8	3	2	0	9	3	2	2	4	3	4	5	2	4	2	4	1	2
Something else *[See Tab 3]*	**12**	6	10	4	5	16	21	20	15	10	11	12	15	13	13	3	13	10	9
Not sure	**7**	13	9	7	3	7	7	4	4	7	4	6	8	6	6	12	6	9	9
N/A: I do not have a dessert after Christmas dinner	**14**	12	14	14	22	12	12	10	14	19	22	9	10	8	9	53	9	27	28
How worried, if at all, would you say you typically are about the impact of Christmas on your personal finances?																			
Very worried	**7**	7	7	7	3	7	11	10	6	14	10	7	5	6	8	4	7	7	7
Fairly worried	**26**	25	28	16	15	32	37	26	24	26	35	29	26	18	27	14	27	21	27
TOTAL WORRIED	**33**	**32**	**35**	**23**	**18**	**39**	**48**	**36**	**30**	**40**	**45**	**36**	**31**	**24**	**35**	**18**	**34**	**28**	**34**
Not very worried	**42**	49	40	42	42	39	38	46	46	37	34	43	48	48	44	27	44	41	37
Not at all worried	**21**	13	21	33	37	16	11	16	24	17	18	20	19	27	19	42	20	26	23
TOTAL NOT WORRIED	**63**	**62**	**61**	**75**	**79**	**55**	**49**	**62**	**70**	**54**	**52**	**63**	**67**	**75**	**63**	**69**	**64**	**67**	**60**
Don't know	**3**	6	4	3	3	6	4	1	1	6	3	1	1	1	2	13	3	5	6

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2088	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	2088	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about this Christmas, even if you don't know please estimate the best you can for how much you will spend in total on each of the following.																							
Presents and gifts																							
% who gave an amount	**69**	72	72	73	68	74	76	68	66	72	66	72	69	67	73	63	68	64	74	65	67	64	73
I will not spend any money on this for Christmas	**8**	7	6	6	7	9	6	8	10	7	9	6	8	11	7	10	9	9	5	10	9	10	7
Don't know	**23**	21	23	21	24	17	18	24	25	22	25	22	23	22	20	28	23	27	21	25	24	26	20
Median spend [excluding those who said they will not spend any money on this for Christmas; n=1464]	**300**	400	300	300	300	250	340	400	300	300	200	350	400	300	300	300	300	400	300	300	300	200	300
Overall median spend	**200**	200	200	200	200	200	250	200	150	200	100	200	250	200	200	150	200	200	240	200	150	100	200
Food and Drink																							
% who gave an amount	**60**	68	63	65	56	60	68	61	57	63	50	64	63	62	65	53	59	64	62	57	55	59	63
I will not spend any money on this for Christmas	**14**	11	11	10	12	17	9	12	15	13	21	12	11	14	12	16	15	9	13	16	18	13	12
Don't know	**26**	21	26	25	32	23	23	27	28	24	29	25	26	24	23	30	26	27	25	26	28	28	24
Median spend [excluding those who said they will not spend any money on this for Christmas; n=1294]	**150**	200	150	150	150	100	150	150	150	150	100	200	200	100	150	100	150	150	150	150	150	150	150
Overall median spend	**50**	100	70	80	50	50	100	60	50	60	5	100	100	60	100	30	50	60	60	50	30	50	80
Outings																							
% who gave an amount	**31**	32	38	32	24	34	36	27	28	33	34	42	25	20	36	23	31	29	31	28	25	37	33
I will not spend any money on this for Christmas	**51**	52	41	53	59	55	49	55	53	49	42	37	60	67	45	59	51	49	54	55	56	37	51
Don't know	**18**	16	21	16	17	11	16	18	19	18	24	21	15	13	19	18	18	22	16	17	19	26	16
Median spend [excluding those who said they will not spend any money on this for Christmas; n=656]	**60**	50	100	90	50	50	100	60	50	75	50	100	75	50	60	70	60	90	60	60	80	50	60
Overall median spend	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social events																							
% who gave an amount	**34**	37	38	41	28	35	40	31	32	36	37	42	34	22	40	26	34	37	32	34	30	38	34
I will not spend any money on this for Christmas	**43**	42	37	39	51	50	39	47	44	43	38	34	45	59	38	50	43	38	47	43	46	33	46
Don't know	**22**	21	25	20	21	15	20	23	23	22	25	24	21	19	22	24	23	24	21	22	24	29	20
Median spend [excluding those who said they will not spend any money on this for Christmas; n=733]	**100**	100	100	60	100	50	100	100	100	100	50	100	100	65	100	80	100	100	100	100	100	100	50
Overall median spend	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Travel																							
% who gave an amount	**22**	19	25	29	20	27	26	20	24	21	25	28	19	16	26	19	22	20	23	22	15	29	24
I will not spend any money on this for Christmas	**62**	66	57	57	69	62	61	64	58	66	57	54	67	72	60	64	62	63	60	65	70	50	61
Don't know	**16**	16	17	14	12	11	13	16	18	14	18	19	14	11	15	17	15	17	17	13	15	21	15
Median spend [excluding those who said they will not spend any money on this for Christmas; n=472]	**50**	50	50	50	50	50	50	50	50	50	50	50	50	45	50	40	50	40	60	50	50	50	50
Overall median spend	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	2088	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	2088	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about this Christmas, even if you don't know please estimate the best you can for how much you will spend in total on each of the following.																			
Presents and gifts																			
% who gave an amount	**69**	65	68	64	64	67	75	73	70	66	68	80	77	80	73	32	73	57	53
I will not spend any money on this for Christmas	**8**	7	6	11	16	10	7	5	7	16	11	6	4	4	3	53	4	22	23
Don't know	**23**	27	26	25	20	23	18	22	24	18	21	15	19	16	24	15	23	21	23
Median spend [excluding those who said they will not spend any money on this for Christmas; n=1464]	**300**	200	300	400	350	200	400	500	300	200	300	300	350	400	300	150	300	250	250
Overall median spend	**200**	100	150	200	150	100	300	300	200	100	150	250	250	300	200	0	200	100	50
Food and Drink																			
% who gave an amount	**60**	48	60	60	61	53	67	66	63	56	59	72	67	73	63	33	63	53	42
I will not spend any money on this for Christmas	**14**	22	10	12	18	21	13	9	11	22	17	9	11	8	10	51	11	22	32
Don't know	**26**	31	29	28	22	27	20	25	26	22	25	19	22	19	27	15	26	25	26
Median spend [excluding those who said they will not spend any money on this for Christmas; n=1294]	**150**	100	200	200	125	100	200	200	100	100	150	150	150	200	150	70	150	100	100
Overall median spend	**50**	0	50	100	50	20	100	100	60	30	50	100	100	150	70	0	75	30	0
Outings																			
% who gave an amount	**31**	28	40	22	20	40	44	27	21	21	26	34	42	50	33	6	36	16	13
I will not spend any money on this for Christmas	**51**	46	36	63	70	37	39	57	65	68	61	48	42	33	47	87	45	68	77
Don't know	**18**	26	24	15	11	23	17	16	14	12	14	18	17	17	20	7	20	16	10
Median spend [excluding those who said they will not spend any money on this for Christmas; n=656]	**60**	50	70	75	50	50	100	75	100	50	50	50	100	100	60	50	60	50	50
Overall median spend	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social events																			
% who gave an amount	**34**	35	38	34	20	38	46	35	23	27	26	36	51	50	37	9	39	22	16
I will not spend any money on this for Christmas	**43**	40	36	44	61	37	32	46	57	56	55	44	29	30	40	79	38	59	68
Don't know	**22**	25	26	22	19	25	23	19	20	17	19	20	20	20	24	12	24	19	17
Median spend [excluding those who said they will not spend any money on this for Christmas; n=733]	**100**	50	100	100	100	50	100	100	50	50	60	100	100	100	100	50	100	60	50
Overall median spend	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Travel																			
% who gave an amount	**22**	21	33	22	18	29	22	17	15	17	19	26	31	30	24	5	25	13	16
I will not spend any money on this for Christmas	**62**	56	45	66	70	57	62	69	75	71	71	61	53	56	59	87	58	76	72
Don't know	**16**	22	23	13	12	14	15	15	11	12	10	13	16	14	17	7	17	12	12
Median spend [excluding those who said they will not spend any money on this for Christmas; n=472]	**50**	75	50	40	45	50	50	50	50	40	50	50	50	50	50	100	50	60	40
Overall median spend	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2088**	376	537	192	226	127	733	745	1011	1077	495	586	516	491	1170	844	1806	100	182	495	342	253	716
Unweighted Sample	**2088**	336	575	200	254	140	802	755	890	1198	443	572	550	523	1210	813	1775	130	183	482	354	206	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following comes closest to your view on Christmas?																							
Christmas is a 'proper' special occasion that people would celebrate regardless of pressure from commercial entities, like greetings card companies	**72**	79	74	77	73	61	74	72	71	72	73	73	69	71	75	67	72	68	74	71	70	75	71
Christmas is a 'commercial' special occasion that people only celebrate because of pressure from commercial entities, like greetings card companies	**21**	16	19	16	22	29	21	21	22	19	16	21	24	22	18	24	21	20	21	22	22	15	21
Don't know	**8**	5	7	7	5	10	5	7	7	8	12	6	7	6	7	9	8	11	5	7	8	10	7
Which of the following emotions do you typically feel over the Christmas period? Please select all that apply.																							
Happy	**59**	65	64	61	54	51	61	58	57	61	65	59	55	56	63	53	59	60	57	57	59	55	62
Nostalgic	**49**	50	52	60	47	49	49	46	44	53	55	47	48	46	53	43	49	54	46	46	50	51	50
Joyful	**41**	39	44	46	37	40	42	36	38	45	57	46	34	28	44	38	41	43	41	40	39	45	42
Relaxed	**39**	41	44	47	36	41	43	36	42	37	40	37	44	35	42	36	39	43	37	35	39	38	42
Excited	**36**	34	41	37	31	30	36	31	33	40	52	42	30	21	40	31	36	46	36	34	35	38	37
Content	**36**	34	39	41	31	49	39	34	35	36	41	35	34	32	40	30	35	46	37	32	35	33	38
Stressed	**25**	20	28	25	24	35	28	24	20	30	25	31	25	19	25	26	25	31	19	31	27	21	22
Sad	**18**	17	17	20	17	26	17	19	15	21	16	18	20	18	17	20	18	19	19	18	20	16	17
Anxious	**16**	10	17	15	14	28	17	12	13	18	19	18	16	9	15	17	16	22	10	16	18	17	14
Bored	**11**	8	10	13	12	20	11	10	14	8	13	11	11	9	11	11	11	11	9	11	8	10	12
Lonely	**10**	8	11	10	9	17	9	11	10	11	13	8	10	9	9	11	10	18	10	8	11	11	10
Frustrated	**7**	4	8	7	6	11	8	5	7	7	9	10	6	3	6	9	7	8	5	8	8	7	6
Other	**3**	3	2	4	2	3	4	3	3	3	2	4	4	2	3	3	3	4	2	4	2	3	3
Not sure	**6**	5	5	3	5	4	5	6	7	5	5	7	5	5	5	7	6	4	6	6	6	8	5

**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.*

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Sample Size: 2088 GB Adults
Fieldwork: 19th - 20th November 2025

		Age / gender								Household income					Do you or do		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike/hate
Weighted Sample	**2088**	247	288	253	223	249	298	263	267	322	264	392	266	318	1882	206	1586	330	161
Unweighted Sample	**2088**	173	243	259	215	270	329	291	308	328	260	396	268	332	1895	193	1589	327	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following comes closest to your view on Christmas?																			
Christmas is a 'proper' special occasion that people would celebrate regardless of pressure from commercial entities, like greetings card companies	**72**	77	72	66	67	68	74	72	74	66	70	74	71	81	77	18	85	35	19
Christmas is a 'commercial' special occasion that people only celebrate because of pressure from commercial entities, like greetings card companies	**21**	16	22	26	27	16	21	21	19	25	25	19	22	14	16	64	9	50	74
Don't know	**8**	7	6	8	6	16	5	6	7	9	4	6	6	4	7	17	6	15	7
Which of the following emotions do you typically feel over the Christmas period? Please select all that apply.																			
Happy	**59**	66	54	52	54	63	65	59	58	46	58	61	66	66	63	17	72	23	10
Nostalgic	**49**	52	45	43	37	59	50	53	53	43	48	52	54	52	53	9	58	24	15
Joyful	**41**	54	39	30	27	60	53	39	28	31	37	44	46	51	45	6	53	8	2
Relaxed	**39**	44	39	46	36	37	35	43	34	33	37	37	42	50	42	17	45	27	11
Excited	**36**	47	36	28	19	56	47	33	23	27	35	35	44	45	40	4	46	7	2
Content	**36**	39	33	35	35	44	38	34	29	24	32	34	41	46	38	12	43	19	4
Stressed	**25**	22	23	21	12	27	39	29	24	24	24	27	28	28	26	13	24	23	39
Sad	**18**	13	17	18	13	20	18	23	22	22	20	18	14	14	18	19	17	21	27
Anxious	**16**	16	16	14	7	21	21	17	11	16	21	15	12	14	16	10	14	17	26
Bored	**11**	14	14	14	13	11	7	8	6	10	10	11	12	10	9	29	6	23	33
Lonely	**10**	12	9	8	9	14	8	12	10	19	14	8	8	5	10	14	8	17	17
Frustrated	**7**	9	8	6	4	9	11	6	3	8	7	6	8	6	7	11	6	8	20
Other	**3**	3	4	2	2	2	4	6	2	3	4	3	3	3	2	13	2	7	8
Not sure	**6**	4	9	7	5	6	6	3	4	6	6	5	5	4	4	16	3	14	11

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