

YouGov Survey Results

Sample Size: 2138 adults in GB
Fieldwork: 24th - 26th November 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2138	699	517	182	753	796	1035	1103	224	883	528	502	1219	919	1845	107	186	515	355	259	716	
Unweighted Sample	2138	702	532	177	830	809	1014	1124	187	912	515	524	1275	863	1843	113	182	516	361	249	717	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8-9 Dec '22	24-26 Nov '23																				
Thinking about the rising cost of living and Christmas, which of the following comes closest to your view?																						
The rising cost of living means I will spend less on Christmas this year compared to normal	55	52	44	56	61	51	51	47	56	44	57	52	45	49	55	51	61	48	48	52	53	53
I expect to spend as much as I normally do on Christmas	31	36	46	33	31	38	40	38	33	29	30	38	46	39	31	36	32	37	37	36	29	37
I expect to spend more than normal on Christmas this year, regardless of the rising cost of living	3	3	4	3	2	3	3	3	2	4	4	2	2	3	2	3	1	4	2	2	5	2
Don't know	4	4	2	2	3	2	3	4	4	13	3	2	2	3	5	4	1	3	4	5	4	3
Not applicable – I do not celebrate Christmas	6	6	4	5	3	5	4	8	5	10	6	6	5	6	7	6	5	7	9	5	9	4
You previously said that you will spend less on Christmas this year, as a result of the rising cost of living. In which of the following areas, if any, do you think you will cut spending on? Please tick all that apply.																						
<i>[Asked only to those who said they would spend less on Christmas this year; n=1104]</i>																						
Presents	86	86	89	83	84	85	89	84	88	76	85	92	87	86	87	86	85	91	87	81	84	89
Gatherings e.g. meals out with friends, family, colleagues	61	59	58	60	59	63	57	60	57	51	63	58	55	56	61	59	51	63	52	63	62	60
Outings e.g. seeing a pantomime, visiting a Christmas market	59	56	54	61	52	62	56	54	58	49	59	57	53	57	55	55	48	71	55	58	53	55
Food	58	54	54	53	62	56	55	54	55	45	56	59	48	51	58	54	61	51	51	45	60	58
Donating to charities	42	38	40	36	41	39	42	38	39	33	34	41	48	39	38	38	42	46	35	34	39	40
Travel e.g. travelling to visit family and friends	39	33	34	30	36	30	38	40	28	32	32	37	34	32	35	33	31	38	35	31	41	31
Other [See Tab 1]	1	1	1	1	1	1	2	1	1	1	1	1	2	1	2	1	0	2	1	1	1	1
Don't know	2	1	1	1	1	1	1	2	1	5	1	1	0	1	2	1	3	0	1	1	2	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.