

## Xmas Tracker

GB Sample: 19th - 20th December 2016

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

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

Unweighted base	2099	983	1116	232	221	341	494	811	1256	843	509	318	213	233	511	1784	114	201
<b>Base: All GB adults</b>	<b>2099</b>	<b>1008</b>	<b>1091</b>	<b>252</b>	<b>317</b>	<b>392</b>	<b>404</b>	<b>735</b>	<b>1154</b>	<b>945</b>	<b>516</b>	<b>344</b>	<b>202</b>	<b>269</b>	<b>481</b>	<b>1811</b>	<b>105</b>	<b>183</b>
All of them	51%	47%	56%	32%	43%	51%	53%	61%	54%	49%	47%	59%	54%	44%	53%	51%	57%	48%
Most of them	29%	27%	30%	32%	29%	34%	30%	24%	31%	26%	32%	23%	28%	26%	31%	29%	25%	28%
Some of them	8%	10%	7%	14%	9%	8%	8%	6%	8%	8%	10%	6%	8%	9%	7%	8%	7%	10%
None of them	4%	5%	2%	3%	6%	3%	4%	3%	3%	4%	3%	3%	3%	6%	4%	4%	6%	3%
Don't know	2%	3%	2%	5%	3%	3%	2%	2%	1%	4%	4%	3%	3%	4%	0%	3%	1%	2%
Not applicable – I don't intend to buy Christmas presents for anyone this year	6%	8%	4%	14%	10%	2%	4%	4%	3%	9%	3%	5%	4%	12%	5%	6%	5%	9%