

YouGov Survey Results

Sample Size: 1997

Fieldwork: 12th - 15th November 2010

| Total | Gender | | Age | | | | | Social Grade | | Region | | | | | | |
|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|
| Base | Male | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland |

For the following question, by digital gift vouchers we mean gift vouchers which are purchased and used to buy products online, for example an iTunes gift voucher (i.e. not a physical gift voucher which is used in-store)...

Which, if any, of the following statements do you agree with? (Please tick all that apply)

| Unweighted Base | 1997 | 920 | 1077 | 206 | 295 | 285 | 336 | 875 | 1068 | 929 | 421 | 248 | 179 | 227 | 619 | 84 | 219 |
|--|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: All Online GB Adults | 1997 | 959 | 1038 | 240 | 362 | 327 | 369 | 699 | 1098 | 899 | 491 | 328 | 192 | 256 | 457 | 100 | 174 |
| I use digital gift vouchers on a regular basis (i.e. at least once a month) | 2% | 3% | 1% | 2% | 4% | 3% | 2% | 1% | 3% | 1% | 1% | 3% | 1% | 4% | 1% | 3% | 3% |
| I have bought digital gift vouchers as a present for friends and/ or family | 11% | 10% | 11% | 10% | 15% | 12% | 14% | 6% | 13% | 8% | 9% | 9% | 10% | 10% | 11% | 10% | 19% |
| I would consider buying digital gift vouchers as a present in the future | 23% | 24% | 23% | 23% | 30% | 28% | 25% | 17% | 26% | 21% | 20% | 31% | 22% | 25% | 20% | 27% | 25% |
| This Christmas I plan to buy digital gift vouchers as a present for friends and/ or family | 4% | 3% | 4% | 3% | 4% | 3% | 6% | 3% | 4% | 3% | 3% | 5% | 5% | 4% | 4% | 1% | 5% |
| I will be shopping for presents online this Christmas | 47% | 44% | 48% | 43% | 57% | 58% | 46% | 37% | 53% | 38% | 41% | 50% | 50% | 47% | 47% | 52% | 46% |
| I generally trust using the Internet for shopping | 51% | 53% | 50% | 51% | 56% | 59% | 52% | 45% | 58% | 44% | 48% | 55% | 53% | 50% | 54% | 53% | 48% |
| More than half my Christmas shopping will be done online this year | 27% | 26% | 29% | 24% | 40% | 37% | 26% | 19% | 32% | 22% | 23% | 34% | 29% | 26% | 25% | 30% | 32% |
| I don't see buying digital gift vouchers as a present as a 'cop-out', it's the thought that counts | 16% | 16% | 15% | 14% | 23% | 17% | 17% | 11% | 18% | 13% | 13% | 19% | 18% | 14% | 15% | 19% | 17% |
| I like being able to download e-books, music files, TV shows and software instantly rather than buying them in shops | 13% | 16% | 11% | 23% | 18% | 16% | 12% | 7% | 14% | 12% | 14% | 11% | 13% | 15% | 11% | 19% | 15% |
| I have used vouchers that people have bought for me as a gift to buy presents for other people | 11% | 11% | 12% | 12% | 14% | 16% | 12% | 8% | 12% | 11% | 12% | 13% | 10% | 10% | 11% | 11% | 11% |
| None of these | 27% | 26% | 28% | 23% | 16% | 17% | 30% | 38% | 22% | 33% | 29% | 25% | 27% | 28% | 27% | 30% | 25% |