

## YouGov Survey Results

Sample Size: 2092 GB Adults  
Fieldwork: 12th - 13th December 2010

	Gender		Age				Social grade		Region					
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2092</b>	1019	1073	250	536	716	590	1174	885	264	684	448	514	183
Unweighted Sample	2092	1020	1072	157	516	789	630	1343	716	271	701	405	508	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When, if at all, do you think you will be opening your Christmas presents this year?

Before Christmas Day	2	3	1	0	2	2	3	2	2	2	2	2	2	2
Before breakfast on Christmas Day	22	20	24	33	22	25	13	21	24	14	15	27	28	32
During breakfast on Christmas Day	9	11	8	11	10	10	6	9	9	11	8	7	10	11
Between breakfast and lunch on Christmas Day	42	39	44	32	38	38	54	42	42	36	46	43	40	36
During lunch on Christmas Day	2	1	2	2	2	1	1	2	2	3	2	0	2	2
Between lunch and dinner on Christmas Day	8	8	8	7	10	6	9	10	6	10	12	7	4	6
During dinner on Christmas Day	0	0	0	0	0	0	0	0	0	1	0	0	0	0
After dinner on Christmas Day	4	3	5	2	5	6	3	5	4	5	5	4	3	2
On a day after Christmas Day	1	1	1	1	1	1	2	1	1	0	2	2	1	1
Not applicable - I do not receive Christmas presents	5	7	4	4	5	6	5	5	6	13	4	4	5	6
Don't know	4	5	3	9	5	4	2	4	4	5	5	3	5	2