

## YouGov Survey Results

Sample Size: 2109 GB Adults  
Fieldwork: 6th - 7th December 2010

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2109</b>	1024	1085	254	538	725	593	1182	891	269	684	451	522	183
Unweighted Sample	2109	1010	1099	158	510	824	617	1399	674	325	694	388	460	242
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At Christmas time, which do you prefer, giving or receiving presents?

Giving presents	<b>36</b>	29	43	27	37	41	35	38	34	32	41	33	36	36
Receiving presents	<b>4</b>	6	2	10	5	3	1	4	4	5	4	4	2	6
I like both equally	<b>54</b>	56	52	53	53	52	58	53	55	51	51	58	57	53
Not applicable - I do not give or receive presents at Christmas time	<b>3</b>	5	2	2	4	4	3	3	4	7	3	3	3	2
Don't know	<b>2</b>	4	1	8	2	1	2	2	2	4	2	2	2	2