



## 22-087220-45 - CHRISTMAS GIVING

T1	Table 1	WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or	Base: All Adults in full or part-time employment
T2	Table 2	WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or	Base: All Adults in full or part-time employment
T3	Table 3	Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplac	Base: All Adults in full or part-time employment
T4	Table 4	Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplac	Base: All Adults in full or part-time employment
T5	Table 5	Q2 - Now please think about your current workplace's contribution or funding towards Christmas activities. ↑	Base: All Adults whose workplace allocates funds for Christmas activities
T6	Table 6	Q2 - Now please think about your current workplace's contribution or funding towards Christmas activities. ↑	Base: All Adults whose workplace allocates funds for Christmas activities
T7	Table 7	Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities c	Base: All Adults who favour some of the contribution/funds being used for charity
T8	Table 8	Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities c	Base: All Adults who favour some of the contribution/funds being used for charity
T9	Table 9	Sample profile	Base: All adults aged 16-75 in the UK
T10	Table 10	Sample profile	Base: All adults aged 16-75 in the UK
T11	Table 11	Sample profile	Base: All adults aged 16-75 in the UK
T12	Table 12	Sample profile	Base: All adults aged 16-75 in the UK



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IPSO5

Table 1  
WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or charity/not-for-profit sector? By public sector I mean organisations such as the NHS, social services, the police or schools.

Base: All Adults in full or part-time employment

	GENDER			AGE					SOCIAL GRADE		EMPLOYMENT SECTOR			REGION											REGION (SIMPLIFIED)							
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	ABC1 (h)	C2DE (i)	PRIVATE (j)	PUBLIC (k)	CHARITY / NOT FOR PROFIT (l)	NORTH EAST (m)	NORTH WEST (n)	YORKS & HUMBER (o)	WEST MIDLANDS (p)	EAST MIDLANDS (q)	EAST OF ENGLAND (r)	SOUTH WEST (s)	SOUTH EAST (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	NI (x)	NORTH (y)	MIDLANDS (A)	SOUTH (B)	LONDON (C)	WALES (D)	SCOTLAND (E)	NI (F)
UNWEIGHTED BASE	1317	675	635	141	359	311	315	211	1003	314	764	420	97	51	160	108	111	99	121	96	172	192	62	111	34	319	331	268	192	62	111	34
WEIGHTED BASE	1317	689	621	133*	335	300	313	236	827	490	790	396	82**	52*	147	100*	112**	104*	119*	105*	186	193	54*	107**	38**	299	335	291	193	54*	107**	38**
100%	52%	47%	10%	25%	23%	24%	18%	63%	37%	60%	30%	6%	4%	11%	8%**	9%**	8%**	9%**	8%**	14%	15%	4%**	8%**	3%**	23%	25%	22%	15%	4%**	8%**	3%**	
Public Sector	396	163	232	42	100	91	107	57	260	136	-	396	-	17	51	36	32	31	42	34	47	42	16	35	12	105	105	81	42	16	35	12
30%	24%	37%	31%	30%	30%	34%	24%	31%	28%	-	100%	-	33%	35%	36%	28%	30%	35%	32%	25%	22%	29%	33%	32%	35%	31%	28%	22%	29%	33%	32%	
		a			r					j				u	u			u							C	C						
Private Sector	790	474	311	69	207	172	173	168	484	306	790	-	-	31	83	56	70	68	62	58	122	128	30	65	18	170	200	180	128	30	65	18
60%	69%	50%	52%	62%	57%	55%	71%	59%	62%	100%	-	-	60%	57%	56%	62%	65%	52%	55%	66%	66%	56%	61%	47%	57%	59%	62%	66%	56%	61%	47%	
	b		cef							k										f	r											
Charity/Not-for-Profit Sector	82	30	51	11	20	25	14	11	62	19	-	-	82	2	8	3	8	3	13	8	9	11	6	6	5	12	23	17	11	6	6	5
6%	4%	8%	9%	6%	8%	5%	5%	8%	4%	-	-	100%	3%	5%	3%	7%	2%	11%	8%	5%	6%	11%	6%	14%	4%	7%	6%	6%	11%	6%	14%	
	a								i					q																		
Don't know	49	22	27	11	8	12	18	*	20	30	-	-	-	2	5	5	3	2	3	5	7	12	2	1	2	12	8	13	12	2	1	2
4%	3%	4%	8%	2%	4%	6%	*	2%	6%	-	-	-	4%	3%	5%	3%	2%	2%	5%	4%	6%	4%	4%	*	6%	4%	2%	4%	6%	4%	*	6%
		dg		g		g			h																							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l - m/n/o/p/q/r/s/t/u/v/w/x - y/A/B/C/D/E/F  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 2  
WORKPS - Thinking again about your work, do you work in the public sector, or do you work in the private or charity/not-for-profit sector? By public sector I mean organisations such as the NHS, social services, the police or schools.

Base: All Adults in full or part-time employment

	EDUCATION		INCOME					MARITAL STATUS			HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		ETHNICITY		SUPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING BEING DONATED		TOTAL CONTRIBUTION TO DONATE TO CHARITY			
	TOTAL	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	REFUSED (g)	MARRIED /LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (j)	1 (k)	2 (l)	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPOPRT (s)	OPPOSE (t)	More than half (u)	About half of it (v)	Less than half (w)
UNWEIGHTED BASE	1317	830	487	106	277	372	491	71	860	363	94	215	407	325	370	571	746	1131	175	486	167	164	137	162
WEIGHTED BASE	1317	521	796	132*	332	380	399	76*	828	391	98*	234	411	320	353	532	785	1149	159	456	185	143	131	159
	100%	40%	60%	10%*	25%	29%	30%	6%*	63%	30%	7%*	18%	31%	24%	27%	40%	60%	87%	12%	35%	14%	11%	10%	12%
Public Sector	396	160	236	57	99	106	108	25	240	125	31	67	126	102	102	176	221	352	43	122	44	38	40	38
	30%	31%	30%	44% def	30%	28%	27%	34%	29%	32%	32%	29%	31%	32%	29%	33%	28%	31%	27%	27%	24%	26%	30%	24%
Private Sector	790	304	486	61	189	229	271	41	516	222	52	141	243	189	217	301	489	681	103	295	126	91	82	107
	60%	58%	61%	46% c	57%	60%	68%	54%	62%	57%	53%	60%	59%	59%	61%	56%	62%	59%	65%	65%	68%	64%	62%	67%
Charity/Not-for-Profit Sector	82	44	38	6	31	24	17	3	42	28	11	19	28	18	17	31	50	70	10	24	12	12	7	4
	6%	8% b	5%	4% f	9%	6%	4%	4%	5%	7%	11%	8%	7%	6%	5%	6%	6%	6%	6%	5%	6%	8%	5%	3%
Don't know	49	13	36	8	12	20	3	6	30	15	4	6	14	11	18	25	25	46	3	14	3	2	3	10
	4%	3%	5%	6% f	4% f	5% f	1% f	8% f	4%	4%	4%	3%	3%	3%	5%	5%	3%	4%	2%	3%	2%	1%	2%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w  
Overlap formulae used. \* small base

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Table 3  
Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplace typically contribute towards or fund?

Base: All Adults in full or part-time employment

	TOTAL	GENDER		AGE					SOCIAL GRADE		EMPLOYMENT SECTOR			REGION											REGION (SIMPLIFIED)								
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	ABC1 (h)	C2DE (i)	PRIVATE (j)	PUBLIC (k)	CHARITY / NOT FOR PROFIT (l)	NORTH EAST (m)	NORTH WEST (n)	YORKS & HUMBER (o)	WEST MIDLANDS (p)	EAST MIDLANDS (q)	EAST OF ENGLAND (r)	SOUTH WEST (s)	SOUTH EAST (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	NI (x)	NORTH (y)	MIDLANDS (A)	SOUTH (B)	LONDON (C)	WALES (D)	SCOTLAND (E)	NI (F)	
UNWEIGHTED BASE	1317	675	635	141	359	311	315	211	1003	314	764	420	97	51	160	108	111	99	121	96	172	192	62	111	34	319	331	268	192	62	111	34	
WEIGHTED BASE	1317	689	621	133*	335	300	313	236	827	490	790	396	82*	52*	147	100*	112*	104*	119*	105*	186	193	54*	107*	38**	299	335	291	193	54*	107*	38**	
	100%	52%	47%	10%	25%	23%	24%	18%	63%	37%	60%	30%	6%	4%	11%	8%	9%	8%	9%	8%	14%	15%	4%	8%	3%	23%	25%	22%	15%	4%	8%	3%	
A Christmas party/gettogether	559	313	242	64	177	124	110	84	360	199	385	130	29	23	59	46	44	34	50	39	78	103	22	38	22	128	129	117	103	22	38	22	
	42%	45%	39%	f	efg	41%	35%	36%	44%	41%	49%	33%	35%	45%	40%	46%	39%	33%	42%	37%	42%	53%	41%	36%	58%	43%	38%	40%	53%	41%	36%	58%	
		b		f	efg				kl												now												
A Christmas dinner	386	233	152	47	130	81	85	44	248	139	274	82	15	8	37	25	23	26	51	34	52	74	11	29	17	69	100	86	74	11	29	17	
	29%	34%	25%	g	efg	27%	27%	19%	30%	28%	35%	21%	19%	15%	25%	25%	20%	25%	42%	32%	28%	39%	21%	27%	45%	23%	30%	29%	39%	21%	27%	45%	
		b		g	efg				kl										mnp			v											
Christmas tree/ decorations	363	200	160	45	112	84	73	49	240	123	224	106	12	15	45	30	26	33	33	26	47	58	11	22	17	89	93	73	58	11	22	17	
	28%	29%	26%	e	fg	28%	23%	21%	29%	25%	28%	27%	15%	29%	30%	30%	24%	32%	28%	25%	25%	30%	21%	21%	44%	30%	28%	25%	30%	21%	21%	44%	
				e	fg				i																								
A Secret Santa gift exchange	248	127	120	40	82	61	39	26	153	94	133	96	14	6	35	28	17	17	39	16	26	37	9	10	9	69	73	42	37	9	10	9	
	19%	18%	19%	fg	fg	20%	12%	11%	19%	19%	17%	24%	17%	12%	24%	28%	15%	17%	33%	15%	14%	19%	16%	9%	23%	23%	22%	14%	19%	16%	9%	23%	
				fg	fg				j						w	tw			qvw								BE	BE					
Christmas bonus scheme	220	147	72	41	80	44	34	22	143	78	166	37	6	10	31	20	11	12	19	10	26	55	7	11	8	61	43	36	55	7	11	8	
	17%	21%	12%	efg	efg	15%	11%	9%	17%	16%	21%	9%	7%	20%	21%	20%	10%	12%	16%	10%	14%	28%	12%	10%	21%	20%	13%	12%	28%	12%	10%	21%	
		b		efg	efg				kl						s							pairs					AB		ABDE				
Individual employee gifts	185	111	74	25	64	44	31	22	115	71	136	37	8	10	27	13	21	17	11	13	17	37	4	7	10	49	49	31	37	4	7	10	
	14%	16%	12%	fg	fg	15%	10%	9%	14%	14%	17%	9%	9%	19%	18%	13%	18%	16%	9%	13%	9%	17%	7%	6%	25%	16%	15%	11%	19%	7%	6%	25%	
				fg	fg				k						w	tw						tw					E		BE				
Other	19	8	11	1	6	5	7	*	17	2	11	7	1	-	1	1	4	*	2	4	1	3	-	1	-	2	7	6	3	-	1	-	
	1%	1%	2%	*	2%	2%	2%	*	2%	*	1%	2%	1%	-	1%	1%	4%	*	2%	4%	1%	2%	-	1%	-	1%	2%	2%	2%	-	1%	-	
My current workplace doesn't typically contribute towards or fund workplace Christmas activities	343	148	193	5	52	92	99	95	219	124	149	160	26	16	39	27	28	28	26	31	47	38	20	41	2	82	82	78	38	20	41	2	
	26%	21%	31%	4%	15%	31%	32%	40%	27%	25%	19%	40%	31%	31%	27%	27%	25%	27%	22%	29%	26%	20%	37%	39%	5%	28%	24%	27%	20%	37%	39%	5%	
		a		c	cd	cd	cd	cd			i	i	i									u	ru										
Don't know	53	27	25	8	15	5	22	4	18	36	30	9	4	1	6	3	8	5	1	7	7	8	1	3	2	10	14	14	8	1	3	2	
	4%	4%	4%	6%	4%	2%	7%	2%	2%	7%	4%	2%	5%	3%	4%	3%	7%	5%	1%	7%	4%	4%	2%	3%	5%	3%	4%	5%	4%	2%	3%	5%	
				6%	4%	2%	7%	2%			h											f											

Proportions/Means: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l - m/n/o/p/q/r/s/t/u/v/w/x - y/A/B/C/D/E/F  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 4

Q1 - Thinking about celebrating Christmas at work, which if any, of the following does your current workplace typically contribute towards or fund?

Base: All Adults in full or part-time employment

	EDUCATION		INCOME					MARITAL STATUS			HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		ETHNICITY		SUPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING BEING DONATED		TOTAL CONTRIBUTION TO DONATE TO CHARITY			
	TOTAL	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	REFUSED (g)	MARRIED /LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (j)	1 (k)	2 (l)	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPOPRT (s)	OPPOSE (t)	More than half (u)	About half of it (v)	Less than half (w)
	UNWEIGHTED BASE	1317	830	487	106	277	372	491	71	860	363	94	215	407	325	370	571	746	1131	175	486	167	164	137
WEIGHTED BASE	1317	521	796	132*	332	380	399	76*	828	391	98*	234	411	320	353	532	785	1149	159	456	185	143	131	159
	100%	40%	60%	10%*	25%	29%	30%	6%*	63%	30%	7%*	18%	31%	24%	27%	40%	60%	87%	12%	35%	14%	11%	10%	12%
A Christmas party/gettogether	559	231	328	41	129	171	189	29	354	181	25	87	167	154	152	230	329	487	69	305	101	95	92	105
	42%	44%	41%	31%	39%	45%	47%	39%	43%	46%	26%	37%	41%	48%	43%	43%	42%	42%	43%	67%	55%	66%	70%	66%
				c	c	c	c		j	j				k						t				
A Christmas dinner	386	156	230	34	93	116	132	12	262	100	24	54	119	102	112	172	215	333	52	200	75	67	56	68
	29%	30%	29%	26%	28%	30%	33%	15%	32%	26%	25%	23%	29%	32%	32%	32%	27%	29%	33%	44%	41%	47%	43%	43%
				g	g	g	g																	
Christmas tree/ decorations	363	144	219	39	92	100	116	17	232	107	25	47	104	114	99	164	199	313	49	183	73	59	57	61
	28%	28%	28%	29%	28%	26%	29%	23%	28%	27%	25%	20%	25%	36%	28%	31%	25%	27%	31%	40%	40%	41%	43%	38%
														kl										
A Secret Santa gift exchange	248	97	151	22	68	75	68	15	161	67	20	24	69	71	84	127	121	220	25	135	57	51	40	39
	19%	19%	19%	17%	20%	20%	17%	20%	19%	17%	20%	10%	17%	22%	24%	24%	15%	19%	16%	30%	31%	36%	31%	25%
														k	kl	p								
Christmas bonus scheme	220	96	124	14	53	70	78	4	140	72	9	31	41	68	80	126	94	183	36	135	45	57	31	43
	17%	18%	16%	11%	16%	18%	20%	6%	17%	18%	9%	13%	10%	21%	23%	24%	12%	16%	23%	30%	24%	40%	24%	27%
					g	g	g							kl	kl	p						vw		
Individual employee gifts	185	85	101	11	47	71	55	1	138	40	8	24	51	54	57	96	90	154	31	110	28	43	26	38
	14%	16%	13%	9%	14%	19%	14%	1%	17%	10%	8%	10%	12%	17%	16%	18%	11%	13%	20%	24%	15%	30%	20%	24%
				g	g	g	g		i							p				t				
Other	19	8	11	4	4	5	5	-	12	4	2	5	5	4	5	9	10	14	5	10	5	5	2	3
	1%	1%	1%	3%	1%	1%	1%	-	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	3%	2%	3%	3%	2%	2%
My current workplace doesn't typically contribute towards or fund workplace Christmas activities	343	138	205	35	91	91	104	22	217	89	37	76	114	79	74	130	213	322	18	-	-	-	-	-
	26%	26%	26%	27%	27%	24%	26%	29%	26%	23%	37%	33%	28%	25%	21%	24%	27%	28%	12%	-	-	-	-	-
				ef						i	n					r								
Don't know	53	14	39	11	16	11	10	6	28	22	3	9	21	6	17	18	36	42	10	-	-	-	-	-
	4%	3%	5%	8%	5%	3%	2%	7%	3%	6%	3%	4%	5%	2%	5%	3%	5%	4%	6%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w  
Overlap formulae used. \* small base

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Table 5  
Q2 - Now please think about your current workplace's contribution or funding towards Christmas activities. To what extent are you in favour of or opposed to, some of the contribution or funding being donated to a charity of your choice instead?

Base: All Adults whose workplace allocates funds for Christmas activities

	TOTAL	GENDER		AGE					SOCIAL GRADE		EMPLOYMENT SECTOR			REGION											REGION (SIMPLIFIED)							
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	ABC1 (h)	C2DE (i)	PRIVATE (j)	PUBLIC (k)	CHARITY / NOT FOR PROFIT (l)	NORTH EAST (m)	NORTH WEST (n)	YORKS & HUMBER (o)	WEST MIDLANDS (p)	EAST MIDLANDS (q)	EAST OF ENGLAND (r)	SOUTH WEST (s)	SOUTH EAST (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	NI (x)	NORTH (y)	MIDLANDS (A)	SOUTH (B)	LONDON (C)	WALES (D)	SCOTLAND (E)	NI (F)
UNWEIGHTED BASE	916	501	411	123	277	209	187	120	706	210	603	232	60	32	111	74	80	64	89	66	122	147	35	66	30	217	233	188	147	35	66	30
WEIGHTED BASE	921	514	403	120*	268	202	192	137*	590	331	610	228	52*	34**	103*	70*	77*	70*	92*	68*	131*	147	33**	63*	34**	207	239	199	147	33**	63*	34**
	100%	56%	44%	13%*	29%	22%	21%	15%*	64%	36%	66%	25%	6%*	4%*	11%*	8%*	8%*	8%*	10%*	7%*	14%*	16%	4%*	7%*	4%*	22%	26%	22%	16%	4%*	7%*	4%*
(+2) Strongly in favour of	183	114	68	25	64	40	30	25	127	56	129	42	4	9	22	8	19	7	15	13	16	47	4	14	8	39	41	30	47	4	14	8
	20%	22%	17%	21%	24%	20%	15%	18%	22%	17%	21%	19%	8%	27%	21%	12%	25%	11%	16%	19%	13%	32%	12%	22%	24%	19%	17%	15%	32%	12%	22%	24%
(+1) Somewhat favour	272	164	106	52	80	55	53	32	175	97	166	80	19	12	41	23	23	12	34	13	38	34	11	17	14	76	69	51	34	11	17	14
	30%	32%	26%	43%	30%	27%	28%	23%	30%	29%	27%	35%	38%	34%	40%	33%	30%	17%	37%	20%	29%	23%	34%	28%	41%	37%	29%	26%	23%	34%	28%	41%
(0) No views either way	253	130	122	19	63	56	63	52	165	88	172	57	15	7	22	17	14	29	32	25	37	39	8	18	7	46	75	62	39	8	18	7
	27%	25%	30%	6%	24%	27%	33%	38%	28%	26%	28%	25%	29%	21%	21%	24%	18%	42%	34%	37%	28%	26%	24%	28%	20%	22%	31%	31%	26%	24%	28%	20%
(-1) Somewhat oppose	127	56	72	21	43	28	25	10	70	57	84	33	7	5	10	13	14	14	9	10	26	14	6	4	2	28	38	36	14	6	4	2
	14%	11%	18%	18%	16%	14%	13%	7%	12%	17%	14%	15%	14%	15%	10%	18%	19%	21%	10%	14%	20%	9%	18%	7%	7%	13%	16%	18%	9%	18%	7%	7%
(-2) Strongly opposed to	58	40	18	3	15	18	10	11	37	21	42	11	4	1	7	5	2	4	1	7	12	11	1	4	1	13	8	19	11	1	4	1
	6%	8%	4%	2%	6%	9%	5%	8%	6%	6%	7%	5%	8%	2%	7%	7%	3%	6%	2%	10%	9%	8%	3%	7%	3%	6%	3%	10%	8%	3%	7%	3%
Favour (NET)	456	279	174	77	144	95	83	57	302	154	295	122	24	21	63	31	42	19	49	26	55	81	15	31	22	115	110	81	81	15	31	22
	49%	54%	43%	64%	54%	47%	43%	42%	51%	46%	48%	54%	46%	61%	61%	44%	55%	27%	53%	39%	42%	55%	46%	50%	65%	55%	46%	41%	55%	46%	50%	65%
Oppose (NET)	185	95	90	24	58	46	36	21	107	78	126	44	12	6	17	17	17	19	10	17	38	25	7	8	3	41	46	55	35	7	8	3
	20%	19%	22%	20%	22%	23%	19%	15%	18%	23%	21%	19%	23%	18%	17%	25%	22%	27%	11%	25%	29%	17%	21%	14%	10%	20%	19%	28%	17%	21%	14%	10%
Mean	0.44	0.51	0.35	0.62	0.51	0.36	0.37	0.38	0.5	0.35	0.43	0.49	0.24	0.69	0.59	0.26	0.58	0.05	0.57	0.23	0.16	0.64	0.38	0.56	0.81	0.5	0.42	0.19	0.64	0.38	0.56	0.81
Don't know	27	10	17	1	3	6	11	7	15	12	18	4	1	-	1	4	4	3	1	-	1	2	3	6	2	5	8	1	2	3	6	2
	3%	2%	4%	+	1%	3%	6%	5%	3%	4%	3%	2%	3%	-	1%	6%	5%	4%	1%	-	1%	2%	9%	9%	6%	3%	3%	+	2%	9%	9%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l - m/n/o/p/q/r/s/t/u/v/w/x - y/A/B/C/D/E/F  
Overlap formulae used. \*small base; \*\*very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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Table 6

Q2 - Now please think about your current workplace's contribution or funding towards Christmas activities. To what extent are you in favour of or opposed to, some of the contribution or funding being donated to a charity of your choice instead?

Base: All Adults whose workplace allocates funds for Christmas activities

	EDUCATION		INCOME					MARITAL STATUS			HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		ETHNICITY		SUPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING BEING DONATED		TOTAL CONTRIBUTION TO DONATE TO CHARITY			
	TOTAL	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	REFUSED (g)	MARRIED /LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (j)	1 (k)	2 (l)	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPOPRT (s)	OPPOSE (t)	More than half (u)	About half of it (v)	Less than half (w)
UNWEIGHTED BASE	916	574	342	71	185	273	346	41	602	257	57	140	271	238	267	410	506	768	141	486	167	164	137	162
WEIGHTED BASE	921	369	552	86*	225	277	285	48*	583	279	59*	148*	276	234	262	385	536	785	130*	456	185	143	131	159
	100%	40%	60%	9%*	24%	30%	31%	5%*	63%	30%	6%*	16%*	30%	25%	28%	42%	58%	85%	14%*	49%	20%	15%	14%	17%
(+2) Strongly in favour of	183	97	87	13	37	56	73	4	125	50	8	22	50	53	58	88	96	141	40	183	-	82	45	50
	20%	26%	16%	16%	17%	20%	26%	8%	22%	18%	14%	15%	18%	23%	23%	18%	18%	31%	31%	40%	-	58%	35%	32%
		b					dg											q		t		vw		
(+1) Somewhat favour	272	108	164	25	78	74	84	11	183	78	12	32	85	71	83	131	141	239	32	272	-	60	86	109
	30%	29%	30%	29%	34%	27%	29%	24%	31%	28%	20%	22%	31%	30%	32%	34%	26%	30%	25%	60%	-	42%	65%	68%
																p				t		u		
(0) No views either way	253	92	161	19	67	85	70	12	146	82	25	55	71	67	60	85	168	211	40	-	-	-	-	-
	27%	25%	29%	22%	30%	31%	25%	26%	25%	29%	43%	37%	26%	29%	23%	22%	31%	27%	31%	-	-	-	-	-
											h	n				o								
(-1) Somewhat oppose	127	47	80	20	29	35	31	12	75	44	9	26	39	30	32	49	78	116	10	-	127	-	-	-
	14%	13%	15%	23%	13%	13%	11%	24%	13%	16%	15%	18%	14%	13%	12%	13%	15%	15%	8%	-	69%	-	-	-
				f				f												s				
(-2) Strongly opposed to	58	19	39	4	12	21	17	4	37	16	4	4	24	10	20	25	33	51	6	-	58	-	-	-
	6%	5%	7%	4%	6%	7%	6%	8%	6%	6%	7%	3%	9%	4%	8%	7%	6%	7%	5%	-	31%	-	-	-
																				s				
Favour (NET)	456	205	251	39	115	130	157	15	308	127	20	55	135	124	141	219	237	380	72	456	-	143	131	159
	49%	56%	45%	45%	51%	47%	55%	32%	53%	46%	34%	37%	49%	53%	54%	57%	44%	48%	56%	100%	-	100%	100%	100%
		b					g		j					k	k	p				t				
Oppose (NET)	185	65	120	24	41	56	48	15	113	60	13	30	63	40	52	74	111	168	17	-	185	-	-	-
	20%	18%	22%	28%	18%	20%	17%	32%	19%	21%	21%	20%	23%	17%	20%	19%	21%	21%	13%	-	100%	-	-	-
								f												s				
Mean	0.44	0.6	0.34	0.31	0.44	0.4	0.59	0.01	0.5	0.37	0.2	0.31	0.37	0.55	0.5	0.55	0.37	0.4	0.69	1.4	-1.31	1.58	1.35	1.32
		b														p		q		t		vw		
Don't know	27	7	21	4	2	6	9	5	16	9	1	9	6	3	9	7	21	26	1	-	-	-	-	-
	3%	2%	4%	5%	1%	2%	3%	10%	3%	3%	2%	6%	2%	1%	4%	2%	4%	3%	1%	-	-	-	-	-
								de				m												

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 7  
Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities contribution or funding, to charity. In your opinion, how much, if any, of the total amount of contribution or funding would you say should be used for charity?

Base: All Adults who favour some of the contribution/funds being used for charity

	GENDER			AGE					SOCIAL GRADE		EMPLOYMENT SECTOR			REGION											REGION (SIMPLIFIED)							
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	ABC1 (h)	C2DE (i)	PRIVATE (j)	PUBLIC (k)	CHARITY / NOT FOR PROFIT (l)	NORTH EAST (m)	NORTH WEST (n)	YORKS & HUMBER (o)	WEST MIDLANDS (p)	EAST MIDLANDS (q)	EAST OF ENGLAND (r)	SOUTH WEST (s)	SOUTH EAST (t)	LONDON (u)	WALES (v)	SCOTLAND (w)	NI (x)	NORTH (y)	MIDLANDS (A)	SOUTH (B)	LONDON (C)	WALES (D)	SCOTLAND (E)	NI (F)
UNWEIGHTED BASE	486	282	201	75	159	110	88	54	385	101	321	127	27	18	71	35	45	19	45	33	62	92	16	33	17	124	109	95	92	16	33	17
WEIGHTED BASE	456	279	174	77*	144	95*	83*	57*	302	154*	295	122*	24**	21**	63*	31**	42**	19**	49*	26**	55*	81*	15**	31**	22**	115*	110*	81*	81*	15**	31**	22**
	100%	61%	38%	17%*	32%	21%*	18%*	13%*	66%	34%*	65%	27%*	5%**	5%**	14%*	7%**	9%**	4%*	11%*	6%**	12%*	18%*	3%**	7%**	5%**	25%*	24%*	18%*	16%*	3%**	7%**	5%**
(5) All of it/almost all of it	80	54	26	15	28	13	11	13	46	34	55	21	2	1	11	6	5	4	9	3	8	22	1	8	3	18	17	11	22	1	8	3
	18%	19%	15%	19%	20%	14%	13%	22%	15%	22%	19%	17%	7%	5%	17%	20%	11%	19%	18%	13%	14%	27%	5%	24%	15%	16%	16%	14%	27%	5%	24%	15%
(4) About three quarters	63	40	23	11	29	11	9	2	46	17	37	16	10	2	11	7	5	2	6	2	6	13	-	4	4	21	13	8	13	-	4	4
	14%	14%	13%	15%	20%	12%	11%	4%	15%	11%	12%	13%	42%	10%	18%	24%	12%	12%	13%	8%	12%	15%	-	12%	18%	18%	12%	10%	15%	-	12%	18%
(3) About half of it	131	77	54	25	35	28	28	15	89	43	82	40	7	3	20	8	18	5	14	10	15	17	6	9	7	31	37	26	17	6	9	7
	29%	28%	31%	33%	24%	29%	34%	27%	29%	28%	28%	32%	29%	14%	32%	26%	42%	27%	28%	39%	28%	21%	38%	28%	29%	27%	33%	32%	21%	38%	28%	29%
(2) About a quarter of	118	70	48	14	34	29	26	16	79	39	79	32	1	12	13	7	8	5	12	6	16	18	5	9	6	33	25	22	18	5	9	6
	26%	25%	27%	18%	23%	30%	32%	28%	26%	26%	27%	26%	6%	57%	21%	24%	20%	24%	24%	21%	30%	23%	34%	28%	28%	29%	23%	27%	23%	34%	28%	28%
(1) Less than a quarter	41	22	18	7	14	8	6	6	28	12	28	7	3	3	4	2	2	3	6	*	5	7	3	3	2	9	11	6	7	3	3	2
	9%	8%	10%	9%	10%	9%	7%	10%	9%	8%	10%	6%	11%	14%	6%	6%	5%	13%	13%	2%	10%	9%	23%	8%	11%	8%	10%	7%	9%	23%	8%	11%
More than half (NET)	143	93	49	26	57	24	20	15	92	51	91	38	12	3	22	14	10	6	15	6	14	34	1	11	7	39	31	19	34	1	11	7
	31%	33%	28%	34%	40%	26%	24%	26%	30%	33%	31%	31%	49%	15%	35%	44%	23%	30%	31%	21%	25%	42%	5%	36%	33%	34%	28%	24%	42%	5%	36%	33%
Less than half (NET)	159	92	65	21	48	37	32	21	107	52	107	38	4	15	17	9	10	7	18	6	22	26	9	11	9	41	36	28	26	9	11	9
	35%	33%	38%	27%	33%	39%	38%	38%	35%	34%	36%	31%	17%	71%	28%	30%	25%	37%	37%	23%	40%	32%	57%	37%	38%	36%	32%	34%	32%	57%	37%	38%
Mean	3.05	3.13	2.95	3.18	3.17	2.91	2.91	3.01	3.01	3.14	3.04	3.12	3.31	2.36	3.2	3.27	3.04	2.99	2.99	3.11	2.89	3.31	2.31	3.15	2.99	3.06	3.01	2.96	3.31	2.31	3.15	2.99
Don't know	23	17	6	5	3	6	3	5	15	8	15	7	1	-	3	-	4	1	2	4	4	4	-	-	-	3	7	8	4	-	-	-
	5%	6%	3%	6%	2%	6%	4%	9%	5%	5%	5%	6%	5%	-	5%	-	10%	6%	4%	16%	7%	5%	-	-	-	3%	7%	10%	5%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l - m/n/o/p/q/r/s/t/u/v/w/x - y/A/B/C/D/E/F  
Overlap formulae used. \*small base; \*\* very small base (under 30) ineligible for sig testing

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Table 8

Q3 - You mentioned you are in favour of your current workplace donating, some of the Christmas activities contribution or funding, to charity. In your opinion, how much, if any, of the total amount of contribution or funding would you say should be used for charity?

Base: All Adults who favour some of the contribution/funds being used for charity

	EDUCATION		INCOME					MARITAL STATUS			HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		ETHNICITY		SUPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING BEING DONATED		TOTAL CONTRIBUTION TO DONATE TO CHARITY				
	TOTAL	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	REFUSED (g)	MARRIED /LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (j)	1 (k)	2 (l)	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPOPRT (s)	OPPOSE (t)	More than half (u)	About half of it (v)	Less than half (w)	
UNWEIGHTED BASE	486	323	163	34	98	134	204	16	338	127	21	54	131	136	165	249	237	401	81	486	-	164	137	162	
WEIGHTED BASE	456	205	251	39**	115*	130*	157	15**	308	127*	20**	55*	135*	124	141	219	237	380	72*	456	**	143	131	159	
	100%	45%	55%	8%**	25%*	29%*	34%	3%**	68%	28%*	4%**	12%*	30%*	27%	31%	48%	52%	83%	16%*	100%	**	31%	29%	35%	
(5) All of it/almost all of it	80	35	45	5	22	20	27	5	48	30	2	8	23	17	32	36	44	60	20	80	-	80	-	-	
	18%	17%	18%	13%	19%	16%	17%	33%	16%	23%	9%	14%	17%	14%	23%	17%	18%	16%	27%	18%	-	56%	-	-	
(4) About three quarters	63	40	23	8	15	17	23	-	45	13	4	6	12	22	23	42	21	52	10	63	-	63	-	-	
	14%	19%	9%	21%	13%	13%	14%	-	15%	11%	22%	12%	9%	18%	16%	19%	9%	14%	13%	14%	-	44%	-	-	
(3) About half of it	131	53	78	11	34	35	49	4	87	38	6	20	38	38	35	60	71	114	18	131	-	-	131	-	
	29%	26%	31%	27%	29%	27%	31%	24%	28%	30%	31%	37%	28%	31%	25%	27%	30%	30%	24%	29%	-	-	100%	-	
(2) About a quarter of	118	42	76	10	25	44	36	4	80	32	6	15	37	34	32	58	60	105	13	118	-	-	-	118	
	26%	21%	30%	25%	21%	34%	23%	28%	26%	25%	30%	28%	27%	28%	23%	26%	25%	28%	18%	26%	-	-	-	74%	
(1) Less than a quarter	41	24	17	2	12	9	17	-	34	5	2	1	15	12	14	19	22	34	7	41	-	-	-	41	
	9%	12%	7%	6%	11%	7%	11%	-	11%	4%	8%	1%	11%	9%	10%	9%	9%	9%	10%	9%	-	-	-	26%	
More than half (NET)	143	75	68	13	37	37	50	5	94	43	6	14	34	39	55	78	64	112	29	143	-	143	-	-	
	31%	36%	27%	35%	32%	28%	32%	33%	30%	34%	31%	26%	25%	31%	39%	36%	27%	29%	40%	31%	-	100%	-	-	
Less than half (NET)	159	66	93	12	37	53	53	4	115	37	8	16	51	46	46	77	82	139	20	159	-	-	-	159	
	35%	32%	37%	31%	32%	41%	34%	28%	37%	29%	38%	29%	38%	37%	32%	35%	35%	36%	28%	35%	-	-	-	100%	
Mean	3.05	3.1	3.01	3.13	3.09	2.96	3.04	3.45	2.98	3.26	2.94	3.11	2.93	2.99	3.21	3.08	3.02	3	3.32	3.05	-	4.56	3	1.74	
Don't know	23	11	11	3	7	6	5	2	13	9	-	5	11	2	5	3	19	16	5	23	-	-	-	-	
	5%	6%	5%	7%	6%	5%	3%	15%	4%	7%	-	9%	8%	1%	4%	2%	8%	4%	7%	5%	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p - q/r - s/t - u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 10  
Sample profile

Base: All adults aged 16-75 in the UK

Table with 30 columns: GENDER (MAN, WOMAN), AGE (16-24, 25-34, 35-44, 45-54, 55-75), SOCIAL GRADE (ABC1, C2DE), EMPLOYMENT SECTOR (PRIVATE, PUBLIC, CHARITY/NOT FOR PROFIT), REGION (NORTH EAST, NORTH WEST, YORKS & HUMBER, WEST MIDLANDS, EAST MIDLANDS, EAST OF ENGLAND, SOUTH WEST, SOUTH EAST, LONDON, WALES, SCOTLAND, NI), and REGION (SIMPLIFIED) (NORTH, MIDLANDS, SOUTH, LONDON, WALES, SCOTLAND, NI). Rows include UNWEIGHTED BASE, EDUCATION (GRADUATES, NON GRADUATES), INCOME (UP TO £19,999, £20,000 - £34,999, £35,000 - £54,999, £55,000+), REFUSED, MARITAL STATUS (MARRIED/LIVING AS, SINGLE), WID/ DIV/ SEP, HOUSEHOLD SIZE (1, 2, 3, 4+), PRESENCE OF CHILDREN HH (17 OR UNDER), ETHNICITY (NONE, WHITE, ETHNIC MINORITY), and SUPPORT/ OPPOSE CONTRIBUTIONS/ FUNDING BEING DONATED (SUPPORT, OPPOSE, TOTAL CONTRIBUTION TO DONATE TO CHARITY).

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/f/e - NI - UN - m/n/s(a)/t/h/u/v/w/x - v/A/B/C/D/E/F  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



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Table 11

Sample profile

Base: All adults aged 16-75 in the UK

	EDUCATION										INCOME					MARITAL STATUS				HOUSEHOLD SIZE				PRESENCE OF CHILDREN IN HH (17 OR UNDER)		ETHNICITY		SUPPORT/OPPOSE CONTRIBUTIONS/FUNDS REINVESTED		TOTAL CONTRIBUTION TO DONATE TO CHARITY		
	TOTAL	GRADUATES (G)	NON GRADUATES (N)	UP TO £15,999 (G)	£20,000-£24,999 (G)	£25,000-£29,999 (G)	£30,000-£34,999 (G)	£35,000-£39,999 (G)	£40,000-£44,999 (G)	£45,000-£49,999 (G)	£50,000+ (G)	MARRIED/LIVING AS ONE (M)	SINGLE (S)	WID/DIV/SEP (W)	1 (G)	2 (G)	3 (G)	4+ (G)	ANY (G)	NONE (G)	WHITE (G)	ETHNIC MINORITY (G)	SUPPORT (G)	OPPOSE (G)	More than half (G)	About half (G)	Less than half (G)					
UNWEIGHTED BASE	1317	830	487	105	277	322	491	71	860	353	84	215	407	325	370	571	746	1133	175	486	167	164	137	162	143	131	150					
WEIGHTED BASE	100%	40%	60%	100%*	25%	20%	30%	6%*	63%	30%	7%	18%	31%	24%	27%	40%	60%	87%	12%	57%	12%	35%	14%	11%	10%	12%						
GENDER																																
MAN	689	269	421	65	169	213	223	19	456	205	28	124	191	169	205	299	390	594	90	279	95	93	77	92	65%	58%	58%					
WOMAN	621	247	374	66	161	167	174	53	366	185	69	109	215	150	146	231	389	549	68	174	90	49	54	65	35%	41%	41%					
AGE																																
16-24	133	40	93	32	40	38	19	5	43	91	-	24	36	30	43	47	86	99	34	77	24	26	25	21	10%	12%	12%					
25-34	315	164	170	43	76	102	104	10	210	228	4	64	112	94	84	150	185	278	52	144	58	57	36	48	40%	27%	30%					
35-44	300	157	144	13	64	77	125	21	217	67	16	36	74	27	114	184	116	266	30	95	46	24	28	37	30%	18%	23%					
45-54	313	108	205	23	90	72	288	28	248	183	43	70	82	75	88	129	185	282	22	83	36	20	28	32	24%	21%	20%					
55-75	236	52	184	20	62	72	62	19	159	43	34	60	107	44	25	23	213	214	21	57	21	15	15	21	18%	10%	14%					
SOCIAL GRADE																																
ABC1	827	437	389	53	148	239	335	51	532	213	61	189	262	211	234	350	477	726	93	302	107	92	89	107	63%	67%	67%					
DE	63%	84%	49%	25%	51%	63%	84%	67%	67%	55%	63%	60%	64%	66%	61%	66%	61%	63%	59%	63%	59%	65%	68%	64%	62%	67%						
CODE	490	84	407	98	163	141	63	25	276	178	37	95	148	109	139	182	308	423	65	154	38	51	43	53	37%	16%	13%					
EMPLOYMENT SECTOR																																
PRIVATE	790	304	486	61	189	229	271	41	516	222	52	141	243	189	217	301	489	681	103	295	126	91	82	107	60%	58%	61%					
PUBLIC	396	160	236	57	99	106	108	25	240	125	31	67	126	102	102	176	221	352	43	122	44	38	40	38	20%	30%	24%					
CHARITY/NOT FOR PROFIT	82	44	38	6	31	24	17	3	42	28	11	19	28	18	17	31	50	70	10	24	12	12	7	4	6%	8%	3%					
REGION																																
NORTH EAST	52	19	33	3	15	15	17	1	41	9	1	8	20	11	14	25	26	49	3	21	6	3	3	15	4%	4%	4%					
NORTH WEST	147	73	74	13	40	44	41	10	91	50	7	20	46	35	47	69	79	128	19	63	17	22	20	17	11%	14%	11%					
YORKS & HUMBER	100	36	64	18	27	28	22	4	60	29	11	18	30	28	23	36	64	96	3	31	17	14	8	9	8%	7%	8%					
WEST MIDLANDS	112	36	76	14	35	38	19	5	76	29	7	23	37	23	29	36	77	85	27	42	17	10	18	10	9%	7%	10%					
EAST MIDLANDS	104	40	63	8	28	37	25	5	65	28	10	13	35	27	29	50	54	95	9	19	19	6	5	7	8%	8%	8%					
EAST OF ENGLAND	119	27	93	17	37	30	32	4	71	41	8	21	32	34	32	51	69	112	7	69	10	15	14	18	9%	9%	12%					
SOUTH WEST	105	26	79	13	31	23	29	10	57	32	17	27	30	20	28	45	60	93	12	26	17	6	10	6	8%	5%	10%					
SOUTH EAST	186	75	111	16	33	60	65	12	125	44	17	36	67	47	36	56	130	167	17	55	38	14	15	22	14%	14%	14%					
LONDON	193	112	81	12	30	53	64	15	109	78	5	38	43	53	58	87	106	140	49	81	25	34	17	26	15%	21%	10%					
WALES	54	21	33	3	18	12	17	2	37	11	5	6	18	9	20	22	32	49	3	15	7	1	6	9	4%	4%	4%					
SCOTLAND	107	45	62	13	21	29	39	5	74	26	6	22	36	20	29	40	67	99	7	31	8	11	9	11	8%	9%	8%					
NI	38	12	26	2	15	12	7	2	23	13	3	3	16	2	8	17	21	27	1	22	3	7	7	9	3%	2%	3%					
REGION (SAMPLED)																																
NORTH	299	127	172	34	82	87	80	15	192	88	19	46	96	74	84	130	169	272	25	115	41	39	31	41	23%	24%	22%					
MIDLANDS	235	103	223	23	73	77	10	21	212	98	20	56	104	81	20	130	169	262	43	110	46	23	19	32	25%	20%	23%					
SOUTH	291	101	190	29	64	64	83	94	22	182	76	62	98	67	64	101	190	260	29	81	55	19	26	28	22%	19%	24%					
LONDON	193	112	81	12	30	53	64	15	109	78	5	38	43	53	58	87	106	140	49	81	25	34	17	26	15%	21%	10%					
WALES	54	21	33	3	18	12	17	2	37	11	5	6	18	9	20	22	32	49	3	15	7	1	6	9	4%	4%	4%					
SCOTLAND	107	45	62	13	21	29	39	5	74	26	6	22	36	20	29	40	67	99	7	31	8	11	9	11	8%	9%	8%					
NI	38	12	26	2	15	12	7	2	23	13	3	3	16	2	8	17	21	27	1	22	3	7	7	9	3%	2%	3%					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/I/J - k/l/m/n - o/p - q/r - s/t - u/v/w  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 12  
Sample profile

Base: All adults aged 16-75 in the UK

TOTAL	EDUCATION			INCOME					MARITAL STATUS			HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		ETHNICITY		SUPPORT / OPOSE CONTRIBUTIONS/ FUNDING BEING DONATED		TOTAL CONTRIBUTION TO DONATE TO CHARITY		
	GRADUATES (a)	NON GRADUATES (b)	UP TO £19,999 (c)	£20,000- £34,999 (d)	£35,000- £54,999 (e)	£55,000+ (f)	REFUSED (g)	MARRIED / LIVING AS (h)	SINGLE (i)	WID/ DIV/ SEP (j)	1 (k)	2 (l)	3 (m)	4+ (n)	ANY (o)	NONE (p)	WHITE (q)	ETHNIC MINORITY (r)	SUPPORT (s)	OPOSE (t)	More than half (u)	About half of (v)	Less than half (w)	
UNWEIGHTED BASE 1317 WEIGHTED BASE 1317 100%	830 62%	487 37%	105 8%	277 21%	372 28%	491 37%	71 5%	860 65%	363 28%	94 7%	215 16%	407 31%	325 25%	370 28%	571 43%	746 57%	1131 87%	175 13%	486 37%	167 13%	164 12%	137 10%	162 12%	
<b>EDUCATION</b>																								
GRADUATES	521 40%	-	28 2%	85 7%	146 11%	237 18%	25 2%	359 28%	134 10%	27 2%	80 6%	157 12%	138 10%	146 11%	244 19%	276 21%	432 33%	82 6%	205 16%	65 5%	75 6%	53 4%	66 5%	
NON GRADUATES	796 60%	796 100%	104 8%	246 19%	234 18%	161 12%	51 4%	469 36%	257 20%	71 6%	154 12%	254 19%	182 14%	207 16%	288 22%	508 39%	717 55%	76 6%	251 19%	120 9%	68 5%	78 6%	93 7%	
<b>INCOME</b>																								
UP TO £19,999	132 10%	28 2%	104 8%	132 10%	-	-	-	40 3%	73 6%	19 1%	52 4%	33 3%	18 1%	28 2%	42 3%	89 7%	105 8%	26 2%	39 3%	24 2%	13 1%	11 1%	12 1%	
£20,000 - £34,999	332 25%	85 6%	246 19%	332 25%	-	-	-	140 11%	151 12%	40 3%	101 8%	92 7%	73 6%	66 5%	106 8%	225 17%	293 22%	38 3%	115 9%	41 3%	37 3%	34 3%	37 3%	
£35,000 - £54,999	380 29%	146 11%	234 18%	-	380 29%	-	-	262 20%	97 8%	21 2%	47 4%	126 10%	106 8%	100 8%	164 12%	215 16%	331 25%	47 4%	130 10%	56 4%	37 3%	35 3%	53 4%	
£55,000+	399 30%	237 18%	161 12%	-	-	399 30%	-	340 26%	47 4%	11 1%	23 2%	131 10%	104 8%	141 11%	201 15%	197 15%	351 27%	44 3%	157 12%	48 4%	50 4%	49 4%	53 4%	
REFUSED	76 6%	51 4%	6%	-	-	-	76 6%	46 4%	23 2%	7 1%	11 1%	29 2%	18 1%	17 1%	46 4%	58 4%	69 5%	4 0%	15 1%	15 1%	5 0%	4 0%	4 0%	
<b>MARITAL STATUS</b>																								
MARRIED / LIVING AS	828 63%	359 28%	469 36%	40 3%	140 11%	262 20%	340 26%	46 4%	828 63%	-	3 0%	311 24%	234 18%	281 21%	436 33%	392 30%	725 55%	97 7%	308 23%	113 9%	94 7%	87 7%	115 9%	
SINGLE	391 30%	134 10%	257 20%	73 6%	151 11%	97 7%	47 4%	23 2%	391 30%	-	190 14%	71 5%	70 5%	60 5%	64 5%	327 25%	327 25%	60 5%	127 10%	60 5%	43 3%	38 3%	37 3%	
WID/ DIV/ SEP	98 8%	27 2%	71 5%	19 1%	40 3%	21 2%	11 1%	7 1%	98 8%	-	41 3%	29 2%	16 1%	12 1%	33 3%	65 5%	86 7%	1 0%	20 2%	13 1%	6 0%	6 0%	8 1%	
<b>HOUSEHOLD SIZE</b>																								
1	234 18%	80 6%	154 12%	52 4%	101 8%	47 4%	23 2%	11 1%	3 0%	190 14%	41 3%	234 18%	-	-	234 18%	210 16%	23 2%	55 4%	30 2%	14 1%	20 2%	16 1%		
2	411 31%	157 12%	254 20%	33 3%	126 10%	131 10%	29 2%	311 24%	71 6%	29 2%	411 31%	-	-	45 3%	365 28%	366 28%	42 3%	135 10%	63 5%	34 3%	38 3%	51 4%		
3	320 24%	138 10%	182 14%	18 1%	73 6%	106 8%	19 1%	234 18%	104 8%	16 1%	-	320 24%	-	201 15%	118 9%	277 21%	40 3%	124 10%	40 3%	39 3%	38 3%	46 4%		
4+	353 27%	146 11%	207 16%	28 2%	66 5%	100 8%	141 11%	17 1%	345 26%	12 1%	-	-	353 27%	286 22%	67 5%	297 23%	53 4%	141 11%	52 4%	55 4%	35 3%	46 4%		
<b>PRESENCE OF CHILDREN HH (17 OR UNDER)</b>																								
ANY	532 40%	244 19%	288 22%	42 3%	106 8%	164 12%	201 15%	18 1%	436 33%	64 5%	33 3%	45 3%	201 15%	286 22%	532 40%	-	456 35%	72 6%	219 17%	74 6%	78 6%	60 5%	77 6%	
NONE	785 60%	276 21%	508 39%	89 7%	225 17%	215 16%	197 15%	58 4%	392 30%	327 25%	65 5%	234 18%	118 9%	67 5%	-	785 60%	693 53%	87 7%	237 18%	111 9%	64 5%	71 6%	82 6%	
<b>ETHNICITY</b>																								
WHITE	1149 87%	432 33%	717 55%	105 8%	293 22%	331 25%	351 27%	69 5%	725 55%	327 25%	96 7%	210 16%	366 28%	277 21%	456 35%	693 53%	1149 87%	-	380 29%	168 13%	112 9%	114 9%	139 11%	
ETHNIC MINORITY	159 12%	82 6%	76 6%	26 2%	38 3%	47 4%	44 3%	4 0%	97 7%	60 5%	2 0%	23 2%	42 3%	40 3%	72 6%	87 7%	-	159 12%	72 6%	17 1%	29 2%	18 1%	20 2%	
<b>SUPPORT / OPOSE CONTRIBUTIONS/ FUNDING BEING DONATED</b>																								
SUPPORT	456 35%	205 16%	251 20%	39 3%	115 9%	130 10%	157 12%	15 1%	308 23%	127 10%	20 2%	55 4%	135 10%	124 10%	219 17%	237 18%	380 29%	72 6%	456 35%	-	143 11%	131 10%	159 12%	
OPOSE	185 14%	65 5%	120 9%	24 2%	41 3%	56 4%	48 4%	15 1%	113 9%	60 5%	13 1%	30 2%	63 5%	40 3%	74 6%	111 9%	168 13%	17 1%	-	185 14%	-	-	-	
<b>TOTAL CONTRIBUTION TO DONATE TO CHARITY</b>																								
More than half	143 11%	75 6%	68 5%	13 1%	37 3%	37 3%	50 4%	5 0%	94 7%	43 3%	6 0%	14 1%	34 3%	39 3%	78 6%	64 5%	112 9%	29 2%	143 11%	-	143 11%	-	-	
About half of it	131 10%	53 4%	79 6%	11 1%	34 3%	35 3%	49 4%	4 0%	87 7%	38 3%	6 0%	20 2%	38 3%	35 3%	60 5%	71 6%	114 9%	18 1%	29 2%	-	-	131 10%	-	
Less than half	159 12%	66 5%	93 7%	12 1%	37 3%	53 4%	53 4%	4 0%	115 9%	37 3%	8 0%	16 1%	51 4%	46 4%	77 6%	82 6%	139 11%	20 2%	159 12%	-	-	-	159 12%	

Proportions/Mean: Columns Tested (% risk level) - a/b - c/d/e/f/g - h/I/J - k/L/m/n - o/p - q/r - s/t - u/v/w  
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.