

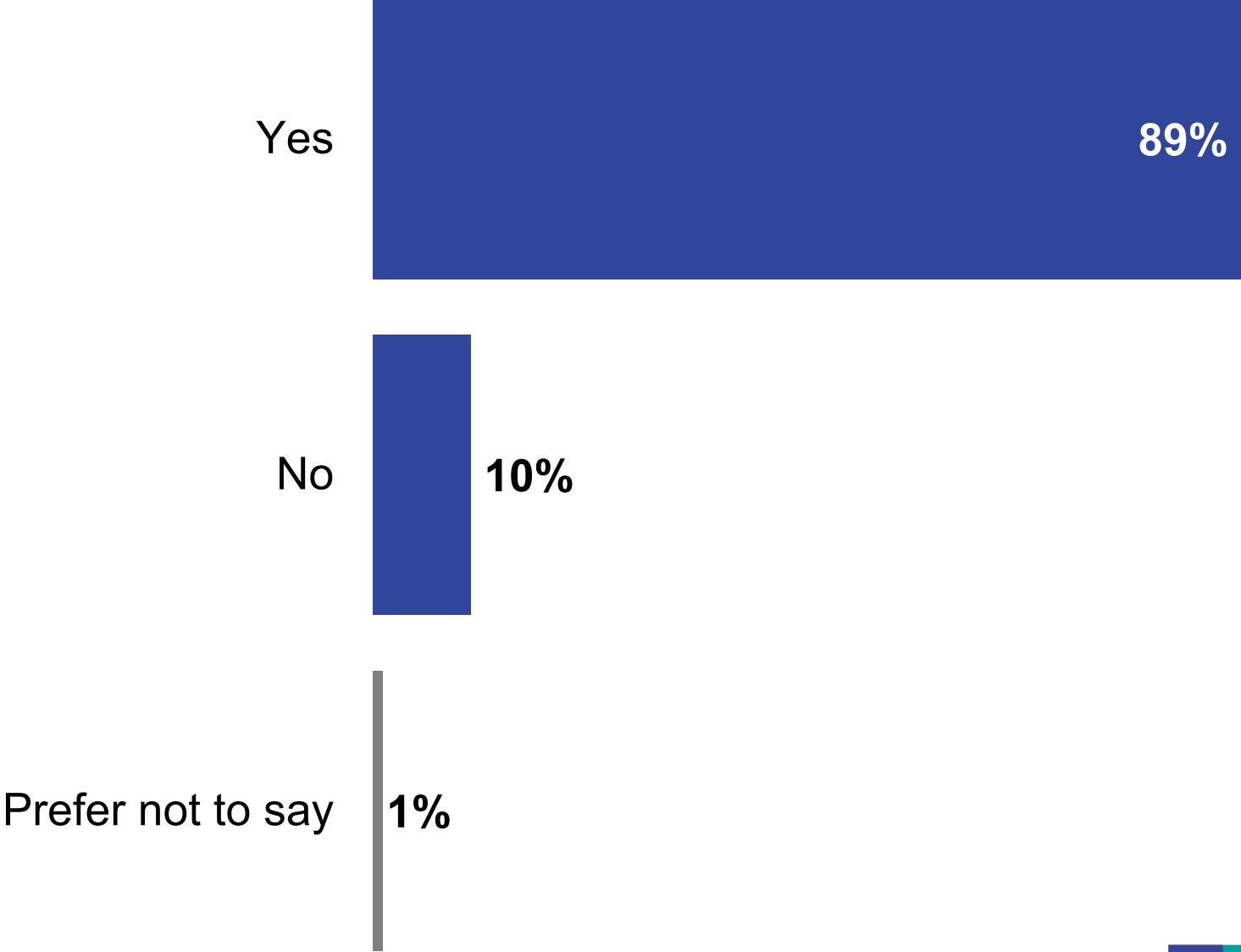


Ipsos Christmas presents polling

November 2023

9 in 10 parents buy their child(ren) gifts for Christmas

Do you buy gifts for your child/children for Christmas, or no?

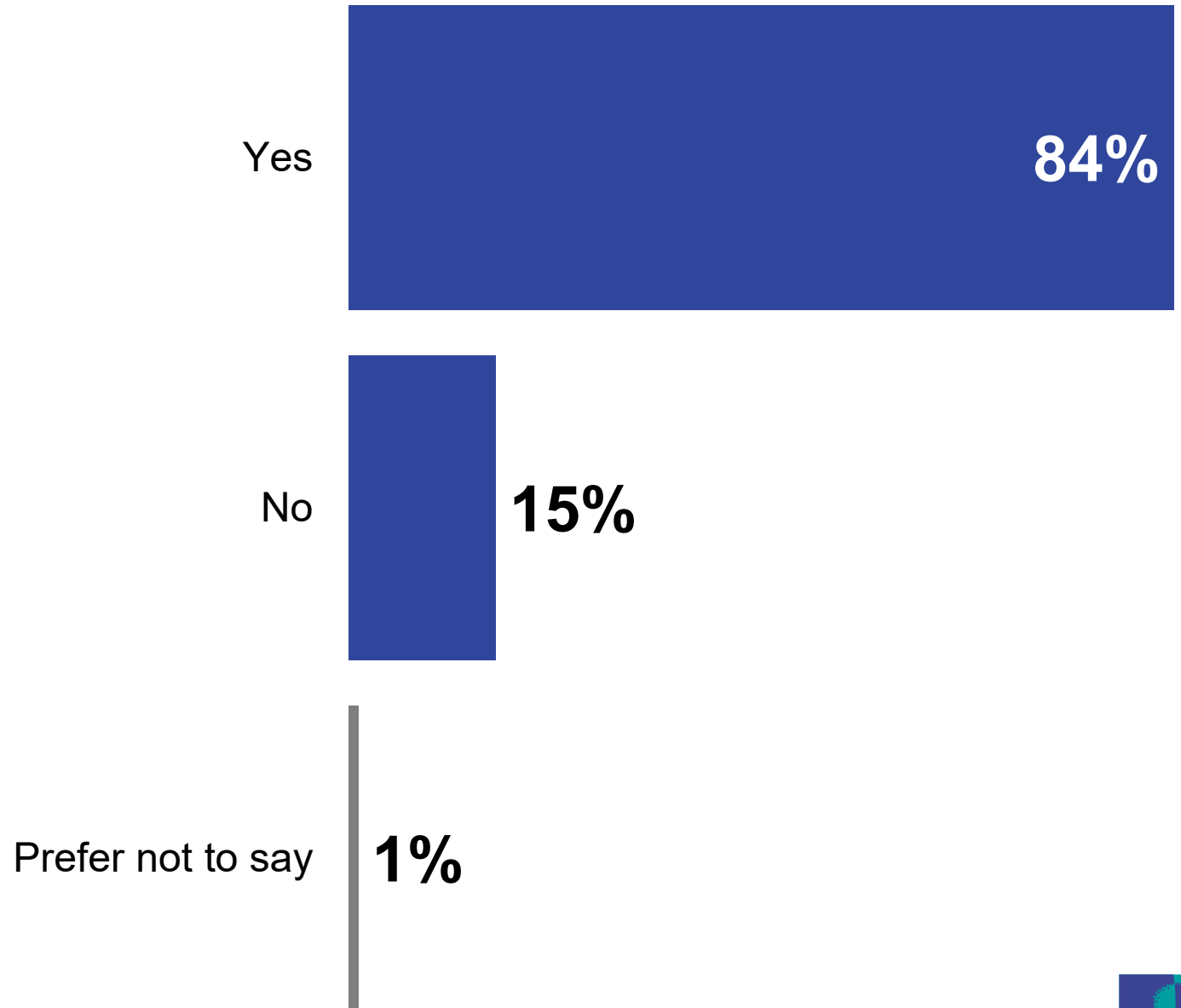


Base: 343 Online British adults aged 16-75 with children in the household, 13 – 17 October 2023



More than four in five Britons with child(ren) say they have told their child(ren) that at least some of their gifts came from Father Christmas

Have you ever told your child/children that Father Christmas has gotten at least some of their gifts for them?



Base: 309 Online British adults aged 16-75 with children in the household who buy their children gifts for Christmas, 13 – 17 October 2023



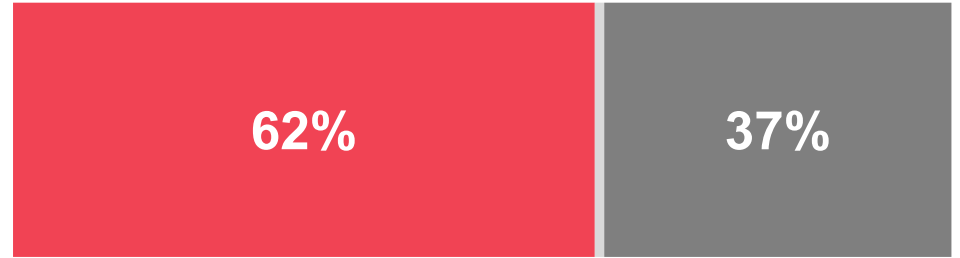
3 in 5 parents are concerned about their ability to afford Christmas presents this year

To what extent, if at all, are you concerned about each of the following?

Concerned

Not concerned

My ability to afford Christmas presents for my child/children



My child/children being disappointed by the presents I give them on Christmas Day



The comparisons my child/children will make between their gifts and the gifts their friends have received



How I will explain to my child/children why Father Christmas won't have brought them everything they asked for*



Base: 309 Online British adults aged 16-75 with children in the household who buy their children gifts for Christmas, 13 – 17 October 2023

*Asked to those who have told their children that Father Christmas has gotten them at least some of their gifts (260)



More than three quarters think children should be happy with whatever gifts they receive and that the expectations around how much money parents should spend on Christmas gifts have gotten out of control

To what extent do you agree or disagree with the following questions?

- Agree
- Neither agree nor disagree
- Disagree



Base: 1,027 Online British adults aged 16-75, 13 – 17 October 2023
 * Asked to those with children in the household and who buy their children gifts for Christmas (309)



Ipsos

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