

Christmas Survey

CATI Fieldwork : 3rd-5th December 2010

Absolutes/col percents

Table 1

Q.1 Will you be spending more or less on Christmas presents this year, compared with last year?

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	439	566	70	152	165	188	179	251	343	180	144	338	276	259	244	139	87
Weighted base	1005	493	512	121	161	191	171	151	211	271	291	211	231	255	265	252	145	87
More	136 14%	77 16%	59 12%	46 38%	23 14%	18 9%	14 8%	16 11%	19 9%	34 13%	48 16%	25 12%	29 13%	30 12%	31 12%	46 18%	14 9%	16 18%
No difference	414 41%	218 44%	196 38%	20 16%	60 38%	87 45%	66 39%	75 50%	106 50%	122 45%	101 35%	101 48%	90 39%	101 39%	113 43%	98 39%	67 46%	36 42%
Less	415 41%	179 36%	236 46%	49 40%	70 43%	77 40%	88 52%	57 38%	74 35%	104 38%	132 45%	75 36%	104 45%	114 45%	107 40%	105 42%	57 40%	32 37%
Not sure	40 4%	18 4%	22 4%	6 5%	8 5%	10 5%	2 1%	2 1%	11 5%	11 4%	11 4%	10 5%	8 3%	11 4%	15 6%	4 2%	7 5%	3 3%

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Table 2

Q.1b How will the fact you are spending less on Christmas this year affect you?**Base: All respondents who will be spending less this year**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	423	166	257	27	69	70	97	68	92	133	81	54	155	128	107	103	52	33
Weighted base	415	179	236	49	70	77	88	57	74	104	132	75	104	114	107	105	57	32
It will make no difference because Christmas is about more than presents	259 62%	114 64%	145 61%	21 43%	45 64%	51 67%	55 62%	39 69%	47 64%	65 63%	86 65%	50 67%	58 55%	72 64%	65 61%	63 60%	40 69%	19 59%
It will make Christmas better because it will help us focus on the things that matter	74 18%	29 16%	45 19%	15 30%	9 12%	13 17%	18 21%	10 17%	9 13%	16 16%	25 19%	14 18%	19 18%	17 15%	22 21%	20 19%	7 13%	7 22%
It will make Christmas worse because we can't afford this things we want	64 15%	27 15%	37 16%	13 26%	13 18%	10 13%	12 13%	6 10%	11 15%	17 17%	17 13%	10 13%	20 19%	18 16%	14 13%	16 16%	10 18%	5 16%
Don't know/ can't say	19 4%	10 5%	9 4%	- -	4 5%	3 4%	3 4%	2 4%	6 9%	5 5%	5 3%	1 2%	8 7%	6 6%	5 5%	6 5%	- -	1 4%

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Table 3
Q.2 How will you be spending Christmas Day this year?
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	439	566	70	152	165	188	179	251	343	180	144	338	276	259	244	139	87
Weighted base	1005	493	512	121	161	191	171	151	211	271	291	211	231	255	265	252	145	87
With family	686	315	371	74	107	140	115	103	147	192	185	160	149	174	182	176	99	55
	68%	64%	72%	61%	66%	73%	67%	68%	70%	71%	63%	76%	64%	68%	69%	70%	68%	63%
With family and friends	177	95	82	27	34	38	31	26	20	45	68	32	32	45	45	42	26	20
	18%	19%	16%	23%	21%	20%	18%	17%	10%	17%	23%	15%	14%	17%	17%	17%	18%	23%
With friends	70	37	32	11	14	8	12	10	15	23	24	5	17	19	16	19	12	4
	7%	8%	6%	9%	9%	4%	7%	6%	7%	8%	8%	2%	8%	7%	6%	8%	8%	5%
On your own	60	39	21	6	5	3	11	10	24	10	13	11	25	14	17	14	8	7
	6%	8%	4%	5%	3%	2%	6%	7%	11%	4%	5%	5%	11%	5%	7%	6%	5%	8%
Don't know	13	6	6	1	1	2	2	2	5	2	1	2	8	4	5	2	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	3%	2%	2%	1%	1%	1%

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Table 4
Q.3 Do you agree or disagree with the following statements?
Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	439	566	70	152	165	188	179	251	343	180	144	338	276	259	244	139	87
Weighted base	1005	493	512	121	161	191	171	151	211	271	291	211	231	255	265	252	145	87
<u>The birth of Jesus is irrelevant to my Christmas</u>																		
Agree	458	246	212	51	79	94	74	65	96	122	127	103	106	107	126	123	72	29
	46%	50%	41%	42%	49%	49%	44%	43%	45%	45%	44%	49%	46%	42%	48%	49%	50%	34%
Disagree	517	232	285	67	80	89	94	80	106	146	154	101	115	144	122	127	67	57
	51%	47%	56%	55%	50%	47%	55%	53%	50%	54%	53%	48%	50%	56%	46%	50%	46%	65%
Don't know	30	15	15	3	2	8	2	6	9	3	10	8	9	4	17	2	6	1
	3%	3%	3%	3%	1%	4%	1%	4%	4%	1%	3%	4%	4%	2%	6%	1%	4%	1%
<u>I dread Christmas</u>																		
Agree	184	97	87	16	34	31	31	33	39	32	51	50	51	43	55	45	28	13
	18%	20%	17%	14%	21%	16%	18%	22%	19%	12%	17%	24%	22%	17%	21%	18%	19%	15%
Disagree	814	392	422	104	126	160	139	115	170	239	240	160	176	209	208	206	117	74
	81%	80%	82%	86%	78%	84%	81%	76%	81%	88%	82%	76%	76%	82%	78%	82%	81%	85%
Don't know	7	3	3	-	2	-	1	3	1	1	1	1	4	3	3	1	-	-
	1%	1%	1%	-	1%	-	1%	2%	1%	*	*	1%	2%	1%	1%	*	-	-
<u>I would borrow money if necessary to ensure I could afford to buy decent Christmas presents</u>																		
Agree	130	61	69	42	28	15	19	12	15	25	44	25	35	26	40	41	10	13
	13%	12%	14%	35%	17%	8%	11%	8%	7%	9%	15%	12%	15%	10%	15%	16%	7%	15%
Disagree	865	425	440	75	130	176	151	138	194	245	244	182	194	224	224	209	133	74
	86%	86%	86%	62%	81%	92%	89%	92%	92%	90%	84%	86%	84%	88%	85%	83%	92%	85%
Don't know	10	6	4	4	3	-	1	1	1	1	4	4	1	5	2	1	2	-
	1%	1%	1%	3%	2%	-	*	*	1%	*	1%	2%	1%	2%	1%	1%	2%	-

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	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1005	493	512	121	161	191	171	151	211	271	291	211	231	255	265	252	145	87
<u>Christmas is over-rated</u>																		
Agree	541	258	284	49	66	86	105	103	131	132	154	115	140	140	137	136	79	48
	54%	52%	55%	41%	41%	45%	61%	69%	62%	49%	53%	55%	61%	55%	52%	54%	55%	55%
Disagree	440	226	214	70	88	100	66	45	70	135	127	94	83	108	118	114	61	39
	44%	46%	42%	58%	55%	52%	39%	30%	33%	50%	44%	45%	36%	42%	45%	45%	42%	44%
Don't know	24	9	15	1	7	5	-	2	10	5	10	1	8	7	9	2	5	1
	2%	2%	3%	1%	4%	2%	-	1%	5%	2%	3%	1%	3%	3%	4%	1%	3%	1%
<u>Christmas is mainly for children</u>																		
Agree	612	297	315	52	80	115	109	108	147	150	165	139	158	154	151	146	106	55
	61%	60%	61%	43%	50%	60%	64%	72%	70%	55%	57%	66%	68%	60%	57%	58%	73%	63%
Disagree	382	190	192	64	80	76	61	42	61	120	122	72	68	97	110	104	39	32
	38%	39%	38%	53%	50%	40%	36%	28%	29%	44%	42%	34%	29%	38%	42%	41%	27%	37%
Don't know	10	5	5	5	1	-	1	1	3	2	4	-	5	4	4	2	-	-
	1%	1%	1%	4%	1%	-	*	1%	1%	1%	1%	-	2%	2%	1%	1%	-	-
<u>I will be attending a Christmas church service this year</u>																		
Agree	364	145	220	39	58	55	60	60	92	121	116	56	72	92	87	103	48	35
	36%	29%	43%	33%	36%	29%	35%	40%	44%	44%	40%	26%	31%	36%	33%	41%	33%	40%
Disagree	619	336	283	81	102	130	108	85	112	143	167	155	155	160	169	144	97	49
	62%	68%	55%	67%	64%	68%	63%	57%	53%	53%	57%	73%	67%	63%	64%	57%	67%	57%
Don't know	21	12	10	-	1	5	3	5	7	8	8	1	4	4	9	5	-	3
	2%	2%	2%	-	1%	3%	2%	4%	3%	3%	3%	*	2%	1%	4%	2%	-	4%