

Christmas Presents Survey

CATI Fieldwork : 12th-29th November 2010

Absolutes/col percents

Table 1
Q.1 How much would you say you spent on buying Christmas presents for other people last year?
Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	16-18	19-21	22-24	25-27	28-30	31-34	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	825	360	465	113	70	119	119	170	234	321	192	142	170	267	210	188	98	62
Weighted base	825	420	405	127	134	138	133	131	163	308	203	141	172	223	215	198	116	74
Nothing	25 3%	19 5%	6 2%	8 6%	2 1%	2 2%	7 5%	2 1%	5 3%	5 2%	10 5%	4 3%	6 3%	9 4%	10 4%	3 1%	-	4 6%
Up to £150	255 31%	162 39%	93 23%	73 58%	42 32%	43 31%	31 24%	31 24%	34 21%	100 32%	59 29%	37 26%	59 34%	77 35%	69 32%	57 29%	37 32%	14 19%
£151-£300	270 33%	117 28%	153 38%	24 19%	47 35%	48 35%	44 33%	48 36%	59 36%	104 34%	80 39%	41 29%	45 26%	62 28%	73 34%	61 31%	47 41%	27 37%
£301-£450	56 7%	23 6%	32 8%	3 3%	15 11%	7 5%	8 6%	10 8%	13 8%	20 7%	12 6%	12 8%	13 7%	12 6%	10 5%	24 12%	6 6%	4 5%
£451+	188 23%	88 21%	100 25%	14 11%	22 16%	30 22%	36 27%	35 26%	52 32%	68 22%	38 19%	43 30%	39 23%	53 24%	48 22%	43 22%	23 20%	21 28%
Does not celebrate Christmas	32 4%	10 2%	21 5%	5 4%	6 4%	7 5%	7 5%	5 4%	2 1%	11 4%	5 2%	5 4%	11 6%	10 5%	6 3%	10 5%	1 1%	4 5%
Mean	245.27	222.61	269.45	155.39	236.56	243.97	262.40	272.11	287.18	243.96	229.43	276.57	240.72	238.24	234.61	258.03	241.40	270.24
Standard deviation	167.1	169.8	161.0	145.0	154.0	163.7	174.0	164.2	168.7	164.2	158.3	175.7	173.6	174.0	167.6	164.3	154.8	171.6
Standard error	5.93	9.06	7.65	13.95	18.81	15.47	16.37	12.86	11.10	9.33	11.55	14.96	13.81	10.89	11.71	12.35	15.72	22.15



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Table 2

Q.2 How did you pay for this?**Base: All respondents who spent on buying Christmas presents for other people last year**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	16-18	19-21	22-24	25-27	28-30	31-34	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	769	333	436	101	66	110	107	160	225	304	179	133	153	245	196	174	97	57
Weighted base	768	390	378	115	126	128	119	124	156	293	188	132	155	204	199	185	114	66
Savings or wages	693	346	347	95	109	122	105	116	147	266	170	119	138	181	184	163	107	59
	90%	89%	92%	83%	86%	95%	88%	94%	94%	91%	90%	90%	89%	89%	92%	88%	94%	89%
Overdraft	103	39	63	6	11	24	21	18	23	33	33	15	21	27	26	18	19	13
	13%	10%	17%	5%	9%	19%	18%	15%	14%	11%	17%	12%	14%	13%	13%	10%	17%	19%
Credit card	140	75	65	19	8	25	21	26	41	70	34	14	21	43	37	33	13	14
	18%	19%	17%	17%	6%	20%	18%	21%	26%	24%	18%	11%	14%	21%	19%	18%	11%	22%
Borrow from friends or family	82	38	43	31	16	7	12	5	10	32	14	16	20	26	21	23	11	1
	11%	10%	11%	27%	13%	5%	10%	4%	6%	11%	8%	12%	13%	13%	10%	13%	9%	2%
Doorstep lender or payday loan	18	10	8	1	3	1	5	2	5	5	1	4	8	4	6	8	-	-
	2%	3%	2%	1%	3%	1%	4%	2%	3%	2%	*	3%	5%	2%	3%	4%	-	-
Pension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cash	8	5	4	-	-	-	3	3	2	2	2	2	1	2	2	1	1	2
	1%	1%	1%	-	-	-	3%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%
(Pre-paid) vouchers/stamps	5	2	3	-	-	-	4	1	-	3	-	-	2	-	2	2	1	-
	1%	*	1%	-	-	-	3%	1%	-	1%	-	-	1%	-	1%	1%	1%	-
Debit card	3	2	1	-	-	-	1	-	2	1	-	1	1	-	1	1	-	1
	*	1%	*	-	-	-	1%	-	1%	*	-	1%	1%	-	*	1%	-	1%
Loan	6	3	3	-	4	1	-	1	-	2	3	1	-	4	1	-	1	-
	1%	1%	1%	-	3%	1%	-	1%	-	1%	2%	1%	-	2%	1%	-	1%	-
Benefits	5	3	1	-	2	-	-	1	2	-	2	-	3	1	2	1	1	-
	1%	1%	*	-	1%	-	-	1%	1%	-	1%	-	2%	1%	1%	*	1%	-
Other	18	13	5	3	8	-	1	3	2	7	3	1	7	3	1	7	6	1
	2%	3%	1%	3%	7%	-	1%	2%	2%	2%	2%	1%	5%	1%	1%	4%	5%	1%
Don't know	6	4	2	4	-	-	2	-	-	2	1	2	1	-	2	2	-	2
	1%	1%	*	4%	-	-	1%	-	-	1%	1%	1%	1%	-	1%	1%	-	2%



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Table 3

Q.3 Thinking about this Christmas coming, how much do you expect to spend on Christmas presents for other people?

Base: All respondents who celebrate Christmas

	Gender			Age						Social Grade				Region				
	Total	Male	Female	16-18	19-21	22-24	25-27	28-30	31-34	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	794	351	443	108	67	112	113	163	231	310	188	138	158	255	205	177	97	60
Weighted base	793	410	384	122	128	130	126	126	161	297	199	136	161	212	209	188	114	70
Nothing	24 3%	12 3%	12 3%	5 4%	4 3%	3 2%	6 5%	2 2%	5 3%	4 1%	8 4%	3 2%	9 5%	7 3%	8 4%	3 2%	1 1%	4 5%
Up to £150	278 35%	166 40%	113 29%	77 63%	50 39%	44 34%	33 26%	33 26%	41 26%	99 33%	70 36%	46 34%	63 39%	87 41%	74 36%	63 33%	38 33%	16 23%
£151-£300	269 34%	123 30%	147 38%	27 22%	39 31%	53 40%	43 34%	52 42%	55 34%	117 39%	73 37%	42 31%	37 23%	64 30%	72 34%	56 30%	46 40%	32 46%
£301-£450	60 8%	23 6%	37 10%	5 4%	11 8%	9 7%	9 7%	14 11%	13 8%	24 8%	18 9%	5 4%	13 8%	16 7%	8 4%	24 13%	10 9%	2 3%
£451+	160 20%	84 21%	75 20%	9 7%	23 18%	22 17%	35 28%	24 19%	47 29%	51 17%	30 15%	40 30%	38 24%	37 17%	45 22%	42 23%	19 17%	16 22%
Won't be celebrating Christmas this year	3 *	1 *	1 *	- -	1 1%	- -	- -	1 *	1 *	1 *	- -	- -	1 1%	1 1%	1 1%	- -	- -	- -
Mean	239.46	229.48	250.10	152.61	228.06	231.46	274.37	256.70	279.99	235.09	226.48	262.49	243.92	222.56	237.06	256.44	235.00	258.53
Standard deviation	159.6	164.0	154.4	127.2	158.9	150.6	166.4	150.4	166.2	150.9	149.5	174.3	173.6	159.0	162.5	164.4	150.4	152.8
Standard error	5.76	8.91	7.45	12.47	19.87	14.36	16.08	11.93	11.11	8.65	11.08	15.06	14.27	10.14	11.64	12.46	15.35	20.23



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Table 4

Q.4 How do you expect to pay this year?**Base: All respondents who will be spending money on Christmas presents for other people this year**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	16-18	19-21	22-24	25-27	28-30	31-34	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	768	339	429	104	64	110	107	159	224	304	182	134	148	246	195	174	96	57
Weighted base	767	396	371	117	123	128	120	123	155	292	191	133	151	204	199	185	113	67
Savings or wages	702	361	340	101	111	122	108	115	145	268	178	122	133	185	183	170	104	59
	91%	91%	92%	86%	91%	95%	90%	93%	93%	92%	93%	92%	88%	91%	92%	92%	93%	89%
Overdraft	82	31	50	7	8	22	17	14	14	31	21	14	16	19	23	14	19	6
	11%	8%	14%	6%	7%	17%	14%	12%	9%	11%	11%	10%	11%	10%	11%	8%	17%	10%
Credit card	125	59	65	19	10	17	20	21	37	63	27	20	15	41	30	29	14	11
	16%	15%	18%	16%	8%	14%	17%	17%	24%	22%	14%	15%	10%	20%	15%	16%	12%	17%
Borrow from friends or family	51	30	22	28	6	6	6	1	4	19	13	9	11	16	14	10	7	3
	7%	7%	6%	24%	5%	5%	5%	1%	2%	6%	7%	7%	7%	8%	7%	5%	7%	5%
Doorstep lender or payday loan	14	6	7	4	1	1	3	1	3	6	-	3	5	3	6	5	-	-
	2%	2%	2%	4%	1%	1%	2%	1%	2%	2%	-	2%	3%	1%	3%	3%	-	-
Pension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cash	6	4	1	-	-	-	1	4	1	2	1	1	2	2	1	1	1	1
	1%	1%	*	-	-	-	1%	3%	*	1%	1%	1%	1%	1%	*	1%	1%	2%
(Pre-paid) vouchers/stamps	6	2	5	-	2	-	4	1	-	3	2	-	2	-	2	2	2	-
	1%	*	1%	-	1%	-	3%	1%	-	1%	1%	-	1%	-	1%	1%	2%	-
Debit card	4	4	1	1	-	1	1	-	1	2	-	1	1	1	2	1	-	-
	1%	1%	*	1%	-	1%	1%	-	1%	1%	-	1%	*	*	1%	1%	-	-
Loan	7	2	5	1	5	-	-	*	1	1	5	-	1	2	2	-	1	2
	1%	*	1%	1%	4%	-	-	*	*	1%	3%	-	*	1%	1%	-	1%	3%
Benefits	3	1	1	-	-	-	-	1	2	-	-	-	3	1	-	1	1	-
	*	*	*	-	-	-	-	1%	1%	-	-	-	2%	1%	-	*	1%	-
Other	10	7	2	2	3	-	1	1	2	4	-	1	5	*	1	3	4	1
	1%	2%	1%	2%	2%	-	1%	1%	1%	1%	-	1%	3%	*	1%	2%	3%	1%
Don't know	5	2	4	2	2	-	2	-	-	3	-	2	-	2	1	1	-	2
	1%	*	1%	2%	1%	-	1%	-	-	1%	-	1%	-	1%	*	1%	-	2%



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Table 5

Q.5 You have indicated that you'll be spending less than you did last year. What is the main reason for that?

Base: All respondents who will be spending less this year than last

	Gender			Age						Social Grade				Region				
	Total	Male	Female	16-18	19-21	22-24	25-27	28-30	31-34	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	219	79	140	18	16	36	35	55	59	77	56	41	45	72	47	43	35	22
Weighted base	218	95	123	20	35	40	38	43	42	73	58	40	46	62	45	45	42	25
Because I am being more careful with money since the recession	94 43%	43 45%	51 42%	10 51%	10 28%	18 44%	17 45%	19 45%	20 48%	31 42%	23 39%	22 55%	19 40%	28 45%	22 49%	25 55%	14 33%	6 23%
Because I can't get credit	2 1%	-	2 1%	1 5%	-	-	-	-	1 2%	2 2%	-	-	-	-	-	-	2 4%	-
Because I have lost my job, or can't find work	18 8%	12 13%	5 4%	2 8%	5 14%	5 13%	4 9%	1 2%	2 4%	5 6%	5 8%	2 5%	6 13%	8 13%	1 2%	2 4%	4 9%	3 12%
Because I am worried about losing my job	3 2%	2 2%	1 1%	-	-	-	1 3%	2 5%	-	-	2 4%	1 3%	-	-	1 2%	-	-	2 9%
Because I am trying to pay off debts	21 10%	7 7%	14 12%	1 5%	5 13%	4 10%	2 5%	4 9%	5 13%	7 10%	1 1%	4 10%	9 20%	5 8%	4 9%	4 8%	7 16%	2 7%
Bereavement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Changes to personal circumstances	18 8%	4 5%	14 11%	1 4%	-	2 5%	4 11%	7 17%	4 8%	5 7%	8 15%	4 9%	* 1%	5 8%	4 8%	4 9%	2 6%	3 11%
Less to buy for/ stopped buying for certain people	8 4%	6 6%	2 1%	-	2 6%	1 3%	-	3 7%	2 4%	3 4%	1 1%	1 2%	3 6%	2 3%	2 4%	3 7%	-	1 3%
Family are grown up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving/ moved house/ expense spend on home	4 2%	-	4 3%	-	-	1 3%	2 6%	1 2%	-	2 3%	1 2%	-	1 1%	1 2%	1 2%	1 1%	1 3%	-
Retired/ on a pension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cutting back/ spending less than last year/ lower limit set	6 3%	2 2%	4 3%	-	-	1 3%	2 5%	1 2%	2 4%	3 4%	-	2 5%	1 2%	2 3%	-	2 4%	1 3%	1 4%
Cost of living/	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Q.5 You have indicated that you'll be spending less than you did last year. What is the main reason for that?

Base: All respondents who will be spending less this year than last

	Gender			Age						Social Grade				Region				
	Total	Male	Female	16-18	19-21	22-24	25-27	28-30	31-34	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	218	95	123	20	35	40	38	43	42	73	58	40	46	62	45	45	42	25
Less money/ no income	6 3%	1 1%	5 4%	4 19%	-	1 3%	1 2%	1 2%	-	4 6%	2 3%	1 2%	-	1 1%	2 4%	2 5%	2 5%	-
Less income/ changes to working pattern	4 2%	-	4 3%	-	-	3 7%	-	-	1 2%	3 4%	1 1%	-	-	1 2%	1 2%	-	-	1 5%
Going away/ going on holiday instead	6 3%	2 2%	4 3%	-	2 6%	-	1 3%	1 2%	2 5%	4 5%	1 2%	1 2%	-	1 2%	-	1 3%	3 7%	1 3%
Secret Santa	* *	- -	* *	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	* 1%	* 1%	- -	- -	- -	- -
Trying to save money	9 4%	5 6%	3 3%	-	4 12%	2 6%	-	-	2 5%	1 1%	7 12%	1 2%	1 1%	3 5%	3 6%	-	1 3%	2 7%
Prefer to spend on other things/ other ways of giving presents	2 1%	1 1%	1 1%	-	-	1 3%	-	-	1 2%	1 2%	1 1%	-	-	-	2 5%	-	-	-
Been ill/ not as mobile	1 *	1 1%	-	-	-	-	-	1 2%	-	-	-	-	1 2%	-	1 2%	-	-	-
Other	14 6%	7 8%	7 5%	1 4%	7 20%	-	3 7%	2 5%	1 2%	3 4%	6 10%	-	5 12%	4 6%	2 4%	1 2%	4 9%	4 16%
Don't know	4 2%	-	4 3%	1 7%	-	-	1 3%	1 2%	1 2%	-	1 2%	2 4%	1 1%	1 2%	1 2%	1 1%	1 3%	-

