

FOR IMMEDIATE RELEASE
22 November, 2012

Christmas comes but once a year But for 70% of us it's just too early!

A staggering 70% of people from Northern Ireland say that the build up to Christmas has come too early this year, but, not surprisingly, just as many, 73%, are looking forward to tucking into roast Turkey at Christmas.

A recent YouGov Northern Ireland poll, which sampled over 1,000 people aged 18 to 64 in the province, found that seven in ten respondents thought that 'signs of Christmas' such as shops starting to stock Christmas items, Christmas-themed advertising, lights and decorations made too early an appearance this year with only 21% saying Christmas has come at about the right time.

When it comes to how people in Northern Ireland will pay for things like food and gifts over Christmas, the top three ways were 76% with cash, 31% with a credit card and 29% with savings and a brave 11% of those questioned said they would use their overdraft facility.

Eamonn Finn, Account Manager for YouGov in Northern Ireland said: "While Christmas is known as the season of goodwill its seems that for the majority of people in Northern Ireland we could do with it being that little bit shorter. Preparing for Christmas can be a very stressful time so it seems that for the majority of people here a later start to the season would be a welcome Christmas present."

The poll also looked at ways people who plan to spend money this Christmas could reduce their Christmas expenditure; 48% said by buying less expensive gifts and cards, 42% said they would buy fewer gifts and cards and 34% said they would use loyalty card points for Christmas spending.

Christmas would not be the same without a festive lunch so, with 73% looking forward to eating roast Turkey, pollsters were asked what else they were looking forward to tuck into this holiday season.

41% of adults said sausages wrapped in bacon, whilst Brussels sprouts received 39% of votes with mince pies (38%), Christmas pudding (32%), and cranberry sauce (31%) also featuring high in the count.

However, 63% of people are hoping for a little Christmas magic by expecting to remain roughly the same weight with 26% expecting to gain and a hopeful 6% saying they would lose weight.

[ends]

MEDIA ENQUIRIES: For further information, please contact Michael McCrory or Lawrence Duffy of Duffy Rafferty Communications on +44 (0) 28 9073 0880.

Notes to editors

- All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,044 Northern Ireland adults aged 18-64. Fieldwork was undertaken 2nd – 6th November, 2012. The survey was carried out online. The figures have been weighted and are representative of all NI adults (aged 18-64).

About YouGov

- YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk