

YouGov / Red Consultancy Survey Results

UK Sample: 2088 UK adults

Fieldwork dates: 19th-20th September 2016

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Do you celebrate Christmas?

Unweighted base	2088	999	1089	260	271	332	420	805	1248	840
Base: All UK Adults	2088	1004	1084	251	333	362	400	743	1148	940
Yes, I do	92%	89%	94%	92%	93%	93%	89%	92%	93%	91%
No, I don't	8%	11%	6%	8%	7%	7%	11%	8%	7%	9%

How much do you intend to spend on Christmas cards, Christmas tree and decorations this Christmas?

Unweighted base	1898	883	1015	239	254	309	368	728	1142	756
Base: All UK Adults who celebrate Christmas	1920	898	1022	231	310	338	355	686	1066	854
Less than £49 [24.5]	60%	53%	65%	50%	59%	53%	63%	65%	58%	61%
£50 to £99 [74.5]	15%	16%	14%	12%	15%	17%	16%	13%	17%	12%
£100 to £149 [124.5]	4%	4%	4%	5%	4%	6%	4%	2%	5%	2%
£150 to £199 [174.5]	1%	2%	0%	2%	2%	1%	1%	0%	1%	1%
£200 or more [350]	1%	2%	1%	0%	1%	3%	0%	2%	2%	1%
Nothing	8%	9%	7%	13%	9%	7%	8%	6%	6%	10%
Don't know/ would rather not say	12%	14%	9%	18%	10%	13%	8%	11%	11%	12%
Mean	45.94	51.68	41.36	46.18	48.05	56.62	41.07	42.44	49.44	41.28

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Total	Gender		Age					Social Grade	
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How much do you intend to spend on gifts for family and friends this Christmas?

Unweighted base	1825	845	980	228	244	297	357	699	1091	734
Base: All UK Adults who celebrate Christmas and buy gifts for others at Christmas	1848	863	985	221	299	326	341	661	1026	822
Less than £99 [49.5]	13%	14%	11%	30%	16%	9%	9%	9%	11%	15%
£100 to £249 [174.5]	33%	32%	34%	40%	38%	36%	32%	27%	31%	36%
£250 to £499 [374.5]	25%	23%	26%	15%	23%	25%	27%	28%	28%	21%
£500 to £749 [624.5]	10%	9%	10%	4%	7%	9%	14%	12%	11%	8%
£750 or more [875]	5%	4%	6%	1%	4%	7%	7%	4%	6%	4%
Nothing	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%
Don't know/ would rather not say	14%	16%	12%	9%	12%	14%	9%	19%	14%	14%
Mean	306.63	294.24	316.88	188.72	267.40	325.69	350.16	334.38	327.40	280.35

How much do you intend to spend on travel (e.g. to/ from family homes, to/ from Christmas parties etc.) this Christmas?

Unweighted base	1898	883	1015	239	254	309	368	728	1142	756
Base: All UK Adults who celebrate Christmas	1920	898	1022	231	310	338	355	686	1066	854
Less than £49 [24.5]	44%	41%	47%	45%	42%	46%	49%	41%	46%	42%
£50 to £99 [74.5]	12%	13%	12%	17%	16%	16%	11%	8%	14%	11%
£100 to £149 [124.5]	4%	4%	4%	5%	7%	6%	3%	3%	5%	3%
£150 to £199 [174.5]	2%	3%	1%	4%	3%	2%	2%	1%	3%	1%
£200 or more [350]	2%	2%	2%	2%	3%	4%	1%	1%	3%	1%
Nothing	22%	21%	23%	13%	18%	11%	22%	33%	18%	27%
Don't know/ would rather not say	13%	15%	11%	15%	11%	15%	11%	13%	11%	14%
Mean	55.74	59.75	52.34	58.40	65.58	65.93	49.80	45.62	59.76	49.70

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How much do you intend to spend on this Christmas?

Unweighted base	1717	779	938	213	228	281	340	655	1041	676
Base: All UK adults who will spend money on food and drink, Christmas cards/ trees etc., gifts for family and friends and travel this Christmas	1741	794	947	206	286	298	330	620	974	767
Combined mean	143.30	145.67	141.32	106.19	128.22	154.74	160.05	148.18	150.75	133.84

Still thinking about your Christmas shopping this year (i.e. 2016)...

In which, if any, of the following ways do you think you will pay for each of the following? (Please select all that apply on each column)

Christmas presents

Unweighted base	1825	845	980	228	244	297	357	699	1091	734
Base: All UK Adults who celebrate Christmas and buy Christmas presents	1848	863	985	221	299	326	341	661	1026	822
Money I have put aside each month for Christmas	34%	28%	38%	31%	34%	36%	37%	32%	31%	37%
My disposable income in November/ December	50%	48%	51%	54%	55%	44%	56%	46%	54%	45%
A bank loan	1%	1%	1%	0%	2%	1%	0%	1%	1%	1%
Store cards	4%	3%	4%	4%	4%	2%	4%	3%	3%	4%
A payday loan	1%	2%	1%	2%	2%	2%	1%	0%	1%	1%
My overdraft	4%	4%	4%	10%	3%	3%	7%	1%	3%	5%
My credit card(s)	17%	18%	16%	7%	12%	17%	19%	22%	20%	14%
Savings which weren't originally earmarked for Christmas	8%	7%	9%	13%	8%	9%	8%	7%	7%	10%
Other	5%	6%	3%	4%	3%	5%	5%	5%	4%	6%
Don't know	9%	11%	7%	8%	11%	13%	6%	8%	7%	12%
Not applicable - I will not be spending any money on this	3%	4%	3%	5%	5%	3%	1%	3%	3%	4%

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	Total	Gender		Age					Social Grade	
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Christmas dinner										
Unweighted base	1898	883	1015	239	254	309	368	728	1142	756
Base: All UK Adults who celebrate Christmas	1920	898	1022	231	310	338	355	686	1066	854
Money I have put aside each month for Christmas	22%	20%	24%	15%	21%	21%	27%	22%	19%	26%
My disposable income in November/ December	46%	42%	49%	30%	42%	47%	51%	49%	52%	37%
A bank loan	1%	2%	1%	1%	4%	1%	1%	0%	1%	2%
Store cards	1%	1%	2%	2%	0%	1%	2%	1%	1%	1%
A payday loan	0%	1%	0%	0%	-	2%	0%	0%	1%	0%
My overdraft	2%	2%	2%	4%	4%	2%	2%	0%	2%	2%
My credit card(s)	6%	7%	5%	2%	3%	6%	8%	8%	8%	4%
Savings which weren't originally earmarked for Christmas	5%	7%	3%	5%	5%	7%	5%	3%	5%	5%
Other	3%	4%	3%	2%	1%	2%	5%	5%	3%	4%
Don't know	11%	13%	9%	12%	10%	13%	8%	11%	8%	14%
Not applicable - I will not be spending any money on this	15%	16%	15%	38%	21%	15%	7%	10%	13%	18%
Christmas tree										
Unweighted base	1898	883	1015	239	254	309	368	728	1142	756
Base: All UK Adults who celebrate Christmas	1920	898	1022	231	310	338	355	686	1066	854
Money I have put aside each month for Christmas	9%	10%	8%	9%	8%	12%	9%	8%	8%	11%
My disposable income in November/ December	20%	20%	20%	22%	22%	20%	20%	18%	26%	12%
A bank loan	1%	1%	0%	1%	0%	3%	0%	0%	0%	1%
Store cards	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%
A payday loan	1%	1%	0%	1%	2%	1%	1%	0%	1%	1%
My overdraft	1%	2%	1%	3%	3%	1%	0%	0%	1%	1%
My credit card(s)	2%	4%	1%	1%	4%	5%	2%	1%	4%	1%
Savings which weren't originally earmarked for Christmas	2%	2%	1%	2%	3%	2%	2%	0%	1%	2%
Other	2%	3%	1%	1%	1%	3%	4%	2%	2%	2%
Don't know	9%	11%	7%	12%	11%	11%	6%	7%	7%	11%
Not applicable - I will not be spending any money on this	57%	52%	61%	52%	50%	51%	58%	64%	55%	60%