

## YouGov Survey Results

Sample Size: 2065  
Fieldwork: 22nd - 24th November 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Approximately how many people, if any, are you planning to buy Christmas presents for this year?

	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
<b>All UK Adults</b>	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
None	4%	5%	3%	2%	4%	4%	2%	5%	3%	4%	4%	4%	2%	6%	4%	6%	1%	3%
1	2%	3%	1%	1%	1%	2%	2%	3%	2%	2%	2%	1%	1%	4%	2%	2%	4%	3%
2	3%	5%	2%	4%	2%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	4%	4%	5%
3	6%	7%	4%	7%	4%	7%	8%	4%	5%	6%	4%	6%	5%	11%	5%	5%	6%	5%
4-5	17%	22%	12%	27%	18%	13%	18%	15%	16%	19%	17%	15%	23%	17%	15%	17%	21%	14%
6-7	16%	17%	15%	26%	16%	14%	11%	16%	15%	17%	13%	15%	18%	17%	18%	14%	15%	22%
8-10	21%	18%	24%	14%	21%	23%	22%	21%	23%	19%	22%	22%	21%	13%	23%	21%	22%	27%
11-15	15%	9%	21%	6%	16%	19%	17%	15%	17%	13%	16%	16%	13%	12%	16%	16%	18%	7%
16-20	7%	4%	9%	2%	6%	7%	5%	8%	7%	7%	9%	8%	4%	5%	5%	8%	3%	6%
More than 20	5%	3%	7%	1%	6%	6%	6%	5%	5%	5%	6%	7%	5%	3%	4%	5%	4%	7%
Don't know	5%	7%	2%	10%	4%	3%	5%	4%	4%	5%	4%	3%	6%	9%	4%	3%	4%	2%
<b>Mean</b>	<b>8.70</b>	<b>7.28</b>	<b>9.94</b>	<b>6.50</b>	<b>8.88</b>	<b>9.19</b>	<b>8.84</b>	<b>8.99</b>	<b>8.95</b>	<b>8.38</b>	<b>9.45</b>	<b>9.31</b>	<b>8.42</b>	<b>7.45</b>	<b>8.43</b>	<b>8.80</b>	<b>8.13</b>	<b>8.58</b>

Approximately how much money are you planning to spend PER PERSON, on average, on Christmas presents this year?

	1985	889	1096	220	268	307	346	844	1158	827	473	285	165	222	503	111	177	49
<b>All UK Adults who are planning to buy Christmas presents this year</b>	1987	947	1040	243	331	356	359	698	1097	891	476	317	188	241	441	95	173	56
£5 or less	2%	1%	2%	4%	1%	2%	1%	1%	1%	2%	1%	1%	2%	3%	2%	5%	-	-
£6-£10	10%	7%	12%	16%	10%	8%	9%	9%	9%	11%	11%	11%	12%	8%	10%	5%	4%	9%
£11-£20	27%	22%	31%	32%	34%	25%	23%	26%	26%	28%	28%	27%	30%	26%	30%	23%	15%	27%
£21-£40	25%	25%	26%	25%	27%	26%	23%	26%	28%	22%	25%	25%	23%	25%	25%	27%	33%	18%
£41-£60	12%	14%	10%	7%	11%	13%	12%	14%	13%	11%	11%	14%	7%	13%	12%	8%	12%	22%
£61-£80	4%	6%	2%	3%	3%	3%	5%	5%	4%	4%	4%	3%	2%	4%	4%	4%	7%	4%
£81-£100	4%	5%	3%	2%	2%	4%	5%	5%	5%	3%	2%	5%	4%	3%	3%	10%	6%	6%
£100-£150	2%	3%	2%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	3%	2%	5%	4%	1%
£151-£200	1%	2%	1%	0%	1%	2%	2%	0%	1%	1%	1%	1%	-	-	1%	1%	1%	7%
£201-£300	1%	1%	1%	-	0%	0%	1%	1%	1%	0%	1%	-	0%	0%	1%	-	1%	-
£301-£500	0%	0%	-	1%	-	-	0%	0%	-	0%	-	0%	1%	-	-	-	0%	-
More than £500	0%	0%	0%	1%	-	1%	-	0%	0%	0%	-	0%	1%	-	1%	-	0%	-
Don't know	13%	15%	10%	9%	9%	14%	14%	15%	11%	15%	14%	10%	15%	15%	11%	12%	16%	7%
<b>Mean</b>	<b>38.22</b>	<b>45.25</b>	<b>32.20</b>	<b>34.46</b>	<b>31.50</b>	<b>42.50</b>	<b>41.96</b>	<b>38.89</b>	<b>38.38</b>	<b>38.03</b>	<b>33.88</b>	<b>37.16</b>	<b>40.62</b>	<b>33.81</b>	<b>39.11</b>	<b>41.08</b>	<b>49.23</b>	<b>46.02</b>

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Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

REBASED TO ALL UK ADULTS

	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
All UK Adults	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
£5 or less	2%	1%	2%	4%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	2%	5%	-	-
£6-£10	9%	7%	12%	15%	9%	8%	9%	8%	8%	11%	11%	11%	12%	7%	10%	5%	4%	9%
£11-£20	26%	21%	30%	31%	32%	24%	25%	22%	25%	27%	27%	26%	30%	25%	28%	22%	15%	26%
£21-£40	24%	24%	25%	25%	25%	25%	23%	24%	27%	21%	24%	24%	23%	24%	24%	25%	32%	17%
£41-£60	12%	14%	10%	6%	11%	13%	12%	13%	12%	11%	11%	14%	7%	12%	7%	12%	21%	
£61-£80	4%	5%	2%	3%	3%	3%	5%	4%	4%	4%	4%	3%	2%	4%	4%	7%	4%	
£81-£100	4%	4%	3%	2%	2%	4%	5%	5%	4%	3%	2%	5%	4%	2%	3%	9%	6%	
£100-£150	2%	3%	2%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	3%	2%	5%	4%	
£151-£200	1%	1%	0%	0%	1%	2%	2%	0%	1%	1%	1%	1%	-	1%	1%	1%	7%	
£201-£300	1%	1%	1%	-	0%	0%	1%	1%	1%	0%	1%	-	0%	0%	1%	-	1%	
£301-£500	0%	0%	-	1%	-	-	0%	0%	-	0%	-	0%	1%	-	-	0%	-	
More than £500	0%	0%	0%	1%	-	1%	-	0%	0%	0%	-	0%	1%	-	1%	-	0%	
Don't know	12%	15%	10%	9%	8%	14%	13%	14%	11%	14%	14%	10%	15%	14%	10%	12%	16%	
Not applicable - I'm not planning to buy Christmas presents this year	4%	5%	3%	2%	4%	4%	2%	5%	3%	4%	4%	4%	2%	6%	4%	6%	1%	
Mean	36.58	42.77	31.15	33.73	29.98	40.71	40.98	36.62	36.89	36.19	32.49	35.47	39.62	31.43	37.44	38.36	48.51	

And approximately how much money are you planning to spend IN TOTAL on Christmas presents this year?

	1985	889	1096	220	268	307	346	844	1158	827	473	285	165	222	503	111	177	49
Unweighted Base	1985	889	1096	220	268	307	346	844	1158	827	473	285	165	222	503	111	177	49
All UK Adults who are planning to buy Christmas presents this year	1987	947	1040	243	331	356	359	698	1097	891	476	317	188	241	441	95	173	56
£10 or less	0%	0%	-	0%	-	-	-	0%	-	0%	0%	-	-	-	-	-	-	-
£11-£25	1%	1%	1%	3%	0%	1%	0%	1%	1%	1%	0%	-	3%	2%	0%	3%	1%	-
£26-£50	3%	4%	2%	7%	3%	2%	2%	3%	2%	4%	2%	3%	3%	4%	4%	2%	1%	2%
£51-£75	3%	3%	3%	8%	3%	1%	3%	3%	2%	4%	3%	2%	2%	3%	5%	3%	2%	-
£76-£100	5%	5%	5%	11%	4%	3%	4%	5%	5%	6%	3%	5%	4%	8%	7%	6%	5%	
£101-£150	9%	8%	10%	16%	10%	7%	8%	7%	8%	10%	9%	6%	15%	10%	9%	7%	9%	
£151-£200	13%	13%	12%	13%	19%	12%	9%	11%	14%	11%	12%	15%	11%	11%	13%	8%	13%	
£201-£300	15%	14%	16%	15%	18%	17%	15%	14%	15%	15%	11%	20%	12%	13%	18%	17%	18%	
£301-£500	17%	17%	18%	9%	16%	20%	22%	17%	18%	16%	18%	18%	15%	16%	17%	16%	15%	
£501-£750	10%	8%	11%	1%	7%	14%	11%	11%	11%	8%	13%	11%	10%	6%	8%	13%	8%	
£751-£1,000	5%	5%	5%	1%	4%	7%	8%	4%	6%	4%	7%	6%	2%	3%	4%	4%	4%	
£1,001-£1,500	3%	4%	2%	-	2%	4%	5%	3%	3%	3%	4%	2%	3%	2%	8%	3%	3%	
More than £1,500	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	3%	3%	
Don't know	15%	17%	13%	14%	11%	10%	13%	20%	13%	17%	15%	11%	19%	19%	13%	11%	18%	
Mean	375.30	379.76	371.40	207.71	349.53	439.22	433.17	382.14	394.71	350.38	414.48	380.60	339.79	320.29	330.09	449.01	405.68	

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REBASED TO ALL UK ADULTS

	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
All UK Adults	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
£10 or less	0%	0%	-	0%	-	-	-	0%	-	0%	0%	-	-	-	-	-	-	-
£11-£25	1%	1%	1%	3%	0%	1%	0%	1%	1%	1%	0%	-	3%	2%	0%	3%	1%	-
£26-£50	3%	4%	2%	7%	3%	2%	2%	2%	2%	4%	2%	3%	3%	4%	4%	2%	1%	2%
£51-£75	3%	3%	3%	8%	3%	1%	3%	2%	2%	4%	3%	2%	2%	3%	4%	3%	2%	-
£76-£100	5%	5%	5%	11%	4%	3%	4%	5%	5%	6%	3%	5%	4%	7%	7%	6%	5%	6%
£101-£150	9%	7%	10%	16%	9%	7%	8%	7%	7%	10%	8%	6%	14%	10%	9%	7%	9%	-
£151-£200	12%	12%	12%	13%	18%	12%	9%	11%	14%	10%	12%	14%	10%	10%	12%	8%	13%	18%
£201-£300	15%	13%	16%	14%	17%	16%	14%	13%	15%	14%	11%	19%	12%	13%	17%	16%	18%	15%
£301-£500	16%	16%	17%	9%	16%	19%	21%	16%	17%	15%	18%	17%	15%	15%	17%	15%	15%	16%
£501-£750	9%	8%	11%	1%	7%	14%	10%	11%	11%	8%	12%	10%	10%	6%	7%	12%	8%	8%
£751-£1,000	5%	4%	5%	1%	4%	7%	7%	4%	6%	4%	6%	6%	2%	2%	4%	4%	4%	16%
£1,001-£1,500	3%	4%	2%	-	2%	4%	5%	3%	3%	3%	4%	2%	3%	2%	2%	7%	3%	3%
More than £1,500	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	3%	3%	3%
Don't know	14%	16%	13%	14%	11%	9%	13%	19%	13%	16%	15%	10%	19%	18%	12%	10%	18%	11%
Not applicable - I'm not planning to buy Christmas presents this year	4%	5%	3%	2%	4%	4%	2%	5%	3%	4%	4%	4%	2%	6%	4%	6%	1%	3%
Mean	319.61	316.38	322.56	177.78	310.69	397.22	377.23	304.06	342.41	291.54	351.77	339.06	275.40	258.07	287.25	399.42	331.27	431.12

How, if at all, has the total amount you spend on Christmas presents changed compared to 5 years ago? (If you never buy Christmas presents, e.g. you do not celebrate Christmas, please tick the 'Not applicable' option)

	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
All UK Adults	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
My total spend has increased	32%	32%	31%	48%	34%	25%	24%	33%	30%	34%	33%	30%	29%	30%	32%	32%	36%	33%
Stayed the same	27%	26%	27%	22%	23%	31%	29%	27%	28%	25%	28%	31%	24%	23%	28%	29%	24%	19%
My total spend has decreased	31%	29%	34%	17%	29%	36%	41%	30%	33%	30%	31%	32%	31%	30%	31%	34%	31%	33%
Don't know	7%	8%	6%	7%	9%	5%	4%	8%	6%	7%	6%	4%	12%	9%	6%	1%	8%	6%
Not applicable - I never buy any Christmas presents	3%	5%	1%	7%	5%	2%	2%	2%	3%	4%	2%	3%	3%	7%	3%	3%	0%	9%

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Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

You said that the total amount you spend on Christmas presents has increased compared to 5 years ago.

By approximately how much has your total spend increased?

Unweighted Base	663	315	348	116	101	79	85	282	369	294	155	92	54	74	172	39	63	14
<b>All UK Adults whose spend on Christmas presents has increased compared to 5 years ago</b>	657	322	335	118	118	92	90	239	341	316	161	99	57	78	147	33	64	19
£10 or less	4%	3%	4%	9%	1%	-	2%	4%	2%	5%	3%	2%	1%	6%	5%	7%	1%	-
£11-£25	5%	6%	4%	8%	4%	4%	7%	4%	4%	7%	6%	3%	10%	8%	4%	10%	1%	-
£26-£50	12%	16%	9%	21%	14%	5%	11%	10%	8%	16%	8%	15%	19%	19%	12%	6%	6%	14%
£51-£75	10%	10%	11%	12%	13%	7%	6%	11%	11%	9%	7%	10%	9%	11%	11%	4%	20%	13%
£76-£100	13%	11%	14%	10%	13%	11%	12%	14%	13%	13%	14%	13%	3%	15%	16%	15%	11%	-
£100-£150	18%	15%	21%	13%	20%	11%	23%	20%	20%	15%	18%	25%	10%	16%	19%	20%	15%	10%
£151-£200	11%	11%	10%	9%	13%	19%	7%	8%	13%	9%	10%	9%	17%	5%	12%	5%	13%	14%
£201-£300	7%	8%	6%	3%	7%	12%	6%	8%	8%	7%	8%	11%	11%	6%	5%	10%	1%	10%
£301-£500	4%	5%	3%	1%	2%	9%	6%	3%	5%	3%	4%	4%	4%	1%	2%	4%	5%	12%
£501-£750	2%	2%	2%	-	2%	3%	5%	2%	2%	2%	3%	-	-	2%	2%	2%	1%	17%
£751-£1,000	1%	0%	1%	-	1%	1%	-	1%	0%	1%	1%	1%	-	1%	-	-	2%	-
More than £1,000	1%	-	1%	-	2%	-	-	0%	1%	0%	-	1%	-	1%	-	-	3%	-
Don't know	13%	12%	15%	13%	8%	19%	15%	14%	14%	13%	19%	7%	14%	9%	11%	17%	19%	10%
<b>Mean</b>	<b>141.81</b>	<b>133.33</b>	<b>150.18</b>	<b>80.57</b>	<b>160.86</b>	<b>190.71</b>	<b>152.76</b>	<b>140.44</b>	<b>152.97</b>	<b>129.81</b>	<b>150.71</b>	<b>140.94</b>	<b>124.62</b>	<b>114.63</b>	<b>121.95</b>	<b>125.59</b>	<b>194.29</b>	<b>257.55</b>

You said that the total amount you spend on Christmas presents has decreased compared to 5 years ago.

By approximately how much has your total spend decreased?

Unweighted Base	642	252	390	34	79	112	147	270	383	259	150	98	51	72	161	36	56	18
<b>All UK Adults whose spend on Christmas presents has decreased compared to 5 years ago</b>	650	285	365	42	101	134	150	223	372	278	155	105	60	76	144	35	54	19
£10 or less	1%	1%	1%	-	2%	1%	1%	1%	1%	2%	2%	1%	-	2%	1%	-	-	5%
£11-£25	3%	3%	2%	21%	2%	1%	2%	1%	1%	4%	4%	1%	4%	2%	2%	6%	-	-
£26-£50	7%	6%	7%	20%	5%	4%	2%	10%	6%	8%	8%	2%	4%	9%	9%	1%	12%	-
£51-£75	8%	8%	8%	6%	16%	5%	10%	7%	8%	9%	6%	8%	8%	8%	11%	-	9%	21%
£76-£100	10%	10%	10%	22%	13%	10%	5%	9%	10%	10%	8%	6%	20%	12%	10%	11%	12%	-
£100-£150	17%	15%	18%	18%	13%	14%	23%	15%	21%	11%	19%	19%	11%	10%	20%	12%	11%	21%
£151-£200	15%	15%	15%	2%	12%	16%	16%	18%	15%	15%	18%	21%	16%	8%	12%	16%	15%	14%
£201-£300	13%	12%	13%	-	13%	14%	15%	12%	11%	15%	11%	15%	10%	18%	14%	3%	11%	20%
£301-£500	9%	8%	9%	1%	5%	14%	8%	10%	11%	6%	8%	10%	15%	12%	7%	4%	9%	8%
£501-£750	3%	5%	2%	-	1%	7%	2%	3%	4%	2%	2%	2%	2%	3%	2%	19%	2%	-
£751-£1,000	2%	2%	2%	-	3%	2%	2%	2%	3%	2%	3%	1%	-	-	2%	2%	8%	-
More than £1,000	1%	2%	1%	-	-	1%	3%	1%	0%	3%	2%	2%	-	-	1%	8%	-	5%
Don't know	11%	12%	10%	10%	14%	10%	11%	11%	9%	14%	9%	11%	11%	16%	9%	17%	11%	7%
<b>Mean</b>	<b>210.98</b>	<b>225.05</b>	<b>200.23</b>	<b>72.62</b>	<b>167.73</b>	<b>255.91</b>	<b>232.49</b>	<b>214.10</b>	<b>208.71</b>	<b>214.16</b>	<b>209.98</b>	<b>226.07</b>	<b>180.60</b>	<b>186.25</b>	<b>182.19</b>	<b>373.01</b>	<b>231.50</b>	<b>215.29</b>

Sample Size: 2065  
Fieldwork: 22nd - 24th November 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Compared to last year, has the limit you set increased, decreased or stayed the same amount?  
(If you have different limits with various people, please think about how the amount you set has changed on average)

	Unweighted Base	1149	477	672	137	165	189	194	464	654	495	282	172	93	112	300	71	95	24
<b>All UK Adults who set a limit on the amount they spend on Christmas presents with friends and family</b>		1171	526	645	144	212	223	195	396	628	542	292	201	110	122	266	63	90	27
The limit has increased (i.e. we plan/ planned to spend more per person)	11%	13%	11%	21%	10%	5%	7%	15%	12%	11%	13%	9%	9%	10%	14%	12%	13%	-	-
Stayed the same	50%	50%	50%	45%	44%	55%	53%	51%	50%	51%	52%	51%	41%	52%	52%	46%	46%	63%	63%
The limit has decreased (i.e. we plan/ planned to spend less per person)	30%	29%	31%	23%	33%	31%	37%	28%	32%	29%	29%	30%	41%	28%	29%	33%	27%	33%	33%
Not sure	6%	6%	6%	7%	10%	6%	2%	5%	5%	6%	4%	5%	8%	8%	5%	5%	11%	4%	4%
Not applicable – I did not set a limit on present spend last year	2%	2%	2%	3%	3%	3%	1%	2%	2%	3%	2%	4%	-	3%	1%	4%	3%	-	-

**REBASED TO ALL UK ADULTS**

	Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
<b>All UK Adults</b>		2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
The limit has increased (i.e. we plan/ planned to spend more per person)	7%	7%	6%	12%	6%	3%	4%	8%	7%	6%	8%	6%	5%	5%	8%	8%	7%	-	-
Stayed the same	28%	26%	30%	26%	27%	34%	28%	27%	27%	30%	31%	31%	24%	25%	30%	28%	24%	30%	30%
The limit has decreased (i.e. we plan/ planned to spend less per person)	17%	16%	19%	13%	20%	19%	20%	15%	18%	17%	17%	18%	24%	13%	17%	20%	14%	16%	16%
Not sure	3%	3%	3%	4%	6%	4%	1%	3%	3%	4%	2%	3%	5%	4%	3%	3%	6%	2%	2%
Not applicable – I did not set a limit on present spend last year	1%	1%	2%	2%	2%	2%	0%	1%	1%	2%	1%	3%	-	1%	1%	2%	1%	-	-
Not applicable – I never buy any/ set a limit on Christmas presents	43%	47%	40%	42%	39%	39%	47%	46%	45%	42%	41%	39%	43%	52%	42%	38%	49%	53%	53%

Sample Size: 2065  
Fieldwork: 22nd - 24th November 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

You said that the limit you set on the amount you spend on Christmas presents with friends and family has **increased** compared to last year.

By approximately how much has the limit you set increased?

Unweighted Base	138	62	76	30	17	10	13	68	81	57	37	17	8	12	41	9	14	-
<b>All UK Adults who have increased the limit they set on spending on Christmas presents with friends and family</b>	135	66	68	31	22	11	14	58	74	60	38	19	10	12	36	8	12	-
£5 or less	12%	10%	14%	12%	3%	22%	11%	14%	14%	10%	12%	11%	-	-	17%	37%	7%	-
£6-£10	28%	33%	23%	29%	22%	33%	39%	25%	28%	27%	45%	24%	8%	31%	25%	-	17%	-
£11-£20	21%	19%	23%	20%	33%	10%	13%	21%	26%	15%	18%	11%	8%	43%	28%	15%	20%	-
£21-£30	9%	8%	10%	10%	12%	-	-	11%	7%	11%	5%	27%	-	-	7%	8%	16%	-
£31-£40	5%	6%	4%	7%	-	15%	7%	3%	5%	4%	-	4%	26%	5%	4%	-	6%	-
£41-£60	5%	3%	7%	2%	5%	7%	-	7%	3%	7%	8%	8%	10%	-	4%	-	-	-
£61-£80	3%	4%	2%	12%	-	-	-	1%	-	7%	-	-	-	-	-	24%	19%	-
£81-£100	5%	3%	7%	4%	-	13%	13%	4%	6%	4%	5%	3%	-	-	7%	-	16%	-
£100-£150	2%	3%	1%	-	-	-	-	4%	3%	-	-	-	19%	-	-	7%	-	-
£151-£200	1%	-	1%	-	-	-	-	1%	1%	-	-	4%	-	-	-	-	-	-
More than £200	2%	1%	2%	-	-	-	-	4%	2%	2%	-	5%	-	6%	2%	-	-	-
Don't know	8%	10%	7%	3%	25%	-	16%	4%	6%	12%	8%	4%	29%	15%	5%	9%	-	-
<b>Mean</b>	<b>28.73</b>	<b>26.76</b>	<b>30.57</b>	<b>24.35</b>	<b>16.35</b>	<b>25.37</b>	<b>23.82</b>	<b>36.43</b>	<b>28.98</b>	<b>28.39</b>	<b>17.47</b>	<b>39.12</b>	<b>56.02</b>	<b>29.84</b>	<b>24.11</b>	<b>33.58</b>	<b>38.43</b>	<b>-</b>

You said that the limit you set on the amount you spend on Christmas presents with friends and family has **decreased** compared to last year.

By approximately how much has the limit you set decreased?

Unweighted Base	331	124	207	31	50	59	69	122	195	136	80	48	37	28	81	22	28	7
<b>All UK Adults who have decreased the limit they set on spending on Christmas presents with friends and family</b>	356	155	201	33	71	69	72	110	199	156	85	61	46	34	76	21	24	9
£5 or less	10%	5%	13%	14%	15%	7%	8%	8%	10%	9%	9%	10%	17%	2%	14%	7%	3%	-
£6-£10	24%	18%	29%	25%	18%	26%	26%	25%	21%	28%	27%	25%	16%	30%	20%	21%	23%	69%
£11-£20	17%	18%	17%	25%	18%	16%	13%	18%	14%	21%	20%	9%	20%	19%	20%	13%	17%	13%
£21-£30	11%	13%	9%	15%	11%	4%	11%	14%	11%	11%	16%	12%	9%	12%	8%	5%	8%	8%
£31-£40	5%	5%	5%	2%	8%	4%	2%	6%	4%	6%	6%	6%	3%	5%	5%	2%	5%	-
£41-£60	8%	10%	7%	3%	11%	11%	8%	7%	12%	4%	5%	16%	8%	12%	7%	8%	5%	-
£61-£80	1%	1%	1%	-	1%	3%	-	1%	1%	1%	-	-	2%	-	4%	-	-	-
£81-£100	4%	3%	5%	-	9%	-	-	8%	4%	4%	1%	3%	4%	2%	4%	8%	21%	-
£100-£150	6%	8%	5%	10%	-	11%	8%	6%	9%	3%	5%	7%	11%	-	8%	10%	6%	-
£151-£200	2%	3%	2%	-	1%	4%	3%	3%	2%	2%	3%	-	3%	-	4%	5%	3%	-
More than £200	5%	7%	3%	-	3%	9%	8%	2%	3%	7%	3%	3%	5%	11%	2%	21%	-	10%
Don't know	6%	7%	5%	7%	4%	4%	13%	3%	8%	3%	5%	10%	2%	8%	6%	-	10%	-
<b>Mean</b>	<b>44.40</b>	<b>55.57</b>	<b>36.05</b>	<b>26.22</b>	<b>36.50</b>	<b>59.55</b>	<b>53.35</b>	<b>40.02</b>	<b>45.31</b>	<b>43.30</b>	<b>35.56</b>	<b>38.24</b>	<b>50.46</b>	<b>48.71</b>	<b>41.19</b>	<b>87.71</b>	<b>47.78</b>	<b>33.23</b>

Sample Size: 2065  
Fieldwork: 22nd - 24th November 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which ONE of the following BEST describes how you budget for your spending on Christmas presents?

	Unweighted Base	2009	896	1113	213	269	312	349	866	1173	836	477	291	166	226	509	114	179	47
<b>All UK Adults who buy Christmas presents</b>	1999	942	1057	231	329	361	360	718	1105	895	481	321	187	237	446	99	175	53	
I save a bit each week throughout the year to pay for my Christmas presents	14%	12%	15%	5%	10%	17%	17%	15%	13%	14%	18%	12%	14%	9%	11%	19%	14%	11%	
I save in the few months leading up to Christmas	19%	18%	20%	29%	24%	23%	15%	13%	19%	19%	19%	22%	12%	13%	21%	21%	22%	25%	
I do not save up for Christmas and just spend what I can afford at the time	52%	52%	52%	59%	49%	44%	50%	55%	50%	53%	48%	52%	61%	56%	53%	44%	46%	51%	
I use my credit card and pay the money back later	10%	11%	8%	6%	8%	10%	12%	10%	12%	7%	8%	10%	7%	13%	10%	6%	11%	9%	
Other	6%	7%	5%	2%	8%	6%	6%	6%	6%	6%	7%	5%	6%	8%	5%	9%	7%	4%	

**REBASED TO ALL UK ADULTS**

	Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
<b>All UK Adults</b>	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58	
I save a bit each week throughout the year to pay for my Christmas presents	13%	12%	15%	5%	10%	16%	17%	14%	13%	14%	18%	11%	13%	9%	11%	19%	14%	10%	
I save in the few months leading up to Christmas	18%	17%	20%	27%	23%	23%	15%	13%	18%	19%	18%	21%	12%	12%	21%	20%	22%	23%	
I do not save up for Christmas and just spend what I can afford at the time	50%	49%	51%	55%	47%	43%	49%	54%	49%	51%	47%	50%	59%	52%	52%	43%	46%	47%	
I use my credit card and pay the money back later	9%	10%	8%	5%	8%	10%	12%	10%	12%	6%	8%	10%	7%	12%	9%	6%	11%	8%	
Other	6%	7%	5%	2%	8%	6%	6%	6%	6%	6%	7%	4%	5%	7%	5%	9%	7%	3%	
Not applicable – I never buy any Christmas presents	3%	5%	1%	7%	5%	2%	2%	2%	3%	4%	2%	3%	3%	7%	3%	3%	0%	9%	

Do you have the money to pay for ALL of your Christmas presents (e.g. have the money in your current/ savings account, have vouchers to cover the cost of presents etc.) or will you need to go overdraw/ borrow the money to pay off at a later date (e.g. have to use a credit card as you don't have enough money to cover the cost of presents)? (If you have the money available, but choose to pay on credit card, please tick the first option)

	Unweighted Base	2009	896	1113	213	269	312	349	866	1173	836	477	291	166	226	509	114	179	47
<b>All UK Adults who buy Christmas presents</b>	1999	942	1057	231	329	361	360	718	1105	895	481	321	187	237	446	99	175	53	
I have the money/ vouchers available to pay for all of my Christmas presents	71%	72%	71%	64%	62%	67%	69%	81%	73%	69%	73%	74%	70%	70%	73%	68%	66%	54%	
I will need to go overdraw/ borrow the money to pay for some/ all of my Christmas presents	20%	20%	20%	24%	29%	25%	21%	11%	19%	21%	20%	18%	19%	18%	19%	20%	26%	30%	
Don't know	9%	9%	9%	12%	9%	8%	10%	8%	8%	10%	7%	8%	11%	12%	8%	12%	8%	16%	

Sample Size: 2065  
Fieldwork: 22nd - 24th November 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

**REBASED TO ALL UK ADULTS**

Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
<b>All UK Adults</b>	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
I have the money/ vouchers available to pay for all of my Christmas presents	69%	68%	70%	60%	59%	65%	68%	79%	71%	66%	71%	72%	68%	65%	71%	66%	66%	49%
I will need to go overdrawn/ borrow the money to pay for some/ all of my Christmas presents	19%	19%	20%	22%	27%	24%	21%	11%	19%	20%	20%	17%	18%	17%	19%	20%	25%	27%
Don't know	9%	8%	9%	11%	9%	8%	10%	8%	8%	10%	7%	8%	11%	11%	8%	11%	8%	15%
Not applicable – I never buy any Christmas presents	3%	5%	1%	7%	5%	2%	2%	2%	3%	4%	2%	3%	3%	7%	3%	3%	0%	9%

Approximately how often, if at all, do you take advantage of any multi-buy promotions/ vouchers/ loyalty programmes/ sales when buying Christmas presents? (By multi-buy promotions we mean any offer in shops where buying more than one item means that the in

Unweighted Base	2009	896	1113	213	269	312	349	866	1173	836	477	291	166	226	509	114	179	47
<b>All UK Adults who buy Christmas presents</b>	1999	942	1057	231	329	361	360	718	1105	895	481	321	187	237	446	99	175	53
Every year	30%	26%	33%	22%	36%	37%	34%	24%	30%	29%	31%	35%	36%	28%	26%	34%	23%	25%
Most years	25%	22%	27%	30%	27%	22%	22%	24%	24%	25%	25%	26%	24%	27%	25%	23%	23%	14%
Some years	21%	20%	21%	24%	22%	22%	20%	19%	21%	21%	21%	21%	22%	18%	22%	23%	18%	24%
Rarely	18%	21%	15%	16%	12%	12%	19%	24%	19%	16%	16%	13%	14%	21%	22%	9%	26%	27%
Never	7%	10%	4%	8%	2%	7%	5%	10%	6%	8%	8%	5%	4%	6%	6%	12%	10%	10%

**REBASED TO ALL UK ADULTS**

Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
<b>All UK Adults</b>	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
Every year	29%	25%	33%	20%	34%	36%	34%	23%	29%	28%	30%	34%	35%	26%	25%	33%	23%	23%
Most years	24%	21%	27%	28%	26%	22%	22%	23%	23%	24%	24%	25%	23%	25%	24%	22%	22%	13%
Some years	20%	19%	21%	23%	21%	21%	20%	19%	20%	20%	20%	21%	21%	17%	21%	22%	18%	22%
Rarely	17%	20%	15%	15%	11%	12%	18%	23%	19%	15%	15%	12%	13%	20%	21%	9%	26%	25%
Never	7%	10%	4%	7%	2%	7%	5%	10%	6%	8%	8%	5%	4%	6%	6%	12%	10%	9%
Not applicable – I never buy any Christmas presents	3%	5%	1%	7%	5%	2%	2%	2%	3%	4%	2%	3%	3%	7%	3%	3%	0%	9%



Sample Size: 2065  
Fieldwork: 22nd - 24th November 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

And approximately how often, if at all, do you make your own presents specifically in order to save money?

	2009	896	1113	213	269	312	349	866	1173	836	477	291	166	226	509	114	179	47
Unweighted Base	2009	896	1113	213	269	312	349	866	1173	836	477	291	166	226	509	114	179	47
<b>All UK Adults who buy Christmas presents</b>	1999	942	1057	231	329	361	360	718	1105	895	481	321	187	237	446	99	175	53
Every year	4%	4%	4%	3%	7%	3%	3%	4%	3%	5%	4%	3%	7%	2%	4%	6%	2%	-
Most years	5%	4%	5%	6%	6%	4%	6%	4%	4%	5%	5%	6%	2%	6%	4%	10%	4%	-
Some years	13%	11%	15%	24%	22%	10%	8%	10%	13%	13%	15%	10%	13%	13%	15%	11%	15%	9%
Rarely	25%	23%	27%	31%	23%	24%	27%	24%	25%	26%	17%	27%	26%	29%	29%	22%	28%	31%
Never	53%	57%	48%	37%	42%	60%	56%	57%	54%	51%	59%	53%	52%	50%	47%	52%	51%	61%
<b>REBASED TO ALL UK ADULTS</b>																		
Unweighted Base	2065	935	1130	223	280	319	355	888	1199	866	488	298	169	238	523	118	180	51
<b>All UK Adults</b>	2065	993	1072	248	347	369	366	735	1136	929	494	330	192	256	458	101	176	58
Every year	4%	3%	4%	3%	7%	2%	3%	4%	3%	4%	4%	3%	7%	2%	4%	6%	2%	-
Most years	5%	4%	5%	5%	5%	4%	6%	4%	4%	5%	5%	6%	2%	5%	4%	9%	4%	-
Some years	13%	11%	15%	22%	21%	10%	8%	10%	13%	13%	14%	10%	13%	12%	15%	10%	15%	8%
Rarely	24%	22%	27%	29%	22%	23%	26%	24%	24%	25%	17%	26%	25%	27%	29%	21%	28%	28%
Never	51%	55%	48%	34%	40%	58%	55%	56%	53%	49%	57%	52%	51%	46%	46%	51%	51%	55%
Not applicable – I never buy any Christmas presents	3%	5%	1%	7%	5%	2%	2%	2%	3%	4%	2%	3%	3%	7%	3%	3%	0%	9%