

Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 1

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

Advertising for Christmas starts too early

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	871 86%	427 86%	444 86%	86 76%	153 78%	170 88%	160 92%	116 87%	187 92%	207 86%	243 87%	181 86%	240 86%	294 86%	275 88%	302 85%	232 83%	81 76%	125 84%	115 89%	630 87%
Agree	(5) 782 77%	382 77%	399 77%	74 66%	138 71%	146 75%	143 82%	109 82%	171 84%	188 78%	215 77%	163 77%	216 77%	263 77%	242 78%	276 77%	202 72%	68 64%	107 72%	98 76%	571 79%
Tend to agree	(4) 90 9%	44 9%	45 9%	11 10%	15 8%	24 12%	18 10%	6 5%	16 8%	19 8%	28 10%	18 8%	24 9%	31 9%	32 10%	26 7%	30 11%	13 12%	17 12%	16 13%	59 8%
Neither agree nor disagree	(3) 22 2%	13 3%	9 2%	5 4%	9 5%	5 3%	1 *	2 2%	1 *	7 3%	4 2%	6 3%	4 1%	5 2%	4 1%	12 3%	8 3%	2 2%	4 3%	5 4%	14 2%
Tend to disagree	(2) 29 3%	15 3%	14 3%	8 7%	6 3%	7 3%	3 2%	4 3%	1 1%	4 2%	8 3%	13 6%	3 1%	14 4%	7 2%	8 2%	8 3%	3 2%	1 1%	5 4%	21 3%
Disagree	(1) 76 7%	32 6%	44 8%	10 9%	26 13%	12 6%	7 4%	9 7%	10 5%	21 9%	22 8%	8 4%	26 9%	22 6%	22 7%	32 9%	31 11%	22 20%	19 13%	4 3%	41 6%
Net Disagree	105 10%	47 9%	58 11%	18 16%	32 16%	19 10%	10 6%	14 10%	11 6%	25 10%	30 11%	21 10%	29 10%	35 10%	29 9%	41 11%	39 14%	24 23%	20 14%	9 7%	62 9%
Do not celebrate Christmas/Don't know	14 1%	9 2%	5 1%	4 4%	1 *	- -	3 2%	2 1%	5 2%	1 1%	3 1%	2 1%	7 3%	8 2%	4 1%	2 1%	- -	- -	- -	- -	14 2%
Mean	4.48	4.50	4.45	4.21	4.20	4.47	4.67	4.54	4.69	4.46	4.46	4.51	4.47	4.49	4.51	4.43	4.30	3.96	4.30	4.55	4.56
Standard deviation	1.18	1.13	1.22	1.36	1.43	1.13	0.93	1.16	0.94	1.20	1.18	1.08	1.22	1.15	1.13	1.24	1.34	1.61	1.36	0.98	1.08
Standard error	0.04	0.05	0.05	0.16	0.11	0.07	0.07	0.09	0.06	0.07	0.08	0.08	0.07	0.06	0.06	0.07	0.08	0.16	0.11	0.08	0.04



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Table 2

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

I hate Christmas shopping, it's a chore

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	537 53%	299 60%	238 46%	51 45%	85 44%	120 62%	103 59%	72 54%	107 52%	126 52%	148 53%	110 52%	153 55%	183 53%	173 55%	181 51%	150 54%	40 38%	90 60%	77 60%	380 53%
Agree	(5) 440 44%	246 50%	195 38%	41 37%	66 34%	99 51%	78 45%	62 46%	94 46%	102 42%	121 43%	85 40%	132 47%	150 44%	139 44%	152 43%	126 45%	35 33%	81 54%	63 49%	309 43%
Tend to agree	(4) 97 10%	53 11%	44 8%	10 9%	19 10%	21 11%	24 14%	11 8%	13 6%	24 10%	26 9%	25 12%	21 8%	33 10%	34 11%	29 8%	24 8%	5 5%	9 6%	14 11%	71 10%
Neither agree nor disagree	(3) 69 7%	37 7%	31 6%	6 5%	15 8%	12 6%	8 5%	9 7%	18 9%	18 7%	21 7%	16 8%	14 5%	18 5%	22 7%	28 8%	16 6%	8 7%	4 3%	9 7%	52 7%
Tend to disagree	(2) 104 10%	40 8%	64 12%	15 14%	28 15%	16 8%	8 5%	12 9%	24 12%	30 13%	37 13%	12 6%	26 9%	37 11%	29 9%	38 11%	32 12%	15 14%	16 11%	13 10%	70 10%
Disagree	(1) 286 28%	112 22%	174 34%	36 32%	64 33%	47 24%	51 29%	39 29%	49 24%	65 27%	74 26%	70 33%	78 28%	97 28%	83 27%	106 30%	78 28%	44 41%	37 25%	28 22%	205 28%
Net Disagree	390 39%	152 31%	239 46%	52 46%	92 48%	63 32%	59 34%	50 38%	74 36%	95 39%	110 39%	82 39%	103 37%	135 39%	112 36%	144 40%	110 40%	59 55%	53 36%	42 32%	275 38%
Do not celebrate Christmas/Don't know	16 2%	8 2%	8 2%	4 4%	2 1%	- -	4 2%	1 1%	6 3%	2 1%	2 1%	3 1%	9 3%	7 2%	5 2%	4 1%	3 1%	- -	2 1%	1 1%	13 2%
Mean	3.30	3.58	3.04	3.04	2.97	3.56	3.42	3.34	3.39	3.29	3.30	3.21	3.39	3.30	3.38	3.24	3.32	2.74	3.55	3.55	3.30
Standard deviation	1.74	1.67	1.77	1.77	1.72	1.70	1.75	1.77	1.71	1.72	1.72	1.77	1.77	1.75	1.72	1.75	1.75	1.76	1.76	1.67	1.74
Standard error	0.06	0.08	0.07	0.21	0.13	0.11	0.13	0.14	0.12	0.10	0.11	0.13	0.11	0.10	0.10	0.09	0.10	0.17	0.14	0.14	0.07



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Table 3

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

The increase in interest rates means we'll cut back on Christmas spending this year

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	329 32%	155 31%	174 34%	42 37%	65 33%	62 32%	54 31%	40 30%	67 33%	57 24%	91 32%	78 37%	103 37%	114 33%	105 33%	110 31%	89 32%	34 32%	54 37%	40 31%	233 32%
Agree	(5) 239 24%	110 22%	129 25%	32 28%	49 25%	43 22%	33 19%	32 24%	50 25%	34 14%	67 24%	56 26%	82 29%	88 26%	76 24%	75 21%	72 26%	26 24%	44 30%	32 25%	163 23%
Tend to agree	(4) 90 9%	44 9%	45 9%	10 9%	16 8%	19 10%	20 12%	8 6%	17 8%	22 9%	24 8%	22 11%	21 8%	25 7%	29 9%	35 10%	17 6%	8 8%	10 7%	8 6%	70 10%
Neither agree nor disagree	(3) 82 8%	38 8%	44 9%	16 14%	15 8%	17 9%	8 5%	8 6%	18 9%	20 8%	24 8%	16 8%	22 8%	27 8%	29 9%	26 7%	23 8%	14 13%	14 9%	8 6%	59 8%
Tend to disagree	(2) 127 13%	55 11%	73 14%	9 8%	28 14%	33 17%	23 13%	13 10%	21 10%	35 14%	44 16%	20 10%	28 10%	40 12%	39 12%	49 14%	35 13%	12 11%	13 9%	20 16%	92 13%
Disagree	(1) 436 43%	229 46%	206 40%	41 36%	82 42%	81 42%	86 49%	65 49%	82 40%	128 53%	118 42%	88 42%	101 36%	148 43%	134 43%	154 43%	127 46%	46 43%	64 43%	60 46%	302 42%
Net Disagree	563 56%	284 57%	279 54%	50 45%	109 56%	114 59%	109 62%	78 58%	103 50%	162 67%	162 58%	109 52%	130 46%	187 55%	173 55%	203 57%	163 58%	58 54%	78 52%	80 62%	394 55%
Do not celebrate Christmas/Don't know	38 4%	19 4%	19 4%	4 4%	5 3%	1 1%	4 2%	8 6%	16 8%	2 1%	4 2%	7 4%	25 9%	15 4%	6 2%	18 5%	4 1%	2 1%	2 2%	2 2%	34 5%
Mean	2.56	2.48	2.63	2.84	2.59	2.53	2.37	2.43	2.64	2.17	2.56	2.69	2.82	2.59	2.59	2.49	2.53	2.58	2.71	2.47	2.56
Standard deviation	1.67	1.67	1.67	1.69	1.69	1.62	1.63	1.72	1.70	1.51	1.66	1.72	1.75	1.71	1.67	1.64	1.70	1.66	1.75	1.69	1.66
Standard error	0.05	0.08	0.07	0.20	0.13	0.11	0.13	0.14	0.12	0.09	0.11	0.12	0.11	0.09	0.10	0.09	0.10	0.16	0.14	0.14	0.06



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Table 4

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

There are too many tacky presents around from the big retailers

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	704 70%	347 70%	358 69%	76 67%	126 65%	138 71%	124 71%	97 73%	143 70%	151 63%	192 69%	161 76%	200 71%	255 74%	206 66%	244 68%	190 68%	71 66%	94 63%	89 69%	506 70%
Agree	(5) 567 56%	278 56%	289 56%	56 49%	96 50%	108 56%	102 59%	81 61%	124 61%	109 45%	155 55%	129 61%	174 62%	206 60%	170 54%	191 54%	150 54%	53 49%	74 50%	72 56%	411 57%
Tend to agree	(4) 138 14%	69 14%	69 13%	20 18%	30 15%	30 16%	22 12%	16 12%	20 10%	42 17%	38 13%	32 15%	26 9%	48 14%	37 12%	53 15%	40 14%	18 17%	20 13%	16 13%	95 13%
Neither agree nor disagree	(3) 96 9%	52 10%	44 9%	17 15%	26 13%	18 9%	17 10%	6 4%	13 7%	31 13%	28 10%	17 8%	20 7%	30 9%	28 9%	38 11%	30 11%	10 9%	18 12%	16 12%	64 9%
Tend to disagree	(2) 48 5%	17 3%	31 6%	3 3%	12 6%	13 6%	9 5%	5 4%	6 3%	13 6%	13 5%	9 4%	12 4%	10 3%	18 6%	20 6%	19 7%	5 5%	11 7%	9 7%	29 4%
Disagree	(1) 103 10%	51 10%	52 10%	7 6%	21 11%	14 7%	16 9%	19 15%	25 12%	27 11%	33 12%	17 8%	25 9%	32 9%	36 11%	36 10%	25 9%	14 13%	15 10%	8 6%	77 11%
Net Disagree	151 15%	68 14%	83 16%	11 9%	33 17%	27 14%	25 14%	25 18%	30 15%	41 17%	46 17%	26 13%	37 13%	41 12%	54 17%	56 16%	44 16%	20 18%	26 17%	17 13%	106 15%
Do not celebrate Christmas/Don't know	61 6%	30 6%	31 6%	9 8%	9 5%	11 6%	8 4%	6 5%	18 9%	18 7%	14 5%	6 3%	22 8%	17 5%	24 8%	19 5%	14 5%	7 6%	11 8%	8 6%	44 6%
Mean	4.07	4.08	4.06	4.10	3.91	4.12	4.12	4.05	4.14	3.87	4.00	4.21	4.21	4.19	3.99	4.02	4.03	3.89	3.92	4.13	4.09
Standard deviation	1.37	1.35	1.38	1.21	1.40	1.29	1.34	1.49	1.42	1.40	1.42	1.27	1.34	1.30	1.44	1.37	1.35	1.46	1.41	1.26	1.38
Standard error	0.04	0.07	0.06	0.15	0.11	0.09	0.10	0.12	0.10	0.09	0.09	0.09	0.08	0.07	0.08	0.07	0.08	0.14	0.12	0.11	0.05



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Table 5

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

It's getting more and more difficult to find reasonably priced but original presents each year

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	731 72%	340 69%	390 76%	96 85%	139 72%	139 72%	125 72%	84 63%	147 72%	151 63%	197 70%	165 78%	218 78%	257 75%	232 74%	242 68%	200 72%	77 72%	115 77%	95 74%	520 72%
Agree	(5) 579 57%	264 53%	315 61%	66 59%	102 53%	111 57%	100 58%	71 54%	128 63%	105 44%	155 55%	131 62%	188 67%	211 62%	180 58%	189 53%	159 57%	62 58%	91 61%	77 60%	411 57%
Tend to agree	(4) 151 15%	76 15%	75 15%	29 26%	37 19%	28 14%	25 14%	13 10%	20 10%	46 19%	41 15%	34 16%	30 11%	46 13%	52 17%	53 15%	42 15%	15 14%	24 16%	18 14%	109 15%
Neither agree nor disagree	(3) 62 6%	40 8%	22 4%	- -	17 9%	15 8%	10 5%	9 7%	11 6%	27 11%	18 6%	8 4%	9 3%	12 3%	21 7%	29 8%	20 7%	5 4%	11 7%	11 8%	42 6%
Tend to disagree	(2) 52 5%	28 6%	24 5%	2 1%	11 6%	15 8%	6 3%	9 7%	9 4%	19 8%	12 4%	12 6%	9 3%	18 5%	15 5%	19 5%	17 6%	8 7%	6 4%	8 6%	35 5%
Disagree	(1) 139 14%	73 15%	66 13%	11 10%	25 13%	21 11%	28 16%	27 20%	27 13%	35 15%	49 18%	24 11%	31 11%	41 12%	37 12%	61 17%	37 13%	17 16%	14 9%	15 11%	100 14%
Net Disagree	191 19%	101 20%	91 18%	13 12%	36 19%	36 19%	34 20%	36 27%	36 18%	54 22%	61 22%	36 17%	40 14%	59 17%	52 17%	80 22%	55 20%	25 24%	19 13%	22 17%	135 19%
Do not celebrate Christmas/Don't know	28 3%	16 3%	13 2%	4 4%	2 1%	4 2%	5 3%	4 3%	9 5%	8 3%	5 2%	1 *	14 5%	16 5%	7 2%	6 2%	3 1%	- -	3 2%	1 *	24 3%
Mean	4.00	3.90	4.09	4.27	3.94	4.01	3.96	3.73	4.09	3.72	3.88	4.13	4.26	4.12	4.05	3.83	3.97	3.90	4.19	4.06	4.00
Standard deviation	1.46	1.49	1.43	1.25	1.42	1.41	1.52	1.65	1.47	1.48	1.55	1.38	1.36	1.42	1.40	1.54	1.46	1.54	1.30	1.40	1.46
Standard error	0.05	0.07	0.06	0.15	0.11	0.09	0.12	0.14	0.10	0.09	0.10	0.10	0.08	0.08	0.08	0.08	0.09	0.15	0.11	0.12	0.06



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Absolutes/col percents

Table 6

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

You get a better deal on price if you wait until very close to Christmas before buying your presents

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	450 44%	218 44%	233 45%	52 46%	83 42%	92 47%	75 43%	49 37%	100 49%	97 40%	110 39%	111 53%	132 47%	149 44%	151 48%	150 42%	129 46%	45 42%	68 46%	63 49%	313 43%
Agree (5)	323 32%	154 31%	169 33%	40 35%	56 29%	63 32%	51 29%	35 27%	78 38%	64 27%	74 26%	81 39%	103 37%	106 31%	115 37%	102 29%	88 32%	27 26%	50 33%	42 33%	228 32%
Tend to agree (4)	128 13%	64 13%	64 12%	13 11%	26 13%	29 15%	24 14%	14 10%	22 11%	32 13%	36 13%	30 14%	29 10%	44 13%	36 12%	48 13%	41 15%	18 16%	19 13%	20 16%	85 12%
Neither agree nor disagree (3)	114 11%	62 13%	52 10%	13 12%	23 12%	20 10%	18 11%	20 15%	20 10%	30 12%	37 13%	24 11%	23 8%	34 10%	33 11%	46 13%	28 10%	13 12%	13 9%	12 9%	85 12%
Tend to disagree (2)	145 14%	65 13%	80 16%	16 14%	41 21%	32 17%	19 11%	16 12%	21 10%	43 18%	54 19%	24 11%	25 9%	53 16%	39 13%	52 15%	43 15%	23 22%	24 16%	17 13%	100 14%
Disagree (1)	254 25%	127 26%	126 24%	26 23%	42 21%	47 24%	49 28%	44 33%	46 22%	61 25%	69 25%	47 22%	76 27%	85 25%	77 25%	91 25%	70 25%	26 24%	40 27%	30 24%	181 25%
Net Disagree	399 39%	192 39%	207 40%	42 38%	82 42%	80 41%	68 39%	59 45%	67 33%	104 43%	123 44%	70 33%	101 36%	139 40%	117 37%	143 40%	113 41%	49 46%	65 44%	48 37%	281 39%
Do not celebrate Christmas/Don't know	49 5%	24 5%	25 5%	5 4%	6 3%	3 2%	12 7%	4 3%	18 9%	10 4%	10 4%	5 2%	24 8%	20 6%	12 4%	17 5%	8 3%	1 *	3 2%	6 5%	41 6%
Mean	3.13	3.11	3.14	3.22	3.08	3.14	3.05	2.86	3.35	2.98	2.97	3.37	3.23	3.10	3.24	3.05	3.13	2.98	3.09	3.22	3.12
Standard deviation	1.63	1.63	1.64	1.64	1.57	1.62	1.66	1.64	1.67	1.59	1.57	1.62	1.72	1.63	1.66	1.61	1.63	1.55	1.67	1.63	1.63
Standard error	0.05	0.08	0.07	0.20	0.12	0.11	0.13	0.13	0.12	0.10	0.10	0.12	0.11	0.09	0.10	0.09	0.10	0.15	0.14	0.14	0.06



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Table 7

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

There's too much advertising for Christmas these days, it gets on your nerves

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	785 78%	392 79%	392 76%	75 67%	138 71%	151 78%	147 85%	106 80%	167 82%	182 76%	212 76%	169 80%	222 79%	266 77%	247 79%	272 76%	212 76%	72 68%	116 78%	104 80%	562 78%
Agree	(5) 654 65%	321 65%	333 65%	49 44%	110 57%	124 64%	131 75%	91 69%	148 72%	140 58%	175 62%	137 65%	202 72%	228 67%	203 65%	222 62%	174 63%	54 51%	92 62%	88 68%	470 65%
Tend to agree	(4) 131 13%	72 14%	59 12%	26 23%	27 14%	27 14%	16 9%	15 11%	19 10%	42 18%	38 13%	32 15%	19 7%	37 11%	44 14%	50 14%	38 13%	18 17%	24 16%	16 12%	92 13%
Neither agree nor disagree	(3) 45 4%	29 6%	17 3%	5 4%	16 8%	13 7%	3 2%	3 2%	5 2%	19 8%	15 5%	8 4%	4 1%	13 4%	16 5%	16 4%	15 6%	5 5%	9 6%	6 5%	30 4%
Tend to disagree	(2) 59 6%	27 5%	32 6%	12 11%	11 6%	10 5%	9 5%	9 6%	8 4%	15 6%	17 6%	13 6%	14 5%	20 6%	18 6%	21 6%	12 4%	6 5%	5 3%	6 5%	46 6%
Disagree	(1) 113 11%	44 9%	70 14%	17 15%	30 15%	19 10%	13 7%	15 11%	21 10%	25 11%	34 12%	21 10%	33 12%	37 11%	30 10%	46 13%	38 14%	24 22%	18 12%	13 10%	73 10%
Net Disagree	173 17%	71 14%	102 20%	29 25%	41 21%	29 15%	22 13%	24 18%	28 14%	40 17%	51 18%	34 16%	47 17%	57 17%	48 15%	67 19%	51 18%	30 28%	23 15%	18 14%	119 17%
Do not celebrate Christmas/Don't know	10 1%	4 1%	5 1%	4 4%	- -	1 *	1 1%	- -	4 2%	- -	2 1%	- -	8 3%	6 2%	2 1%	2 *	1 *	- -	1 *	1 *	9 1%
Mean	4.15	4.22	4.08	3.73	3.91	4.18	4.41	4.19	4.33	4.06	4.09	4.19	4.26	4.19	4.20	4.07	4.07	3.69	4.13	4.25	4.18
Standard deviation	1.39	1.30	1.47	1.50	1.50	1.33	1.22	1.41	1.32	1.36	1.42	1.34	1.41	1.39	1.33	1.44	1.45	1.64	1.39	1.32	1.36
Standard error	0.04	0.06	0.06	0.18	0.11	0.09	0.09	0.11	0.09	0.08	0.09	0.09	0.08	0.08	0.08	0.08	0.08	0.16	0.11	0.11	0.05



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 8

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

I expect some of the presents I buy for other people to be taken back because they don't like them

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	368 36%	198 40%	170 33%	34 31%	76 39%	73 37%	61 35%	48 36%	76 37%	85 35%	93 33%	93 44%	98 35%	120 35%	128 41%	120 34%	109 39%	53 49%	57 38%	49 38%	255 35%
Agree	(5) 245 24%	130 26%	115 22%	29 25%	45 23%	39 20%	45 26%	34 26%	53 26%	52 22%	60 21%	61 29%	71 25%	81 24%	90 29%	74 21%	62 22%	27 25%	35 23%	29 23%	180 25%
Tend to agree	(4) 123 12%	69 14%	55 11%	6 5%	31 16%	33 17%	16 9%	14 11%	23 11%	32 13%	33 12%	32 15%	27 10%	39 12%	38 12%	46 13%	47 17%	25 24%	22 15%	20 16%	75 10%
Neither agree nor disagree	(3) 62 6%	31 6%	30 6%	5 5%	11 6%	15 8%	5 3%	10 7%	15 7%	21 9%	8 3%	15 7%	17 6%	22 6%	16 5%	24 7%	19 7%	6 5%	13 9%	10 7%	40 6%
Tend to disagree	(2) 143 14%	71 14%	73 14%	11 10%	34 18%	36 18%	24 14%	17 13%	21 10%	39 16%	54 19%	24 11%	26 9%	45 13%	37 12%	61 17%	38 14%	11 10%	25 17%	20 16%	102 14%
Disagree	(1) 404 40%	175 35%	230 45%	57 51%	71 36%	67 34%	78 45%	54 40%	78 38%	89 37%	120 43%	74 35%	121 43%	140 41%	124 40%	140 39%	106 38%	36 34%	51 34%	47 36%	294 41%
Net Disagree	548 54%	245 49%	302 59%	69 61%	105 54%	102 53%	102 59%	71 53%	98 48%	129 54%	174 62%	98 47%	147 52%	185 54%	162 52%	201 56%	144 52%	47 44%	75 51%	67 52%	397 55%
Do not celebrate Christmas/Don't know	34 3%	21 4%	13 3%	4 4%	2 1%	4 2%	6 3%	4 3%	15 7%	6 2%	6 2%	4 2%	19 7%	16 5%	7 2%	12 3%	6 2%	2 2%	4 3%	3 2%	28 4%
Mean	2.65	2.81	2.51	2.42	2.72	2.70	2.55	2.67	2.75	2.65	2.49	2.91	2.62	2.62	2.78	2.57	2.71	2.97	2.76	2.73	2.63
Standard deviation	1.68	1.68	1.66	1.74	1.64	1.59	1.73	1.70	1.72	1.62	1.64	1.70	1.73	1.68	1.74	1.62	1.64	1.67	1.62	1.64	1.69
Standard error	0.05	0.08	0.07	0.21	0.13	0.11	0.13	0.14	0.12	0.10	0.11	0.12	0.10	0.09	0.10	0.09	0.10	0.16	0.13	0.14	0.07



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 9

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

I will probably wait until the sales after Christmas before buying any expensive presents

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	368 36%	204 41%	164 32%	50 45%	66 34%	62 32%	59 34%	51 38%	80 39%	58 24%	95 34%	92 44%	122 44%	122 36%	120 38%	126 35%	96 35%	30 28%	57 39%	45 35%	267 37%
Agree	(5) 303 30%	161 32%	142 28%	43 38%	52 27%	48 25%	51 29%	41 31%	68 33%	43 18%	76 27%	82 39%	102 36%	98 29%	99 32%	106 30%	83 30%	25 23%	51 34%	39 30%	216 30%
Tend to agree	(4) 65 6%	43 9%	21 4%	7 7%	14 7%	13 7%	8 5%	10 8%	12 6%	16 7%	19 7%	10 5%	21 7%	24 7%	21 7%	20 5%	13 5%	5 5%	6 4%	6 4%	50 7%
Neither agree nor disagree	(3) 27 3%	15 3%	12 2%	5 4%	3 1%	4 2%	7 4%	4 3%	5 3%	13 6%	3 1%	3 2%	8 3%	9 3%	9 3%	9 3%	6 2%	2 1%	2 1%	4 3%	22 3%
Tend to disagree	(2) 122 12%	63 13%	59 11%	9 8%	28 14%	37 19%	19 11%	10 7%	21 10%	33 14%	50 18%	22 10%	18 6%	40 12%	39 12%	44 12%	41 15%	21 19%	20 13%	18 14%	80 11%
Disagree	(1) 471 47%	201 40%	270 52%	44 40%	97 50%	90 46%	85 49%	68 51%	87 43%	131 54%	131 47%	90 43%	119 42%	164 48%	137 44%	170 48%	133 48%	55 51%	70 47%	60 46%	330 46%
Net Disagree	593 59%	264 53%	330 64%	53 47%	125 64%	127 65%	103 59%	77 58%	108 53%	164 68%	181 64%	112 53%	137 49%	203 59%	176 56%	214 60%	175 63%	75 70%	89 60%	78 61%	410 57%
Do not celebrate Christmas/Don't know	24 2%	13 3%	10 2%	4 4%	- -	2 1%	5 3%	1 1%	11 6%	5 2%	2 1%	3 1%	14 5%	9 3%	7 2%	8 2%	2 1%	- -	1 *	2 1%	22 3%
Mean	2.60	2.79	2.42	2.96	2.47	2.44	2.53	2.60	2.76	2.18	2.49	2.87	2.88	2.56	2.69	2.57	2.54	2.30	2.66	2.58	2.63
Standard deviation	1.78	1.78	1.76	1.84	1.74	1.69	1.78	1.82	1.83	1.58	1.73	1.86	1.86	1.77	1.79	1.78	1.77	1.66	1.83	1.77	1.79
Standard error	0.06	0.09	0.07	0.22	0.13	0.11	0.14	0.15	0.13	0.10	0.11	0.13	0.11	0.10	0.10	0.10	0.10	0.16	0.15	0.15	0.07



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 10

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

I expect to spend more on Christmas this year than last year

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	333 33%	181 37%	152 29%	63 56%	71 36%	59 31%	59 34%	29 22%	52 26%	70 29%	85 30%	82 39%	96 34%	128 37%	104 33%	101 28%	96 35%	38 36%	51 34%	45 35%	231 32%
Agree	(5) 237 23%	129 26%	109 21%	53 47%	45 23%	43 22%	39 23%	21 16%	37 18%	48 20%	59 21%	60 29%	69 25%	93 27%	75 24%	70 20%	71 26%	28 26%	37 25%	29 22%	161 22%
Tend to agree	(4) 96 9%	53 11%	43 8%	11 9%	25 13%	17 9%	20 11%	8 6%	16 8%	21 9%	26 9%	22 10%	27 10%	35 10%	30 9%	31 9%	25 9%	10 10%	14 9%	16 12%	71 10%
Neither agree nor disagree	(3) 80 8%	56 11%	24 5%	4 3%	23 12%	16 8%	11 6%	8 6%	18 9%	35 15%	19 7%	12 6%	14 5%	25 7%	23 7%	32 9%	19 7%	6 5%	13 9%	11 8%	60 8%
Tend to disagree	(2) 118 12%	57 12%	61 12%	6 6%	24 12%	32 17%	19 11%	15 12%	21 10%	31 13%	42 15%	15 7%	31 11%	33 10%	36 12%	49 14%	38 14%	21 20%	18 12%	13 10%	78 11%
Disagree	(1) 458 45%	189 38%	268 52%	35 31%	74 38%	83 43%	80 46%	79 59%	107 52%	97 41%	131 47%	99 47%	130 46%	144 42%	147 47%	167 47%	120 43%	41 38%	63 43%	59 46%	334 46%
Net Disagree	576 57%	247 50%	329 64%	42 37%	98 50%	115 59%	100 57%	94 71%	128 63%	128 53%	173 62%	114 54%	161 57%	177 52%	183 59%	216 61%	158 57%	62 58%	81 55%	71 56%	411 57%
Do not celebrate Christmas/Don't know	23 2%	12 2%	11 2%	4 4%	3 2%	4 2%	4 2%	2 1%	6 3%	7 3%	4 1%	2 1%	10 3%	13 4%	2 1%	8 2%	5 2%	1 1%	4 3%	2 1%	18 2%
Mean	2.53	2.74	2.33	3.36	2.71	2.49	2.51	2.06	2.27	2.54	2.43	2.66	2.54	2.70	2.51	2.39	2.59	2.65	2.61	2.55	2.50
Standard deviation	1.68	1.67	1.66	1.82	1.64	1.63	1.68	1.53	1.60	1.59	1.63	1.77	1.72	1.73	1.69	1.61	1.70	1.67	1.69	1.68	1.67
Standard error	0.05	0.08	0.07	0.22	0.13	0.11	0.13	0.13	0.11	0.10	0.11	0.13	0.10	0.10	0.10	0.09	0.10	0.16	0.14	0.14	0.06



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 11

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

Christmas has become too commercial these days

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	870 86%	427 86%	443 86%	85 76%	155 80%	175 90%	156 90%	117 88%	182 89%	202 84%	237 84%	190 90%	241 86%	301 88%	270 86%	300 84%	234 84%	87 82%	119 80%	117 91%	626 87%
Agree	(5) 773 76%	373 75%	400 78%	70 62%	135 70%	156 80%	139 80%	105 79%	169 83%	180 75%	210 75%	164 78%	220 79%	265 77%	238 76%	271 76%	207 74%	78 73%	105 71%	101 78%	558 77%
Tend to agree	(4) 97 10%	54 11%	43 8%	15 14%	20 10%	19 10%	18 10%	11 9%	14 7%	22 9%	27 10%	27 13%	21 7%	36 11%	32 10%	29 8%	28 10%	9 8%	14 10%	16 12%	68 9%
Neither agree nor disagree	(3) 22 2%	12 2%	9 2%	5 4%	6 3%	3 2%	4 2%	1 1%	3 2%	9 4%	5 2%	4 2%	4 2%	8 2%	4 1%	10 3%	8 3%	2 2%	7 5%	2 1%	13 2%
Tend to disagree	(2) 34 3%	19 4%	15 3%	5 5%	9 5%	8 4%	5 3%	2 2%	4 2%	14 6%	15 5%	3 1%	3 1%	8 2%	9 3%	16 5%	11 4%	4 4%	7 5%	5 4%	23 3%
Disagree	(1) 75 7%	34 7%	42 8%	13 12%	23 12%	8 4%	7 4%	13 10%	11 6%	15 6%	22 8%	14 6%	25 9%	21 6%	27 8%	28 8%	25 9%	13 13%	14 10%	5 4%	48 7%
Net Disagree	110 11%	53 11%	57 11%	19 16%	32 16%	16 8%	12 7%	16 12%	15 8%	28 12%	37 13%	16 8%	28 10%	29 9%	36 12%	44 12%	36 13%	18 17%	22 15%	10 8%	71 10%
Do not celebrate Christmas/Don't know	10 1%	4 1%	7 1%	4 4%	1 *	- -	2 1%	- -	3 2%	2 1%	2 1%	- -	7 2%	5 2%	3 1%	2 1%	- -	- -	- -	- -	10 1%
Mean	4.46	4.45	4.46	4.13	4.22	4.58	4.61	4.45	4.61	4.42	4.39	4.54	4.49	4.53	4.44	4.41	4.37	4.26	4.27	4.58	4.50
Standard deviation	1.18	1.16	1.20	1.41	1.39	1.01	0.97	1.26	1.04	1.18	1.24	1.07	1.21	1.09	1.22	1.24	1.27	1.41	1.33	0.99	1.14
Standard error	0.04	0.06	0.05	0.17	0.11	0.07	0.07	0.10	0.07	0.07	0.08	0.08	0.07	0.06	0.07	0.07	0.07	0.14	0.11	0.08	0.04



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 12

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

I think the Christmas displays on the High Street are boring & unimaginative

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	398 39%	194 39%	204 39%	56 50%	71 37%	73 37%	59 34%	54 41%	85 42%	77 32%	111 40%	88 42%	121 43%	125 37%	129 41%	144 40%	100 36%	42 39%	59 40%	44 34%	290 40%
Agree	(5) 298 29%	151 30%	147 28%	44 39%	50 26%	51 26%	41 24%	46 35%	65 32%	57 24%	77 27%	68 32%	97 34%	99 29%	95 31%	103 29%	76 27%	29 28%	46 31%	31 24%	215 30%
Tend to agree	(4) 100 10%	43 9%	57 11%	12 10%	21 11%	22 11%	18 10%	8 6%	20 10%	21 9%	35 12%	20 9%	24 9%	26 8%	33 11%	40 11%	24 9%	12 12%	14 9%	13 10%	75 10%
Neither agree nor disagree	(3) 146 14%	84 17%	62 12%	9 8%	34 18%	32 16%	29 16%	16 12%	25 12%	45 19%	45 16%	22 11%	33 12%	47 14%	37 12%	61 17%	43 15%	9 8%	20 14%	27 21%	101 14%
Tend to disagree	(2) 131 13%	59 12%	72 14%	13 12%	35 18%	31 16%	17 9%	18 14%	17 8%	33 14%	42 15%	35 17%	21 7%	43 12%	47 15%	41 12%	45 16%	23 22%	18 12%	17 13%	86 12%
Disagree	(1) 298 29%	139 28%	159 31%	30 27%	53 27%	55 28%	62 35%	40 30%	59 29%	77 32%	76 27%	59 28%	87 31%	112 33%	86 28%	101 28%	85 30%	33 31%	47 32%	37 29%	210 29%
Net Disagree	430 42%	198 40%	231 45%	43 39%	88 45%	86 44%	78 45%	58 44%	76 37%	110 46%	118 42%	94 45%	108 38%	155 45%	133 43%	142 40%	130 47%	56 53%	65 44%	54 42%	296 41%
Do not celebrate Christmas/Don't know	39 4%	20 4%	19 4%	4 4%	1 *	4 2%	8 5%	4 3%	18 9%	8 3%	6 2%	6 3%	18 7%	16 5%	13 4%	10 3%	5 2%	- -	4 3%	3 3%	34 5%
Mean	2.97	3.01	2.92	3.24	2.90	2.91	2.76	3.02	3.08	2.77	2.98	3.01	3.09	2.87	3.02	3.01	2.86	2.83	2.95	2.86	3.00
Standard deviation	1.64	1.63	1.65	1.71	1.56	1.58	1.63	1.70	1.70	1.58	1.59	1.66	1.72	1.67	1.64	1.61	1.61	1.63	1.67	1.56	1.65
Standard error	0.05	0.08	0.07	0.21	0.12	0.11	0.13	0.14	0.12	0.10	0.10	0.12	0.10	0.09	0.09	0.09	0.10	0.16	0.14	0.13	0.06



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 13

**Q1. To what extent do you agree or disagree with each of the following statements about Christmas?
Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...?**

I'll be glad when it's all over

Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Net Agree	541 53%	276 56%	265 51%	54 48%	74 38%	99 51%	112 65%	69 52%	132 65%	109 45%	132 47%	118 56%	181 65%	184 54%	178 57%	179 50%	137 49%	41 39%	73 49%	71 55%	397 55%
Agree	(5) 467 46%	238 48%	229 44%	44 39%	61 31%	86 44%	99 57%	59 45%	118 58%	88 36%	118 42%	102 48%	159 57%	165 48%	147 47%	156 44%	116 42%	33 30%	64 43%	60 47%	345 48%
Tend to agree	(4) 74 7%	38 8%	36 7%	10 9%	14 7%	13 7%	13 8%	10 8%	14 7%	21 9%	15 5%	16 8%	22 8%	19 6%	32 10%	23 6%	21 7%	9 8%	9 6%	10 8%	52 7%
Neither agree nor disagree	(3) 51 5%	32 7%	19 4%	3 2%	16 8%	12 6%	6 4%	8 6%	6 3%	22 9%	17 6%	11 5%	2 1%	13 4%	21 7%	17 5%	17 6%	6 6%	10 7%	10 7%	34 5%
Tend to disagree	(2) 91 9%	48 10%	42 8%	11 10%	22 11%	24 12%	12 7%	8 6%	14 7%	27 11%	27 10%	16 8%	20 7%	30 9%	23 7%	37 10%	28 10%	12 11%	17 12%	14 11%	62 9%
Disagree	(1) 317 31%	131 26%	186 36%	41 37%	82 42%	57 29%	42 24%	46 35%	48 24%	81 34%	101 36%	65 31%	70 25%	108 31%	88 28%	122 34%	96 34%	47 44%	49 33%	34 26%	218 30%
Net Disagree	408 40%	180 36%	228 44%	52 46%	104 53%	81 42%	54 31%	55 41%	62 30%	108 45%	129 46%	81 39%	90 32%	138 40%	111 36%	159 44%	124 44%	59 55%	66 45%	48 37%	279 39%
Do not celebrate Christmas/Don't know	12 1%	8 2%	4 1%	4 4%	- -	2 1%	1 1%	1 1%	4 2%	2 1%	3 1%	- -	7 3%	8 2%	2 1%	3 1%	1 *	- -	- -	1 1%	10 1%
Mean	3.28	3.41	3.16	3.03	2.74	3.24	3.67	3.21	3.70	3.03	3.07	3.35	3.66	3.31	3.40	3.15	3.12	2.70	3.14	3.39	3.34
Standard deviation	1.80	1.74	1.84	1.83	1.75	1.77	1.73	1.82	1.73	1.74	1.82	1.79	1.76	1.82	1.74	1.81	1.79	1.76	1.79	1.73	1.79
Standard error	0.06	0.08	0.08	0.22	0.13	0.12	0.13	0.15	0.12	0.10	0.12	0.13	0.10	0.10	0.10	0.10	0.11	0.17	0.15	0.15	0.07



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Unweighted base	1012	446	566	70	173	228	173	152	216	279	240	202	291	340	315	357	292	108	152	144	703
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Sex																					
Male	496	496	-	49	107	92	89	71	88	136	122	125	114	160	166	170	131	45	72	64	361
	49%	100%	-	43%	55%	47%	51%	54%	43%	56%	43%	59%	41%	47%	53%	48%	47%	42%	49%	50%	50%
Female	516	-	516	64	87	102	85	61	117	105	159	86	166	183	146	187	148	62	76	65	359
	51%	-	100%	57%	45%	53%	49%	46%	57%	44%	57%	41%	59%	53%	47%	52%	53%	58%	51%	50%	50%
Age																					
18-24	112	49	64	112	-	-	-	-	-	13	30	38	32	37	32	43	23	15	11	1	89
	11%	10%	12%	100%	-	-	-	-	-	5%	11%	18%	11%	11%	10%	12%	8%	14%	8%	1%	12%
25-34	194	107	87	-	194	-	-	-	-	62	64	38	31	59	55	80	79	54	40	14	111
	19%	22%	17%	-	100%	-	-	-	-	26%	23%	18%	11%	17%	18%	22%	28%	51%	27%	11%	15%
35-44	194	92	102	-	-	194	-	-	-	52	72	41	30	64	66	64	132	37	81	76	56
	19%	19%	20%	-	-	100%	-	-	-	22%	26%	19%	11%	19%	21%	18%	47%	34%	55%	59%	8%
45-54	174	89	85	-	-	-	174	-	-	48	44	42	40	64	51	59	39	1	13	33	135
	17%	18%	16%	-	-	-	100%	-	-	20%	16%	20%	14%	19%	16%	17%	14%	1%	9%	26%	19%
55-64	133	71	61	-	-	-	-	133	-	29	31	27	46	49	39	45	3	-	1	2	130
	13%	14%	12%	-	-	-	-	100%	-	12%	11%	13%	16%	14%	12%	13%	1%	-	*	2%	18%
65+	204	88	117	-	-	-	-	-	204	37	40	25	103	70	69	66	2	-	2	2	199
	20%	18%	23%	-	-	-	-	-	100%	15%	14%	12%	37%	20%	22%	18%	1%	-	1%	1%	28%



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex		Age						Social Class				Region			Children in Household					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
<u>Social Class</u>																					
AB	241	136	105	13	62	52	48	29	37	241	-	-	-	64	76	101	74	32	37	33	163
	24%	27%	20%	11%	32%	27%	28%	22%	18%	100%	-	-	-	19%	24%	28%	27%	30%	25%	25%	23%
C1	281	122	159	30	64	72	44	31	40	-	281	-	-	94	69	117	87	31	49	37	188
	28%	25%	31%	27%	33%	37%	25%	23%	19%	-	100%	-	-	28%	22%	33%	31%	29%	33%	29%	26%
C2	210	125	86	38	38	41	42	27	25	-	-	210	-	71	69	71	61	26	26	30	149
	21%	25%	17%	34%	19%	21%	24%	20%	12%	-	-	100%	-	21%	22%	20%	22%	24%	17%	24%	21%
DE	280	114	166	32	31	30	40	46	103	-	-	-	280	114	98	68	57	18	36	29	220
	28%	23%	32%	28%	16%	15%	23%	34%	51%	-	-	-	100%	33%	31%	19%	20%	17%	24%	23%	31%
<u>Region</u>																					
North	343	160	183	37	59	64	64	49	70	64	94	71	114	343	-	-	88	33	50	43	249
	34%	32%	35%	33%	30%	33%	37%	37%	34%	26%	34%	34%	41%	100%	-	-	32%	31%	33%	34%	35%
Midlands	312	166	146	32	55	66	51	39	69	76	69	69	98	-	312	-	100	36	50	47	210
	31%	33%	28%	29%	28%	34%	29%	29%	34%	32%	25%	33%	35%	-	100%	-	36%	34%	34%	36%	29%
South	357	170	187	43	80	64	59	45	66	101	117	71	68	-	-	357	90	38	49	39	261
	35%	34%	36%	38%	41%	33%	34%	34%	32%	42%	42%	34%	24%	-	-	100%	32%	35%	33%	30%	36%



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex		Age							Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Working status																					
Full-time	461	307	155	58	121	122	110	44	6	142	151	115	53	144	146	171	156	50	80	77	304
	46%	62%	30%	51%	62%	63%	63%	33%	3%	59%	54%	55%	19%	42%	47%	48%	56%	46%	54%	60%	42%
Part-time	110	18	92	18	23	33	21	12	4	26	38	25	21	41	27	43	56	25	30	26	53
	11%	4%	18%	16%	12%	17%	12%	9%	2%	11%	13%	12%	8%	12%	9%	12%	20%	23%	20%	20%	7%
Not working but seeking work or temporarily unemployed/sick	80	38	42	20	17	19	13	10	1	6	15	20	38	26	24	30	25	10	19	8	54
	8%	8%	8%	18%	9%	10%	7%	7%	*	3%	5%	10%	14%	7%	8%	8%	9%	9%	13%	7%	8%
Not working/not seeking work/retired	351	130	222	15	32	16	30	66	192	64	74	48	164	128	115	108	41	22	20	17	307
	35%	26%	43%	14%	16%	8%	17%	50%	94%	27%	27%	23%	59%	37%	37%	30%	15%	21%	13%	13%	43%
Refused	9	4	6	1	2	4	-	1	1	2	3	1	3	4	1	4	-	-	-	-	2
	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	-	-	-	-	*
Tenure																					
Own outright	283	142	142	14	15	17	54	73	110	70	70	55	89	91	100	92	23	9	8	11	260
	28%	29%	27%	13%	8%	9%	31%	55%	54%	29%	25%	26%	32%	27%	32%	26%	8%	9%	5%	8%	36%
Own with a mortgage	426	218	208	45	109	125	93	39	13	131	141	98	55	154	120	152	169	59	91	85	257
	42%	44%	40%	40%	56%	64%	53%	30%	7%	54%	50%	47%	20%	45%	38%	42%	61%	55%	61%	66%	36%
Council	172	80	92	29	28	27	14	12	61	10	31	35	96	58	60	54	47	16	36	21	122
	17%	16%	18%	26%	14%	14%	8%	9%	30%	4%	11%	17%	34%	17%	19%	15%	17%	15%	24%	16%	17%
Rented from someone else	94	40	54	17	35	17	11	6	8	21	30	15	29	26	24	44	35	21	11	12	59
	9%	8%	11%	15%	18%	9%	6%	5%	4%	9%	11%	7%	10%	8%	8%	12%	13%	20%	7%	9%	8%
Rent free	14	7	6	4	2	2	1	-	4	3	1	3	6	6	4	4	3	2	2	-	10
	1%	1%	1%	4%	1%	1%	1%	-	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	-	1%
Refused	24	9	14	2	6	6	1	1	8	7	8	4	5	8	5	11	1	-	1	-	12
	2%	2%	3%	2%	3%	3%	*	1%	4%	3%	3%	2%	2%	2%	2%	3%	*	-	1%	-	2%



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
<u>Foreign Holiday in last 3 years</u>																					
Yes	607	304	303	70	144	132	104	73	85	181	191	130	105	203	167	238	168	60	88	78	433
	60%	61%	59%	62%	74%	68%	60%	55%	41%	75%	68%	62%	38%	59%	53%	67%	60%	56%	59%	60%	60%
No	405	192	213	43	51	63	70	59	120	60	90	80	175	140	145	119	110	47	60	51	287
	40%	39%	41%	38%	26%	32%	40%	45%	59%	25%	32%	38%	62%	41%	47%	33%	40%	44%	41%	40%	40%
<u>Number of cars</u>																					
None	233	83	150	33	24	28	25	28	94	21	50	31	130	96	74	63	38	15	25	15	192
	23%	17%	29%	30%	12%	15%	14%	21%	46%	9%	18%	15%	47%	28%	24%	18%	14%	14%	17%	12%	27%
1	445	231	215	38	96	96	71	61	83	105	126	103	112	147	126	172	130	54	70	54	308
	44%	47%	42%	34%	50%	49%	41%	46%	41%	43%	45%	49%	40%	43%	40%	48%	47%	50%	47%	42%	43%
2	263	139	124	26	57	61	59	37	24	97	76	57	33	87	94	83	94	34	47	50	166
	26%	28%	24%	23%	29%	31%	34%	28%	12%	40%	27%	27%	12%	25%	30%	23%	34%	32%	31%	39%	23%
3+	71	44	27	15	17	10	19	7	3	18	28	19	5	13	19	39	17	3	7	9	53
	7%	9%	5%	14%	9%	5%	11%	5%	1%	8%	10%	9%	2%	4%	6%	11%	6%	3%	5%	7%	7%



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex		Age						Social Class				Region			Children in Household					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Internet Access																					
At home	278	158	120	29	61	54	57	37	40	81	67	69	60	98	82	98	91	34	45	45	182
	27%	32%	23%	26%	32%	28%	33%	28%	20%	34%	24%	33%	22%	28%	26%	28%	33%	31%	30%	35%	25%
At work	78	38	40	12	26	22	9	10	-	17	42	12	8	23	19	36	22	9	12	9	56
	8%	8%	8%	10%	13%	11%	5%	8%	-	7%	15%	6%	3%	7%	6%	10%	8%	9%	8%	7%	8%
Both at home and at work	210	117	93	17	59	62	56	14	3	99	69	27	16	69	61	81	79	22	41	45	130
	21%	24%	18%	15%	30%	32%	32%	11%	1%	41%	24%	13%	6%	20%	19%	23%	28%	20%	27%	35%	18%
Somewhere else	93	42	51	35	18	6	9	9	15	5	24	34	30	38	12	42	24	11	11	7	68
	9%	8%	10%	31%	9%	3%	5%	7%	7%	2%	9%	16%	11%	11%	4%	12%	9%	11%	8%	5%	9%
Not at all	351	140	211	20	30	49	43	62	146	38	78	69	166	114	138	99	62	31	40	23	283
	35%	28%	41%	18%	15%	25%	25%	46%	72%	16%	28%	33%	59%	33%	44%	28%	22%	29%	27%	18%	39%
Refused	2	1	1	-	-	1	-	1	-	1	1	-	-	1	-	1	-	-	-	-	1
	*	*	*	-	-	1%	-	1%	-	*	*	-	-	*	-	*	-	-	-	-	*



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex			Age						Social Class				Region			Children in Household				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
Age Finished Full Time Education																					
Up to 15	246 24%	121 24%	124 24%	7 7%	6 3%	11 6%	43 24%	69 52%	109 53%	25 10%	47 17%	53 25%	121 43%	95 28%	83 27%	68 19%	15 5%	4 3%	9 6%	8 6%	231 32%
16	301 30%	140 28%	161 31%	34 30%	55 28%	82 42%	61 35%	28 21%	42 21%	51 21%	83 30%	74 35%	93 33%	110 32%	106 34%	85 24%	118 42%	42 39%	72 49%	59 46%	179 25%
17	77 8%	31 6%	46 9%	7 6%	15 8%	19 10%	17 10%	11 8%	9 4%	18 8%	27 10%	17 8%	15 5%	20 6%	29 9%	28 8%	30 11%	12 12%	6 4%	17 13%	46 6%
18	110 11%	51 10%	60 12%	24 22%	30 15%	17 9%	22 13%	6 5%	11 5%	35 14%	34 12%	25 12%	17 6%	32 9%	23 7%	55 15%	40 14%	17 16%	20 14%	14 11%	70 10%
19 or over	225 22%	137 28%	88 17%	19 17%	76 39%	57 29%	29 17%	18 13%	27 13%	106 44%	64 23%	35 17%	21 7%	64 19%	62 20%	100 28%	70 25%	31 29%	38 25%	25 20%	155 22%
Still in full time education	32 3%	9 2%	23 4%	18 16%	10 5%	4 2%	- -	1 1%	- -	2 1%	15 5%	4 2%	11 4%	12 4%	6 2%	14 4%	5 2%	1 *	3 2%	4 3%	26 4%
Had no full time education	2 *	1 *	1 *	- -	- -	- -	1 1%	- -	1 *	- -	- -	1 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	2 *
Refused	19 2%	6 1%	13 3%	3 3%	2 1%	5 3%	1 1%	* *	6 3%	4 2%	10 4%	1 1%	3 1%	9 3%	2 1%	7 2%	1 *	- -	- -	1 1%	11 2%



Retail Week Survey

Fieldwork : November 12th-13th 2003

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Sex		Age						Social Class				Region			Children in Household					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Mid- lands	South	Net Any Under 16	Aged under 5	Aged 5- 10	Aged 11-15	None under 16
Weighted base	1012	496	516	112	194	194	174	133	204	241	281	210	280	343	312	357	279	107	149	129	720
<u>Marital Status</u>																					
Single	225 22%	124 25%	101 20%	88 78%	58 30%	30 15%	22 13%	14 10%	15 7%	36 15%	74 26%	54 26%	61 22%	74 21%	52 17%	99 28%	33 12%	15 14%	15 10%	11 8%	190 26%
Married/ co-habiting	587 58%	301 61%	285 55%	21 18%	120 62%	139 71%	121 70%	89 67%	97 48%	177 73%	151 54%	130 62%	130 46%	192 56%	194 62%	201 56%	208 75%	84 79%	113 76%	100 77%	373 52%
Widowed/ separated/ divorced	193 19%	67 13%	127 25%	4 4%	15 8%	24 12%	31 18%	30 22%	89 44%	26 11%	53 19%	26 12%	88 32%	74 21%	65 21%	54 15%	37 13%	7 7%	21 14%	18 14%	156 22%
Refused	7 1%	3 1%	3 1%	- -	1 *	2 1%	- -	1 1%	3 2%	2 1%	3 1%	1 *	1 *	4 1%	1 *	2 1%	- -	- -	- -	- -	2 *
<u>Children in Household</u>																					
None aged 18 or under	688 68%	345 70%	343 67%	89 79%	111 57%	47 24%	117 67%	126 95%	198 97%	152 63%	178 63%	145 69%	214 76%	243 71%	196 63%	250 70%	- -	- -	- -	- -	688 96%
Yes (net)	311 31%	147 30%	164 32%	23 20%	79 41%	141 73%	57 33%	7 5%	3 2%	85 35%	98 35%	65 31%	62 22%	94 27%	114 37%	102 29%	279 100%	107 100%	149 100%	129 100%	32 4%
- Aged under 5	107 11%	45 9%	62 12%	15 13%	54 28%	37 19%	1 1%	- -	- -	32 13%	31 11%	26 12%	18 6%	33 10%	36 12%	38 11%	107 38%	107 100%	48 32%	13 10%	- -
- Aged 5-10	149 15%	72 15%	76 15%	11 10%	40 21%	81 42%	13 8%	1 *	2 1%	37 16%	49 18%	26 12%	36 13%	50 14%	50 16%	49 14%	149 53%	48 45%	149 100%	55 42%	- -
- Aged 11-15	129 13%	64 13%	65 13%	1 1%	14 7%	76 39%	33 19%	2 2%	2 1%	33 14%	37 13%	30 14%	29 10%	43 13%	47 15%	39 11%	129 46%	13 12%	55 37%	129 100%	- -
- Aged 16-18	73 7%	36 7%	37 7%	- -	3 1%	37 19%	27 16%	4 3%	1 1%	23 10%	21 7%	14 6%	16 6%	22 6%	28 9%	24 7%	41 15%	3 3%	16 11%	34 26%	32 4%
Refused	13 1%	4 1%	9 2%	1 1%	4 2%	6 3%	- -	- -	3 1%	4 2%	5 2%	1 *	4 1%	6 2%	2 1%	5 2%	- -	- -	- -	- -	- -



Page	Table	Title	Base Description	Base
1	1	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / Advertising for Christmas starts too early	Base: All respondents	1012
2	2	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / I hate Christmas shopping, it's a chore	Base: All respondents	1012
3	3	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / The increase in interest rates means we'll cut back on Christmas spending this year	Base: All respondents	1012
4	4	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / There are too many tacky presents around from the big retailers	Base: All respondents	1012
5	5	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / It's getting more and more difficult to find reasonably priced but original presents each year	Base: All respondents	1012
6	6	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / You get a better deal on price if you wait until very close to Christmas before buying your presents	Base: All respondents	1012
7	7	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / There's too much advertising for Christmas these days, it gets on your nerves	Base: All respondents	1012
8	8	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / I expect some of the presents I buy for other people to be taken back because they don't like them	Base: All respondents	1012
9	9	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / I will probably wait until the sales after Christmas before buying any expensive presents	Base: All respondents	1012

Page	Table	Title	Base Description	Base
10	10	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / I expect to spend more on Christmas this year than last year	Base: All respondents	1012
11	11	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / Christmas has become too commercial these days	Base: All respondents	1012
12	12	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / I think the Christmas displays on the High Street are boring & unimaginative	Base: All respondents	1012
13	13	Q1. To what extent do you agree or disagree with each of the following statements about Christmas? / Would you say you agree, tend to agree, neither agree nor disagree, tend to disagree or disagree that ...? / I'll be glad when it's all over	Base: All respondents	1012
14	14	Classification / Sex / Age	Base: All respondents	1012
15	14	Classification / Social Class / Region	Base: All respondents	1012
16	14	Classification / Working status / Tenure	Base: All respondents	1012
17	14	Classification / Foreign Holiday in last 3 years / Number of cars	Base: All respondents	1012
18	14	Classification / Internet Access	Base: All respondents	1012
19	14	Classification / Age Finished Full Time Education	Base: All respondents	1012
20	14	Classification / Marital Status / Children in Household	Base: All respondents	1012