

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 1  
**Q.1 Agreement with statements about Christmas:-**  
**Advertising for Christmas starts too early**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	852 84%	400 83%	452 86%	78 70%	144 84%	175 87%	149 87%	131 87%	175 87%	216 86%	237 81%	181 86%	217 86%	219 82%	222 85%	212 86%	120 86%	78 88%
Agree (+2)	738 73%	340 70%	398 76%	63 57%	119 70%	154 76%	129 75%	118 78%	155 77%	188 75%	205 70%	157 74%	188 75%	187 70%	195 74%	185 75%	107 77%	63 71%
Tend to agree (+1)	113 11%	60 12%	53 10%	14 13%	24 14%	22 11%	20 11%	13 9%	20 10%	28 11%	32 11%	24 12%	29 11%	32 12%	27 10%	27 11%	13 9%	15 17%
Neither agree nor disagree (0)	49 5%	25 5%	23 4%	10 9%	10 6%	15 7%	6 3%	6 4%	4 2%	11 5%	18 6%	13 6%	6 2%	18 7%	11 4%	12 5%	6 4%	2 2%
Tend to disagree (-1)	31 3%	18 4%	13 2%	6 5%	3 2%	4 2%	6 4%	4 3%	7 4%	7 3%	12 4%	3 2%	8 3%	10 4%	6 2%	7 3%	4 3%	3 3%
Disagree (-2)	63 6%	34 7%	29 5%	16 15%	14 8%	7 3%	7 4%	8 6%	10 5%	16 6%	21 7%	12 6%	14 6%	17 6%	22 8%	11 5%	7 5%	6 6%
NET: Disagree	94 9%	52 11%	42 8%	22 20%	17 10%	11 5%	13 8%	12 8%	18 9%	23 9%	33 11%	15 7%	23 9%	27 10%	28 11%	18 7%	11 8%	9 10%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	8 1%	3 1%	5 1%	2 1%	- -	- -	2 1%	1 1%	3 1%	- -	1 *	2 1%	5 2%	2 1%	1 *	4 2%	2 1%	- -
Mean	1.44	1.37	1.51	0.94	1.36	1.55	1.53	1.53	1.54	1.46	1.34	1.48	1.50	1.37	1.40	1.52	1.52	1.43
Standard deviation	1.14	1.19	1.08	1.50	1.20	0.96	1.03	1.08	1.07	1.13	1.22	1.07	1.10	1.17	1.22	1.04	1.08	1.13
Standard error	0.04	0.05	0.05	0.16	0.10	0.06	0.08	0.08	0.08	0.06	0.08	0.08	0.07	0.07	0.07	0.07	0.09	0.12

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Table 2  
**Q.1 Agreement with statements about Christmas:-**  
**I hate Christmas shopping, it's a chore**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	487 48%	260 54%	227 43%	37 33%	81 47%	96 48%	87 51%	85 56%	101 50%	117 47%	129 44%	108 51%	132 53%	125 47%	111 42%	124 50%	79 56%	48 54%
Agree (+2)	384 38%	206 43%	178 34%	31 28%	58 34%	75 37%	65 38%	70 46%	85 42%	88 35%	101 34%	85 40%	109 43%	95 35%	87 33%	99 40%	66 47%	36 41%
Tend to agree (+1)	103 10%	53 11%	50 9%	6 5%	23 13%	21 10%	21 13%	15 10%	16 8%	29 11%	28 10%	23 11%	23 9%	30 11%	24 9%	24 10%	12 9%	12 14%
Neither agree nor disagree (0)	99 10%	49 10%	50 9%	7 6%	21 12%	24 12%	18 10%	10 6%	20 10%	25 10%	27 9%	22 10%	26 10%	31 11%	34 13%	16 6%	11 8%	8 9%
Tend to disagree (-1)	127 13%	52 11%	75 14%	20 18%	17 10%	26 13%	24 14%	16 10%	24 12%	30 12%	47 16%	21 10%	29 12%	40 15%	30 11%	34 14%	14 10%	9 10%
Disagree (-2)	285 28%	117 24%	168 32%	47 42%	51 30%	54 27%	40 24%	39 26%	52 26%	78 31%	85 29%	60 28%	62 25%	68 25%	88 33%	72 29%	34 24%	23 26%
NET: Disagree	412 41%	169 35%	243 46%	67 61%	69 40%	81 40%	64 38%	55 36%	77 38%	107 43%	132 45%	81 38%	91 36%	108 40%	117 45%	106 43%	48 34%	32 36%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	4 *	2 *	2 *	- -	- -	- -	1 1%	1 1%	2 1%	1 *	1 *	1 *	1 1%	2 1%	1 *	- -	1 1%	- -
Mean	0.17	0.38	-0.01	-0.42	0.11	0.18	0.28	0.40	0.29	0.08	0.04	0.24	0.35	0.17	-0.03	0.18	0.46	0.33
Standard deviation	1.70	1.67	1.70	1.70	1.68	1.67	1.65	1.73	1.71	1.70	1.69	1.71	1.69	1.65	1.70	1.73	1.71	1.69
Standard error	0.05	0.08	0.07	0.18	0.13	0.11	0.13	0.13	0.12	0.10	0.10	0.12	0.11	0.10	0.10	0.11	0.14	0.18

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Table 3

**Q.1 Agreement with statements about Christmas:-****The increase in interest rates means we'll cut back on Christmas spending this year****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	335 33%	143 30%	192 37%	25 22%	64 37%	63 31%	50 29%	54 36%	79 39%	59 23%	86 29%	68 32%	123 49%	92 34%	85 32%	84 34%	48 34%	26 29%
Agree (+2)	219 22%	95 20%	124 24%	15 13%	36 21%	40 20%	31 18%	34 23%	63 31%	35 14%	52 18%	46 22%	87 34%	56 21%	55 21%	62 25%	28 20%	19 22%
Tend to agree (+1)	116 12%	48 10%	69 13%	10 9%	28 16%	23 12%	19 11%	19 13%	16 8%	24 10%	34 12%	22 10%	36 14%	37 14%	30 11%	22 9%	21 15%	7 8%
Neither agree nor disagree (0)	175 17%	69 14%	106 20%	26 24%	32 18%	39 19%	26 15%	16 11%	36 18%	31 12%	48 16%	45 21%	51 20%	50 18%	59 22%	28 11%	26 19%	13 15%
Tend to disagree (-1)	127 13%	55 11%	72 14%	11 10%	18 11%	32 16%	26 15%	23 15%	17 8%	36 14%	47 16%	24 11%	20 8%	26 10%	28 11%	41 17%	17 12%	15 17%
Disagree (-2)	353 35%	209 43%	144 27%	48 43%	55 32%	65 32%	67 39%	56 37%	61 30%	118 47%	108 37%	74 35%	52 21%	94 35%	89 34%	91 37%	48 34%	32 36%
NET: Disagree	480 48%	264 55%	216 41%	59 53%	73 43%	97 48%	93 55%	79 52%	78 39%	154 61%	155 53%	98 46%	73 29%	120 45%	117 44%	132 53%	65 46%	47 53%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	11 1%	5 1%	7 1%	1 1%	1 1%	1 1%	1 *	1 1%	6 3%	7 3%	1 *	- -	4 2%	5 2%	2 1%	1 1%	* *	2 3%
Mean	-0.28	-0.49	-0.09	-0.62	-0.17	-0.30	-0.47	-0.32	0.02	-0.73	-0.44	-0.28	0.34	-0.25	-0.25	-0.32	-0.26	-0.39
Standard deviation	1.57	1.59	1.53	1.45	1.55	1.52	1.55	1.62	1.66	1.49	1.52	1.55	1.54	1.57	1.54	1.64	1.55	1.58
Standard error	0.05	0.07	0.07	0.16	0.13	0.10	0.12	0.12	0.12	0.09	0.09	0.11	0.10	0.10	0.09	0.11	0.13	0.17

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 4

**Q.1 Agreement with statements about Christmas:-****There are too many tacky presents around from the big retailers****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	711	352	359	63	118	138	128	115	150	177	202	148	184	177	176	186	103	70
	71%	73%	68%	56%	69%	69%	75%	76%	74%	70%	69%	70%	73%	66%	67%	75%	73%	79%
Agree (+2)	559	275	284	48	88	106	98	93	125	136	156	118	149	143	138	149	80	49
	55%	57%	54%	43%	52%	53%	57%	62%	62%	54%	53%	56%	59%	53%	52%	60%	57%	55%
Tend to agree (+1)	152	77	75	14	29	32	30	21	25	41	47	30	35	34	38	38	23	21
	15%	16%	14%	13%	17%	16%	17%	14%	13%	16%	16%	14%	14%	13%	14%	15%	16%	23%
Neither agree nor disagree (0)	130	48	82	24	26	29	18	14	19	29	42	28	31	50	35	27	14	5
	13%	10%	16%	22%	15%	14%	11%	9%	9%	11%	14%	13%	12%	19%	13%	11%	10%	5%
Tend to disagree (-1)	46	19	27	3	8	16	10	4	6	11	16	10	10	12	18	5	5	5
	5%	4%	5%	3%	5%	8%	6%	2%	3%	4%	5%	5%	4%	5%	7%	2%	4%	6%
Disagree (-2)	93	50	43	21	18	18	12	11	13	27	23	23	20	23	26	22	16	6
	9%	10%	8%	19%	10%	9%	7%	7%	6%	11%	8%	11%	8%	9%	10%	9%	11%	7%
NET: Disagree	140	70	70	24	26	34	22	14	19	38	39	32	30	35	44	27	21	12
	14%	14%	13%	22%	15%	17%	13%	10%	9%	15%	13%	15%	12%	13%	17%	11%	15%	13%
Do not celebrate Christmas	6	4	3	-	1	1	1	1	2	2	3	-	1	3	-	2	1	-
	1%	1%	*	-	1%	*	1%	1%	1%	1%	1%	-	*	1%	-	1%	1%	-
Don't know	21	10	11	-	1	-	2	7	11	7	6	3	6	4	8	5	1	2
	2%	2%	2%	-	*	-	1%	5%	6%	3%	2%	1%	2%	2%	3%	2%	1%	3%
Mean	1.06	1.08	1.04	0.59	0.96	0.96	1.14	1.27	1.29	1.02	1.04	1.01	1.15	1.00	0.96	1.19	1.06	1.17
Standard deviation	1.32	1.35	1.30	1.53	1.35	1.34	1.26	1.21	1.20	1.37	1.29	1.37	1.27	1.31	1.37	1.27	1.37	1.24
Standard error	0.04	0.06	0.06	0.16	0.11	0.09	0.10	0.09	0.09	0.08	0.08	0.10	0.08	0.08	0.09	0.08	0.12	0.13

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 5  
**Q.1 Agreement with statements about Christmas:-**  
**It's getting more and more difficult to find reasonably priced but original presents each year**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	700 69%	319 66%	381 73%	73 66%	116 67%	129 64%	116 68%	108 72%	158 78%	155 62%	203 69%	151 71%	190 76%	183 68%	181 69%	172 69%	101 72%	63 71%
Agree (+2)	548 54%	246 51%	302 58%	55 50%	89 52%	101 50%	85 50%	85 56%	134 66%	110 44%	154 53%	123 58%	161 64%	143 53%	142 54%	133 54%	80 57%	49 55%
Tend to agree (+1)	152 15%	73 15%	79 15%	18 16%	27 16%	28 14%	31 18%	23 15%	24 12%	45 18%	49 17%	29 13%	29 12%	40 15%	39 15%	38 15%	21 15%	13 15%
Neither agree nor disagree (0)	73 7%	39 8%	33 6%	11 10%	15 9%	20 10%	12 7%	8 5%	6 3%	20 8%	22 7%	18 9%	13 5%	22 8%	22 8%	18 7%	6 4%	5 6%
Tend to disagree (-1)	75 7%	42 9%	33 6%	9 8%	16 9%	17 8%	14 8%	12 8%	9 5%	25 10%	27 9%	13 6%	10 4%	20 7%	17 7%	15 6%	12 9%	11 12%
Disagree (-2)	148 15%	77 16%	70 13%	18 17%	23 13%	35 17%	28 16%	18 12%	25 12%	49 19%	37 13%	28 13%	34 13%	40 15%	40 15%	39 16%	18 13%	10 12%
NET: Disagree	223 22%	119 25%	104 20%	27 24%	39 22%	52 26%	42 24%	30 20%	34 17%	74 29%	65 22%	41 19%	44 17%	60 22%	58 22%	54 22%	30 22%	21 24%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	6 1%	3 1%	4 1%	- -	1 *	- -	- -	4 3%	2 1%	1 *	- -	2 1%	4 1%	1 *	2 1%	2 1%	2 1%	- -
Mean	0.88	0.77	0.98	0.75	0.84	0.71	0.77	0.99	1.17	0.57	0.88	0.98	1.11	0.85	0.86	0.87	0.97	0.91
Standard deviation	1.50	1.54	1.46	1.53	1.48	1.56	1.53	1.45	1.42	1.59	1.46	1.46	1.45	1.51	1.51	1.52	1.47	1.46
Standard error	0.05	0.07	0.06	0.17	0.12	0.11	0.12	0.11	0.10	0.09	0.09	0.11	0.09	0.09	0.09	0.10	0.13	0.15

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 6  
**Q.1 Agreement with statements about Christmas:-**  
**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				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	441 44%	198 41%	243 46%	40 36%	63 37%	80 40%	85 50%	80 53%	92 46%	112 45%	97 33%	99 47%	133 53%	101 38%	123 47%	111 45%	68 48%	38 43%
Agree (+2)	323 32%	141 29%	181 35%	33 29%	47 27%	54 27%	57 33%	59 39%	72 36%	76 30%	58 20%	79 37%	109 43%	74 27%	84 32%	87 35%	46 33%	32 36%
Tend to agree (+1)	118 12%	56 12%	62 12%	8 7%	17 10%	25 13%	28 16%	21 14%	20 10%	36 14%	39 13%	20 9%	24 9%	27 10%	38 15%	24 10%	22 16%	6 7%
Neither agree nor disagree (0)	148 15%	80 17%	68 13%	17 15%	31 18%	32 16%	21 12%	25 17%	22 11%	39 15%	49 17%	32 15%	29 11%	42 16%	35 13%	34 14%	23 16%	13 15%
Tend to disagree (-1)	109 11%	43 9%	66 13%	16 15%	16 10%	25 13%	17 10%	11 7%	22 11%	30 12%	33 11%	20 10%	26 10%	38 14%	27 10%	23 9%	12 9%	9 11%
Disagree (-2)	276 27%	144 30%	132 25%	32 29%	58 34%	61 30%	40 23%	31 20%	54 27%	58 23%	103 35%	59 28%	57 23%	76 28%	68 26%	73 29%	33 23%	27 30%
NET: Disagree	385 38%	187 39%	198 38%	48 44%	75 44%	86 43%	58 34%	42 28%	76 38%	87 35%	135 46%	79 37%	83 33%	114 42%	94 36%	96 39%	45 32%	36 41%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	29 3%	15 3%	13 3%	5 5%	1 1%	3 2%	7 4%	3 2%	9 4%	12 5%	8 3%	2 1%	6 3%	9 3%	10 4%	4 2%	4 3%	1 1%
Mean	0.10	0.02	0.19	-0.08	-0.14	-0.06	0.27	0.45	0.18	0.18	-0.29	0.19	0.42	-0.06	0.18	0.12	0.27	0.08
Standard deviation	1.64	1.64	1.64	1.64	1.63	1.61	1.61	1.58	1.69	1.58	1.57	1.67	1.66	1.61	1.63	1.69	1.59	1.70
Standard error	0.05	0.08	0.07	0.18	0.13	0.11	0.13	0.12	0.12	0.09	0.10	0.12	0.11	0.10	0.10	0.11	0.14	0.18

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Absolutes/col percents

Table 7

**Q.1 Agreement with statements about Christmas:-****There's too much advertising for Christmas these days, it gets on your nerves****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	751 75%	356 74%	396 75%	59 54%	116 68%	147 73%	140 82%	124 82%	165 82%	194 77%	212 73%	147 70%	198 79%	187 70%	198 75%	185 75%	107 76%	74 83%
Agree (+2)	635 63%	299 62%	336 64%	50 45%	96 56%	124 61%	109 64%	106 70%	149 74%	157 62%	175 60%	127 60%	175 69%	158 59%	161 61%	159 64%	91 65%	65 73%
Tend to agree (+1)	117 12%	57 12%	60 11%	10 9%	20 12%	23 11%	30 18%	18 12%	16 8%	36 14%	37 13%	20 10%	23 9%	29 11%	37 14%	26 11%	16 11%	9 10%
Neither agree nor disagree (0)	76 8%	34 7%	42 8%	10 9%	17 10%	20 10%	14 8%	10 6%	6 3%	13 5%	28 10%	19 9%	16 6%	24 9%	20 8%	19 8%	11 8%	2 3%
Tend to disagree (-1)	52 5%	29 6%	23 4%	15 14%	6 3%	14 7%	3 2%	5 3%	9 5%	18 7%	17 6%	11 5%	6 2%	20 7%	10 4%	14 6%	6 4%	3 3%
Disagree (-2)	120 12%	61 13%	59 11%	27 24%	30 17%	21 10%	14 8%	11 7%	19 9%	25 10%	31 11%	35 16%	30 12%	35 13%	35 13%	27 11%	14 10%	10 11%
NET: Disagree	173 17%	90 19%	82 16%	42 38%	35 21%	35 17%	16 9%	16 11%	28 14%	43 17%	48 17%	46 22%	36 14%	54 20%	45 17%	41 17%	20 14%	13 14%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	2 *	- -	2 *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 1%	- -
Mean	1.09	1.05	1.13	0.36	0.87	1.07	1.29	1.35	1.35	1.14	1.06	0.92	1.23	0.97	1.07	1.13	1.19	1.31
Standard deviation	1.41	1.44	1.38	1.69	1.54	1.39	1.20	1.21	1.30	1.36	1.38	1.54	1.37	1.47	1.43	1.39	1.34	1.35
Standard error	0.04	0.07	0.06	0.18	0.12	0.09	0.09	0.09	0.09	0.08	0.09	0.11	0.09	0.09	0.09	0.09	0.11	0.14

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 8

**Q.1 Agreement with statements about Christmas:-****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				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	337 33%	170 35%	167 32%	37 34%	51 30%	71 35%	63 37%	50 33%	64 32%	71 28%	102 35%	77 36%	87 34%	86 32%	94 36%	84 34%	47 33%	26 29%
Agree (+2)	218 22%	103 21%	115 22%	19 17%	30 17%	49 24%	40 23%	33 22%	46 23%	43 17%	53 18%	55 26%	68 27%	55 21%	57 22%	63 26%	25 18%	17 19%
Tend to agree (+1)	119 12%	67 14%	52 10%	18 16%	21 12%	22 11%	23 14%	17 11%	18 9%	28 11%	49 17%	22 10%	19 8%	30 11%	38 14%	21 8%	21 15%	9 10%
Neither agree nor disagree (0)	114 11%	56 12%	58 11%	15 14%	15 9%	28 14%	21 12%	14 9%	21 11%	32 13%	29 10%	21 10%	31 12%	31 11%	29 11%	36 15%	9 6%	9 11%
Tend to disagree (-1)	146 15%	71 15%	76 14%	8 7%	35 20%	35 17%	29 17%	15 10%	25 12%	38 15%	43 15%	29 14%	36 14%	39 14%	38 15%	35 14%	19 13%	16 18%
Disagree (-2)	386 38%	176 36%	210 40%	51 46%	68 40%	66 33%	55 32%	68 45%	78 39%	106 42%	111 38%	79 37%	90 36%	103 38%	98 37%	87 35%	60 43%	37 42%
NET: Disagree	532 53%	247 51%	286 54%	59 53%	103 60%	101 50%	84 49%	83 55%	103 51%	144 57%	154 53%	108 51%	126 50%	142 53%	136 52%	121 49%	79 56%	53 60%
Do not celebrate Christmas	6 1%	4 1%	3 *	-	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	-	1 *	3 1%	-	2 1%	1 1%	-
Don't know	19 2%	8 2%	11 2%	-	1 1%	1 1%	2 1%	4 3%	11 5%	3 1%	4 1%	6 3%	7 3%	7 3%	3 1%	4 2%	5 3%	-
Mean	-0.37	-0.32	-0.42	-0.47	-0.54	-0.23	-0.21	-0.46	-0.37	-0.55	-0.39	-0.27	-0.25	-0.40	-0.32	-0.25	-0.50	-0.54
Standard deviation	1.61	1.60	1.62	1.60	1.54	1.60	1.59	1.67	1.65	1.54	1.57	1.67	1.66	1.60	1.61	1.63	1.62	1.57
Standard error	0.05	0.07	0.07	0.17	0.12	0.11	0.12	0.13	0.12	0.09	0.10	0.12	0.11	0.10	0.10	0.11	0.14	0.16

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 9

**Q.1 Agreement with statements about Christmas:-****I will probably wait until the sales after Christmas before buying any expensive presents****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	315 31%	167 35%	148 28%	39 35%	60 35%	58 29%	59 34%	43 29%	56 28%	57 23%	82 28%	73 34%	103 41%	76 28%	87 33%	82 33%	47 33%	25 28%
Agree (+2)	247 24%	127 26%	120 23%	35 32%	50 29%	45 22%	40 23%	32 21%	45 22%	47 19%	60 21%	57 27%	83 33%	59 22%	62 24%	69 28%	35 25%	22 25%
Tend to agree (+1)	69 7%	40 8%	29 5%	4 3%	10 6%	13 7%	19 11%	11 7%	11 5%	11 4%	22 8%	15 7%	20 8%	16 6%	25 10%	13 5%	12 8%	3 3%
Neither agree nor disagree (0)	101 10%	43 9%	58 11%	12 11%	10 6%	23 11%	18 10%	19 12%	20 10%	19 8%	35 12%	27 13%	20 8%	36 13%	22 9%	20 8%	11 8%	13 14%
Tend to disagree (-1)	120 12%	61 13%	59 11%	9 8%	19 11%	27 13%	25 14%	18 12%	22 11%	35 14%	40 14%	16 8%	28 11%	34 13%	28 11%	35 14%	15 10%	8 9%
Disagree (-2)	454 45%	204 42%	250 48%	51 46%	80 47%	93 46%	66 39%	69 45%	95 47%	137 55%	128 44%	95 45%	94 37%	120 45%	117 45%	108 44%	65 46%	43 49%
NET: Disagree	574 57%	265 55%	309 59%	59 54%	99 58%	120 60%	91 53%	86 57%	117 58%	172 68%	168 58%	111 52%	123 49%	154 57%	146 55%	143 58%	80 57%	51 58%
Do not celebrate Christmas	6 1%	4 1%	3 *	-	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	-	1 *	3 1%	-	2 1%	1 1%	-
Don't know	12 1%	5 1%	6 1%	-	1 1%	-	2 1%	2 1%	6 3%	2 1%	3 1%	2 1%	5 2%	1 *	8 3%	1 *	2 2%	-
Mean	-0.47	-0.37	-0.56	-0.32	-0.41	-0.55	-0.35	-0.54	-0.58	-0.83	-0.54	-0.36	-0.13	-0.53	-0.45	-0.41	-0.46	-0.54
Standard deviation	1.67	1.69	1.65	1.77	1.76	1.63	1.64	1.62	1.66	1.57	1.60	1.71	1.75	1.62	1.68	1.71	1.71	1.67
Standard error	0.05	0.08	0.07	0.19	0.14	0.11	0.13	0.12	0.12	0.09	0.10	0.12	0.11	0.10	0.10	0.11	0.15	0.18

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 10

**Q.1 Agreement with statements about Christmas:-  
I expect to spend more on Christmas this year than last year**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	351 35%	191 39%	160 31%	66 59%	57 33%	71 35%	64 37%	35 23%	59 29%	85 34%	109 37%	84 40%	73 29%	88 33%	85 32%	93 38%	46 33%	39 44%
Agree (+2)	254 25%	138 29%	116 22%	52 47%	40 23%	54 27%	36 21%	28 18%	44 22%	61 24%	72 25%	63 30%	58 23%	61 23%	57 22%	69 28%	41 29%	26 29%
Tend to agree (+1)	97 10%	53 11%	44 8%	14 12%	16 10%	16 8%	28 17%	8 5%	15 7%	23 9%	37 13%	21 10%	15 6%	27 10%	27 10%	24 10%	6 4%	13 14%
Neither agree nor disagree (0)	124 12%	64 13%	60 11%	14 12%	27 16%	28 14%	15 9%	21 14%	20 10%	28 11%	31 11%	37 17%	28 11%	42 16%	30 11%	25 10%	20 14%	6 7%
Tend to disagree (-1)	130 13%	56 12%	74 14%	10 9%	24 14%	25 12%	23 14%	27 18%	20 10%	29 12%	44 15%	27 13%	30 12%	32 12%	43 16%	28 11%	14 10%	13 14%
Disagree (-2)	378 37%	157 32%	221 42%	21 19%	61 35%	76 38%	61 35%	66 43%	93 46%	103 41%	98 33%	61 29%	116 46%	97 36%	102 39%	94 38%	55 39%	31 34%
NET: Disagree	507 50%	213 44%	295 56%	31 28%	85 49%	101 50%	84 49%	93 61%	114 56%	133 53%	142 48%	87 41%	146 58%	129 48%	145 55%	122 49%	69 49%	43 49%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	20 2%	13 3%	7 1%	- -	2 1%	2 1%	7 4%	1 1%	7 4%	5 2%	8 3%	4 2%	4 2%	6 2%	4 2%	5 2%	4 3%	1 1%
Mean	-0.29	-0.09	-0.47	0.59	-0.29	-0.26	-0.28	-0.64	-0.54	-0.37	-0.21	*	-0.53	-0.29	-0.41	-0.22	-0.27	-0.10
Standard deviation	1.65	1.66	1.62	1.59	1.61	1.66	1.62	1.53	1.66	1.67	1.63	1.62	1.65	1.61	1.60	1.70	1.70	1.70
Standard error	0.05	0.08	0.07	0.17	0.13	0.11	0.13	0.12	0.12	0.10	0.10	0.12	0.11	0.10	0.10	0.11	0.15	0.18

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 11

**Q.1 Agreement with statements about Christmas:-  
Christmas has become too commercial these days**  
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	859 85%	407 84%	453 86%	77 69%	136 79%	171 85%	155 90%	141 93%	179 89%	216 86%	254 87%	178 84%	211 84%	225 84%	219 83%	212 86%	126 90%	77 87%
Agree (+2)	747 74%	347 72%	400 76%	66 60%	118 69%	143 71%	127 74%	127 84%	164 81%	179 71%	215 74%	160 76%	193 76%	191 71%	191 73%	186 75%	114 81%	66 75%
Tend to agree (+1)	112 11%	60 12%	52 10%	10 9%	17 10%	28 14%	28 16%	13 9%	15 7%	37 15%	38 13%	18 8%	19 7%	34 13%	28 11%	26 10%	13 9%	11 12%
Neither agree nor disagree (0)	47 5%	27 6%	20 4%	10 9%	12 7%	13 6%	6 4%	1 1%	5 3%	10 4%	11 4%	12 6%	14 6%	16 6%	12 5%	12 5%	3 2%	3 4%
Tend to disagree (-1)	22 2%	11 2%	10 2%	6 6%	1 1%	7 3%	3 2%	2 1%	3 2%	5 2%	6 2%	3 2%	7 3%	5 2%	6 2%	4 2%	4 3%	2 3%
Disagree (-2)	65 6%	33 7%	32 6%	15 14%	19 11%	10 5%	5 3%	6 4%	9 5%	18 7%	16 5%	18 9%	13 5%	16 6%	23 9%	17 7%	3 2%	5 6%
NET: Disagree	87 9%	45 9%	42 8%	22 20%	20 12%	17 8%	8 5%	8 5%	12 6%	23 9%	22 8%	22 10%	20 8%	21 8%	30 11%	21 9%	7 5%	8 9%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	9 1%	2 *	7 1%	2 2%	2 1%	- -	1 *	1 1%	2 1%	1 1%	3 1%	- -	5 2%	5 2%	2 1%	- -	2 2%	- -
Mean	1.46	1.41	1.51	0.97	1.28	1.43	1.59	1.71	1.63	1.42	1.50	1.41	1.51	1.45	1.37	1.46	1.68	1.48
Standard deviation	1.12	1.16	1.09	1.50	1.32	1.09	0.89	0.88	0.98	1.15	1.06	1.22	1.08	1.11	1.25	1.14	0.86	1.11
Standard error	0.04	0.05	0.05	0.16	0.11	0.07	0.07	0.07	0.07	0.07	0.07	0.09	0.07	0.07	0.08	0.07	0.07	0.12

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 12

**Q.1 Agreement with statements about Christmas:-****I think the Christmas displays on the High Street are boring & unimaginative****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	393 39%	211 44%	183 35%	36 33%	52 30%	74 36%	74 43%	60 40%	97 48%	88 35%	105 36%	85 40%	115 46%	115 43%	78 30%	101 41%	70 50%	29 33%
Agree (+2)	290 29%	157 32%	133 25%	27 25%	37 21%	52 26%	54 31%	45 30%	75 37%	65 26%	78 27%	58 27%	89 35%	78 29%	62 24%	78 31%	55 39%	17 19%
Tend to agree (+1)	103 10%	54 11%	49 9%	9 8%	15 9%	22 11%	20 12%	15 10%	22 11%	23 9%	27 9%	27 13%	26 10%	36 13%	16 6%	23 9%	15 11%	12 14%
Neither agree nor disagree (0)	175 17%	83 17%	92 18%	20 18%	34 20%	46 23%	23 14%	25 16%	26 13%	49 19%	49 17%	38 18%	39 15%	47 18%	54 21%	37 15%	19 13%	18 20%
Tend to disagree (-1)	148 15%	60 12%	88 17%	17 15%	19 11%	32 16%	27 16%	27 18%	26 13%	36 14%	54 18%	27 13%	32 13%	41 15%	46 17%	32 13%	13 9%	16 19%
Disagree (-2)	259 26%	120 25%	139 27%	37 34%	62 36%	47 24%	43 25%	33 22%	37 18%	71 28%	79 27%	57 27%	53 21%	57 21%	75 28%	71 29%	33 23%	24 27%
NET: Disagree	407 40%	181 37%	227 43%	54 49%	81 47%	79 39%	70 41%	60 40%	63 31%	107 42%	132 45%	83 39%	85 34%	98 36%	121 46%	103 41%	46 33%	40 46%
Do not celebrate Christmas	6 1%	4 1%	3 *	- -	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	- -	1 *	3 1%	- -	2 1%	1 1%	- -
Don't know	27 3%	7 1%	20 4%	1 1%	3 2%	2 1%	3 2%	6 4%	12 6%	7 3%	2 1%	6 3%	12 5%	7 2%	9 4%	5 2%	5 3%	1 1%
Mean	0.02	0.14	-0.10	-0.25	-0.32	-0.01	0.09	0.08	0.39	-0.10	-0.10	0.01	0.28	0.15	-0.22	0.02	0.34	-0.22
Standard deviation	1.59	1.60	1.56	1.59	1.57	1.51	1.61	1.57	1.59	1.57	1.57	1.58	1.60	1.54	1.54	1.65	1.65	1.47
Standard error	0.05	0.07	0.07	0.17	0.13	0.10	0.12	0.12	0.12	0.09	0.10	0.11	0.11	0.10	0.10	0.11	0.14	0.16

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 13

**Q.1 Agreement with statements about Christmas:-****I'll be glad when it's all over****Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
NET: Agree	466 46%	229 47%	237 45%	29 26%	68 40%	96 48%	87 51%	80 53%	107 53%	97 38%	129 44%	104 49%	137 54%	113 42%	106 41%	122 49%	69 49%	56 63%
Agree (+2)	373 37%	187 39%	187 36%	24 22%	45 26%	77 38%	71 41%	65 43%	91 45%	74 30%	97 33%	83 39%	119 47%	89 33%	83 32%	104 42%	54 39%	42 47%
Tend to agree (+1)	93 9%	42 9%	51 10%	5 4%	23 13%	19 9%	16 9%	15 10%	16 8%	22 9%	32 11%	21 10%	18 7%	23 9%	23 9%	18 7%	15 10%	14 16%
Neither agree nor disagree (0)	121 12%	57 12%	63 12%	16 15%	26 15%	22 11%	23 14%	13 9%	21 10%	30 12%	38 13%	23 11%	29 11%	43 16%	34 13%	25 10%	13 10%	6 7%
Tend to disagree (-1)	93 9%	52 11%	41 8%	12 11%	14 8%	20 10%	15 8%	16 11%	16 8%	29 12%	28 9%	17 8%	19 8%	33 12%	24 9%	21 9%	12 8%	3 4%
Disagree (-2)	312 31%	137 28%	175 33%	54 48%	63 37%	63 31%	44 26%	41 27%	48 24%	92 36%	92 32%	66 31%	62 25%	75 28%	95 36%	77 31%	42 30%	22 25%
NET: Disagree	405 40%	189 39%	216 41%	66 59%	77 45%	83 41%	58 34%	57 38%	64 32%	121 48%	120 41%	83 39%	81 32%	108 40%	119 45%	98 40%	54 38%	25 29%
Do not celebrate Christmas	6 1%	4 1%	3 *	-	1 1%	1 *	1 1%	1 1%	2 1%	2 1%	3 1%	-	1 *	3 1%	-	2 1%	1 1%	-
Don't know	10 1%	5 1%	5 1%	-	-	1 *	1 1%	1 *	7 4%	2 1%	3 1%	1 1%	4 1%	3 1%	3 1%	-	3 2%	1 2%
Mean	0.12	0.19	0.06	-0.60	-0.15	0.14	0.33	0.31	0.45	-0.17	0.05	0.18	0.46	0.07	-0.10	0.21	0.20	0.58
Standard deviation	1.71	1.70	1.73	1.61	1.66	1.73	1.68	1.72	1.70	1.69	1.69	1.73	1.70	1.65	1.71	1.76	1.74	1.69
Standard error	0.05	0.08	0.08	0.17	0.13	0.12	0.13	0.13	0.12	0.10	0.10	0.12	0.11	0.10	0.11	0.11	0.15	0.18

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1008	485	523	86	155	220	171	176	200	311	264	194	239	265	266	245	141	91
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b>Sex</b>																		
Male	484 48%	484 100%	- -	47 42%	90 53%	98 49%	85 50%	70 46%	94 46%	129 51%	145 50%	122 57%	88 35%	129 48%	127 48%	123 50%	66 47%	40 45%
Female	524 52%	- -	524 100%	64 58%	81 47%	104 51%	86 50%	81 54%	108 54%	123 49%	147 50%	90 43%	164 65%	140 52%	136 52%	125 50%	75 53%	49 55%
<b>Age</b>																		
18-24	(21) 11%	47 10%	64 12%	111 100%	- -	- -	- -	- -	- -	18 7%	41 14%	34 16%	18 7%	33 12%	30 12%	25 10%	14 10%	9 10%
25-34	(29.5) 17%	90 19%	81 15%	- -	171 100%	- -	- -	- -	- -	45 18%	60 20%	37 17%	30 12%	58 22%	40 15%	36 15%	21 15%	16 18%
35-44	(39.5) 20%	98 20%	104 20%	- -	- -	202 100%	- -	- -	- -	68 27%	60 20%	37 17%	37 15%	54 20%	54 20%	48 20%	26 18%	20 22%
45-54	(49.5) 17%	85 18%	86 16%	- -	- -	- -	171 100%	- -	- -	52 21%	48 16%	47 22%	24 10%	40 15%	49 19%	36 15%	28 20%	18 20%
55-64	(59.5) 15%	70 14%	81 15%	- -	- -	- -	- -	151 100%	- -	31 12%	48 16%	31 14%	42 17%	31 11%	43 16%	45 18%	23 16%	10 11%
65+	(70) 20%	94 19%	108 21%	- -	- -	- -	- -	- -	202 100%	39 16%	36 12%	26 12%	101 40%	53 20%	46 18%	57 23%	29 21%	17 19%
Average age	46.56	46.40	46.71	21.00	29.50	39.50	49.50	59.50	70.00	45.67	43.46	43.62	53.51	44.81	46.35	48.33	47.68	45.76

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Sex</u>		<u>Age</u>						<u>Social Class</u>				<u>Region</u>					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b><u>Social Class</u></b>																		
AB	252	129	123	18	45	68	52	31	39	252	-	-	-	82	59	54	35	22
	25%	27%	23%	16%	26%	34%	30%	20%	19%	100%	-	-	-	30%	22%	22%	25%	25%
C1	292	145	147	41	60	60	48	48	36	-	292	-	-	87	74	74	34	23
	29%	30%	28%	37%	35%	30%	28%	31%	18%	-	100%	-	-	33%	28%	30%	24%	26%
C2	212	122	90	34	37	37	47	31	26	-	-	212	-	42	70	52	30	18
	21%	25%	17%	31%	22%	18%	27%	20%	13%	-	-	100%	-	16%	26%	21%	21%	20%
DE	252	88	164	18	30	37	24	42	101	-	-	-	252	57	60	67	41	26
	25%	18%	31%	16%	18%	18%	14%	28%	50%	-	-	-	100%	21%	23%	27%	29%	29%
<b><u>Region</u></b>																		
North	336	163	174	34	52	68	54	55	74	76	97	70	93	-	-	248	-	89
	33%	34%	33%	30%	30%	34%	32%	36%	37%	30%	33%	33%	37%	-	-	100%	-	100%
Midlands	314	150	164	37	48	62	59	53	55	67	85	83	80	-	263	-	51	-
	31%	31%	31%	33%	28%	31%	35%	35%	27%	26%	29%	39%	32%	-	100%	-	37%	-
South	358	171	187	41	71	71	58	43	73	109	110	59	79	269	-	-	89	-
	35%	35%	36%	37%	42%	35%	34%	28%	36%	43%	38%	28%	31%	100%	-	-	63%	-

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b><u>Working status</u></b>																		
Full-time	447 44%	294 61%	153 29%	54 49%	110 64%	127 63%	107 62%	43 28%	7 3%	146 58%	150 51%	114 54%	37 15%	125 47%	121 46%	94 38%	66 47%	41 46%
Part-time	113 11%	19 4%	94 18%	16 15%	19 11%	34 17%	23 13%	15 10%	7 3%	29 11%	42 14%	30 14%	13 5%	24 9%	39 15%	26 11%	12 8%	12 13%
Not working but seeking work or temporarily unemployed/sick	79 8%	30 6%	50 9%	21 19%	19 11%	11 6%	13 8%	14 9%	- -	10 4%	21 7%	16 8%	32 13%	26 10%	16 6%	24 10%	7 5%	6 7%
Not working/not seeking work/retired	366 36%	141 29%	225 43%	20 18%	24 14%	29 14%	27 16%	78 52%	188 93%	67 26%	79 27%	50 24%	169 67%	91 34%	86 33%	103 42%	56 40%	30 34%
Refused	3 *	- -	3 1%	- -	- -	1 *	1 *	1 1%	- -	1 *	- -	1 1%	1 *	2 1%	1 *	- -	- -	- -
<b><u>Tenure</u></b>																		
Own outright	323 32%	151 31%	171 33%	17 15%	14 8%	27 13%	50 29%	86 57%	129 64%	81 32%	100 34%	62 29%	80 32%	84 31%	88 34%	86 35%	42 30%	22 25%
Own with a mortgage	413 41%	211 44%	202 39%	56 50%	94 55%	126 62%	87 51%	34 23%	17 8%	137 54%	135 46%	97 46%	45 18%	107 40%	108 41%	96 39%	66 47%	36 41%
Council	131 13%	45 9%	86 16%	15 13%	24 14%	24 12%	15 9%	17 11%	36 18%	8 3%	17 6%	29 14%	76 30%	32 12%	29 11%	35 14%	16 11%	20 22%
Rented from someone else	103 10%	55 11%	48 9%	18 16%	35 20%	17 9%	13 8%	8 5%	12 6%	21 8%	30 10%	16 8%	37 15%	37 14%	27 10%	23 9%	9 6%	7 8%
Rent free	4 *	2 *	2 *	- -	1 *	3 1%	- -	1 1%	- -	* *	2 1%	- -	2 1%	1 *	1 *	1 *	1 1%	1 1%
Refused	34 3%	19 4%	14 3%	6 6%	3 2%	5 3%	7 4%	4 3%	8 4%	5 2%	8 3%	8 4%	13 5%	8 3%	9 4%	7 3%	6 4%	3 3%

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	625	310	315	64	119	147	114	89	92	204	205	120	97	179	162	148	81	54
	62%	64%	60%	58%	69%	73%	66%	59%	46%	81%	70%	56%	38%	67%	62%	60%	57%	61%
No	383	173	210	46	53	54	57	62	110	48	87	92	155	89	100	99	60	34
	38%	36%	40%	42%	31%	27%	34%	41%	54%	19%	30%	44%	62%	33%	38%	40%	43%	39%
<b><u>Number of cars</u></b>																		
None	204	67	136	20	26	30	18	30	79	21	46	28	108	60	42	53	25	23
	20%	14%	26%	18%	15%	15%	11%	20%	39%	9%	16%	13%	43%	22%	16%	21%	18%	26%
1	438	223	216	31	90	85	71	73	89	99	127	103	110	113	104	116	60	46
	44%	46%	41%	28%	53%	42%	41%	48%	44%	39%	43%	49%	44%	42%	40%	47%	42%	52%
2	284	144	140	35	45	65	70	38	30	106	91	62	25	71	87	59	50	16
	28%	30%	27%	32%	27%	32%	41%	25%	15%	42%	31%	29%	10%	27%	33%	24%	36%	18%
3+	82	50	32	24	10	21	12	11	4	26	29	19	8	24	29	20	6	3
	8%	10%	6%	21%	6%	11%	7%	7%	2%	10%	10%	9%	3%	9%	11%	8%	4%	4%

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b><u>Internet Access</u></b>																		
At all	592 59%	320 66%	272 52%	88 80%	126 74%	152 75%	114 66%	68 45%	44 22%	200 80%	203 69%	116 55%	73 29%	189 70%	164 62%	118 47%	77 55%	45 51%
At home (net)	493 49%	272 56%	220 42%	74 67%	103 60%	131 65%	94 55%	54 36%	36 18%	174 69%	164 56%	92 43%	64 25%	156 58%	134 51%	97 39%	67 47%	39 44%
At work (net)	270 27%	151 31%	119 23%	34 31%	63 37%	73 36%	68 40%	23 15%	7 4%	118 47%	100 34%	38 18%	15 6%	97 36%	73 28%	52 21%	28 20%	19 22%
At home	286 28%	155 32%	131 25%	45 41%	56 33%	73 36%	41 24%	39 26%	31 16%	77 31%	92 32%	67 32%	49 19%	78 29%	79 30%	61 24%	46 32%	23 25%
At work	63 6%	33 7%	30 6%	6 5%	16 9%	15 8%	15 9%	8 5%	2 1%	21 9%	28 10%	13 6%	- -	19 7%	18 7%	15 6%	7 5%	3 4%
Both at home and at work	207 21%	118 24%	89 17%	29 26%	47 28%	58 29%	53 31%	15 10%	5 3%	96 38%	71 24%	25 12%	15 6%	78 29%	55 21%	37 15%	21 15%	16 18%
Somewhere else	36 4%	14 3%	22 4%	9 8%	7 4%	5 3%	5 3%	6 4%	5 2%	5 2%	11 4%	11 5%	9 4%	14 5%	11 4%	5 2%	3 2%	3 4%
Not at all	416 41%	164 34%	252 48%	23 20%	45 26%	50 25%	57 34%	83 55%	158 78%	52 20%	89 31%	96 45%	179 71%	80 30%	99 38%	130 53%	64 45%	44 49%

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b>Age Finished Full Time Education</b>																		
Up to 15	196 19%	79 16%	117 22%	7 6%	5 3%	4 2%	31 18%	60 40%	90 45%	20 8%	37 13%	45 21%	94 37%	43 16%	47 18%	64 26%	21 15%	20 23%
16	262 26%	133 27%	129 25%	20 18%	44 26%	75 37%	49 29%	32 21%	42 21%	44 17%	68 23%	78 37%	72 29%	47 17%	80 31%	69 28%	36 26%	29 33%
17	95 9%	45 9%	50 10%	15 13%	17 10%	22 11%	16 9%	13 9%	12 6%	21 8%	42 14%	22 10%	10 4%	25 9%	26 10%	21 8%	15 11%	8 9%
18	122 12%	45 9%	76 15%	16 14%	25 14%	26 13%	23 14%	12 8%	19 10%	27 11%	45 15%	17 8%	32 13%	32 12%	31 12%	30 12%	22 15%	8 9%
19 or over	271 27%	151 31%	119 23%	28 25%	74 43%	67 33%	44 26%	30 20%	28 14%	133 53%	81 28%	33 16%	23 9%	104 39%	58 22%	48 19%	38 27%	22 25%
Still in full time education	28 3%	13 3%	15 3%	22 20%	2 1%	3 1%	2 1%	- -	- -	4 1%	13 4%	8 4%	4 1%	14 5%	7 3%	6 2%	2 1%	- -
Had no full time education	1 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	1 *	1 *	- -	- -
Refused	32 3%	16 3%	16 3%	4 3%	5 3%	5 2%	5 3%	4 3%	10 5%	3 1%	6 2%	7 3%	17 7%	5 2%	12 5%	9 4%	6 4%	1 1%

## Retail Week Christmas Survey

### Fieldwork : October 8th-10th 2004

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1008	484	524	111	171	202	171	151	202	252	292	212	252	269	263	248	140	89
<b><u>Marital Status</u></b>																		
Single	219 22%	110 23%	109 21%	81 73%	52 30%	33 16%	23 14%	13 9%	17 8%	44 18%	74 25%	53 25%	47 19%	72 27%	45 17%	51 21%	26 18%	25 28%
Married/ co-habiting	554 55%	293 61%	261 50%	26 24%	107 63%	136 67%	117 68%	85 56%	83 41%	170 68%	170 58%	119 56%	94 37%	138 51%	154 59%	132 53%	84 60%	45 51%
Widowed/ separated/ divorced	212 21%	67 14%	145 28%	- -	10 6%	30 15%	26 15%	51 34%	95 47%	32 13%	44 15%	34 16%	102 41%	52 19%	57 22%	58 23%	27 19%	18 20%
Refused	23 2%	14 3%	9 2%	4 3%	2 1%	3 2%	5 3%	2 1%	7 3%	6 2%	4 1%	6 3%	8 3%	6 2%	7 3%	6 2%	3 2%	1 1%
<b><u>Children</u></b>																		
None aged 18 or under	656 65%	319 66%	337 64%	87 78%	83 48%	64 32%	90 53%	138 91%	194 97%	158 63%	190 65%	130 62%	178 71%	182 68%	157 60%	165 67%	94 67%	58 65%
NET: Yes	323 32%	148 31%	175 33%	20 18%	87 51%	133 66%	72 42%	10 7%	2 1%	88 35%	94 32%	76 36%	65 26%	81 30%	96 37%	74 30%	42 30%	30 34%
NET: Yes any aged 15 or under	290 29%	135 28%	155 30%	18 16%	87 51%	125 62%	51 30%	7 5%	2 1%	80 32%	85 29%	67 32%	58 23%	69 26%	85 32%	67 27%	40 28%	28 32%
- Aged under 5	117 12%	53 11%	64 12%	13 12%	55 32%	43 21%	5 3%	- -	- -	26 10%	36 12%	30 14%	25 10%	31 12%	33 13%	23 9%	17 12%	12 14%
- Aged 5-10	161 16%	72 15%	90 17%	7 6%	54 31%	73 36%	25 15%	3 2%	- -	47 19%	47 16%	35 16%	33 13%	43 16%	41 16%	39 16%	23 16%	14 16%
- Aged 11-15	130 13%	65 13%	65 12%	2 2%	18 11%	65 32%	37 22%	6 4%	2 1%	38 15%	35 12%	35 16%	22 9%	26 10%	44 17%	29 12%	18 13%	13 14%
- Aged 16-18	78 8%	32 7%	46 9%	2 2%	6 3%	27 14%	39 23%	4 3%	- -	23 9%	18 6%	21 10%	16 6%	19 7%	26 10%	15 6%	8 6%	9 10%
Refused	29 3%	17 4%	12 2%	5 4%	2 1%	5 2%	9 5%	3 2%	5 3%	6 3%	8 3%	6 3%	9 4%	6 2%	9 4%	8 3%	4 3%	1 1%