

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 1

**Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
Yes	259 26%	122 25%	137 26%	34 31%	44 26%	63 31%	43 25%	33 22%	42 21%	61 24%	76 26%	60 28%	62 25%	81 30%	60 23%	57 23%	38 27%	23 26%
No	722 72%	350 73%	372 71%	74 67%	123 72%	134 67%	122 71%	115 77%	154 77%	187 74%	209 72%	146 69%	181 72%	179 67%	198 76%	184 75%	100 72%	62 70%
Don't know/ not thought about it/ not Applicable	22 2%	10 2%	12 2%	2 2%	4 2%	3 2%	6 3%	2 2%	5 2%	3 1%	6 2%	5 2%	9 3%	7 3%	4 2%	6 2%	2 1%	3 4%

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Table 1

**Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?**

**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?			Q.4 Generally speaking do you think that next year you (and your family) will be...?		
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
Yes	259 26%	259 100%	-	71 34%	131 22%	54 31%
No	722 72%	-	722 100%	132 64%	460 75%	120 68%
Don't know/ not thought about it/ not Applicable	22 2%	-	-	3 1%	18 3%	1 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 2

**Q.2 To what extent do you agree or disagree with the following views?**

**These days Christmas starts too early and is too commercialised**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
NET: Agree	851 85%	404 84%	448 86%	86 78%	131 77%	171 85%	150 88%	135 90%	178 89%	210 84%	250 86%	173 82%	218 87%	221 83%	220 84%	212 86%	122 87%	76 86%
Agree	(4) 677 67%	322 67%	355 68%	61 55%	93 54%	137 68%	122 72%	118 78%	147 73%	171 68%	190 65%	133 63%	183 73%	177 66%	173 66%	168 68%	97 70%	62 70%
Tend to agree	(3) 175 17%	82 17%	93 18%	25 23%	39 23%	34 17%	28 16%	17 12%	31 16%	39 16%	59 20%	40 19%	36 14%	44 17%	47 18%	44 18%	25 18%	14 16%
Tend to disagree	(2) 30 3%	11 2%	18 4%	3 3%	8 5%	8 4%	4 2%	4 3%	2 1%	11 4%	7 2%	6 3%	6 2%	8 3%	7 3%	8 3%	3 2%	4 4%
Disagree	(1) 95 10%	47 10%	49 9%	18 17%	25 15%	14 7%	12 7%	8 5%	18 9%	23 9%	28 9%	25 12%	20 8%	28 10%	30 12%	19 8%	12 8%	6 7%
NET: Disagree	125 12%	58 12%	67 13%	22 20%	33 20%	22 11%	16 9%	12 8%	21 10%	34 14%	35 12%	31 15%	25 10%	36 13%	38 14%	27 11%	14 10%	10 11%
Don't know/ not thought about it	26 3%	20 4%	6 1%	3 3%	6 3%	7 4%	5 3%	4 3%	2 1%	6 3%	6 2%	6 3%	7 3%	10 4%	4 1%	7 3%	3 2%	2 2%
Mean	3.47	3.47	3.46	3.20	3.21	3.52	3.57	3.67	3.54	3.47	3.45	3.38	3.56	3.44	3.41	3.51	3.52	3.53
Standard deviation	0.95	0.95	0.94	1.12	1.09	0.88	0.86	0.77	0.91	0.95	0.94	1.01	0.89	0.98	1.00	0.89	0.90	0.89
Standard error	0.03	0.05	0.04	0.13	0.09	0.06	0.06	0.06	0.07	0.06	0.06	0.08	0.05	0.06	0.06	0.06	0.08	0.10

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 2

**Q.2 To what extent do you agree or disagree with the following views?**

**These days Christmas starts too early and is too commercialised**

**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
NET: Agree	851 85%	225 87%	609 84%	172 84%	509 84%	158 90%
Agree	(4) 677 67%	184 71%	480 67%	130 63%	408 67%	128 73%
Tend to agree	(3) 175 17%	42 16%	129 18%	43 21%	101 17%	30 17%
Tend to disagree	(2) 30 3%	5 2%	25 3%	7 4%	18 3%	4 2%
Disagree	(1) 95 10%	24 9%	70 10%	20 10%	63 10%	10 6%
NET: Disagree	125 12%	28 11%	96 13%	28 14%	82 13%	14 8%
Don't know/ not thought about it	26 3%	5 2%	17 2%	5 2%	18 3%	3 1%
Mean	3.47	3.52	3.45	3.41	3.45	3.60
Standard deviation	0.95	0.92	0.96	0.97	0.98	0.81
Standard error	0.03	0.06	0.04	0.07	0.04	0.06

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 3  
**Q.2 To what extent do you agree or disagree with the following views?**  
**Christmas advertising on TV is boring and predictable**  
**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
NET: Agree	755 75%	377 78%	378 73%	75 68%	119 70%	145 72%	136 80%	126 84%	154 77%	189 75%	205 70%	161 76%	200 80%	203 76%	203 78%	180 73%	106 76%	62 71%
Agree	(4) 583 58%	297 62%	286 55%	54 49%	90 53%	106 53%	110 64%	99 66%	124 62%	151 60%	155 53%	123 59%	153 61%	160 60%	157 60%	142 58%	73 53%	50 57%
Tend to agree	(3) 172 17%	80 17%	93 18%	21 19%	29 17%	39 19%	27 16%	27 18%	30 15%	38 15%	50 17%	37 18%	47 19%	43 16%	47 18%	38 15%	33 24%	12 14%
Tend to disagree	(2) 83 8%	30 6%	53 10%	15 13%	16 9%	26 13%	12 7%	5 3%	10 5%	26 10%	29 10%	19 9%	10 4%	17 6%	24 9%	22 9%	11 8%	10 11%
Disagree	(1) 117 12%	51 11%	66 13%	18 16%	29 17%	18 9%	16 9%	12 8%	25 12%	27 11%	40 14%	24 11%	26 11%	34 13%	31 12%	27 11%	18 13%	7 8%
NET: Disagree	200 20%	82 17%	119 23%	32 29%	44 26%	44 22%	28 16%	17 11%	35 17%	53 21%	68 23%	43 20%	36 14%	51 19%	55 21%	49 20%	29 21%	16 18%
Don't know/ not thought about it	48 5%	23 5%	24 5%	3 3%	7 4%	12 6%	6 4%	7 4%	13 6%	9 3%	18 6%	7 3%	14 6%	13 5%	3 1%	17 7%	4 3%	10 11%
Mean	3.28	3.36	3.20	3.04	3.10	3.24	3.40	3.49	3.34	3.29	3.17	3.28	3.38	3.29	3.27	3.29	3.20	3.35
Standard deviation	1.05	1.02	1.08	1.14	1.16	1.02	0.99	0.91	1.06	1.05	1.11	1.05	1.00	1.08	1.05	1.06	1.06	1.00
Standard error	0.03	0.05	0.05	0.13	0.09	0.07	0.07	0.07	0.08	0.06	0.07	0.08	0.06	0.07	0.07	0.07	0.09	0.11

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### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 3  
**Q.2 To what extent do you agree or disagree with the following views?**  
**Christmas advertising on TV is boring and predictable**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
NET: Agree	755 75%	198 76%	545 75%	156 76%	450 74%	140 80%
Agree	(4) 583 58%	158 61%	415 58%	114 56%	357 59%	104 59%
Tend to agree	(3) 172 17%	40 16%	130 18%	42 20%	93 15%	36 21%
Tend to disagree	(2) 83 8%	24 9%	57 8%	17 8%	52 9%	12 7%
Disagree	(1) 117 12%	28 11%	88 12%	23 11%	77 13%	15 9%
NET: Disagree	200 20%	52 20%	145 20%	40 20%	130 21%	27 16%
Don't know/ not thought about it	48 5%	9 4%	32 4%	10 5%	30 5%	8 4%
Mean	3.28	3.31	3.27	3.26	3.26	3.37
Standard deviation	1.05	1.04	1.06	1.04	1.08	0.96
Standard error	0.03	0.07	0.04	0.08	0.04	0.07

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 4

**Q.2 To what extent do you agree or disagree with the following views?**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88	
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88	
NET: Agree	550 55%	288 60%	262 50%	57 52%	74 44%	115 57%	94 55%	90 60%	119 60%	120 48%	136 47%	128 61%	166 66%	140 52%	141 54%	138 56%	78 56%	54 61%	
Agree	(4) 44%	227 47%	214 41%	38 35%	60 35%	89 44%	79 47%	71 47%	104 52%	89 35%	108 37%	108 51%	137 55%	116 43%	112 43%	110 45%	66 47%	37 42%	
Tend to agree	(3) 11%	109 13%	61 9%	48 17%	19 8%	14 13%	26 9%	15 13%	19 8%	16 12%	31 10%	29 9%	20 12%	29 9%	24 11%	28 11%	27 9%	12 19%	17
Tend to disagree	(2) 12%	120 11%	51 13%	69 13%	15 13%	29 17%	18 9%	27 16%	14 9%	18 9%	40 16%	38 13%	23 11%	19 8%	38 14%	29 11%	32 13%	13 10%	8 9%
Disagree	(1) 29%	296 26%	125 33%	170 31%	34 31%	65 38%	60 30%	44 26%	41 27%	51 26%	81 32%	108 37%	57 27%	50 20%	75 28%	82 31%	67 27%	45 32%	26 30%
NET: Disagree	415 41%	176 37%	239 46%	48 44%	94 55%	78 39%	71 42%	55 36%	69 35%	120 48%	146 50%	80 38%	69 27%	112 42%	111 42%	99 40%	59 42%	34 39%	
Don't know/ not thought about it	38 4%	17 3%	21 4%	5 4%	2 1%	8 4%	5 3%	6 4%	12 6%	11 4%	8 3%	3 1%	16 6%	15 6%	10 4%	10 4%	3 2%	- -	
Mean	2.72	2.84	2.61	2.59	2.41	2.74	2.79	2.83	2.91	2.53	2.48	2.86	3.08	2.72	2.68	2.76	2.72	2.73	
Standard deviation	1.32	1.29	1.33	1.27	1.32	1.32	1.29	1.30	1.32	1.29	1.33	1.31	1.23	1.31	1.33	1.30	1.36	1.29	
Standard error	0.04	0.06	0.06	0.15	0.10	0.09	0.09	0.10	0.10	0.08	0.08	0.10	0.08	0.08	0.08	0.08	0.12	0.14	

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Absolutes/col percents

Table 4

**Q.2 To what extent do you agree or disagree with the following views?**

**I'll be glad when it's all over**

**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
NET: Agree	550 55%	163 63%	375 52%	97 47%	332 55%	112 64%
Agree	(4) 442 44%	134 52%	297 41%	69 33%	273 45%	92 53%
Tend to agree	(3) 109 11%	29 11%	78 11%	28 14%	59 10%	20 11%
Tend to disagree	(2) 120 12%	29 11%	91 13%	30 15%	69 11%	21 12%
Disagree	(1) 296 29%	57 22%	234 32%	73 36%	184 30%	33 19%
NET: Disagree	415 41%	86 33%	325 45%	103 50%	253 42%	54 31%
Don't know/ not thought about it	38 4%	10 4%	22 3%	5 3%	23 4%	9 5%
Mean	2.72	2.97	2.63	2.46	2.72	3.03
Standard deviation	1.32	1.26	1.32	1.29	1.33	1.22
Standard error	0.04	0.08	0.05	0.09	0.05	0.09

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 5  
**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**  
**Holidays**  
**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
More	374 37%	196 41%	178 34%	72 65%	86 51%	67 34%	52 31%	48 32%	48 24%	99 40%	114 39%	96 46%	65 26%	102 38%	99 38%	104 42%	42 30%	27 31%
The Same	421 42%	198 41%	223 43%	29 26%	55 32%	90 45%	83 49%	75 50%	89 44%	103 41%	121 42%	82 39%	115 46%	107 40%	113 43%	92 37%	65 47%	45 50%
Less	175 17%	71 15%	105 20%	8 7%	26 15%	41 20%	30 17%	24 16%	47 23%	43 17%	48 17%	29 14%	55 22%	49 18%	45 17%	40 16%	25 18%	16 18%
Don't know/ refused	33 3%	17 4%	16 3%	1 1%	4 2%	2 1%	5 3%	3 2%	17 9%	6 2%	7 2%	4 2%	16 6%	9 3%	5 2%	11 4%	7 5%	1 1%

**Retail Week Christmas Spending Survey**  
**Fieldwork : December 2nd-4th 2005**

Absolutes/col percents

Table 5

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Holidays**

**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?			
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
More	374 37%	100 39%	266 37%	129 63%	190 31%	53 30%
The Same	421 42%	100 39%	318 44%	49 24%	290 48%	77 44%
Less	175 17%	54 21%	115 16%	24 12%	105 17%	43 25%
Don't know/ refused	33 3%	4 2%	23 3%	3 2%	23 4%	2 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 6

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Going out**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
More	196 20%	94 20%	102 20%	38 34%	40 24%	38 19%	23 14%	27 18%	30 15%	47 19%	50 17%	60 29%	39 16%	58 22%	59 23%	48 19%	26 18%	6 7%
The Same	616 61%	302 63%	314 60%	42 38%	99 58%	126 63%	118 69%	103 68%	129 64%	149 59%	201 69%	116 55%	150 60%	160 60%	152 58%	148 60%	92 66%	64 72%
Less	169 17%	74 15%	94 18%	31 28%	31 18%	35 17%	25 15%	18 12%	29 14%	51 20%	35 12%	32 15%	51 20%	45 17%	44 17%	44 18%	17 12%	19 21%
Don't know/ refused	23 2%	11 2%	12 2%	- -	- -	2 1%	5 3%	3 2%	13 6%	4 2%	5 2%	2 1%	12 5%	5 2%	6 2%	7 3%	4 3%	- -

**Retail Week Christmas Spending Survey**  
**Fieldwork : December 2nd-4th 2005**

Absolutes/col percents

Table 6

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Going out**

**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?			
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
More	196 20%	64 25%	128 18%	68 33%	94 15%	31 18%
The Same	616 61%	134 52%	470 65%	95 46%	401 66%	116 66%
Less	169 17%	56 22%	110 15%	41 20%	98 16%	26 15%
Don't know/ refused	23 2%	5 2%	14 2%	1 1%	15 3%	1 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 7

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Shopping, but excluding for basics such as groceries etc**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
More	230 23%	112 23%	118 23%	58 52%	46 27%	41 21%	23 14%	21 14%	41 20%	57 23%	52 18%	60 28%	61 24%	72 27%	59 22%	64 26%	25 18%	9 10%
The Same	610 61%	293 61%	317 61%	39 36%	102 60%	122 61%	119 70%	103 69%	124 62%	152 61%	191 66%	114 54%	153 61%	143 53%	164 63%	142 58%	95 68%	66 75%
Less	151 15%	68 14%	84 16%	12 11%	23 13%	35 18%	23 14%	23 15%	35 17%	40 16%	45 15%	35 16%	32 13%	48 18%	36 14%	36 15%	19 14%	12 13%
Don't know/ refused	12 1%	8 2%	3 1%	1 1%	- -	2 1%	5 3%	3 2%	1 1%	2 1%	3 1%	2 1%	5 2%	4 1%	3 1%	4 2%	- -	1 1%

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Absolutes/col percents

Table 7

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Shopping, but excluding for basics such a groceries etc**

**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?			
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
More	230 23%	67 26%	161 22%	79 38%	113 19%	35 20%
The Same	610 61%	142 55%	455 63%	101 49%	392 64%	110 63%
Less	151 15%	49 19%	97 13%	23 11%	97 16%	29 17%
Don't know/ refused	12 1%	1 *	8 1%	3 2%	6 1%	1 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 8

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Savings & investments**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
More	285 28%	147 31%	138 26%	53 48%	79 46%	63 31%	42 25%	27 18%	21 10%	98 39%	81 28%	73 35%	33 13%	97 36%	76 29%	57 23%	37 26%	18 20%
The Same	536 53%	255 53%	282 54%	44 40%	67 40%	110 55%	98 57%	90 60%	127 64%	124 49%	165 57%	100 48%	148 59%	126 47%	137 52%	134 54%	84 60%	56 63%
Less	150 15%	60 12%	90 17%	12 11%	24 14%	22 11%	25 14%	31 20%	37 18%	26 10%	39 14%	32 15%	53 21%	37 14%	42 16%	39 16%	18 13%	14 15%
Don't know/ refused	32 3%	20 4%	12 2%	1 1%	- -	6 3%	6 3%	3 2%	16 8%	3 1%	6 2%	6 3%	18 7%	6 2%	7 3%	17 7%	1 1%	1 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 8

**Q.3 Compared with 2005, do you think that next year you will be spending more, the same or less on...?**

**Savings & investments**

**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?			
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
More	285 28%	93 36%	187 26%	111 54%	144 24%	26 15%
The Same	536 53%	112 43%	410 57%	63 31%	360 59%	109 62%
Less	150 15%	45 17%	105 14%	23 11%	89 15%	38 21%
Don't know/ refused	32 3%	9 3%	20 3%	9 4%	17 3%	3 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 9

**Q.4 Generally speaking do you think that next year you (and your family) will be...?**

**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
Better off than this year	205 20%	119 25%	86 17%	54 49%	48 28%	44 22%	30 18%	16 10%	13 7%	63 25%	69 24%	47 22%	27 11%	62 23%	47 18%	56 23%	28 20%	12 14%
Things will be pretty much the same	609 61%	258 54%	351 67%	52 47%	109 64%	126 63%	100 58%	93 62%	130 65%	149 59%	168 58%	126 60%	166 66%	153 57%	161 61%	145 59%	90 64%	61 69%
Worse off than this year	175 17%	94 20%	81 15%	5 4%	12 7%	28 14%	39 23%	42 28%	50 25%	38 15%	52 18%	34 16%	52 21%	50 19%	48 18%	40 16%	22 16%	15 17%
Don't know/ refused	13 1%	10 2%	4 1%	- -	1 1%	3 1%	2 1%	* *	7 4%	1 *	2 1%	3 2%	7 3%	3 1%	5 2%	5 2%	- -	- -

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 9

**Q.4 Generally speaking do you think that next year you (and your family) will be...?**

**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?			
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
Better off than this year	205	71	132	205	-	-
	20%	27%	18%	100%	-	-
Things will be pretty much the same	609	131	460	-	609	-
	61%	51%	64%	-	100%	-
Worse off than this year	175	54	120	-	-	175
	17%	21%	17%	-	-	100%
Don't know/ refused	13	3	10	-	-	-
	1%	1%	1%	-	-	-

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	454	549	76	163	215	209	168	172	279	262	186	276	265	261	248	141	88
Weighted base	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b>Sex</b>																		
Male	481	481	-	57	72	85	91	82	95	129	126	116	111	125	130	114	68	45
	48%	100%	-	51%	42%	42%	54%	54%	47%	51%	43%	55%	44%	47%	50%	46%	49%	51%
Female	522	-	522	54	98	115	79	69	106	122	165	94	140	143	132	132	72	44
	52%	-	100%	49%	58%	58%	46%	46%	53%	49%	57%	45%	56%	53%	50%	54%	51%	49%
<b>Age</b>																		
18-24	(21)	110	57	54	110	-	-	-	-	38	34	27	12	35	33	23	12	6
		11%	12%	10%	100%	-	-	-	-	15%	12%	13%	5%	13%	13%	9%	9%	7%
25-34	(29.5)	170	72	98	-	170	-	-	-	53	61	38	19	55	33	50	23	10
		17%	15%	19%	-	100%	-	-	-	21%	21%	18%	7%	20%	13%	20%	17%	12%
35-44	(39.5)	201	85	115	-	-	201	-	-	51	64	56	29	43	65	44	29	20
		20%	18%	22%	-	-	100%	-	-	20%	22%	27%	12%	16%	25%	18%	21%	23%
45-54	(49.5)	170	91	79	-	-	-	170	-	50	45	35	41	44	42	37	29	18
		17%	19%	15%	-	-	-	100%	-	20%	15%	17%	16%	17%	16%	15%	21%	20%
55-64	(59.5)	150	82	69	-	-	-	-	150	26	54	30	41	37	43	35	22	14
		15%	17%	13%	-	-	-	-	100%	10%	18%	14%	17%	14%	16%	14%	16%	16%
65+	(70)	201	95	106	-	-	-	-	201	33	33	25	109	53	45	57	25	20
		20%	20%	20%	-	-	-	-	100%	13%	11%	12%	44%	20%	17%	23%	18%	23%
Average age		46.57	47.11	46.07	21.00	29.50	39.50	49.50	59.50	42.67	43.98	43.44	56.09	45.49	46.06	47.21	46.92	49.01

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b><u>Social Class</u></b>																		
AB	251	129	122	38	53	51	50	26	33	251	-	-	-	84	64	52	30	21
	25%	27%	23%	34%	31%	25%	29%	17%	17%	100%	-	-	-	31%	25%	21%	21%	23%
C1	291	126	165	34	61	64	45	54	33	-	291	-	-	79	66	71	44	31
	29%	26%	32%	31%	36%	32%	26%	36%	17%	-	100%	-	-	30%	25%	29%	32%	35%
C2	211	116	94	27	38	56	35	30	25	-	-	211	-	51	56	53	30	20
	21%	24%	18%	24%	22%	28%	21%	20%	12%	-	-	100%	-	19%	22%	21%	22%	23%
DE	251	111	140	12	19	29	41	41	109	-	-	-	251	53	75	71	35	16
	25%	23%	27%	11%	11%	14%	24%	28%	54%	-	-	-	100%	20%	29%	29%	25%	18%
<b><u>Region</u></b>																		
North	335	159	176	30	60	64	55	49	77	73	102	73	87	-	-	247	-	88
	33%	33%	34%	27%	35%	32%	32%	33%	39%	29%	35%	35%	35%	-	-	100%	-	100%
Midlands	313	159	153	42	39	76	53	47	55	75	81	64	92	-	261	-	51	-
	31%	33%	29%	38%	23%	38%	31%	31%	28%	30%	28%	31%	37%	-	100%	-	37%	-
South	356	163	193	39	72	60	63	54	68	103	108	73	72	267	-	-	89	-
	35%	34%	37%	35%	42%	30%	37%	36%	34%	41%	37%	35%	29%	100%	-	-	63%	-

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b><u>Working status</u></b>																		
Full-time	445	275	171	53	103	115	108	60	6	132	161	102	50	118	115	102	67	44
	44%	57%	33%	48%	60%	58%	63%	40%	3%	53%	55%	48%	20%	44%	44%	41%	48%	50%
Part-time	112	26	87	10	20	35	19	22	7	34	35	32	12	31	31	29	17	5
	11%	5%	17%	9%	12%	17%	11%	15%	3%	13%	12%	15%	5%	11%	12%	12%	12%	5%
Not working but seeking work or temporarily unemployed/sick	49	29	21	3	12	14	13	7	-	4	7	17	22	13	15	12	5	5
	5%	6%	4%	3%	7%	7%	8%	5%	-	2%	2%	8%	9%	5%	6%	5%	3%	6%
Not working/not seeking work	99	17	82	9	23	34	19	10	4	17	17	20	44	26	32	20	14	6
	10%	4%	16%	8%	14%	17%	11%	6%	2%	7%	6%	10%	18%	10%	12%	8%	10%	7%
Retired	245	113	132	-	-	1	11	52	182	41	50	33	121	60	59	68	33	26
	24%	23%	25%	-	-	1%	6%	34%	91%	16%	17%	16%	48%	22%	22%	28%	24%	29%
Student	51	22	29	35	12	2	-	-	2	22	21	5	2	20	10	15	4	2
	5%	4%	6%	32%	7%	1%	-	-	1%	9%	7%	2%	1%	7%	4%	6%	3%	2%
Refused	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	*	-	-

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b>Tenure</b>																		
Own outright	321	166	155	11	27	24	46	83	131	80	82	55	104	71	89	86	45	30
	32%	34%	30%	10%	16%	12%	27%	55%	65%	32%	28%	26%	41%	26%	34%	35%	33%	34%
Own with a mortgage	411	203	208	49	86	131	87	40	17	130	144	93	44	120	101	98	59	33
	41%	42%	40%	45%	50%	65%	51%	27%	9%	52%	50%	44%	18%	45%	39%	40%	43%	38%
Council	130	46	85	13	23	22	21	17	36	15	24	25	67	30	38	34	14	14
	13%	9%	16%	12%	13%	11%	12%	11%	18%	6%	8%	12%	27%	11%	15%	14%	10%	16%
Housing Assoc.	37	12	26	5	7	10	6	4	5	3	8	10	16	9	10	9	8	2
	4%	2%	5%	5%	4%	5%	4%	3%	3%	1%	3%	5%	6%	3%	4%	4%	6%	2%
Rented from someone else	78	39	39	24	26	10	6	3	9	18	25	22	14	28	17	17	10	7
	8%	8%	7%	22%	15%	5%	4%	2%	4%	7%	9%	11%	5%	10%	7%	7%	7%	8%
Rent free	7	3	3	3	1	*	2	1	-	2	1	2	2	3	2	-	*	2
	1%	1%	1%	2%	*	*	1%	1%	-	1%	*	1%	1%	1%	1%	-	*	2%
Refused	18	12	6	4	1	4	3	3	3	3	7	3	5	7	5	3	3	1
	2%	2%	1%	4%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	622	293	328	77	117	135	108	88	97	199	195	120	108	186	150	161	78	46
	62%	61%	63%	70%	69%	67%	63%	59%	49%	79%	67%	57%	43%	70%	57%	65%	56%	52%
No	381	188	193	33	53	66	63	62	103	52	96	91	142	81	111	85	61	42
	38%	39%	37%	30%	31%	33%	37%	41%	51%	21%	33%	43%	57%	30%	43%	35%	44%	48%
<b><u>Number of cars</u></b>																		
None	203	89	114	23	31	24	24	34	66	21	44	43	94	66	44	48	20	25
	20%	18%	22%	21%	18%	12%	14%	22%	33%	8%	15%	21%	37%	25%	17%	19%	14%	29%
1	436	203	233	38	69	91	62	65	111	100	134	92	110	113	112	110	63	38
	44%	42%	45%	35%	40%	45%	37%	43%	55%	40%	46%	43%	44%	42%	43%	45%	45%	43%
2	283	148	135	32	60	70	62	39	19	93	85	65	40	62	82	74	45	20
	28%	31%	26%	29%	35%	35%	36%	26%	10%	37%	29%	31%	16%	23%	31%	30%	32%	23%
3+	81	41	40	17	11	16	22	12	4	36	27	11	7	27	24	15	11	5
	8%	9%	8%	15%	6%	8%	13%	8%	2%	15%	9%	5%	3%	10%	9%	6%	8%	5%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b>Internet Access</b>																		
At all	677	324	353	102	144	163	133	83	52	215	234	130	98	194	184	151	96	52
	67%	67%	68%	92%	84%	81%	78%	55%	26%	86%	80%	62%	39%	73%	70%	61%	69%	59%
At home (net)	574	280	294	87	118	140	117	67	45	193	190	114	77	164	162	121	85	41
	57%	58%	56%	79%	69%	70%	68%	44%	22%	77%	65%	54%	31%	61%	62%	49%	61%	47%
At work (net)	291	150	141	39	71	81	61	34	6	122	118	38	13	102	64	67	35	23
	29%	31%	27%	35%	42%	40%	36%	22%	3%	49%	41%	18%	5%	38%	24%	27%	25%	26%
At home	344	158	186	55	62	76	67	44	40	86	103	83	72	83	109	72	55	25
	34%	33%	36%	50%	36%	38%	39%	29%	20%	34%	35%	39%	29%	31%	42%	29%	40%	28%
At work	62	28	34	6	15	17	11	11	1	16	31	7	8	21	11	18	5	6
	6%	6%	6%	6%	9%	8%	6%	7%	1%	6%	11%	3%	3%	8%	4%	7%	4%	7%
Both at home and at work	229	122	107	32	56	64	50	23	4	106	87	31	5	81	53	49	30	16
	23%	25%	21%	29%	33%	32%	29%	15%	2%	42%	30%	15%	2%	30%	20%	20%	21%	19%
Somewhere else	41	16	25	8	10	6	6	5	6	7	12	9	13	9	11	11	6	5
	4%	3%	5%	7%	6%	3%	3%	3%	3%	3%	4%	4%	5%	3%	4%	5%	4%	5%
Not at all	325	156	169	7	27	37	37	67	149	36	57	79	153	72	78	96	44	36
	32%	32%	32%	6%	16%	19%	22%	45%	74%	14%	20%	38%	61%	27%	30%	39%	31%	41%
Refused	1	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	*	*	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b>Age Finished Full Time Education</b>																		
Up to 15	225 22%	115 24%	110 21%	2 2%	6 4%	7 4%	41 24%	65 43%	103 51%	21 8%	50 17%	47 22%	108 43%	45 17%	59 23%	61 25%	33 24%	26 30%
16	267 27%	121 25%	145 28%	23 21%	41 24%	78 39%	48 28%	43 29%	33 17%	46 18%	81 28%	67 32%	72 29%	55 21%	77 29%	77 31%	38 28%	19 22%
17	76 8%	38 8%	38 7%	9 8%	14 8%	19 9%	13 8%	11 7%	10 5%	13 5%	21 7%	26 12%	17 7%	23 8%	17 6%	13 5%	14 10%	9 11%
18	116 12%	54 11%	62 12%	21 19%	21 13%	30 15%	21 12%	11 7%	13 6%	34 14%	43 15%	23 11%	16 6%	35 13%	30 12%	24 10%	14 10%	12 14%
19 or over	260 26%	127 26%	133 26%	25 23%	75 44%	61 30%	45 26%	19 12%	36 18%	119 47%	68 23%	40 19%	34 13%	86 32%	65 25%	57 23%	36 26%	17 19%
Still in full time education	36 4%	11 2%	25 5%	24 22%	9 5%	2 1%	1 1%	- -	- -	15 6%	17 6%	3 1%	1 *	14 5%	9 3%	10 4%	2 1%	2 2%
Had no full time education	3 *	1 *	2 *	2 2%	- -	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	1 *	2 1%	- -	- -	- -
Refused	20 2%	13 3%	6 1%	4 4%	4 2%	3 2%	2 1%	1 1%	5 3%	3 1%	8 3%	5 2%	3 1%	9 3%	3 1%	4 2%	2 1%	2 2%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b><u>Marital Status</u></b>																		
Single	240 24%	130 27%	110 21%	81 73%	55 32%	39 19%	26 15%	21 14%	19 9%	66 26%	87 30%	37 18%	51 20%	79 30%	64 24%	52 21%	27 20%	18 20%
Married/ co-habiting	539 54%	266 55%	273 52%	27 25%	103 60%	131 65%	104 61%	78 52%	95 47%	152 61%	146 50%	134 64%	108 43%	122 46%	150 57%	143 58%	75 53%	50 57%
Widowed/ separated/ divorced	210 21%	77 16%	134 26%	- -	10 6%	28 14%	39 23%	50 33%	84 42%	30 12%	54 18%	37 18%	90 36%	59 22%	45 17%	49 20%	37 27%	20 22%
Refused	14 1%	8 2%	5 1%	2 2%	4 2%	3 1%	1 1%	1 1%	3 1%	3 1%	5 2%	3 1%	3 1%	7 3%	3 1%	3 1%	1 *	1 1%
<b><u>Children</u></b>																		
None aged 18 or under	675 67%	338 70%	336 64%	90 82%	81 47%	59 29%	110 65%	138 92%	196 98%	147 59%	206 71%	123 59%	198 79%	185 69%	175 67%	166 67%	86 62%	63 72%
NET: Yes	314 31%	133 28%	181 35%	18 16%	87 51%	138 69%	58 34%	11 7%	2 1%	101 40%	80 28%	85 40%	48 19%	75 28%	85 32%	77 31%	53 38%	24 28%
NET: Yes any aged 15 or under	284 28%	119 25%	166 32%	16 15%	87 51%	122 61%	47 28%	9 6%	2 1%	88 35%	75 26%	76 36%	45 18%	70 26%	77 30%	69 28%	48 35%	20 23%
- Aged under 5	89 9%	27 6%	62 12%	14 13%	42 25%	28 14%	3 2%	* *	1 1%	35 14%	17 6%	23 11%	15 6%	30 11%	20 8%	19 8%	15 11%	6 7%
- Aged 5-10	165 16%	67 14%	98 19%	2 2%	49 29%	90 45%	18 11%	5 4%	- -	43 17%	49 17%	46 22%	27 11%	35 13%	49 19%	46 19%	28 20%	7 7%
- Aged 11-15	131 13%	63 13%	69 13%	- -	21 12%	61 30%	40 24%	6 4%	2 1%	35 14%	36 12%	33 16%	27 11%	32 12%	40 15%	33 13%	18 13%	8 9%
- Aged 16-18	80 8%	41 8%	40 8%	2 2%	6 3%	38 19%	32 19%	3 2%	- -	27 11%	21 7%	24 11%	8 3%	16 6%	24 9%	19 8%	13 10%	8 9%
Refused	14 1%	10 2%	4 1%	2 2%	3 2%	3 2%	2 1%	2 1%	2 1%	3 1%	5 2%	3 1%	4 2%	7 3%	2 1%	4 2%	1 *	1 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**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	1003	481	522	110	170	201	170	150	201	251	291	211	251	267	261	247	140	88
<b><u>Grocery shopping status</u></b>																		
I am the main grocery shopper in the household	672 67%	234 49%	438 84%	44 40%	115 67%	147 73%	113 66%	112 75%	142 71%	147 59%	193 66%	141 67%	191 76%	172 64%	180 69%	171 69%	95 68%	54 61%
I regularly do the main grocery shop	726 72%	276 57%	450 86%	71 64%	125 73%	143 71%	120 71%	118 78%	149 74%	170 68%	203 70%	152 72%	201 80%	183 68%	195 74%	195 79%	99 71%	55 62%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	768 77%	332 69%	436 84%	78 71%	135 79%	157 78%	134 79%	109 72%	155 77%	186 74%	220 75%	162 77%	200 80%	208 78%	202 77%	196 79%	99 71%	63 71%
I do not do grocery shopping	115 11%	91 19%	24 5%	19 17%	13 8%	24 12%	21 12%	15 10%	23 11%	33 13%	31 11%	28 13%	23 9%	29 11%	30 11%	21 9%	19 14%	16 18%
Refused	11 1%	9 2%	2 *	3 3%	1 *	1 1%	1 1%	3 2%	1 1%	1 1%	6 2%	3 1%	1 *	3 1%	3 1%	2 1%	2 1%	1 1%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Unweighted base	1003	263	717	197	619	174
Weighted base	1003	259	722	205	609	175
<b>Sex</b>						
Male	481 48%	122 47%	350 48%	119 58%	258 42%	94 54%
Female	522 52%	137 53%	372 52%	86 42%	351 58%	81 46%
<b>Age</b>						
18-24	(21) 110 11%	34 13%	74 10%	54 26%	52 8%	5 3%
25-34	(29.5) 170 17%	44 17%	123 17%	48 24%	109 18%	12 7%
35-44	(39.5) 201 20%	63 24%	134 19%	44 22%	126 21%	28 16%
45-54	(49.5) 170 17%	43 17%	122 17%	30 15%	100 16%	39 22%
55-64	(59.5) 150 15%	33 13%	115 16%	16 8%	93 15%	42 24%
65+	(70) 201 20%	42 16%	154 21%	13 6%	130 21%	50 29%
Average age	46.57	44.52	47.27	37.22	47.35	54.03

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Social Class</u></b>						
AB	251 25%	61 24%	187 26%	63 31%	149 24%	38 22%
C1	291 29%	76 29%	209 29%	69 33%	168 28%	52 29%
C2	211 21%	60 23%	146 20%	47 23%	126 21%	34 19%
DE	251 25%	62 24%	181 25%	27 13%	166 27%	52 29%
<b><u>Region</u></b>						
North	335 33%	80 31%	245 34%	69 33%	206 34%	55 31%
Midlands	313 31%	76 29%	233 32%	59 29%	194 32%	54 31%
South	356 35%	103 40%	244 34%	78 38%	209 34%	66 38%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Working status</u></b>						
Full-time	445 44%	125 48%	310 43%	124 60%	253 42%	66 38%
Part-time	112 11%	29 11%	82 11%	22 11%	70 12%	20 11%
Not working but seeking work or temporarily unemployed/sick	49 5%	22 8%	28 4%	10 5%	33 5%	6 3%
Not working/not seeking work	99 10%	22 9%	71 10%	15 7%	61 10%	19 11%
Retired	245 24%	47 18%	194 27%	16 8%	161 26%	62 36%
Student	51 5%	13 5%	38 5%	18 9%	30 5%	3 1%
Refused	1 *	1 *	- -	- -	1 *	- -

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b>Tenure</b>						
Own outright	321 32%	60 23%	252 35%	35 17%	207 34%	77 44%
Own with a mortgage	411 41%	120 46%	283 39%	106 52%	237 39%	63 36%
Council	130 13%	37 14%	92 13%	22 11%	80 13%	25 14%
Housing Assoc.	37 4%	13 5%	23 3%	9 4%	25 4%	2 1%
Rented from someone else	78 8%	22 8%	55 8%	27 13%	45 7%	4 2%
Rent free	7 1%	1 *	6 1%	2 1%	4 1%	1 *
Refused	18 2%	6 2%	11 2%	3 1%	11 2%	4 2%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?			Q.4 Generally speaking do you think that next year you (and your family) will be...?		
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Foreign Holiday in last 3 years</u></b>						
Yes	622 62%	164 63%	448 62%	154 75%	355 58%	104 60%
No	381 38%	95 37%	274 38%	51 25%	254 42%	71 40%
<b><u>Number of cars</u></b>						
None	203 20%	62 24%	132 18%	36 17%	131 21%	30 17%
1	436 44%	103 40%	327 45%	72 35%	270 44%	92 52%
2	283 28%	69 27%	208 29%	74 36%	161 26%	43 25%
3+	81 8%	25 10%	55 8%	23 11%	47 8%	11 6%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?			Q.4 Generally speaking do you think that next year you (and your family) will be...?		
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Internet Access</u></b>						
At all	677 67%	179 69%	489 68%	173 84%	395 65%	103 59%
At home (net)	574 57%	157 61%	409 57%	148 72%	331 54%	90 51%
At work (net)	291 29%	91 35%	196 27%	82 40%	164 27%	45 26%
At home	344 34%	80 31%	260 36%	82 40%	205 34%	53 30%
At work	62 6%	14 5%	47 6%	15 7%	38 6%	9 5%
Both at home and at work	229 23%	77 30%	149 21%	66 32%	126 21%	37 21%
Somewhere else	41 4%	8 3%	34 5%	10 5%	27 4%	4 2%
Not at all	325 32%	80 31%	231 32%	31 15%	214 35%	72 41%
Refused	1 *	- -	1 *	1 1%	- -	- -

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Age Finished Full Time Education</u></b>						
Up to 15	225 22%	54 21%	168 23%	21 10%	144 24%	54 31%
16	267 27%	66 25%	191 27%	45 22%	171 28%	49 28%
17	76 8%	18 7%	57 8%	23 11%	42 7%	10 6%
18	116 12%	27 10%	89 12%	25 12%	76 12%	15 8%
19 or over	260 26%	73 28%	179 25%	70 34%	147 24%	41 23%
Still in full time education	36 4%	12 4%	24 3%	15 7%	19 3%	1 1%
Had no full time education	3 *	- -	2 *	- -	3 1%	- -
Refused	20 2%	9 4%	10 1%	6 3%	7 1%	5 3%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Total	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?		
		Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Marital Status</u></b>						
Single	240 24%	64 25%	170 23%	62 30%	149 24%	28 16%
Married/ co-habiting	539 54%	132 51%	396 55%	117 57%	310 51%	103 59%
Widowed/ separated/ divorced	210 21%	58 22%	148 20%	23 11%	143 24%	41 23%
Refused	14 1%	5 2%	8 1%	3 2%	7 1%	3 2%
<b><u>Children</u></b>						
None aged 18 or under	675 67%	164 64%	494 68%	120 58%	411 67%	136 77%
NET: Yes	314 31%	90 35%	218 30%	82 40%	191 31%	37 21%
NET: Yes any aged 15 or under	284 28%	79 31%	200 28%	77 38%	172 28%	31 18%
- Aged under 5	89 9%	27 10%	60 8%	31 15%	46 7%	12 7%
- Aged 5-10	165 16%	51 20%	112 16%	44 21%	104 17%	17 9%
- Aged 11-15	131 13%	33 13%	94 13%	28 13%	86 14%	14 8%
- Aged 16-18	80 8%	24 9%	56 8%	16 8%	49 8%	13 8%
Refused	14 1%	4 2%	10 1%	3 2%	8 1%	3 2%

## Retail Week Christmas Spending Survey

### Fieldwork : December 2nd-4th 2005

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Q.1 Are you holding back on spending on presents and other seasonal items this year in anticipation of pre-Christmas sales?		Q.4 Generally speaking do you think that next year you (and your family) will be...?			
	Total	Yes	No	Better off than this year	Things will be pretty much the same	Worse off than this year
Weighted base	1003	259	722	205	609	175
<b><u>Grocery shopping status</u></b>						
I am the main grocery shopper in the household	672 67%	165 64%	494 68%	111 54%	432 71%	120 68%
I regularly do the main grocery shop	726 72%	176 68%	538 75%	126 61%	470 77%	123 70%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	768 77%	206 80%	549 76%	150 73%	477 78%	132 75%
I do not do grocery shopping	115 11%	28 11%	81 11%	36 18%	55 9%	22 13%
Refused	11 1%	3 1%	8 1%	2 1%	7 1%	2 1%