

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 1

Q.1 I would like you to think about buying Christmas presents this year, both in high street stores as well as online.

Overall do you intend to spend...?

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	1019	456	563	96	161	246	187	171	158	289	254	203	273	267	264	252	140	96
Weighted base	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
More than last year	108 11%	59 12%	49 9%	22 19%	16 9%	17 8%	16 9%	22 10%	22 11%	17 7%	29 10%	36 17%	26 10%	31 11%	25 10%	27 11%	18 12%	7 8%
About the same as last year	638 63%	312 64%	327 62%	66 59%	113 65%	131 64%	109 63%	99 65%	120 59%	167 65%	197 67%	121 57%	154 60%	164 61%	172 65%	154 61%	85 60%	63 70%
Less than last year	224 22%	92 19%	132 25%	21 19%	37 21%	48 24%	43 25%	33 22%	42 21%	62 24%	60 20%	46 22%	56 22%	64 24%	53 20%	55 22%	35 25%	17 19%
I do not buy Christmas presents	32 3%	18 4%	14 3%	4 3%	3 2%	6 3%	4 2%	4 2%	12 6%	8 3%	6 2%	5 3%	13 5%	11 4%	10 4%	6 2%	4 3%	1 1%
Don't know	17 2%	8 2%	8 2%	- -	4 2%	2 1%	2 1%	1 1%	7 4%	1 *	4 1%	5 3%	7 3%	1 *	5 2%	8 3%	- -	2 3%

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Table 1

Q.1 I would like you to think about buying Christmas presents this year, both in high street stores as well as online. Overall do you intend to spend...?

Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	1019	327	654	556	434
Weighted base	1019	310	682	556	443
More than last year	108 11%	39 13%	68 10%	49 9%	59 13%
About the same as last year	638 63%	189 61%	435 64%	347 62%	280 63%
Less than last year	224 22%	72 23%	143 21%	138 25%	78 18%
I do not buy Christmas presents	32 3%	5 2%	25 4%	13 2%	18 4%
Don't know	17 2%	5 2%	11 2%	9 2%	7 2%

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Table 2

Q.1a Thinking about your online purchases do you intend to spend....?**Base: All respondents who buy Christmas presents**

	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	985	438	547	92	156	238	183	167	149	280	248	198	259	254	254	246	136	95
Weighted base	987	471	516	109	170	198	169	149	192	247	290	209	242	260	255	245	138	89
More than last year	115 12%	56 12%	59 11%	16 14%	30 18%	31 16%	24 14%	8 5%	7 4%	39 16%	39 14%	22 11%	14 6%	30 12%	36 14%	24 10%	14 10%	11 12%
About the same as last year	412 42%	212 45%	199 39%	48 44%	77 46%	96 49%	74 44%	57 38%	59 31%	118 48%	122 42%	89 43%	82 34%	103 40%	108 42%	101 41%	59 43%	40 46%
Less than last year	168 17%	75 16%	93 18%	21 19%	32 19%	35 17%	30 18%	27 18%	23 12%	49 20%	42 15%	37 18%	40 16%	49 19%	30 12%	51 21%	25 18%	12 14%
I do not intend to purchase online	283 29%	123 26%	160 31%	25 23%	27 16%	35 18%	41 24%	57 38%	100 52%	38 15%	82 28%	59 28%	105 43%	76 29%	81 32%	65 27%	37 27%	24 27%
Don't know	9 1%	4 1%	5 1%	- -	4 2%	1 1%	1 *	- -	3 2%	2 1%	4 1%	2 1%	1 *	1 *	- -	4 2%	3 2%	1 1%

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Table 2

Q.1a Thinking about your online purchases do you intend to spend....?**Base: All respondents who buy Christmas presents**

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	985	322	628	542	416
Weighted base	987	305	657	543	425
More than last year	115 12%	49 16%	65 10%	72 13%	42 10%
About the same as last year	412 42%	134 44%	266 40%	223 41%	179 42%
Less than last year	168 17%	57 19%	106 16%	99 18%	66 15%
I do not intend to purchase online	283 29%	60 20%	217 33%	144 27%	134 32%
Don't know	9 1%	5 2%	3 *	5 1%	4 1%

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Absolutes/col percents

Table 3
Q.1b In the high street stores do you intend to spend...?
Base: All respondents who buy Christmas presents

	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	985	438	547	92	156	238	183	167	149	280	248	198	259	254	254	246	136	95
Weighted base	987	471	516	109	170	198	169	149	192	247	290	209	242	260	255	245	138	89
More than last year	117 12%	67 14%	50 10%	22 21%	23 13%	20 10%	13 7%	24 16%	15 8%	21 8%	32 11%	34 16%	30 12%	31 12%	26 10%	36 15%	15 11%	10 11%
About the same as last year	597 61%	286 61%	312 60%	55 50%	103 60%	115 58%	109 64%	92 62%	124 65%	157 63%	179 62%	113 54%	148 61%	165 63%	160 63%	132 54%	86 62%	54 61%
Less than last year	252 26%	109 23%	143 28%	30 27%	40 24%	62 32%	47 28%	31 21%	41 21%	68 27%	75 26%	55 26%	55 23%	63 24%	67 26%	67 27%	34 25%	22 24%
I do not intend to purchase in high street stores	12 1%	7 1%	5 1%	1 1%	- -	1 *	1 *	* *	9 5%	1 *	1 *	4 2%	6 2%	2 1%	3 1%	3 1%	3 2%	1 1%
Don't know	9 1%	3 1%	6 1%	1 1%	4 2%	- -	1 *	1 1%	2 1%	1 *	3 1%	2 1%	3 1%	- -	- -	7 3%	- -	2 2%

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Table 3
Q.1b In the high street stores do you intend to spend...?
Base: All respondents who buy Christmas presents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	985	322	628	542	416
Weighted base	987	305	657	543	425
More than last year	117 12%	42 14%	73 11%	55 10%	60 14%
About the same as last year	597 61%	178 58%	406 62%	325 60%	262 62%
Less than last year	252 26%	79 26%	164 25%	155 29%	92 22%
I do not intend to purchase in high street stores	12 1%	-	12 2%	3 1%	9 2%
Don't know	9 1%	5 2%	3 *	5 1%	3 1%

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Absolutes/col percents

Table 4

Q.2 What type of product do you expect to spend the biggest proportion of your present-buying budget on?

Base: All respondents who buy Christmas presents

	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	985	438	547	92	156	238	183	167	149	280	248	198	259	254	254	246	136	95
Weighted base	987	471	516	109	170	198	169	149	192	247	290	209	242	260	255	245	138	89
Technology and electricals (eg, iPods, computers)	193 20%	105 22%	88 17%	20 19%	28 16%	57 29%	47 28%	29 20%	12 6%	48 19%	62 21%	49 23%	35 14%	61 23%	45 18%	46 19%	24 17%	18 20%
Toys	191 19%	81 17%	110 21%	17 16%	46 27%	55 28%	21 12%	27 18%	24 12%	49 20%	53 18%	43 20%	46 19%	34 13%	58 23%	50 21%	31 22%	18 20%
Entertainment products (eg, books, DVDs)	159 16%	92 20%	67 13%	23 22%	37 22%	28 14%	23 14%	21 14%	26 14%	51 21%	61 21%	24 12%	24 10%	42 16%	44 17%	37 15%	22 16%	14 16%
Fashion/ clothing	152 15%	60 13%	92 18%	23 21%	26 15%	17 8%	28 17%	25 17%	33 17%	37 15%	39 13%	31 15%	45 19%	46 18%	36 14%	36 15%	18 13%	16 18%
Food	99 10%	40 8%	60 12%	1 1%	5 3%	11 5%	27 16%	16 11%	38 20%	22 9%	27 9%	15 7%	35 14%	30 12%	25 10%	21 8%	19 14%	4 4%
Perfumes/ beauty products	44 4%	15 3%	29 6%	12 11%	8 5%	7 3%	5 3%	8 5%	4 2%	7 3%	13 4%	10 5%	13 5%	15 6%	4 2%	15 6%	6 4%	4 4%
Other	104 11%	58 12%	46 9%	9 9%	14 8%	20 10%	14 9%	15 10%	31 16%	26 11%	23 8%	29 14%	26 11%	20 8%	35 14%	25 10%	15 11%	10 11%
Don't know	46 5%	20 4%	26 5%	2 2%	5 3%	4 2%	4 3%	6 4%	23 12%	7 3%	13 4%	7 3%	19 8%	13 5%	8 3%	15 6%	4 3%	5 6%

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Table 4

Q.2 What type of product do you expect to spend the biggest proportion of your present-buying budget on?

Base: All respondents who buy Christmas presents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	985	322	628	542	416
Weighted base	987	305	657	543	425
Technology and electricals (eg, iPods, computers)	193 20%	90 30%	97 15%	115 21%	74 17%
Toys	191 19%	103 34%	80 12%	118 22%	67 16%
Entertainment products (eg, books, DVDs)	159 16%	26 9%	129 20%	84 15%	72 17%
Fashion/ clothing	152 15%	29 10%	119 18%	81 15%	69 16%
Food	99 10%	13 4%	82 13%	54 10%	42 10%
Perfumes/ beauty products	44 4%	8 3%	35 5%	14 3%	29 7%
Other	104 11%	24 8%	79 12%	57 10%	46 11%
Don't know	46 5%	10 3%	35 5%	19 4%	26 6%

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Table 5

Q.3 How likely are you to wait until shops hold pre-Christmas Sales to buy your presents this year?**Base: All respondents who buy Christmas presents**

	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	985	438	547	92	156	238	183	167	149	280	248	198	259	254	254	246	136	95
Weighted base	987	471	516	109	170	198	169	149	192	247	290	209	242	260	255	245	138	89
NET: Likely	365 37%	181 38%	184 36%	37 34%	78 46%	74 37%	65 38%	52 35%	59 31%	91 37%	118 41%	67 32%	89 37%	102 39%	102 40%	79 32%	46 33%	36 40%
Very likely	(+2) 167 17%	79 17%	88 17%	14 13%	29 17%	31 15%	37 22%	33 22%	23 12%	45 18%	43 15%	34 16%	45 19%	49 19%	45 17%	39 16%	16 12%	19 21%
Quite likely	(+1) 198 20%	102 22%	96 19%	23 21%	49 29%	43 22%	28 16%	19 13%	36 19%	47 19%	75 26%	32 16%	44 18%	53 20%	58 23%	41 17%	30 21%	17 19%
Neither likely nor unlikely	(0) 125 13%	59 12%	67 13%	23 21%	19 11%	31 16%	23 13%	15 10%	14 7%	33 13%	37 13%	33 16%	22 9%	40 15%	24 9%	39 16%	15 11%	7 8%
Quite unlikely	(-1) 219 22%	107 23%	111 22%	32 30%	37 22%	42 21%	30 18%	31 21%	46 24%	56 23%	69 24%	37 18%	57 24%	63 24%	64 25%	47 19%	28 20%	18 20%
Very unlikely	(-2) 271 27%	121 26%	149 29%	16 15%	34 20%	51 26%	51 30%	49 33%	69 36%	66 27%	66 23%	67 32%	71 29%	55 21%	61 24%	77 32%	50 36%	27 30%
NET: Unlikely	489 50%	229 49%	261 51%	48 44%	71 42%	93 47%	81 48%	80 54%	115 60%	122 49%	135 47%	104 50%	128 53%	118 45%	125 49%	124 51%	77 56%	45 50%
Don't know	7 1%	3 1%	4 1%	- -	1 1%	- -	1 *	2 1%	3 2%	1 *	- -	4 2%	2 1%	- -	4 2%	2 1%	- -	1 1%
Mean	-0.23	-0.19	-0.27	-0.12	0.01	-0.20	-0.18	-0.30	-0.54	-0.21	-0.14	-0.35	-0.27	-0.09	-0.16	-0.34	-0.48	-0.19
Standard deviation	1.47	1.46	1.48	1.28	1.42	1.43	1.55	1.58	1.46	1.48	1.41	1.49	1.52	1.43	1.47	1.47	1.45	1.57
Standard error	0.05	0.07	0.06	0.13	0.11	0.09	0.12	0.12	0.12	0.09	0.09	0.11	0.09	0.09	0.09	0.09	0.12	0.16

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Table 5

Q.3 How likely are you to wait until shops hold pre-Christmas Sales to buy your presents this year?
Base: All respondents who buy Christmas presents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	985	322	628	542	416
Weighted base	987	305	657	543	425
NET: Likely	365 37%	120 39%	236 36%	202 37%	155 37%
Very likely	(+2) 167 17%	53 17%	109 17%	97 18%	66 16%
Quite likely	(+1) 198 20%	67 22%	127 19%	105 19%	89 21%
Neither likely nor unlikely	(0) 125 13%	41 14%	78 12%	73 13%	49 11%
Quite unlikely	(-1) 219 22%	63 21%	154 23%	116 21%	101 24%
Very unlikely	(-2) 271 27%	80 26%	184 28%	149 27%	116 27%
NET: Unlikely	489 50%	143 47%	338 51%	265 49%	216 51%
Don't know	7 1%	1 *	6 1%	3 *	4 1%
Mean	-0.23	-0.17	-0.27	-0.21	-0.26
Standard deviation	1.47	1.47	1.47	1.48	1.46
Standard error	0.05	0.08	0.06	0.06	0.07

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Absolutes/col percents

Table 6

Q.4 If the Bank of England increased interest rates next month, would you spend less on Christmas presents or would it make no difference?

Base: All respondents who buy Christmas presents

	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	985	438	547	92	156	238	183	167	149	280	248	198	259	254	254	246	136	95
Weighted base	987	471	516	109	170	198	169	149	192	247	290	209	242	260	255	245	138	89
Spend less	120 12%	56 12%	64 12%	15 13%	23 13%	25 13%	21 12%	14 9%	23 12%	33 13%	24 8%	22 11%	41 17%	46 18%	28 11%	26 11%	14 10%	6 7%
Make no difference	858 87%	409 87%	448 87%	93 86%	144 85%	172 87%	147 87%	136 91%	166 87%	213 86%	265 91%	185 89%	195 81%	211 81%	226 88%	217 89%	121 88%	83 93%
Don't know	9 1%	5 1%	4 1%	1 1%	3 2%	1 *	1 1%	- -	3 1%	1 *	1 *	1 *	6 3%	4 1%	2 1%	1 1%	3 2%	- -

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Table 6

Q.4 If the Bank of England increased interest rates next month, would you spend less on Christmas presents or would it make no difference?

Base: All respondents who buy Christmas presents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	985	322	628	542	416
Weighted base	987	305	657	543	425
Spend less	120 12%	41 14%	75 11%	67 12%	50 12%
Make no difference	858 87%	260 85%	578 88%	474 87%	370 87%
Don't know	9 1%	4 1%	4 1%	2 *	6 1%

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Table 7
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	1019	456	563	96	161	246	187	171	158	289	254	203	273	267	264	252	140	96	
Weighted base	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90	
Sex																			
Male	489	489	-	54	88	99	77	74	98	132	142	106	109	140	126	120	69	35	
	48%	100%	-	48%	51%	48%	44%	49%	48%	52%	48%	49%	43%	52%	47%	48%	49%	39%	
Female	530	-	530	58	86	105	97	79	106	123	154	108	145	131	140	131	73	55	
	52%	-	100%	52%	49%	52%	56%	51%	52%	48%	52%	51%	57%	48%	53%	52%	51%	61%	
Age																			
18-24	(21)	112	54	58	112	-	-	-	-	23	47	23	20	33	22	36	15	6	
		11%	11%	11%	100%	-	-	-	-	9%	16%	11%	8%	12%	8%	14%	10%	7%	
25-34	(29.5)	173	88	86	-	173	-	-	-	57	56	28	33	56	37	45	25	10	
		17%	18%	16%	-	100%	-	-	-	22%	19%	13%	13%	21%	14%	18%	17%	12%	
35-44	(39.5)	204	99	105	-	-	204	-	-	69	59	52	24	54	67	42	19	21	
		20%	20%	20%	-	-	100%	-	-	27%	20%	24%	10%	20%	25%	17%	13%	23%	
45-54	(49.5)	173	77	97	-	-	-	173	-	42	58	39	35	42	42	48	28	13	
		17%	16%	18%	-	-	-	100%	-	16%	20%	18%	14%	16%	16%	19%	20%	15%	
55-64	(59.5)	153	74	79	-	-	-	-	153	34	34	43	41	33	46	38	19	17	
		15%	15%	15%	-	-	-	-	100%	13%	12%	20%	16%	12%	17%	15%	13%	19%	
65+	(70)	204	98	106	-	-	-	-	-	204	32	41	29	101	53	51	42	21	
		20%	20%	20%	-	-	-	-	-	100%	12%	14%	14%	40%	19%	19%	17%	24%	
Average age		46.56	46.37	46.73	21.00	29.50	39.50	49.50	59.50	70.00	43.71	43.22	46.26	53.54	45.05	47.51	45.14	48.26	49.55

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Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Social Class</u>																		
AB	255 25%	132 27%	123 23%	23 20%	57 33%	69 34%	42 24%	34 22%	32 16%	255 100%	-	-	-	85 31%	47 18%	63 25%	35 25%	24 27%
C1	296 29%	142 29%	154 29%	47 42%	56 32%	59 29%	58 33%	34 22%	41 20%	-	296 100%	-	-	80 30%	83 31%	72 29%	37 26%	23 26%
C2	214 21%	106 22%	108 20%	23 20%	28 16%	52 25%	39 22%	43 28%	29 14%	-	-	214 100%	-	47 17%	71 27%	51 20%	28 20%	17 19%
DE	255 25%	109 22%	145 27%	20 18%	33 19%	24 12%	35 20%	41 27%	101 50%	-	-	-	255 100%	59 22%	64 24%	65 26%	42 30%	24 27%
<u>Region</u>																		
North	340 33%	154 32%	186 35%	42 38%	55 32%	63 31%	61 35%	55 36%	63 31%	88 34%	95 32%	68 32%	89 35%	-	-	250 100%	-	90 100%
Midlands	318 31%	150 31%	167 32%	24 22%	49 29%	73 36%	50 29%	57 38%	63 31%	61 24%	96 32%	82 38%	78 31%	-	266 100%	-	52 37%	-
South	361 35%	185 38%	177 33%	45 41%	69 40%	68 33%	63 36%	40 26%	77 38%	106 42%	104 35%	64 30%	87 34%	271 100%	-	-	90 63%	-

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	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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Working status</u>																		
Full-time	452 44%	276 56%	177 33%	51 46%	113 65%	131 64%	93 54%	56 37%	8 4%	147 58%	169 57%	96 45%	40 16%	133 49%	110 42%	116 46%	56 39%	37 42%
Part-time	114 11%	27 6%	87 16%	11 9%	14 8%	37 18%	25 14%	18 12%	9 5%	21 8%	34 11%	37 17%	23 9%	26 10%	37 14%	21 8%	18 12%	12 13%
Not working but seeking work or temporarily unemployed/sick	48 5%	21 4%	27 5%	10 9%	7 4%	9 5%	16 9%	6 4%	- -	7 3%	12 4%	12 5%	18 7%	10 4%	21 8%	15 6%	1 1%	1 1%
Not working/not seeking work	89 9%	17 4%	72 14%	10 9%	25 14%	23 11%	20 11%	11 7%	- -	17 7%	11 4%	20 9%	41 16%	27 10%	24 9%	20 8%	9 6%	9 10%
Retired	268 26%	121 25%	146 28%	1 1%	2 1%	2 1%	16 9%	61 40%	186 91%	51 20%	49 17%	41 19%	127 50%	59 22%	68 26%	64 26%	48 34%	29 33%
Student	47 5%	26 5%	21 4%	29 26%	12 7%	2 1%	4 2%	- -	- -	12 5%	21 7%	8 4%	6 2%	16 6%	4 2%	15 6%	10 7%	1 2%

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
Tenure																		
Own outright	326 32%	160 33%	166 31%	17 15%	12 7%	26 13%	43 25%	77 51%	151 74%	78 31%	80 27%	74 35%	94 37%	72 27%	90 34%	90 36%	48 34%	27 30%
Own with a mortgage	418 41%	194 40%	224 42%	52 47%	93 54%	130 64%	88 51%	44 29%	10 5%	144 56%	140 48%	84 39%	50 20%	109 40%	101 38%	103 41%	64 45%	42 46%
Council	133 13%	60 12%	73 14%	16 14%	25 15%	20 10%	21 12%	20 13%	30 15%	8 3%	29 10%	23 11%	72 28%	42 15%	33 12%	32 13%	14 10%	12 13%
Housing Assoc.	30 3%	13 3%	17 3%	5 4%	4 2%	8 4%	6 4%	3 2%	4 2%	3 1%	7 2%	8 4%	11 4%	10 4%	12 4%	6 2%	2 1%	1 1%
Rented from someone else	77 8%	44 9%	33 6%	18 16%	30 17%	12 6%	10 6%	5 3%	2 1%	15 6%	30 10%	14 7%	17 7%	29 11%	18 7%	15 6%	9 6%	6 7%
Rent free	9 1%	6 1%	3 1%	2 2%	2 1%	2 1%	1 *	- -	2 1%	1 *	1 *	5 2%	2 1%	2 1%	2 1%	- -	2 1%	3 3%
Refused	27 3%	13 3%	14 3%	2 2%	7 4%	5 2%	4 2%	4 2%	5 3%	6 2%	7 2%	6 3%	8 3%	8 3%	10 4%	5 2%	4 3%	- -

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Foreign Holiday in last 3 years</u>																		
Yes	632 62%	295 60%	337 64%	78 70%	118 68%	144 70%	111 64%	85 56%	96 47%	199 78%	193 65%	132 62%	108 42%	181 66%	154 58%	162 65%	83 59%	52 58%
No	387 38%	194 40%	193 36%	34 30%	56 32%	60 30%	62 36%	68 44%	108 53%	56 22%	102 35%	82 38%	147 58%	91 34%	112 42%	88 35%	59 41%	38 42%
<u>Number of cars</u>																		
None	206 20%	82 17%	123 23%	23 21%	37 22%	19 9%	24 14%	31 20%	71 35%	22 8%	49 16%	24 11%	111 44%	60 22%	38 14%	58 23%	30 21%	20 22%
1	443 44%	214 44%	229 43%	37 33%	79 46%	89 44%	69 40%	66 43%	103 50%	106 42%	123 42%	108 50%	106 42%	119 44%	128 48%	101 40%	56 39%	40 45%
2	287 28%	147 30%	140 26%	31 28%	50 29%	76 37%	55 32%	51 33%	24 12%	103 40%	91 31%	66 31%	28 11%	69 25%	75 28%	71 28%	47 33%	27 30%
3+	83 8%	45 9%	37 7%	21 19%	7 4%	20 10%	24 14%	5 3%	6 3%	24 9%	33 11%	16 7%	9 4%	24 9%	25 10%	21 8%	10 7%	3 3%

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Internet Access</u>																		
At all	706 69%	350 72%	356 67%	95 84%	144 83%	180 88%	133 77%	96 63%	58 28%	220 86%	239 81%	143 67%	104 41%	198 73%	183 69%	175 70%	92 65%	59 65%
At home (net)	595 58%	296 61%	299 56%	76 68%	113 65%	158 77%	116 67%	79 52%	53 26%	193 76%	187 63%	125 59%	89 35%	163 60%	159 60%	143 57%	75 53%	55 61%
At work (net)	339 33%	163 33%	175 33%	41 36%	95 55%	100 49%	60 35%	36 24%	7 3%	132 52%	144 49%	45 21%	17 7%	107 39%	91 34%	80 32%	42 30%	19 21%
At home	334 33%	170 35%	164 31%	44 39%	44 25%	75 37%	68 39%	55 36%	49 24%	83 33%	83 28%	91 43%	77 30%	84 31%	87 33%	81 32%	44 31%	38 43%
At work	78 8%	37 8%	41 8%	8 7%	26 15%	17 8%	12 7%	12 8%	2 1%	22 9%	40 13%	11 5%	5 2%	28 10%	19 7%	18 7%	11 8%	3 3%
Both at home and at work	261 26%	127 26%	134 25%	32 29%	69 40%	83 41%	48 28%	24 16%	5 2%	110 43%	104 35%	34 16%	12 5%	79 29%	72 27%	62 25%	31 22%	16 18%
Somewhere else	33 3%	17 4%	16 3%	10 9%	5 3%	5 2%	5 3%	5 3%	2 1%	5 2%	12 4%	7 3%	10 4%	8 3%	5 2%	14 6%	6 4%	1 1%
Not at all	311 31%	139 28%	172 32%	17 15%	28 16%	24 12%	40 23%	57 37%	146 72%	35 14%	56 19%	71 33%	149 59%	73 27%	83 31%	74 30%	50 35%	31 35%
Refused	2 *	-	2 *	1 1%	1 1%	-	-	-	-	-	-	-	2 1%	-	-	2 1%	-	-

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Age Finished Full Time Education</u>																		
Up to 15	213 21%	105 21%	109 20%	8 7%	5 3%	12 6%	31 18%	61 40%	96 47%	13 5%	36 12%	62 29%	102 40%	42 15%	71 27%	52 21%	28 20%	21 24%
16	268 26%	112 23%	156 29%	22 20%	41 24%	72 35%	52 30%	34 22%	46 23%	43 17%	67 23%	79 37%	78 31%	61 22%	68 26%	79 32%	41 29%	19 21%
17	88 9%	44 9%	44 8%	16 15%	9 5%	14 7%	20 12%	10 7%	18 9%	10 4%	45 15%	18 8%	15 6%	29 11%	18 7%	21 8%	12 8%	10 11%
18	110 11%	40 8%	70 13%	12 11%	32 18%	23 11%	16 9%	11 7%	16 8%	30 12%	53 18%	17 8%	11 4%	30 11%	36 14%	21 8%	13 9%	9 10%
19 or over	282 28%	162 33%	120 23%	33 30%	70 41%	76 37%	44 26%	34 22%	24 12%	148 58%	77 26%	27 13%	31 12%	93 34%	60 23%	67 27%	34 24%	29 32%
Still in full time education	36 3%	16 3%	19 4%	16 15%	12 7%	3 1%	3 2%	-	1 1%	8 3%	12 4%	7 3%	8 3%	11 4%	7 3%	8 3%	9 7%	-
Had no full time education	3 *	-	3 1%	-	-	1 1%	1 1%	-	-	1 *	1 *	-	1 1%	1 *	-	1 *	1 1%	-
Refused	19 2%	10 2%	9 2%	3 3%	3 2%	3 1%	5 3%	3 2%	2 1%	3 1%	5 2%	4 2%	8 3%	4 1%	7 2%	3 1%	4 3%	1 1%
<u>What is the highest educational level that you have achieved to date?</u>																		
Secondary/ high school/ NVQ 1-3	559 55%	254 52%	304 57%	60 54%	70 41%	104 51%	92 53%	95 62%	138 68%	83 32%	160 54%	132 62%	184 72%	140 51%	158 59%	132 53%	81 57%	49 54%
University degree or equivalent professional qualification/ NVQ4	273 27%	139 28%	134 25%	40 36%	64 37%	71 35%	45 26%	30 20%	23 11%	117 46%	92 31%	43 20%	20 8%	77 28%	71 27%	62 25%	34 24%	28 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	78 8%	47 10%	32 6%	5 5%	27 16%	18 9%	12 7%	6 4%	10 5%	45 17%	20 7%	4 2%	10 4%	31 11%	12 4%	17 7%	11 8%	7 7%
None of these	79 8%	38 8%	42 8%	5 4%	7 4%	7 4%	20 11%	17 11%	23 12%	7 3%	17 6%	25 12%	30 12%	14 5%	19 7%	33 13%	9 7%	4 4%
Refused	30 3%	11 2%	19 4%	1 1%	5 3%	4 2%	5 3%	5 3%	9 5%	3 1%	6 2%	10 5%	10 4%	9 3%	5 2%	7 3%	7 5%	2 3%

Prepared by ICM Research



Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Marital Status</u>																		
Single	234 23%	129 26%	104 20%	72 64%	65 38%	34 17%	27 16%	22 15%	13 6%	60 23%	83 28%	38 18%	53 21%	83 30%	52 20%	58 23%	25 18%	15 17%
Married/ co-habiting	556 55%	283 58%	273 52%	35 31%	94 54%	140 69%	102 59%	88 57%	98 48%	164 64%	144 49%	139 65%	110 43%	132 49%	147 55%	139 55%	87 61%	52 58%
Widowed/ separated/ divorced	209 21%	68 14%	141 27%	4 4%	9 5%	26 13%	40 23%	40 26%	91 45%	28 11%	61 21%	34 16%	86 34%	51 19%	62 23%	48 19%	26 18%	22 25%
Refused	20 2%	9 2%	11 2%	1 1%	5 3%	4 2%	4 2%	3 2%	2 1%	3 1%	8 3%	3 1%	6 2%	6 2%	4 2%	6 2%	4 3%	- -
<u>Children</u>																		
None aged 18 or under	682 67%	334 68%	348 66%	87 78%	95 55%	56 27%	109 63%	138 90%	198 97%	168 66%	207 70%	130 61%	178 70%	191 71%	173 65%	163 65%	94 66%	60 67%
NET: Yes	310 30%	141 29%	169 32%	23 20%	73 42%	143 70%	58 34%	11 7%	2 1%	83 33%	81 27%	77 36%	68 27%	73 27%	85 32%	81 32%	42 30%	29 33%
NET: Yes any aged 15 or under	276 27%	121 25%	154 29%	21 19%	70 40%	129 63%	48 28%	7 5%	1 *	78 30%	76 26%	66 31%	56 22%	65 24%	75 28%	73 29%	38 27%	25 28%
- Aged under 5	117 11%	49 10%	68 13%	16 14%	46 26%	50 25%	2 1%	3 2%	- -	39 15%	31 11%	24 11%	23 9%	28 10%	28 11%	33 13%	21 15%	7 7%
- Aged 5-10	128 13%	59 12%	69 13%	5 4%	37 21%	69 34%	14 8%	3 2%	- -	30 12%	36 12%	37 18%	25 10%	31 11%	39 15%	33 13%	15 10%	11 12%
- Aged 11-15	120 12%	52 11%	67 13%	- -	13 8%	62 30%	41 24%	3 2%	1 *	31 12%	31 11%	33 15%	25 10%	24 9%	34 13%	34 14%	12 8%	15 17%
- Aged 16-18	66 6%	34 7%	32 6%	1 1%	3 2%	36 17%	20 12%	4 3%	2 1%	13 5%	12 4%	21 10%	20 8%	17 6%	21 8%	14 5%	7 5%	7 8%
Refused	27 3%	14 3%	13 3%	2 2%	5 3%	6 3%	6 3%	3 2%	4 2%	4 2%	7 2%	7 3%	8 3%	7 3%	8 3%	7 3%	5 4%	- -

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
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	1019	489	530	112	173	204	173	153	204	255	296	214	255	271	266	250	142	90
<u>Grocery shopping status</u>																		
I am the main grocery shopper in the household	707 69%	250 51%	456 86%	48 43%	112 65%	134 65%	137 79%	113 74%	163 80%	166 65%	204 69%	144 67%	193 76%	189 69%	195 73%	154 62%	93 66%	76 85%
I regularly do the main grocery shop	717 70%	276 56%	441 83%	52 46%	113 65%	142 70%	136 79%	115 75%	159 78%	166 65%	207 70%	152 71%	191 75%	186 68%	193 73%	158 63%	103 73%	76 85%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	767 75%	343 70%	423 80%	80 71%	118 68%	149 73%	148 86%	118 77%	153 75%	194 76%	224 76%	157 73%	192 76%	211 78%	198 75%	175 70%	106 74%	76 85%
I do not do grocery shopping	112 11%	97 20%	16 3%	23 21%	26 15%	29 14%	6 3%	19 12%	10 5%	32 12%	33 11%	29 14%	19 7%	31 11%	23 8%	43 17%	9 6%	7 8%
Refused	12 1%	5 1%	6 1%	1 1%	2 1%	3 1%	1 1%	2 1%	2 1%	2 1%	1 *	3 1%	6 2%	3 1%	4 2%	3 1%	2 1%	- -

Retail Week Christmas Shopping Survey
Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Unweighted base	1019	327	654	556	434
Weighted base	1019	310	682	556	443
<u>Sex</u>					
Male	489 48%	141 46%	334 49%	283 51%	197 45%
Female	530 52%	169 54%	348 51%	273 49%	245 55%
<u>Age</u>					
18-24	(21) 11%	112 7%	23 13%	87 6%	35 17%
25-34	(29.5) 17%	173 24%	73 14%	95 17%	94 17%
35-44	(39.5) 20%	204 46%	143 8%	56 25%	140 13%
45-54	(49.5) 17%	173 19%	58 16%	109 18%	102 15%
55-64	(59.5) 15%	153 4%	11 20%	138 16%	88 14%
65+	(70) 20%	204 *	2 29%	198 18%	98 23%
Average age	46.56	38.56	50.23	47.02	46.12

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Social Class</u>					
AB	255 25%	83 27%	168 25%	164 29%	88 20%
C1	296 29%	81 26%	207 30%	144 26%	144 32%
C2	214 21%	77 25%	130 19%	139 25%	73 16%
DE	255 25%	68 22%	178 26%	110 20%	139 31%
<u>Region</u>					
North	340 33%	110 35%	223 33%	191 34%	144 32%
Midlands	318 31%	104 34%	204 30%	179 32%	134 30%
South	361 35%	96 31%	255 37%	186 33%	165 37%

Retail Week Christmas Shopping Survey
Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Working status</u>					
Full-time	452 44%	150 48%	290 43%	258 46%	185 42%
Part-time	114 11%	61 20%	50 7%	77 14%	33 8%
Not working but seeking work or temporarily unemployed/sick	48 5%	19 6%	30 4%	24 4%	24 5%
Not working/not seeking work	89 9%	59 19%	27 4%	56 10%	30 7%
Retired	268 26%	8 3%	253 37%	128 23%	137 31%
Student	47 5%	13 4%	33 5%	14 2%	34 8%

Retail Week Christmas Shopping Survey
Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Tenure</u>					
Own outright	326 32%	43 14%	282 41%	183 33%	142 32%
Own with a mortgage	418 41%	179 58%	235 35%	267 48%	149 34%
Council	133 13%	52 17%	81 12%	49 9%	83 19%
Housing Assoc.	30 3%	14 4%	15 2%	13 2%	17 4%
Rented from someone else	77 8%	21 7%	55 8%	35 6%	42 9%
Rent free	9 1%	-	9 1%	4 1%	4 1%
Refused	27 3%	-	5 1%	5 1%	5 1%

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Foreign Holiday in last 3 years</u>					
Yes	632 62%	192 62%	423 62%	377 68%	244 55%
No	387 38%	118 38%	259 38%	179 32%	199 45%
<u>Number of cars</u>					
None	206 20%	42 13%	157 23%	47 8%	154 35%
1	443 44%	134 43%	300 44%	231 42%	205 46%
2	287 28%	108 35%	173 25%	222 40%	61 14%
3+	83 8%	26 8%	53 8%	57 10%	24 5%

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Internet Access</u>					
At all	706 69%	255 82%	432 63%	420 75%	271 61%
At home (net)	595 58%	223 72%	355 52%	368 66%	217 49%
At work (net)	339 33%	117 38%	212 31%	193 35%	137 31%
At home	334 33%	128 41%	197 29%	211 38%	117 26%
At work	78 8%	22 7%	54 8%	35 6%	38 9%
Both at home and at work	261 26%	95 31%	158 23%	157 28%	99 22%
Somewhere else	33 3%	10 3%	23 3%	16 3%	16 4%
Not at all	311 31%	53 17%	251 37%	135 24%	172 39%
Refused	2 *	2 1%	- -	2 *	- -

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Age Finished Full Time Education</u>					
Up to 15	213 21%	20 7%	192 28%	102 18%	110 25%
16	268 26%	109 35%	155 23%	158 28%	109 25%
17	88 9%	30 10%	56 8%	51 9%	37 8%
18	110 11%	44 14%	65 10%	69 12%	40 9%
19 or over	282 28%	97 31%	180 26%	160 29%	119 27%
Still in full time education	36 3%	8 3%	27 4%	10 2%	25 6%
Had no full time education	3 *	1 *	2 *	1 *	1 *
Refused	19 2%	- -	5 1%	4 1%	2 *
<u>What is the highest educational level that you have achieved to date?</u>					
Secondary/ high school/ NVQ 1-3	559 55%	166 54%	387 57%	312 56%	245 55%
University degree or equivalent professional qualification/ NVQ4	273 27%	100 32%	169 25%	156 28%	114 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	78 8%	19 6%	58 8%	46 8%	31 7%
None of these	79 8%	22 7%	56 8%	34 6%	46 10%
Refused	30 3%	2 1%	12 2%	9 2%	7 1%

Retail Week Christmas Shopping Survey

Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Marital Status</u>					
Single	234 23%	46 15%	186 27%	- -	234 53%
Married/ co-habiting	556 55%	223 72%	328 48%	556 100%	- -
Widowed/ separated/ divorced	209 21%	41 13%	165 24%	- -	209 47%
Refused	20 2%	- -	3 *	- -	- -
<u>Children</u>					
None aged 18 or under	682 67%	- -	682 100%	328 59%	351 79%
NET: Yes	310 30%	310 100%	- -	223 40%	87 20%
NET: Yes any aged 15 or under	276 27%	276 89%	- -	198 36%	78 18%
- Aged under 5	117 11%	117 38%	- -	89 16%	28 6%
- Aged 5-10	128 13%	128 41%	- -	100 18%	28 6%
- Aged 11-15	120 12%	120 39%	- -	85 15%	35 8%
- Aged 16-18	66 6%	66 21%	- -	48 9%	18 4%
Refused	27 3%	- -	- -	6 1%	4 1%

Retail Week Christmas Shopping Survey
Fieldwork : October 20th-22nd 2006

Absolutes/col percents

Table 7
Classification
Base: All respondents

	Total	Children in Household		Marital Status	
		Yes	No	Married/ co-habiting	Not married
Weighted base	1019	310	682	556	443
<u>Grocery shopping status</u>					
I am the main grocery shopper in the household	707 69%	204 66%	491 72%	337 61%	361 82%
I regularly do the main grocery shop	717 70%	214 69%	495 73%	369 66%	339 77%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	767 75%	241 78%	516 76%	413 74%	346 78%
I do not do grocery shopping	112 11%	44 14%	66 10%	80 14%	32 7%
Refused	12 1%	-	-	1 *	1 *