



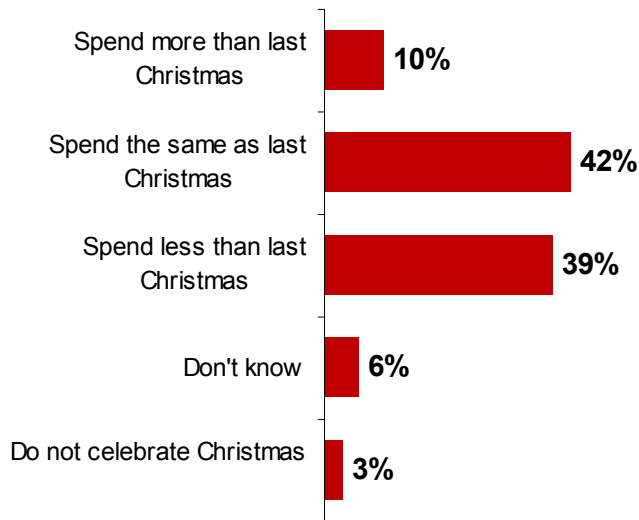
Retail Week - September 2011
Christmas Spending 2011

Technical details: Sample size of 2030. F/W dates: 9th - 11th September 2011
This survey was conducted online

Retail Week Poll - Christmas Spending 2011 (September 2011)

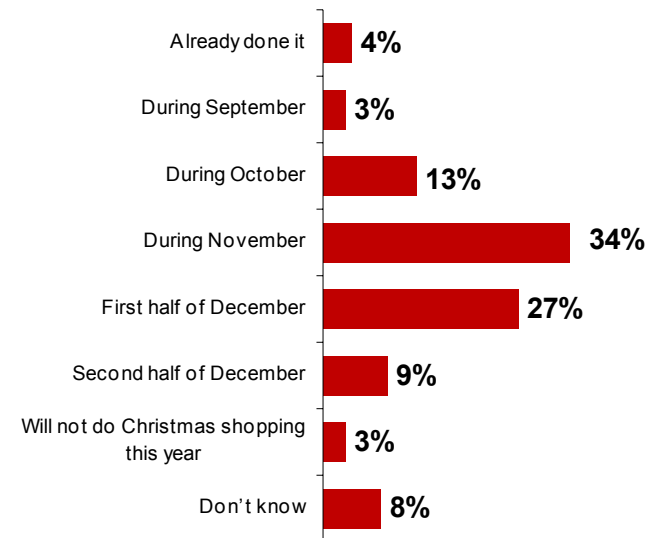


1. Thinking about your Christmas spending this year, are you most likely to...



Two in five people claim that they will spend less on Christmas this year versus last year. This is particularly true amongst people aged 45-54 (50%), and those who are C2DEs (45%). On the other hand, younger age groups (18-24 year olds = 22%) are more likely to say they will spend more.

2. When will you do most of your Christmas shopping this year? E.g. For gifts & seasonal items?



Around half of the people we spoke to claim they will do most of their Christmas shopping by the end of November. There are very few differences by demographic groups.

Source : ICM Research on behalf of Retail Week

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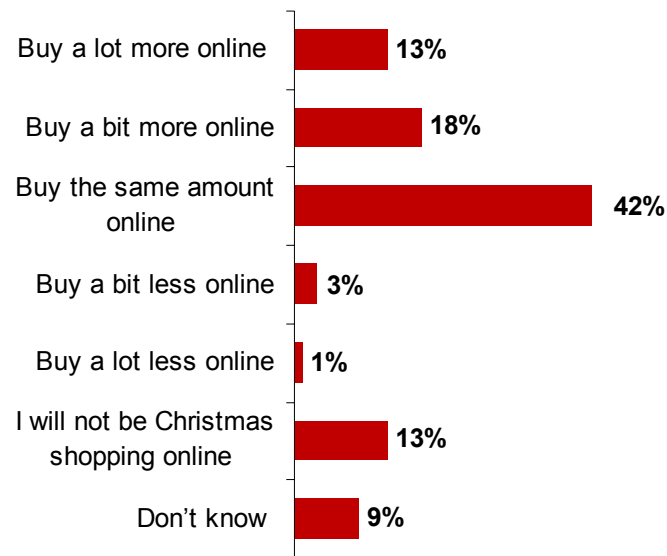


Clear thinking in a complex world

Retail Week Poll - Christmas Spending 2011 (September 2011)

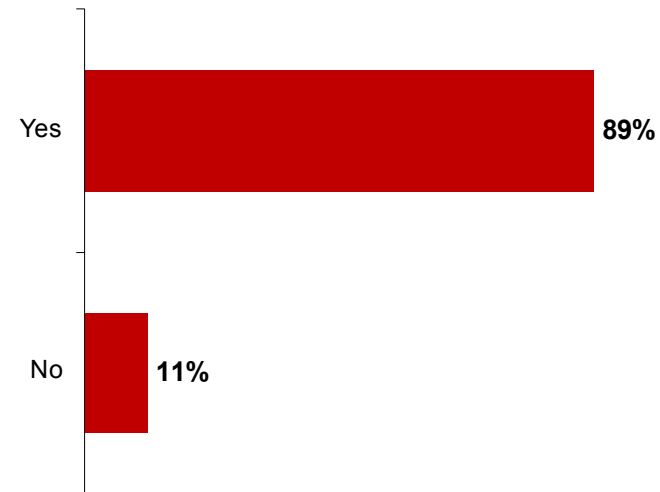


3. If you are thinking of doing any of your Christmas shopping online this year, which of the following best sums up your intentions compared with last year? I will...



Around three quarters of the people we spoke to claim that they will make either the same amount or more purchasing online in 2011. 25-34 year olds are most likely to say they will make more purchases online this year (45%)

4. Do you expect retailers to start their Sales before Christmas this year?



The vast majority of people expect sales to start before Christmas this year. This is particularly true amongst those aged 45+ (93%), whilst younger people (18-24 year olds = 73%) are much less likely to expect this to happen

Source : ICM Research on behalf of Retail Week

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