Table 26
How much of your Christmas shopping has been completed so far?

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1585	801	784	174	259	254	279	229	390
Effective Weighted Sample	1235	601	634	134	204	200	215	189	297
Weighted Bases	**1585**	**772**	**813**	**183**	**272**	**261**	**284**	**229**	**355**
All	327	166	160	37	56	57	59	36	81
	21%	22%	20%	20%	21%	22%	21%	16%	23%
Most	641	278	364	63	103	93	127	100	155
	40%	36%	45%	35%	38%	36%	45%	44%	44%
About half	216	104	112	35	49	45	28	25	34
	14%	13%	14%	19%	18%	17%	10%	11%	10%
Some	192	98	94	27	33	29	31	29	44
	12%	13%	12%	14%	12%	11%	11%	13%	12%
None	209	126	83	21	31	37	39	39	41
	13%	16%	10%	12%	11%	14%	14%	17%	12%

bmg research

Table CHRISTMAS1
Do you agree or disagree with the following statement? - I'm looking forward to Christmas

		Gender		Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1501	704	797	117	212	262	292	238	380
Effective Weighted Sample	1004	466	540	82	151	167	201	157	275
Weighted Bases	1501	731	770	174	258	247	269	217	336
Strongly agree	318	142	176	67	71	47	51	34	48
	21%	19%	23%	39%	28%	19%	19%	16%	14%
Agree	509	238	272	59	96	97	90	71	97
	34%	33%	35%	34%	37%	39%	33%	33%	29%
Neither agree nor disagree	346	177	169	26	46	43	53	73	106
	23%	24%	22%	15%	18%	17%	20%	34%	31%
Disagree	199	103	96	14	34	32	42	22	56
	13%	14%	13%	8%	13%	13%	16%	10%	17%
Strongly Disagree	128	71	58	7	12	28	34	18	29
	9%	10%	7%	4%	4%	11%	13%	8%	9%

Table CHRISTMAS2
How much of your Christmas shopping has been completed so far?

		Gender		Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1501	704	797	117	212	262	292	238	380
Effective Weighted Sample	1004	466	540	82	151	167	201	157	275
Weighted Bases	1501	731	770	174	258	247	269	217	336
All	54	28	26	8	16	9	4	7	10
	4%	4%	3%	5%	6%	4%	1%	3%	3%
Most	195	106	89	21	55	37	29	25	28
	13%	14%	12%	12%	22%	15%	11%	11%	8%
About half	152	59	94	16	37	29	26	23	22
	10%	8%	12%	9%	14%	12%	10%	11%	6%
Some	329	123	206	27	46	56	68	51	81
	22%	17%	27%	16%	18%	23%	25%	24%	24%
None	771	416	355	101	104	116	143	111	196
	51%	57%	46%	58%	40%	47%	53%	51%	58%

Table CHRISTMAS3
Do you agree or disagree with the following statement? - I worry about how much Christmas is going to cost

		Gender		Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1501	704	797	117	212	262	292	238	380
Effective Weighted Sample	1004	466	540	82	151	167	201	157	275
Weighted Bases	1501	731	770	174	258	247	269	217	336
Strongly agree	171	67	104	25	36	37	36	16	21
	11%	9%	13%	15%	14%	15%	13%	7%	6%
Agree	410	180	230	58	91	74	75	58	55
	27%	25%	30%	33%	35%	30%	28%	27%	16%
Neither agree nor disagree	354	183	172	44	63	54	69	51	75
	24%	25%	22%	25%	24%	22%	25%	24%	22%
Disagree	317	160	158	27	38	51	49	57	95
	21%	22%	20%	16%	15%	20%	18%	26%	28%
Strongly Disagree	248	141	107	20	31	31	41	35	90
	17%	19%	14%	11%	12%	13%	15%	16%	27%

Table CHRISTMAS4

Do you agree or disagree with the following statement? - I worry whether my Children will be satisfied with their gifts at Christmas

		Gender		Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	426	213	213	31	122	140	101	27	5
Effective Weighted Sample	293	148	145	21	88	90	75	22	4
Weighted Bases	422	222	200	39	137	125	92	24	5
Strongly agree	52	22	30	1	16	27	9	0	0
	12%	10%	15%	2%	11%	21%	10%	0%	0%
Agree	127	69	58	6	54	33	27	6	1
	30%	31%	29%	15%	40%	26%	30%	25%	23%
Neither agree nor disagree	103	60	43	17	30	29	22	5	0
	24%	27%	22%	43%	22%	23%	24%	21%	0%
Disagree	86	41	44	11	21	25	24	6	0
	20%	19%	22%	28%	15%	20%	26%	24%	0%
Strongly Disagree	54	29	24	5	16	12	10	7	4
	13%	13%	12%	12%	12%	10%	10%	30%	77%

Table CHRISTMAS5

Thinking still about Christmas shopping, which of the following options sounds most like you?

		Gender		Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1501	704	797	117	212	262	292	238	380
Effective Weighted Sample	1004	466	540	82	151	167	201	157	275
Weighted Bases	1501	731	770	174	258	247	269	217	336
I budget for Christmas, ensuring I only spend what I have or have enough money to cover costs	714	288	426	87	98	114	137	126	152
	48%	39%	55%	50%	38%	46%	51%	58%	45%
I tend to just use my credit card or overdraft when I spend for Christmas and worry about the costs later	99	64	35	9	20	24	24	7	16
	7%	9%	4%	5%	8%	10%	9%	3%	5%
Christmas tends to come round too quickly and I end up spending more than if I would have if I planned better in advance	214	96	118	26	59	34	41	23	31
	14%	13%	15%	15%	23%	14%	15%	11%	9%
I always make sure I have everything I might need for Christmas, regardless of the cost	209	128	81	26	45	35	24	26	53
	14%	17%	11%	15%	17%	14%	9%	12%	16%
I dont really celebrate Christmas	191	118	74	16	25	25	31	26	67
	13%	16%	10%	9%	10%	10%	12%	12%	20%
Don't know	74	37	37	10	12	15	12	9	18
	5%	5%	5%	6%	5%	6%	4%	4%	5%

Table CHRISTMAS6A
Thinking still about Christmas shopping, how will you be making your purchases for Christmas?

		Gender		Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1499	702	797	117	212	262	290	238	380
Effective Weighted Sample	1002	464	540	82	151	167	200	157	275
Weighted Bases	1499	729	770	174	258	247	267	217	336
Ill buy all my gifts online	130	76	53	19	47	22	22	7	12
	9%	10%	7%	11%	18%	9%	8%	3%	4%
Ill buy most of my gifts online and some on the high street	423	190	233	42	104	74	85	45	74
	28%	26%	30%	24%	40%	30%	32%	21%	22%
Ill buy some of my gifts online and most on the high street	231	98	133	28	20	32	37	49	65
	15%	13%	17%	16%	8%	13%	14%	23%	19%
Ill buy all my gifts on the high street	150	90	60	18	10	18	29	18	57
	10%	12%	8%	10%	4%	7%	11%	8%	17%
Don't know	103	46	57	14	9	19	16	13	31
	7%	6%	7%	8%	4%	8%	6%	6%	9%
Roughly equal amounts online and on the high street	339	154	185	37	52	62	58	61	70
	23%	21%	24%	21%	20%	25%	22%	28%	21%
I wont buy any presents/gifts	122	74	48	16	15	20	20	24	27
	8%	10%	6%	9%	6%	8%	8%	11%	8%