

**FOR IMMEDIATE RELEASE**

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**UK households will spend £792m less on Christmas this year than they did in 2011**

UK households are projected to spend £792m (3.46%) less on Christmas this year than they did in 2011, but are still expected to spend approximately £22bn on gifts, cards and decorations, and food and drink this holiday season.

According to a recent YouGov Sixth Sense report on Christmas spending, the average UK household will spend £835 celebrating Christmas this year. This is down slightly from last year, when the average per-household spend was £865.

The biggest expense will be gifts for friends and family (£634), followed by food and drink (£161), and cards, trees and decorations (£40). The top three categories of Christmas gifts for UK consumers are books, clothing and music/DVDs.

The market intelligence report also found that UK households are planning on making the biggest savings on food and drink this Christmas; in 2011 the average food and drink spend was £176, which is 8.74% more than they are projected to spend this year.

A separate YouGov survey found that just under half (48%) of the public say they can 'just about' afford Christmas, while 26% say they can easily afford Christmas and 12% say they cannot afford Christmas.

Commenting on the report, YouGov SixthSense Research Director James McCoy said:

"Considering the on-going economic uncertainty, it is no surprise that UK households are scaling back their Christmas spending this year. That aside they are still set to spend £22bn on gifts, decorations, and food and drink, which is a pretty remarkable sum and shows that Brits are determined not to let the recession dampen their Christmas celebrations too much. One interesting finding of this report that will likely be of concern to grocery retailers is that households are expected to scale back their food and drink spend by nearly 9% from last year."

**- ENDS-**

**Notes to editors:**

For the SixthSense report total sample size was 1,059 UK adults aged 16+ who celebrate Christmas. Fieldwork was undertaken 29<sup>th</sup> October to 1<sup>st</sup> November, 2012. The survey was carried out online. All figures, unless otherwise stated, are from YouGov Plc.

For the poll on Christmas affordability, total sample size was 2,094 GB adults. Fieldwork was undertaken 12<sup>th</sup>-19<sup>th</sup> November, 2012. The survey was carried out online. All figures, unless otherwise stated, are from YouGov Plc.

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### **About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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