

YouGov / Voucher Code Results

Sample Size: 1554 GB Adults



Fieldwork: 26th - 27th November 2015

Pre Xmas Spending Intentions

	2012	2013	2014	2015	% change 2014-15	2012	2013	2014	2015	% change 2014-15
	£	£	£	£		Total £m	Total £m	Total £m	Total £m	
Av per household										
Food and drink	161.20	179.85	173.60	159.34	-8.2	4,304.04	4,855.95	4,721.92	4,381.85	-7.2
Card etc	40.63	43.33	43.40	41.11	-5.3	1,084.82	1,169.91	1,180.48	1,130.53	-4.2
Gifts (per adult)	294.9	316.85	317.7	313.48	-1.3	15,246.33	16,507.89	16,647.48	16,551.74	-0.6
Gifts (per household)	566.21	598.85	603.6	595.6	-1.3	15,117.81	16,168.95	16,417.92	16,379.00	-0.2
Household total	768.04	822.03	820.60	796.05	-3.0	20,506.67	22,194.81	22,320.32	21,891.38	-1.9

Food and drink (per household)

	2012	2013	2014	2015		2012	2013	2014	2015
Men	176.10	191.05	195.10	178.04					
Women	151.55	159.80	154.80	144.05	Household total	768.04	822.03	820.60	796.05

ABC1	181.80	193.15	180.90	172.99
C2DE	153.85	161.20	163.40	140.46

Cards etc (per household)

Men	44.80	49.73	45.90	41.40
Women	38.45	38.18	41.10	40.86

ABC1	42.38	46.83	46.00	43.66
C2DE	40.88	41.33	39.50	37.71

Gifts (per adult)

Men	296.15	315.05	319.60	312.07
Women	297.75	309.65	316.10	314.63

ABC1	308.20	339.35	322.70	331.77
C2DE	282.30	276.20	310.80	289.07

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NB 2012 based on:

51.7 m 16+
25.2m men 16+
26.5m women 16+
26.7m households

NB 2013 based on:

52.1 m 16+
25.4m men 16+
26.7m women 16+
27.0m households

NB 2014 based on:

52.4m 16+
25.6m men 16+
26.8m women 16+
27.2m households

		2014	2015
NB 2015 based on:	ABC1	322.70	331.77
52.8m 16+	C2DE	310.80	289.07
25.8m men 16+			
27.0m women 16+			
27.5m households			