

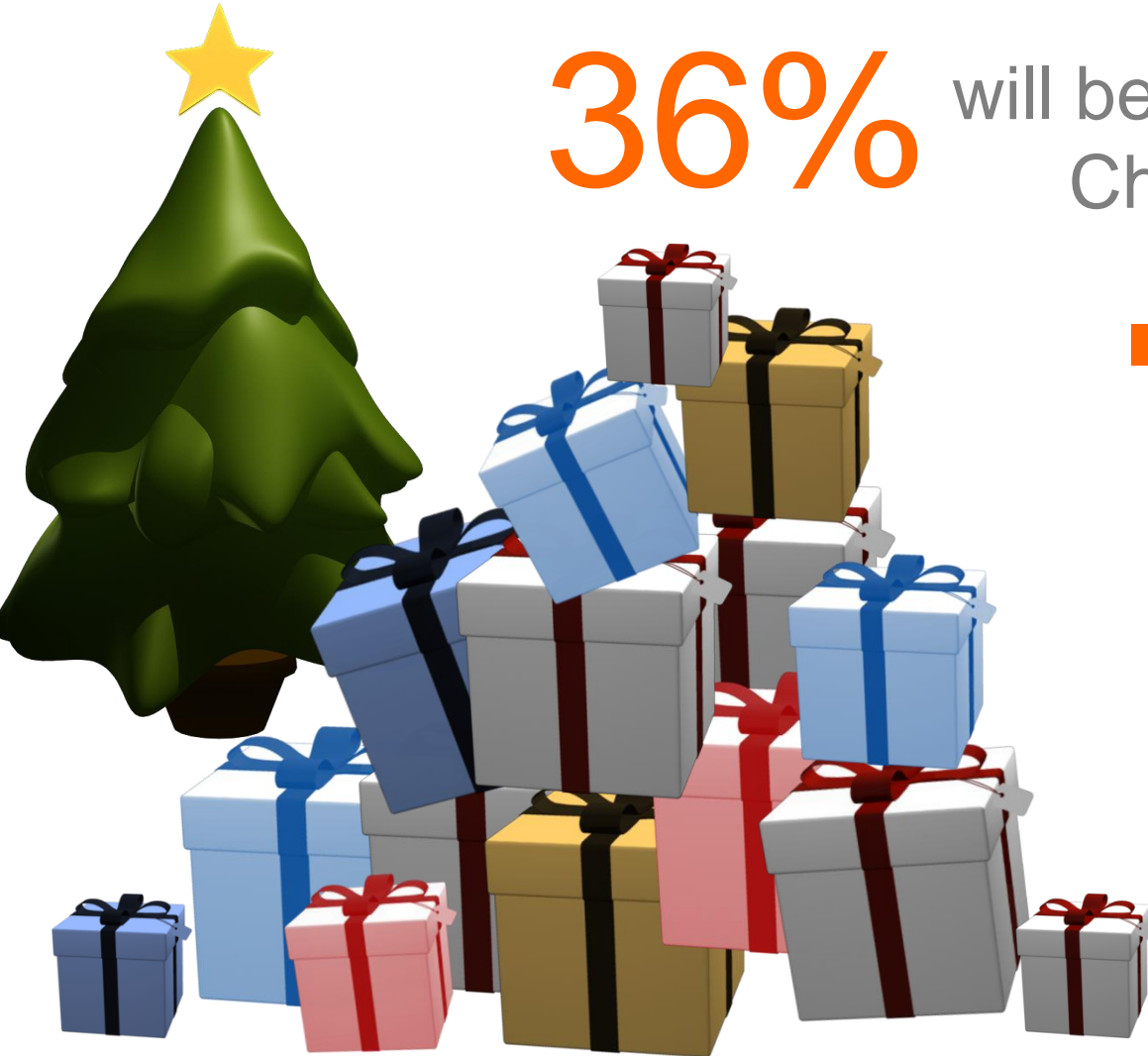
Savvy Shopper - Christmas 2011



More shoppers will be cutting back on their Christmas spending in light of the economic situation compared to last year

**36%** will be cutting back on their Christmas spending

➔ 2010: **27%**



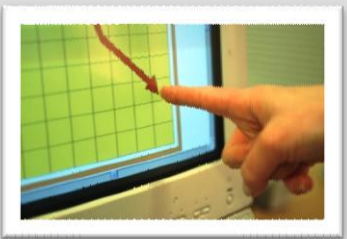
% of “completely agree/ somewhat agree”

Q10. To what extent do you agree or disagree with each of the following statements about Christmas shopping?

This mirrors consumers' worries about the economic situation...

October 2011

Shift vs  
October 2010



*I'm worried that the economic situation will get worse before it gets better*

64%

+5%



*I believe that the crisis with the Euro will have a major impact on the UK economy*

69%

N.A.

% of "agree completely/ agree somewhat"

Q18. Now, thinking about the economic outlook for the next 12 months, how much do you agree with the following statements?



...as well as concerns already expressed by some retailers towards Christmas trading this year and comes on the back of the latest news from the Arcadia group and other retailers

Arcadia planning to close 260 shops



Comet: sold for £2 in November 2011





This may worry high street retailers but there is good news for the online retail trade. **One in four** shoppers claim they will shop more online this year than last. Will we see a reduction in footfall on high street...quite possibly

% of "will shop much more/ slightly more online"

Q29. Compared to last year, do you think that for your Christmas shopping this year you will:  
Shop much more ....much less online than last Christmas



Just under three-quarters of those interviewed will do some or all of their Christmas shopping online. And 4 out of 10 will use online as their main channel for Christmas shopping



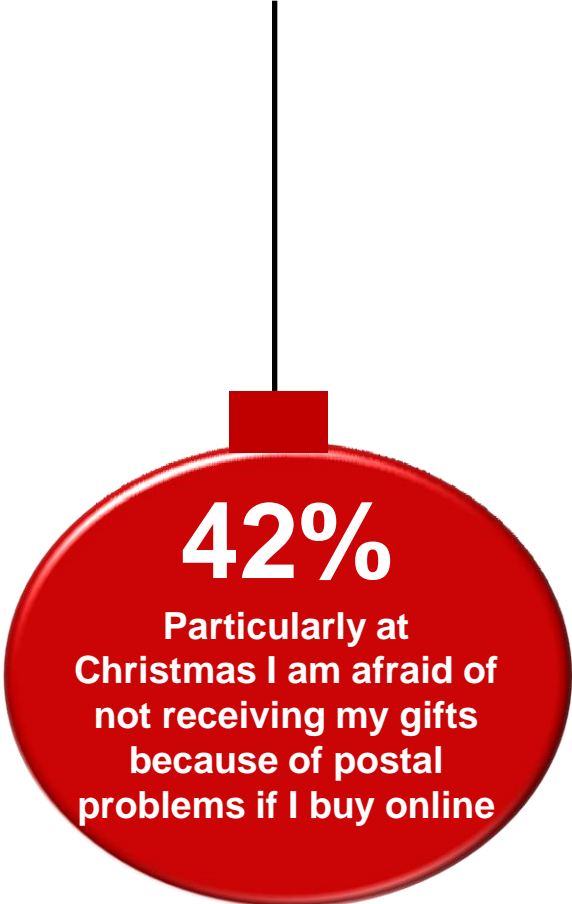
72%  
will shop online this  
Christmas

42%  
Will mainly  
shop online



Q6. In which of the following places will you do some or all of your Christmas shopping this year?  
Q7. And in which one (place) will you do most of your Christmas shopping this year?

Fears about deliveries not arriving in time for Christmas because of postal problems or bad weather, do not appear to have had a detrimental impact on the importance of online channels for festive season shopping



% of "agree completely, agree somewhat"

Q30. Here are some statements about shopping online versus in-stores at Christmas and generally. Please say how much you agree or disagree with them:



It looks like online shoppers have adapted their behaviour this year and have started their shopping earlier than their high street counterparts

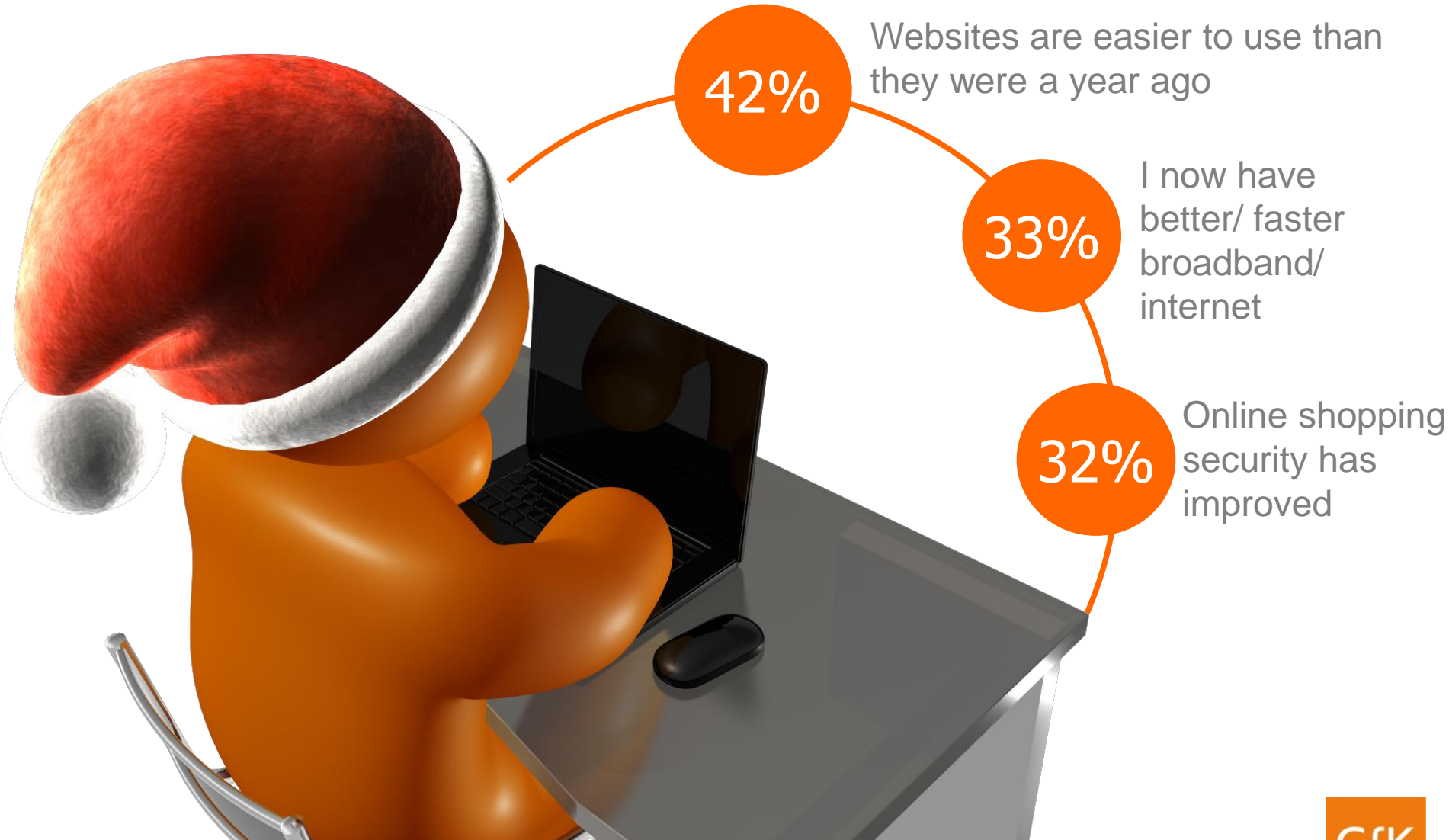
Place where most Christmas shopping will be done...

	In town/ high street	Online
Up to August	6	10
September	9	12
October	15	28
November	40	35
December	29	15



Q3. When did you/will you start your Christmas shopping for this year?  
Q7. And in which one (place) will you do most of your Christmas shopping this year?

# For many, the process of shopping online, even compared to just 12 months ago has become easier



% of "agree completely, agree somewhat"

Q30. Here are some statements about shopping online versus in-stores at Christmas and generally. Please say how much you agree or disagree with them:



# Grocery shopping for Christmas: 23% of Tesco loyalists say they will swap to other stores for their Christmas grocery shopping



## Main grocery store used...

...throughout the year:

...for Christmas food and drink:

M&S

1%



5%

TESCO

38%



31%

Among Tesco loyalists, **77%** will do most of their Christmas grocery shopping at Tesco

( vs **88%** for both Asda and Sainsbury)

GfK

## Methodology

- ✓ Sample size: 575 national representative interviews
- ✓ Country: Great Britain
- ✓ Methodology: Online
- ✓ Fieldwork dates: 26th October – 1st November 2011

# Contact



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