

CCPC

CHRISTMAS SPENDING & FINANCE RESEARCH



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission



Ipsos MRBI
GAME CHANGERS

INTRODUCTION

1



OBJECTIVES & METHODOLOGY



1,044 interviews conducted among a representative sample of the Irish population



Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 01 November and 14 November 2021



Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region

Objectives

To measure consumer behaviours relating to spending and financing during the Christmas period 2021, including:

- How much consumers expect to spend in total on Christmas this year
- How Christmas spending patterns are likely to change vs. last year, and the reasons given by certain consumers for spending more in 2021
- How consumers intend to fund their Christmas spending this year

Questionnaire was designed in consultation with the Competition and Consumer Protection Commission

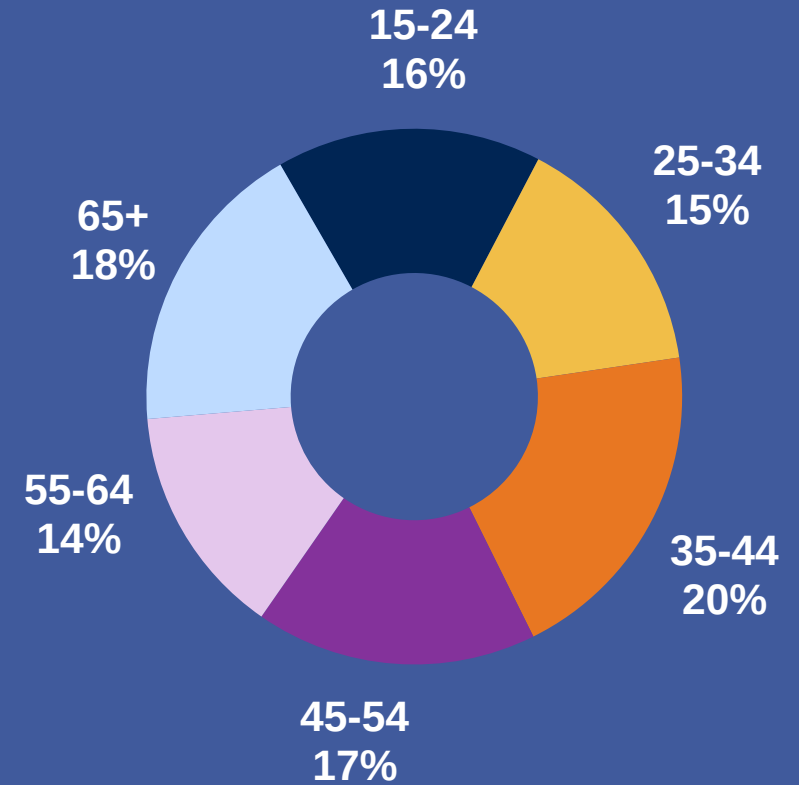


SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

Gender



Age

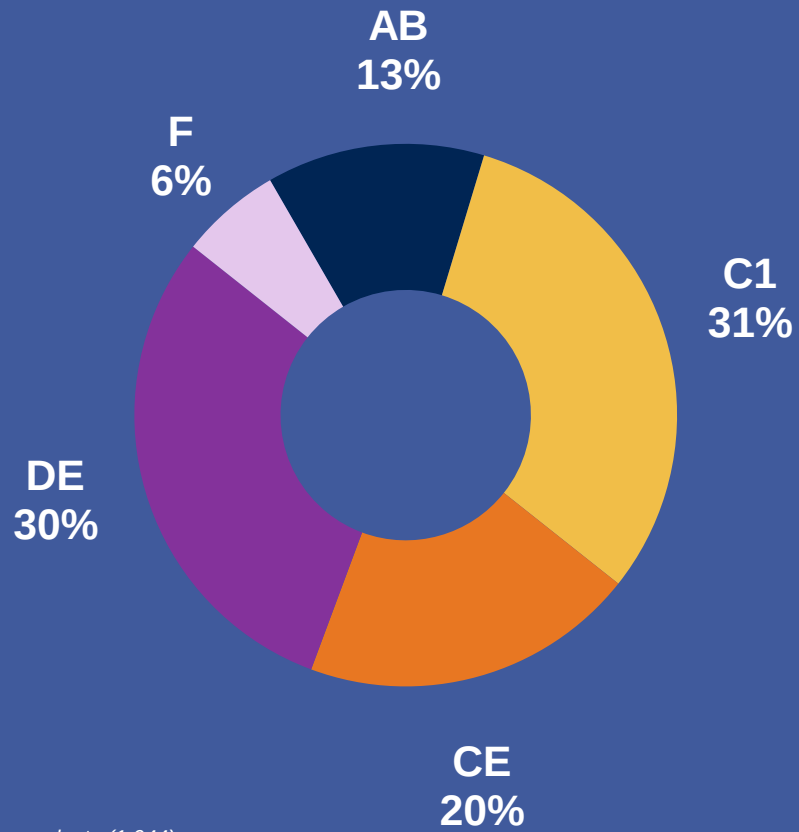


Base: All respondents (1,044)

SAMPLE PROFILE

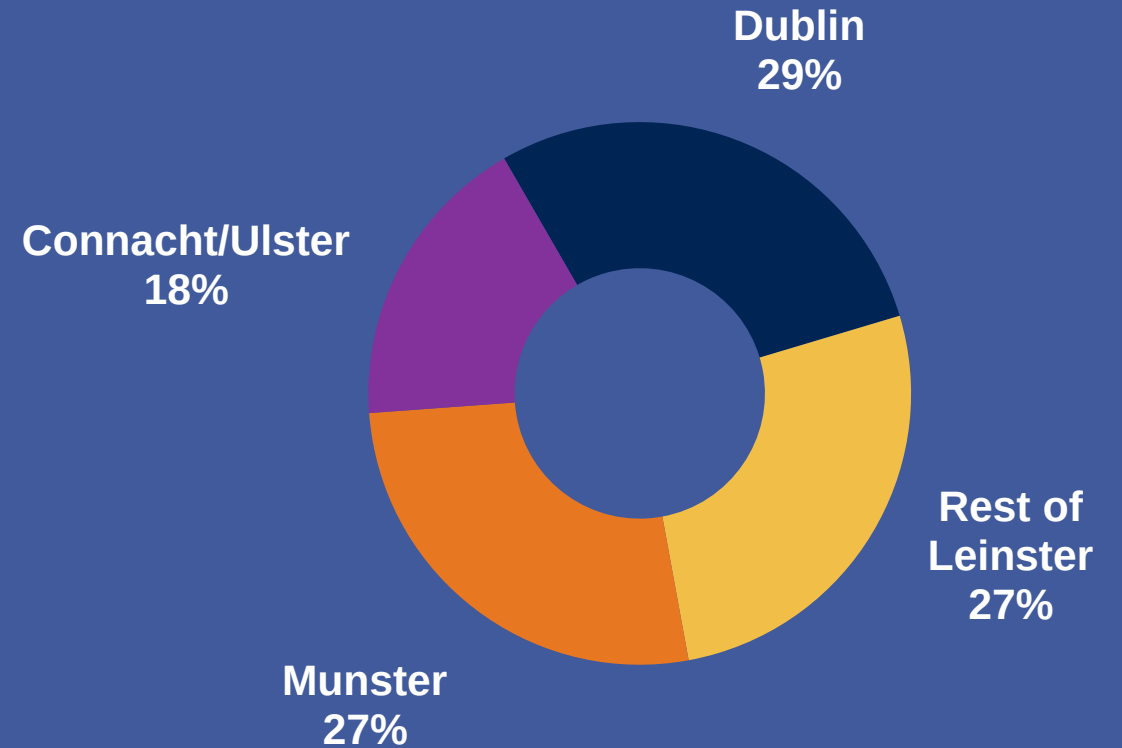
– DEMOGRAPHICS (WEIGHTED)

Social Class



Base: All respondents (1,044)

Region



EXECUTIVE SUMMARY

- The average expected spend this Christmas is **€995**. Six in ten expect to spend **at least €500** over the Christmas period, half of whom plan to spend **€1,000 or more**. 37% expect to spend **less than €500**.
- Expected spending is significantly higher among those aged **35-54**, over 40% of whom expect to spend at least €1,000 (including 17% expecting to spend at least €2,000). Those aged under 25 have the lowest expected spend.
- Having children under 18 is a key factor in Christmas spending, with this group expecting to spend **nearly 80% more** on average than those without children in their household.
- A majority (57%) report that they will spend **about the same** this year compared to last Christmas, while 22% expect to spend more and 20% expect to spend less.
- **Increase in prices** most commonly cited reason among those spending more this year vs. last Christmas (58%), followed by wanting to make Christmas extra special (52%). Approximately one in three cite having **more savings/higher income** as a reason for spending more this year.
- 65% of respondents report that they will use their **savings** to fund their Christmas expenditure, with 34% planning to use some form of **borrowing**.

FINDINGS

2



MAJORITY EXPECT TO SPEND AT LEAST €500 THIS CHRISTMAS, WITH AN AVERAGE SPEND OF ALMOST €1,000

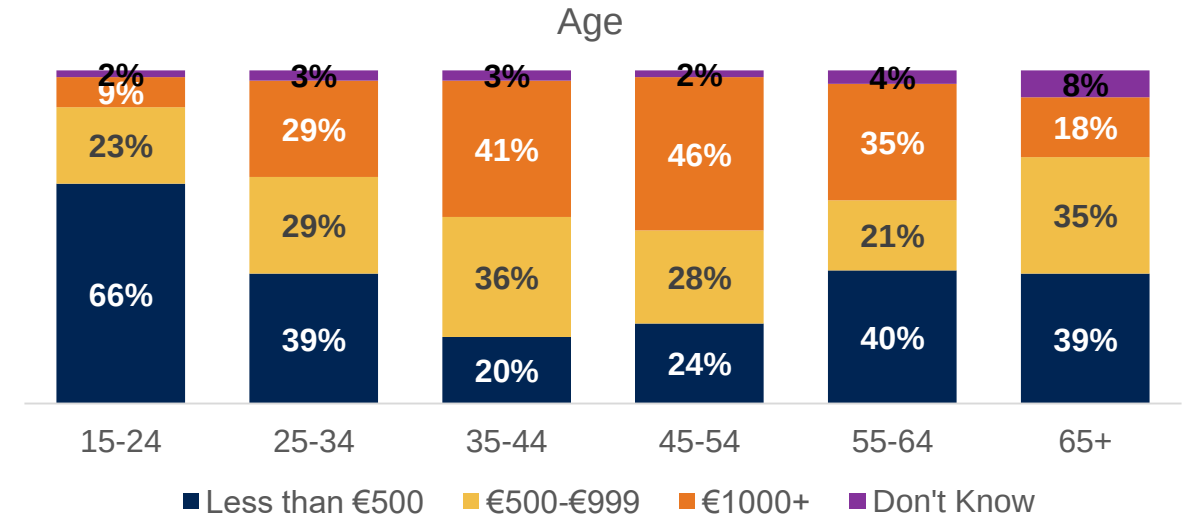
Expected Christmas expenditure

Roughly how much do you expect to spend this Christmas?

€995
avg. expected spend



Q1. Roughly how much do you expect to spend this Christmas? This includes gifts, food, drink, clothing, decorations etc.
Base: All respondents (1,044)



Average expected spend (by age)

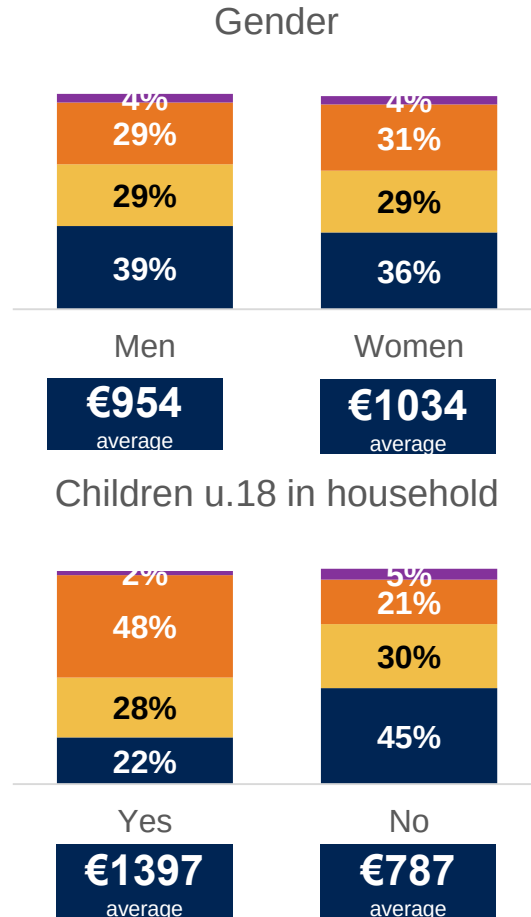


- Those aged 35-54 have the highest average expected spend at €1,295. 43% of this group planning to spend over €1,000 (including 17% expecting to spend €2,000 or more).
- Spending is lowest among under 25s, whose average expected spend is €525. 66% of this group plan to spend less than €500 (including 12% expecting to spend less than €100).



THOSE WITH CHILDREN IN THE HOUSEHOLD EXPECT TO SPEND NEARLY TWICE AS MUCH AS THOSE WITHOUT CHILDREN

Expected Christmas expenditure



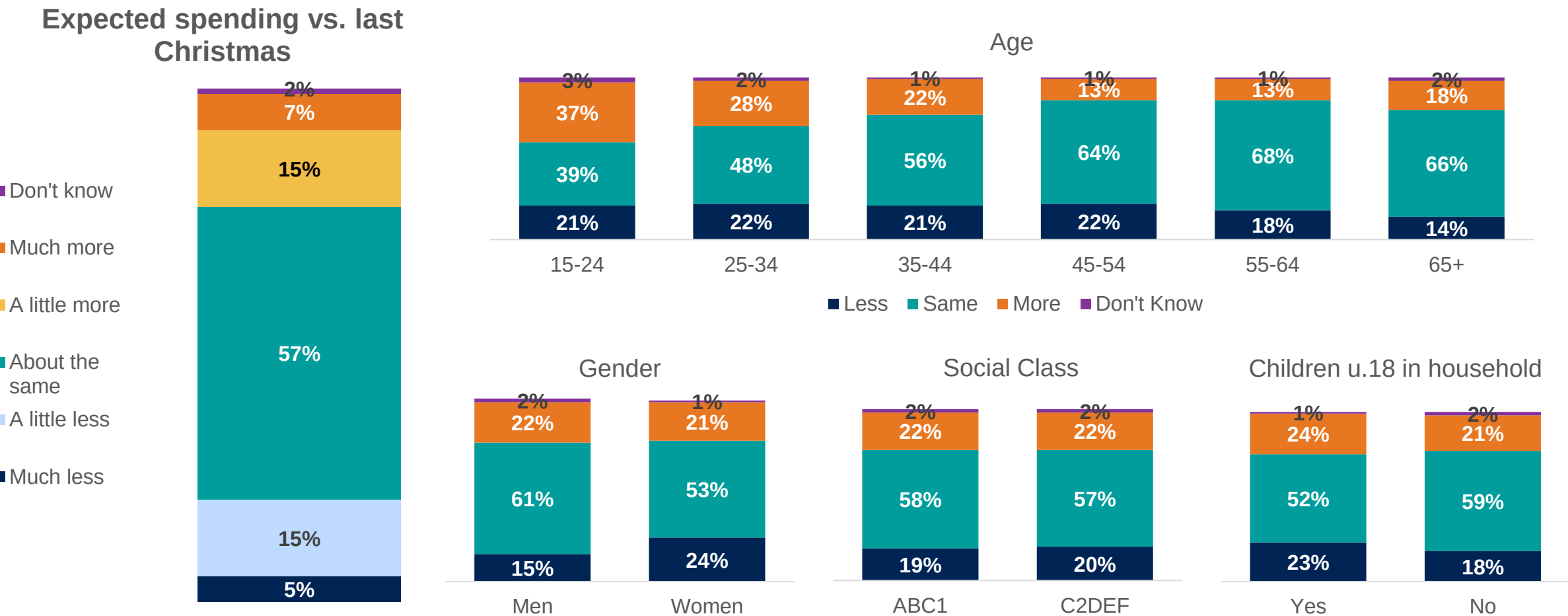
- Those with children living in their household expect to spend 78% more on average than those without children.
- The average expected spend for those with children is €1,397, with almost half (48%) expecting to spend €1,000 or more.
- In contrast, those without children expect to spend €787 on average, with 45% expecting to spend less than €500.

Q1. Roughly how much do you expect to spend this Christmas? This includes gifts, food, drink, clothing, decorations etc.
Base: All respondents (1,044)



MAJORITY EXPECT THEIR SPENDING TO BE UNCHANGED COMPARED TO LAST CHRISTMAS

Expected spending vs. last Christmas



Q2. And how would this compare to last year's Christmas spending?

Base: All respondents (1,044)



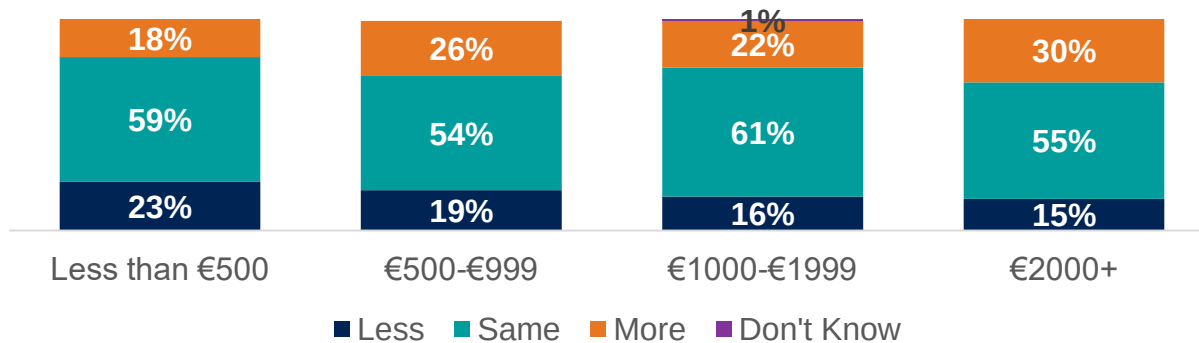
Coimisiún um Iomaíocht agus Cosaint Tairbhíoch

Competition and Consumer Protection Commission

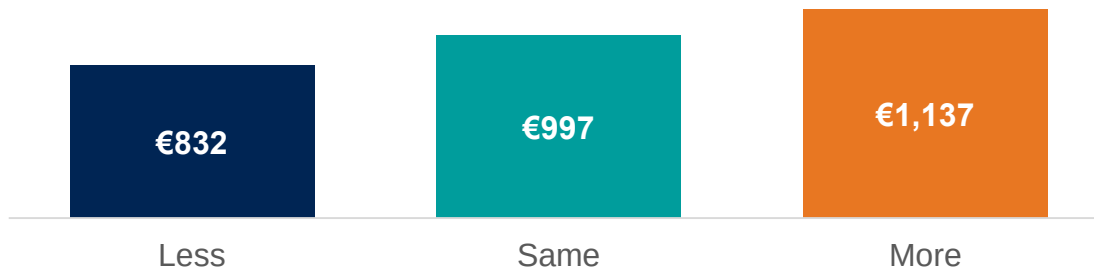
THOSE WITH HIGHER SPENDING BUDGETS MORE LIKELY TO SAY THEIR CHRISTMAS SPENDING WILL INCREASE, THOSE WITH LOWER BUDGETS MORE LIKELY TO REDUCE THEIR SPENDING VS. LAST YEAR

Expected spending vs. last Christmas

Expected spending vs. last Christmas
(by amount planning to spend this year)



Average expected spend
(by spending vs. last Christmas)



- Those who expect to spend higher amounts this Christmas are more likely to say that this represents an increase vs. last year. 25% of those who expect to spend €500 or more say that their spending will increase vs. last Christmas, compared to 18% of those spending less than €500.
- Similarly, those with the lowest budgets are most likely to say that their Christmas spending will decrease this year. 23% of those planning to spend less than €500 say this will represent a decrease vs. last year, compared to 17% of those spending more than €500.

Q2. And how would this compare to last year's Christmas spending?
Base: All respondents (1,044)



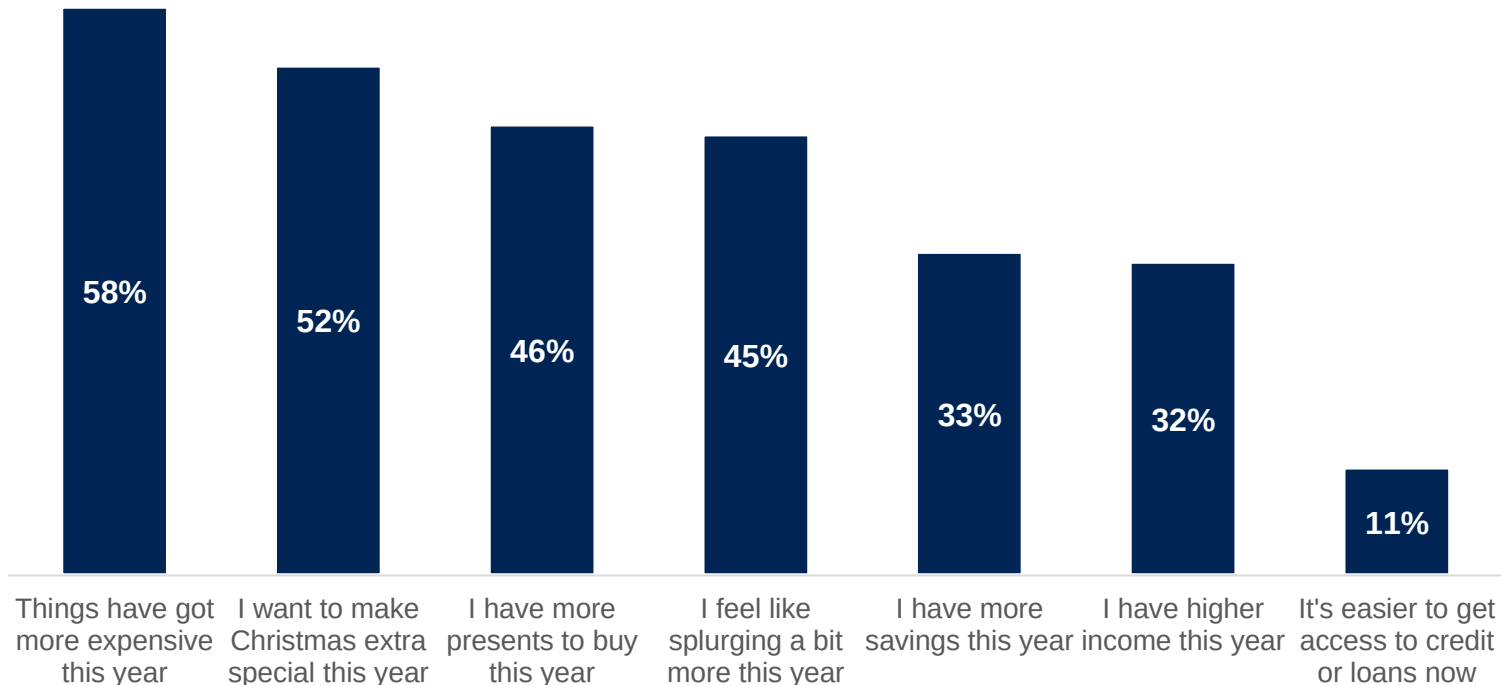
Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

INCREASE IN PRICES MOST COMMONLY CITED REASON FOR SPENDING MORE THIS CHRISTMAS VS. LAST YEAR

Reasons for spending more this Christmas

And for which of these reasons do you expect to spend more this year?



- Things having gotten more expensive is slightly more commonly cited among those aged over 35 (63%), women (61%) and C2DEF's (60%).
- A desire to splurge is more common among ABC1's (49%), men (48%) and those aged under 35 (48%).
- Having more savings is a more popular reason for increased spending among those aged under 35 (39%) and ABC1's (37%), with these groups also significantly more likely to cite having higher income (48% and 40%, respectively).

Q3. And for which, if any, of these reasons do you expect to spend more this year?
Base: All who expect to spend more this year (227)

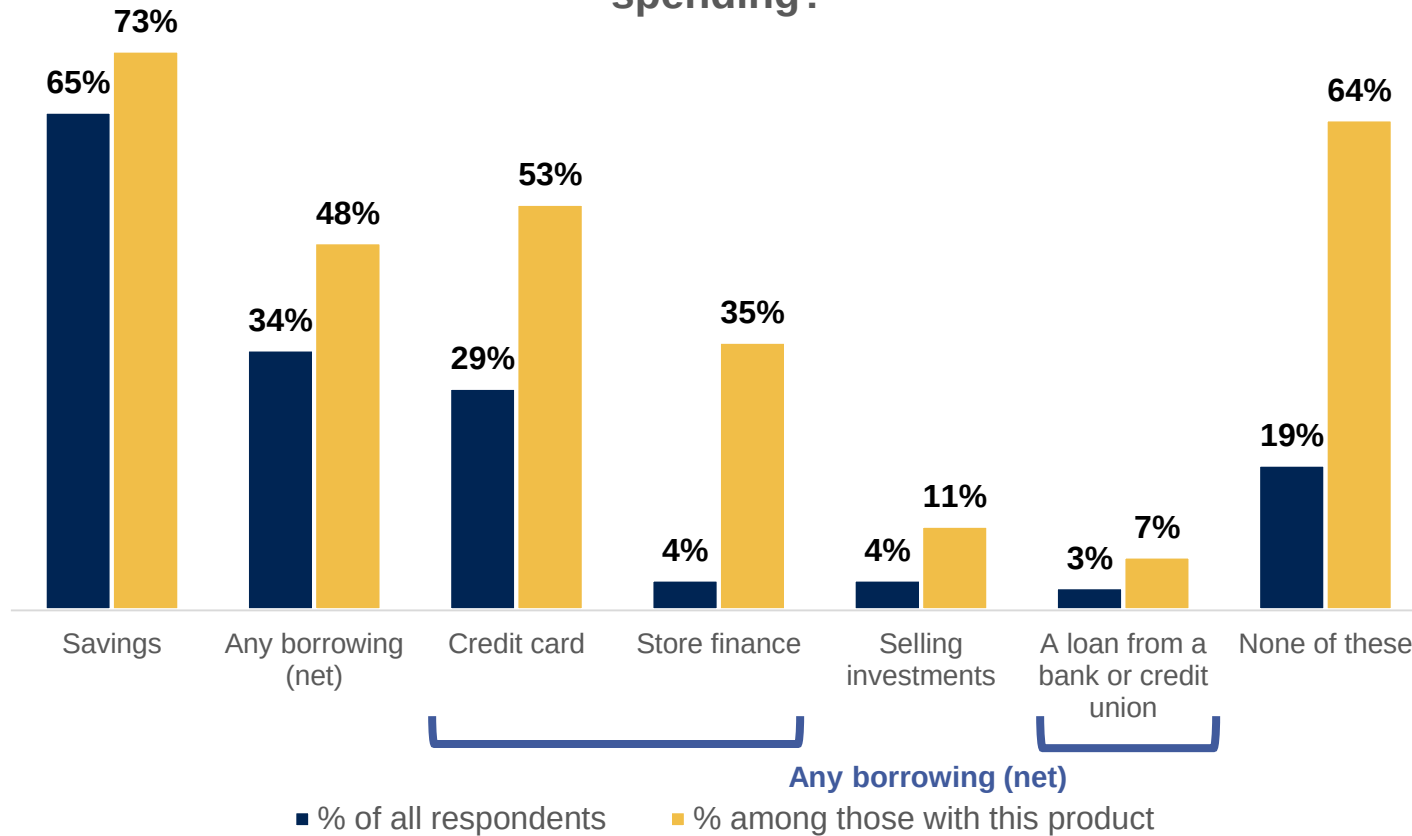


THE MAJORITY (65%) WILL USE THEIR SAVINGS AS PART OF FUNDING THEIR CHRISTMAS SPENDING

Methods used to cover Christmas spending

Caution: Small sample sizes for 'Store finance' (n = 58) and 'None of these' (n = 63)

Which, if any, of the following will you use to cover this spending?



- 65% of respondents report that they will use their savings to fund their Christmas spending, while 34% will use some form of borrowing*.
- Among respondents who have savings, 73% report they will use them to fund their Christmas shopping, while 34% will use some form of borrowing. This means that those who have savings are equally likely as those without savings to plan to borrow to fund their Christmas spending.
- Among those who have borrowings, almost half (48%) report they will use them for Christmas spending, while 63% of this group will use their savings.
- 53% of respondents with a credit card will use it to fund their spending, while 62% will use their savings and 2% will use some other form of borrowing.

Q4. Which, if any, of the following will you use to cover this spending?

Base: All respondents (1,044)

*Borrowing is an aggregate of credit card, loan from a bank/credit union, store finance and loan from a moneylender



SLIGHTLY MORE THAN A THIRD (34%) WILL USE SOME FORM OF BORROWING TO FUND THEIR CHRISTMAS SPENDING

Methods used to cover Christmas spending

Savings

65%

plan to use savings

Age

Gender



Social Class

Spending vs. last Christmas



Borrowing*

34%

plan to borrow

Age

Gender



Social Class

Spending vs. last Christmas



Q4. Which, if any, of the following will you use to cover this spending?

Base: All respondents (1,044)

*Borrowing is an aggregate of credit card, loan from a bank/credit union, store finance and loan from a moneylender



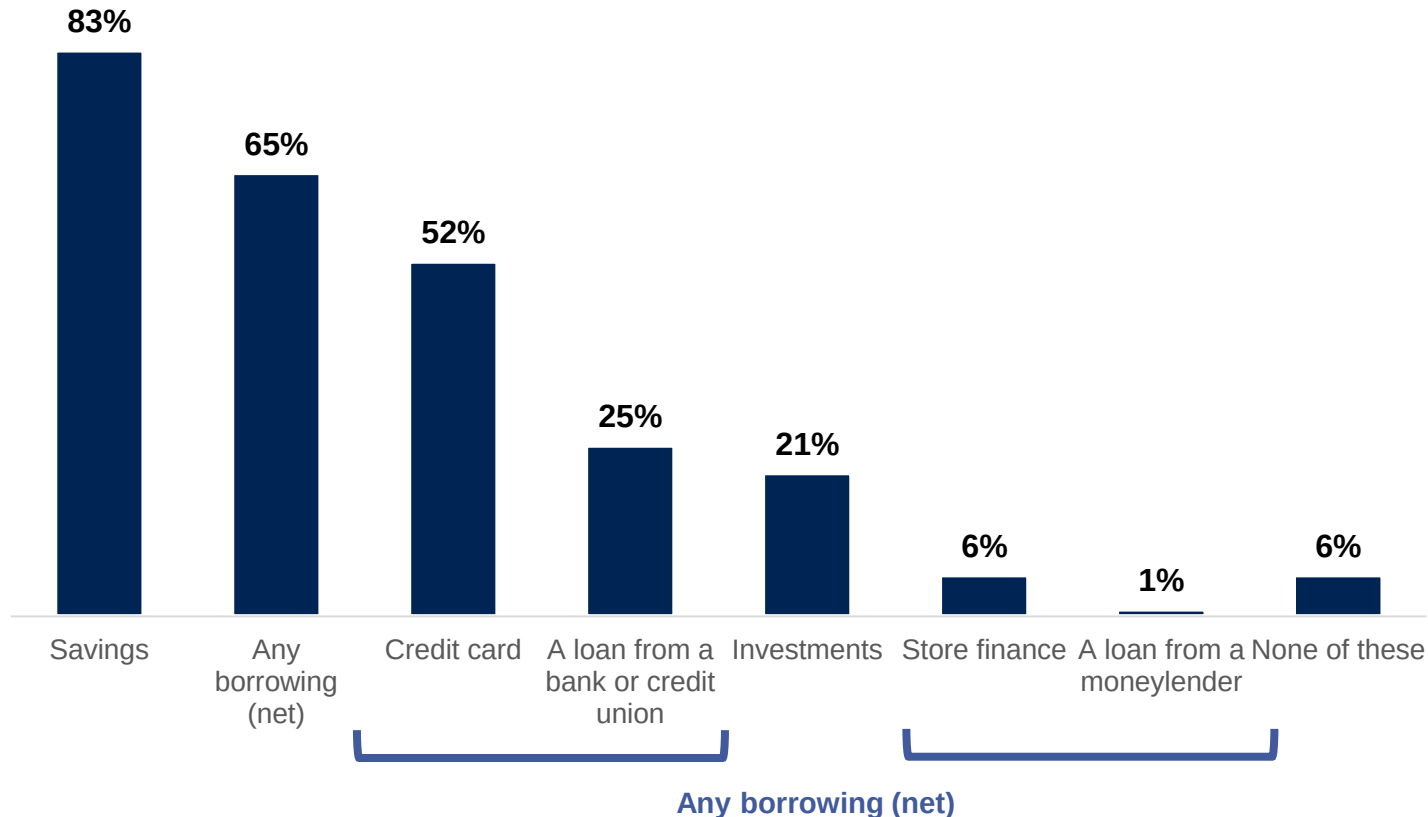
Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

83% REPORT CURRENTLY HAVE SAVINGS; 65% CURRENTLY HAVE SOME FORM OF BORROWING

Financial instruments currently owned

Which, if any, of the following do you currently have?



- 83% of respondents report that they currently have savings, while 65% have some form of borrowing.*
- Credit cards are the most common form of borrowing; 79% of those with borrowings have a credit card, equivalent to 52% of all respondents.
- Only 6% of respondents report having 'none of these'.

Q5. Which, if any, of the following do you currently have?

Base: All respondents (1,044)

*Borrowing is an aggregate of credit card, loan from a bank/credit union, store finance and loan from a moneylender



SIGNIFICANT AGE DIVIDES IN SAVING AND BORROWING

Financial instruments currently owned

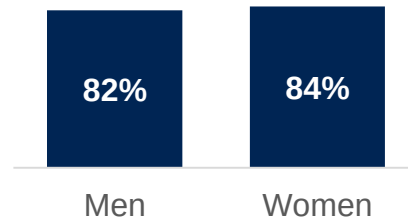
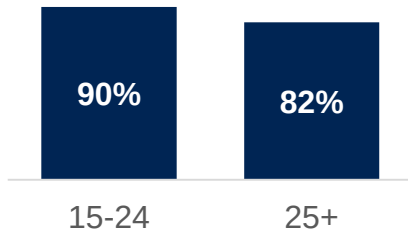
Savings

83%

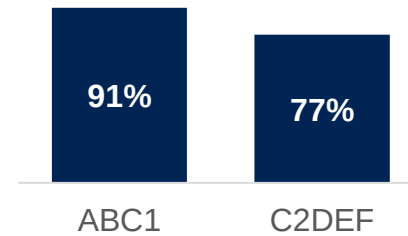
have savings

Age

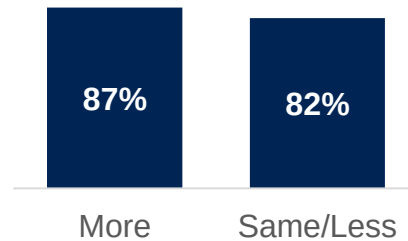
Gender



Social Class



Spending vs. last Christmas



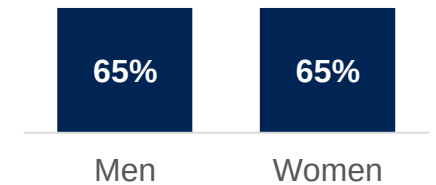
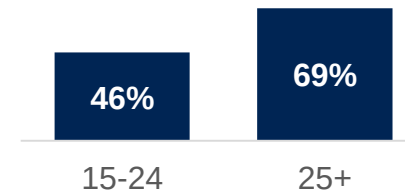
Borrowing*

65%

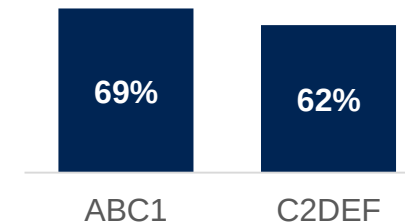
have borrowings

Age

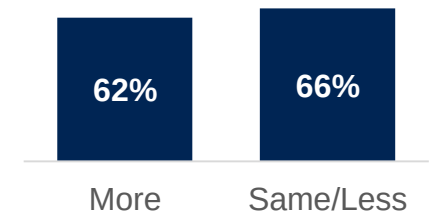
Gender



Social Class



Spending vs. last Christmas



Q5. Which, if any, of the following do you currently have?

Base: All respondents (1,044)

*Borrowing is an aggregate of credit card, loan from a bank/credit union, store finance and loan from a moneylender



CONTACTS

Orla McBride

Consumer Media Manager

Competition & Consumer Protection Commission

✉ orlamcbride@ccpc.ie