



online research solutions

**Consumer Intelligence  
w/c 1<sup>st</sup> December 2008  
Christmas spending**



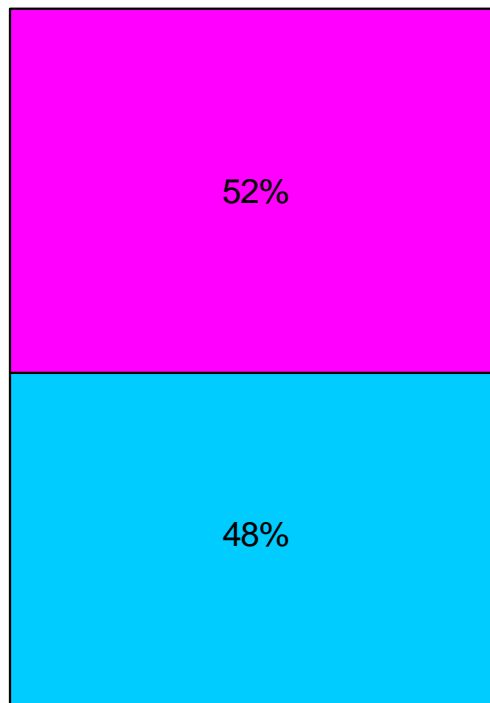
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# Sample Profile



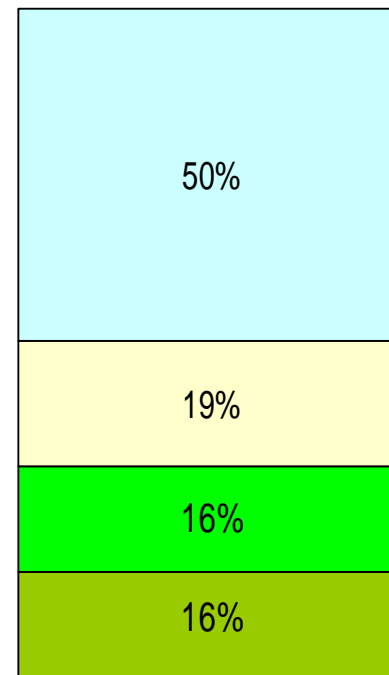
### Gender

- Female
- Male



### Age

- 45+ years
- 35-44 years
- 25-34 years
- 18-24 years

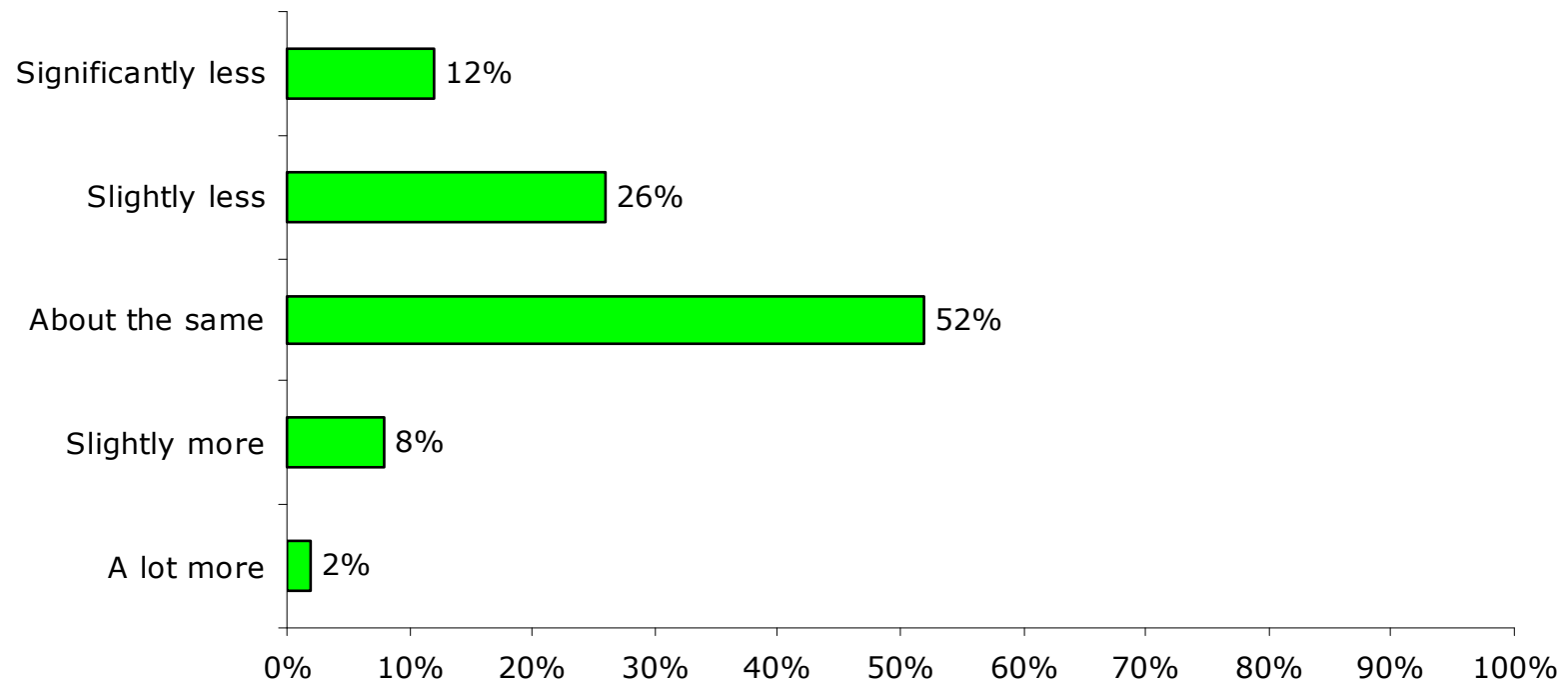


Q. What age/gender are you? N=1005



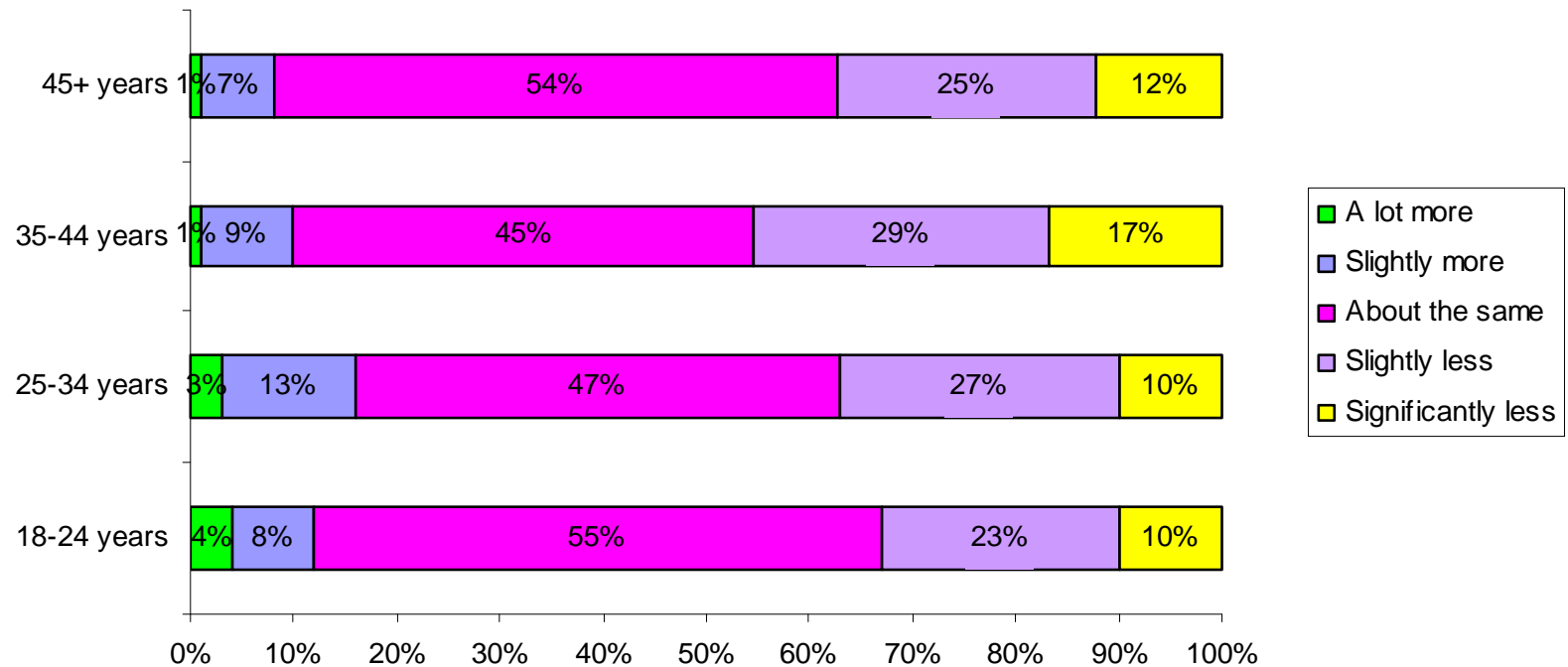
# Survey Findings

# Spend on food & drink compared with previous years



Q: Are you likely to spend more or less on food and drink (compared with previous years) in the run-up to Christmas this year?  
N = 1005

# Spend on food & drink compared with previous years – by age group



Q: Are you likely to spend more or less on food and drink (compared with previous years) in the run-up to Christmas this year?  
N = 1005



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