

2 December 2014

NEARLY ONE IN FIVE TO ENJOY A FRUGAL CHRISTMAS LUNCH

10% still paying for Christmas months later

Families hoping to be frugal this Christmas can enjoy the festive day for just over £100. This may be worth thinking about if you feel the same as the one in ten UK consumers* who say they are still paying off their Christmas bill weeks (11%) or even months (10%) later.

According to research by HSBC, using basic and budget ranges, families can buy Christmas dinner and drink for eight people, decorations, cards, four presents and gift wrap for as little as £102.48. A Christmas hamper containing all the festive essentials can also be added for just £23.31 which may be welcome news for the one in five (19%) surveyed who are hoping to celebrate as cheaply as possible this year.

Christmas essentials for frugal, traditional and luxury budgets

Items	Frugal	Traditional	Luxury
Christmas dinner for eight	£23.20	£40.80	£141.32
Alcohol – 1 red, 1 white, 1 rose, 1 sparkling wine	£10.08	£44.96	£230.98
Gift wrap (4 rolls) and Christmas cards (20)	£2.50	£22.00	£41.00
Christmas tree, baubles and crackers	£24.97	£85.00	£283.45
Presents (2 adult, 2 children)	£41.73	£207.99	£1,693.00
TOTAL £	£102.48	£400.75	£2,389.75

When it comes to spending at Christmas however, 77% of adults described themselves as traditional: in that they want Christmas to be special, but not to cost the earth. With the average predicted spend per household this year at £515.50, and HSBC research indicating a traditional Christmas can be achieved for £400.75, those looking for a touch of indulgence would be able to add most of the items from a luxury hamper without going over their traditional budget:

A hamper for some extra touches

Items	Frugal	Traditional	Luxury
Christmas Cake	£5.00	£10.00	£26.00
6 mince pies	£0.50	£1.90	£4.99
Jam	£0.29	£2.29	£3.99
Bottle of port	£7.00	£12.00	£37.49
Nuts	£0.75	£1.99	£6.99
Dried fruit	£1.00	£1.97	£19.99
Chocolates	£3.50	£5.00	£13.99
Smoked salmon	£3.50	£5.00	£22.00
TOTAL £	£21.54	£40.15	£135.44

The majority of UK consumers are planning to use their monthly income (58%) and/or savings (42%) to finance Christmas this year, though 17% will rely on their credit cards. An additional 5% will use their overdraft to get through the festive season, and 2% will turn to other loans.

How consumers are planning to finance Christmas 2014

Method	%
Monthly income	58%
Savings	42%
Credit cards	17%
Overdraft	5%
Store cards	3%
Christmas bonus	2%
Other loans	2%

Only 13% of UK adults always stick to a budget for Christmas with those aged 35-44 the most likely to do this (15%). This age group is also most likely to describe themselves as frugal: enjoying Christmas as cheaply as possible (24%), when compared to almost one in five overall (19%).

Ends

Further information:

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Notes to Editors

* Research conducted among 2,044 UK adults by Opinion Matters in October 2014.

Food prices for frugal budgets are sourced from supermarket basic/value ranges and for traditional budgets are for branded goods at supermarkets. Food prices for luxury budgets are for high-end ranges at luxury outlets such as Harrods and Selfridges. Prices are accurate as of 1 October 2014.

Frugal presents include: iPhone friendly gloves (iwantoneofthose.com), Elizabeth Arden eau de parfum spray, Nike club team football and Cath Kidston starry dog print kid's handbag.

Traditional presents include: Braun series rechargeable electric shaver, Carven eau de parfum, New Bright remote control off-road car and SFR Miami children's adjustable quad roller skates.

Luxury presents include: 16gb iPad, Mulberry Bayswater handbag, Lego Mindstorms ev3 and Win Green Princess Castle Playhouse.

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