‘THE BIG SQUEEZE’ IS A MAIL METRO MEDIA RESEARCH SERIES THAT TRACKS THE ONGOING IMPACT THAT THE COST OF LIVING CRISIS IS HAVING ON CONSUMER’S FINANCES AND BEHAVIOURS ACROSS A BROAD RANGE OF CATEGORIES.

EACH WEEK WE ASK OUR MATTERS COMMUNITY MEMBERS ABOUT THEIR BEHAVIOURS IN ONE CATEGORY TO ASCERTAIN IF AND HOW IT HAS BEEN IMPACTED BY THE COST OF LIVING CRISIS.

OUR AIM IS TO OFFER USEFUL INSIGHTS AND PRACTICAL GUIDANCE ON HOW BRANDS CAN NAVIGATE THIS DIFFICULT AND TUMULTUOUS PERIOD.

THIS WEEK WE LOOK FORWARD TO CHRISTMAS AND INVESTIGATE HOW THE COST OF LIVING CRISIS IS GOING TO IMPACT GIFTING AND FOOD SHOPPING DURING THE FESTIVE SEASON.
Within this research, we asked our readers about their attitudes towards Christmas in general and in the context of the cost of living crisis. We then asked them about Christmas gifting and Christmas food shopping in more detail.

**APPROACH:**
20 mins online survey, MMM readers recruited through Matters Community and through an external panel

**FIELDWORK DATES:**
5th July – 18th July

**SAMPLE:**
823 participants

Weighted to be representative of the MMM weekly audience by gender and age
WHAT WILL WE COVER?

1. KEY FINDINGS
2. CHRISTMAS 2022 IN CONTEXT
3. CHRISTMAS AND THE BIG SQUEEZE
4. CHRISTMAS FOOD AND DRINK
5. CHRISTMAS GIFTING
6. CHRISTMAS AT MAIL METRO MEDIA
7. IMPLICATIONS FOR ADVERTISERS
KEY FINDINGS
3 in 5 are very concerned about the rising cost of energy bills and 1 in 2 are very concerned about rising food and drink prices. The number of readers who are struggling or in trouble with their finances has increased since Feb ’22 (30 % v 25%).

Christmas still a priority

Despite the stress caused by financial worries, the joy that Christmas provides remains evident with 3 in 5 already excited for Christmas this year.

CAREFULLY MANAGED CHRISTMAS

1 in 2 respondents will budget in the run-up to Christmas, with over 2 in 5 putting aside money earlier than usual.
FRUGAL FESTIVE SEASON

• Over 2 in 5 prioritise their spending at Christmas but people are anticipating they will have to make compromises this year to celebrate. 2 in 5 stated they will be buying cheaper and fewer gifts.

• 1 in 2 will be trading down certain luxuries this year as a measure to control costs.

• Parents are significantly more likely than others to say they will make sacrifices to ensure they can celebrate Christmas (66% vs 29%).

CHRISTMAS WASTAGE A CONCERN

• 7 in 10 are concerned about the waste created at Christmas.

• 1 in 3 will be looking to buy more sustainable gifts this year.

• 1 in 4 are considering gifting homemade items this year and 3 in 10 would consider purchasing and giving a second-hand gift.
KEY FINDINGS

SUMMARY

CHRISTMAS CONTENT

• 2 in 5 expressed their desire to see food and drink offers during the festive period. This was the most popular content readers wanted to see.

• Christmas recipe content (35%) and gift guides (30%) are also in demand with readers.

• 1 in 2 expressed that advertising in newsbrands helps keep them informed of offers and deals on the lead up to Christmas and should be used as a key platform to convey brands’ messaging during the festive period.

CHRISTMAS AT MAIL METRO MEDIA

• We have strong traffic and circulation leading up to, during and after Christmas. Christmas content is very popular with our readers and a broad variety of demographics can be reached with our diverse portfolio.
CHRISTMAS 2022
IN CONTEXT
CONSUMERS ARE CONCERNED ABOUT RISING BILLS AND FOOD AND DRINK PRICES

Q – Which, if any, of the following are you concerned about during this time?

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents

- The rising costs of energy bills
  - Very concerned: 35%
  - Quite concerned: 60%

- Increases in the cost of food and drink
  - Very concerned: 45%
  - Quite concerned: 47%

- Rising inflation
  - Very concerned: 41%
  - Quite concerned: 50%

- The expected energy price cap rise in October
  - Very concerned: 37%
  - Quite concerned: 54%

- Increasing fuel (petrol and diesel) costs
  - Very concerned: 35%
  - Quite concerned: 50%

- Shortages of goods due to supply chain disruption
  - Very concerned: 50%
  - Quite concerned: 30%

- Expected tax increases
  - Very concerned: 45%
  - Quite concerned: 30%

- Rising rents and/or mortgages
  - Very concerned: 30%
  - Quite concerned: 27%
MORE CONSUMERS ARE BEGINNING TO FEEL THE SQUEEZE

30% describe their finances as struggling/in trouble (vs 25% in February 2022). The finances of adults aged 55+ are in better shape than younger cohorts.

Q - Which, if any, of the following best describes your current financial situation?

Struggling / In-Trouble: 30%, 37%, 20% (Parents: 46%)

Source: Tracking – July 2022
Base: 707 respondents

= significant at 95% confidence
EXCITEMENT FOR CHRISTMAS IS STILL HIGH

There is a feeling that this festive season will return to ‘normal’ after the last two Christmases were impacted by COVID.

Q - You said you are looking forward to Christmas this year, why is this?

**EXCITEMENT**

3 IN 5 are looking forward to Christmas this year

18-34: 75%  35-54: 55%  55+: 54%

“I look forward to every Christmas as it’s such a nice time of year. After COVID, I hope this year everything will be back to normal.”

“It feels like it’s going to be the first Christmas where COVID won’t be at the forefront of our minds.”

**FAMILY**

“Christmas is always an enjoyable family affair, more about spending time gathering with friends and family. We do not make it an expensive lavish affair. We keep within a budget and enjoy what we can afford.”

“I host my family for Christmas as I start in September with my preparations as everything we eat is homemade. I love creating something special for my family to enjoy including the food and decoration.”

“I love creating something special for my family to enjoy including the food and decoration.”

**FOOD**

“Just love all the Christmas food - getting everything ready for the big day, spending time with family.”

“Always enjoy the family Christmas Dinner which gets held in different homes each year. One of the few times when most of us are together each year.”

“I love creating something special for my family to enjoy including the food and decoration.”

**RELAXATION**

“We are both looking forward to having a relaxed and happy Christmas and being able to catch up with friends and neighbours. Hopefully work commitments and family obligations won’t monopolise too much of our time together.”

“It is a time to enjoy with family, a chance to relax, a time to feel the joy of the festive season. That is why I am looking forward to Christmas. It is a time of year that most people look forward to and plan ahead for.”

“Going to a hotel on a 4-day break with my sister, mum and sister’s friend and my dog. Really looking forward to it. Have done this before at a different hotel and we had a great time.”

“Always like a chance to eat and drink what we want and not go anywhere.”

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
THE BACKDROP OF THE BIG SQUEEZE IS CAUSING A QUARTER OF READERS TO FEEL STRESSED

Finances and uncertainty around the future are contributing to stress looking forward.

Q - You said you are stressed about Christmas this year; please can you share why that is and what is contributing to your stress surrounding the festive period?

**STRESS**

1 IN 4 currently feel stressed when thinking about Christmas this year

**FUTURE COSTS**

“Because we are facing rising costs - fuel, energy food etc. I’m not sure how we will be financially by the end of the year.”

“Unfortunately, Christmas comes at a time when all of our bills will be going up, and we will also then be paying for heating, and have problems with getting the laundry dry too.”

“Just having enough money to do things and pay the bills.”

**FINANCES**

“Finances do not cover our current outgoings so I don’t see that there will be much money for any sort of Christmas celebrations this year.”

“Stressed about how I’m actually going to be able to afford to celebrate this year and be able to buy gifts for everyone.”

“We have a big extended family and Christmas always costs more money than we can afford. The additional cost and availability of food this year will be an added stress.”

“Money is going to be tight, so not going to be able to buy as many presents for our family.”

**LONELINESS**

“Present buying, cards etc. Advertisements featuring happy families when I am usually on my own. Memories of lovely Christmases long ago and people who are no longer with me.”

“Because as pensioners we are finding it very hard to make ends meet and are stressing where the money will come from to buy presents this year.”

“I worry about my three adult children overspending. I do try to get them to have a limit on how much they spend over the Christmas holidays.”

“The cost will be prohibitive for those on lower incomes, everyone just looks forward to this time as a barometer of happiness. To make everything hard to pay for the working class always ends up with stress, worry and eventually unhappiness.”

“Stressed about how I’m actually going to be able to afford to celebrate this year and be able to buy gifts for everyone.”

“Because as pensioners we are finding it very hard to make ends meet and are stressing where the money will come from to buy presents this year.”

“Finances do not cover our current outgoings so I don’t see that there will be much money for any sort of Christmas celebrations this year.”

“Because we are facing rising costs - fuel, energy food etc. I’m not sure how we will be financially by the end of the year.”

“Unfortunately, Christmas comes at a time when all of our bills will be going up, and we will also then be paying for heating, and have problems with getting the laundry dry too.”

“Just having enough money to do things and pay the bills.”

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
CHRISTMAS AND THE BIG SQUEEZE
A CAREFULLY MANAGED CHRISTMAS

Readers will be doing more planning this year to help them enjoy Christmas, which may bring their planning forward.

Q - We would like to better understand how people are going to manage their finances this Christmas. To what extent do you agree or disagree with each of the following statements? Any agree

1. I will be budgeting in the run-up to Christmas in order to enjoy it
   - 18-34: 65%
   - 35-54: 54%
   - 55+: 47%

2. I am/will be putting aside money earlier than usual for Christmas
   - 18-34: 65%
   - 35-54: 45%
   - 55+: 28%

3. I am going to buy gifts earlier to spread the cost
   - 18-34: 52%
   - 35-54: 39%
   - 55+: 26%

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
A MORE FRUGAL FESTIVE SEASON

Nearly half of readers say they may trade down on certain luxuries to control costs this Christmas, whilst others are looking to buy fewer gifts and attend less activities.

Q - We would like to better understand how people are going to manage their finances this Christmas. To what extent do you agree or disagree with each of the following statements? Any agree

- **48%** I may trade down certain luxuries to control costs this Christmas
  - 18-34: 63%  35-54: 44%  55+: 42%
  - “Trading down on some food items, and possibly gifts. Almost certainly trading down on going to a Christmas show in London which although we all enjoy going to London for a show, is expensive. It is a shame.”

- **41%** I will buy fewer gifts this year to save money
  - 18-34: 57%  35-54: 41%  55+: 31%
  - “I will not spend much on food outside and try to prepare homemade food for myself and others. I will do less shopping and buy low price stuff. Spend less on decorations.”

- **40%** I will be attending fewer Christmas activities this year
  - 18-34: 52%  35-54: 37%  55+: 36%
  - “Trading down on some food items, and possibly gifts. Almost certainly trading down on going to a Christmas show in London which although we all enjoy going to London for a show, is expensive. It is a shame.”
52% of parents feel pressured to purchase expensive gifts for their children.

63% of parents are going to buy gifts earlier than usual to spread the cost, vs 37% total.

66% of parents are making sacrifices in their current spending to ensure they can celebrate this Christmas, vs 29% total.

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
SHORTAGES ARE A CONCERN FOR SOME

1 in 3 are worried there will be shortages of food this Christmas.

Q - Please share your level of agreement or disagreement with each of the following statements. Any agree

- 38% I am worried that there will be shortages of food this Christmas
- 31% I am worried that there will be shortages of products I’d like to gift this Christmas

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
CHRISTMAS WASTAGE IS A CONCERN FOR MANY

7 in 10 are concerned about the waste created at Christmas.

Q - Please share your level of agreement or disagreement with each of the following statements. Any agree

The amount of waste created at Christmas is concerning

- 18-34: 59%
- 35-54: 70%
- 55+: 79%

I am looking to buy more sustainable gifts this year

- 18-34: 46%
- 35-54: 33%
- 55+: 22%

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
CHRISTMAS FOOD AND DRINK SHOPPING
CONSUMERS SHOP AROUND AT CHRISTMAS

7 in 10 shop in multiple supermarkets during the festive period and 45% like to prepare food in advance of Christmas Day.

To what extent do you agree or disagree with each of the following statements about Christmas food and drink? Any agree

- **72%** I will shop at more than one supermarket for Christmas
  - 18-34: 67%  35-54: 70%  55+: 77%

- **45%** I like to prepare food for Christmas dinner in advance of Christmas Day
  - 18-34: 45%  35-54: 39%  55+: 48%

- **28%** I tend to leave Christmas food and drink shopping to the last minute
  - 18-34: 43%  35-54: 32%  55+: 17%

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
GROCERY SHOPPING PEAKS THE WEEK LEADING UP TO CHRISTMAS

1 in 3 are still yet to finish their grocery shopping in the two days before Christmas.

Q - When do you usually start / finish your food and drink purchases for Christmas?

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents – asked to those who do any household shopping
SHOPPING IN-STORE FAVOURED FOR GROCERIES

1 in 2 respondents will do all of their Christmas grocery shopping in-store.

Q - How will you purchase your groceries for the festive period this year?

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents – asked to those who do any household shopping
TESCO AND SAINSBURY’S MOST POPULAR AT CHRISTMAS BUT MANY SUPERMARKETS SEE CHRISTMAS UPLIFT

The premium end of the market may need to work harder to cater for all budgets this year as increased costs may put many off.

Q - Which, if any of the following supermarkets do you tend to use for the main shop / weekly top-up or supplement shop(s) during the festive period (by festive period we mean the week approaching Christmas Day to New Year’s)?

<table>
<thead>
<tr>
<th>Supermarket</th>
<th>Festive Main Shop</th>
<th>Festive Top-Up Shop(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tesco</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>Sainsbury’s</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Aldi</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>M&amp;S</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>Asda</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Morrisons</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Lidl</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Waitrose</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>The Co-op</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Iceland</td>
<td>4%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents – asked to those who do any household shopping

Normal Week Rank

#1 Tesco
#2 Sainsbury’s
#3 Aldi
#4 M&S
#5 Asda
#6 Morrisons
#7 Lidl
#8 Waitrose
#9 The Co-op
#10 Iceland
TURKEY RULES THE ROOST BUT MEAT ALTERNATIVES ARE SEEING AN INCREASE IN POPULARITY YEAR ON YEAR

1 in 5 will likely have meat alternatives for Christmas dinner and 1 in 3 want to see more vegan/vegetarian options available at Christmas.

Q - Which, if any of the following meat(s) / meat alternatives are you likely to eat for Christmas dinner?

- Turkey: 58% (2021) 55% (2022)
- Beef: 27% (2021) 26% (2022)
- Chicken: 24% (2021) 25% (2022)
- Pork: 16% (2021) 19% (2022)
- Lamb: 14% (2021) 16% (2022)
- Meat alternatives: 18% (2021) 15% (2022)
- Fish: 11% (2021)
- Duck: 7% (2021) 8% (2022)
- Goose: 4% (2021) 5% (2022)
- Venison: 4% (2021) 3% (2022)
- Pheasant: 4% (2021) 3% (2022)

I’d like more vegan/veg options to choose from during Christmas

18-34: 56% 35-54: 38% 55+: 17%

Source: Christmas x The Big Squeeze – July 2022 | Christmas 2021 – October 2021
Base: 823 respondents | 387 respondents
CHRISTMAS GIFTING
BOOKS, FOOD AND CLOTHING ARE THE MOST POPULAR GIFTS THAT CONSUMERS WANT TO RECEIVE THIS YEAR

1 in 2 will be buying gift cards/vouchers for others.

Q - What type of gifts are you intending to give to others this year? And what types of gifts do you want to receive this year?

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
CLOTHING, FOOTWEAR AND EXPERIENCES TOP THE WISH LISTS OF UNDER 35s

Books and food top the wish lists of adults aged 55+.

Christmas wish lists by age

18-34
- Clothing: 65%
- Footwear: 59%
- Cash: 59%
- Event Tickets: 56%
- Homeware: 56%
- Food / Drink: 55%
- Tech: 55%
- Gift Cards / Vouchers: 55%
- Books: 54%

35-54
- Books: 52%
- Cash: 48%
- Gift Cards / Vouchers: 48%
- Food / Drink: 46%
- Clothing: 45%
- Event Tickets: 36%
- Jewellery / Watches: 35%
- Homeware: 33%
- Experience Days: 28%

55+
- Books: 57%
- Food / Drink: 51%
- Clothing: 43%
- Gift Cards / Vouchers: 41%
- Event Tickets: 32%
- Homeware: 24%
- Cash: 21%
- Jewellery / Watches: 21%
- Travel / Holiday: 20%

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
HALF HAVE BEGUN THEIR SHOPPING BY NOVEMBER

Most aim to finish by the beginning of December but a third will continue shopping until the last minute.

Q - When do you tend to start / finish your Christmas shopping for gifts?

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
READERS WILL BE SHOPPING IN-STORE AND ONLINE FOR GIFTS THIS CHRISTMAS

Q - Which, if any, of the following best describes how you think you will shop for Christmas presents this year?

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>100% In-store</th>
<th>75% In-store</th>
<th>50% In-store / 50% Online</th>
<th>75% Online</th>
<th>100% Online</th>
<th>Don't know / Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8%</td>
<td>16%</td>
<td>37%</td>
<td>21%</td>
<td>5%</td>
<td>13%</td>
</tr>
</tbody>
</table>

| 18-34          | 9%            | 25%          | 35%                       | 12%        | 5%          | 14%                  |

| 35-54          | 8%            | 11%          | 39%                       | 23%        | 4%          | 15%                  |

| 55+            | 7%            | 14%          | 37%                       | 24%        | 6%          | 10%                  |

| PARENTS        | 11%           | 26%          | 45%                       | 5%         | 5%          | 8%                   |

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
**GIFTING TRENDS**

**HOMEMADE GIFTS**
1 in 4 are considering gifting homemade gifts this year. Over 2 in 5 would feel comfortable gifting homemade presents.

**SUSTAINABLE**
1 in 3 state that they are looking to purchase more sustainable presents this year.

**GO INDEPENDENT**
1 in 3 are planning to buy more gifts from smaller or independent businesses this year.

**SECOND HAND**
3 in 10 would consider purchasing and gifting a second-hand gift and 1 in 4 often regift or sell presents they receive.

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
CHRISTMAS AT MAIL METRO MEDIA
FOOD AND DRINK OFFERS AND RECIPES ARE IN DEMAND

Readers are also interested in money saving tips and gift guides. Newsbrands are a great place to inform and entertain at Christmas.

Q - Which, if any, of the following topics would you like to read articles about during Christmas?

- Food & drink offers: 43%
- Christmas food / drink recipes: 35%
- Tips on saving money: 34%
- Gift guides: 30%
- Christmas events and attractions: 28%
- Christmas baking: 26%
- Christmas activities to do at home: 20%
- Games to play on Christmas Day: 20%
- Decoration inspiration: 16%
- Christmas / winter fashion: 13%

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
TRENDING CHRISTMAS CONTENT AND SEGMENTS

Content about Christmas food ranges is particularly popular across our digital sites. Christmas gifting tips are also popular.

CHRISTMAS FOOD
- Make Christmas magical and delicious for all. M&S have the perfect foodie gifts for all this season* (400K+ views)
- The foods you can freeze now to get ready for Christmas (250K views)
- Femail reveals the Christmas meal kits you can order to be all set for December 25th (40K views)
- Iceland reveals its Christmas food range for 2021 (25K views)

CHRISTMAS GIFTING
- The unwanted Christmas gifts being sold on Ebay - with some still in their wrapping (320K views)
- 10 top tips for Christmas gifting you don’t want to miss (480K views)
- Dazzle your loved ones this Christmas with these 10 top tips for fabulous Christmas gifting* (200K+ views)
- The cheapest time to buy Christmas gifts such as bikes, Lego and laptops (120K views)

Top Christmas Segments

GIFTING
- 2.2M (+23% UPLIFT)

RECIPES
- 400K (+41% UPLIFT)

BEAUTY LOVERS
- 920K (+29% UPLIFT)

BOOK LOVERS
- 0.4M (+2% UPLIFT)

Source: Omniture 2021 and Permutive 2021, *= sponsored content
TRAFFIC TO OUR DIGITAL SITES INCREASE BEFORE AND AFTER CHRISTMAS DAY

Circulation also sees a small boost in the days before and after Christmas and buying habits soon return to normal in the new year.

% change in traffic to our digital sites by day in December vs December Average 2021

“In the four days leading up to Christmas we see strong sales as people carry out last minute shopping, usually peaking on Christmas Eve (+7%). As Christmas Eve is on a Saturday this year we expect a peak sale on 17th December for the bumper Christmas TV Guide. There is no issue on Christmas Day.”

“Subsequent Bank Holidays are impacted as people spend time indoors. 27th-31st see good sales as people stock up on food, peaking on New Years Eve (+8%). Behaviour returns to normal after New Years Day.”

Omniture 2021 and Internal circulation figures
IMPLICATIONS FOR ADVERTISERS
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<th>THEMES THAT MATTER</th>
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<td>1 in 2 MMM readers will be budgeting in the run-up to Christmas to ensure they can still enjoy the festive period.</td>
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<td><strong>FRUGAL FESTIVE SEASON</strong></td>
<td>1 in 2 MMM readers may trade down certain luxuries to help control costs this Christmas. The majority are still excited for Christmas.</td>
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<tr>
<td><strong>PARENTS UNDER PRESSURE</strong></td>
<td>2 in 3 MMM parents are making sacrifices in their current spending to ensure they can celebrate this Christmas.</td>
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<td><strong>CONCERN ABOUT WASTE</strong></td>
<td>7 in 10 MMM readers say the amount of waste created at Christmas is concerning. 1 in 4 are considering making homemade gifts this year.</td>
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<tr>
<td><strong>CHRISTMAS CONTENT</strong></td>
<td>4 in 5 MMM readers are interested in reading Christmas related content with food and drink offers (43%) and recipe ideas (35%) the most in demand.</td>
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<tr>
<td><strong>IMPORTANCE OF NEWSBRANDS</strong></td>
<td>1 in 2 MMM readers say advertising with newsbrands keeps them informed on offers and 1 in 3 say newsbrands help them decide on gifts.</td>
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</table>

### THEMES THAT MATTER

| SHOWCASE PRODUCTS/SERVICES EARLIER | Many are saving for Christmas and purchasing/thinking of purchasing gifts earlier than usual to spread costs throughout the year. Show finance or credit options such as buy now, pay later. Make your offers and deals visible earlier. |
| HIGHLIGHT BUDGET OPTIONS | With concerns surrounding the costs of living, many are considering trading down the usual more premium products they buy at Christmas. Showcase budget-friendly options and/or incentivise premium options. |
| MERRY CRAFTMAS | Concerns around wastage at Christmas are likely to be heightened by the cost of living crisis and many are considering making their own gifts or more sustainable options. Encourage craft, creativity and family time and help them to get more for less. |
| SPREADING CHRISTMAS CHEER | The majority are excited for Christmas and although finances are squeezed, it is still a time to celebrate and have fun with family, friends and loved ones. Use humour, nostalgia and focus on the positives that don't cost a thing. |
| USE NEWSBRANDS | Newsbrands’ gift guides and advertising are key sources of inspiration when deciding on Christmas presents. Use newsbrands to help readers choose what to gift this winter and keep brands in consideration. |
MOST WILL BE HOME FOR CHRISTMAS

Younger groups more likely to be planning on spending in the leisure sector.

Q - In which, if any, of the following places / venues, do you think you will spend any part of Christmas Day this year?

43% Prefer to be at home at Christmas

30% Like to visit others at Christmas

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
WHAT DO PEOPLE BUY OVER THE FESTIVE PERIOD?

Wine is the most popular alcoholic drink over the festive period.

**18-34**
- Soft Drinks: 56%
- Sweets / Chocolate: 48%
- Savoury Snacks: 47%
- Wine: 40%
- Beer: 37%
- Pre-Made Party Food: 36%
- Spirits: 36%
- Frozen Veg: 31%
- Pre-Made Sides: 29%

**35-54**
- Savoury Snacks: 69%
- Sweets / Chocolate: 63%
- Soft Drinks: 54%
- Wine: 44%
- Pre-Made Party Food: 41%
- Spirits: 38%
- Beer: 37%
- Frozen Veg: 31%
- Pre-Made Sides: 29%

**55+**
- Savoury Snacks: 72%
- Wine: 70%
- Sweets / Chocolate: 60%
- Soft Drinks: 51%
- Spirits: 49%
- Beer: 41%
- Frozen Veg: 34%
- Pre-Made Party Food: 32%
- Pre-Made Sides: 22%

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents
CONSUMERS ARE MORE OPEN TO PURCHASING SUPERMARKET OWN-BRAND WINES AND SPIRITS

Q - Thinking now about wine/beer/spirits. Which of the following best describes the types of products you are likely to purchase this Christmas?

- Premium brand
- Well known brand
- Value brand
- Supermarket premium option
- Supermarket own label
- Supermarket value range

Source: Christmas x The Big Squeeze – July 2022
Base: 823 respondents – asked to those who purchase at Christmas