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Bashful Brits reluctant to admit they hate their Christmas gifts – but are busy planning for 2018

- Over a third received at least one gift they didn't want, but only 7% returned or exchanged them
- One-third say they will buy next year's Christmas cards or wrapping paper in this year's sales
- One in seven will start saving towards Christmas 2018 in January

More than one in three Brits received at least one Christmas gift they didn't like but three quarters (76%) say that they would never tell the person who gave it to them. Scots are the most reluctant to speak up with 82% saying they wouldn't let on, but one third (33%) of those in North East England *would* say something. The over 55s are also more likely to hold their tongue (84%) than 18-34 year olds (64%).

And only one in fifteen (7%) Brits return or exchange Christmas presents they didn't want with almost a third (31%) preferring to store them, 28% gifting them to a charity shop or jumble sale and 23% re-gifting to someone else. Embarrassingly, one in seven (15%) have actually been re-gifted a present from the person they originally gave it to.

Savvy spenders take advantage of the sales

Meanwhile, savvy Brits are looking to take advantage of this year's sales expecting to spend an average of £91.83 in the post-Christmas sales, with men splashing the cash at £106.73 and women following at £77.63. Across the UK, respondents in London expect to spend the most (£172.76) and those in Northern Ireland the least (£47).

When it comes to the sales, many are also taking the opportunity to prepare for Christmas 2018. More than one-third (36%) say they will buy next year's Christmas cards in this year's sales, with a third (33%) looking to pick up discount wrapping paper and almost a third (32%) even picking up presents to put under the tree in 2018. And with the growth of Christmas jumper days in workplaces all over the country, one in seven (15%) will buy a Christmas jumper now for next year, with more than a quarter of 18-34s (28%) leading the way. 27% of those in the North East said they'd buy a Christmas jumper now for next year, but only 8% of Scots and 9% in the East Midlands said the same.

Saving for Christmas 2018....

And it not just buying for 2018 that's occupying our minds at this time of year, with one in seven (15%) planning to start saving towards next Christmas in January. This rises to one in five (20%) in Wales, but drops to fewer than one in ten (9%) in Yorkshire and the Humber who plan

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to start saving in January. However, across the whole year, 56% from Yorkshire and Humber will be or have already started saving for Christmas 2018 compared to 48% in the East Midlands, 50% in Wales and 50% in Scotland. Amongst the 18-34 year olds a whopping 68% say they will save or have already started to save for Christmas 2018, compared to 55% of 35-54 year olds and only 34% of over 55s.

Jon Roberts, Managing Director of Halifax credit cards said; “It seems the traditional British reserve is still in evidence when it comes to saying we don’t like a gift, even when we’re being re-gifted something they gave in the first place. However, it is surprising that such a low percentage will look to exchange or get a refund from the retailer.

“Christmas can be an expensive time of year, so it’s encouraging that people are thinking longer-term and planning for 2018 already by saving and picking up cards, wrapping paper and even Christmas jumper bargains in the sales.”

Ends

Notes to Editors:

The research was completed by Opinium and the findings are based on 2,005 online interviews with a nationally representative sample of adults aged 18 and over living across the UK. The interviews were conducted between 15 December 2017 and 18 December 2017.

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