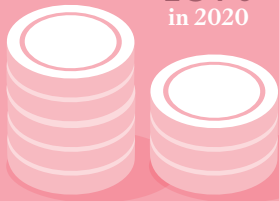


Savanta:

How do we pay for Christmas 2020?

26%
in 2015

16%
in 2020

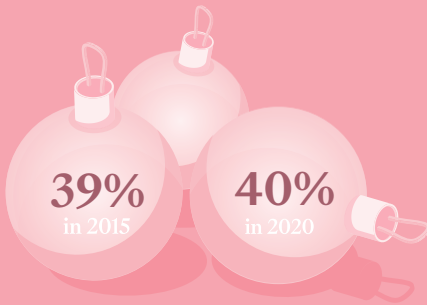


❄️ Special savings

Those using special Christmas savings has fallen since 2015 (26% in 2015 vs 16% in 2020)

39%
in 2015

40%
in 2020



❄️ Monthly income

4 in 10 do not use savings or credit at all, with no change over the years

30%
in 2015

70%
in 2020



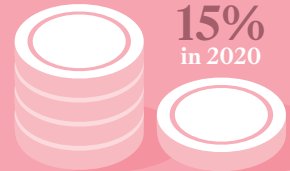
❄️ Catalogues

Though still very low, numbers using catalogues has more than doubled



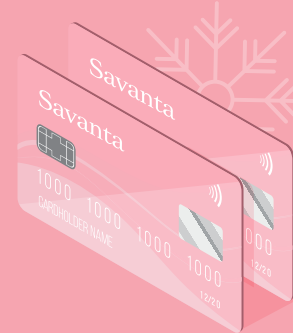
31%
in 2015

15%
in 2020



❄️ Other savings

'Other savings' has halved since 2015 (31% in 2015 vs 15% in 2020)



❄️ Credit cards

16% vs 19%
in 2015 in 2020

Those using traditional credit cards has grown since 2015. 35-44s and those in the South are more likely to use this

❄️ New credit 9%
in 2020

Nearly 1 in 10 plan to use new credit lending services such as Klarna or Clearpay. Gen Z (14%) and Millennials (16%) are most likely to use this



How we save up for Christmas

Those who do use savings for Xmas, build these savings up in different ways

❄️ Using cash

Over 1/3 of people save using cash, with over 65s most likely (59%) and nearly half of retirees (49%). Those in the Midlands, Wales and East are +10% more likely to save using cash than those in London (40% vs 30%)

❄️ Separate account

1 in 3 (33%) save in a traditional savings account, with nearly half (48%) of 45-54 year olds using this method

❄️ Using AI apps

Over 1 in 10 (11%) are using new AI savings apps such as Plum or Cleo to save, with 25-34 year olds most likely to do so (18%)

❄️ App-based banks

Nearly 2 in 10 (18%) use app based banks such as Monzo or Starling to save