The Holiday Season: The Most Wonderful Time of the Year

We recently conducted a study of 500 respondents in the United States and 500 respondents in the United Kingdom to learn about their plans and sentiments around the holiday season. Almost half of UK shoppers don’t give themselves a budget for Christmas spending! In the US, 76% give charitably during the holiday season! Here are some other insights we found:

**Holiday Displays**

How do you feel about store holiday displays?

- **UK**: 49%
- **US**: 37%

**Most Wonderful Time of the Year**

What’s most important to you during the holidays?

- **UK**: 64%
- **US**: 53%

**The Season of Giving**

Who do you plan to purchase gifts for?

- **UK**: 55%
- **US**: 46%

**Holiday Shopping**

How much do you intend to spend on gifts compared to last year?

- **More**: 39%
- **Same**: 38%
- **Less**: 23%

---

**Graphs and Charts**

- Holiday Displays: 49% of UK shoppers say early holiday displays make them excited for the holiday season.
- Most Wonderful Time of the Year: Respondents in the UK place more importance on the people around them during the holiday season (64%) than in the US (53%).
- The Last Are the first to the holiday season: 53% of UK shoppers are on a budget for holiday spending this year, compared to 76% in the US.
- The Season of Giving: 76% of US shoppers give charitably during the holiday season.
- Holiday Shopping: 45% of UK shoppers choose not to restrict themselves with a budget during the holiday period.