



## WHAT THE DICKENS?

### Women Still Have Traditional Role At Christmas



A new study, commissioned by **One4all**<sup>®</sup> has revealed that when it comes to equality in the home, little has changed in the past 200 years with a staggering 98 percent of women lumped with all the Christmas chores (shopping, cooking, wrapping gifts as well as clearing up).

In a bid to understand what people think about Christmas 2008 – amid the doom and gloom the creators of Ireland's leading multi-store gift voucher and nationwide multi-store gift card, **One4all**<sup>®</sup>, surveyed 1,164 people to uncover the spectacle of it all and to see if we all feel the same way.

Does Christmas drive you crackers?

Top of the list of Christmas bugbears for 63 percent of people, is the increasingly premature Christmas countdown with decorations appearing earlier each year. Almost 60 percent cited getting on each others nerves as the reason for family Christmas showdowns followed by disagreeing on what to watch on the telly (24 percent), while almost 15 percent of us blame annoying relatives for family bust ups. Despite this, the overwhelming majority (88 percent) would rather spend Christmas with their family.

Eat, drink and be merry Turkey is still the top choice on the menu at Christmas with 80 percent preferring this traditional meal over duck, roast beef, chicken and veal. When it comes to celebrations approximately 40 percent of us are overindulging in booze, but thankfully only a small number (15 percent) of workers felt they made a fool of themselves at the Christmas party. Of these only 25 percent said they dreaded going to work the next day!

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Money worries – a red Christmas

It looks as if we will be reining in our festive spending with the majority of us (83 percent) planning to tighten purse strings for Christmas and 54 percent opting to buy fewer gifts come December. That said, our furry friends are not forgotten with one third planning to splash out on a treat for our beloved dog or cat.

\*Deloitte's Annual Christmas Spending Survey for 2008 confirmed that Irish consumers are cautious about Christmas gift spending with an expected decrease of 7.2% on last year. Deloitte also found that 65% of people prefer for multi-store gift vouchers over experience or single store gift vouchers. Multi-store gift vouchers and cards such as the One4all are the preferred option as they offer people more choice, flexibility and convenience.

## The Christmas mouse

78 per cent of Christmas shoppers are swapping pavement-pounding drudgery among crowds of shoppers for ordering on-line from the comfort of their home. Almost 66 percent will be leaving shopping to last minute with only ten percent saying they found shopping for gifts the most annoying thing about Christmas.

Gift Voucher Shop, CEO Michael Dawson, said: "It is interesting that on one hand people are adopting modern technology such as on-line shopping, while our behaviour is positively old-fashioned with women still doing all the work."

**One4all**<sup>®</sup> can be bought as a gift voucher or gift card. With over 4,500 outlets nationwide to spend the gift voucher and over 3,000 outlets nationwide to spend the gift card and with big brand stores such as Argos, HMV, Easons and Brown Thomas, this present will suit even the most picky festive reveller. So for hassle free Christmas shopping this year, simply pop into your local Post Office, local store where you see the PostPoint sign, visit [www.one4all.ie](http://www.one4all.ie), or call 01 – 8708111

## Notes to Editor:

### Key Findings:

- ∴ More women (98%) than men will be doing most of the work at Christmas
- ∴ 80 % would prefer turkey for Christmas dinner with 19% saying they would prefer something else  
Of those that said no
  - 30% would prefer Roast Beef
  - 24% would like Chicken
  - 19% said duck
  - 27% said something else
- ∴ Of those questioned 15% said they made a fool of themselves at the Christmas party  
75% of this 15% said they did not mind facing their work colleagues after they made a fool of themselves
- ∴ 78% said they will be shopping on-line this year with 22% pounding the pavements to buy gifts for loved ones.
- ∴ 34% describe themselves as a Ms Money Penny organising and buying presents in the summer, while 66% nick name themselves a Last Minute Harry.
- ∴ The following results were found for people's pet hate at Christmas:
  - 63 said Christmas decorations going up too early
  - 4 said Carol Singers
  - 10 ticked Shopping for Gifts
  - 4 said Putting up the Tree
  - 2% said Family get-togethers
- ∴ 83% said they would be tightening their belt this Christmas
- ∴ 53% said they will be buying fewer gifts this year

### \*Deloitte Christmas Survey 2008

Deloitte's Christmas Spending Survey for 2008 was performed during the last week of September and the first week of October – however in a constantly changing economic environment, purchase decisions will undoubtedly be taken at the last minute based on consumers' perception of the economic environment as a whole and its likely impacts on them.

Respondents are aged 18 years and older. Information has been collected via the Internet, with a structured questionnaire for a sample of individuals, within controlled panels. The survey was carried out in 17 countries and the sample size in Ireland was 672.