



ALTIANT  
Powering Luxury & Wealth Insights



CHRISTMAS HABITS AMONG AFFLUENT/HNWIS  
US - UK  
DECEMBER 2018

[www.altiant.com](http://www.altiant.com)

Stockholm | Geneva | London | Barcelona | Tallinn | Sofia

[contact@altiant.com](mailto:contact@altiant.com)

## STUDY BACKGROUND

- This research is a special edition of Altiant's snapshot surveys, short questionnaires submitted to our in-house panel of Affluent and High Net Worth Individuals, LuxuryOpinions®. This version explores **Christmas habits** among British and North American wealthy members.
- This quantitative online survey was carried out in **November/December 2018**, and interviewed **205** members from the UK and **207** from the US. **55%** of this sample was aged 18-39, while **45%** was aged 40+. The gender split was **52:48% male:female**. The mean Household Income of this sample was **£391,220** in the UK and **\$932,282** in the US.

## KEY FINDINGS

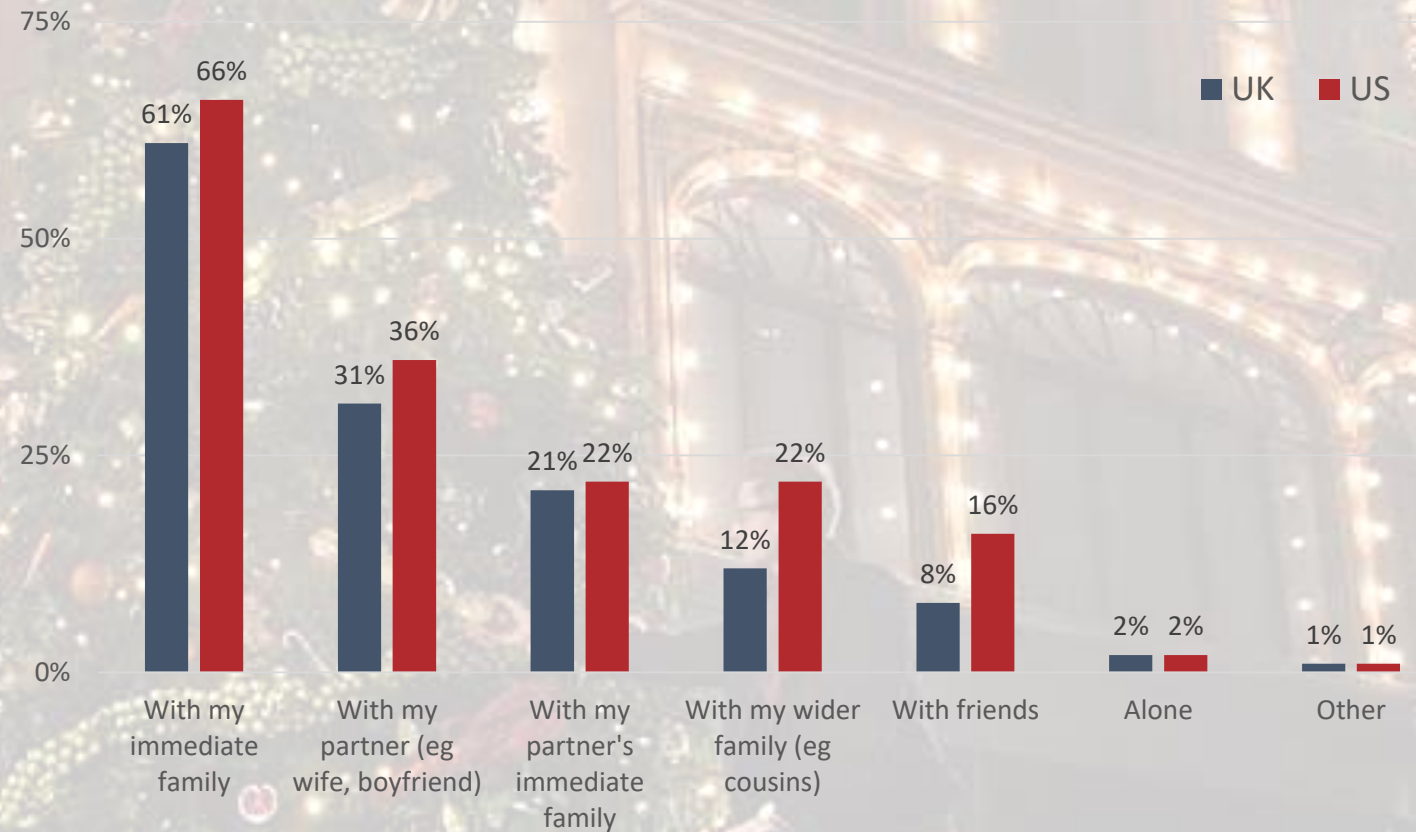
- Most of our affluent/HNWI respondents are likely to spend this Christmas **at home** and with their **immediate family** or **partner**.
- **Some two in five** do **half of their Christmas shopping in stores and half online**. Just **21%** of our respondents expect to do most or all of their Christmas shopping **in stores** this year, compared to **37%** who expect to do so **online**
- **Technology (65%), fragrances (62%), jewellery/watches (61%)** and **food and drink (59%)** are the most popular categories for gifters among both our American and British sample.



## CHRISTMAS IS A TIME FOR SPENDING WITH FAMILY AND FRIENDS

*“Who do you plan to celebrate Christmas Day or an equivalent feast day (eg Kwanzaa) with this year?”*

- Christmas is a time for family for most of our American and British respondents. More than **three in five** spend their Christmas Day with their **immediate family**, while **one in five** do so with their partner’s immediate family and with their wider family.
- A **third** of our respondents spend the day with their **partner**, rising to 36% among the US respondents. The US respondents are also twice as likely as their British counterparts to spend some of their Christmas Day with their **friends** (16% vs 8%).

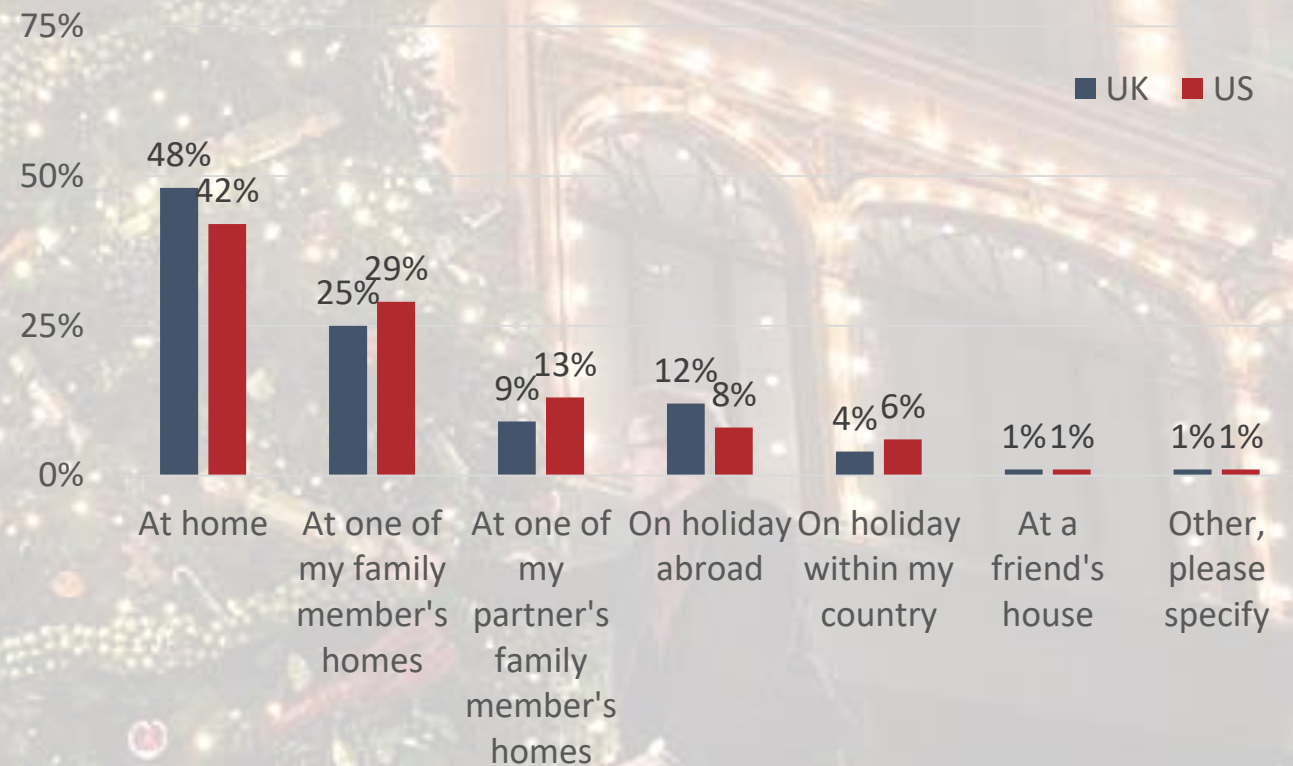


Note: totals exceed 100% as respondents were able to code more than one option (for example, they could see both friends and family on Christmas Day).

## CHRISTMAS IS MOST OFTEN SPENT AT HOME

*“Where do you plan to celebrate Christmas Day or an equivalent feast day (eg Kwanzaa) with this year?”*













- Spending Christmas at home is the most popular option for both our American and British respondents. **45%** of our sample spend their Christmas Day **at home**, while **27%** do so at a family member’s home and **11%** do so at the home of their partner’s family.
- **Holidays** are popular with one in ten of our respondents, particularly those taken abroad (**10%**) vs those within the home country (**5%**).





## A WIDE VARIETY OF GIFTS ARE POPULAR WITH AFFLUENT/HNWI RESPONDENTS

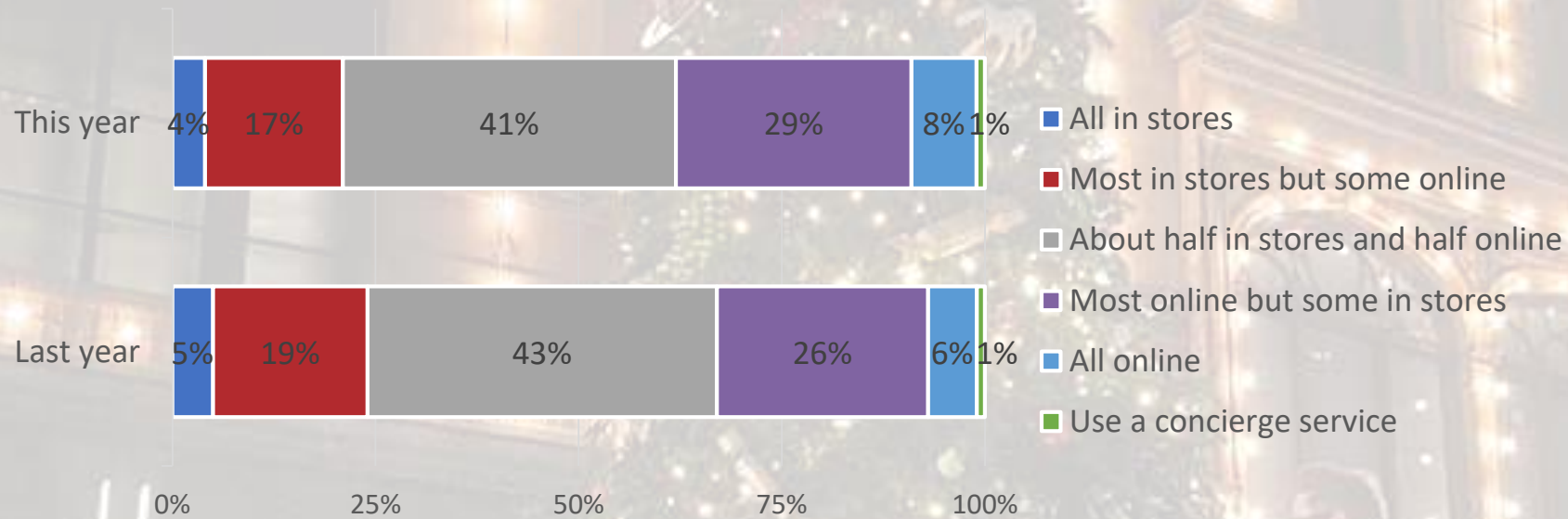
“Are you likely to buy luxury items as gifts in any of the following categories?”

											Other	None
TOTAL	65%	62%	61%	59%	45%	43%	40%	37%	35%	10%	2%	7%
	67%	67%	63%	64%	41%	39%	40%	33%	33%	7%	2%	5%
	63%	56%	59%	55%	48%	47%	41%	41%	38%	13%	1%	8%

- In both the US and UK, four categories emerge as the most popular for gifting: **technology (65%)**, **fragrances (62%)**, **jewellery/watches (61%)** and **food and drink (59%)**. Brits show a particularly strong preference for gifting fragrances and food and drink products such as hampers.
- Affluent/HNWI Americans are more likely than their British counterparts to gift soft luxury items such as luxury handbags, fashion and footwear, although these categories are still popular among UK gifters.
- **Two in five** would give a leisure gift such as a **hotel stay** or **spa retreat**, while **just over a third** give **luxury gift cards**. The least popular category is **transport** such as cars (**10%**), perhaps unsurprisingly given the high ticket cost.

## ONLINE SHOPPING GROWING IN POPULARITY

*“Which of these statements is most appropriate for how you purchased your Christmas gifts last year and will do this year?”*



- The highest share of our respondents – just over **two in five** – do approximately half of their Christmas shopping in stores and online. There appears to be a shift in preference towards shopping online – just **21%** of our respondents expect to do most or all of their Christmas shopping **in stores** this year, compared to **37%** who expect to do so **online**.
- There are minimal differences in behaviour between our American and British respondents, in addition to few changes vs last year. However, it is likely that the share of consumers doing most or all of their Christmas shopping online will continue to grow.

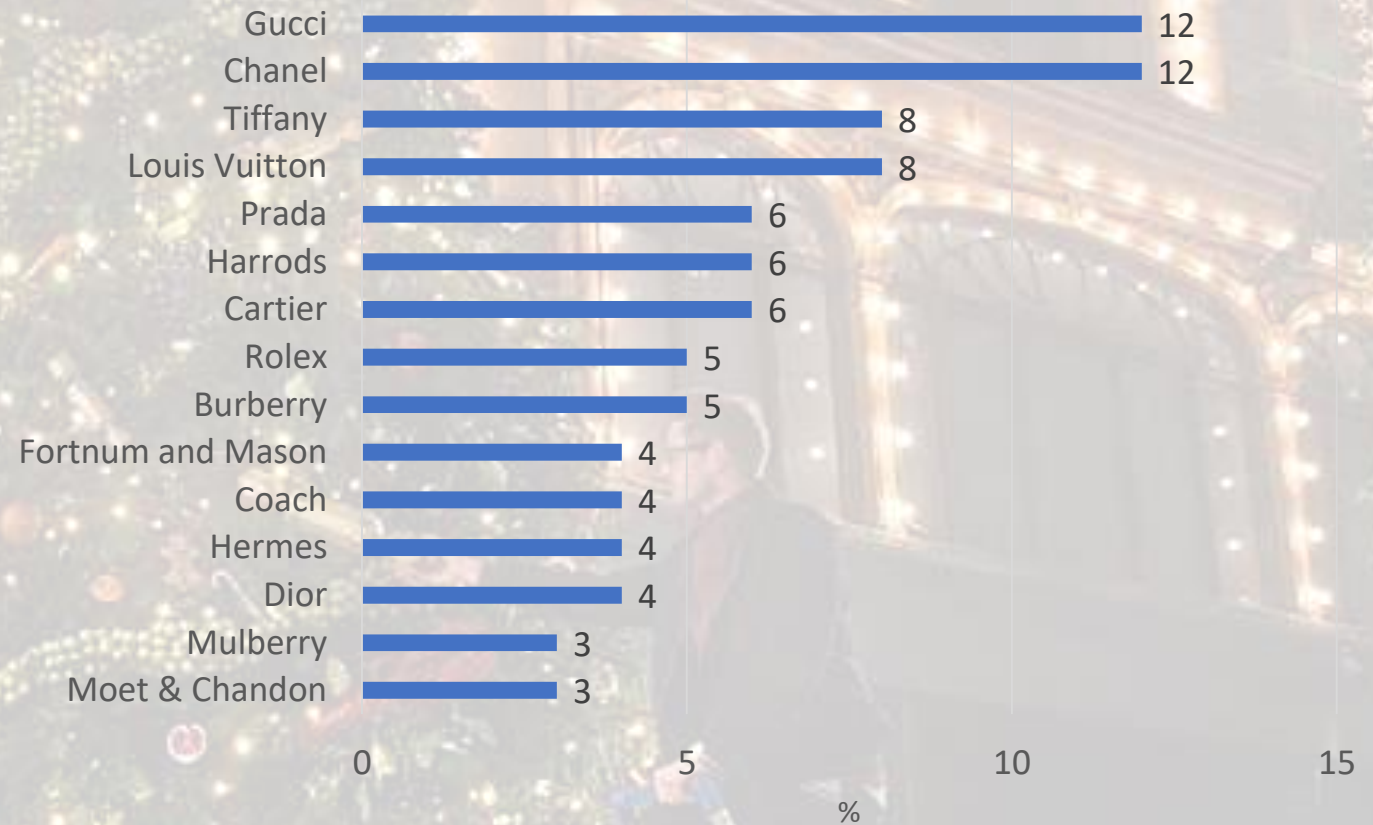


## VARIOUS LUXURY BRANDS ASSOCIATED WITH CHRISTMAS

*“Are there any luxury brands which come to mind when you think of Christmas?”*











- Three in five of our respondents – **60%** – **associated at least one luxury brand with Christmas**. In total, almost **150** different brands were mentioned across various luxury categories, reflecting the high number of operators. **40%** of our respondents say they have a particular luxury item which they want to receive this year, often being from one of the main brands listed in this chart to the right.
- Hard and soft luxury goods were the most likely to be cited, with Gucci and Chanel cited most often by our total sample across both countries (**12%**). Tiffany & Co and Louis Vuitton followed a short way behind, each with 8% of the response.

*“I am a big ‘Gucci at Christmas person’, so our family knows they are going to get spoiled that way. And then I love to treat myself to a high-end watch so if I’m really good I hope to get a Rolex for Christmas.”*



## US RESPONDENTS LIKELY TO SPEND MORE ON GIFTING

*“Please select approx. how much you are likely to spend on the following individual people for Christmas presents in total.”*

	Under £250/\$300		£251-500/\$301-625		£501-1,000/\$626-1,250		Over £1,000/\$1,250		Not applicable	
										
A partner/spouse	19%	10%	24%	18%	29%	32%	23%	33%	5%	7%
A parent	39%	30%	23%	24%	16%	19%	6%	12%	16%	15%
A sibling	53%	45%	20%	22%	11%	14%	4%	5%	12%	14%
A child aged 0-5	46%	34%	14%	18%	4%	13%	6%	5%	30%	30%
A child aged 5-18	36%	24%	22%	20%	12%	22%	4%	12%	26%	22%
An adult child	30%	19%	21%	19%	12%	21%	3%	11%	34%	29%
A grandparent	35%	24%	14%	14%	8%	12%	0%	5%	43%	45%
An in-law	47%	36%	17%	20%	7%	10%	0%	3%	29%	31%

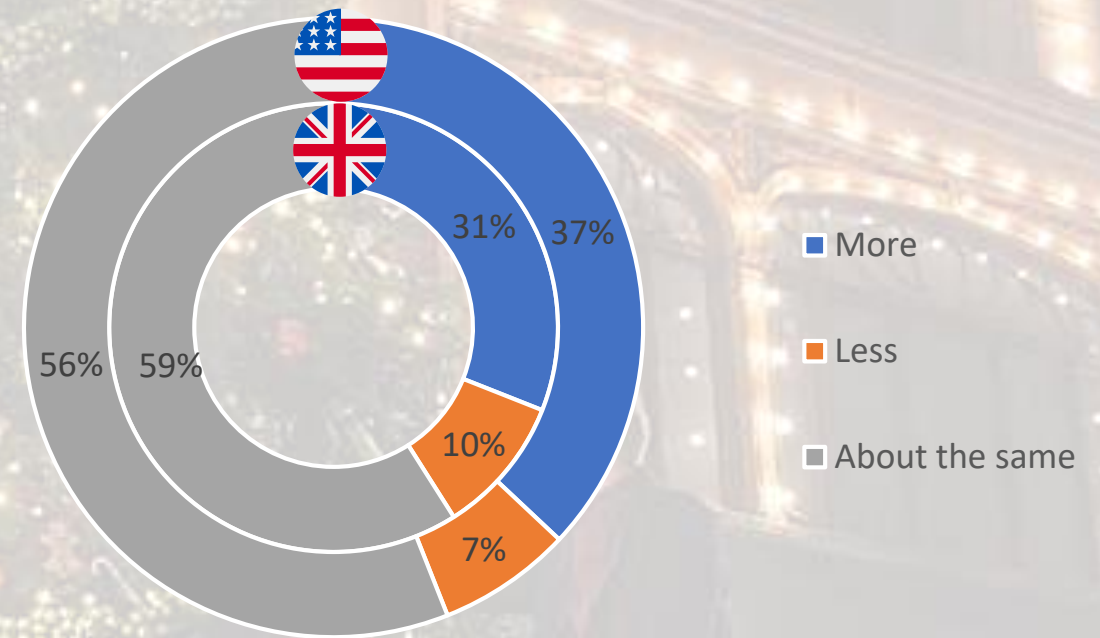
- Our US respondents are generally more likely than their UK counterparts to be big spenders on Christmas gifts, particularly for their **partner/spouse** and **older children**. British respondents are significantly more likely to remain under £250 for all of the listed people.



## LUXURY GIFTING SET TO RISE AMONG OUR RESPONDENTS

*“All expenses considered, will you be spending more, less or about the same amount on Christmas compared to last year?”*

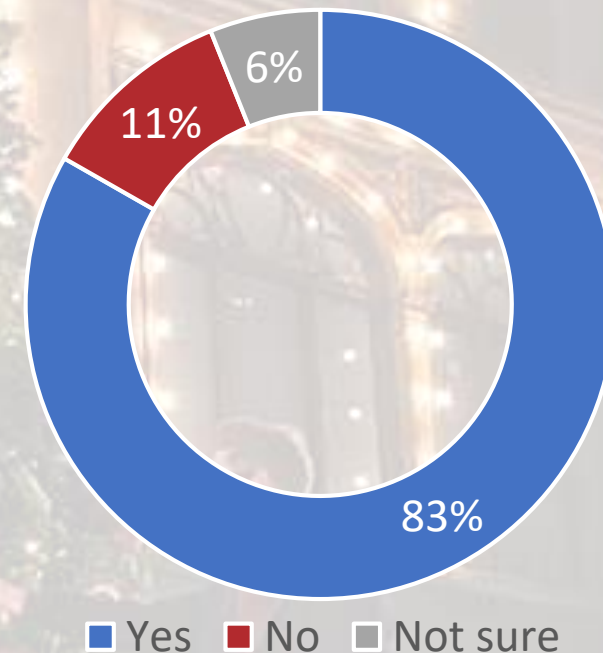
- A third of our respondents – **34%** – stated that they expect to **spend more** on gifts for Christmas this year. Our US respondents are particularly likely to spend more this year, some 37% of our sample expecting to do so.
- Almost **three in five** in both the UK and US expect to **spend about the same amount** on Christmas compared to last year. Overall, only a minority of **8%** expect to **spend less** on Christmas this year.



## CHRISTMAS DINNERS REMAIN POPULAR FOR THE MAJORITY

*“Are you likely to have a traditional Christmas dinner this year?”*

- Christmas dinners remain a popular tradition among our affluent respondents in this survey. In both the UK and US, **83% plan to have a traditional Christmas dinner** this year, with only **11%** not planning on it and **6%** unsure.
- In both countries, **two in five** of those who plan to have a Christmas dinner state that **they will cook it with some help** (eg from partner, relatives), while a similar share says that someone else will be cooking Christmas dinner for them. Americans are more likely than Brits to plan to cook the dinner **alone**, although this only stands at **18%** (vs 11% of Brits).
- Usage of a catering company, dining out for Christmas dinner or having members of staff cook for them all only secured 5% or less of the response across both countries.







## TRADITIONS REMAIN STRONG WHEN IT COMES TO CHRISTMAS DINNERS

*“What is likely to be on your Christmas dinner table this year?”*

- A wide variety of items such as **sauces, turkey** and **stuffing/dressing** are popular among both our British and American respondents. Turkey remains the most popular meat, with **70%** of our respondents serving it for their Christmas dinner.
- However, some clear geographic differences emerge. Affluent/HNWI Americans are only significantly more likely than their British counterparts to have pies (eg pecan).
- Meanwhile, our affluent/HNWI Brits are significantly more likely than Americans to serve turkey, Champagne and other sparkling wines, Christmas/plum pudding/other desserts, and pigs in blankets as part of their Christmas dinners.



	TOTAL		
Sauces and gravy (eg Cranberry, Bread)	74%	78%	70%
Turkey	70%	75%	65%
Stuffing/Dressing	69%	71%	67%
Any other dessert (eg chocolate log, Christmas cake, trifle)	67%	70%	63%
Still wine	65%	68%	63%
Champagne	63%	72%	53%
Pies (eg mince, pecan, sweet potato)	62%	47%	76%
Other meats (eg duck, goose)	52%	52%	53%
Other sparkling wine (eg Cava/Prosecco)	48%	53%	42%
Beer	45%	46%	45%
Christmas/Plum Pudding	39%	64%	14%
Pigs in blankets (sausages wrapped in bacon)	34%	58%	10%
Seafood/Shellfish	24%	25%	24%
Other	10%	8%	12%
Don't know	2%	1%	3%

Base: 343 global affluent/HNWIs who plan to have a traditional Christmas dinner this year  
Source: LuxuryOpinions/Altiant

## CHRISTMAS IS CELEBRATED IN A WIDE VARIETY OF WAYS

*“Which of the following items do you use, or participate in, to celebrate over the Christmas period?”*

- Affluent/HNWI Brits and Americans both celebrate Christmas in a wide variety of ways. The countries are broadly equally likely to use **decorations, Christmas lights** and **trees** (both real and plastic) and to attend the **switching on of the town’s Christmas lights**.
- However, some clear geographic differences again emerge. Affluent/HNWI Americans are only significantly more likely than their British counterparts to attend a religious ceremony, with 34% doing so.
- Meanwhile, Brits are the more likely of the two countries to still participate in seasonal British traditions such as sending Christmas cards, attending Christmas markets and carol services, and playing board/parlour games.

	TOTAL		
Decorations (eg tinsel)	74%	73%	76%
Christmas cards	71%	76%	65%
Christmas lights on my house/in the garden	60%	58%	63%
A real Christmas tree	57%	57%	58%
Christmas markets	48%	61%	34%
Playing board games/parlour games	45%	50%	40%
A plastic Christmas tree	28%	28%	29%
Religious ceremony (eg church mass)	27%	20%	34%
Switching on of the town Christmas lights	23%	23%	22%
Christmas carol service	21%	28%	14%
None of these	3%	1%	4%



## DATA SOURCE

LuxuryOpinions® is a global community of Affluent and High Net Worth Individuals (HNWIs) designed to facilitate research in the luxury goods and wealth management industries. LuxuryOpinions is a division of Altiant, a European Insight company.

Our members are recruited by invitation only and primarily join to voice their opinions about topics that matter to them and to help luxury companies build better, more suitable products and services. By joining, members can also network with one another in a safe, private environment while earning amazing rewards.

Our LuxuryOpinions members are carefully selected before being invited to join the community. For every respondent, we conduct a manual validation to verify beyond reasonable doubt their identity and earning/wealth potential.

## ABOUT ALTIANT

Altiant is a specialised fieldwork company which enables large scale, global research among **affluent consumers/High Net Worth Individuals (HNWIs)** in 15+ countries worldwide.

By servicing dozens of the world's top luxury and wealth brands, Altiant helps renowned brands and their research agencies to answer critical questions among this very hard-to-reach demographic. We ensure that all of our survey respondents are genuinely affluent by having their identities **verified** and wealth levels **validated**.

Altiant is a corporate member of **ESOMAR**, the World's leading association for standards & Ethics within market research. Altiant adheres to, and abides by their strict guidelines governing the best practice in the industry.



## PROJECT PORTFOLIO EXAMPLES

Some of our recent projects combining work with both prestigious brands and well recognised agencies.

### Multi Country Ad Tracking

- Client: Major Global Wealth Company
- Markets: CN, DE, HK, IT, JP, SG, CH, TW, UK
- Sample size: >1,000 split across all markets
- Respondents: Investible assets >\$1m/\$5M/\$10M

### Continuous Global Brand Tracking

- Client: Major Global Wealth Company
- Markets: UK, US, HK, SG & DE
- Sample size: >1,000 split across all markets
- Respondents: Investible assets >\$1m
- Interview length: 12 minutes

### Multi Country Consumer Research

- Client: Major Global Luxury Group
- Markets: US, FR, CH, JP
- Sample size: 400 interviews per country
- Respondents: Brand buyers of specific
- Luxury category items
  - 15%: Spend €2-5k
  - 35%: Spend €2-10k
  - 40%: Spend €10-25k
  - 10%: Spend > €25k
- Interview length: 20 minutes

### Market Segmentation

- Client: Major Global Luxury Group
- Markets: UK, US, Japan
- Sample size: 1,000 interviews per market
- 5%, 3%, 1% plus category consumer quotas
- Interview length: 16 minutes

### Brand Tracker

- Client: Major Global Wealth Company
- Sample size: 400 interviews in UK
- Respondents: Investible assets of
  - 50%: Investible assets \$500k-\$1m
  - 50%: Investible assets +\$1m
- Interview length: 15 minutes

### Multi Country Ad hoc

- Client: Luxury Automotive Brand
- Sample size: 900 interviews across 6 countries including UK
- Respondents: Owners of 12 specific luxury brands
- Interview length: 8 minutes

# THE PROJECT TEAM



## ALTIANT

Powering Luxury & Wealth Insights



**CHRIS WISSON**

KNOWLEDGE DIRECTOR

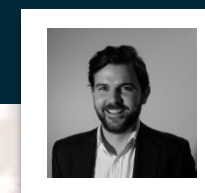
[chris.wisson@altiant.com](mailto:chris.wisson@altiant.com)



**ATANAS KOSTADINOV**

PROJECT MANAGER

[atanas.kostadinov@altiant.com](mailto:atanas.kostadinov@altiant.com)



**MARCUS YOUNG**

GLOBAL ACCOUNT DIRECTOR

[marcus.young@altiant.com](mailto:marcus.young@altiant.com)