

## **Only 4% of shoppers will buy all of their Christmas presents offline, say allfancydress.com**

Submitted by: Crafted Media Ltd

Wednesday, 19 December 2012

---

Results from a Christmas survey of All Fancy Dress customers show that just four per cent of people will purchase all of their Christmas presents for loved ones on the High Street, with the increasing ease of access to great deals online attracting many shoppers away from busy stores in towns and cities nationwide.

The questionnaire quizzed allfancydress.com (<http://www.allfancydress.com/>) fans on their festive rituals, from gift buying and how much consumers spend on presents for loved ones through to Christmas Day lunchtime favourites.

The days of only scouring the British High Streets for the perfect Christmas present appear to be numbered according to the survey, with just four per cent of shoppers revealing they will solely use High Street stores to buy gifts for friends and family.

On the flip side, one-in-four (24 per cent) shoppers revealed they will be doing the vast majority of their Christmas shopping online. The data also highlighted a gender gap, with men twice as likely as women to do all of their Christmas shopping on the internet.

Steve John, of allfancydress.com, said: "The fact that only four per cent of our fans will be solely using the High Street to buy their Christmas presents indicates increasing popularity and trust in e-commerce and m-commerce, with the order process smoother than ever on smartphone devices.

"It is also unsurprising perhaps that more men prefer to shop online than women. This may be due to the fact that women appear more considered in their present buying approach, willing to go the extra mile, whereas many men look to get things done as quickly as possible."

Other statistics from the All Fancy Dress Christmas Survey show that tradition is still alive and well over the festive period. 72 per cent of respondents revealed they would be having turkey for lunch on Christmas Day. Women are more inclined to opt for a vegetarian option, with women more than twice as likely to be having a nut roast as men this Christmas.

The nation still goes crazy for Christmas decorations at home, with 10 per cent of respondents admitting they had their tinsel and baubles up at home in November. Creating a festive grotto appears to be less important to those without children, as they are three times more likely not to bother with Christmas decorations at home at all.

However, the report did serve to reinforce the view that another Christmas tradition was alive and well, with families still busily preparing to go to festive pantomime shows. 62 per cent of respondents with three or more children revealed they would be going to at least one Christmas production.

The UK's leading online fancy dress retailers, All Fancy Dress invited its customers and Facebook fans (<http://www.facebook.com/allfancydress>) to take part in their 2012 Christmas Questionnaire in order to

shine a light into traditional Christmas trends across the nation. Hundreds of respondents provided feedback that has been used for this release and the full report available (<http://www.allfancydress.com/blog/post/2012-allfancydress-christmas-questionnaire.aspx>) on the All Fancy Dress blog.

AFD stocks a great selection of funny, light-hearted outfits suitable for birthdays, stag dos, hen parties and many more occasions. The Essex-based retailer offers same day despatch on all outfits when ordered before 5:15pm, as well as a host of other low cost UK and international delivery options.