



## Savvy Christmas Shopping

Last Christmas, Halifax credit cards estimated that the average adult spent £348\* on Christmas presents, and only a third prepared a budget. Don't get caught out this year, follow Halifax's top ten tips to become a Savvy Christmas shopper and you'll find the expense of Christmas 2008 much more palatable.

### Halifax's top ten tips to become a savvy Christmas shopper...

#### 1. Set a budget

Set a budget and make sure you stay within it, this way, you'll feel more in control of your finances and even more satisfied with your purchases.

The Halifax Credit Cards' research revealed a gender divide with women typically buying 22 presents for Christmas whereas men buy 15. When asked what the largest amount we had ever spent on a single item was, on average, we admitted to purchases of £250. However, almost one in twenty (4%) of us have spent over £1,000.

Men are more likely to have spent more on an item with an average spend of £299 on a single present, this compares to £204 for women

#### 2. Make a list

A list will help you stay focused on what you need to buy and avoid you being distracted by other things that you don't need right now.

#### 3. Consider shopping online

Beat the crowds by shopping online, not only will you find some of the best bargains online but you may also avoid the temptation of buying more than you need. Pricebot sites like [www.kelkoo.co.uk](http://www.kelkoo.co.uk) and [www.shopzilla.co.uk](http://www.shopzilla.co.uk) will help to take you straight to the cheapest prices on the web.

The industry body for global e-retailers – IMRG\*\* - predicts that online bargain seekers in the UK will spend over £13 billion in the run up to Christmas.

#### 4. Do your research

It is always best to do as much research as possible – either by checking prices online or comparing different products. Many stores offer a 'Price Match' service, so if you find the ideal gift but know its cheaper else where it's worth asking the retailer if they will offer a price match, that way you can be sure that when you finally buy your gifts you bought it for the best price.

## 5. Look out for pre Christmas Sales

Many stores are already advertising their pre Christmas sales, with some stores offering up to 25% off purchases. By shopping for your Christmas gifts in the sales you may make a saving on gifts you had already decided to buy after making your list.

## 6. Make the most of special offers

Before taking advantage of special offers such as '3 for 2' and 'Buy One get One Free' it's important to plan ahead to work out what exactly you need to buy and who's it for, by doing this you'll avoid getting carried away with the special offers and will help lower your Christmas spending.

## 7. Browse the internet for discount vouchers

In the run up to Christmas many stores will run exclusive discount offers with vouchers published on the internet. To access these discount vouchers, you can visit sites like [www.moneysavingexpert.co.uk](http://www.moneysavingexpert.co.uk) and [www.vouchercodes.co.uk](http://www.vouchercodes.co.uk) to print them off.

## 8. Pay with points

Many people who have store loyalty cards will often collect points on their cards, but don't do anything with the points once they've earned them. Don't forget many stores such as Boots allow you to purchase items with points – so now is the ideal time to put your points to good use and save money.

## 9. Use free car parking

Every penny counts at Christmas so why not save money on car parking by visiting large shopping centers or retail parks to take advantage of their free parking. Some town and city centers also offer free parking at certain times of the day or on certain days of the week, check your local newspapers or town council websites for further information.

You could even go one step further and leave the car at home, by using public transport you will not only save money on petrol but you'll also avoid the busy congestion on the roads.

## 10. Find the best card for you

Not only do many of us forget to plan or budget for Christmas, many of us fail on how we pay for purchases and could be paying far too much.

Often expensive store cards have high APR's and by using these cards you could end up paying much more than you bargained for this Christmas.

The Halifax All-In-One card offers 0% for 10 months on purchases and 0% for 10 months on balance transfers (3% balance transfer fee applies), and is the ideal card for savvy shoppers, leaving Christmas shopping interest free until well into 2009.

Based on an average Christmas presents spend of £384.40 made on a card with a typical APR of 17.9%, cardholders would pay back an additional £26.91 in interest over 10 months\*\*\*. However, the Halifax All-In-One offers 0% for 10 months so there would be no additional interest charged during this period.

The savings could be even greater once you factor in other festive favourites such as decorations, Christmas lunch and food and drink.

Alan Brindley, Head of Halifax Credit Cards, comments:

"We all know how expensive Christmas can be, but by following our top ten tips and preparing early for the festive season shoppers will find Christmas a bit more manageable and that bit more enjoyable as a consequence.

Halifax Card Services is part of the HBOS group  
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"With the Halifax All-In-One credit card offering 0% for 10 months on purchases, savvy shoppers can spread the cost of their purchases and not pay any interest till 2009 – leaving them free to enjoy the festivities."

Ends

**Editors' notes:**

\* Research undertaken by GfK NOP on behalf of Halifax Credit Cards. A representative sample of 1003 adults were surveyed between 7<sup>th</sup>–9<sup>th</sup> September 2007.

\*\*IMRG: Press release Christmas Statement 2008

\*\*\* Calculation assumes that the balance would be reduced to zero

The Halifax All-In-One Card is an internet exclusive and only available by visiting <http://www.halifax.co.uk/creditcards/home.asp>

- **0% for 10 months on balance transfers** (3% balance transfer fee applies)
- **0% for 10 months on new purchases**
- **Typical 15.9% APR variable**
- No annual fee
- Cover against online fraud when purchasing on the internet
- A choice of five different card colours (Black, White, Pink, Red and Blue)