



Brits get set for January sales

The number of shoppers who will be going to the January sales is set to increase in the New Year compared to 2008. New research from Halifax has revealed that two fifths (39%) of consumers took to the shops in January this year, searching for a bargain in the sales. However, in January 2009, almost half (48%) of consumers are planning to hit the sales.

New Year spenders

In 2008, the average consumer spent £112.40* in the January sales, however, there will be some differences in 2009:

- One in four (26%) shoppers expects to spend more in the New Year sales and over a third (35%) intends to spend the same.
- Surprisingly, 31% of men intend to spend more this year in the January sales, compared to a fifth (21%) of women.
- The 16-24 age group are the biggest spenders with 34% of this age group admitting they will be spending more in the January sales. However, 46% of the 45-54 age group will be spending less in the sales compared to last year.
- A third (35%) of consumers started their sale shopping early and took advantage of the pre-Christmas sales.

New Year window shoppers

Although there may be a rise in January sales shoppers compared to last year, some Brits are feeling the pinch of Christmas.

- Half (50%) of those who shopped in the 2008 January sales will not be spending in the New Year sales. Over two thirds (70%) admitted it was because their finances are too tight and over half (54%) are worried about their future finances.
- Almost two thirds of the women surveyed (62%) stated they will have less money to spend in the January sales compared to only 38% of men.

Second Thoughts?

After shopping in the sales, many of us have reviewed our bargain purchases only to find that we have made rash decisions and overspent whilst trying to bag a bargain.

Mike Regnier, Head of Banking at Halifax, said:

"After spending in the run up to Christmas, it can make a welcome change to buy something for ourselves in the January sales. But, we often buy in haste because an item has been reduced, or as a result of the pressure to find a bargain.

"To help New Year sales shoppers stay focused and not over spend we've put together Halifax's top tips for shopping in the sales"

Halifax's five top tips for New Year sales shoppers...

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.

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.

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.

4. Do your research

It is always best to do as much research as possible – either by checking prices online or comparing different products, you can be sure that when you finally buy your gifts you bought it for the best price.

5. Use free car parking

Why not save money on car parking by visiting large shopping centres or retail parks to take advantage of their free parking. 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.

Editors' notes

Why will you not be shopping in the January sales?

	All	Women	Men
Your general finances are tight	70%	70%	70%
You have less money to spend this year	49%	62%	38%
You have already shopped in the pre-Christmas sales	35%	45%	27%
You are worried about your finances	54%	59%	50%

Research undertaken by GfK NOP on behalf of Halifax. A representative sample of 1,001 adults was surveyed in November 2008.

* This figure was taken from Halifax Research carried by GfK NOP between 15th – 17th January 2008 with a sample of 963 adults over 18.

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