Spending pattern research reveals that women are planning to spend more than men on their children this Christmas

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A new UK based survey by Virginia Hayward has revealed that women will be spending the most money on their children this Christmas. Fifty per cent of women surveyed said that children are the priority, followed by their partner and then their parents.

Of the men that were surveyed, only a third agreed that children should have the most spent on them, with a further third opting to spend the most money on their partner.

The survey also showed that women are savvier when it comes to saving money, with 44 per cent saying that the recession will affect their spending this year. In contrast, men appear to have a more optimistic view with only 36 per cent saying that the recession will affect their spending.

Other recent research has revealed evidence of increased consumer spending this year in comparison to last year. Retail research published last month by the CBI has shown that 47 per cent of retailers have seen a year on year increase in sales volume, and only 17 per cent stating that sales had fallen. This drive is expected to continue in the run up to Christmas.

The survey was run by online hamper retailer Virginia Hayward to understand what people spend their money on at Christmas time. Justin Walmsley, Digital Marketing Manager of Virginia Hayward said: “The survey results have been very interesting, especially as men don’t seem to be too fazed by the recession. However, it’s great to see that children are top of the list when it comes to spending as it’s a magical time of year for them.”

Virginia Hayward offer a wide selection of festive hampers ranging from £12 - £550, including traditional Christmas sweets, desserts, wines, and cheese selections. Established in 1984, the company is family-run from Dorset, and known for providing high quality and bespoke hampers as corporate and personal gifts. For more information visit www.virginiahayward.com

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