

## **SURFING SANTAS SHUN THE CROWDED STREETS**

New research<sup>1</sup> from Lloyds TSB Internet banking reveals that Britons are turning into a nation of “Surfing Santas” with 80 per cent planning to shop online for some of their festive purchases.

Nearly a third of people (30 per cent) can’t stand the rush of Christmas shopping on the high street and men are less tolerant than women when it comes to battling the crowds, with 34 per cent stating their disdain compared to just 27 per cent of women.

Of those who intend to bypass high street stress, 23 per cent plan to buy just one or two gifts on the web. A further 16 per cent intend to buy a quarter of all their gifts online, 16 per cent intend to buy half, eight per cent intend to buy three quarters and three per cent will do all of their shopping online. A very organised 14 per cent of Britons have already made their online purchases.

Those aged between 35 and 44 are most likely to use the Internet for their Christmas shopping, with 89 per cent of respondents stating that they plan to shop online compared to just 67 per cent of over 55s.

Commenting on the research, Matthew Timms, Lloyds TSB Internet banking director said: “The high street at Christmas can be a stressful experience and it’s no surprise that we are becoming a nation of Surfing Santas to reduce our tension levels. When shopping online it’s great to have Internet banking which will allow you to make direct payments,

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check your bank account balance and recent transaction history and ensure that your finances are still on track. It's this time of the year when 24 x 7 Internet banking really comes into its own."

### Online shopping habits – breakdown by region

Do you plan to use or have you used the Internet for any of your Christmas shopping this year?	East	London	Midlands	North East	North West	Scotland	South East	South West	Wales	Yorkshire
Yes, one or two presents	23	22	24	29	19	25	21	20	24	25
No	14	19	21	28	25	21	17	23	15	28
Yes, about a quarter	19	14	21	13	14	12	20	13	15	15
Yes, about half	17	19	15	10	18	13	17	20	16	9
Yes, have already done so	13	14	9	12	14	18	15	7	13	13
Yes, about three quarters	8	8	9	7	9	8	8	13	12	7
Yes, will do all my shopping online	6	4	3	1	1	3	2	4	5	3

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#### Notes to Editors:

<sup>1</sup>Research conducted by Tickbox.net with 2,446 people in November 2004.

#### For more information:

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