



PRESS RELEASE

UK's Dreaming of a Zoom Christmas

1 in 3 Brits expect to celebrate by video-call this year
New research from Park Christmas Savings reveals impact of Covid on Christmas 2020

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- 1 in 3 will embrace Zoom calls to wish loved ones outside their bubble a happy Christmas
- Half say fears around Covid deciding factor in opting for a Zoom calls instead of visits
- Third say avoiding family drama, annoying in-laws or being stuck with relatives and friends a bonus
- 1 in 3 want an "extra special" Christmas this year following the pandemic
- 1 in 10 started saving earlier for Christmas this year due to Covid

Christmas is traditionally a time for getting together with friends and family but new research shows that this year UK families are bracing themselves for a 'Zoom Christmas'.

In a YouGov poll commissioned by Park Christmas Savings, video technology such as Zoom, Skype and Facetime, will be embraced by up to 1 in 3 British (31%) adults as a safe and convenient way to connect with loved ones over the festive season.

Over half (51%) of the 2000 respondents sighted fears around the spread of Covid-19 as the number one reason they will be embracing video-calling, rather than face-to-face contact with family and friends.

However, the second most common advantage of a Zoom Christmas was deemed to be the chance to avoid having to visit family and friends we'd rather not have to put up with! Almost 1 in 3 (31 %) considered this a huge bonus of having to remain in a Covid bubble this year.

Young people, not surprisingly, are the ones who are most happy about using tech to avoid family drama or visiting annoying relatives, with 43% of 18-24 year olds polled admitting this would be a key reason to embrace a Zoom Christmas.

The research also revealed that lower income households are the least inclined to choose a festive video call to connect with loved ones, with over half revealing they are not likely to embrace the technology, compared to wealthier adults (ABC1s) – almost two thirds (63%) plan on having a Zoom festive season.

Convenience and saving money were also deciding factors, especially with men. Almost three times as many men as women said they'd opt for video-calls as a cost and time saving measure – one in 10 (11%) men compared to 4% of women.

The Park Christmas Savings poll also found Christmas shopping habits will be more digitally focused this year, with 67% of UK adults saying they will be shopping online. The top reason for this was convenience (39%), with fears around contracting Covid second (17%).

Almost a third expect to spend less this year (30%) but 8 per cent said they'd be spending more than usual and one in three households intend to make Christmas 2020 "extra special" following the pandemic. One in 10 revealed they started saving early this year due to Covid.

Sebastian Dubois, Product Manager at Park Christmas Savings - the UK's most popular Christmas savings club with over 350,000 customers, said: "Our poll shows that this year UK households are adapting to a whole new way of experiencing Christmas. It's wonderful that families can embrace technology and still connect.

He added: "Budgeting ahead for Christmas with Park is one of the best ways to get the most out of festive time with our families. Now, more than ever, more joy, time and contact with those we are close to is vital."

Ends

This data is taken from research carried out for Park Christmas Savings by YouGov among 2000 UK respondents. This poll and all data has been verified and checked by YouGov – October 2020.

Notes to editors:

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About Park Christmas Savings

For over 50 years Park Christmas Savings (Park Christmas Savings is a trading name of Park Retail Ltd which is part of the Appreciate group) has been the UK's most popular and trusted festive savings company, having helped over 2.7 million families budget for a happy, stress-free Christmas. We presently have over 400,000 customers already planning for Christmas 2020.

Check out our [Facebook](#) page too - where our 147,000 followers join us in 'spreading the joy' all year round with savings tips, support and updates. We are also very proud to have an excellent Trust Pilot score (4.8/5) with thousands of positive, happy customer testimonials.

About Appreciate Group

Appreciate Group is a leading gifting and engagement company, and we are experts at creating joyful experiences and connecting people to the things in life they enjoy the most. Everything we do is focused on creating more joy in the world, and we are trusted to help our customers create moments they can treasure and remember whether they are giving, receiving or experiencing something special.

CPA Code of Practice

Park Christmas Savings is a founding member of the Christmas Prepayment Association (CPA), the Christmas savings industry trade association. The CPA has developed a Code of Practice, which must be adhered to by its members, in order to provide customers with the best possible service and to improve the security of customers' money. To view the full CPA Code of Practice, go to www.cpa-advice.co.uk

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