



M FSADNI & ASSOCIATES

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***The Ministry for the Family, Children's
Rights and Social Solidarity***

***A Study on
Christmas Trends in Malta – 2018
February – March 2019***

Research Findings Report

***M. FSADNI & Associates
Market & Social Research Consultants***

26 April 2019

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2. EXECUTIVE SUMMARY – Key Learnings and Salient Conclusions

This Section presents the key learnings and conclusions emanating from the Research Study.

2.1 Purchasing the presents and sales

Conclusion 1 – More than 9 in 10 Maltese residents have purchased presents for their immediate family members during the most recent Christmas period (Q8)

- ✓ Almost all Maltese residents (97%) purchased presents for their **immediate family members** during the most recent Christmas period.
- ✓ Furthermore, 1 in 3 Maltese residents (30%) purchased presents for their **close friends** while another 13% purchased presents for their **relatives** such as uncles, aunts etc. 8% of the Maltese residents purchased presents for their **work colleagues**.

Conclusion 2 – 1 in 3 Maltese residents did not set a specific budget prior to shopping for Christmas presents (Q9)

- ✓ A positive 70% (351 respondents) of the Maltese residents set a specific budget for the presents, prior to shopping for such presents. Of these, **39% set an overall budget for all the presents** while the remaining **31% set a specific budget for each present**.
- ✓ However, 1 in 3 Maltese residents (**29%**) **did not set a specific budget prior to shopping for presents**. This was indicated by 34% of the male individuals and by 24% of the female individuals. Furthermore, the Western (37%) and the Northern (36%) regions had the highest percentages of individuals who did not set a specific budget prior to shopping for presents.

Conclusion 3 – 9 in 10 Maltese residents took action/s to ensure that they do not exceed their set budget for Christmas presents (Q10)

- ✓ Of the 351 Maltese residents who set a specific budget for their Christmas presents, 90% took some action to ensure that they do not exceed their budget. The most mentioned actions were **making a note of every gift purchased on a notebook/ Excel etc. (43%)** and **making a mental note of the spending while doing the actual shopping (41%)**.
- ✓ 10% of the 351 Maltese residents did not take any action to ensure that they do not exceed their set budget.

Conclusion 4 – 3 in 4 Maltese residents did not purchase an expensive gift which exceeded their budget (Q11.a)

- ✓ Almost 3 in 4 Maltese residents (72%) did not purchase any expensive gifts which exceeded their budget during the most recent Christmas period.
- ✓ Another 29% (143 respondents) did purchase an expensive gift which exceeded their budget. 80% of these Maltese residents remarked that they simply increased their budget for purchasing such gift which exceeded their budget.

Conclusion 5 – 4 in 5 Maltese residents did not take advantage of the Black Friday sale to purchase their Christmas presents (Q12)

- ✓ Most Maltese residents (80%) did not take advantage of the Black Friday sale to purchase their Christmas presents while 19% (97 respondents) did take advantage of such sale. The Black Friday sale was observed to be the most popular with individuals aged between 18 and 29 years.
- ✓ Of the 97 Maltese residents who took advantage of the Black Friday sale, **53% saved less than €50** and another **43% saved between €51 and €100** on Christmas presents from such sale.

2.2 Paying methods and budgeting

Conclusion 6 – 2 in 3 Maltese residents used cash as one of the payment methods when doing Christmas shopping (Q14)

- ✓ The most used payment methods by Maltese residents while doing their Christmas shopping are: **Cash – 63%** (317 respondents), **Debit card – 45%** (226 respondents) and **Credit card – 17%** (86 respondents). The cash is the most used payment method by individuals aged between 50 and 79 years while the debit card was mostly mentioned by individuals aged between 18 and 49 years.
- ✓ Of the 86 Maltese residents who used their credit card for Christmas shopping, a positive **94% did not utilise all their credit card/s limit** during the most recent Christmas period while another positive **91% managed to pay their January credit card bill on time** without incurring any interest. However, on a negative note, more than half of the 86 Maltese residents (**56%**) **indicated that they did not consider the applicable credit card interest rates** if they are not able to pay their credit card bill on time while another **40% did consider such interest rates**.

Conclusion 7 – Most Maltese residents had no difficulty to purchase all the desired Christmas presents with 7 in 8 individuals indicating this (Q16)

- ✓ Most Maltese residents had no difficulty to purchase all the desired Christmas presents (88%). Another 11% indicated that they were financially limited on the presents which they could afford to buy with this being mostly indicated by students and individuals who are retired/boarded out.

2.3 Entertainment

Conclusion 8 – Slightly less than 1 in 2 Maltese residents hosted family/friends during the most recent Christmas period (Q17)

- ✓ More than half of the Maltese residents (53% - 266 respondents) did not host any family/friends for breakfast/lunch/dinner on Christmas day/New Year's day during the most recent Christmas period. The remaining 47% (235 respondents) did host some family/friends.

Conclusion 9 – More than 9 in 10 Maltese residents froze/stored their leftover food/items for later consumption (Q19)

- ✓ 3 in 4 of the 235 Maltese residents (77% - 182 respondents) who hosted family/friends, indicated that they had leftover food/items from organising this breakfast/lunch/dinner. Of these 182 Maltese residents, a very positive 95% froze/stored these leftover food/items for later consumption.

Conclusion 9 – During the most recent Christmas period, 3 in 5 Maltese residents paid the same number of visits as the rest of the year to well-being service providers (Q20)

- ✓ During the most recent Christmas period, 61% of the Maltese residents paid the same number of visits as the rest of the year to well-being service providers such as hairdressers and beauticians. Another 11% paid more visits to such well-being service providers, with these individuals being mostly females and individuals aged between 18 and 29 years. Furthermore, 1 in 4 Maltese residents do not make use of such well-being services, with these being mostly male individuals.

Conclusion 10 – Almost 1 in 2 Maltese residents have purchased new clothes for social events/parties attended during the most recent Christmas period (Q21)

- ✓ Almost half of the Maltese residents (48%) have purchased new clothes for social events/parties attended during the most recent Christmas period. Individuals aged between 18 and 29 years were the most individuals who purchased new clothes. Another 40% of the Maltese residents did not purchase any new clothes while another 11% did not attend any special events/parties during the most recent Christmas period.

2.4 Christmas Spending

Conclusion 11 – 1 in 2 Maltese residents spent between €101 and €300 on presents during the most recent Christmas period (Q22)

- ✓ Half of the Maltese residents (52%) spent between €101 and €300 **on presents** during the most recent Christmas period. Following, another 1 in 4 individuals (24%) spent between €301 and €500, with the Gozo region having the highest percentage (42%) of individuals who indicated this. Another 13% spent less than €100 with the majority of these being students and unemployed individuals.

Conclusion 12 – 2 in 5 Maltese residents spent between €101 and €100 on entertainment during the most recent Christmas period (Q23).

- ✓ 42% of the Maltese residents spent between €101 and €300 **on entertainment** such as Christmas parties, clothes etc. with the majority of these being individuals aged between 18 and 49 years. Another 34% spent less than €100 on entertainment during the most recent Christmas period.

2.5 Recollection of the Gemma Campaign and Media Habits

Conclusion 13 – 1 in 3 Maltese residents did not recall media adverts related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign (Q24)

- ✓ Most Maltese residents (64%) did not recall any adverts on local media related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign during the month of December while another 36% did recall such adverts.
- ✓ Following, upon being informed that these adverts featured Gaia (the young Maltese singer) and the Maltese Father Christmas, the percentage of those individuals who did not recall these adverts decreased to 56% (282 respondents). Of those Maltese residents who recalled these adverts, **34% saw the advert on TV** and **4% saw the advert on Facebook** as a sponsored advert.

Conclusion 14 – TV is the most popular media amongst Maltese residents followed by Facebook, radio and Instagram.

- ✓ TV is the most followed mass media by Maltese residents, with 67% mentioning this as one of the local media which they usually take notice of. The TV was mostly mentioned by individuals aged between 40 and 79 years. The TV is followed by: **Facebook – 54%**, **Radio – 16%** and **Instagram – 11%**. The radio is more popular with individuals aged between 60 and 79 years while Facebook and Instagram are mostly followed by individuals aged between 18 and 49 years. In fact, all individuals who mentioned Instagram are aged between 18 and 49 years.

3. INTRODUCTION

The Ministry for the Family, Children’s Rights and Social Solidarity commissioned M. FSADNI & Associates to conduct a Research Study to explore and assess Maltese residents’ Christmas shopping and spending behavioural trends in 2018.

This Report highlights the salient research findings emanating from a quantitative attitudinal study carried out in February-March 2019.

4. RESEARCH OBJECTIVES

The overriding objective of this Research Project was to explore and assess the Maltese residents’ Christmas shopping and spending behavioural trends in Malta in 2018. More specifically, the Research Project explored the following research areas:

- ✓ The persons for whom Maltese residents purchased Christmas presents during the most recent Christmas period (2018)
- ✓ Setting a budget and the actions taken to not to exceed such budget when shopping for Christmas presents
- ✓ Whether Maltese residents took advantage of the Black Friday sales to purchase their Christmas presents and the amount of savings from such sales
- ✓ The most used method/s of payment while shopping for Christmas
- ✓ Whether Maltese residents used up all their credit card limit during Christmas period and whether they managed to pay their January credit card bill on time without incurring any interest
- ✓ Maltese residents’ consideration of applicable credit card interest rates in the event that they are unable to pay their credit card bill on time
- ✓ Maltese residents having enough money to purchase all the desired Christmas presents for their close family and friends
- ✓ Hosting family/friends on Christmas day/New Year’s Day and actions taken with leftover items
- ✓ Maltese residents’ use of well-being services during the Christmas period and purchasing of new clothes for social events
- ✓ The amount of money spent on Christmas presents and the amount of money spent on Christmas entertainment
- ✓ Maltese residents’ recollection of the ‘*Onfoq bil-għaqal* and *aħseb għall-futur*’ media campaign and their media habits.

Study Respondents: Only Maltese residents who purchased Christmas presents during the most recent Christmas period (2018) were asked to participate in this Stud

5. THE RESEARCH PLAN – RESEARCH METHODOLOGY

In order to capture the above objectives, the following research methodology was adopted:

5.1 Research Instrument Design

- ✓ The research survey was carried out with individuals who purchased Christmas presents during the most recent Christmas period (2018), **by way of CATI (computer-assisted telephone interview) interviews.**
- ✓ The structured research instrument (a structured questionnaire) was produced in English and Maltese for ease of use (depending on the respondents' linguistic preferences). This comprised a 'Respondent Profile' and one section for every 'research area' to assess the survey respondents' views and opinions towards the project's research objectives.

5.2 Survey Fieldwork Dates

- ✓ The fieldwork for this study was conducted **in February – March 2019.**

5.3 Research Methodology & Sample Frame

- ✓ **501 completed interviews** were conducted with Maltese residents aged 18 – 79 years and hailing from Malta's 6 geographical regions (NSO, 2019). The survey's 501-count quota sample is a proportionate representation of the population of Malta, drawn up by way of three segmentation criteria, namely, gender, age and geographical region.
- ✓ As stated earlier, only Maltese residents who purchased Christmas presents during the most recent Christmas period (2018) were asked to participate in this Study.
- ✓ The research findings being presented in this study ensure a statistical significance of a high ± 4.37 confidence level (margin of error) at a 95% confidence level.

6. RESEARCH FINDINGS

- ✓ This Section presents a detailed analysis of the survey research findings, presented as depicted below, adopting the research area sequence as featured in the survey research instrument:

- 6.1 Respondent Profile
- 6.2 Buying the presents and sales
- 6.3 Paying methods & budgeting
- 6.4 Entertainment
- 6.5 Christmas spending
- 6.6 Recollection of the *Gemma* campaign & Media Habits

- ✓ The research findings of **EACH** research question comprised in the survey research instrument will be presented by a statistical table (each depicting the findings in absolute figures and percentages), presented by:

- Aggregate findings
- Findings by Age & Gender
- Findings by Geographical Region.

Furthermore, **where relevant**, the research findings were also presented by:

- Findings by Employment Status
- Findings by Individual's Gross Annual Income
- Findings by Level of Education.

6.1 RESPONDENT PROFILE

This Section gives details on the profile of the 501 individuals who participated in this research study, more specifically on:

- [a]. Gender – [Q2]
- [b]. Age – [Q3]
- [c]. Geographical region – [Q7]
- [d]. Respondent's marital status – [Q4]
- [e]. Respondent's highest level of completed education – [Q5]
- [f]. Respondent's employment status – [Q6]
- [g]. Respondent's annual income – [Q27]

Salient Research Findings

The salient findings for the above research areas now follow.

Gender – [Q2]

- ✓ A representative sample of the Maltese population by gender was obtained. 51% of the respondents were female and the remaining 49% of the respondents were male.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 1.1 – Q2 – Gender – by Age

Counts Break % Respondents	Total	18-19	20-29	30-39	40-49	50-59	60-69	70-79
Total	501	22	92	91	81	84	82	49
Male	247 49.3%	11 50.0%	47 51.1%	48 52.7%	41 50.6%	39 46.4%	39 47.6%	22 44.9%
Female	254 50.7%	11 50.0%	45 48.9%	43 47.3%	40 49.4%	45 53.6%	43 52.4%	27 55.1%

Table 1.2 – Q2 – Gender – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Male	247 49.3%	50 51.5%	71 48.3%	39 50.0%	34 46.6%	35 50.0%	18 50.0%
Female	254 50.7%	47 48.5%	76 51.7%	39 50.0%	39 53.4%	35 50.0%	18 50.0%

Age – [Q3]

- ✓ The 501-count survey sample comprises seven age cohorts, namely, 18–19 yrs, 20–29 yrs, 30–39 yrs, 40–49 yrs, 50–59 yrs, 60–69 yrs and 70–79 yrs. The quota sample per age bracket is representative of the Maltese population demographics.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 2.1 – Q3 – Age – by Gender

Counts Break % Respondents	Total	Male	Female
Total	501	247	254
18-19	22 4.4%	11 4.5%	11 4.3%
20-29	92 18.4%	47 19.0%	45 17.7%
30-39	91 18.2%	48 19.4%	43 16.9%
40-49	81 16.2%	41 16.6%	40 15.7%
50-59	84 16.8%	39 15.8%	45 17.7%
60-69	82 16.4%	39 15.8%	43 16.9%
70-79	49 9.8%	22 8.9%	27 10.6%

Table 2.2 – Q3 – Age – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
18-19	22 4.4%	4 4.1%	5 3.4%	3 3.8%	4 5.5%	4 5.7%	2 5.6%
20-29	92 18.4%	15 15.5%	26 17.7%	13 16.7%	16 21.9%	18 25.7%	4 11.1%
30-39	91 18.2%	18 18.6%	28 19.0%	17 21.8%	11 15.1%	12 17.1%	5 13.9%
40-49	81 16.2%	16 16.5%	24 16.3%	15 19.2%	10 13.7%	9 12.9%	7 19.4%
50-59	84 16.8%	16 16.5%	24 16.3%	11 14.1%	12 16.4%	13 18.6%	8 22.2%
60-69	82 16.4%	17 17.5%	24 16.3%	13 16.7%	14 19.2%	8 11.4%	6 16.7%
70-79	49 9.8%	11 11.3%	16 10.9%	6 7.7%	6 8.2%	6 8.6%	4 11.1%

Geographical region – [Q7]

✓ The 501–sample quota is also representative of Malta’s 6 official geographical regions (NSO, 2019).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 3.1 – Q7 – Geographical Region – by Age & Gender

Counts Break % Respondents	Total	Male							Female						
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	18-19	20-29	30-39	40-49	50-59	60-69	70-79
Total	501	11	47	48	41	39	39	22	11	45	43	40	45	43	27
Southern Harbour	97 19.4%	3 27.3%	8 17.0%	11 22.9%	7 17.1%	8 20.5%	8 20.5%	5 22.7%	1 9.1%	7 15.6%	7 16.3%	9 22.5%	8 17.8%	9 20.9%	6 22.2%
Northern Harbour	147 29.3%	2 18.2%	13 27.7%	14 29.2%	12 29.3%	13 33.3%	10 25.6%	7 31.8%	3 27.3%	13 28.9%	14 32.6%	12 30.0%	11 24.4%	14 32.6%	9 33.3%
South Eastern	78 15.6%	1 9.1%	6 12.8%	9 18.8%	9 22.0%	4 10.3%	7 17.9%	3 13.6%	2 18.2%	7 15.6%	8 18.6%	6 15.0%	7 15.6%	6 14.0%	3 11.1%
Western	73 14.6%	2 18.2%	9 19.1%	5 10.4%	5 12.2%	4 10.3%	6 15.4%	3 13.6%	2 18.2%	7 15.6%	6 14.0%	5 12.5%	8 17.8%	8 18.6%	3 11.1%
Northern	70 14.0%	2 18.2%	10 21.3%	7 14.6%	4 9.8%	6 15.4%	4 10.3%	2 9.1%	2 18.2%	8 17.8%	5 11.6%	5 12.5%	7 15.6%	4 9.3%	4 14.8%
Gozo	36 7.2%	1 9.1%	1 2.1%	2 4.2%	4 9.8%	4 10.3%	4 10.3%	2 9.1%	1 9.1%	3 6.7%	3 7.0%	3 7.5%	4 8.9%	2 4.7%	2 7.4%

Respondent’s marital status – [Q4]

- ✓ More than half of the Maltese residents (60% – 298 respondents) are married/in a civil union.
- ✓ Following, 30% of the Maltese residents (151 respondents) are single, with this being mostly indicated by individuals aged between 18 and 29 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 4.1 – Q4 – Marital Status – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Married/ Civil Union	298 59.5%	-	11 12.0%	55 60.4%	63 77.8%	70 83.3%	68 82.9%	31 63.3%	138 55.9%	160 63.0%
Single	151 30.1%	22 100.0%	72 78.3%	25 27.5%	12 14.8%	9 10.7%	5 6.1%	6 12.2%	87 35.2%	64 25.2%
Widowed	21 4.2%	-	-	-	2 2.5%	1 1.2%	6 7.3%	12 24.5%	5 2.0%	16 6.3%
Living with Partner	13 2.6%	-	6 6.5%	4 4.4%	1 1.2%	2 2.4%	-	-	8 3.2%	5 2.0%
Divorced/Separated/ Annulled	13 2.6%	-	1 1.1%	4 4.4%	3 3.7%	2 2.4%	3 3.7%	-	5 2.0%	8 3.1%
Refused	5 1.0%	-	2 2.2%	3 3.3%	-	-	-	-	4 1.6%	1 0.4%

Table 4.2 – Q4 – Marital Status – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Married/ Civil Union	298 59.5%	62 63.9%	82 55.8%	49 62.8%	42 57.5%	43 61.4%	20 55.6%
Single	151 30.1%	27 27.8%	42 28.6%	24 30.8%	23 31.5%	23 32.9%	12 33.3%
Widowed	21 4.2%	3 3.1%	10 6.8%	2 2.6%	4 5.5%	1 1.4%	1 2.8%
Living with Partner	13 2.6%	3 3.1%	4 2.7%	2 2.6%	2 2.7%	-	2 5.6%
Divorced/Separated/ Annulled	13 2.6%	2 2.1%	8 5.4%	1 1.3%	1 1.4%	-	1 2.8%
Refused	5 1.0%	-	1 0.7%	-	1 1.4%	3 4.3%	-

Respondent’s highest level of completed education – [Q5]

- ✓ Almost 2 in 5 (38% – 190 respondents) of the Maltese residents have a secondary level of education with this being mostly indicated by individuals aged 50 years and over. Furthermore, the percentage of females (44%) who indicated this was higher than the percentage of males (32%).
- ✓ Another 27% (133 respondents) have a tertiary (or higher) level of education. This was mostly indicated by individuals aged less than 50 years
- ✓ Furthermore, 24% (118 respondents) of the Maltese residents have a post–secondary level of education while another 10% (49 respondents) have a primary level of education.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 5.1 – Q5 – Highest level of completed education – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Up to secondary level	190 37.9%	- -	12 13.0%	36 39.6%	28 34.6%	54 64.3%	40 48.8%	20 40.8%	79 32.0%	111 43.7%
Up to tertiary or higher level	133 26.5%	- -	47 51.1%	26 28.6%	34 42.0%	11 13.1%	11 13.4%	4 8.2%	69 27.9%	64 25.2%
Up to post-secondary level	118 23.6%	22 100.0%	28 30.4%	26 28.6%	15 18.5%	15 17.9%	8 9.8%	4 8.2%	72 29.1%	46 18.1%
Up to primary level	49 9.8%	- -	- -	- -	2 2.5%	3 3.6%	23 28.0%	21 42.9%	18 7.3%	31 12.2%
Refused	11 2.2%	- -	5 5.4%	3 3.3%	2 2.5%	1 1.2%	- -	- -	9 3.6%	2 0.8%

Table 5.2 – Q5 – Highest level of completed education – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Up to secondary level	190 37.9%	48 49.5%	51 34.7%	30 38.5%	25 34.2%	26 37.1%	10 27.8%
Up to tertiary or higher level	133 26.5%	18 18.6%	46 31.3%	22 28.2%	21 28.8%	15 21.4%	11 30.6%
Up to post-secondary level	118 23.6%	22 22.7%	33 22.4%	16 20.5%	19 26.0%	16 22.9%	12 33.3%
Up to primary level	49 9.8%	7 7.2%	16 10.9%	10 12.8%	7 9.6%	6 8.6%	3 8.3%
Refused	11 2.2%	2 2.1%	1 0.7%	- -	1 1.4%	7 10.0%	- -

Respondent’s employment status – [Q6]

- ✓ Half of the Maltese residents (51% – 257 respondents) are employed, either on a full– or part–time basis. Most of these individuals are aged between 30 and 59 years. Furthermore, the percentage of males who are employed was 20% higher than the percentage of females who indicated this.
- ✓ Following, 18% (89 respondents) are house–carers with all these individuals being female.
- ✓ Another 15% (75 respondents) are retired/boarded out while another 12% (60 respondents) are students.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 6.1 – Q6 – Employment Status – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Employed (part-time/ full-time)	257 51.3%	-	45 48.9%	81 89.0%	65 80.2%	47 56.0%	19 23.2%	-	152 61.5%	105 41.3%
House-carer	89 17.8%	-	1 1.1%	7 7.7%	16 19.8%	25 29.8%	25 30.5%	15 30.6%	-	89 35.0%
Retired/ Boarded out	75 15.0%	-	-	-	-	6 7.1%	35 42.7%	34 69.4%	54 21.9%	21 8.3%
Student	60 12.0%	22 100.0%	38 41.3%	-	-	-	-	-	31 12.6%	29 11.4%
Unemployed	13 2.6%	-	3 3.3%	1 1.1%	-	6 7.1%	3 3.7%	-	3 1.2%	10 3.9%
Refused	7 1.4%	-	5 5.4%	2 2.2%	-	-	-	-	7 2.8%	-

Table 6.2 – Q6 – Employment Status – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Employed (part-time/ full-time)	257 51.3%	45 46.4%	80 54.4%	41 52.6%	39 53.4%	31 44.3%	21 58.3%
House-carer	89 17.8%	20 20.6%	30 20.4%	14 17.9%	14 19.2%	10 14.3%	1 2.8%
Retired/ Boarded out	75 15.0%	20 20.6%	17 11.6%	12 15.4%	11 15.1%	8 11.4%	7 19.4%
Student	60 12.0%	9 9.3%	16 10.9%	10 12.8%	8 11.0%	14 20.0%	3 8.3%
Unemployed	13 2.6%	1 1.0%	4 2.7%	1 1.3%	1 1.4%	2 2.9%	4 11.1%
Refused	7 1.4%	2 2.1%	-	-	-	5 7.1%	-

Individual's gross annual income – [Q27]

- ✓ 35% of the Maltese residents (175 respondents) have a gross annual income of between €13,000 and €25,000. This was mostly indicated by individuals aged between 30 and 59 years. Furthermore, the percentage of males who indicated (43%) was significantly higher than the percentage of females (27%).
- ✓ Following, 32% (162 respondents) indicated that they earn less than €12,000 per year with the majority of these being individuals aged between 18 and 29 years and individuals aged between 60 and 79 years.
- ✓ 14% of the Maltese residents (72 respondents) do not receive an income. These include inactive individuals (ex. house-carers), unemployed individuals, students who do not receive a stipend/do not work and female pensioners who do not receive a pension.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 7.1 – Q27 – Individual's gross annual Income – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
I do not receive an income	72 14.4%	3 13.6%	8 8.7%	8 8.8%	16 19.8%	30 35.7%	5 6.1%	2 4.1%	7 2.8%	65 25.6%
< 12K	162 32.3%	18 81.8%	40 43.5%	13 14.3%	8 9.9%	10 11.9%	41 50.0%	32 65.3%	74 30.0%	88 34.6%
13K – 25K	175 34.9%	-	23 25.0%	41 45.1%	40 49.4%	33 39.3%	26 31.7%	12 24.5%	106 42.9%	69 27.2%
26K – 50K	41 8.2%	-	6 6.5%	16 17.6%	12 14.8%	5 6.0%	2 2.4%	-	27 10.9%	14 5.5%
51K+	1 0.2%	-	-	1 1.1%	-	-	-	-	1 0.4%	-
Refused	50 10.0%	1 4.5%	15 16.3%	12 13.2%	5 6.2%	6 7.1%	8 9.8%	3 6.1%	32 13.0%	18 7.1%

Table 7.2 – Q27 – Individual's gross annual Income – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
I do not receive an income	72 14.4%	16 16.5%	20 13.6%	10 12.8%	9 12.3%	10 14.3%	7 19.4%
< 12K	162 32.3%	33 34.0%	46 31.3%	27 34.6%	21 28.8%	25 35.7%	10 27.8%
13K – 25K	175 34.9%	33 34.0%	56 38.1%	28 35.9%	25 34.2%	16 22.9%	17 47.2%
26K – 50K	41 8.2%	9 9.3%	12 8.2%	7 9.0%	8 11.0%	5 7.1%	-
51K+	1 0.2%	-	-	-	1 1.4%	-	-
Refused	50 10.0%	6 6.2%	13 8.8%	6 7.7%	9 12.3%	14 20.0%	2 5.6%

6.2 BUYING THE PRESENTS AND SALES

In this Section we will present the findings on the Maltese residents' perceptions on purchasing presents and sales. More specifically, individuals were to indicate:

- [a]. The persons for whom they purchased presents (including cash gifts) during the most recent Christmas period – [Q8]
- [b]. Whether a specific budget was set for the presents, prior to shopping for such presents – [Q9]
- [c]. For those **351 individuals** who set a specific budget:
The action/s taken to ensure that they do not exceed their budget – [Q10]
- [d]. Whether any expensive gift/s for which they exceeded their budget was purchased and the action taken to obtain the difference – [Q11]
- [e]. Whether individuals took advantage of the Black Friday sale to purchase their Christmas presents – [Q12]
- [f]. The estimated savings on Christmas presents from the Black Friday sale for the **97 individuals** who benefitted from such sale – [Q13]

Salient Research Findings

The salient findings for the above research areas now follow.

The persons for whom presents were purchased – [Q8]

- ✓ Almost all Maltese residents have purchased presents for their immediate family members during the most recent Christmas period, with 97% (488 respondents) indicating this.
- ✓ Following, a distant 30% (151 respondents) indicated that they purchased presents for their close friends. This was mostly indicated by individuals aged between 18 and 49 years.
- ✓ Another 13% (67 respondents) purchased presents for relatives, such as uncles and aunts, while another 8% (40 respondents) purchased presents for their work colleagues, with this being mostly indicated by the male individuals.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 8.1 – Q8 – The persons for whom presents were purchased – by Age & Gender (Multiple-response Q)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Immediate family members	488 97.4%	20 90.9%	88 95.7%	88 96.7%	79 97.5%	83 98.8%	81 98.8%	49 100.0%	240 97.2%	248 97.6%
Close friends	151 30.1%	12 54.5%	41 44.6%	35 38.5%	26 32.1%	14 16.7%	15 18.3%	8 16.3%	75 30.4%	76 29.9%
Relatives (uncles, aunts, cousins etc.)	67 13.4%	2 9.1%	17 18.5%	14 15.4%	17 21.0%	13 15.5%	3 3.7%	1 2.0%	31 12.6%	36 14.2%
Work Colleagues	40 8.0%	2 9.1%	6 6.5%	14 15.4%	11 13.6%	5 6.0%	2 2.4%	- -	28 11.3%	12 4.7%
Other	22 4.4%	1 4.5%	9 9.8%	7 7.7%	1 1.2%	1 1.2%	3 3.7%	- -	13 5.3%	9 3.5%

**Table 8.2 – Q8 – The persons for whom presents were purchased
– by Geographical Region (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Immediate family members	488 97.4%	97 100.0%	142 96.6%	78 100.0%	71 97.3%	64 91.4%	36 100.0%
Close friends	151 30.1%	28 28.9%	42 28.6%	26 33.3%	22 30.1%	21 30.0%	12 33.3%
Relatives (uncles, aunts, cousins etc.)	67 13.4%	5 5.2%	17 11.6%	14 17.9%	15 20.5%	9 12.9%	7 19.4%
Work Colleagues	40 8.0%	5 5.2%	16 10.9%	7 9.0%	6 8.2%	6 8.6%	- -
Other	22 4.4%	- -	9 6.1%	4 5.1%	8 11.0%	1 1.4%	- -

**Table 8.4 – Q8 – The persons for whom presents were purchased
– by Employment Status (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
Immediate family members	488 97.4%	253 98.4%	13 100.0%	88 98.9%	54 90.0%	74 98.7%	6 85.7%
Close friends	151 30.1%	79 30.7%	4 30.8%	19 21.3%	33 55.0%	11 14.7%	5 71.4%
Relatives (uncles, aunts, cousins etc.)	67 13.4%	41 16.0%	5 38.5%	9 10.1%	8 13.3%	3 4.0%	1 14.3%
Work Colleagues	40 8.0%	33 12.8%	- -	- -	5 8.3%	1 1.3%	1 14.3%
Other	22 4.4%	13 5.1%	- -	1 1.1%	6 10.0%	2 2.7%	- -

**Table 8.5 – Q8 – The persons for whom presents were purchased: OTHER
– by Age (n=22)**

18–19 years

- ✓ Boyfriend

20–29 years

- ✓ Girlfriend x6
- ✓ Boyfriend x3

30–39 years

- ✓ Kids' teachers x2
- ✓ Girlfriend x2
- ✓ Boyfriend
- ✓ Services workers and nuns
- ✓ Kids whom I coach for football

40–49 years

- ✓ Service worker

50–59 years

- ✓ Maid

60–69 years

- ✓ Family doctor
- ✓ Donation to I-iStrina
- ✓ Hairdresser

Setting a specific budget prior to shopping for presents – [Q9]

- ✓ A positive 70% of the Maltese residents (351 respondents) set a budget prior to shopping for Christmas presents. Of these 351 individuals, 39% (196 respondents) set an overall budget for all the presents while the other 31% (155 respondents) set a specific budget for each present.
- ✓ However, almost 1 in 3 of the Maltese residents (29% – 146 respondents) did not set a specific budget prior to shopping for presents. The percentage of males (34%) who indicated this was higher than the percentage of females (24%). Furthermore, individuals hailing from the Western (37%) and the Northern (36%) regions were the most to indicate this.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 9.1 – Q9 – Setting a specific budget prior to shopping for presents – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Yes – I set an overall budget for all presents	196 39.1%	5 22.7%	21 22.8%	35 38.5%	35 43.2%	40 47.6%	35 42.7%	25 51.0%	91 36.8%	105 41.3%
Yes – I set a specific budget for each present	155 30.9%	10 45.5%	38 41.3%	35 38.5%	23 28.4%	18 21.4%	20 24.4%	11 22.4%	67 27.1%	88 34.6%
No - I did not set a specific budget	146 29.1%	7 31.8%	33 35.9%	21 23.1%	22 27.2%	25 29.8%	26 31.7%	12 24.5%	85 34.4%	61 24.0%
Refused/Don't remember	4 0.8%	- -	- -	- -	1 1.2%	1 1.2%	1 1.2%	1 2.0%	4 1.6%	- -

Table 9.2 – Q9 – Setting a specific budget prior to shopping for presents – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Yes – I set an overall budget for all presents	196 39.1%	53 54.6%	48 32.7%	36 46.2%	30 41.1%	23 32.9%	6 16.7%
Yes – I set a specific budget for each present	155 30.9%	17 17.5%	60 40.8%	20 25.6%	16 21.9%	21 30.0%	21 58.3%
No - I did not set a specific budget	146 29.1%	27 27.8%	38 25.9%	21 26.9%	27 37.0%	25 35.7%	8 22.2%
Refused/Don't remember	4 0.8%	- -	1 0.7%	1 1.3%	- -	1 1.4%	1 2.8%

Table 9.3 – Q9 – Setting a specific budget prior to shopping for presents – by Level of Education

Counts Break % Respondents	Total	Up to primary level	Up to secondary level	Up to post- secondary level	Up to tertiary or higher level	Refused
Total	501	49	190	118	133	11
Yes – I set an overall budget for all presents	196 39.1%	17 34.7%	97 51.1%	35 29.7%	46 34.6%	1 9.1%
Yes – I set a specific budget for each present	155 30.9%	13 26.5%	45 23.7%	42 35.6%	51 38.3%	4 36.4%
No - I did not set a specific budget	146 29.1%	18 36.7%	46 24.2%	40 33.9%	36 27.1%	6 54.5%
Refused/Don't remember	4 0.8%	1 2.0%	2 1.1%	1 0.8%	- -	- -

Action/s taken to keep to the set budget (n=351) – [Q10]

NB. Maltese residents who indicated that they did not set a specific budget prior to shopping for Christmas presents were not asked this question. Hence the total number of Maltese residents' responses for this question totals 351.

- ✓ 41% of the Maltese residents (150 respondents) made a note of every gift purchased on a notebook, Excel etc. to keep track of their spending and to ensure that they do not exceed their budget. Another close 40% (145 respondents) made a mental note while doing the actual shopping.
- ✓ The highest percentages of Maltese residents who made a note of every gift purchased on a notebook/Excel was observed amongst individuals aged between 40 and 79 years and amongst individuals hailing from the Southern Harbour (70%) and the South Eastern (50%) regions. On the other hand, the Maltese residents aged between 18 and 39 years and those hailing from the Northern (52%) and the Gozo (70%) regions were the most who indicated that they made a mental note while doing the actual shopping.
- ✓ Furthermore, 10% (36 respondents) stated that they did not take any action to ensure that they do not exceed their budget.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 10.1 – Q10 – Action/s taken to keep to the set budget
– by Age & Gender (n=351) (Multiple-response Q)**

Counts Break % Responses	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	368	15	66	75	58	60	58	36	162	206
I made a note of every gift purchased on a notebook, Excel etc.	150 40.8%	1 6.7%	16 24.2%	27 36.0%	32 55.2%	27 45.0%	25 43.1%	22 61.1%	65 40.1%	85 41.3%
I made a mental note of my spending while doing the actual shopping	145 39.4%	9 60.0%	34 51.5%	34 45.3%	18 31.0%	24 40.0%	19 32.8%	7 19.4%	63 38.9%	82 39.8%
I did not take any action	36 9.8%	4 26.7%	5 7.6%	6 8.0%	5 8.6%	3 5.0%	8 13.8%	5 13.9%	20 12.3%	16 7.8%
I made a note of every gift purchased on a mobile app	12 3.3%	- -	6 9.1%	4 5.3%	1 1.7%	1 1.7%	- -	- -	4 2.5%	8 3.9%
Made use of my savings	10 2.7%	- -	1 1.5%	- -	- -	3 5.0%	4 6.9%	2 5.6%	3 1.9%	7 3.4%
I only took the required amount of cash when I went gift-shopping (i.e. did not take any cards with me)	9 2.4%	- -	3 4.5%	3 4.0%	- -	2 3.3%	1 1.7%	- -	4 2.5%	5 2.4%
I used my credit/debit card mostly	6 1.6%	1 6.7%	1 1.5%	1 1.3%	2 3.4%	- -	1 1.7%	- -	3 1.9%	3 1.5%

Table 10.2 – Q10 – Action/s taken to keep to the set budget – by Geographical Region (n=351)
(Multiple-response Q)

Counts Break % Responses	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	368	74	115	56	50	46	27
I made a note of every gift purchased on a notebook, Excel etc.	150 40.8%	51 68.9%	38 33.0%	28 50.0%	16 32.0%	16 34.8%	1 3.7%
I made a mental note of my spending while doing the actual shopping	145 39.4%	14 18.9%	49 42.6%	19 33.9%	20 40.0%	24 52.2%	19 70.4%
I did not take any action	36 9.8%	3 4.1%	14 12.2%	5 8.9%	7 14.0%	3 6.5%	4 14.8%
I made a note of every gift purchased on a mobile app	12 3.3%	2 2.7%	4 3.5%	2 3.6%	2 4.0%	1 2.2%	1 3.7%
Made use of my savings	10 2.7%	2 2.7%	5 4.3%	- -	2 4.0%	1 2.2%	- -
I only took the required amount of cash when I went gift-shopping (i.e. did not take any cards with me)	9 2.4%	2 2.7%	2 1.7%	1 1.8%	3 6.0%	- -	1 3.7%
I used my credit/debit card mostly	6 1.6%	- -	3 2.6%	1 1.8%	- -	1 2.2%	1 3.7%

Table 10.3 – Q10 – Action/s taken to keep to the set budget – by Level of Education (n=351)
(Multiple-response Q)

Counts Break % Responses	Total	Up to primary level	Up to secondary level	Up to post- secondary level	Up to tertiary or higher level	Refused
Total	368	30	147	81	105	5
I made a note of every gift purchased on a notebook, Excel etc.	150 40.8%	11 36.7%	70 47.6%	23 28.4%	46 43.8%	- -
I made a mental note of my spending while doing the actual shopping	145 39.4%	10 33.3%	53 36.1%	42 51.9%	38 36.2%	2 40.0%
I did not take any action	36 9.8%	6 20.0%	12 8.2%	9 11.1%	6 5.7%	3 60.0%
I made a note of every gift purchased on a mobile app	12 3.3%	1 3.3%	2 1.4%	1 1.2%	8 7.6%	- -
Made use of my savings	10 2.7%	2 6.7%	5 3.4%	2 2.5%	1 1.0%	- -
I only took the required amount of cash when I went gift-shopping (i.e. did not take any cards with me)	9 2.4%	- -	3 2.0%	2 2.5%	4 3.8%	- -
I used my credit/debit card mostly	6 1.6%	- -	2 1.4%	2 2.5%	2 1.9%	- -

Having purchased an expensive gift which exceeded the budget – [Q11.a]

- ✓ 5 in 7 Maltese residents (72% – 358 respondents) did not purchase an expensive gift for which they exceeded their budget during the most recent Christmas period.
- ✓ The remaining 29% (143 respondents) did purchase a gift for which they exceeded their budget. This was mostly indicated by individuals aged between 18 and 49 years while the percentage of females (32%) who indicated this was also higher than the percentage of males (25%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 11.1 – Q11.a – Having purchased an expensive gift which exceeded the budget – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
No	358 71.5%	13 59.1%	50 54.3%	55 60.4%	53 65.4%	68 81.0%	74 90.2%	45 91.8%	186 75.3%	172 67.7%
Yes	143 28.5%	9 40.9%	42 45.7%	36 39.6%	28 34.6%	16 19.0%	8 9.8%	4 8.2%	61 24.7%	82 32.3%

Table 11.2 – Q11.a – Having purchased an expensive gift which exceeded the budget – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
No	358 71.5%	75 77.3%	102 69.4%	57 73.1%	54 74.0%	50 71.4%	20 55.6%
Yes	143 28.5%	22 22.7%	45 30.6%	21 26.9%	19 26.0%	20 28.6%	16 44.4%

The action taken to obtain the difference after exceeding the budget (n=143) – [Q11.b]

NB. Maltese residents who did not purchase an expensive gift for which they exceeded their budget were not asked this question. Hence the total number of Maltese residents’ responses for this question totals 143.

- ✓ Most of the 143 Maltese residents who exceeded their budget indicated that they simply increased their budget with 80% (115 respondents) indicating this.
- ✓ Following, 11% (15 respondents) stated that they took the difference from the budget allocated for other gifts. This was mostly indicated by respondents aged between 60 and 69 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 12.1 – Q11.b – The action taken to obtain the difference after exceeding the budget – by Age & Gender (n=143)

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	143	9	42	36	28	16	8	4	61	82
Simply increased my budget	115 80.4%	3 33.3%	36 85.7%	31 86.1%	22 78.6%	15 93.8%	5 62.5%	3 75.0%	51 83.6%	64 78.0%
Took the difference from the budget allocated for other gifts	15 10.5%	-	5 11.9%	2 5.6%	4 14.3%	1 6.3%	3 37.5%	-	5 8.2%	10 12.2%
Don't remember	11 7.7%	6 66.7%	1 2.4%	2 5.6%	1 3.6%	-	-	1 25.0%	4 6.6%	7 8.5%
Purchased the gift by going in debt through your credit card	1 0.7%	-	-	-	1 3.6%	-	-	-	1 1.6%	-
Other	1 0.7%	-	-	1 2.8%	-	-	-	-	-	1 1.2%

Table 12.2 – Q11.b – The action taken to obtain the difference after exceeding the budget – by Geographical Region (n=143)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	143	22	45	21	19	20	16
Simply increased my budget	115 80.4%	22 100.0%	32 71.1%	16 76.2%	15 78.9%	16 80.0%	14 87.5%
Took the difference from the budget allocated for other gifts	15 10.5%	-	8 17.8%	4 19.0%	2 10.5%	-	1 6.3%
Don't remember	11 7.7%	-	4 8.9%	1 4.8%	2 10.5%	4 20.0%	-
Purchased the gift by going in debt through your credit card	1 0.7%	-	-	-	-	-	1 6.3%
Other	1 0.7%	-	1 2.2%	-	-	-	-

**Table 12.3 – Q11.b – The action taken to obtain the difference after exceeding the budget:
OTHER – by Age (n=1)**

30–39 years

- ✓ Shared the cost of this gift with another person

Taking advantage of the Black Friday sale for purchasing Christmas presents – [Q12]

- ✓ A high 80% (400 respondents) of the Maltese residents did not take advantage of the Black Friday sale to purchase their Christmas presents.
- ✓ However, 1 in 5 Maltese residents (19% – 97 respondents) took advantage of the Black Friday sale for purchasing Christmas presents. The highest percentages in this regard were observed amongst individuals aged between 18 and 29 years. Furthermore, the Northern region had the highest percentage (31%) of individuals who took advantage of the Black Friday sale for purchasing their Christmas presents.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 13.1 – Q12 – Taking advantage of the Black Friday sale for purchasing Christmas presents – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
No	400 79.8%	14 63.6%	61 66.3%	72 79.1%	62 76.5%	75 89.3%	72 87.8%	44 89.8%	206 83.4%	194 76.4%
Yes	97 19.4%	7 31.8%	31 33.7%	19 20.9%	17 21.0%	9 10.7%	9 11.0%	5 10.2%	38 15.4%	59 23.2%
Don't remember	4 0.8%	1 4.5%	-	-	2 2.5%	-	1 1.2%	-	3 1.2%	1 0.4%

Table 13.2 – Q12 – Taking advantage of the Black Friday sale for purchasing Christmas presents – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
No	400 79.8%	78 80.4%	121 82.3%	65 83.3%	60 82.2%	48 68.6%	28 77.8%
Yes	97 19.4%	19 19.6%	23 15.6%	13 16.7%	13 17.8%	22 31.4%	7 19.4%
Don't remember	4 0.8%	-	3 2.0%	-	-	-	1 2.8%

The estimated amount of money saved on Christmas presents from the Black Friday sale (n=97) – [Q13]

NB. Maltese residents who did not take advantage of the Black Friday sale to purchase their Christmas presents were not asked this question. Hence the total number of Maltese residents’ responses for this question totals 97.

- ✓ Slightly more than 1 in 2 of the 97 Maltese residents (53% – 51 respondents) saved less than €50 on Christmas presents from the Black Friday sale. The highest percentages were observed amongst individuals aged between 60 and 79 years and amongst individuals hailing from the Western region (85%).
- ✓ Following, 43% (42 respondents) indicated that they saved between €51 and €100 by purchasing Christmas presents from the Black Friday sale. This was mostly indicated by individuals aged between 18 and 19 years (57%) and by individuals aged between 30 and 39 years (58%). Furthermore, the percentage of females (48%) who indicated this was higher than the percentage of males (37%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 14.1 – Q13 – The estimated amount of money saved on Christmas presents from the Black Friday sale – by Age & Gender (n=97)

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	97	7	31	19	17	9	9	5	38	59
Less than €50	51 52.6%	3 42.9%	18 58.1%	7 36.8%	9 52.9%	4 44.4%	7 77.8%	3 60.0%	21 55.3%	30 50.8%
Between €51 - €100	42 43.3%	4 57.1%	12 38.7%	11 57.9%	8 47.1%	4 44.4%	1 11.1%	2 40.0%	14 36.8%	28 47.5%
Between €101 - €200	3 3.1%	-	1 3.2%	1 5.3%	-	-	1 11.1%	-	2 5.3%	1 1.7%
More than €201	1 1.0%	-	-	-	-	1 11.1%	-	-	1 2.6%	-

Table 14.2 – Q13 – The estimated amount of money saved on Christmas presents from the Black Friday sale – by Geographical Region (n=97)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	97	19	23	13	13	22	7
Less than €50	51 52.6%	10 52.6%	12 52.2%	6 46.2%	11 84.6%	12 54.5%	-
Between €51 - €100	42 43.3%	7 36.8%	10 43.5%	7 53.8%	1 7.7%	10 45.5%	7 100.0%
Between €101 - €200	3 3.1%	1 5.3%	1 4.3%	-	1 7.7%	-	-
More than €201	1 1.0%	1 5.3%	-	-	-	-	-

6.3 PAYING METHODS & BUDGETING

In this Section we will present the findings of Maltese residents' preferred payment methods and financial situation. More specifically, individuals were to indicate:

- [a]. Their most used payment method/s while doing Christmas shopping – [Q14]
- [b]. For the **86 individuals** who mentioned the credit card as one of the payment methods:
 - [i]. Whether they utilised all their credit card/s limit during Christmas – [Q15.a]
 - [ii]. Whether they managed to pay their January credit card bill on time without incurring any interest – [Q15.b]
 - [iii]. Whether they considered the applicable credit card interest rates in the event that they are unable to pay their credit card bill – [Q15.c]
- [e]. Whether they had enough money to purchase all the desired Christmas presents – [Q16]

Salient Research Findings

The salient findings for the above research areas now follow.

Most used payment method/s while doing Christmas shopping – [Q14]

- ✓ The most used payment method by the Maltese residents was **cash** with 63% (317 respondents) mentioning this as one of their most used payment methods. This payment method was mentioned by more than 70% of the individuals aged between 50 and 79 years.
- ✓ Following, 45% (226 respondents) of the Maltese residents mentioned the **debit card** as one of their most used payment methods. This was mostly mentioned by individuals aged between 18 and 49 years.
- ✓ Another 17% (86 respondents) mentioned the **credit card** as a payment method with this being mostly indicated by individuals aged between 30 and 59 years.
- ✓ Cash was the most mentioned payment method by Maltese residents with a primary, secondary and post-secondary level of education while the debit and credit cards were mostly mentioned by individuals with a tertiary or higher level of education.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 15.1 – Q14 – Most used payment method/s while doing Christmas shopping
– by Age & Gender (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Cash	317 63.3%	12 54.5%	41 44.6%	51 56.0%	48 59.3%	59 70.2%	63 76.8%	43 87.8%	157 63.6%	160 63.0%
Debit Card	226 45.1%	16 72.7%	61 66.3%	44 48.4%	40 49.4%	36 42.9%	24 29.3%	5 10.2%	120 48.6%	106 41.7%
Credit Card	86 17.2%	1 4.5%	14 15.2%	20 22.0%	22 27.2%	17 20.2%	9 11.0%	3 6.1%	34 13.8%	52 20.5%
Online gateways	16 3.2%	1 4.5%	8 8.7%	6 6.6%	1 1.2%	- -	- -	- -	9 3.6%	7 2.8%
Cheque	11 2.2%	- -	- -	2 2.2%	- -	5 6.0%	1 1.2%	3 6.1%	7 2.8%	4 1.6%
Other	1 0.2%	- -	- -	- -	- -	- -	1 1.2%	- -	1 0.4%	- -
Refused	1 0.2%	- -	1 1.1%	- -	- -	- -	- -	- -	1 0.4%	- -

**Table 15.2 – Q14 – Most used payment method/s while doing Christmas shopping
– by Geographical Region (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Cash	317 63.3%	67 69.1%	91 61.9%	46 59.0%	44 60.3%	47 67.1%	22 61.1%
Debit Card	226 45.1%	44 45.4%	65 44.2%	35 44.9%	32 43.8%	31 44.3%	19 52.8%
Credit Card	86 17.2%	13 13.4%	32 21.8%	17 21.8%	15 20.5%	8 11.4%	1 2.8%
Online gateways	16 3.2%	- -	5 3.4%	3 3.8%	5 6.8%	3 4.3%	- -
Cheque	11 2.2%	2 2.1%	3 2.0%	- -	1 1.4%	3 4.3%	2 5.6%
Other	1 0.2%	- -	- -	1 1.3%	- -	- -	- -
Refused	1 0.2%	- -	- -	- -	1 1.4%	- -	- -

**Table 15.3 – Q14 – Most used payment method/s while doing Christmas shopping
– by Employment Status (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
Cash	317 63.3%	138 53.7%	10 76.9%	70 78.7%	33 55.0%	62 82.7%	4 57.1%
Debit Card	226 45.1%	134 52.1%	6 46.2%	21 23.6%	42 70.0%	17 22.7%	6 85.7%
Credit Card	86 17.2%	60 23.3%	- -	11 12.4%	7 11.7%	8 10.7%	- -
Online gateways	16 3.2%	9 3.5%	- -	- -	5 8.3%	- -	2 28.6%
Cheque	11 2.2%	5 1.9%	1 7.7%	3 3.4%	- -	2 2.7%	- -
Other	1 0.2%	- -	- -	- -	- -	1 1.3%	- -
Refused	1 0.2%	1 0.4%	- -	- -	- -	- -	- -

**Table 15.4 – Q14 – The most used payment method/s while doing Christmas shopping
– by Level of Education (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Up to primary level	Up to secondary level	Up to post- secondary level	Up to tertiary or higher level	Refused
Total	501	49	190	118	133	11
Cash	317 63.3%	46 93.9%	136 71.6%	75 63.6%	54 40.6%	6 54.5%
Debit Card	226 45.1%	4 8.2%	64 33.7%	71 60.2%	80 60.2%	7 63.6%
Credit Card	86 17.2%	- -	28 14.7%	17 14.4%	38 28.6%	3 27.3%
Online gateways	16 3.2%	- -	1 0.5%	6 5.1%	7 5.3%	2 18.2%
Cheque	11 2.2%	1 2.0%	7 3.7%	1 0.8%	2 1.5%	- -
Other	1 0.2%	- -	- -	- -	1 0.8%	- -
Refused	1 0.2%	- -	1 0.5%	- -	- -	- -

Table 15.5 – Q14 – The most used payment method/s: OTHER – by Age (n=1)

60–69 years

- ✓ Bank transfers

Individuals having utilised all their credit card/s limit (n=86) – [Q15.a]

NB. Maltese residents who did not mention the credit card as one of the most used payment methods, were not asked this question. Hence the total number of Maltese residents' responses for this question totals 86.

- ✓ A very high 94% of the 86 Maltese residents (81 respondents) have not utilised all their credit card/s limit during the most recent Christmas period.
- ✓ Only a low 5% (4 respondents) indicated that they utilised all their credit card/s limit during the most recent Christmas period. All 4 individuals who indicated this were female.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 16.1 – Q15.a – Individuals having utilised all their credit card/s limit
– by Age & Gender (n=86)**

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	86	1	14	20	22	17	9	3	34	52
No	81 94.2%	1 100.0%	13 92.9%	19 95.0%	21 95.5%	15 88.2%	9 100.0%	3 100.0%	34 100.0%	47 90.4%
Yes	4 4.7%	-	1 7.1%	1 5.0%	-	2 11.8%	-	-	-	4 7.7%
Refused	1 1.2%	-	-	-	1 4.5%	-	-	-	-	1 1.9%

**Table 16.2 – Q15.a – Individuals having utilised all their credit card/s limit
– by Geographical Region (n=86)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	86	13	32	17	15	8	1
No	81 94.2%	12 92.3%	29 90.6%	17 100.0%	14 93.3%	8 100.0%	1 100.0%
Yes	4 4.7%	1 7.7%	2 6.3%	-	1 6.7%	-	-
Refused	1 1.2%	-	1 3.1%	-	-	-	-

Individuals having managed to pay their January credit card bill on time without incurring any interest (n=86) – [Q15.b]

NB. Maltese residents who did not mention the credit card as one of the most used payment methods, were not asked this question. Hence the total number of Maltese residents’ responses for this question totals 86.

- ✓ A positive 9 in 10 of the 86 Maltese residents (91% – 78 respondents) have managed to pay their January credit card bill on time without incurring any interest.
- ✓ Another 7% (6 respondents) incurred interest on their January credit card bill.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 17.1 – Q15.b – Individuals having managed to pay their January credit card bill on time without incurring any interest – by Age & Gender (n=86)

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	86	1	14	20	22	17	9	3	34	52
Yes	78 90.7%	1 100.0%	13 92.9%	19 95.0%	18 81.8%	15 88.2%	9 100.0%	3 100.0%	29 85.3%	49 94.2%
No	6 7.0%	- -	1 7.1%	- -	3 13.6%	2 11.8%	- -	- -	4 11.8%	2 3.8%
Refused	2 2.3%	- -	- -	1 5.0%	1 4.5%	- -	- -	- -	1 2.9%	1 1.9%

Table 17.2 – Q15.b – Individuals having managed to pay their January credit card bill on time without incurring any interest – by Geographical Region (n=86)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	86	13	32	17	15	8	1
Yes	78 90.7%	13 100.0%	28 87.5%	16 94.1%	13 86.7%	7 87.5%	1 100.0%
No	6 7.0%	- -	3 9.4%	1 5.9%	1 6.7%	1 12.5%	- -
Refused	2 2.3%	- -	1 3.1%	- -	1 6.7%	- -	- -

Consideration of the applicable credit card interest rates in the event that of being unable to pay the credit card bill on time – [Q15.c]

NB. Maltese residents who did not mention the credit card as one of the most used payment methods, were not asked this question. Hence the total number of Maltese residents’ responses for this question totals 86.

- ✓ More than half of the 86 Maltese residents (56% – 48 respondents) did not consider the applicable credit card interest rates in the event that they are unable to pay their credit card bill on time. The highest percentage in this regard was observed amongst individuals with a tertiary or higher level of education (63%).
- ✓ 2 in 5 of the Maltese residents (40% – 34 respondents) took in consideration the applicable credit card interest rates in the event that they are unable to pay their credit card bill on time.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 18.1 – Q15.c – Consideration of the applicable credit card interest rates in the event of being unable to pay the credit card bill on time – by Age & Gender (n=86)

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	86	1	14	20	22	17	9	3	34	52
No	48 55.8%	-	8 57.1%	12 60.0%	11 50.0%	8 47.1%	6 66.7%	3 100.0%	21 61.8%	27 51.9%
Yes	34 39.5%	1 100.0%	6 42.9%	6 30.0%	9 40.9%	9 52.9%	3 33.3%	-	13 38.2%	21 40.4%
Refused	4 4.7%	-	-	2 10.0%	2 9.1%	-	-	-	-	4 7.7%

Table 18.2 – Q15.c – Consideration of the applicable credit card interest rates in the event of being unable to pay the credit card bill on time – by Geographical Region (n=86)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	86	13	32	17	15	8	1
No	48 55.8%	9 69.2%	18 56.3%	7 41.2%	9 60.0%	4 50.0%	1 100.0%
Yes	34 39.5%	4 30.8%	12 37.5%	10 58.8%	4 26.7%	4 50.0%	-
Refused	4 4.7%	-	2 6.3%	-	2 13.3%	-	-

Table 18.3 – Q15.c – Consideration of the applicable credit card interest rates in the event of being unable to pay the credit card bill on time – by Level of Education (n=86)

Counts Break % Respondents	Total	Up to secondary level	Up to post- secondary level	Up to tertiary or higher level	Refused
Total	86	28	17	38	3
No	48 55.8%	13 46.4%	9 52.9%	24 63.2%	2 66.7%
Yes	34 39.5%	13 46.4%	6 35.3%	14 36.8%	1 33.3%
Refused	4 4.7%	2 7.1%	2 11.8%	- -	- -

Individuals' having enough money to purchase all the desired Christmas presents – [Q16]

- ✓ A positive 88% (440 respondents) of the Maltese residents had no difficulty to purchase all the desired Christmas presents.
- ✓ However, another 11% (57 respondents) indicated that they were financially limited on the presents which they could afford to buy. The highest percentages in this regard were observed amongst students (32%) and individuals who are retired/boarded out (15%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 19.1 – Q16 – Individuals' having enough money to purchase all the desired Christmas presents – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Yes, I had no difficulty to purchase all the desired presents	440 87.8%	14 63.6%	72 78.3%	80 87.9%	75 92.6%	81 96.4%	76 92.7%	42 85.7%	217 87.9%	223 87.8%
I was financially limited on the presents I could afford to buy	57 11.4%	8 36.4%	19 20.7%	9 9.9%	5 6.2%	3 3.6%	6 7.3%	7 14.3%	28 11.3%	29 11.4%
I managed to purchase all the desired presents by going in debt through my credit card	3 0.6%	- -	1 1.1%	1 1.1%	1 1.2%	- -	- -	- -	1 0.4%	2 0.8%
Refused	1 0.2%	- -	- -	1 1.1%	- -	- -	- -	- -	1 0.4%	- -

Table 19.2 – Q16 – Individuals' having enough money to purchase all the desired Christmas presents – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Yes, I had no difficulty to purchase all the desired presents	440 87.8%	85 87.6%	130 88.4%	66 84.6%	66 90.4%	60 85.7%	33 91.7%
I was financially limited on the presents I could afford to buy	57 11.4%	12 12.4%	16 10.9%	11 14.1%	6 8.2%	10 14.3%	2 5.6%
I managed to purchase all the desired presents by going in debt through my credit card	3 0.6%	- -	1 0.7%	1 1.3%	- -	- -	1 2.8%
Refused	1 0.2%	- -	- -	- -	1 1.4%	- -	- -

**Table 19.3 – Q16 – Individuals' having enough money to purchase all the desired Christmas presents
– by Employment Status**

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
Yes, I had no difficulty to purchase all the desired presents	440 87.8%	238 92.6%	13 100.0%	79 88.8%	40 66.7%	64 85.3%	6 85.7%
I was financially limited on the presents I could afford to buy	57 11.4%	16 6.2%	- -	10 11.2%	19 31.7%	11 14.7%	1 14.3%
I managed to purchase all the desired presents by going in debt through my credit card	3 0.6%	2 0.8%	- -	- -	1 1.7%	- -	- -
Refused	1 0.2%	1 0.4%	- -	- -	- -	- -	- -

6.4 ENTERTAINMENT

In this Section we will present the findings on the entertainment habits of Maltese residents during the Christmas period. More specifically, individuals were to indicate:

- [a]. Whether they hosted family/friends on Christmas day/New Year's Day – [Q17]
- [b]. For the **236 individuals** who have hosted family/friends:
 - [i]. Whether they had any leftover food/items from when they hosted guests – [Q18]
 - [ii]. Whether they threw the leftovers away or whether they stored them for later consumption – [Q19]
- [c]. The use of well-being services during the most recent Christmas period – [Q20]
- [d]. Whether they purchased new clothes for social events/parties – [Q21]

Salient Research Findings

The salient findings for the above research areas now follow.

Individuals’ having hosted family/friends on Christmas Day/New Year’s Day – [Q17]

- ✓ Slightly more than half of the Maltese residents (53% – 266 respondents) did not host any family/friends on Christmas Day/New Year’s Day. This was mostly indicated by individuals aged between 18 and 29 years and individuals aged between 70 and 79 years.
- ✓ The remaining 47% (235 respondents) of the Maltese residents have hosted family/friends on Christmas Day/New Year’s Day with this being mostly indicated by individuals aged between 30 and 69 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 20.1 – Q17 – Individuals’ having hosted family/friends on Christmas Day/New Year’s Day – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
No	266 53.1%	14 63.6%	62 67.4%	53 58.2%	35 43.2%	36 42.9%	36 43.9%	30 61.2%	133 53.8%	133 52.4%
Yes	235 46.9%	8 36.4%	30 32.6%	38 41.8%	46 56.8%	48 57.1%	46 56.1%	19 38.8%	114 46.2%	121 47.6%

Table 20.2 – Q17 – Individuals’ having hosted family/friends on Christmas Day/New Year’s Day – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
No	266 53.1%	44 45.4%	87 59.2%	42 53.8%	38 52.1%	37 52.9%	18 50.0%
Yes	235 46.9%	53 54.6%	60 40.8%	36 46.2%	35 47.9%	33 47.1%	18 50.0%

Table 20.3 – Q17 – Individuals’ having hosted family/friends on Christmas Day/New Year’s Day – by Employment Status

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
No	266 53.1%	133 51.8%	6 46.2%	46 51.7%	39 65.0%	38 50.7%	4 57.1%
Yes	235 46.9%	124 48.2%	7 53.8%	43 48.3%	21 35.0%	37 49.3%	3 42.9%

Having leftover food/items from hosting guests (n=235) – [Q18]

NB. Maltese residents who indicated that they did not host guests during the Christmas period were not asked this question. Hence the total number of Maltese residents’ responses for this question totals 235.

- ✓ A rather high 77% of the 235 Maltese residents (182 respondents) had leftover food/items from when they hosted guests. The highest percentage in this regard was observed amongst individuals hailing from the Southern Harbour region, with 91% indicating this. Furthermore, the percentage of females (82%) who indicated this was higher than the percentage of males (72%).
- ✓ Following, slightly more than 1 in 5 Maltese residents (22% – 51 respondents) did not have any leftover food/items with this being mostly indicated by individuals aged between 18 and 49 years and by male individuals.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 21.1 – Q18 – Having any leftover food/items from hosting guests – by Age & Gender (n=235)

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	235	8	30	38	46	48	46	19	114	121
Yes	182 77.4%	4 50.0%	23 76.7%	28 73.7%	33 71.7%	39 81.3%	37 80.4%	18 94.7%	82 71.9%	100 82.6%
No	50 21.3%	3 37.5%	6 20.0%	9 23.7%	13 28.3%	9 18.8%	9 19.6%	1 5.3%	30 26.3%	20 16.5%
Refused	3 1.3%	1 12.5%	1 3.3%	1 2.6%	- -	- -	- -	- -	2 1.8%	1 0.8%

Table 21.2 – Q18 – Having any leftover food/items from hosting guests – by Geographical Region (n=235)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	235	53	60	36	35	33	18
Yes	182 77.4%	48 90.6%	43 71.7%	27 75.0%	25 71.4%	26 78.8%	13 72.2%
No	50 21.3%	5 9.4%	16 26.7%	9 25.0%	9 25.7%	6 18.2%	5 27.8%
Refused	3 1.3%	- -	1 1.7%	- -	1 2.9%	1 3.0%	- -

The action taken by individuals with the leftover food/items (n=182) – [Q19]

NB. Maltese residents who indicated that they did not host guests during the Christmas period/those who hosted guests and did not have any leftover food/items were not asked this question. Hence the total number of Maltese residents' responses for this question totals 182.

- ✓ A positive 95% of the 182 Maltese residents (172 respondents) froze/stored their surplus items for later consumption.
- ✓ Only 1 individual indicated that she threw everything away.
- ✓ Furthermore, a few individuals also remarked that they gave some of the leftover items to their guests to take home with them, while others gave the food to the dogs/cats.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 22.1 – Q19 – The action taken by Maltese residents with the leftover food/items – by Age & Gender (n=182)

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	182	4	23	28	33	39	37	18	82	100
Froze/stored the surplus items for later consumption	172 94.5%	4 100.0%	20 87.0%	26 92.9%	32 97.0%	39 100.0%	33 89.2%	18 100.0%	77 93.9%	95 95.0%
Other	8 4.4%	-	2 8.7%	1 3.6%	1 3.0%	-	4 10.8%	-	5 6.1%	3 3.0%
Threw everything away	1 0.5%	-	1 4.3%	-	-	-	-	-	-	1 1.0%
Refused	1 0.5%	-	-	1 3.6%	-	-	-	-	-	1 1.0%

Table 22.2 – Q19 – The action taken by Maltese residents with the leftover food/items – by Geographical Region (n=182)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	182	48	43	27	25	26	13
Froze/stored the surplus items for later consumption	172 94.5%	46 95.8%	43 100.0%	24 88.9%	21 84.0%	25 96.2%	13 100.0%
Other	8 4.4%	2 4.2%	-	2 7.4%	3 12.0%	1 3.8%	-
Threw everything away	1 0.5%	-	-	1 3.7%	-	-	-
Refused	1 0.5%	-	-	-	1 4.0%	-	-

**Table 22.3 – Q19 – The action taken by Maltese residents with the leftover food/items:
OTHER – by Gender (n=8)**

Male

- ✓ Gave it to my children to take some home and also used some of it the next day
- ✓ Gave it to my pets
- ✓ Give the extra food to the guests for them to take home
- ✓ Gave some to my nephew and also consumed some of the food the next day
- ✓ Gave it to the dogs

Female

- ✓ Gave the food to my pets
- ✓ Gave it to my children for them to take home
- ✓ Gave the food to the dogs and cats

Use of well-being services during the most recent Christmas period – [Q20]

- ✓ 3 in 5 Maltese residents (61% – 306 respondents) made the same number of visits as the rest of the year to well-being service providers such as beautician, hairdresser etc.
- ✓ Following, 1 in 4 Maltese residents (25% – 124 respondents) indicated that they do not make use of such services with the majority of these being male individuals and individuals aged between 60 and 79 years.
- ✓ Another 11% (57 respondents) made more use of well-being services during the most recent Christmas period when compared to the rest of the year, with most of these individuals being females and individuals aged between 18 and 29 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 23.1 – Q20 – Use of well-being services during the most recent Christmas period – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Same amount of visits as rest of year	306 61.1%	16 72.7%	64 69.6%	63 69.2%	46 56.8%	47 56.0%	45 54.9%	25 51.0%	128 51.8%	178 70.1%
I do not make use of such services	124 24.8%	1 4.5%	7 7.6%	17 18.7%	24 29.6%	24 28.6%	33 40.2%	18 36.7%	98 39.7%	26 10.2%
Visit more	57 11.4%	5 22.7%	19 20.7%	8 8.8%	10 12.3%	8 9.5%	3 3.7%	4 8.2%	14 5.7%	43 16.9%
Visit less	10 2.0%	- -	2 2.2%	1 1.1%	1 1.2%	4 4.8%	1 1.2%	1 2.0%	3 1.2%	7 2.8%
Refused/DK	4 0.8%	- -	- -	2 2.2%	- -	1 1.2%	- -	1 2.0%	4 1.6%	- -

Table 23.2 – Q20 – Use of well-being services during the most recent Christmas period – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Same amount of visits as rest of year	306 61.1%	59 60.8%	85 57.8%	45 57.7%	46 63.0%	51 72.9%	20 55.6%
I do not make use of such services	124 24.8%	24 24.7%	39 26.5%	21 26.9%	19 26.0%	13 18.6%	8 22.2%
Visit more	57 11.4%	11 11.3%	18 12.2%	9 11.5%	7 9.6%	6 8.6%	6 16.7%
Visit less	10 2.0%	2 2.1%	4 2.7%	3 3.8%	1 1.4%	- -	- -
Refused/DK	4 0.8%	1 1.0%	1 0.7%	- -	- -	- -	2 5.6%

**Table 23.2 – Q20 – Use of well-being services during the most recent Christmas period
– by Employment Status**

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
Same amount of visits as rest of year	306 61.1%	156 60.7%	5 38.5%	69 77.5%	42 70.0%	29 38.7%	5 71.4%
I do not make use of such services	124 24.8%	68 26.5%	5 38.5%	7 7.9%	5 8.3%	39 52.0%	- -
Visit more	57 11.4%	24 9.3%	3 23.1%	11 12.4%	12 20.0%	5 6.7%	2 28.6%
Visit less	10 2.0%	6 2.3%	- -	2 2.2%	1 1.7%	1 1.3%	- -
Refused/DK	4 0.8%	3 1.2%	- -	- -	- -	1 1.3%	- -

Purchasing of new clothes for social events/parties – [Q21]

- ✓ Almost half the Maltese residents (48% – 241 respondents) have purchased new clothes for social events/parties which they attended during Christmas. This was mostly indicated by individuals aged between 18 and 29 years. The percentage of females (51%) who indicated this was also higher than the percentage of males (45%).
- ✓ Following, 2 in 5 Maltese residents (40% – 202 respondents) did not purchase any new clothes for social events/parties attended during Christmas with this being mostly indicated by individuals aged between 60 and 79 years.
- ✓ Another 11% (53 respondents) did not attend any special events/parties during the most recent Christmas period.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 24.1 – Q21 – Purchasing of new clothes for social events/parties – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Purchased new clothes	241 48.1%	18 81.8%	62 67.4%	45 49.5%	44 54.3%	39 46.4%	22 26.8%	11 22.4%	111 44.9%	130 51.2%
Did not purchase new clothes	202 40.3%	2 9.1%	27 29.3%	35 38.5%	30 37.0%	34 40.5%	49 59.8%	25 51.0%	109 44.1%	93 36.6%
I did not attend any special events/parties this Christmas	53 10.6%	2 9.1%	3 3.3%	10 11.0%	6 7.4%	9 10.7%	11 13.4%	12 24.5%	22 8.9%	31 12.2%
Refused/DK	5 1.0%	-	-	1 1.1%	1 1.2%	2 2.4%	-	1 2.0%	5 2.0%	-

Table 24.2 – Q21 – Purchasing of new clothes for social events/parties – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Purchased new clothes	241 48.1%	44 45.4%	64 43.5%	43 55.1%	33 45.2%	38 54.3%	19 52.8%
Did not purchase new clothes	202 40.3%	41 42.3%	61 41.5%	30 38.5%	32 43.8%	24 34.3%	14 38.9%
I did not attend any special events/parties this Christmas	53 10.6%	10 10.3%	21 14.3%	5 6.4%	8 11.0%	8 11.4%	1 2.8%
Refused/DK	5 1.0%	2 2.1%	1 0.7%	-	-	-	2 5.6%

**Table 24.3 – Q21 – Purchasing of new clothes for social events/parties
– by Annual Income**

Counts Break % Respondents	Total	I do not receive an income	< 12K	13K – 25K	26K – 50K	51K+	Refused
Total	501	72	162	175	41	1	50
Purchased new clothes	241 48.1%	29 40.3%	72 44.4%	91 52.0%	26 63.4%	- -	23 46.0%
Did not purchase new clothes	202 40.3%	33 45.8%	66 40.7%	72 41.1%	11 26.8%	- -	20 40.0%
I did not attend any special events/parties this Christmas	53 10.6%	10 13.9%	23 14.2%	10 5.7%	3 7.3%	1 100.0%	6 12.0%
Refused/DK	5 1.0%	- -	1 0.6%	2 1.1%	1 2.4%	- -	1 2.0%

6.5 CHRISTMAS SPENDING

In this Section we will present the findings on the average spending of Maltese residents during the Christmas period on the following:

- [a]. Presents – [Q22]
- [b]. Entertainment – [Q23]

Salient Research Findings

The salient findings for the above research areas now follow.

Average spend on presents – [Q22]

- ✓ Slightly more than half of the Maltese residents (52% – 259 respondents) spent between €101 and €300 on Christmas presents. The highest percentages in this regard were observed amongst individuals aged between 20 and 39 years.
- ✓ Following, 1 in 4 Maltese residents (24% – 120 respondents) spent between €301 and €500 on Christmas presents. The percentage of individuals hailing from the Gozo region (42%) who indicated this was rather high when compared to the other regions.
- ✓ Another 13% (67 respondents) spent less than €100 on Christmas presents with this being mostly indicated by the students (35%) and the unemployed individuals (31%).
- ✓ Another 5% (26 respondents) and 3% (13 respondents) spent between €501–€800 and between €801–€1000 respectively.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 25.1 – Q22 – Average spend on presents – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Less than €100	67 13.4%	10 45.5%	18 19.6%	7 7.7%	8 9.9%	4 4.8%	12 14.6%	8 16.3%	31 12.6%	36 14.2%
Between €101 and €300	259 51.7%	11 50.0%	54 58.7%	53 58.2%	41 50.6%	41 48.8%	36 43.9%	23 46.9%	133 53.8%	126 49.6%
Between €301 and €500	120 24.0%	1 4.5%	14 15.2%	24 26.4%	21 25.9%	25 29.8%	25 30.5%	10 20.4%	58 23.5%	62 24.4%
Between €501 and €800	26 5.2%	- -	2 2.2%	4 4.4%	6 7.4%	7 8.3%	3 3.7%	4 8.2%	9 3.6%	17 6.7%
Between €801 and €1000	13 2.6%	- -	2 2.2%	2 2.2%	2 2.5%	3 3.6%	2 2.4%	2 4.1%	5 2.0%	8 3.1%
More than €1001	4 0.8%	- -	- -	1 1.1%	- -	2 2.4%	- -	1 2.0%	3 1.2%	1 0.4%
Refused/DK	12 2.4%	- -	2 2.2%	- -	3 3.7%	2 2.4%	4 4.9%	1 2.0%	8 3.2%	4 1.6%

Table 25.2 – Q22 – Average spend on presents – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Less than €100	67 13.4%	14 14.4%	21 14.3%	10 12.8%	8 11.0%	9 12.9%	5 13.9%
Between €101 and €300	259 51.7%	51 52.6%	79 53.7%	45 57.7%	34 46.6%	39 55.7%	11 30.6%
Between €301 and €500	120 24.0%	23 23.7%	27 18.4%	18 23.1%	22 30.1%	15 21.4%	15 41.7%
Between €501 and €800	26 5.2%	4 4.1%	11 7.5%	1 1.3%	4 5.5%	1 1.4%	5 13.9%
Between €801 and €1000	13 2.6%	- -	4 2.7%	3 3.8%	2 2.7%	4 5.7%	- -
More than €1001	4 0.8%	1 1.0%	1 0.7%	- -	2 2.7%	- -	- -
Refused/DK	12 2.4%	4 4.1%	4 2.7%	1 1.3%	1 1.4%	2 2.9%	- -

Table 25.3 – Q22 – Average spend on presents – by Employment Status

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
Less than €100	67 13.4%	21 8.2%	4 30.8%	8 9.0%	21 35.0%	13 17.3%	- -
Between €101 and €300	259 51.7%	140 54.5%	3 23.1%	43 48.3%	32 53.3%	36 48.0%	5 71.4%
Between €301 and €500	120 24.0%	64 24.9%	5 38.5%	25 28.1%	5 8.3%	19 25.3%	2 28.6%
Between €501 and €800	26 5.2%	16 6.2%	1 7.7%	5 5.6%	- -	4 5.3%	- -
Between €801 and €1000	13 2.6%	5 1.9%	- -	5 5.6%	2 3.3%	1 1.3%	- -
More than €1001	4 0.8%	3 1.2%	- -	- -	- -	1 1.3%	- -
Refused/DK	12 2.4%	8 3.1%	- -	3 3.4%	- -	1 1.3%	- -

Table 25.4 – Q22 – Average spend on presents – by Annual Income

Counts Break % Respondents	Total	I do not receive an income	< 12K	13K – 25K	26K – 50K	51K+	Refused
Total	501	72	162	175	41	1	50
Less than €100	67 13.4%	13 18.1%	34 21.0%	15 8.6%	1 2.4%	- -	4 8.0%
Between €101 and €300	259 51.7%	31 43.1%	80 49.4%	105 60.0%	17 41.5%	- -	26 52.0%
Between €301 and €500	120 24.0%	20 27.8%	31 19.1%	43 24.6%	15 36.6%	- -	11 22.0%
Between €501 and €800	26 5.2%	4 5.6%	8 4.9%	9 5.1%	4 9.8%	- -	1 2.0%
Between €801 and €1000	13 2.6%	3 4.2%	7 4.3%	1 0.6%	1 2.4%	1 100.0%	- -
More than €1001	4 0.8%	- -	1 0.6%	- -	2 4.9%	- -	1 2.0%
Refused/DK	12 2.4%	1 1.4%	1 0.6%	2 1.1%	1 2.4%	- -	7 14.0%

Average spend on entertainment – [Q23]

- ✓ 2 in 5 Maltese residents (42% – 212 respondents) spent between €101 and €300 on entertainment during the most recent Christmas period. This was mostly indicated by individuals aged between 18 and 49 years.
- ✓ Following, 34% (171 respondents) spent less than €100 on entertainment. The highest percentages in this regard were observed amongst individuals aged between 18 and 29 years and individuals aged between 60 and 69 years.
- ✓ Another 7% (37 respondents) indicated that they spent between €301 and €500 on entertainment while a mere 1% (7 respondents) spent between €501 and €800.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 26.1 – Q23 – Average spend on entertainment – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
Less than €100	171 34.1%	10 45.5%	36 39.1%	31 34.1%	18 22.2%	27 32.1%	33 40.2%	16 32.7%	83 33.6%	88 34.6%
Between €101 and €300	212 42.3%	12 54.5%	44 47.8%	45 49.5%	42 51.9%	36 42.9%	21 25.6%	12 24.5%	111 44.9%	101 39.8%
Between €301 and €500	37 7.4%	- -	7 7.6%	8 8.8%	11 13.6%	6 7.1%	4 4.9%	1 2.0%	22 8.9%	15 5.9%
Between €501 and €800	7 1.4%	- -	2 2.2%	1 1.1%	- -	1 1.2%	1 1.2%	2 4.1%	3 1.2%	4 1.6%
Between €801 and €1000	1 0.2%	- -	- -	1 1.1%	- -	- -	- -	- -	1 0.4%	- -
More than €1001	1 0.2%	- -	- -	- -	1 1.2%	- -	- -	- -	- -	1 0.4%
Refused/DK	72 14.4%	- -	3 3.3%	5 5.5%	9 11.1%	14 16.7%	23 28.0%	18 36.7%	27 10.9%	45 17.7%

Table 26.2 – Q23 – Average spend on entertainment – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Less than €100	171 34.1%	32 33.0%	47 32.0%	24 30.8%	21 28.8%	24 34.3%	23 63.9%
Between €101 and €300	212 42.3%	50 51.5%	61 41.5%	29 37.2%	30 41.1%	34 48.6%	8 22.2%
Between €301 and €500	37 7.4%	3 3.1%	12 8.2%	12 15.4%	5 6.8%	4 5.7%	1 2.8%
Between €501 and €800	7 1.4%	- -	4 2.7%	1 1.3%	- -	2 2.9%	- -
Between €801 and €1000	1 0.2%	- -	- -	- -	1 1.4%	- -	- -
More than €1001	1 0.2%	- -	- -	1 1.3%	- -	- -	- -
Refused/DK	72 14.4%	12 12.4%	23 15.6%	11 14.1%	16 21.9%	6 8.6%	4 11.1%

Table 26.3 – Q23 – Average spend on entertainment – by Employment Status

Counts Break % Respondents	Total	Employed (part- time/ full-time)	Unemployed	House- carer	Student	Retired/ Boarded out	Refused
Total	501	257	13	89	60	75	7
Less than €100	171 34.1%	77 30.0%	5 38.5%	33 37.1%	28 46.7%	27 36.0%	1 14.3%
Between €101 and €300	212 42.3%	122 47.5%	5 38.5%	25 28.1%	29 48.3%	25 33.3%	6 85.7%
Between €301 and €500	37 7.4%	28 10.9%	- -	5 5.6%	2 3.3%	2 2.7%	- -
Between €501 and €800	7 1.4%	3 1.2%	1 7.7%	2 2.2%	- -	1 1.3%	- -
Between €801 and €1000	1 0.2%	1 0.4%	- -	- -	- -	- -	- -
More than €1001	1 0.2%	- -	- -	1 1.1%	- -	- -	- -
Refused/DK	72 14.4%	26 10.1%	2 15.4%	23 25.8%	1 1.7%	20 26.7%	- -

Table 26.4 – Q23 – Respondent’s average spend on entertainment – by Annual Income

Counts Break % Respondents	Total	I do not receive an income	< 12K	13K – 25K	26K – 50K	51K+	Refused
Total	501	72	162	175	41	1	50
Less than €100	171 34.1%	29 40.3%	64 39.5%	52 29.7%	4 9.8%	1 100.0%	21 42.0%
Between €101 and €300	212 42.3%	27 37.5%	57 35.2%	90 51.4%	23 56.1%	-	15 30.0%
Between €301 and €500	37 7.4%	4 5.6%	5 3.1%	15 8.6%	11 26.8%	-	2 4.0%
Between €501 and €800	7 1.4%	1 1.4%	1 0.6%	2 1.1%	1 2.4%	-	2 4.0%
Between €801 and €1000	1 0.2%	-	-	-	1 2.4%	-	-
More than €1001	1 0.2%	1 1.4%	-	-	-	-	-
Refused/DK	72 14.4%	10 13.9%	35 21.6%	16 9.1%	1 2.4%	-	10 20.0%

6.6 RECOLLECTION OF GEMMA CAMPAIGN & MEDIA HABITS

In this Section we will present the findings on the Maltese residents' recollection of the *Gemma* campaign and their media habits. More specifically, individuals were asked to indicate:

- [a]. Their recall of adverts related to the '*Onfoq bil-għaqal u aħseb għall-futur*' campaign during the month of December – [Q24]
- [b]. Whether they specifically recall adverts featuring Gaia (the young Maltese singer) and the Maltese Father Christmas – [Q25]
- [c]. The local media which they usually take notice of – [Q26]

Salient Research Findings

The salient findings for the above research areas now follow.

Recollection of adverts related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign during the month of December – [Q24]

- ✓ Almost 2 in 3 Maltese residents (64% – 322 respondents) did not recall adverts on local media related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign.
- ✓ Another 36% (178 respondents) recalled seeing such adverts on local media. The highest percentages in this regard were observed amongst females and individuals aged between 50 and 69 years. Furthermore, the Southern Harbour (47%) and the South Eastern (41%) regions had the highest percentages of recall.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 26.1 – Q24 – Recollection of adverts related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign during the month of December – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
No	322 64.3%	16 72.7%	70 76.1%	64 70.3%	53 65.4%	44 52.4%	44 53.7%	31 63.3%	174 70.4%	148 58.3%
Yes	178 35.5%	6 27.3%	22 23.9%	27 29.7%	28 34.6%	40 47.6%	38 46.3%	17 34.7%	72 29.1%	106 41.7%
Don't remember	1 0.2%	- -	- -	- -	- -	- -	- -	1 2.0%	1 0.4%	- -

Table 26.2 – Q24 – Recollection of adverts related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign during the month of December – by Geographical Region

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
Yes	178 35.5%	46 47.4%	50 34.0%	32 41.0%	18 24.7%	21 30.0%	11 30.6%
No	322 64.3%	50 51.5%	97 66.0%	46 59.0%	55 75.3%	49 70.0%	25 69.4%
Don't remember	1 0.2%	1 1.0%	- -	- -	- -	- -	- -

Recollection of adverts featuring Gaia (the Maltese singer) and the Maltese Father Christmas – [Q25]

NB. All 501 Maltese residents were informed that the adverts related to the ‘Onfoq bil-għaqal u aħseb għall-futur’ campaign featured Gaia, the young Maltese singer, and the Maltese Father Christmas.

- ✓ Upon being informed that these adverts featured Gaia and the Maltese Father Christmas, more than half of the Maltese residents (55% – 282 respondents) still failed to recall such adverts with most of these individuals being aged between 18 and 49 years. The percentage of males (65%) who did not recall such adverts was also significantly higher than the percentage of females (46%).
- ✓ Another 33% (169 respondents) recalled seeing these adverts on TV with females and individuals aged between 40 and 59 years being the most who indicated this.
- ✓ 8% of the Maltese residents (41 respondents) recalled seeing the adverts but failed to recall the mass media on which they saw these adverts.
- ✓ A low 4% (18 respondents) saw the advert as a sponsored advert on Facebook.
- ✓ On a negative note, none of the Maltese residents recalled seeing the advert on the *Gemma.gov.mt* website.

Research Findings in Detail

Table 27.1 – Q25 – Recall of adverts featuring Gaia and the Maltese Father Christmas – by Age & Gender (Multiple-response Q)

Counts Break % Responses	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	510	23	95	92	83	84	83	50	251	259
I do not recall these adverts	282 55.3%	15 65.2%	66 69.5%	56 60.9%	46 55.4%	38 45.2%	36 43.4%	25 50.0%	162 64.5%	120 46.3%
On TV	169 33.1%	5 21.7%	16 16.8%	28 30.4%	25 30.1%	40 47.6%	40 48.2%	15 30.0%	69 27.5%	100 38.6%
Don't remember	41 8.0%	-	6 6.3%	6 6.5%	9 10.8%	5 6.0%	6 7.2%	9 18.0%	11 4.4%	30 11.6%
On Facebook (sponsored ad)	18 3.5%	3 13.0%	7 7.4%	2 2.2%	3 3.6%	1 1.2%	1 1.2%	1 2.0%	9 3.6%	9 3.5%
Online website – <i>Gemma.gov.mt</i> / using calculator on <i>Gemma.gov.mt</i>	-	-	-	-	-	-	-	-	-	-

Table 27.2 – Q25 – Recall of adverts featuring Gaia and the Maltese Father Christmas – by Geographical Region (Multiple-response Q)

Counts Break % Responses	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	510	102	148	80	74	70	36
I do not recall these adverts	282 55.3%	47 46.1%	85 57.4%	43 53.8%	48 64.9%	46 65.7%	13 36.1%
On TV	169 33.1%	43 42.2%	49 33.1%	32 40.0%	17 23.0%	18 25.7%	10 27.8%
Don't remember	41 8.0%	3 2.9%	10 6.8%	2 2.5%	7 9.5%	6 8.6%	13 36.1%
On Facebook (sponsored ad)	18 3.5%	9 8.8%	4 2.7%	3 3.8%	2 2.7%	-	-
Online website – <i>Gemma.gov.mt</i> / using calculator on <i>Gemma.gov.mt</i>	-	-	-	-	-	-	-

The local media which Maltese residents tend to take notice of – [Q26]

- ✓ The TV is the most followed local mass media with 2 in 3 Maltese residents (67% – 334 respondents) mentioning this as one of the media which they usually take notice of. The TV was the most mentioned medium by individuals aged between 40 and 79 years. Furthermore, TV was also the most mentioned media by individuals who have a primary and a secondary level of education.
- ✓ Following, Facebook was also mentioned by more than half of the Maltese residents (54% – 272 respondents) with the majority of these being individuals aged between 18 and 49 years. Facebook was also the most mentioned medium by individuals who have a post-secondary or a tertiary level of education.
- ✓ A distant 16% (82 respondents) mentioned the radio with highest percentages in this regard being observed amongst individuals aged between 60 and 79 years.
- ✓ Another 11% (57 respondents) follow Instagram. All individuals who indicated this are aged between 18 and 49 years.
- ✓ Billboards and newspapers were mentioned by 10% and 9% of the Maltese residents respectively.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 28.1 – Q26 – The local mass media which Maltese residents tend to take notice of – by Age & Gender (Multiple-response Q)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		18-19	20-29	30-39	40-49	50-59	60-69	70-79	Male	Female
Total	501	22	92	91	81	84	82	49	247	254
TV	334 66.7%	11 50.0%	39 42.4%	51 56.0%	56 69.1%	69 82.1%	65 79.3%	43 87.8%	168 68.0%	166 65.4%
Facebook	272 54.3%	21 95.5%	77 83.7%	61 67.0%	51 63.0%	37 44.0%	15 18.3%	10 20.4%	139 56.3%	133 52.4%
Radio	82 16.4%	- -	11 12.0%	15 16.5%	14 17.3%	13 15.5%	18 22.0%	11 22.4%	43 17.4%	39 15.4%
Instagram	57 11.4%	18 81.8%	31 33.7%	6 6.6%	2 2.5%	- -	- -	- -	29 11.7%	28 11.0%
Billboards	49 9.8%	7 31.8%	18 19.6%	9 9.9%	6 7.4%	6 7.1%	2 2.4%	1 2.0%	29 11.7%	20 7.9%
Newspapers – paper and/or online	47 9.4%	- -	9 9.8%	5 5.5%	11 13.6%	11 13.1%	4 4.9%	7 14.3%	29 11.7%	18 7.1%
I don't pay attention to local media adverts at all	25 5.0%	- -	6 6.5%	4 4.4%	1 1.2%	5 6.0%	8 9.8%	1 2.0%	12 4.9%	13 5.1%
Local Magazines	23 4.6%	1 4.5%	4 4.3%	4 4.4%	7 8.6%	3 3.6%	4 4.9%	- -	11 4.5%	12 4.7%
Bus stops	12 2.4%	6 27.3%	4 4.3%	2 2.2%	- -	- -	- -	- -	3 1.2%	9 3.5%
Buses	11 2.2%	7 31.8%	2 2.2%	1 1.1%	1 1.2%	- -	- -	- -	2 0.8%	9 3.5%
Other	4 0.8%	- -	2 2.2%	1 1.1%	1 1.2%	- -	- -	- -	4 1.6%	- -
Don't Know	1 0.2%	- -	- -	1 1.1%	- -	- -	- -	- -	1 0.4%	- -

**Table 28.2 – Q26 – The local mass media which Maltese residents tend to take notice of
– by Geographical Region (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	501	97	147	78	73	70	36
TV	334 66.7%	76 78.4%	91 61.9%	61 78.2%	46 63.0%	36 51.4%	24 66.7%
Facebook	272 54.3%	60 61.9%	71 48.3%	45 57.7%	37 50.7%	43 61.4%	16 44.4%
Radio	82 16.4%	15 15.5%	23 15.6%	10 12.8%	12 16.4%	17 24.3%	5 13.9%
Instagram	57 11.4%	6 6.2%	20 13.6%	7 9.0%	8 11.0%	11 15.7%	5 13.9%
Billboards	49 9.8%	3 3.1%	13 8.8%	8 10.3%	9 12.3%	13 18.6%	3 8.3%
Newspapers – paper and/or online	47 9.4%	5 5.2%	15 10.2%	6 7.7%	9 12.3%	10 14.3%	2 5.6%
I don't pay attention to local media adverts at all	25 5.0%	4 4.1%	12 8.2%	2 2.6%	4 5.5%	2 2.9%	1 2.8%
Local Magazines	23 4.6%	2 2.1%	9 6.1%	5 6.4%	4 5.5%	- -	3 8.3%
Bus stops	12 2.4%	2 2.1%	3 2.0%	1 1.3%	4 5.5%	2 2.9%	- -
Buses	11 2.2%	1 1.0%	4 2.7%	1 1.3%	3 4.1%	2 2.9%	- -
Other	4 0.8%	- -	3 2.0%	- -	- -	1 1.4%	- -
Don't Know	1 0.2%	- -	- -	- -	- -	- -	1 2.8%

**Table 28.3 – Q26 – The local mass media which Maltese residents tend to take notice of
– by Level of Education (Multiple-response Q)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Up to primary level	Up to secondary level	Up to post- secondary level	Up to tertiary or higher level	Refused
Total	501	49	190	118	133	11
TV	334 66.7%	36 73.5%	148 77.9%	74 62.7%	74 55.6%	2 18.2%
Facebook	272 54.3%	5 10.2%	86 45.3%	85 72.0%	85 63.9%	11 100.0%
Radio	82 16.4%	12 24.5%	42 22.1%	15 12.7%	13 9.8%	- -
Instagram	57 11.4%	- -	1 0.5%	40 33.9%	15 11.3%	1 9.1%
Billboards	49 9.8%	1 2.0%	8 4.2%	19 16.1%	12 9.0%	9 81.8%
Newspapers – paper and/or online	47 9.4%	6 12.2%	12 6.3%	9 7.6%	19 14.3%	1 9.1%
I don't pay attention to local media adverts at all	25 5.0%	5 10.2%	7 3.7%	2 1.7%	11 8.3%	- -
Local Magazines	23 4.6%	1 2.0%	3 1.6%	7 5.9%	12 9.0%	- -
Bus stops	12 2.4%	- -	1 0.5%	9 7.6%	2 1.5%	- -
Buses	11 2.2%	- -	- -	9 7.6%	1 0.8%	1 9.1%
Other	4 0.8%	- -	- -	3 2.5%	1 0.8%	- -
Don't Know	1 0.2%	- -	- -	1 0.8%	- -	- -

**Table 28.4 – Q26 – The local media which respondents usually take notice of: OTHER
– by Age (n=4)**

20–29 years

- ✓ YouTube
- ✓ IPTV

30–39 years

- ✓ YouTube

40–49 years

- ✓ Internet