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MANY SAVING FOR CHRISTMAS

By Nicky Burrige, Press Association Personal Finance Correspondent

Just under half of people have saved money towards the cost of Christmas this year, a survey showed today.

Around 46% of people said they were already setting aside cash to cover the cost of the festive season, while a further 10% plan to start saving soon, according to [ICICI Bank UK](#).

Among those who have started to save, 69% said it was the only way they would be able to afford Christmas this year.

But while 31% of people said they did not need to save for Christmas, 7% admitted they did not have enough spare cash to cover the cost of the festive season and they would borrow the money instead.

A further 7% of those questioned claimed they would not be "doing" Christmas this year.

Anubrata Biswas, head of retail banking at [ICICI Bank UK](#), said: "We believe it is important that people start to save early so they can afford to enjoy themselves when key events and celebrations come around."

:: Vision Critical questioned 1,962 people during September.

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