



26 December 2007

Why Brits Are Not Boxing Clever On Boxing Day

Over a third of people do not know what Boxing Day is for, while young people in particular believe it is quite literally all about boxing – according to new research from The National Lottery.

The term Boxing Day – to describe the 26 December public holiday celebrated across the UK and many Commonwealth countries – originated in Victorian times, when the rich would box up gifts and give them to the poor. Modern-day Brits have unfortunately forgotten the humble beginnings of the day and now 17% think it the day to rebox and repack Christmas gifts to keep them safe and 15% think it is for local sporting derbies.

After the stress of the big day itself, overall 4% of people in the UK think it is the day for families to sort out their differences with a bout of actual fisticuffs. The belief it is for a bout of real boxing is highest among the 18- to 24-year-olds, with one in five (18%) young people reckoning on a ruck the day after Christmas. Across the nations and regions, it is East Anglia and Scotland which prefer pugilism, as around one in 10 Norvicensians (11%) and Glaswegians (9%) both favour fighting as the origin of the name Boxing Day.

A National Lottery spokesperson said: “Boxing Day was the time when money boxes were traditionally opened after Christmas, so by playing Lotto, you could have a chance of really filling up your piggy bank ready for 2008.

“The real history of Boxing Day is becoming lost, however, especially by the younger generation – but the spirit of generosity can be kept alive playing National Lottery games and adding to the £20 billion already raised for the Good Causes, which has benefited communities across the UK.”

-m/f-

News

from The National Lottery®



.../2

The National Lottery research has revealed that Boxing Day giving seems to be lost on most people. The majority of the UK population will be suiting themselves on Boxing Day with further Christmas indulgence, rather than thinking of others. A massive 40% admit the day is just for slobbing around in front of the TV and a further 27% will just be having another gluttonous repeat of Christmas Day complete with roast dinner and presents. In addition, 6% will be off treating themselves to further sales shopping, probably being served by the real heroes of Boxing Day – the 3% who will be working.

However, there are signs that the generous Boxing Day spirit does live on beyond the sofa. Of the 17% of other responses, many will be having special family gatherings. A long walk is also a popular Boxing Day treat, probably to burn off some of the calories from the massive Christmas food intake.

Vegetating in front of TV is most popular in the cold North East with 54% of Geordies turning into couch potatoes on Boxing Day. Brighton is top for shopping with 8% dashing off to bag a bargain and it seems Birmingham is best for a sporting day with one in 10 going out to watch a match. The Welsh come out as the most active and seemingly fittest bunch, with 2% of Cardiff respondents claiming to take part in sport – outdoing the inhabitants of most other UK cities, where the research reveals no-one will be making an effort.

Further Boxing Day traditions seem under threat, with the great turkey sandwich plummeting in popularity. Only 28% admit it will be on the Boxing Day menu with the majority preferring a different option. A massive 27% simply serve up another Christmas dinner with all the trimmings – surely pushing their festive food intake to the limit – while 8% bank on bubble and squeak and 6% plump for the nation's new national dish of a curry. Some sanity remains after Christmas, however, with 14% choosing a healthy light lunch to compensate for the seasonal food overload.

-m/f-

Camelot Press Office

News

from The National Lottery®



.../3

In a shock result, the healthy eating choice is higher among men than women – 30% of men make the effort on Boxing Day, compared to only 27% of women. Also contrary to popular belief, the perceived Scottish heartland of the fired Mars bar is actually where the light lunch option is most popular – with 30% of people in Edinburgh choosing to reign in their excess. Curry is top in Sheffield with 22% choosing a spicy treat and bubble and squeak cannot be beaten in Brighton where a fifth of Boxing Day lunches will be based on the leftover favourite.

By buying a ticket for the nation's favourite millionaire-making game, Lotto, this Boxing Day (Wednesday 26 December), players could be in with a chance to start the New Year in real style by becoming a millionaire over the Christmas holidays. With an estimated £1.5 million jackpot available to win in the Boxing Day draw, they could really have a 'Lotto' to celebrate! Tickets are on sale now at The National Lottery's network of over 26,000 retailers UK-wide but players could even save time for some extra, last-minute Christmas shopping by playing online at www.national-lottery.co.uk.

Where does Boxing Day get its name?

Where from?	%
In olden times the less fortunate were given boxes of money or goods for their hard work by their masters	64
It is the day when gifts were rewrapped or boxed so they were not broken	17
It is the day for neighbouring villages to take each other on at sport	15
Family disputes get resolved with a few rounds of boxing	4

What will you be doing on Boxing Day?

Activity	%
Relaxing in front of the TV	39
Having a second Christmas Day	27
Going Sale Shopping	6
Watching live sport	5
Going to work	3
Playing on a games console	2
Participating in Sport	1
Other – includes special family gatherings and going for walks	17

-m/f-

News

from The National Lottery®



.../4

Boxing Day food

Grub	%
Turkey Sandwiches	28
Another Christmas Dinner	27
Healthy light lunch	14
Bubble and Squeak	8
Curry	6
Other – includes buffet and turkey and chips!	18

Survey of 1,020 parents with children aged under 18 across the UK.

-Ends-

**For further information, please contact
Simon Horne, Publicity Manager: 07968 939127
Camelot Press Office: 020 7632 5711**

Notes to Editors:

- Camelot Group plc is the licensed operator of The National Lottery and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £20 billion has been raised for the Good Causes by The National Lottery, and more than 270,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £29 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5% of total revenue taken in operating costs. At 40% of total sales (28% to the Good Causes and 12% in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5% of total revenue in commission, and 50% of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over
- The crossed fingers logo is the registered trademark of the National Lottery Commission.



Serving the nation's dreams

Camelot Press Office

Tel: 020 7632 5711 Fax: 020 7240 7314 www.camelotgroup.co.uk www.national-lottery.co.uk
Registered Office: Camelot Tolpits Lane Watford WD18 9RN Registered in England & Wales No. 2822203