

# PRESS RELEASE

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## FESTIVE PLANS? MUM'S THE WORD

- **Group gifts and seasonal shindigs organised, sorted and paid for by mums**
  - **Young people more likely to view buying group gifts as 'a tradition'**

Mums across the UK are stepping up to the role of Santa's Little Helper this Christmas by taking the role of organiser for the family's group gifts and parties. Nearly a third (27%) of all Christmas group events and gifts will be organised by a Mum, followed by 17% of sisters taking the lead this yuletide season, according to new research from Paym, the easy way to pay friends and family using a mobile number.

Just one in 10 (13%) of Dads summon their inner-Santa to organise group activities or gifts, and only 8% of brothers will take on the mantle – leaving this Christmas organised by the women in the household.

The majority of these female 'Festive Fairies' take on the organising role because they enjoy taking the lead (70%) although 27% do it because they feel no-one else will. A further four per cent don't trust anyone else to get it done.

### **'Tis the season for group gifting**

Younger age groups (18-34 year olds) are the most likely (39%) to club together as a group for Christmas gifts, whereas only 9% of over 55s participate in group gifts. Mum will be rewarded for her efforts on Christmas day as the most likely person to receive a joint gift (42%) whereas the family is less likely to club together for dad's gift (28%), or the children (24%).

The most common reason for arranging a joint present is to buy a better, more expensive gift – 59% of group gift buyers say that's why they do it. And buying presents in this way looks like a trend that is here to stay - almost twice as many 18-34 year olds view buying group gifts as 'a tradition', when compared to over 55s (38% of 18-34s vs 22% of over 55s).

### **Do we help Santa's Little Helpers?**

Unfortunately it seems that the effort put in by the Christmas organisers sometimes goes unrecognised - just 40% of those organising gifts and events for others get paid back on time. In fact only half of festive organisers (51%) receive all the money back that they are owed. Paym can help – more than 3 million people have now registered to get payments straight into their bank account using just their mobile number, with the number of payments per month doubling since April.

Craig Tillotson, Chairman of Paym, said:

*“Group gifts seem to be a big part of how we celebrate Christmas now, with mums taking on more than their share of the organising duties. Paym is an easy way to show you appreciate the organiser in your family by getting money straight into their account using their mobile number. There’s no sort code or account number required and they get a notification from their bank as soon as the money arrives.”*

The Paym research also found:

- Londoners are the most likely to take part in a group gift this Christmas (51%).
- Although most people (68%) say they pay back the organiser straight away, only 40% of those who organise gifts or events feel they’re paid back on time.
- More than one in 10 (11%) pay back more than they owe to thank the organiser for sorting out festive plans and presents.

More than 40 million customers are now able to register for Paym - representing over nine out of 10 current accounts. Customers of Bank of Scotland, Barclays, Clydesdale Bank, Cumberland Building Society, Danske Bank, first direct, Halifax, HSBC, Isle of Man Bank, Lloyds Bank, Nationwide Building Society, NatWest, Santander, TSB, Ulster Bank and Yorkshire Bank are able to send and receive Paym payments. RBS customers are able to receive Paym payments with the ability to send payments coming soon for these customers.

For more information and to find out how to register, visit [www.paym.co.uk](http://www.paym.co.uk)

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### **Notes to Editors**

Paym conducted a national representative survey of 2,003 UK adults from 13 to 17 November 2015 in partnership with independent research agency, Opinium.

### **About Paym**

Paym is a simple, secure way to send and receive payments directly to a current account using just a mobile number.

Paym means there is no need to ask for other people’s sort code or account numbers, or to tell them yours. Anyone using Paym to send money is able to check the name of the recipient before confirming the payment, so they can be sure they’re sending it to the right person.

Paym is run by the Mobile Payments Service Company Limited (MPSCo), a company limited by guarantee. The participants in MPSCo are made up of the Payment Service Providers that offer the Paym service directly to their customers.

Paym is a trademark, registered with the Intellectual Property Office (IPO). Pronounced “Pay Em”, the name should be written as Paym, with a capital ‘P’, lower case ‘m’ and no space.