

News Release

Early Xmas shoppers more likely to have messy love lives

They're also more likely to give to charity and care about the environment

London – 11 December 2014 – As the Christmas shopping rush gets underway, new data from Exponential Interactive reveals that people who get it done early are more likely to have messy love lives.

Digital intelligence company Exponential analysed the anonymous behaviour of almost 3.4 million Britons shopping online in October. It revealed those shopping for Christmas were 49% more likely than the average British internet user to be separated from a spouse, 3.6x more likely to be researching divorce and 2.7x more likely to be researching family law.

However, they are looking to remedy their situation, being 4.2x more likely to research family marriage counselling. Early Christmas shoppers are also twice as likely to be into online dating as the average British internet user.

"People experiencing marriage problems face a radical and unanticipated loss of control in life," says Dr Simon Hampton, Psychology Lecturer at the University of East Anglia. "Consequently, they subconsciously look to exercise control and order in other areas of their lives, particularly in the family domain – such as getting Xmas shopping done early and efficiently. Known as the 'locus of control' this includes other activities such as keeping a car clean if the house is a mess or looking for bargains when one also has to be generous."

Cassandra McIntosh, Insights Analyst at Exponential said: "Christmas and shopping can be socially stressful for consumers and filled with unrealistic pressures. Advertisers that provide comic relief can be a welcome change from the glitzy, overly-perfect depictions of Christmas. A great example being Harvey Nichol's 'Sorry, I Spent it On Myself' campaign and gag gift collection."

Overall, early Christmas shoppers are most likely to be in their thirties and forties with an annual household income over £40,000. They are 31% more likely to have children – probably quite young.

Early Xmas shoppers also more selfless and environmentally conscious

Early-bird Christmas shoppers are nearly 10x more likely than average person to be interested in charity/non-profits and over 12x more likely to be looking at environmental-related content. They're 6x more interested in solar power and 3x more into sustainable living.

This softer side of early Christmas shoppers is accentuated by the fact they're over 4x more likely to look at spiritual and religious content online and 6x more into researching inspirational quotes.

Mcintosh says: "Because early Xmas shoppers are much more likely to be concerned about others and the environment, October provides a great opportunity for charities and other 'cause' marketers to use online advertising to target people most prone to donating money or time."

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Editor's Notes

Methodology

The data is based on the analysis of the actual online content viewed by nearly 3.4 million Britons during October 2014. Every site/page visited is assigned to one of 50,000 attributes or interest groups (e.g. Christmas shopping) which are then cross-referenced against the other groups (e.g. divorce content) to see what behaviour a particular target audience is more likely to be doing compared to the general internet population. The data is anonymous and aggregated at the server level, so no one individual can ever be identified. The data is not based upon people filling in surveys.

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About Exponential

Exponential Interactive (www.exponential.com) is the global provider of advertising intelligence and digital media solutions to brand advertisers. Our e-X Advertising Intelligence Platform combines one of the world's largest digital media footprints with proprietary audience data and technology to deliver advertising intelligence that enables smarter, better-informed marketing decisions. Our audience engagement divisions - Appsnack, AdoTube, Firefly Video and Tribal Fusion - apply advertising intelligence to deliver high-impact, high-engagement campaigns across display, video and mobile media. Exponential offers solutions in 26 countries and reaches more than 450m unique users each month.