



Cost of Christmas gift giving nears £25 billion

Internet devices are redefining the way Britons buy Christmas presents

LONDON, 28 October 2015 – Britons are planning a £24.4 billion Christmas gift shopping spree, with 760.4 million* gifts set to be shared on the big day.

According to new research from marketing technology experts RadiumOne, 98% of people over 16 years of age will give Christmas presents this year, spending on average £489.04. The most generous gift givers are 25-34 year olds (averaging £665) and those living in London (£767), while, regionally, people in Yorkshire & the Humber will spend the least (£378). People earning at least £80,000 a year will spend £1,608 on presents compared to £329 by those earning under £20,000.

The average Christmas gift giver will buy 14.8 presents for 8.3 people, with women much more prolific givers (17.8) than men (11.7). Despite spending the most money on presents, Londoners will buy the least amount (11.5) while people in the West Midlands will buy the most (17.4).

The most popular gifts purchased will be entertainment-related (63%), clothes (57%) and food & drink (47%).





Reliance on the high street fading

When it comes to gift-buying, many of us intend to avoid the high street altogether. Among those who know how they'll buy their Christmas gifts, less than one in seven (13%) will do both their research and shopping in-store. Older shoppers (55+) (23%), people in Wales (30%) and those earning over £80,000 (19%) are the most likely to shop in this traditional way.

Among those who know how they'll buy their gifts, researching and buying online is the most popular method – 45% plan to do this, rising to 58% of 45-54 year olds. In terms of income, people earning less than £20,000 are the most likely to do this (53%) whilst regionally it's people in the South West (51%).

Two in five people are still to decide whether to do their gift research and shopping online or on the high street; deals (68%), convenience (62%) and time (45%) will be the deciding factors.

Almost two thirds (64%) will finance Christmas gift purchases from their monthly income, while nearly half (47%) will dip into savings. Only 14% will use credit to foot the bill; 25-34 year olds (26%) and those earning over £100,000 (30%) are the most likely to rely on this type of finance.

Multi-device Christmas shopping

A quarter (24%) of online Christmas shoppers will use at least two internet devices to buy gifts; youngest survey respondents (16-24s) being the most likely (44%). The use of multiple devices increases with income, from 22% of those earning less than £20,000 to 78% of people on at least £100,000. Regionally, people in London (46%) are the most likely to use multiple devices to buy Christmas presents.

Desktop computers (72%) are the favourite device for online purchasing, particularly among people over 55 (82%). One in 6 (17%) will buy presents using their mobile phone – rising to 39% of 16-24 year olds – making it a more popular purchasing device than the tablet (13%).

Physical cards still dominate e-cards

People are nearly six times more likely to send physical Christmas cards (79%) than e-cards (14%). Those over 55 are the most traditional in terms of sending physical cards (88%) as are people on less than £40,000 (81%); regionally, it's people in Yorkshire and the South West (both 85%).



Sending e-cards is most prevalent among men (18%), 16-34 year olds (20%) and those from London (32%). The likelihood of sending e-cards, perhaps surprisingly, increases with income – from 9% of those earning less than £20,000 to 45% of people on at least £100,000.

“Christmas is, by far, the biggest sharing event of the year and technology has added considerable fuel to the fire,” says Rupert Staines, RadiumOne’s European Managing Director. *“The internet and connected devices have made it much easier for people to research and buy gifts. Britons have arguably become the most sophisticated e-shoppers in the world, which is a major factor in the mind-boggling amount being spent on presents across such a large set of people.”*

ENDS

**Source: Based on Office of National Statistics Population Estimates for England, Wales and Scotland Mid-2014. 49.816 million gift givers: @£489.04 average spend = £24.36 billion total spend, @14.83 average number of gifts given = 760.4m gifts in total.*

Methodology:

The research was undertaken by research agency Mindmover. The total sample size was 1,000 people aged 16 and over. The survey was conducted online during the week commencing 24th August 2015. The figures have been weighted and are representative of all GB adults (aged 16+).

For more information, contact:

Julie Parmenter, Meteor Public Relations
07775 715936 / 01981 251820 / julie@meteorpublicrelations.com

About RadiumOne

RadiumOne is a global, programmatic marketing technology company that serves the world's top brands.

We unlock the value of sharing connecting brands with consumers based on their ‘right now’ emotions and passions. By harnessing the online audiences engaging with & sharing online content we understand, segment & amplify this audience data enabling brands to reach consumers with paid media, in real-time, cross-device.

Founded in 2009 and based in San Francisco, RadiumOne has offices across the US, Canada, Europe and Asia/Pacific. To learn more about RadiumOne, please visit <http://www.radiumone.com>.