

# MERRY CLICKMAS

93%

of people will buy Christmas presents in 2016

34% will shop for presents online

39

% Research presents online

34

% Shop for presents online

37% will research and shop on desktop

64%

Research & shop on the same device

37%

Desktop

15%

Tablet

12%

Mobile

29%

Research & shop on different devices

13%

Research on mobile, shop on desktop

9%

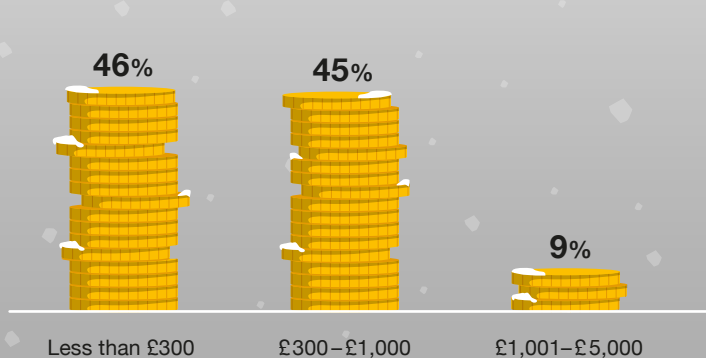
Research on desktop, shop on mobile

7%

Research on tablet, shop on desktop

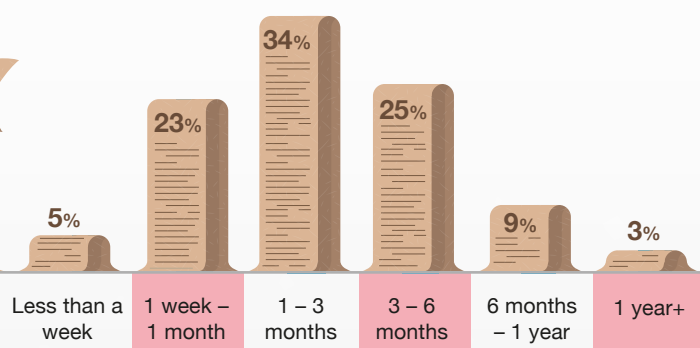
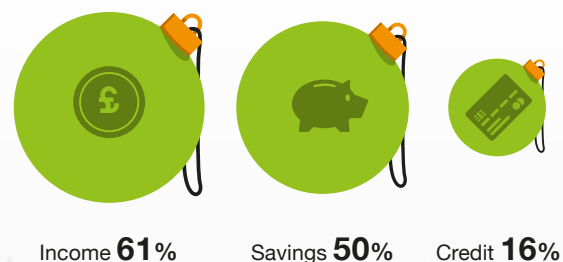
64% will buy 10 or more presents

91% plan to spend less than £1,000

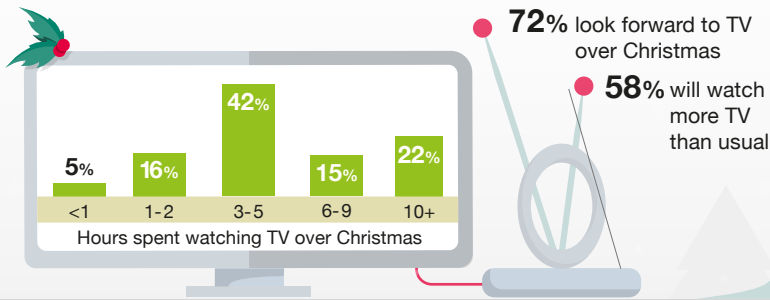


16% will pay for Christmas shopping on credit

Over 60% will start planning Christmas less than three months before



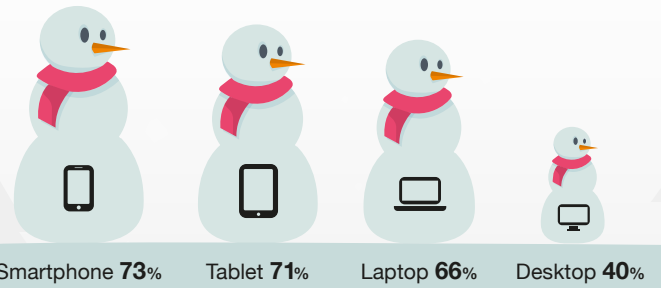
Nearly **80%** will watch **3 or more** hours of TV **a day** over Christmas



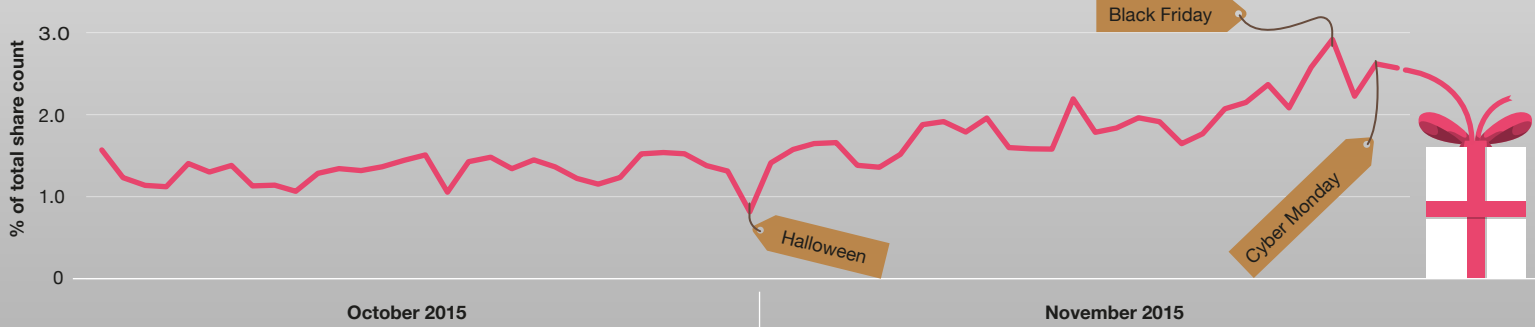
**72%** look forward to TV over Christmas

**58%** will watch more TV than usual

**73%** will second screen on a mobile whilst watching TV



**Black Friday** sees the highest rate of Christmas sharing



**45%** will **share** present ideas online

% of respondents who share Christmas related content online

Festive pictures Festive videos Present ideas Sales and promotions

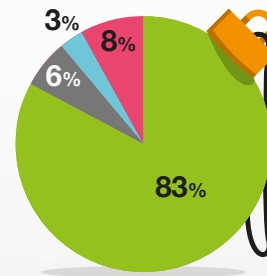
All devices



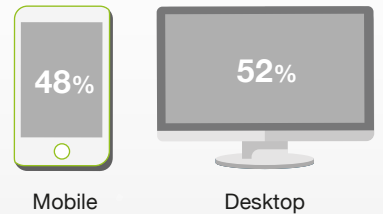
Device	Festive pictures	Festive videos	Present ideas	Sales and promotions
Smartphone	49	43	41	43
Laptop	34	34	38	34
Tablet	25	27	24	27
Desktop	21	21	21	21
Smart TV	5	5	5	5
Games console	0	1	1	1
Smartwatch	1	1	1	1
Other	1	2	2	2

**83%** of all online Christmas sharing is **via Dark Social**

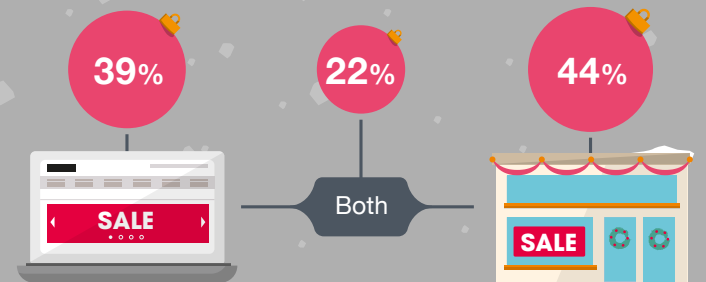
Dark Social Facebook Twitter Other



Dark Social device usage:



**39%** will shop the January sales online



**34%** will book their 2017 holiday over the Christmas period – **66%** of these online

Online In store Both Other

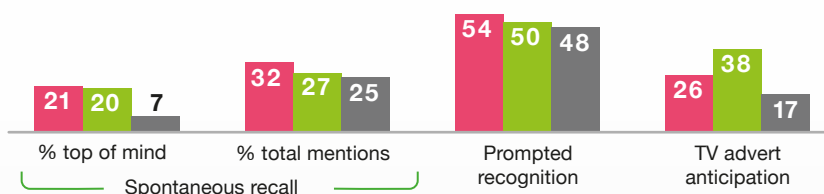


**63%** will use **one device**, more common among **over 35s**

**33%** will book **across multiple devices**, more common among **under 35s**

**Finally**, the three brands most associated with Christmas?

Coca Cola John Lewis Marks & Spencer



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