

Introducing the Toolbox Marketing Junemas Survey!

We're on a mission to predict the trendiest
Christmas delights this year!

Join the festive fun whilst we spill the cocoa beans on what gifts,
shopping habits, and traditions your consumers are all about!

Do you celebrate christmas?



Do you purchase gifts
for others at Christmas?



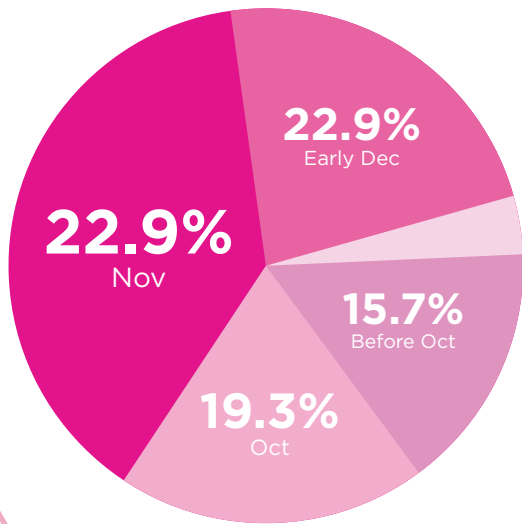
86.7% → **YES**

I BUY FOR EVERYONE

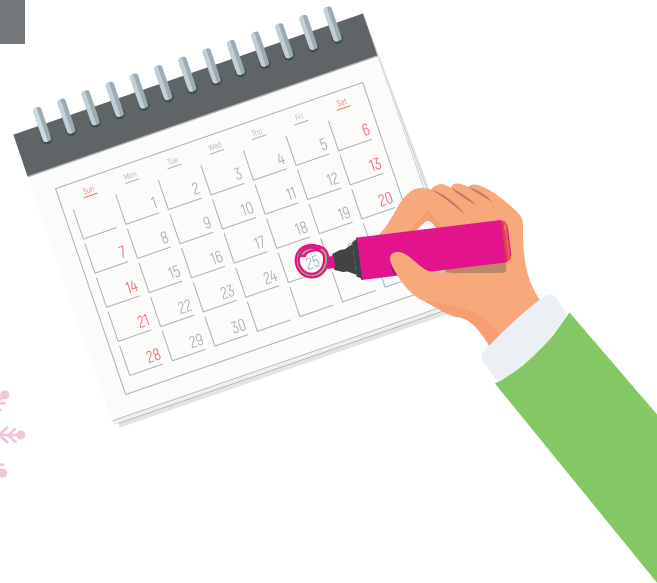
13.3% → **NO**

I ONLY BUY FOR IMMEDIATE FAMILY

How early do you typically start christmas shopping?

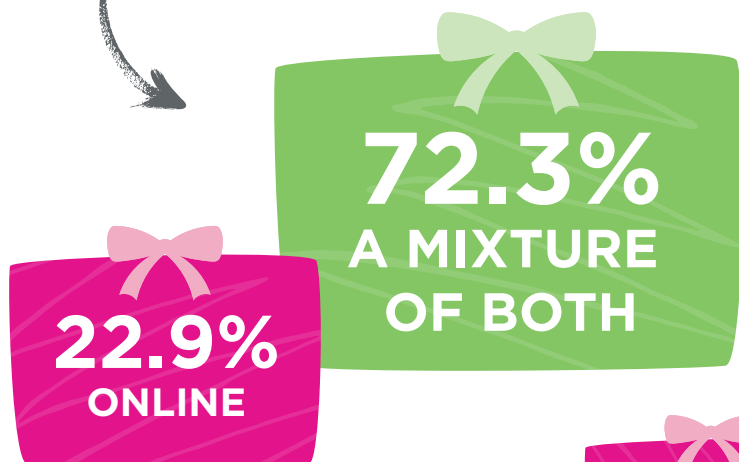


19.2%
Last-minute

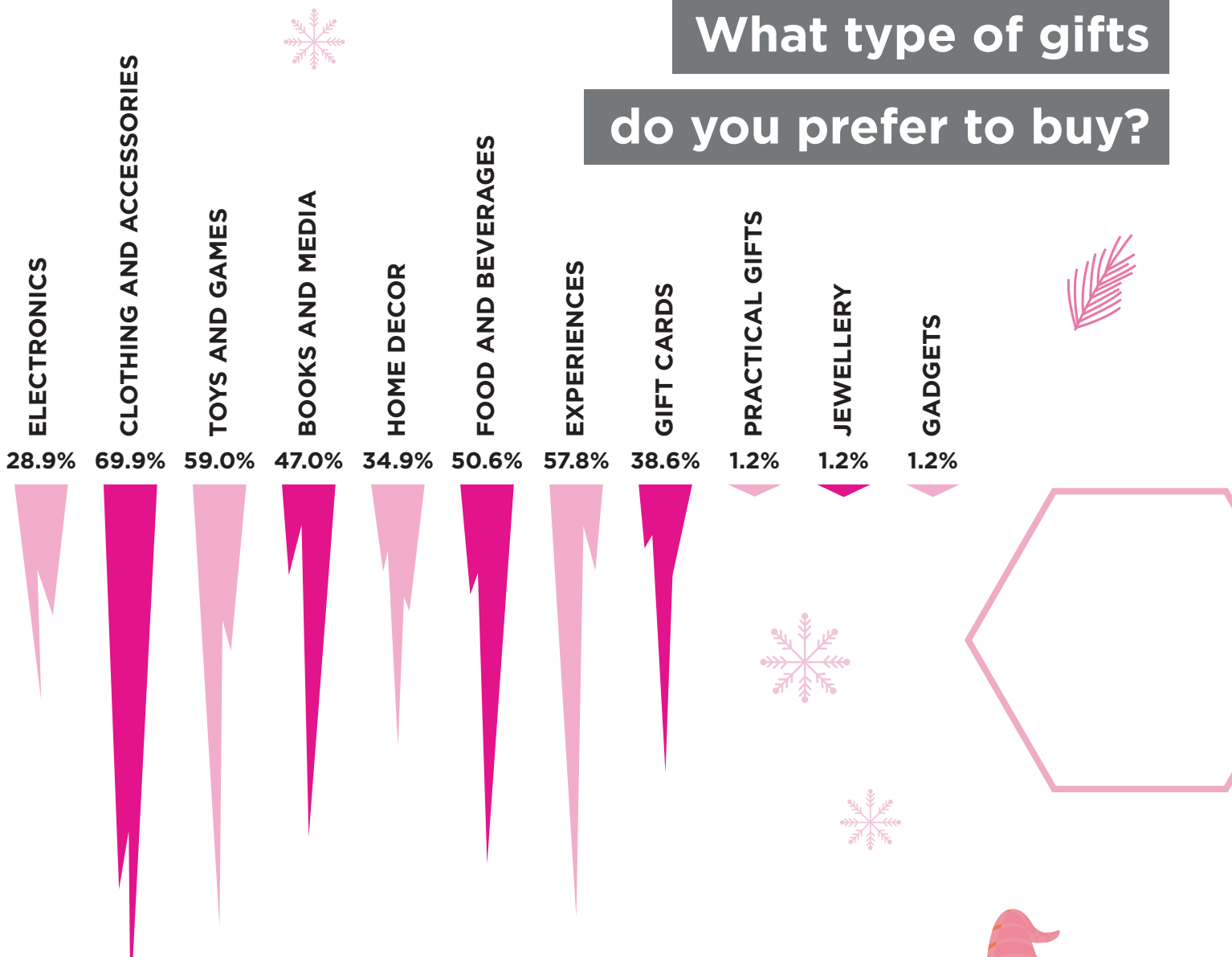


What is your average budget for Christmas shopping each year?

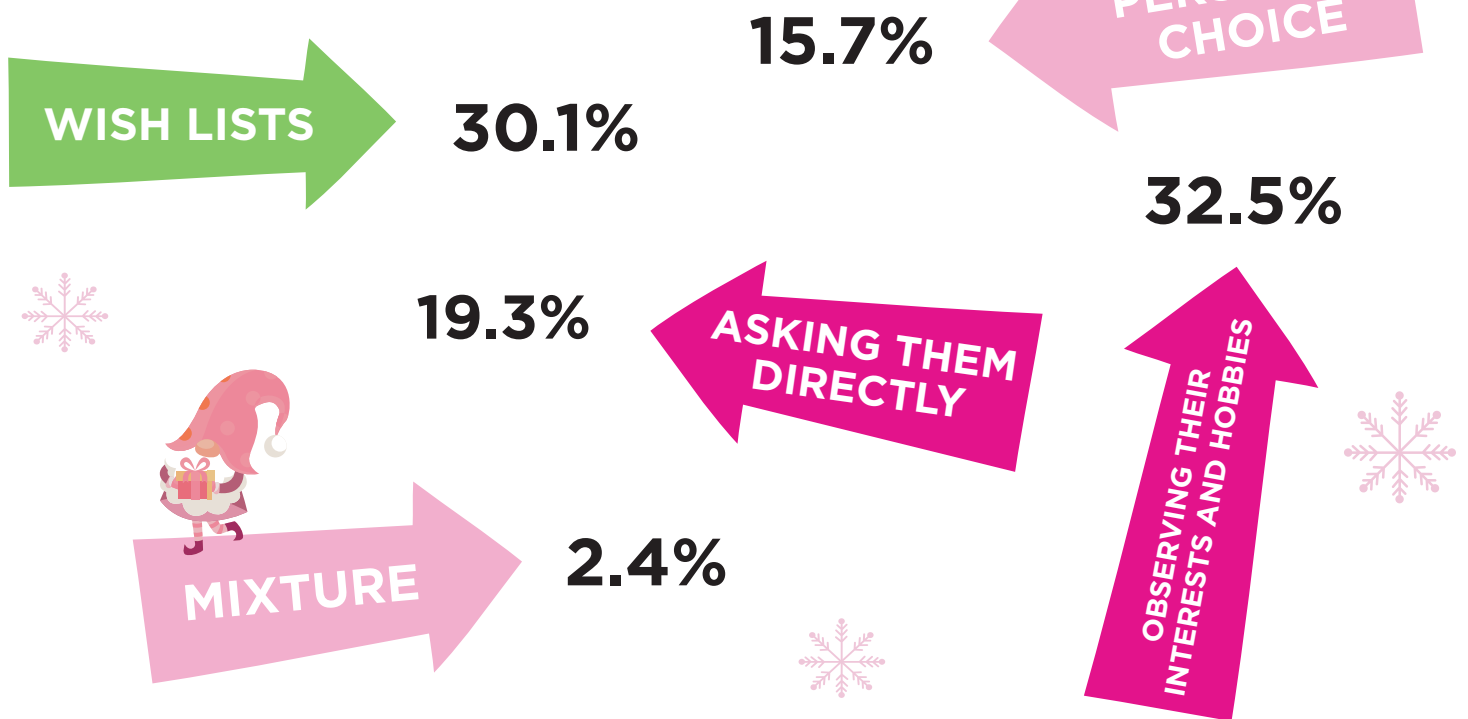
What shopping method do you prefer for Christmas shopping?



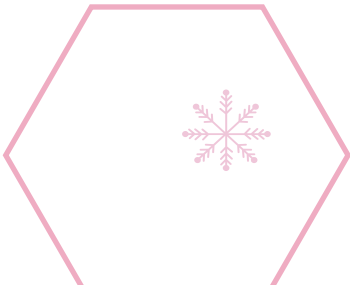
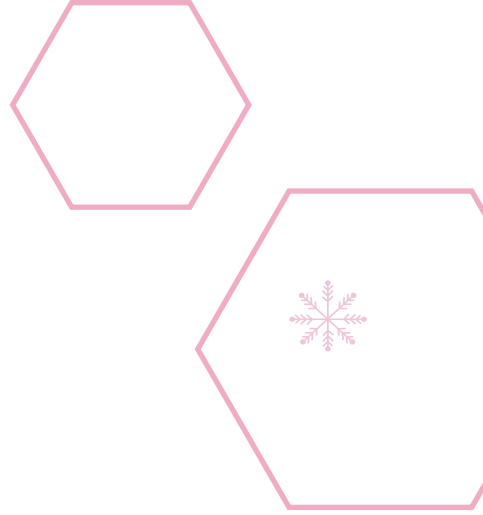
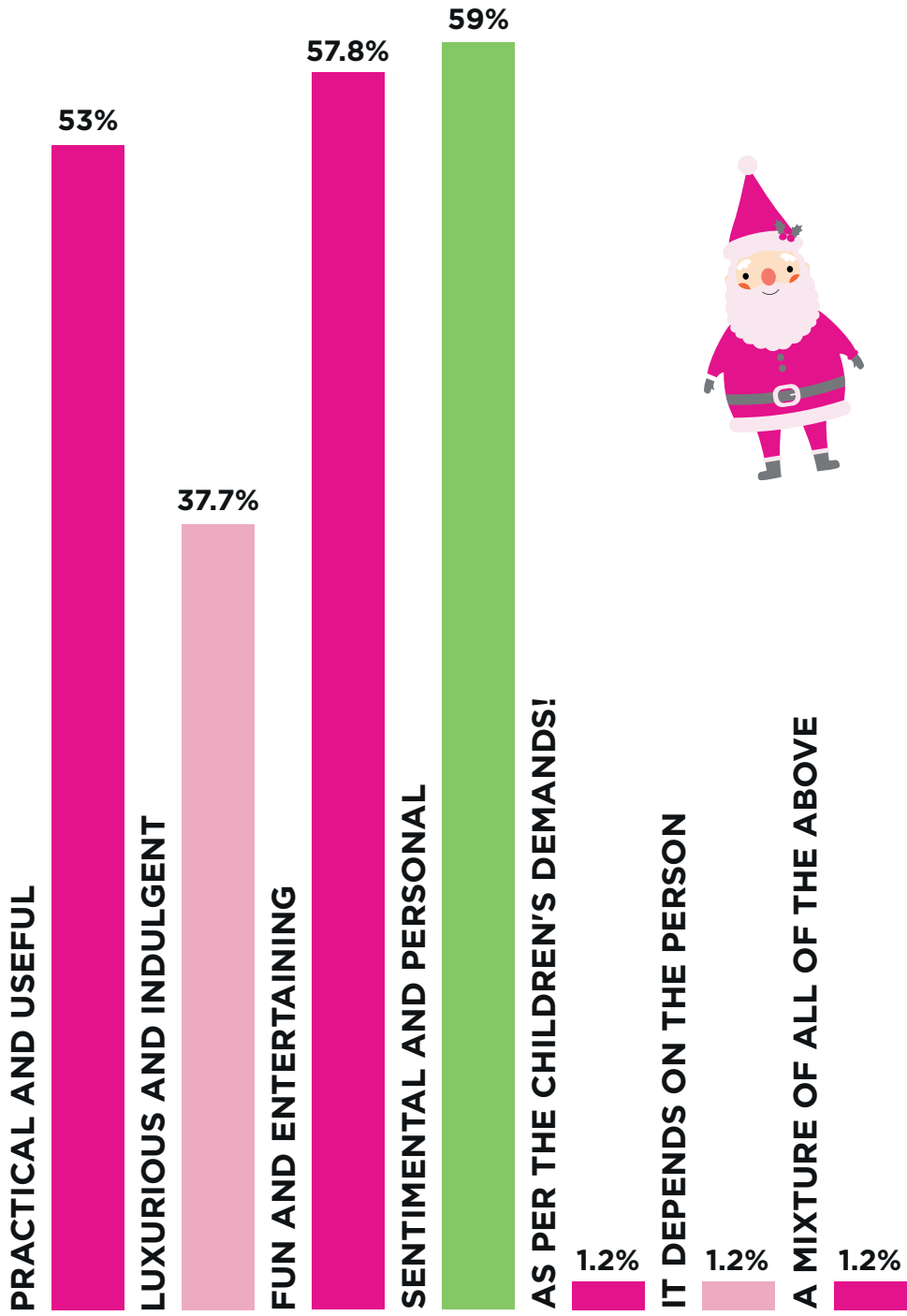
What type of gifts do you prefer to buy?



How do you decide what gifts to buy for others?



Do you prefer buying gifts that are?





What type of Christmas shopper are you?

37.3%

A planner



13.3%

An opportunist

8.4%

A last-minute shopper

12%

A spontaneous shopper

28.9%

A mix of different styles

Do you typically?

69.9%



SHOP ALONE

SHOP WITH FAMILY OR FRIENDS



1.2%

1.2%



SHOP WITH CHILDREN

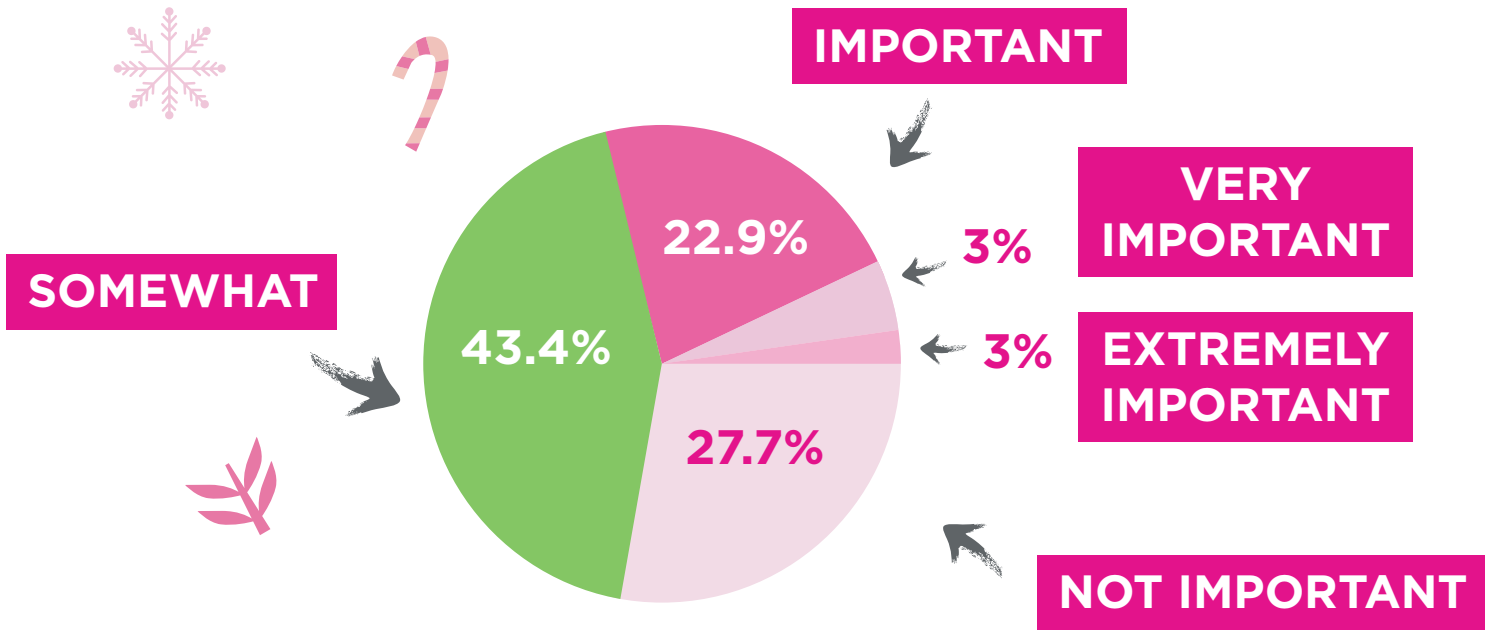
MIXTURE



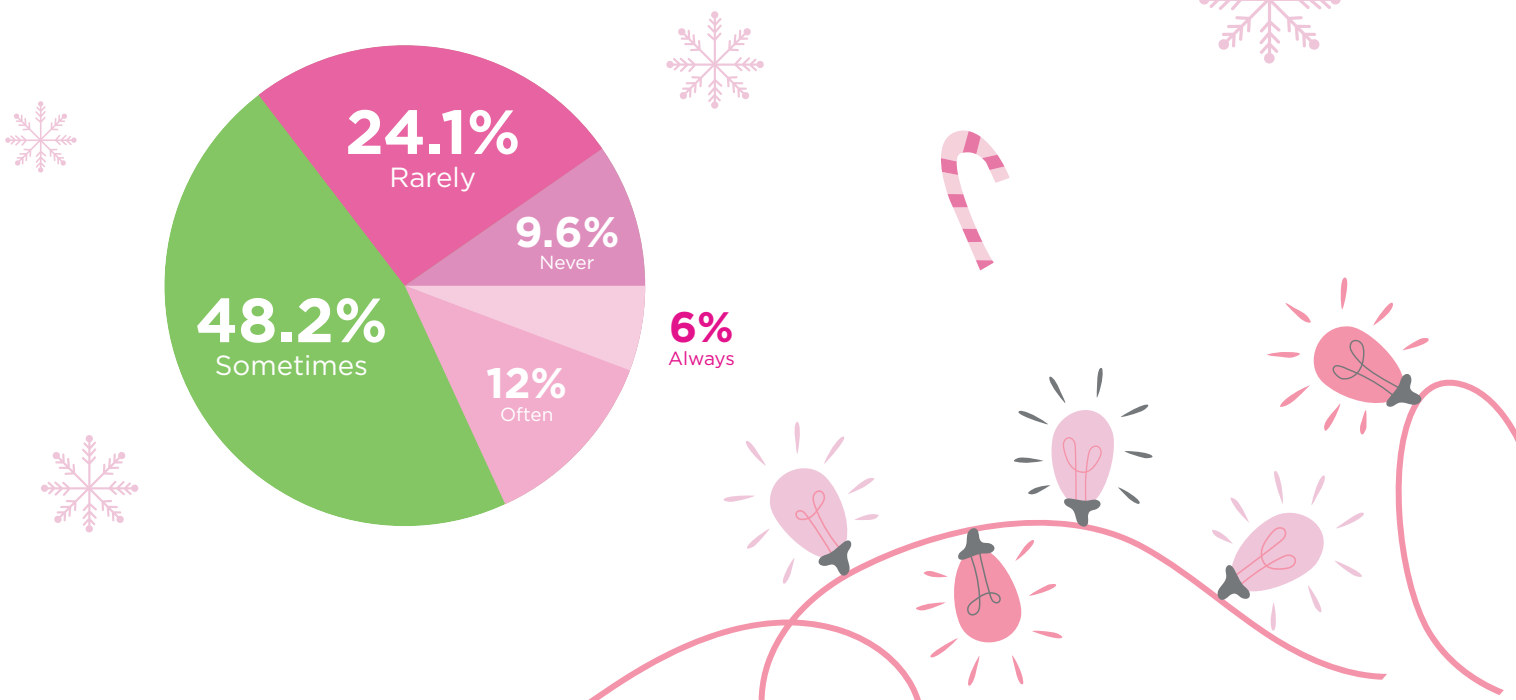
1.2%



How important is sustainability when you choose Christmas gifts?



Do you consider the environmental impact of the products you buy for Christmas?





What sustainable practices do you follow when shopping for Christmas gifts?

BUYING ECO-FRIENDLY PRODUCTS

25.3%

USING REUSABLE GIFT WRAPPING

38.6%

PURCHASING FROM BRANDS WITH SUSTAINABLE PRACTICES

26.5%

SUPPORTING LOCAL BUSINESSES

72.3%

NONE

15.7%



Do you face any barriers related to accessibility when Christmas shopping?

83.1%
SAID NO

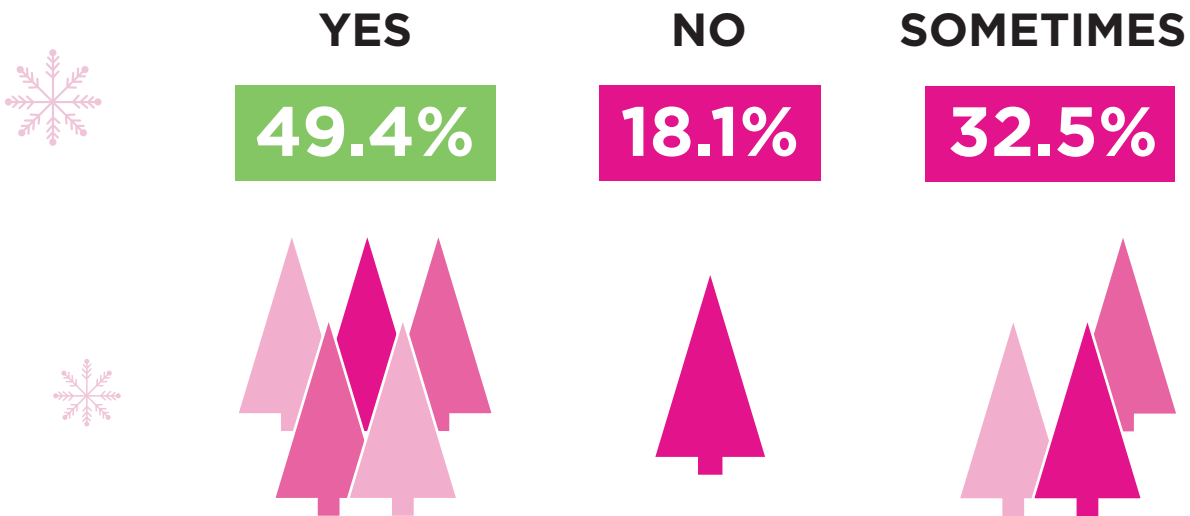
16.9%
SAID THEY
FACED BARRIERS

Which included the following:

- Overstimulation
- Issues with space for buggy
- Some stores have lights angled
- Crowds in stores are overwhelming
- Music in shops makes me walk out
- No room for wheelchair in a few shops
- Wheelchair user



Do concerns about overcrowding put you off visiting shops at Christmas time?

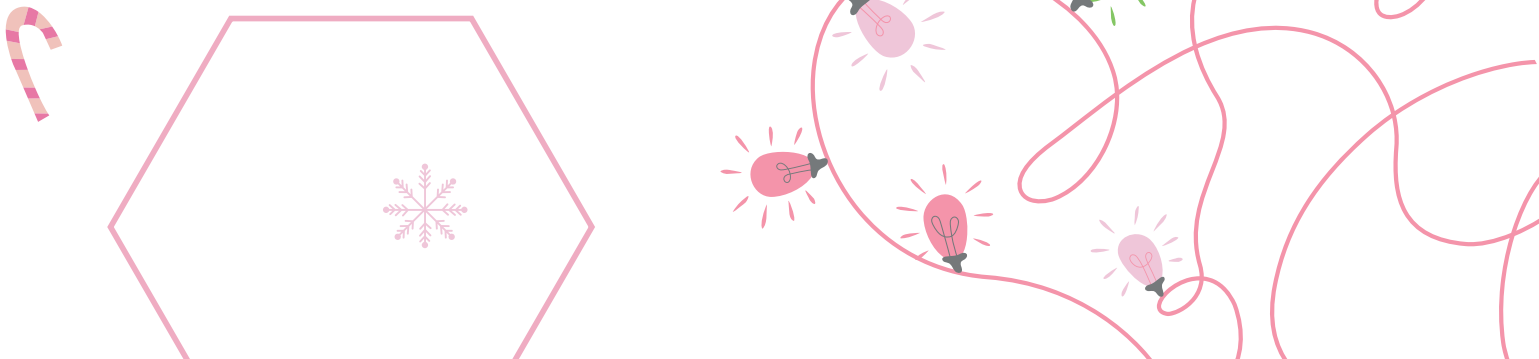


Did you know that 1/5 of the UK population identifies as disabled?

22.0% → I ALREADY KNEW

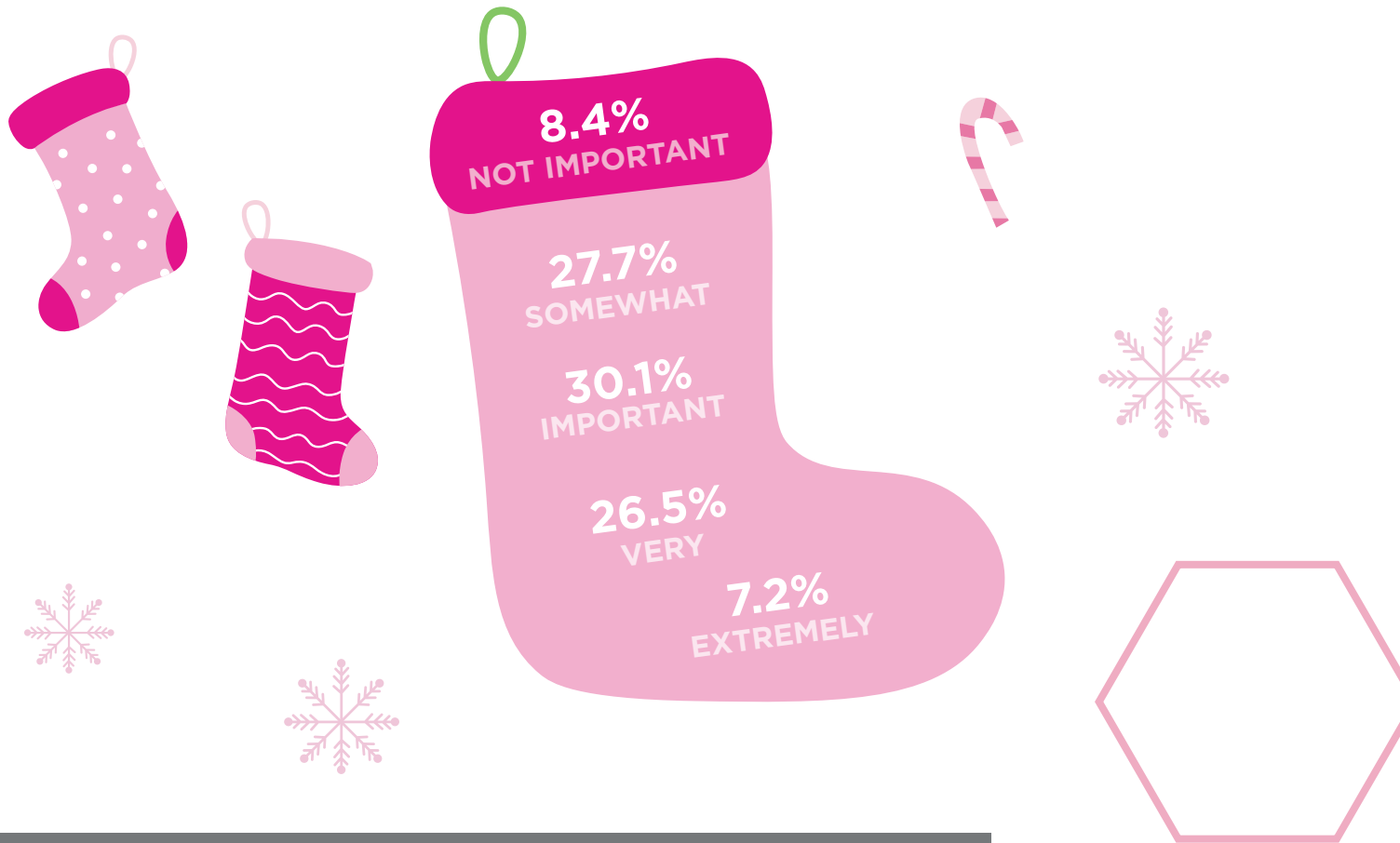
I KNOW NOW ← **72%**

1.2% → I DID NOT KNOW



How important is the price of gifts

when doing your Christmas shopping?



How do you usually manage your

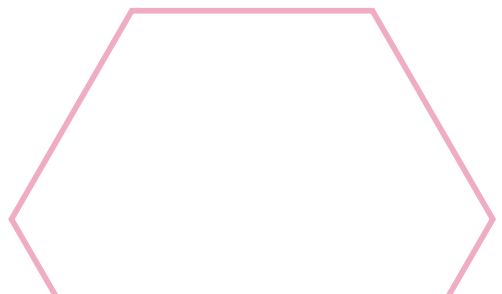
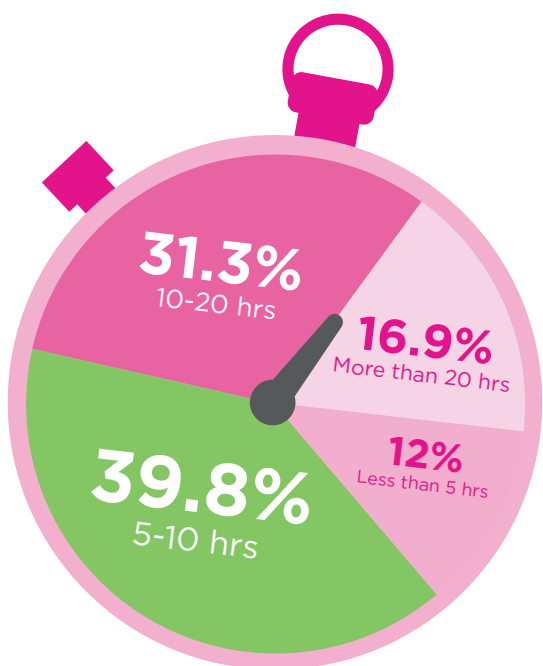
Christmas shopping budget?



Do you look for sales and discounts specifically for Christmas shopping?



How much time do you typically spend on Christmas shopping in total?



What factors contribute to a convenient shopping experience for you?



How important is convenience in your Christmas shopping experience (out of 5)?



Do you prefer a quieter, more low-key Christmas shopping experience or one that is filled with festive activities and decorations?

63.9%



I PREFER A QUIETER,
MORE LOW-KEY EXPERIENCE

I ENJOY A MIX OF BOTH



19.3%

16.9%



I PREFER A FESTIVE ATMOSPHERE WITH
LOTS OF ACTIVITIES AND DECORATIONS

How important is experiencing

the "magic of Christmas" (out of 5)?

(e.g. Christmas decorations, festive music, grottos, and events) during your shopping experience?

