

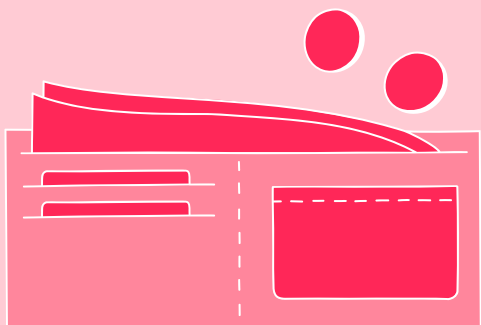


'TIS THE SEASON TO BE GIFTING

HEY BIG SPENDER!

£388

IS SPENT ON AVERAGE PER PERSON ON CHRISTMAS GIFTS!



CASH OR CARD?

ONLY 1% OF UK SHOPPERS BUY THEIR GIFTS ON CHRISTMAS EVE



45% OF BRITS INTEND TO GIVE CASH OR GIFT CARDS AS CHRISTMAS GIFTS

A TIME TO GIVE...



60% OF PEOPLE PREFER GIVING GIFTS OVER RECEIVING GIFTS



THE AVERAGE SHOPPER BUYS CHRISTMAS PRESENTS FOR ABOUT 8 DIFFERENT RECIPIENTS



PEOPLE ARE MORE LIKELY TO BUY CHRISTMAS PRESENTS FOR THEIR PETS THAN THEIR FRIENDS



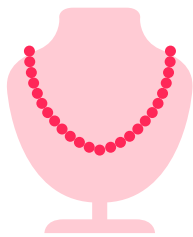
A TIME TO RECEIVE...

TOP CHRISTMAS GIFTS PEOPLE HOPE TO RECEIVE:



Sentimental
19%

... of people want something that makes them think of that person and their relationship



Expensive
12%

... of people want something they wouldn't usually treat themselves to



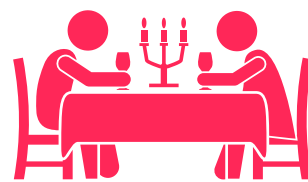
Funny
4%

... of people want something that will make them laugh



Practical
23%

... of people want something that they will use often



Experience
12%

... of people want something that they can do together, or to create a lasting memory

THE BEST THINGS IN LIFE ARE NEVER THINGS

42%

WOULD MUCH RATHER RECEIVE A GIFT WHICH CREATES MEMORIES, OVER SOMETHING WHICH IS LIKELY TO BE FORGOTTEN AFTER A TIME



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PEOPLE ARE PLANNING ON GIVING MORE EXPERIENCES THAN PHYSICAL ITEMS FOR CHRISTMAS THIS YEAR

5

SOURCES: FOR OUR FULL LIST OF SOURCES PLEASE VISIT:

WWW.WONDERDAYS.CO.UK/BLOG/EXPERIENCE-DAY-GIFTS-CHANGES-IN-BUYING-BEHAVIOUR-THIS-CHRISTMAS

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