

# A CROSS-SCREEN CHRISTMAS

UK 2014

Although for some it may be a bit early to get in the Christmas spirit, it hasn't stopped consumers from anticipating how they will be spending during the festive period. More so than in years past, Christmas shoppers will be buying online, and they'll be doing so across multiple screens. We surveyed online users about their Christmas shopping digital tendencies and unwrapped some interesting results...



will purchase all gifts online



will purchase about half of their gifts online

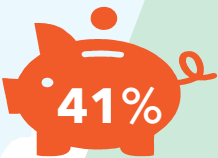
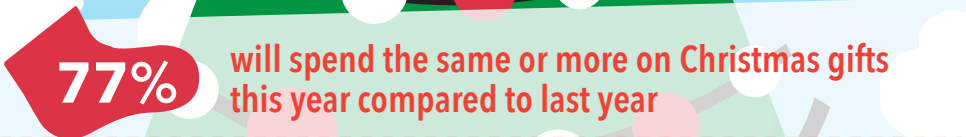


will purchase "a few" gifts online

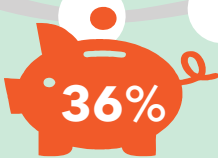


will purchase all items offline

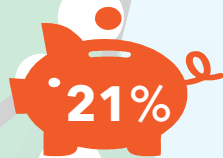
The percentage of those expecting to purchase all of their Christmas gifts online increased **42%** year-on-year (**19%** said they would in 2013).



will spend the same as they did last year

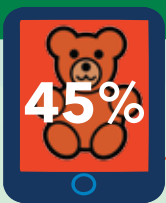


will spend more than they did last year



will spend less than they did last year

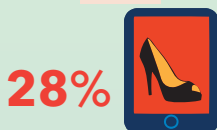
Video viewers are bigger spenders. An analysis of heavy video viewers (those who watch 15+ hours a week) vs. the average respondent showed they were **14%** more likely to spend more on Christmas gifts this year, suggesting online video ads may be a smart way for advertisers to reach big spenders this year.



use either their smartphone or tablet most when purchasing Christmas gifts



use their PC or laptop most for purchasing Christmas gifts



use their tablet most for purchasing Christmas gifts



use their smartphone most for purchasing Christmas gifts

Respondents who chose PC/laptop as their go-to online purchasing device were more likely to spend big on Christmas gifts this year compared to smartphone and tablet fans.