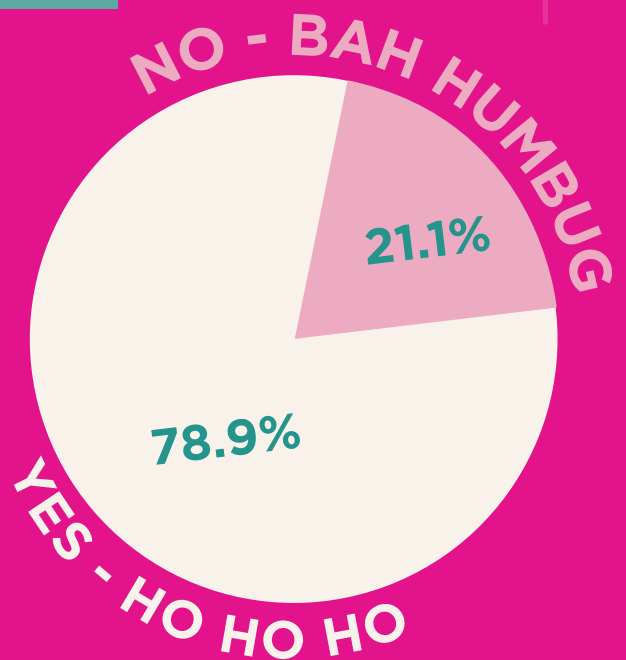


## Introducing the Toolbox Marketing Junemas Survey!

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!

ARE YOU EXCITED FOR  
CHRISTMAS 2023?



HAVE YOU STARTED

YOUR CHRISTMAS SHOPPING YET?

5.7% → YES - I LIKE TO BE ORGANISED

NO - IT'S ONLY JUNE! ← 71.8%

22.5% → I'M A LAST MINUTE SHOPPER



WHERE DO YOU THINK YOU WILL DO

YOUR CHRISTMAS SHOPPING THIS YEAR?

70.5%

A MIXTURE  
OF ALL  
OPTIONS

22.5%

ONLINE  
SHOPPING

7%

PHYSICAL  
SHOPS

0%

CLICK &  
COLLECT



IF YOU SHOP IN PHYSICAL

STORES, WHERE DO YOU

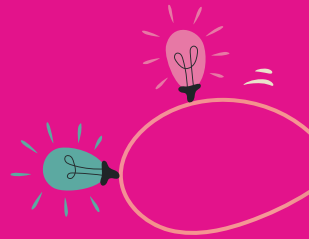
PREFER TO GO?

38%  
HIGH STREETS

64.8%  
SHOPPING  
CENTRES

22.5%  
OUT OF TOWN  
RETAIL PARKS

35.2%  
LOCAL INDEPENDENT  
SHOPS





**IS IT IMPORTANT TO  
SHOP LOCAL & SUPPORT  
SMALL BUSINESSES?**

**70.4%**



**YES - BUT HIGHER PRICES MAKE  
IT DIFFICULT**

**YES - I DON'T MIND PAYING HIGHER  
PRICES TO SUPPORT LOCAL BUSINESSES**



**16.9%**

**12.7%**



**NO - IT'S NOT IMPORTANT TO ME**

**WHICH TYPE OF GIFTS DO YOU  
PREFER TO GIVE?**

**73.2% - BUY PRODUCTS AS GIFTS TO WRAP**

**50.7% - EXPERIENCES**

**25.4% - MONEY/VOUCHERS**

**22.5% - HOMEMADE PRESENTS**



# OUR RESPONDENTS TAKE PART IN THE FOLLOWING FESTIVE FUN:



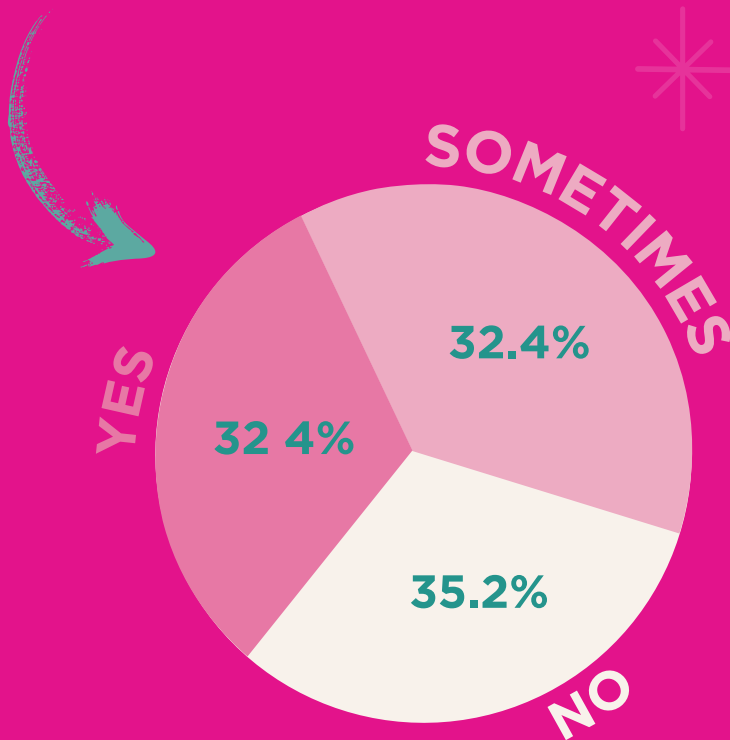
# CAN YOU STILL EXPERIENCE THE MAGIC OF CHRISTMAS DIGITALLY?

12.7%  
UNSURE

35.2%  
YES ABSOLUTELY

52.1%  
NO, IT'S NOT THE SAME!

# DO YOU TAKE ADVANTAGE OF LATE NIGHT SHOPPING LEADING UP TO CHRISTMAS?



## TOP CHRISTMAS

### PRESENTS

### FOR 2023:



- MONEY
- HOUSE STUFF
- GOOD HEALTH
- NEW CAR
- EXPERIENCES
- TECH
- SOCKS

## AND FINALLY, WILL YOU BE ON THE NAUGHTY OR NICE LIST?

**NICE** 54.9%

7% **NAUGHTY**

**A MIXTURE** 38.1%



Results of online survey carried out between 25th June and 25th July 2023 with 142 participants.