

Christmas is the time to eat, drink and...shop online!

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1. Mobile steals share from PC for online browsing over Christmas, holding 27% of device share on Christmas Eve

Data from Bing users shows a larger reliance on mobile devices for online browsing over Christmas 2016. Share increased to 27% on Christmas Eve and 24% on Christmas Day, in comparison to 18% the week before. Supporting this, research from Springboard shows online transactions made by mobile devices on Christmas day rose from 46% (2015) to 58% (2016).

The increase in mobile internet browsing may be linked with the fact that people are spending time with families, and therefore using mobiles phones discreetly in a family social setting. The rise on Christmas Eve may also be associated with the fact that people

are increasingly out and about, with our internal Mediacom survey revealing that 66% are visiting friends and family on Christmas Eve, and 32% saying they go on a night out.

Source: Bing, Springboard, Mediacom Internal Survey



2. On Christmas day 2016, 16-24 year olds were over 4 times more likely to watch TV in comparison to an average day that year, with commercial impacts rising by 342%!

On an average day in 2016, millennials watch the least amount of TV in comparison to all other age groups, with the average number of commercial impacts for 16-24 year olds sitting at 196 million, compared to 1.2 billion of those aged 55 and over. However, on Christmas day last year, the number of impacts reaching our young audience group rose to 870 million, a huge 342% increase, whilst the percentage increase in impacts for those aged over 55 was only 14%.

Source: BARB

3. TV watching at Christmas is a family activity, with our survey revealing that people are 10 times more likely to watch TV as a family rather than watching it alone.

We all know that Christmas time is a key TV watching day, whether it's snuggling down to watch a Christmas film on Christmas Eve, watching the Queen's speech after Christmas dinner, or binge watching in your pyjamas on Boxing day. However, what our research revealed is that TV watching is very much a family activity, with the majority of TV watching happening on the TV screen. In fact, research by Thinkbox shows that TV viewership on

personal devices declined over the whole of December 2015, with laptops seeing a decrease of 28 percentage points, mobiles 11 percentage points, and tablets 17 percentage points, supporting the hypothesis people are less likely to be watching TV alone on personal devices.

Source: BARB, Thinkbox

4. 82% claim to have some sort of routine on Christmas day, as TV watchers plan their viewing around the TV schedule

On Christmas Day, many seem to follow a routine which largely revolves around present giving before 12pm and Christmas Dinner between 2pm and 4pm, before sitting down as a family to watch Christmas TV. TV watching also fits in this routine, as despite the rise of catch-up TV and TV on demand, Christmas day TV watching still seems to be orchestrated around the TV guide. Circulation figures of TV guides increase dramatically for the Christmas week edition – this year circulation of the Christmas Radio times is up by more than 200% compared to average circulation figures

Sources: BARB,ABC , Mediacom Internal Survey

5. Boxing day now means bargain hunting from the comfort of the sofa as online transactions rose by 6% last year, whilst footfall figures fell by 7%.

Whilst shopping in-person on Boxing day appears to be waning a little, the continual increase of online transactions is holding strong. On average, UK footfall on Boxing day 2016 was down 7.3% year on year. Shopping centres took by far the largest hit last year, down almost 20% in footfall – as consumers clearly favoured alternative routes to gift buying, perhaps with less stress and crowds. On Boxing day itself, large spikes are seen online, with search queries more than doubling. In fact -online search engine Bing saw Boxing Day 2016 as the second biggest shopping day by volume of searches for that year. Online retail search queries by laptop peaked at 6am, before the stores opened, whilst searches on tablet and mobile peak at 8pm, with the volume of searches more than twice as high as normal.

Sources: Springboard, Bing

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