



## **Christmas Shopping Habits Research Study (October 2021 Version 1.1)**





### OVERVIEW

iReach Insights conducted this research for dmacmedia, examining shopping habits at Christmas. The research conducted is nationally representative by Age, Gender, Region, SES and received 1,000 responses. The research report provides insights into buying gifts from Irish Retailers. The report also provides insights into what influences buying gifts for family and friends.

### KEY POINTS

#### Spend on Christmas Gifts



- The majority (39%) of respondents plan to spend €201-€500 on Christmas gifts for family and friends this year. The average amount adults are planning on spending is €470.
- This figure is highest among females spending on average €480 compared to males spending on average €451.

#### Irish Retailers



- 39% of all adults anticipate spending 70%-100% of their Christmas gift shopping with Irish Retailers. The average percentage of adults planning on gift shopping with Irish Retailers is 58%.
- Nearly half (47%) of respondents think the user experience and functionality of Irish Retailer websites for online gift shopping is good or very good, however 40% think its only okay.
- 32% of 18–24-year-olds rate Irish Retailer websites poorly.

#### Influences



- 20% of all adults are influenced by online advertising when buying gifts for friends and family at Christmas, and 20% are influenced by social media advertising. This figure is highest amongst 18–24-year-olds with 76% being influenced by online and/or social media advertising.

#### Buying from Amazon

- Over half (51%) of all adults will be buying from Amazon this Christmas season. This figure is highest among 18–24-year-olds with 72% buying from Amazon.



### Christmas Shopping Habits Research Study

Nationwide Study conducted as part of the iReach Consumer Decisions Omnibus Survey



**Consumer Research Project**  
Conducted by iReach Insights for dmacmedia.

### iReach Consumer Omnibus Survey

Fieldwork undertaken from the 7<sup>th</sup> to the 14<sup>th</sup> of October 2021



**Mi Pro Survey Software**  
iReach utilises leading market research solution for all aspects of survey project management: sampling, design, data collection, and tabulation.

### Consumer Decisions Research Panel

Consumer Research Study conducted nationwide  
Sample Size = 1,000 Respondents



**iReach Consumer Decisions Panel**  
iReach uses proprietary research panels across consumer and business groups, built on a nationally representative model.

#### Confidence Level

The iReach Consumer Decisions Omnibus delivers a high-level of statistical accuracy. Delivering a sample size of over 1,000 interviews, this provides a confidence level of + or – 2.5% at a 95% confidence interval.



### Gender



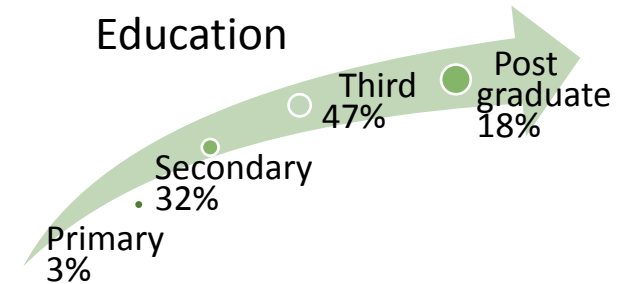
### Age of respondents



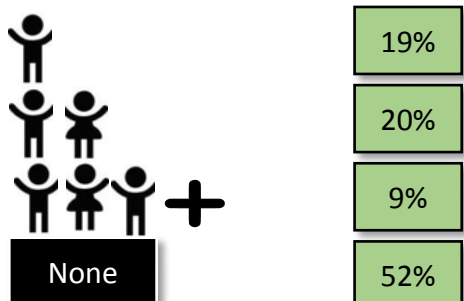
### Marital Status

Single/Never Married	30%
Married/Cohabiting	62%
Separated/Divorced/Widowed	7%
Prefer not to say	1%

### Education



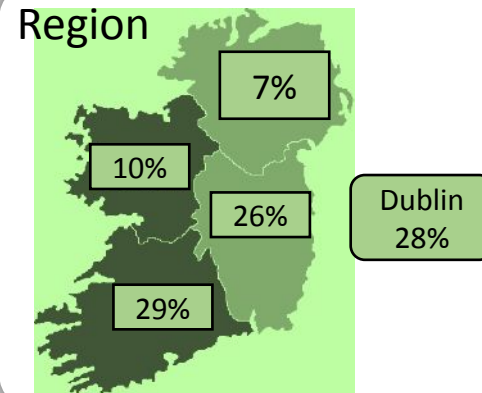
### Children at Home



### Household Income

< €19,999	14%
€20K - €39,999	24%
€40K - €59,999	18%
€60K - €79,999	11%
€80K+	17%
Prefer not to say	11%
Don't know	5%

### Region



### Occupation

High managerial, admin, professional	5%
Intermediate managerial, admin, professional	11%
Supervisor, Jr managerial, admin, professional	31%
Manual worker (skilled, non-skilled)	15%
Self Employed	2%
Casual Worker – Not Permanent Employment	1%
Homemaker	6%
Unemployed	6%
Student	9%
Retired (on state, private pension)	12%
Full Time Carer	2%



The majority (39%) of respondents plan to spend €201-€500 on Christmas gifts for family and friends this year. The average amount adults are planning on spending is €470. This figure is highest among females spending on average €480 compared to males spending on average €451.

### Spend on Christmas Gifts

	All	Male	Female
€0 - €200	32%	35%	30%
€201 - €500	39%	37%	40%
€501+	29%	27%	31%
Average	€470	€451	€480





39% of all adults anticipate spending 70%-100% of their Christmas gift shopping with Irish Retailers. The average percentage of adults planning on gift shopping with Irish Retailers is 58%.

Irish Retailers

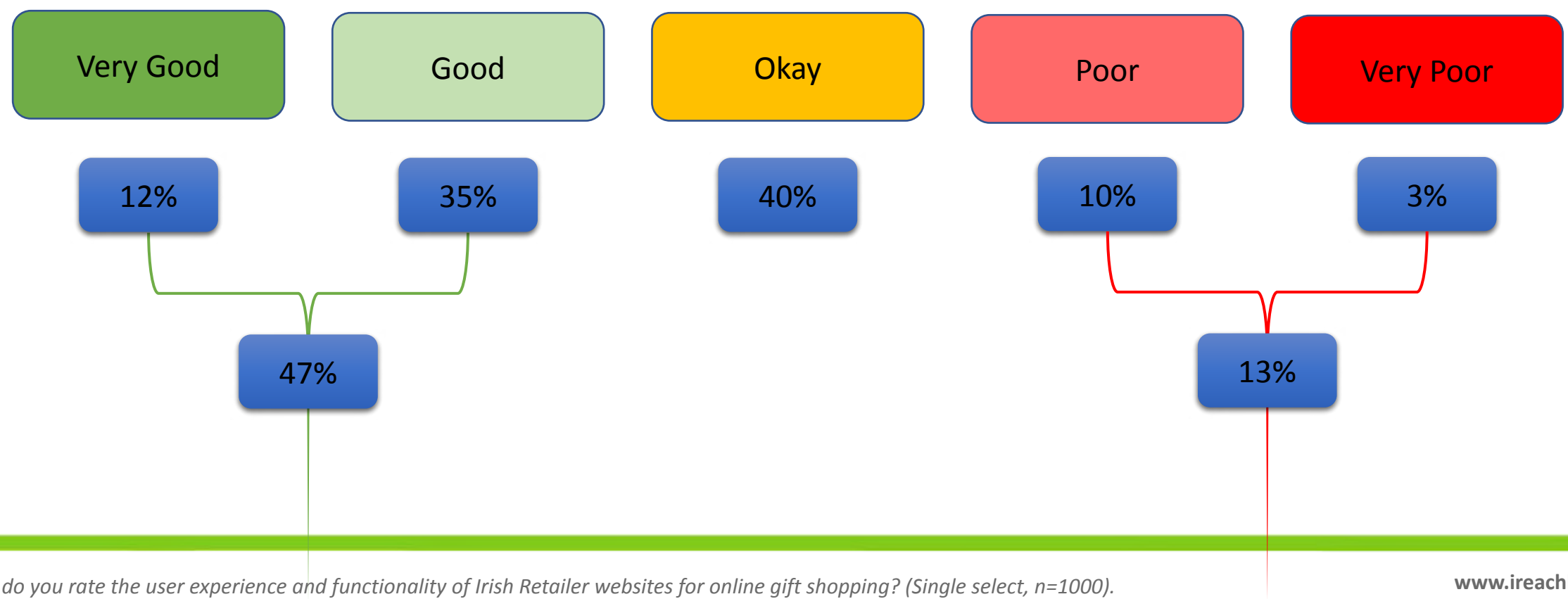


	All	Male	Female
0% - 40%	31%	34%	27%
41% - 70%	30%	30%	31%
71% - 100%	39%	36%	42%
Average	58%	57%	59%

47% of respondents think the user experience and functionality of Irish Retailer websites for online gift shopping is good or very good, while 40% think its only okay. However, 32% of 18–24-year-olds rate Irish Retailer websites poorly.



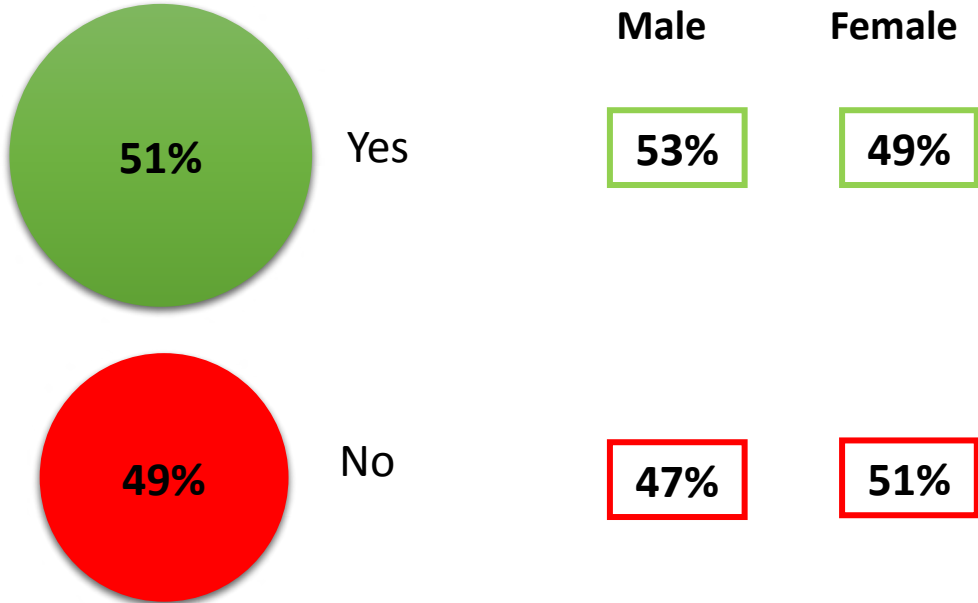
## Irish Retailer Websites





Over half (51%) of all adults will be buying from Amazon this Christmas season. This figure is highest among 18-24 year olds with 72% buying from Amazon.

Buying from Amazon

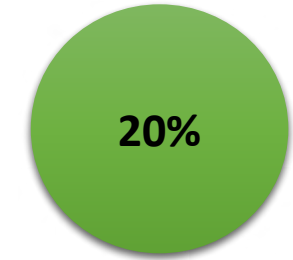






20% of all adults are influenced by online advertising when buying gifts for friends and family at Christmas, and 20% are influenced by social media advertising. This figure is highest amongst 18-24 year olds with 76% being influenced by online and/or social media advertising.

### Influences when Buying Gifts



20%

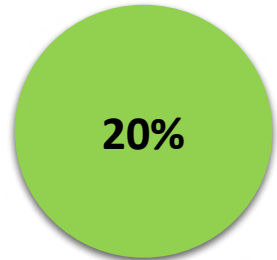
Yes- Online Advertising

Male

22%

Female

19%

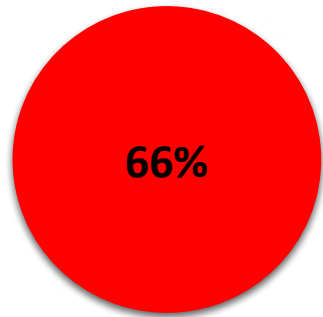


20%

Yes- Social Media Advertising

13%

27%



66%

No- Neither

70%

62%





# THANK YOU.

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# APPENDIX

# Spend on Christmas Gifts



How much are you planning to spend on Christmas gifts for family and friends this year?

	What gender are you?			Age									Socio-Economic Status	
	All Adults	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	321	307	226	288	173	487	513
€0	2 %	3 %	2 %	0 %	1 %	2 %	2 %	5 %	3 %	0 %	2 %	4 %	1 %	4 %
€1 - €50	4 %	4 %	5 %	9 %	6 %	2 %	4 %	4 %	2 %	6 %	5 %	6 %	2 %	7 %
€51 - €100	10 %	12 %	9 %	46 %	10 %	7 %	2 %	5 %	17 %	6 %	10 %	4 %	8 %	12 %
€101 - €150	6 %	6 %	5 %	7 %	6 %	7 %	4 %	5 %	3 %	6 %	9 %	5 %	5 %	7 %
€151 - €200	10 %	11 %	8 %	15 %	6 %	13 %	9 %	8 %	10 %	14 %	6 %	8 %	12 %	7 %
€201 - €250	10 %	12 %	8 %	15 %	14 %	9 %	10 %	6 %	12 %	12 %	7 %	7 %	10 %	9 %
€251 - €300	6 %	5 %	7 %	7 %	5 %	6 %	6 %	7 %	8 %	4 %	6 %	6 %	6 %	7 %
€301 - €350	5 %	5 %	4 %	2 %	5 %	3 %	8 %	5 %	4 %	3 %	4 %	9 %	4 %	5 %
€351 - €400	4 %	4 %	4 %	0 %	5 %	2 %	4 %	6 %	3 %	5 %	3 %	7 %	4 %	4 %
€401 - €450	3 %	3 %	3 %	0 %	6 %	3 %	1 %	3 %	3 %	1 %	2 %	6 %	4 %	2 %
€451 - €500	11 %	8 %	14 %	0 %	10 %	10 %	10 %	16 %	8 %	13 %	12 %	11 %	11 %	10 %
€501 - €550	4 %	3 %	5 %	0 %	6 %	7 %	3 %	4 %	6 %	3 %	4 %	4 %	5 %	3 %
€551 - €600	3 %	3 %	3 %	0 %	0 %	4 %	4 %	4 %	2 %	3 %	2 %	3 %	4 %	2 %
€601 - €650	1 %	1 %	1 %	0 %	0 %	2 %	1 %	1 %	1 %	1 %	1 %	0 %	1 %	1 %
€651 - €700	2 %	2 %	2 %	0 %	1 %	2 %	3 %	3 %	2 %	2 %	2 %	2 %	2 %	2 %
€701 - €750	2 %	2 %	2 %	0 %	3 %	2 %	3 %	1 %	2 %	4 %	1 %	1 %	3 %	2 %
€751 - €800	3 %	2 %	3 %	0 %	6 %	2 %	3 %	2 %	2 %	2 %	2 %	5 %	3 %	2 %
€801 - €850	1 %	1 %	1 %	0 %	0 %	2 %	1 %	1 %	1 %	0 %	1 %	1 %	1 %	1 %
€851 - €900	1 %	1 %	1 %	0 %	0 %	1 %	3 %	1 %	2 %	0 %	1 %	1 %	1 %	1 %
€901 - €950	0 %	1 %	0 %	0 %	0 %	0 %	1 %	0 %	0 %	0 %	1 %	0 %	0 %	0 %
€951 - €1000	6 %	5 %	8 %	0 %	6 %	5 %	8 %	8 %	4 %	7 %	8 %	6 %	7 %	6 %
€1001+	6 %	7 %	5 %	0 %	5 %	8 %	11 %	4 %	5 %	5 %	9 %	5 %	6 %	6 %



## Irish Retailers

What percentage of your Christmas gift shopping do you anticipate spending with Irish Retailers this year?

	What gender are you?		Age									Socio-Economic Status		
	All Adults	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	321	307	226	288	173	487	513
0%	4 %	6 %	2 %	0 %	6 %	3 %	2 %	5 %	4 %	1 %	6 %	4 %	4 %	4 %
1% - 10%	5 %	3 %	6 %	13 %	5 %	3 %	3 %	3 %	7 %	3 %	3 %	5 %	1 %	8 %
11% - 20%	6 %	7 %	5 %	17 %	8 %	6 %	3 %	3 %	3 %	5 %	10 %	5 %	7 %	5 %
21% - 30%	9 %	12 %	6 %	30 %	11 %	7 %	7 %	4 %	8 %	14 %	8 %	7 %	9 %	9 %
31% - 40%	7 %	6 %	8 %	7 %	11 %	8 %	7 %	5 %	7 %	6 %	5 %	11 %	6 %	8 %
41% - 50%	13 %	12 %	13 %	9 %	17 %	14 %	12 %	12 %	16 %	9 %	13 %	12 %	13 %	13 %
51% - 60%	8 %	7 %	9 %	0 %	3 %	12 %	18 %	6 %	9 %	9 %	7 %	8 %	11 %	5 %
61% - 70%	9 %	10 %	9 %	0 %	8 %	14 %	16 %	7 %	9 %	7 %	13 %	7 %	10 %	9 %
71% - 80%	15 %	14 %	16 %	15 %	17 %	14 %	12 %	15 %	13 %	18 %	10 %	22 %	18 %	11 %
81% - 90%	8 %	8 %	8 %	7 %	5 %	8 %	8 %	10 %	10 %	6 %	7 %	7 %	8 %	7 %
91% - 100%	16 %	15 %	18 %	2 %	10 %	10 %	12 %	32 %	13 %	21 %	19 %	12 %	12 %	20 %
Average:	58%													



## Irish Retailer Websites

How do you rate the user experience and functionality of Irish Retailer websites for online gift shopping?

	What gender are you?		Age									Socio-Economic Status		
	All Adults	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	321	307	226	288	173	487	513
Very poor	3 %	4 %	2 %	2 %	6 %	3 %	3 %	2 %	5 %	1 %	2 %	3 %	2 %	4 %
Poor	10 %	12 %	8 %	30 %	11 %	9 %	7 %	5 %	11 %	9 %	13 %	6 %	8 %	12 %
Average	40 %	39 %	41 %	33 %	36 %	45 %	42 %	41 %	45 %	32 %	45 %	33 %	38 %	42 %
Good	35 %	33 %	36 %	16 %	37 %	33 %	33 %	42 %	30 %	37 %	35 %	39 %	34 %	35 %
Very good	12 %	12 %	13 %	19 %	11 %	10 %	14 %	11 %	9 %	22 %	6 %	18 %	18 %	7 %



## Buying from Amazon

Amazon has announced a fulfilment centre in Ireland, will you be buying from Amazon this Christmas season?

	All Adults	What gender are you?		Age					Region				Socio-Economic Status	
		Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	321	307	226	288	173	487	513
Yes	51 %	53 %	49 %	72 %	51 %	57 %	56 %	38 %	57 %	51 %	43 %	53 %	53 %	50 %
No	49 %	47 %	51 %	28 %	49 %	43 %	44 %	62 %	43 %	49 %	57 %	47 %	47 %	50 %



## Buying from Amazon

Are you influenced by online or social media advertisements when buying gifts for family and friends this Christmas? Please select all that apply.

	All Adults	What gender are you?		Age					Region				Socio-Economic Status	
		Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	321	307	226	288	173	487	513
Yes, online advertising	20 %	22 %	19 %	39 %	25 %	25 %	18 %	10 %	23 %	23 %	14 %	23 %	21 %	19 %
Yes, social media advertising	20 %	13 %	27 %	37 %	23 %	22 %	21 %	11 %	17 %	22 %	22 %	21 %	21 %	19 %
No, neither	66 %	70 %	62 %	28 %	61 %	62 %	69 %	83 %	65 %	60 %	73 %	66 %	64 %	68 %