



TIPI GROUP

The 12 Shoppers of Christmas

Christmas is right around the corner and most of the UK population is busy drinking mulled wine, lingering under mistletoe, donning their best (or worse) Christmas jumpers, and, most importantly for us marketers, doing their Christmas shopping.

The TIPi Group Insights elves wanted to explore how different groups behaved over the festive period, looking particularly at their shopping habits. So, using YouGov data, we created a dozen profiles and identified their distinctive traits.

Read through our **12 Shoppers of Christmas** and see if you can work out which shopper behaves most like you, or most like your ideal customer...

Find out:

- When they do their Christmas shopping
- How they research and purchase
- What they are likely to buy
- What Christmas activities they are most likely to partake in

#1

THE 12 SHOPPERS OF CHRISTMAS



Jack
20



A sales exec in Manchester for a marketing company, Jack's two passions in life are football and his girlfriend Clare. He lives with mum and dad and is trying to save up to move out. Christmas is always full on with parties and Jack's likely to leave it to the last minute to get gifts for his loved ones.

WHEN DO THEY BUY THEIR GIFTS?

The week before Christmas
Last minute —●— Organised

HOW DO THEY BUY THEM?

📱 Online using a mobile phone

WHAT DO THEY BUY?

🗣️ Digital Assistants (Amazon Echo, Google Home, etc)

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

📱 Smartphone

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

🏠 Go to a Christmas market

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#2

THE 12 SHOPPERS OF CHRISTMAS



Anabelle

22



A dental surgery receptionist in Guilford. Anabelle is homely but sociable, her passion is baking but she dreams of travelling the world. This Christmas she will be saving hard for travelling, delighting her friends and family with foodie treats, and keeping a keen eye on black Friday for both presents, and travelling essentials.

WHEN DO THEY BUY THEIR GIFTS?

In Black Friday/Cyber Monday sales
Last minute ————— Organised

HOW DO THEY BUY THEM?

 Online using a mobile phone

WHAT DO THEY BUY?

 Kitchen accessories

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Smartphone

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Catch up with friends

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#3

THE 12 SHOPPERS OF CHRISTMAS



Rochelle

25



Generous but thrifty Rochelle is a single mum to her barbie obsessed six-year old Lily in Bath, where she runs a small beauty business. Her limited budget is no match for her creativity, and so while she will be satisfying her daughter's cries for the latest Barbie fashionista, she will be making presents for friends and family.

WHEN DO THEY BUY THEIR GIFTS?

Throughout the year
Last minute ————— Organised

HOW DO THEY BUY THEM?

 Online using a mobile phone

WHAT DO THEY BUY?

 Toys and games

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Smartphone

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Buy gifts

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#4

THE 12 SHOPPERS OF CHRISTMAS



Cecilia

29



Elegance and refinement is Cecilia's joie de vivre, a doctor in Chelsea, who specialises in aesthetics and cosmetic treatments, Christmas is the time to spread beauty for all. With little free time between surgery and her busy social life, organisation is key. She will be spending Christmas with her girlfriend and their families, dipping in and out of parties.

WHEN DO THEY BUY THEIR GIFTS?

In Black Friday/Cyber Monday sales
Last minute Organised

HOW DO THEY BUY THEM?

 Online using a mobile phone

WHAT DO THEY BUY?

 Health and beauty (make up, soaps, etc)

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Smartphone

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Go to my work Christmas party

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#5

THE 12 SHOPPERS OF CHRISTMAS



Aryah
30



A busy family lawyer in Edinburgh, Aryah is passionate about the environment and will try to buy sustainable gifts this year. He loves a bargain and is a big fan of online sales, he believes that Christmas is about family and great food, he's not keen on the high-street shopping frenzy so any gift shopping will be online.

WHEN DO THEY BUY THEIR GIFTS?

In Black Friday/Cyber Monday sales
Last minute ————— Organised

HOW DO THEY BUY THEM?

 Online using a mobile phone

WHAT DO THEY BUY?

 Digital camera

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Smartphone

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Go to my work Christmas party

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

THE 12 SHOPPERS OF CHRISTMAS

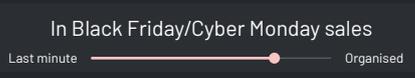


Lucas
26

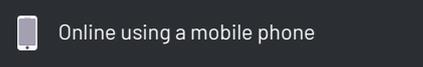


Lucas is a curator at a gallery and lives with his partner in Pimlico. They are into art and technology, and live in a state-of-the-art connected home. Both come from big families and will be purchasing tech and fashion items in the black Friday sales.

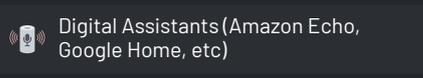
WHEN DO THEY BUY THEIR GIFTS?



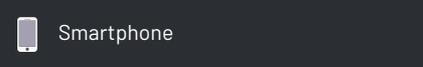
HOW DO THEY BUY THEM?



WHAT DO THEY BUY?



WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?



WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?



Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#7

THE 12 SHOPPERS OF CHRISTMAS



Kavita
35



A hairdresser in the lively lanes in Brighton, her days are busy and her family even busier. Five brothers and sisters, who all have kids, means her Christmas shopping list is huge. Kavita is savvy, organised, and has an eye for a good deal.

WHEN DO THEY BUY THEIR GIFTS?

Throughout the year
Last minute ————— Organised

HOW DO THEY BUY THEM?

 Online using a mobile phone

WHAT DO THEY BUY?

 Toys and games

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Smartphone

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Go to my work Christmas party

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#8

THE 12 SHOPPERS OF CHRISTMAS

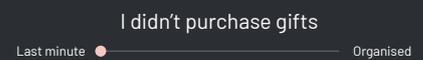


Irwin
44

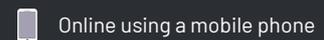


Irwin's Christmas will be categorised by traffic and tourists, as a cabbie in London, this time is a money maker and allows him to leave behind the smoke of London to visit his family back home in the new year. Irwin sometimes browses online but his partner usually takes care of Christmas presents for the kids, while he can be found browsing the latest tech.

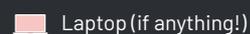
WHEN DO THEY BUY THEIR GIFTS?



HOW DO THEY BUY THEM?



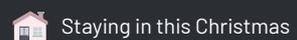
WHAT DO THEY BUY?



WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?



WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?



Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#9

THE 12 SHOPPERS OF CHRISTMAS

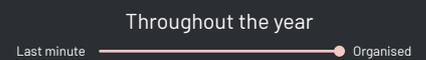


Ruby
50

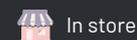


As grandmother and a midwife, Ruby is always busy. She can be found starting to buy gifts for her family in January for the next year and hiding them. She doesn't have the patience, or time, for the hustle and bustle of Christmas shopping, so she prefers to take the stress away by shopping through the year.

WHEN DO THEY BUY THEIR GIFTS?

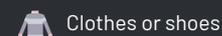


HOW DO THEY BUY THEM?



In store

WHAT DO THEY BUY?



Clothes or shoes

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?



Tablet

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?



Bought gifts

#10

THE 12 SHOPPERS OF CHRISTMAS



Rupert
52



Rupert loves wine and gadgets, living and working in London in a private bank since his late 20's, this Christmas you will find him celebrating with colleagues and visiting his kids on the weekends. Also a self-confessed coffee addict/connoisseur, he is a sucker for a Black Friday bargain for his Nespresso machine.

WHEN DO THEY BUY THEIR GIFTS?

In Black Friday/Cyber Monday sales
Last minute ————— Organised

HOW DO THEY BUY THEM?

Online using a computer

WHAT DO THEY BUY?

Smartphone

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

Laptop

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

Go to my work Christmas party

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#11

THE 12 SHOPPERS OF CHRISTMAS



Patricia

65



Worldly and dedicated, Patricia's career in Research has given her a network across the globe, plenty of places to send cards and greetings to old friends and colleagues. She's an old soul, and is committed to her local book stores and independents this Christmas.

WHEN DO THEY BUY THEIR GIFTS?

Late November/Early December
Last minute ————— Organised

HOW DO THEY BUY THEM?

 In store

WHAT DO THEY BUY?

 Books

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Tablet

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Wrote and sent greetings cards

Source: YouGov Profiles, November 2019. All audiences are compared against nationally representative data and all answers have been generated using Z scores.

#12

THE 12 SHOPPERS OF CHRISTMAS



Dale
70



Sunseekers from the Midlands, Dale and his wife will be spending a couple of weeks over New Year at their place in Mallorca, but before that they've got their annual Christmas drinks party to throw. Dale's not a big shopper but he'll pop down to the shopping centre just before Christmas to find something for his wife.

WHEN DO THEY BUY THEIR GIFTS?

The week before Christmas
Last minute Organised

HOW DO THEY BUY THEM?

 In store

WHAT DO THEY BUY?

 E-reader

WHAT DEVICE DO THEY USE TO RESEARCH ONLINE?

 Desktop

WHAT CHRISTMAS ACTIVITIES ARE THEY MOST LIKELY TO PARTAKE IN?

 Hosted a party with family

If you have any questions about our 12 Shoppers of Christmas, or want to understand how TIPi Group can help you get closer to your audience, then please get in touch.

GET IN TOUCH

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