

MARKETING AND MUMS

Insights* Into Christmas Planning

*Survey of parents carried out online in August 2017



THE MOST IMPORTANT CHRISTMAS PLANNING FACTORS THAT WE HAVE UNCOVERED

60%

The % parents who plan for Christmas in September and October

37%

The % of parents that research new places for Santa visits and look to book online

51%

The % of parents that visit a local toy retailer to buy toys

THE MOST IMPORTANT CHRISTMAS PLANNING FACTORS THAT WE HAVE UNCOVERED

The % parents who use the supermarket to buy all the Christmas food and drink

73%

The % parents who put away a little monthly to afford Christmas.

46%

The % parents who spend over €500 on Christmas

58%

“Saving stamp schemes run by retailers are a great way of putting a little away every month”

“It is very stressful to figure out how to budget for everything.”

“I try to plan early and get the children to decide on what they would like from Santa. Unfortunately, their choices can change so I try to make them aware that Santa and his elves need time to make the presents and that they can't change their minds last minute!”

“I don't put pressure on myself or anyone else to have the "perfect" Christmas. Good enough is fine for dinner, presents, decorations etc. It's a time for relaxation and enjoying family and friends company”

DETAILED SURVEY RESULTS

*Survey of 300 parents carried out online in August 2017

1. How many children do you have?

1	16%
2	46%
3	24%
4	11%
5+	3%

2. When do you usually start planning for Christmas?

January	7%
February	1%
March	1%
May	2%
June	1%
July	3%
August	7%
September	25%
October	35%
November	14%
December	5%

3. For Santa Visits do you (select any that apply)

Research new places and book online	37%
Read reviews or get recommendations from friends before going	29%
Go back to the same place each year	17%
Go if you happen to be out and about and see somewhere	10%
Don't visit Santa	7%

4. When buying toys for your own child and as presents do you

Visit a local toy retailer	51%
Order online	29%
Read review and get recommendations from others	12%
Other	5%
Online and local	3%

5. How do you shop for Christmas food and drink?

Go to the supermarket for everything	73%
Do a mix of offline and online shopping	16%
Shop in specialised stores (butcher, off-licence, green grocer etc.)	8%
Order online and have everything delivered / collect in-store	3%
Local organic farmer	1%

6. How do you budget for Christmas?

I put away a little monthly	46%
I stock up on presents and non perishables during the year	26%
I use credit cards and pay off over time	12%
Other	8%
I take out a loan	4%
I spend out of usual monthly income	3%

7. Do you do Kris Kringle or Secret Santa in your family?

No	63%
Yes	37%

8. Do you have an Elf On The Shelf in your house?

No 65%

Yes 35%

9. Approximately how much do you spend on Christmas?

0 - 250 10%

251 - 500 33%

501 - 750 22%

751 - 1000 21%

1001+ 14%

10. Any other thoughts on Christmas?

“Great time of year. Just think people lost the idea of it and too greedy. But I try make it special for my family.”

“I don't put pressure on myself or anyone else to have the "perfect" Christmas. Good enough is fine for dinner, presents, decorations etc. it's a time for relaxation and enjoying family and friends company”

“I feel that there is a pressure to have Elf on the Shelf, visit an amazing Santa experience, go to the Panto etc on top of all the usual requirements for Christmas. The up side is that in our family we have scaled way back on presents. The kids really don't need/appreciate or notice loads of lavish gift. One big present and a few tokens.”

“I have introduced the idea to my children of 'experiences' as presents, as well as, or instead of toys etc. For example, tickets to a local theatre for a kids show, tickets to a big show/panto/musical in Dublin, tickets for a music concert, etc. They are loving the extra different treats this is giving them, and I love that there are a few less toys in the house!”

“I start planning early and picking up things I see / taking advantage of sales, but I would rather shops did not have Christmas stock and decorations until after Hallowe’en: it takes away from the atmosphere when it's getting close to Christmas.”

“I start to buy at the end of the summer, usually non-specific items such as board games, Lego etc. that I know will be a hit at Christmas.”

“I try to get the kids to finalise their lists both for Santa & us as early as possible although it often does change!”

“I try to plan early and get the children to decide on what they would like from Santa. Unfortunately though their choices can change so I try to make them aware that Santa and his elves need time to make the presents and that they can't change their minds last minute!”

“It can be expensive but a little planning during the year can make it easier. It's great fun for kids and everyone gets into the mood when they are so excited”

“It is very stressful to figure out how to budget for everything.”

“Love Christmas but really hate the trend in recent years for promoting the latest 'must have' toy for Christmas - which are always super rare and really pricey ie Hatchimals last year. Parents are under enough stress financially without the threat of disappointing kiddies at Christmas.”

"Love love love Christmas! We buy a family board game each year to play on the big day"

“Saving scheme run by retailers where u pay for a stamp or top up a gift card are lifesavers”

“Starts far too early every year. It's take the really special atmosphere away as so much pressure is put on parents.”

“Stopped visiting Santa as it has become too easy to see Santa and kids became used to it.”

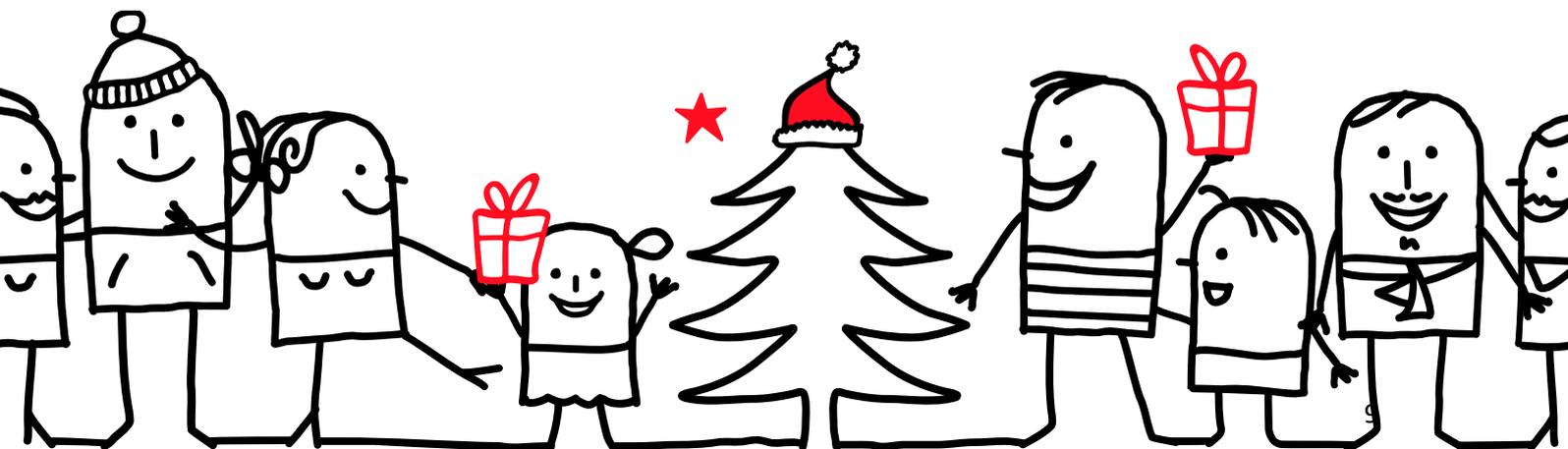
“Saving stamp schemes run by retailers are a great way of putting a little away every month.”

“Try to stock up on toys during year e.g. Lego on sale etc and explain mummy and dad pay Santa to make toys for Xmas”

“We have established a Secret Santa for the kids with a decent budget so the children receive one decent present from the family rather than lots of unnecessary junk. Grandparents usually can't resist buying a few bits and pieces for all grandkids but it removes a lot of the pressure and waste.”

“We try to keep expectations low for Santa pressies but as the kids are getting older it's getting more expensive - this year they all want a tablet; I find Christmas quite stressful as it's difficult to find the money for everything in one income as I'm a stay at home mam.”

“Whilst I choose that I spend €1001+ that is not just on my children's presents. It would be for everything and that is not every year. When my kids were younger and I could dictate to them I would buy everything in the sales and started buying in Jan but now they are older it's harder. But I love it.”



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* Based on 2012-6 Userneeds surveys benchmarked against other websites

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We can help parents get excited about your brand!