



52%

of Londoners didn't start their shopping last year until in December. And 16% left it to the last week!

(Survey: WSP - Ho Ho How are you feeling about Christmas? Dec 2015)

Shopper confidence was high during Christmas 2015, with sales rising by 2.3%.



Source: Centre for Retail Research

68%



of urbanites are looking for inspiration for Christmas gifts whilst out and about

(Survey: WSP - Post Christmas January 2016)

47%

shopped without knowing what they wanted to buy – and could have done with a little inspiration!

Survey: WSP: Ho Ho How are you feeling about Christmas? Dec 2015

9 in 10

In the lead up to Christmas, almost 9 in 10 (87%) Londoners spent up to 12 hours shopping

(Survey: WSP - Post Christmas January 2016).

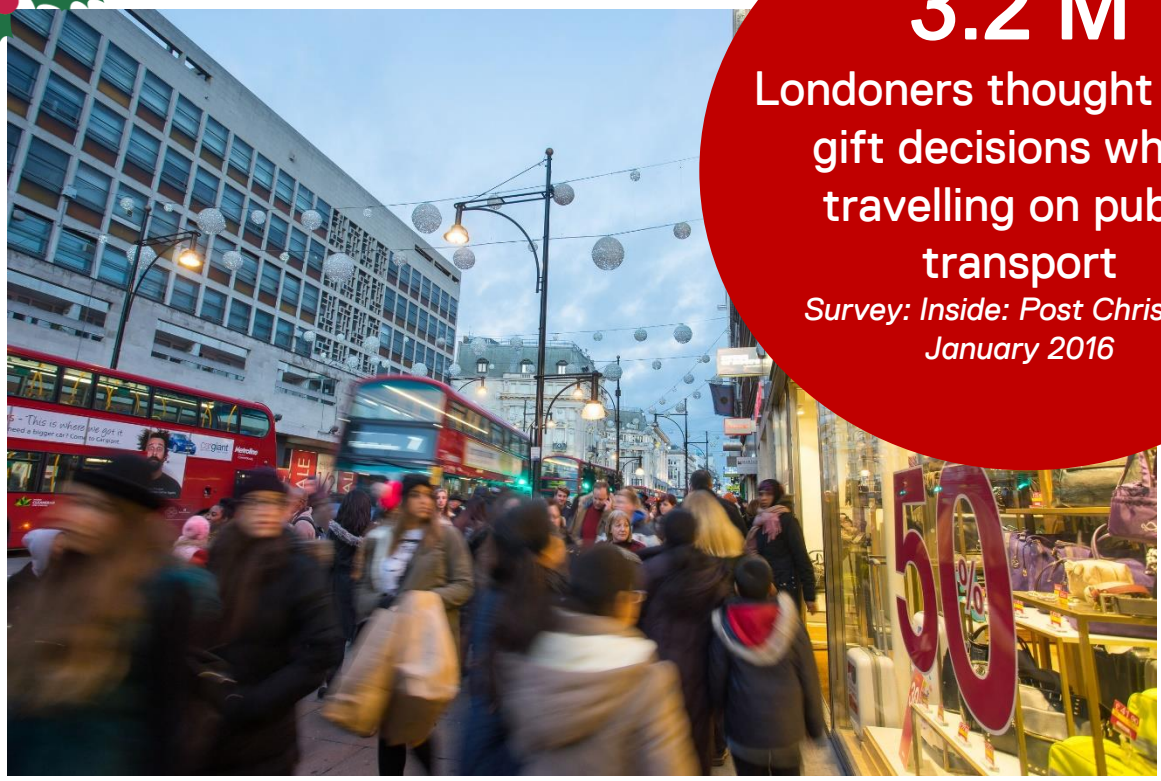




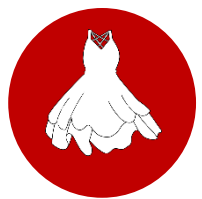
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Londoners thought about gift decisions whilst travelling on public transport

Survey: Inside: Post Christmas January 2016



When it comes to spending, these are the **Top 5 gifting categories**



Clothes & Accessories **55%**



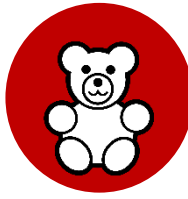
Books **38%**



Food **24%**



Perfume **25%**



Toys **24%**

(Survey: WSP, Post Christmas January 2016).