

CHRISTMAS OOH PLANNING

- In our latest consumer behaviour piece, we delved into how consumers are planning for Christmas 2022.
- Early shopping, higher spending power & family gatherings are common themes throughout, creating opportunities to reach OOH audiences at **Key Moments**

73% Plan on Spending more or the same amount as last year this Christmas

38% Planning on doing a mix of In store & Online Christmas Shopping

33% Planning large family gatherings

Talon

*Research is conducted on a main urban sample of 250 respondents using an online methodology

CHRISTMAS SHOPPERS | KEY PRIMING PERIODS

