

AUSSIE SENTIMENT TO THE CHRISTMAS SEASON

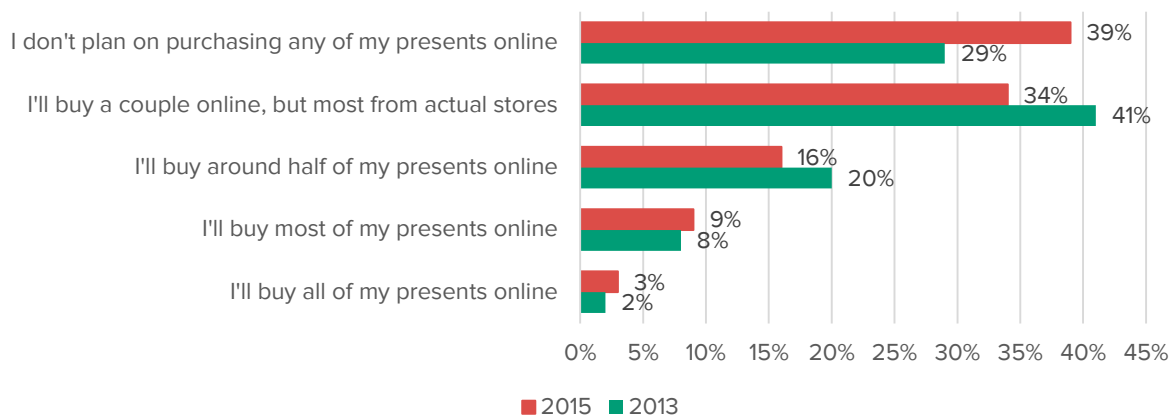
16 December 2015 – In the lead up to Christmas, McCrindle Research surveyed 1,012 Australians to discover their sentiment and spending intentions for this Christmas season.

This year, Aussies plan on saving money, staying at home with family and friends and are hoping for technological gifts under the tree.



28% Aussies will do at least half their Christmas shopping online

Q. What proportion of your Christmas presents do you expect to buy online this year?

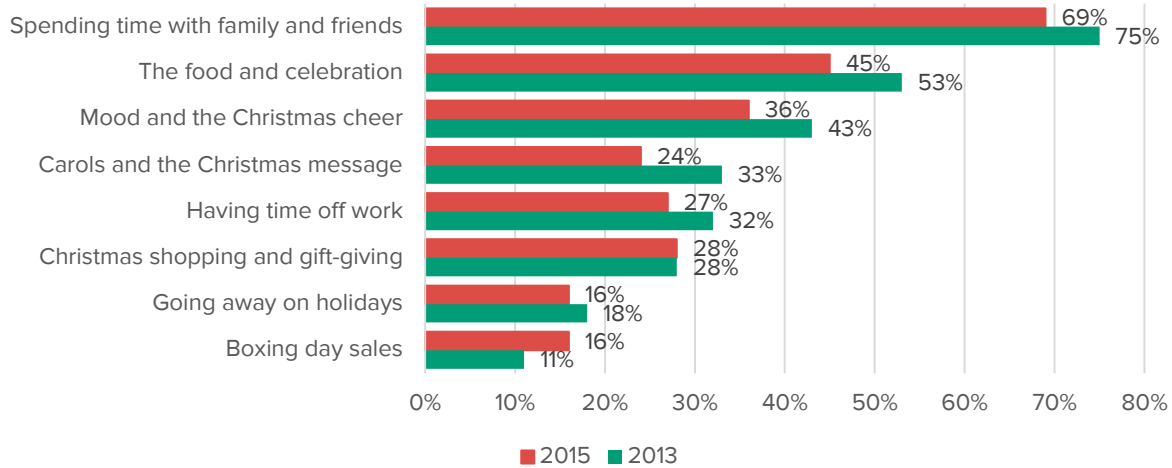


While online shopping has become an increasing trend, with more than a quarter (28%) of Aussies planning on to complete at least half of their Christmas shopping online, there is still a desire among Australians to complete their Christmas shopping in actual stores, with 39% not doing any shopping online and 34% buying most of their gifts from actual stores.

Comparatively, while the majority of Australians will do their Christmas shopping in-store, the number of Australians who will buy most or all of their Christmas shopping online this year (12%) has increased by 2% since 2013 (10%).

Family and friends are our favourite part of Christmas

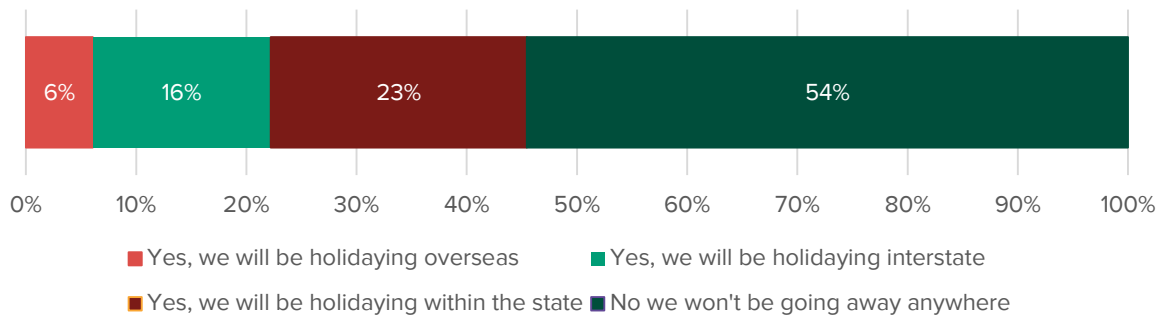
Q. What do you look forward to most about the Christmas season? Please select all that apply.



The number one thing Australians look forward to about the 2015 Christmas season is spending time with family and friends, indicated by 7 in 10 (69%). Over 2 in 5 (44%) Australians also say that shopping, gift-giving and the Boxing Day sales is what they look forward to most about the season.

Aussies plan on staying at home this holiday season

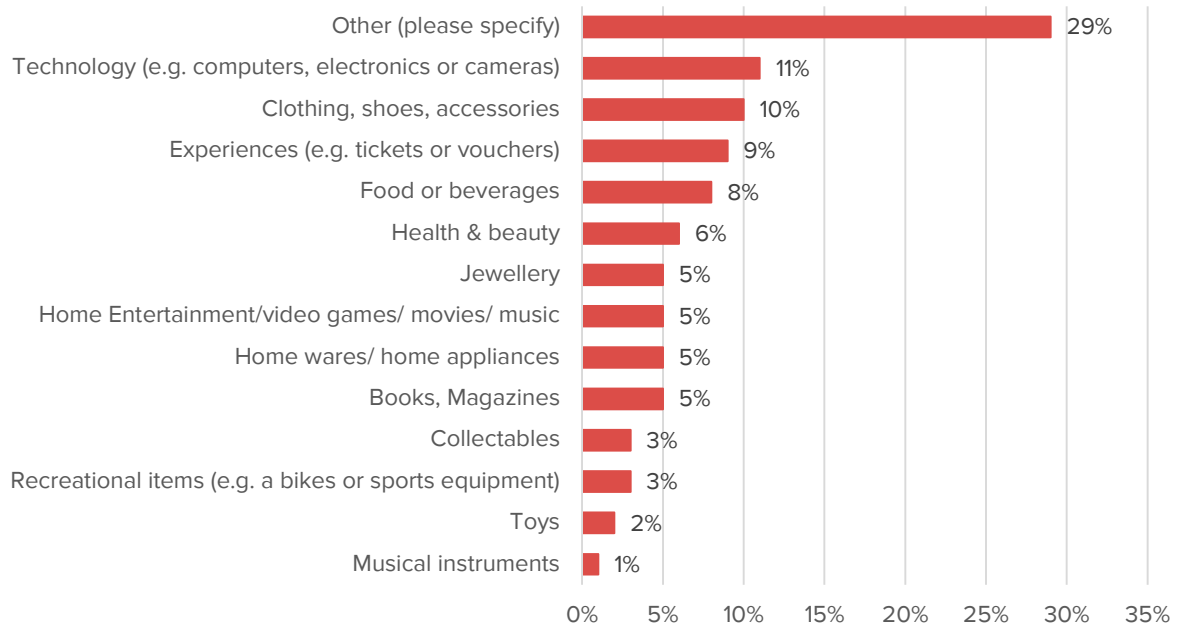
Q. Over the December / January period, will you be spending at least one night away from home?



More than half (54%) of Australians will not be holidaying during this Christmas season. Of those that will be, almost a quarter (23%) will be holidaying within their home state, while 16% will be travelling interstate and 6% overseas.

Technology and clothing high on the wish list, but for many it's not about the gift

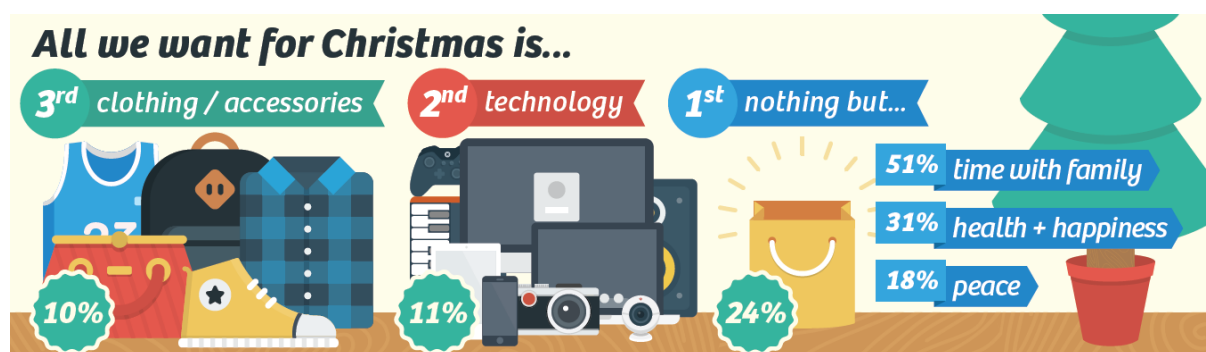
Q. What is your most hoped for Christmas present this year?



16% of Australians who know what they want for Christmas are most hoping for a technological present of some kind, making it the most hoped for gift of 2015.

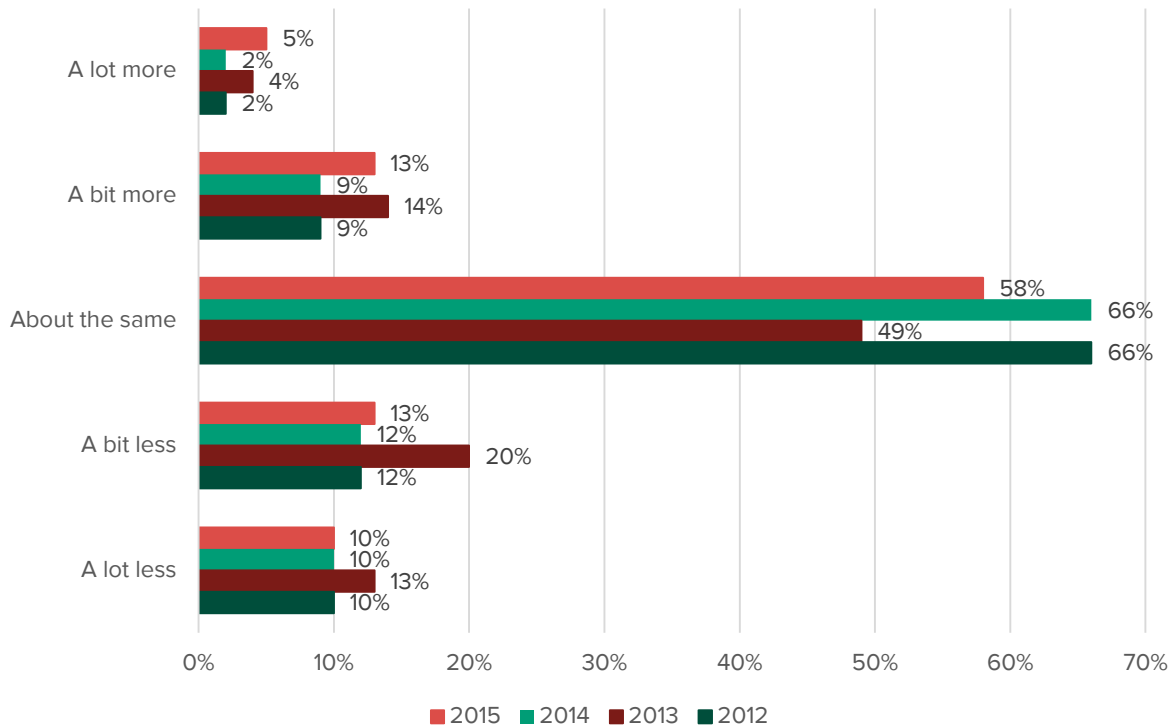
The second most hoped for category is clothing/shoes/accessories (14%) followed by experiences (12%) and then food or beverages (11%).

Of the Australians who selected 'other' (29%), the majority of them (which comprised 24% of total responders, or almost 1 in 4 Australians) indicated that they did not want any particular present. Of those who indicated that they did not want a particular material gift, but expressed a desire for something, 51% stated it was time with family, 31% were hoping for health / happiness, and 18% peace.



1 in 5 Aussies plan to spend more this Christmas than last year

Q. Overall do you plan on spending more or less money on Christmas this year compared to last year?



While Australian's are more likely to save this Christmas season, Australian's have a higher likelihood to spend more this Christmas compared to the previous three years, with almost 1 in 5 (18%) planning on spending more this season compared to last year.

Australians who plan on spending less this Christmas season intend to do so by reducing the amount of money spent on gifts. Another method is to buy Christmas supplies in advance when they are on sale, while some Australians will not celebrate Christmas at all to conserve their cash.

The top 7 most featured answers included:

1. Spending less money on presents for family and friends
2. Buy Christmas supplies when on sale
3. Making hand-made presents for friends and family
4. Simply not celebrating Christmas
5. Cooking less or buying less food for celebrations
6. Getting organized and buying presents early before the Christmas season
7. Buying presents only for children.

Study Demographics

About this study: This research was conducted by McCrindle Research in November 2015 based on a nationwide study of 1,012 respondents.

For comment or enquiries, please contact **Ashley McKenzie** at ashley@mccrindle.com.au or via 02 8824 3422.

	This survey #	This survey %	National % of population aged 18+
GENDER			
Male	505	50%	50%
Female	507	50%	50%
TOTAL	1,012	100%	100%
AGE			
18-20	48	5%	GEN Z 5%
21-35	289	29%	GEN Y 28%
36-50	267	26%	GEN X 26%
51-69	280	28%	BOOMERS 28%
70+	128	13%	BUILDERS 13%
TOTAL	1,012	100%	100%
STATE			
NSW	323	32%	32%
VIC	252	25%	25%
QLD	206	20%	20%
TAS	20	2%	2%
NT	10	1%	1%
SA	71	7%	7%
WA	111	11%	11%
ACT	19	2%	2%
TOTAL	1,012	100%	100%