

Merry Christmas

from
mccrindle
FORECASTS • STRATEGY • RESEARCH

All we want for Christmas is...

3rd clothing / accessories



2nd technology



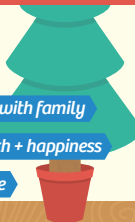
1st nothing but...



51% time with family

31% health + happiness

18% peace



Out of this world cards

If every Australian over 15 gave just 3 Christmas cards and they were stacked in a pile*, they would stand at over 57km tall.

That's out of the stratosphere!

*Given 1mm thickness per card.



That's a wrap!

If every Australian child under 15 received an average of 3 presents this Christmas, the wrapping paper used* would stretch 7,970km. That's enough to go from Brisbane to Perth, with enough left over to reach from Adelaide to Darwin!

*Given an average length of 60cm of wrapping paper per present.

Pass the parcel

23% of Australians re-gift.

If the over 15 re-gifters re-gifted just one present this Christmas that means there will be 4.5 million recirculating presents!

