



Christmas Gift Shopping

Thursday 10th December 2009

Tis the Season all year round
New report tracks consumer Christmas Gift Shopping patterns

A new report released today by leading consumer research specialist, Directional Insights, reveals 41% of Australians are now on the lookout all year round for their Christmas Gifts.

Helen Bakewell, Managing Director of Directional Insights, says the report shows consumers are becoming more savvy and vigilant. Not content to leave Christmas gift buying to the last minute or the traditional sale periods throughout the year, more and more consumers are continuously on the lookout for bargains, value and the right gift ideas.

“By spreading their gift shopping throughout the year they are also spreading the financial burden of Christmas. In light of the extra financial pressure placed on many families due to the economic downturn, this is simply smart shopping behaviour.”

Of course, November and December still feature strongly as popular times for Christmas gift shopping, the peak being the first week in December with 45% of Australians doing at least some of their gift shopping during this period.

What is interesting to note though, when singling out one period for the majority of their Christmas Gift Shopping, it is those savvy consumers on the lookout all year round that account for the largest group (27%), while November represents the second most popular period (19%).

In addition to consumer patterns regarding the most popular shopping periods, the report goes on to identify which stores or outlets represent the most popular choices for Christmas gift ideas.

Of the 29 categories listed, Discount Department Stores (i.e. Big W, Target, Kmart) and Department Stores (i.e. Myer, David Jones) were the most popular, scoring 67% and 49% respectively. Also factoring highly were Bookstores (33%), Online Goods and Services (29%), Mini Majors (29% i.e. Best & Less, JB Hi-Fi, Toys R Us, Bing Lee), Liquor Stores (25%) and supermarkets (25%).

When looking at the preferences of different age groups there are some key stand-outs. The 18-24's are more inclined to buy gifts from Games stores (27% compared to the average of 19%) and Specialty Fashion stores (18% compared to the average of 10%), while our Senior Shoppers in the 65+ age group have more of a penchant for Bookstores (42% compared to the average of 33%), Supermarkets (35% compared to average of 25%), and Newsagents (23% compared to the average of 15%).

The Report also found:

- The group with the highest propensity to leave their Christmas Gift Shopping to the last week in December is the under 18's.
- Conversely, they are also the group least likely to be on the lookout all year round for Christmas Gifts.
- The 65+ age group is most inclined to do the majority of their shopping early in the Christmas Season i.e. November.
- Females are more prone to purchase In store and In centre vouchers than males
- Men are predisposed to buying gifts from Hardware stores, particularly the older they are.
- Liquor is a popular gift option with both men and women, across all ages, but in particular with the 45-54 group.
- Overall, Australian's buy around 11 Christmas presents for family, friends and colleagues on average.

The source of this report was an online survey of n=1000 Australians, with sample quotas set by age, gender and location by state, in order to be representative of the Australian population.

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