



**Tis the Season All
Year Round!**

Understanding The
Christmas Gift
Shopping Patterns of
Australian Consumers



1. Introduction

Directional Insights knows that come Christmas time, we Australians love to sit around the Christmas tree and pass out the pressies. However, we wanted to find out just when do Australian shoppers do the majority of their Christmas shopping, and how many people they buy gifts for. Further to this, we asked our shoppers where do they primarily shop for their Christmas presents.

As you would expect, November and December 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. However, 41% of Australians are now on the lookout all year round for their Christmas Gifts.

We also asked our shoppers to identify when they shopped for the majority of their Christmas gifts. Overall, it was those savvy consumers on the lookout all year round that account for the largest group at 27%, while November represents the second most popular period at 19%.

In terms of retail stores and outlets used for Christmas gift shopping, it is the department stores and discount departments stores topping the list, with females being big users of the discount department stores.

This report, "*Tis the Season All Year Round*" looks at Australian consumer shopping patterns in relation to gift giving this Christmas Season.

The main source for this report was a nation wide on-line survey of n=1,000 Australians. The sample had quotas set by gender, age and location by state in order to be representative of the Australian population.

2. When Do They Shop?

Firstly, we asked shoppers when they do the majority of their Christmas shopping, and when they undertook secondary Christmas shopping. Overall, 45% of Australians are undertaking a part of their Christmas shopping in the first week of December, followed by 41% in the second week of December.

Australians are beginning to spread the Christmas spend throughout the year, and therefore easing the burden of Christmas. 41% of Australians are now on the lookout all year round for their Christmas Gifts, of which 27% of Australians are undertaking their primary Christmas shop throughout the year.

When it comes to how men and women shop for the Christmas gifts, there is not that much variation overall. Women are slightly more inclined to begin their primary gift shopping earlier than men, with 20% of women primarily shopping in November, while 16% of men put it off until the third week of December.

Young Australians are less likely to be on the lookout all year round and are more likely to postpone Christmas gift shopping until the last minute. 56% of Australians aged 18-24 years are gift shopping in the first week of December, of which 15% are using this time to do the majority of their gift shopping.

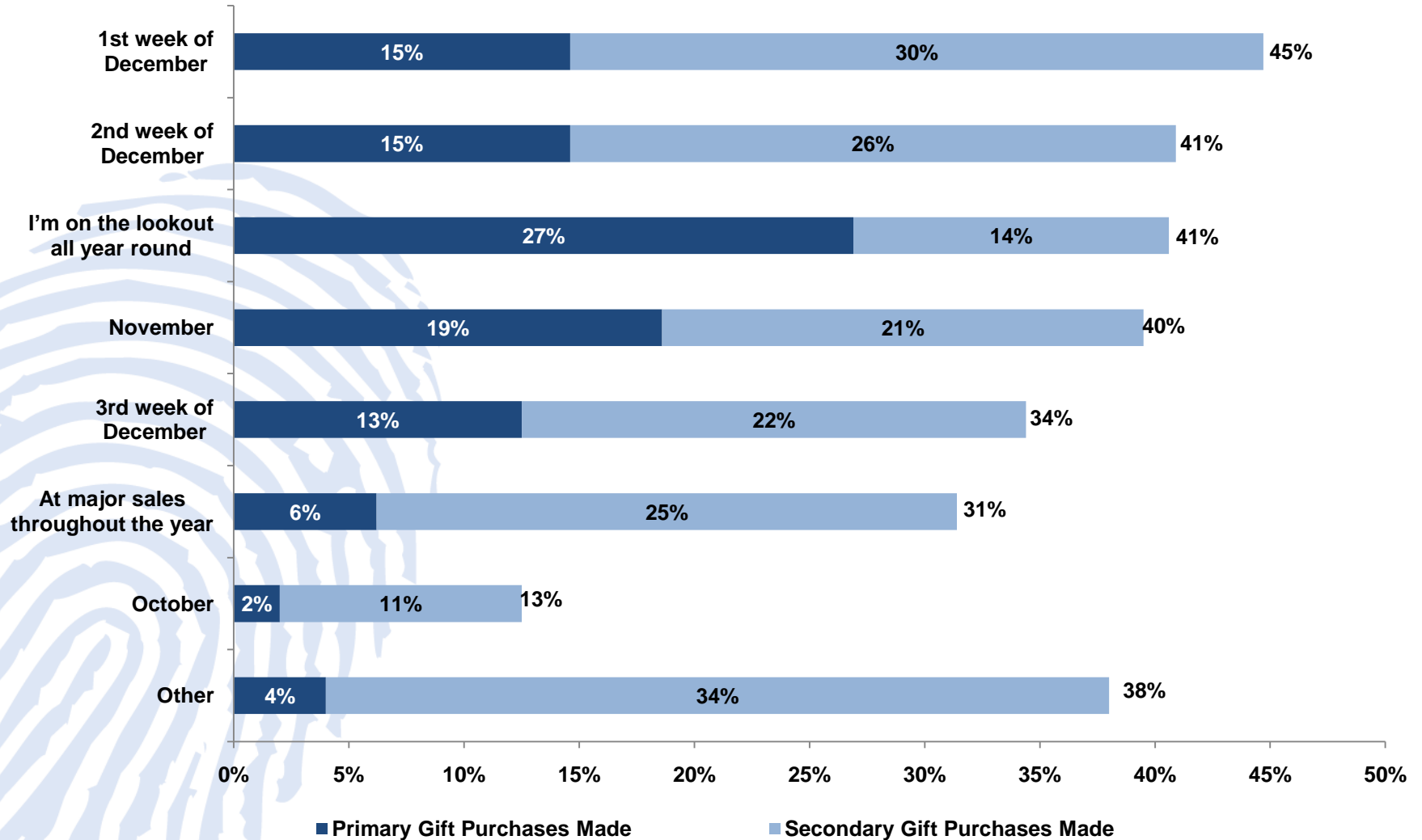
55-64 year olds are more likely to be on the look out all year round, with 37% of this age group undertaking the majority of their Christmas gift shopping throughout the year. Interestingly, it is the more frugal 35-44 year olds who are most inclined to shop for Christmas gifts at major sales throughout the year at 35%, compared to 22% for those aged over 65 years. However, 12% of Australians aged over 65 years are undertaking a part of their Christmas gift shopping during the January sales straight after Christmas.

Gone are the days of beginning Christmas gift shopping once the tree has gone up. Consumers are now becoming more vigilant and savvy, spreading their Christmas spend across the year. However, the first two weeks of December are still the peak gift buying season for Australian consumers, particularly for secondary gift shopping.



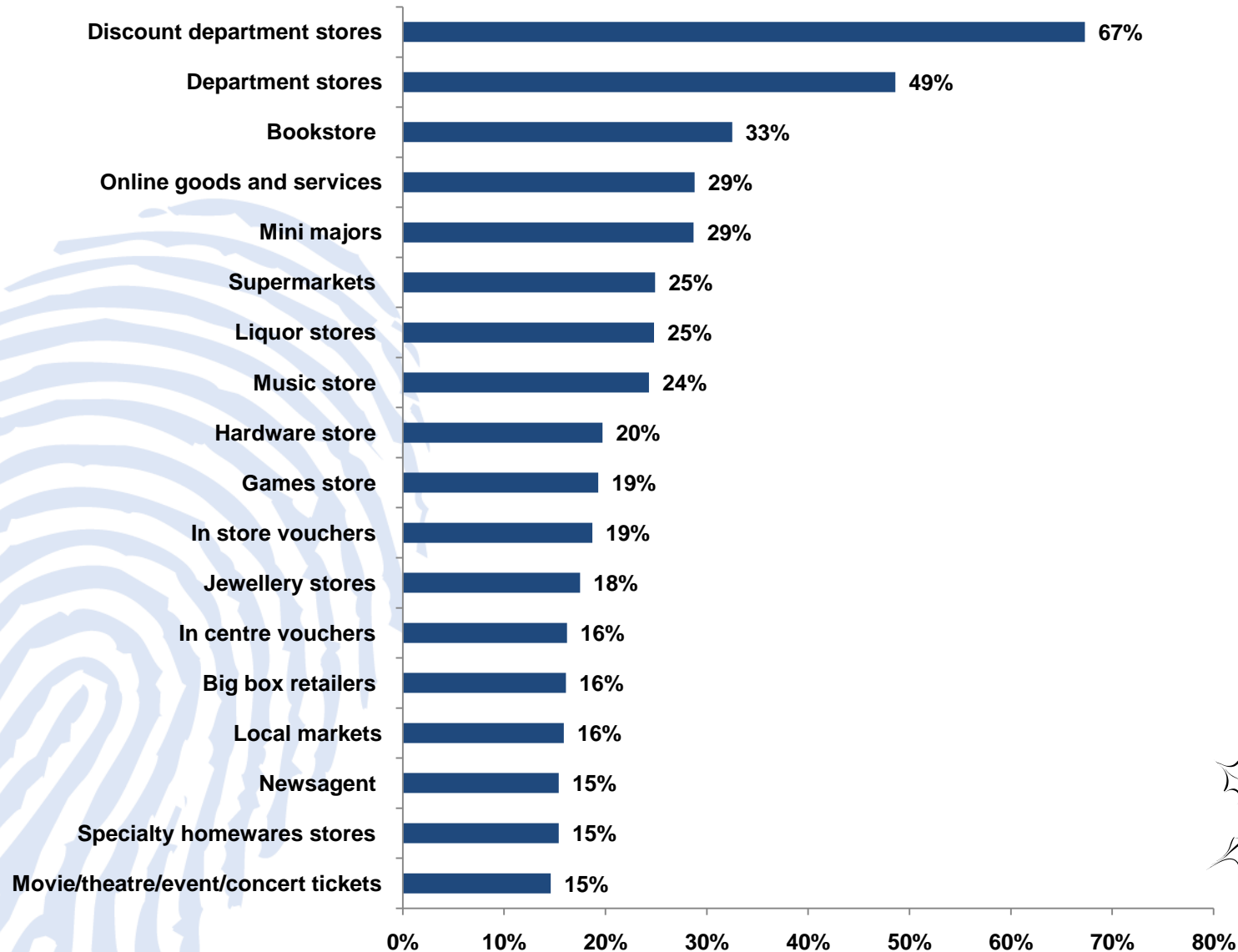
2. When Do They Shop?

The first two weeks of December are still strong for gift shopping. However, the vigilant consumer is purchasing Christmas gifts throughout the year.



3. Where Do They Shop?

So where are Australians shopping for their Christmas gifts? We asked shoppers which stores or retail outlets they had shopped at, or plan to shop at for their Christmas gifts this year. Overall, 29 categories were listed, and of little surprise, the department stores and discount department stores topped the list.



3. Where Do They Shop?

Discount department stores (Big W, Target, Kmart)	67%
Department stores (Myer, David Jones)	49%
Bookstore (e.g. Borders, Dymocks)	33%
Online goods and services	29%
Mini majors (e.g. Best and Less, JB Hi Fi, Toys R Us, Bing Lee)	29%
Supermarkets (Coles, Woolworths, Aldi)	25%
Liquor stores (e.g. Dan Murphy's)	25%
Music store (e.g. Sanity)	24%
Hardware store (e.g. Bunning's, Mitre 10)	20%
Games store (e.g. Game, EB Games)	19%
In store vouchers (e.g. Borders' gifts card)	19%
Jewellery stores (e.g. Michael Hill, Angus and Coote)	18%
In centre vouchers (e.g. Westfield gift card)	16%
Big box retailers (e.g. Good Guys, Harvey Norman, Clive Peeters, Freedom)	16%
Local markets	16%
Specialty homewares stores (e.g. House, Wheel and Barrow, Bed Bath and Table)	15%
Newsagent (scratchies, calendars etc.)	15%
Movie/theatre/event/concert tickets	15%
Pharmacy/chemist	13%
Beauty and health stores (e.g. facials, nail bars, perfumery)	12%
Specialty fashion stores (e.g. Supre, Country Road, Mimco, Strand Bags)	10%
Online vouchers (e.g. gift vouchers/cards, Red Balloon voucher)	9%
Gift baskets (e.g. hampers, flowers etc.)	9%
Subscriptions (e.g. magazines, theatre, sporting events)	9%
Outlet centres	9%
Other specialty stores such as pet store, auto store	8%
Donation given in person's name	6%
Gourmet food outlets (Simon Johnson, Harris Farm)	5%
Travel vouchers	4%

3. Where Do They Shop?

Whilst the discount department stores are popular stops for Christmas gift shoppers, the DDS is more popular for females compared to males at 73% and 62% respectively. The DDS also has a stronger appeal for older Australians, with 72% of shoppers aged 55-64 years and over 65 years shopping at a DDS this Christmas.

55% of shoppers aged 25-34 years will be gift shopping at a department store this Christmas, a higher proportion as compared to Australians aged over 65 years, at 40%.

Females are more inclined to shop at a bookstore for gifts during the festive season, with 37% shopping at a bookstore compared to 28% of males. Females are also more likely to shop at a mini major, to purchase in-store or in-centre vouchers, to shop at a homewares store, pharmacy/chemist, beauty and health store or to purchase tickets to the movies/theatre/events/concerts. Conversely, males are more likely to shop at a hardware store for Christmas gifts at 23%, followed by big box retailers such as Good Guys, Harvey Norman or Clive Peeters.

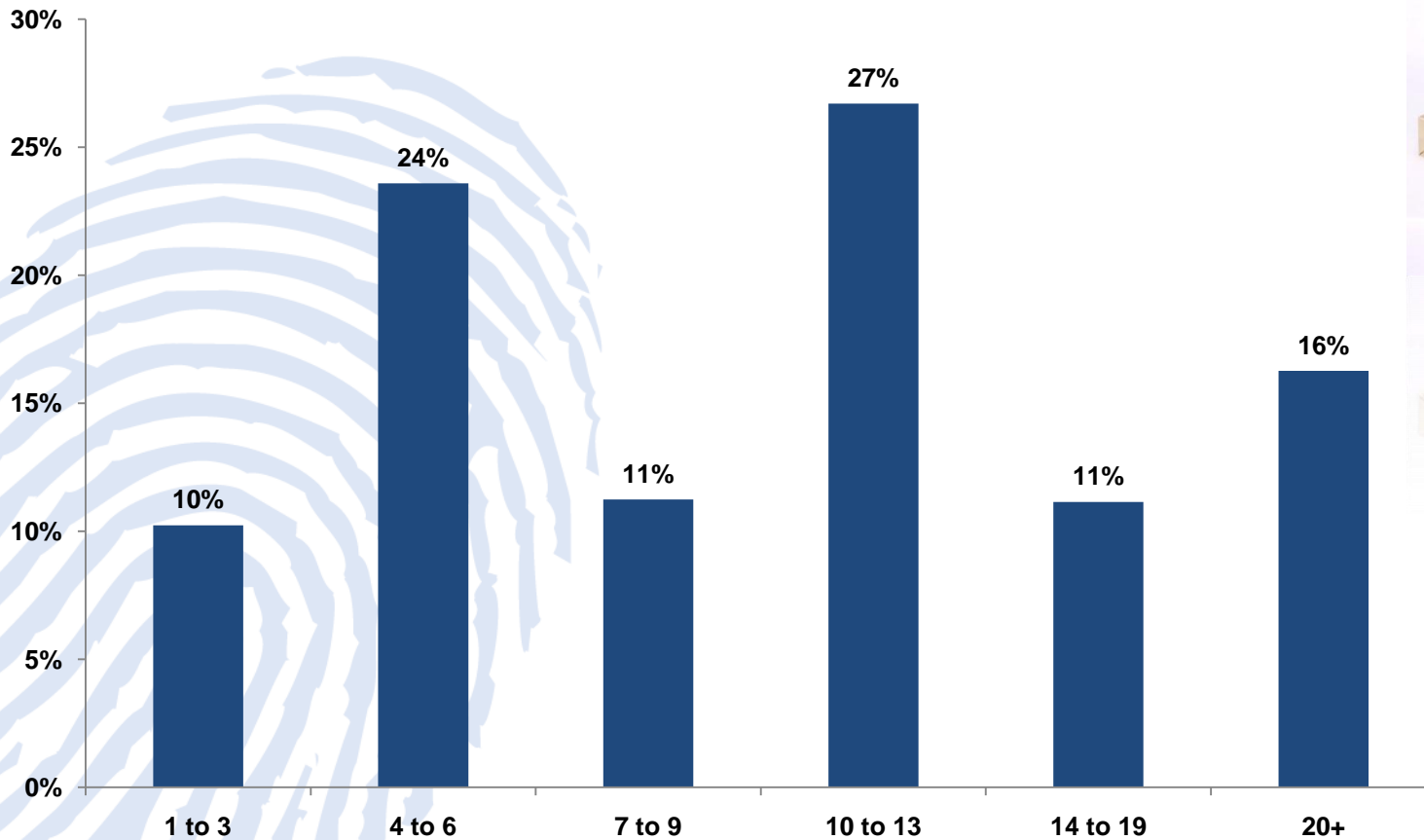
Shoppers aged 18-24 year's are more inclined to buy Christmas gifts from Games stores at 27%, as compared to the average of 19%. This was followed by Specialty Fashion stores at 18%, higher than the average of 10%.

Conversely, shoppers in the over 65 years age group have more of a penchant for Bookstores at 42% compared to the average of 33%, followed by Supermarkets at 35% and Newsagents at 23% compared to the average of 15%.



4. How Many Gifts Under The Tree?

So how many people do Australians purchase gifts for (i.e. friends, family and colleagues) during the festive season? Overall, Australians buy gifts for 11 people on average. Almost a quarter of shoppers buy gifts for four to six people, and 10% purchase a gift for one to three people. However, 27% of Australians' shop for 10 to 13 people. Of interest, 1% stated they will not be buying gifts for anyone this Christmas.



5. Background

Directional Insights is Australia's leading consumer research consultancy with a reputation for innovation, knowledge and excellence. We specialise in the design and delivery of cutting-edge research for shopping centres, retailers and other property facilities, including residential, leisure and recreational complexes across Australia and New Zealand.

With over 15 years experience in the consumer research and property industries, we are in the enviable position of having worked on some highly significant projects. Our client base is both varied and impressive. By exploring and analysing the latest shifts in consumer behaviours, attitudes and values **Directional Insights** is relentlessly inventive in identifying emerging market opportunities and tailoring solutions to optimise clients' competitive advantage.

By keeping our thinking at the forefront, **Directional Insights** brings new perspectives to client's issues. Our strength lies in the ability to analyse our clients' operating environments and develop strategic market led solutions to improve business performance.

We specialise in the analysis, interpretation and application of consumer research. Our clients are provided with an in-depth understanding of relevant consumer behaviour and aspirations through a variety of quantitative and qualitative studies. **Directional Insights** focuses on knowledge not raw data. We present our findings in an actionable framework remaining strategy oriented at all times. **We believe that whilst good research will give you direction, great research will keep you ahead of the game.** For a discussion about your research needs or more information about our services, please contact:

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