

Fairfax Media Christmas Retail Study September 2015

CHRISTMAS SPEND SNAPSHOT:

\$664

AVERAGE VALUE FAIRFAX MEDIA AUDIENCES SPEND ON CHRISTMAS GIFTS

\$347

AVERAGE VALUE FAIRFAX MEDIA AUDIENCES SPEND ON FOOD & DRINK AT CHRISTMAS

1 in 3

START TO THINK WHAT TO BUY AS CHRISTMAS PRESENTS IN OCTOBER -NOVEMBER

RESEARCH OVERVIEW:

The study was conducted by GfK Australia on behalf of Fairfax Media in September 2015 among The Age, Sydney Morning Herald and Australian Financial Review readers.

An online survey ran from 11 September to 17 September, with 1,339 respondents.

Our aim was to explore the behaviours our audience have around Christmas time, in particular around gift and food buying, and the influences that drives our audience to purchase particular brands of gifts and grocery items.

For more information contact your Fairfax Media sales representative

41%

of women find inspiration for Christmas gifts in weekend newspaper magazines

2 in 3

agree that they buy more luxury food & drink brands at Christmas

2 in 3

purchase their Christmas gifts at the beginning of December

1 in 2

do not set a budget for Christmas present shopping

1 in 2

turn to their mobile device to check prices and product availability

49%

of Fairfax Media audiences find gift inspiration while browsing on their mobile devices

1 in 3 purchase Christmas gifts on their tablet device

Source: Fairfax Media Christmas Retail Research conducted by GfK, September 2015 (n=1,339).