

# FAIRFAX CHRISTMAS RETAIL STUDY

2016

Fairfax Media conducted a research study on the Christmas Retail behaviour of our audience with a focus on discovering their defining characteristics.

Our aim was to explore gift and food buying behaviour leading up to Christmas and the inspirations that drive them to purchase.

There were three key themes from this year's study:

Importance of  
time with family  
& friends

Christmas  
express of  
generosity & love

Growth in  
experiential gifts

**\$150**

average spend per present

**88%**

either don't have a budget for gifts, or will go over their budget for the right gift

**3 in 5**

buy more premium & luxury foods than at any other time of the year