



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



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