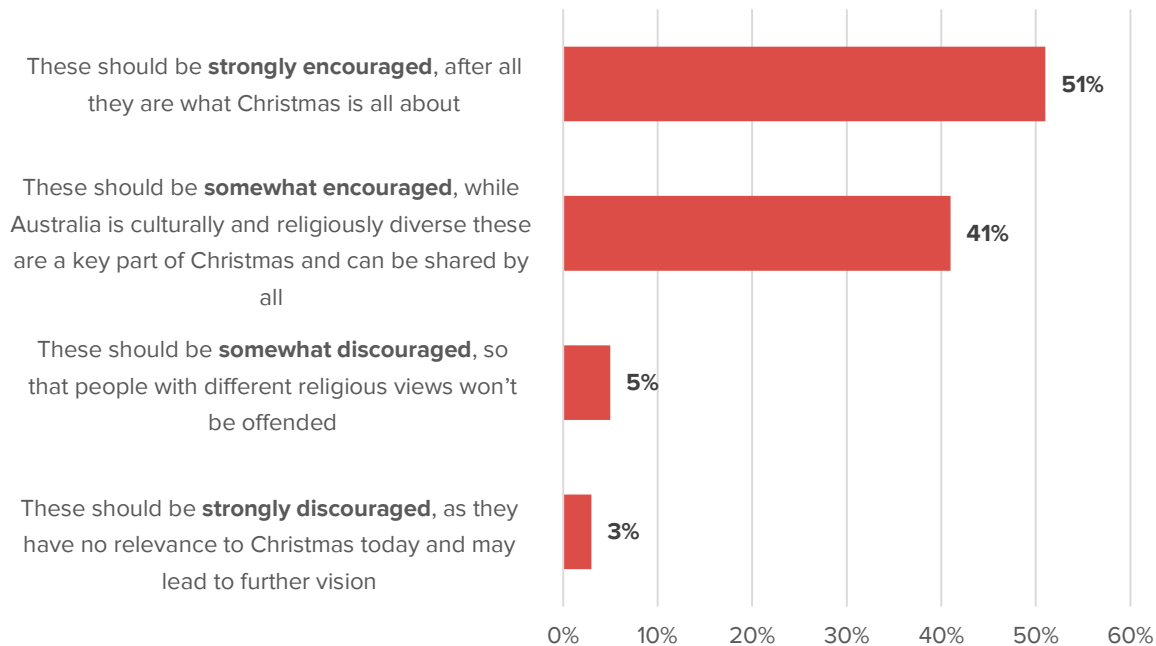


CHRISTMAS – TRADITIONAL VALUES AND AUSTRALIAN SPENDING IN 2014

24 November 2014 – In the lead up to Christmas, McCrindle Research surveyed 1,024 Australians to discover their views on the religious traditions of the Christmas season and their spending intentions for Christmas 2014.

9 in 10 Australian's think religious traditions of Christmas should be encouraged

Q. To what extent should the religious traditions and symbols of Christmas (such as nativity scenes, angels, Christmas carols etc.) be allowed to have a public presence in Christmas celebrations?

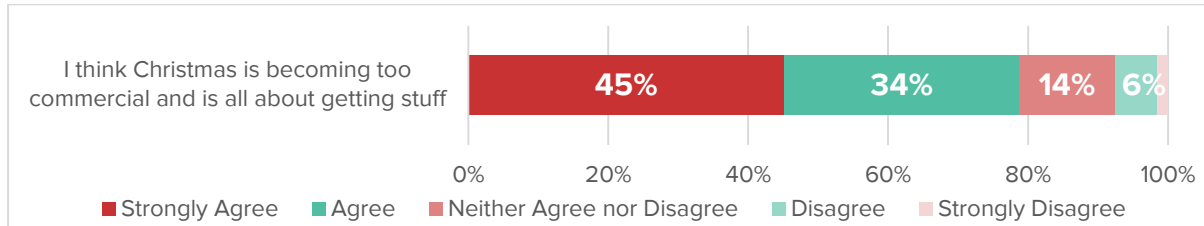


From angels and stars featuring on Christmas trees to nativity scenes filling shopping centres and thousands attending Carolling events across the country, it's hard to ignore the religious traditions and symbols that characterise the Christmas season.

However it would appear that, not only do Aussie's tolerate these religious traditions, 9 in 10 (92%) think they should be **encouraged to have a public presence**.

This follows a 2013 study conducted by McCrindle in which almost 8 in 10 (79%) said that Christmas was 'becoming too commercial and all about getting stuff,' with the same percentage stating that Christmas has lost some of its Christian meaning. 1 in 2 (49%)

indicated they were unhappy about the loss of the Christian meaning associated with this holiday, further reiterated in this year's research.



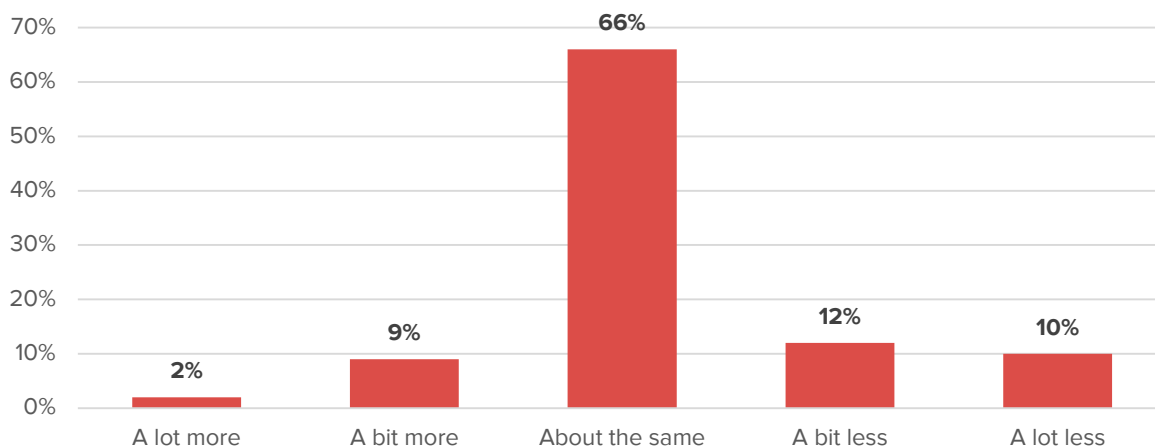
The older an Australian is, the more likely they are to **strongly encourage** the public presence of religious traditions and symbols in public Christmas celebrations. This was indicated by 2 in 3 (66%) of those belonging to the Builder generation (those aged 69+) and 3 in 5 (60%) Baby Boomers (50-68).

Generation	Gen Y	Gen X	Baby Boomers	Builders
% that strongly agree	35%	48%	60%	66%

2 in 5 (41%) Australians also acknowledge that while we live in a culturally and religiously diverse nation, **Christmas and its traditional and religious symbols can be shared by all** and so should be encouraged.

Aussie families will seek to save again this Christmas

Q. Overall do you plan on spending more or less money on Christmas this year compared to last year?



With the cost of living at a higher rate than ever before, Aussie families will be looking to save money where possible again this Christmas, with twice as many intending to spend less (22%) than more (11%). However, **in a sign of slowly returning consumer confidence**, two thirds

(66%) of Australians plan to spend about the same that they did last year (a figure significantly up from 49% who reported the same thing a year ago).

% planning on spending less at Christmas	
2012	29%
2013	33%
2014	22%

While Australians still plan on saving, the financial burdens seem to have eased since last year when over a third (33%) planned on spending less, compared to 1 in 5 (22%) that will do the same this Christmas. While this rate peaked last year at 33% **Australian's are now on the recovery path**, measured by consumer intention.

Like last year, Gen Y will be the biggest spenders, with 1 in 5 (20%) looking to spend more than they did last year (compared to 12% Gen X, 7% Baby Boomers and just 4% Builders).

When asked how Australians plan on saving money this Christmas, the top 10 most featured answers included:

1. Restrict the number of presents for each person
2. Only give presents to children
3. Participate in a Kris Kringle gift-giving exercise
4. Get creative by giving hand-made gifts as presents
5. Avoid unnecessary Christmas purchases
6. Not going overboard with food
7. Do some serious bargain hunting
8. Make the most of Boxing Day sales and buy gifts after Christmas
9. Not travel at Christmas time
10. Host Christmas at someone else's house

Study Demographics

About this study: This research was conducted by McCrindle Research in November 2014 based on a nationwide study of 1,024 respondents.

For comment or enquiries, please contact **Ashley McKenzie** at ashley@mccrindle.com.au or via 02 8824 3422.

	This survey #	This survey %	National % of population aged 18+
GENDER			
Male	514	50%	50%
Female	510	50%	50%
TOTAL	1,024	100%	100%
AGE			
18-19	19	2%	GEN Z 2%
20-34	263	26%	GEN Y 28%
35-49	265	26%	GEN X 27%
50-68	325	32%	BOOMERS 29%
69+	152	15%	BUILDERS 15%
TOTAL	1,024	100%	100%
STATE			
NSW	313	31%	32%
VIC	262	26%	25%
QLD	196	19%	20%
TAS	18	2%	2%
NT	9	1%	1%
SA	104	10%	7%
WA	108	11%	11%
ACT	13	1%	2%
TOTAL	1,024	100%	100%