

# Merry Christmas

from mccrindle

## Aussies first to experience Christmas Day

Australia beats 99.8% of the world to Christmas (yes, New Zealand you beat us, we know!)

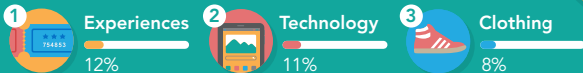


\* Oliver, Charlotte #1 baby names for 2015


## Merry Christmas Gen Alpha!

A special Merry Christmas to the 302,950 Australian newborns in 2016 and their families who are celebrating their first Christmas.


## Our Christmas wish list:



## The WORST gifters are:

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- 1 Extended family (15%)
  - 2 Work colleagues (10%)
  - 3 Boss (7%)

## And the BEST:

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- 1 Spouse/Partner (28%)
  - 2 Mum (28%)
  - 3 Dad (6%)

## Christmas cards are (still) in

Aussies would prefer to receive a Christmas card in the mail (41%) than an E-card (21%). This is even true for tech-savvy Gen Y, with more than a third (36%) preferring to receive a Christmas card in the mail than an E-Card (26%).

