



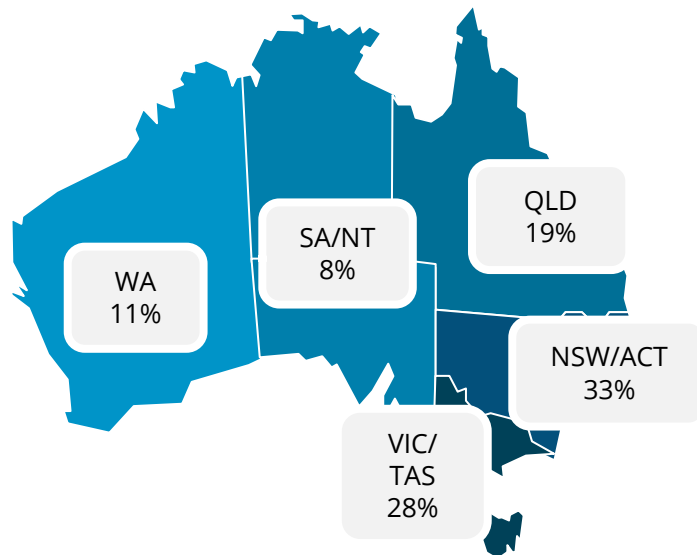
Christmas on a Budget: Trends in Australian Holiday Spending

fifth
quadrant

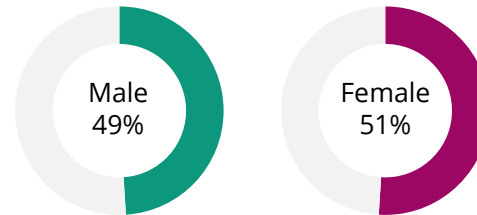
Methodology & Sample

Each month, Fifth Quadrant conducts an online survey of n=1,000 consumers in Australia to stay on the pulse with consumer sentiment and behaviour. A nationally representative sample of Australian consumers is obtained to reflect the make-up of the population. Data is then weighted to best ensure the actual distribution by location, age, and gender.

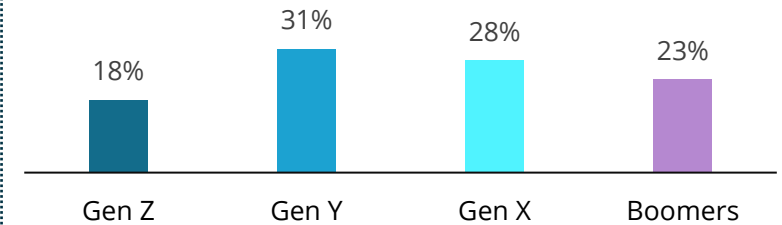
Location



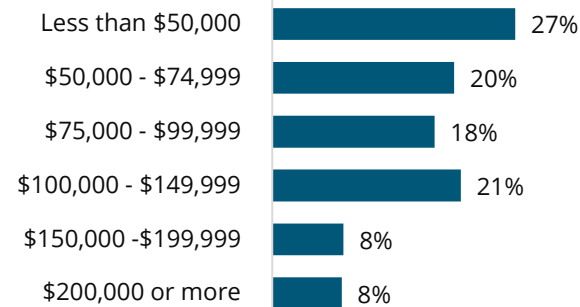
Gender



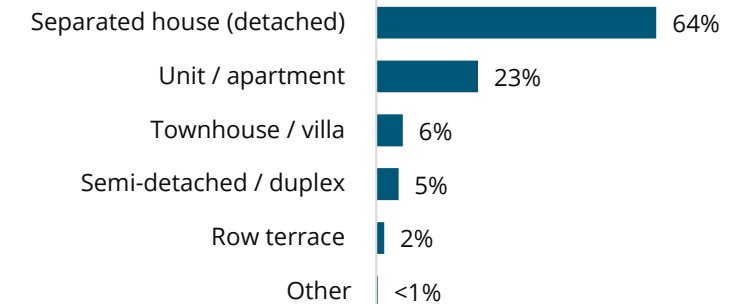
Generation



Pre-Tax Household Income



Dwelling Type



Note: charts show unweighted data

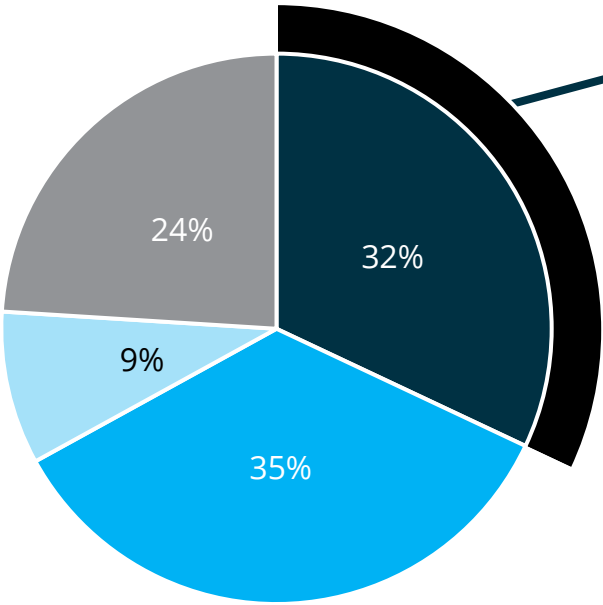
How are Aussies Budgeting for Christmas?

More Australians are setting stricter budgets for Christmas this year, with 32% now intending to stick closely to a set holiday budget, up from 23% last year. Additionally, the number of Australians not setting any budget has dropped from 33% in 2023 to 24% this year.

Which of the following best describes you?

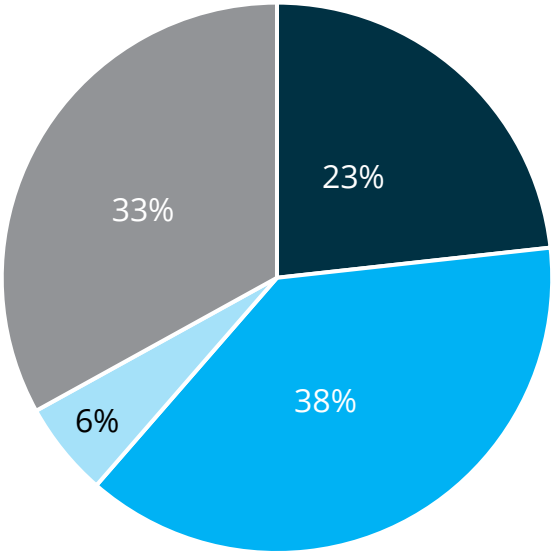
All Australians - 2024

- I set a budget for Christmas spending, and I stick to it
- I set a budget for Christmas spending, but I sometimes go over it
- I set a budget for Christmas spending, and I usually go over it
- I don't set a budget for Christmas spending



32%
of Aussies setting a strict budget for Christmas this year, up from 23% in 2023

All Australians - 2023

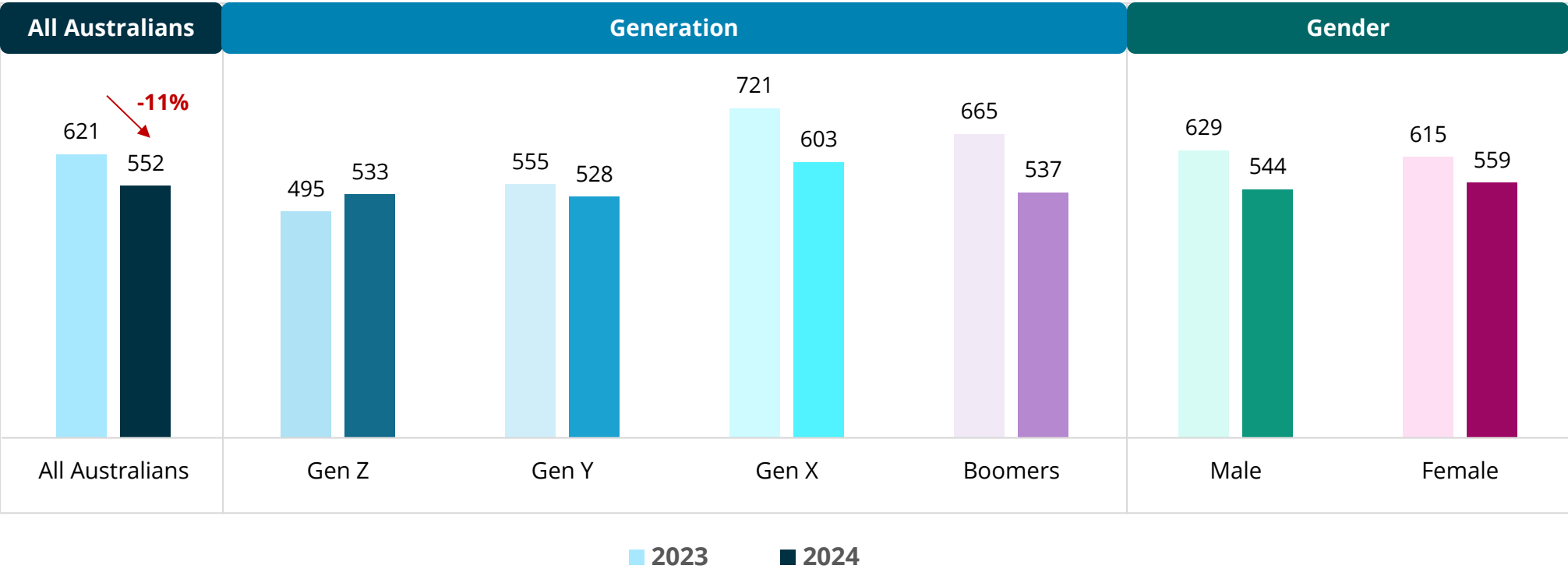


How much are Aussie's intending to spend this Christmas?

This is reflected in a more cautious approach to Christmas spending this year. The average planned expenditure on gifts has dropped by 11%, from \$621 in 2023 to \$552 this year, highlighting a tightening of purse strings amidst continued cost-of-living pressures.

Thinking about all of the Christmas gifts you are planning to buy; how much do you expect to spend in total on Christmas gifts this year?

Average spend (\$ AUD), 2023 vs. 2024

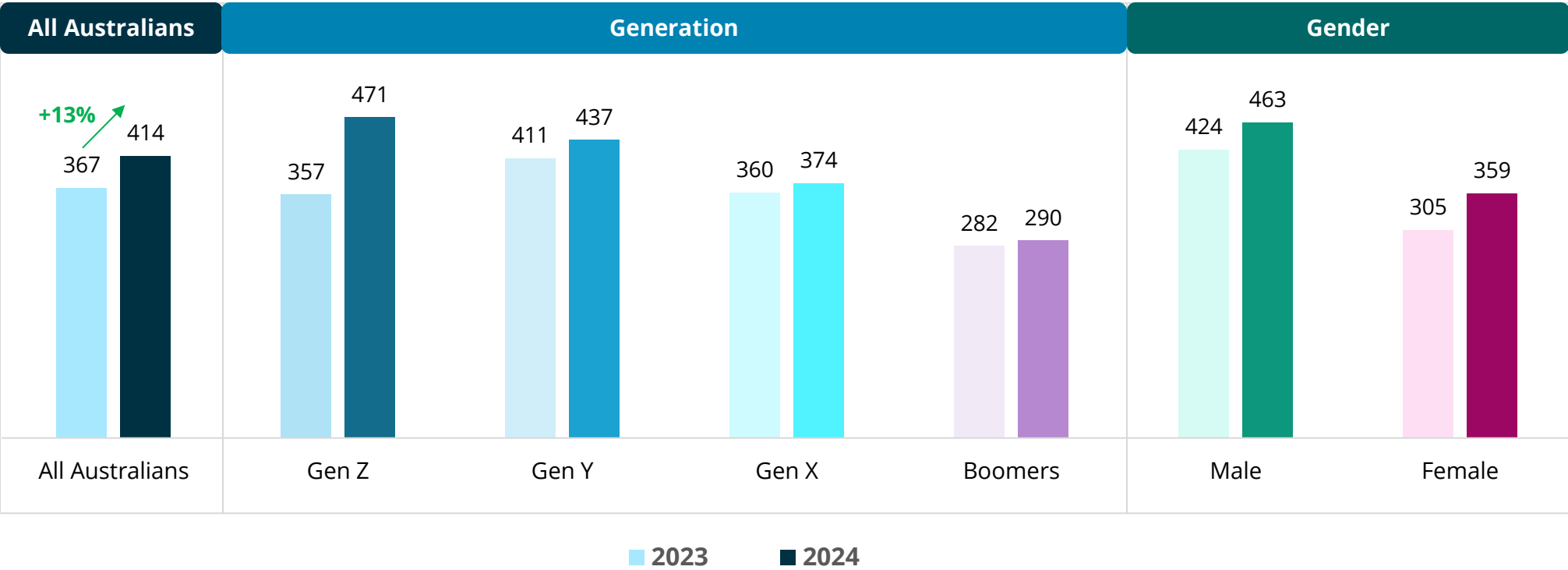


How much are Aussie's intending to spend on post Christmas sales?

While there is a conservative approach towards Christmas gifts, enthusiasm for Boxing Day and New Years sales is stronger, particularly among Gen Z.

How much do you plan to spend in total during the Boxing Day/New Year sales this year?

Average spend (\$ AUD), 2023 vs. 2024





Too often, we see businesses confusing data with insights.

Numbers don't answer business questions by themselves, but they still feel tangible.

We believe you need to go further.

Our people layer their understanding of the underlying business environment, context and market on top of primary or secondary data, using their expertise to discover insights that unlock tomorrow's opportunities, today.

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Thank You

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