

Christmas

WITH **9** **Nine**



9 **Honey**

Christmas
WITH **9** **Honey**

Today

Today
EXTRA

CHRISTMAS IS
A CHANGE IN

Mindset

**WE SPEND
MORE TIME
WITH FAMILY
THAN
FRIENDS**

87%
Celebrate
Christmas with
family

53%
More money
spent
socialising

**WE SPEND
MORE TIME
INDULGING**

**WE SPEND
MORE ON
OURSELVES**

45% of
Consumers
will buy a
gift for
themselves

CHRISTMAS FESTIVE

Spend



The spend cycle starts well before December, with consumers consciously spending at heightened levels in November.

A family of four is sitting on a couch, smiling and laughing. A woman is holding a baby who is laughing. A man is holding a young boy who is holding a smartphone. The background is dark with many small, glowing yellow stars.

WHAT OUR AUDIENCE
HAS TO SAY ABOUT

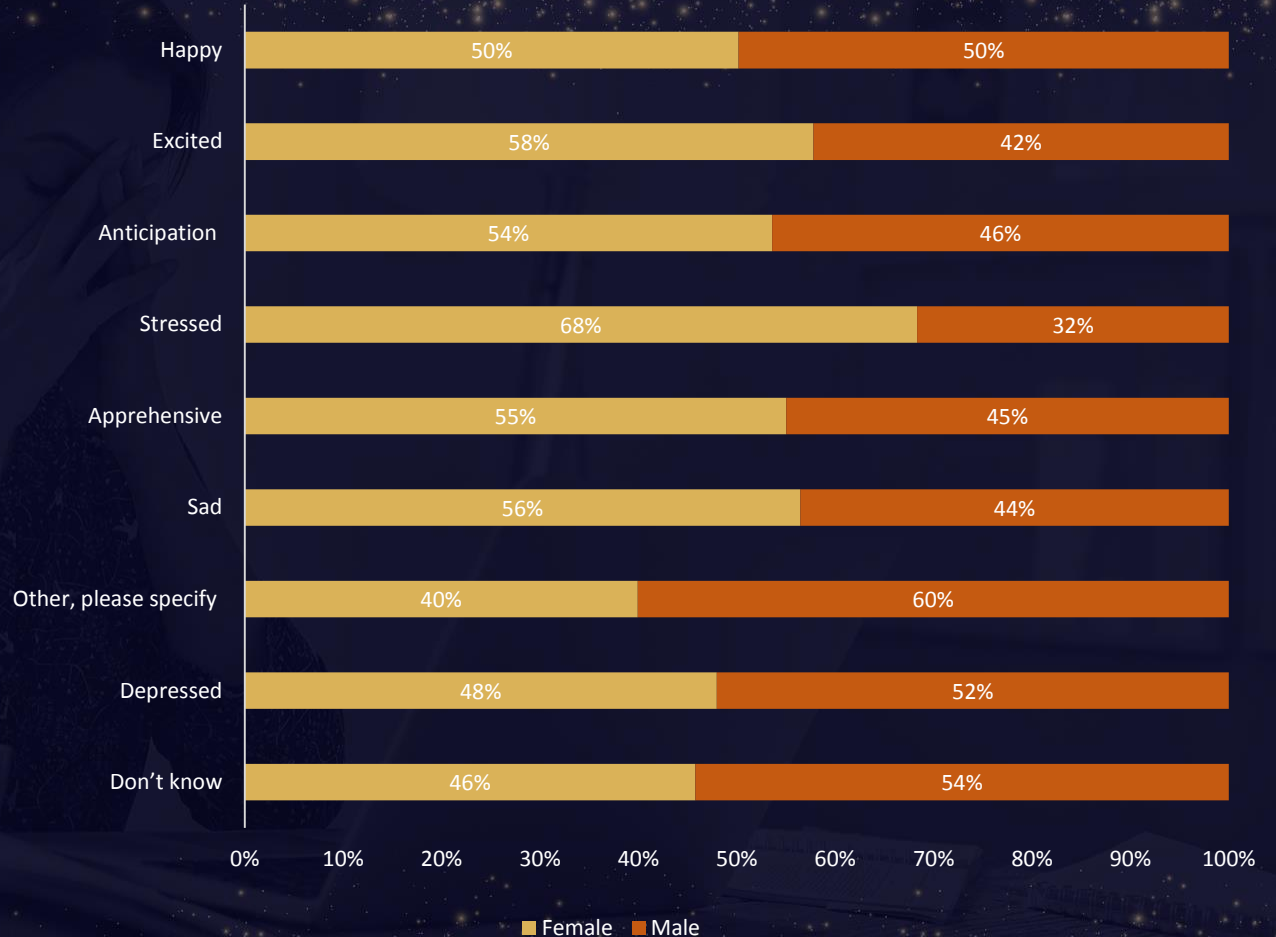
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Christmas

65%

of people say it's the happiest time of year. But, for women in particular its also one of the most

Stressful



THE STRESS STARTS
EARLY... BUT IT'S A

Balancing

ACT

79%

Start thinking about
Christmas in August

66%

Spend more time
shopping

57%

Socialise more

35%

Eat out more

THEY ARE
HITTING THE

Shops

But...

93%

like the idea of visiting the store to purchase their gifts

51%

The reality is buy their gifts using both online and instore

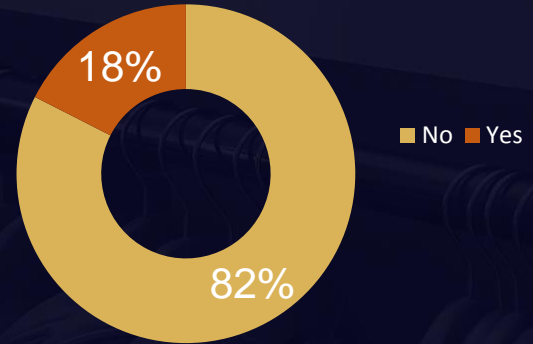
THEY ARE
ON A

Mission

BUT EASILY
INFLUENCED...

61%

go to the shops
with some ideas
of what they want
to buy but will
generally get
influenced by
what's instore



It's not a
one-stop shop

FACTORS THAT INFLUENCE THEIR

Shop

**GIFT
GUIDES
INSPIRE
SHOPPING**

1/3

Use gift guides to
aid their purchase
decisions

**YOUNGER
SHOPPERS
LOVE THE
EXTENDED
OPENING
HOURS**

71%

People 16-29 take
advantage of this

**BARGAINS
DRIVE
CONSUMER
ENGAGEMENT**

79%

Shop where they can
save money

**EASE OF
TRANSACTION**

52%

Shop close to home
or work, or has fast
delivery service

IT'S A
TIME TO

Treat yo self

40%

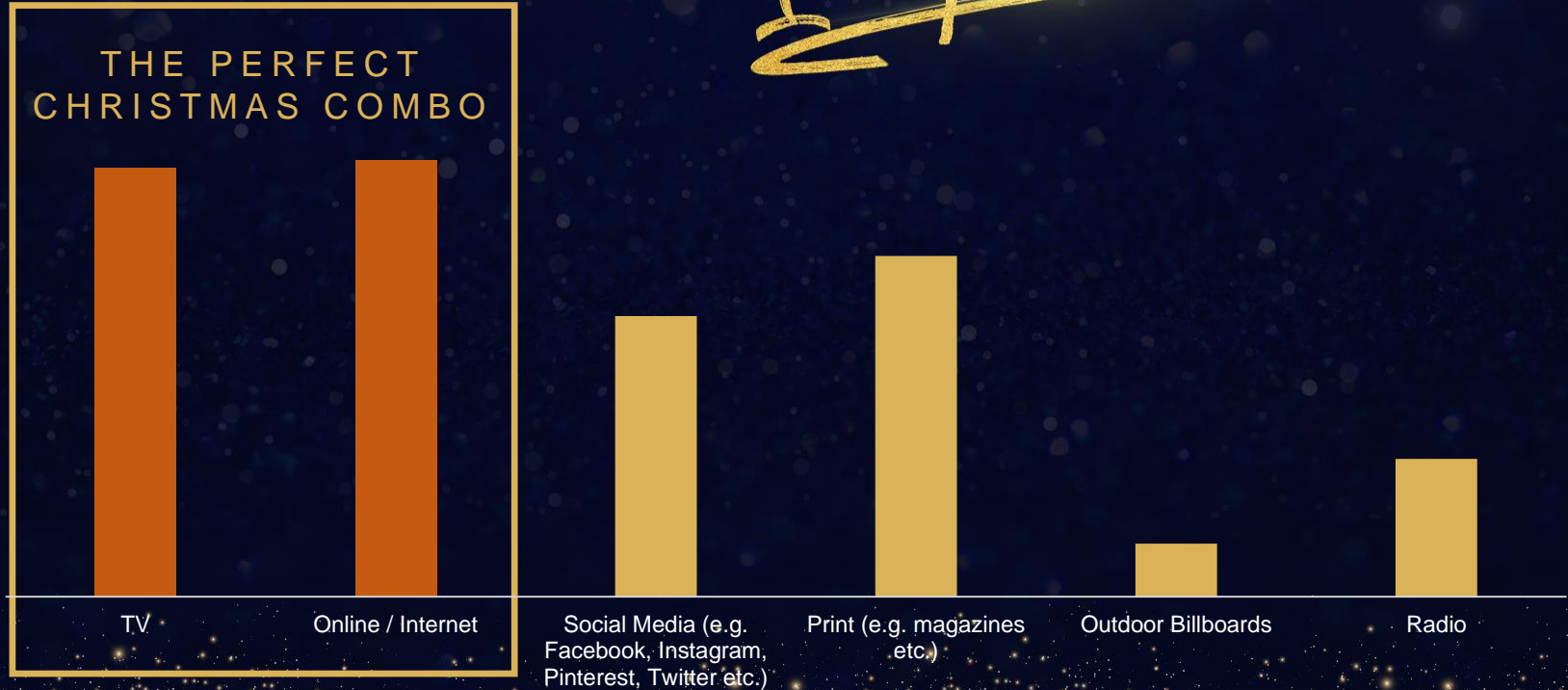
Spend more than
\$500 on gifts

1 in 2

Treat themselves
with a gift

CHRISTMAS SHOPPING

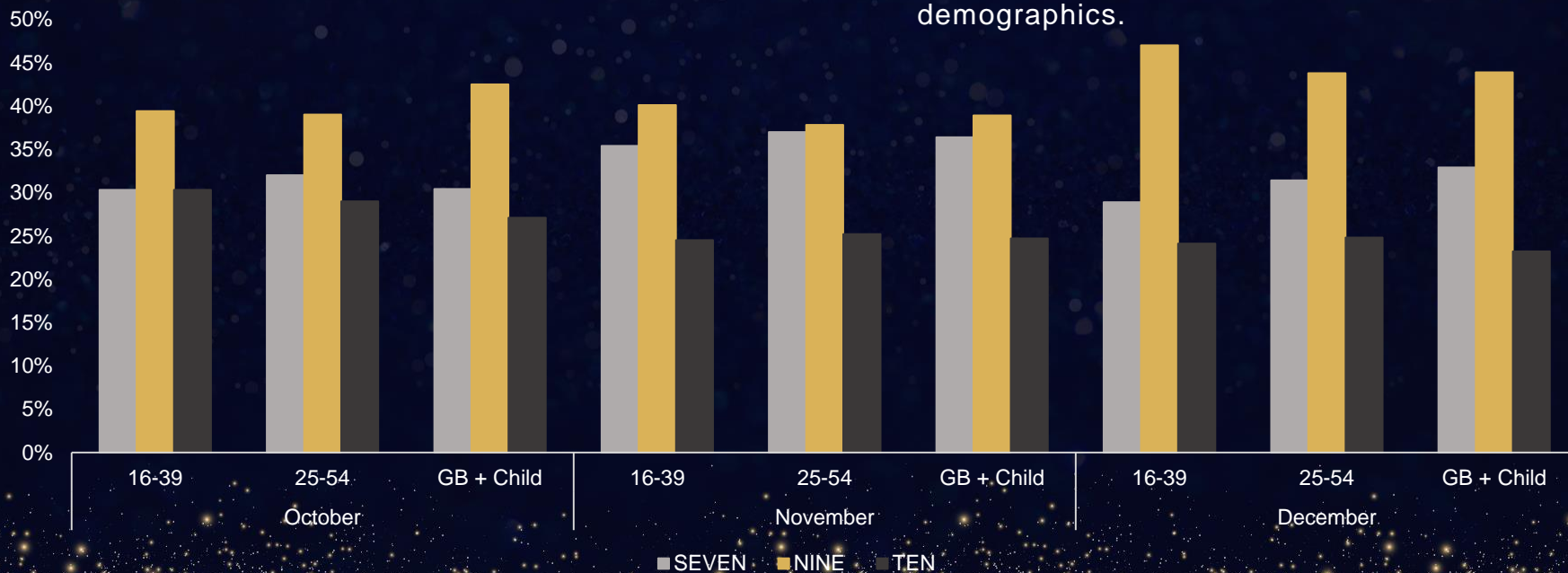
Inspiration



AUSTRALIA'S LEADING FESTIVE SEASON

Broadcaster

From open to close, Nine leads the way across the festive months for all key buying demographics.

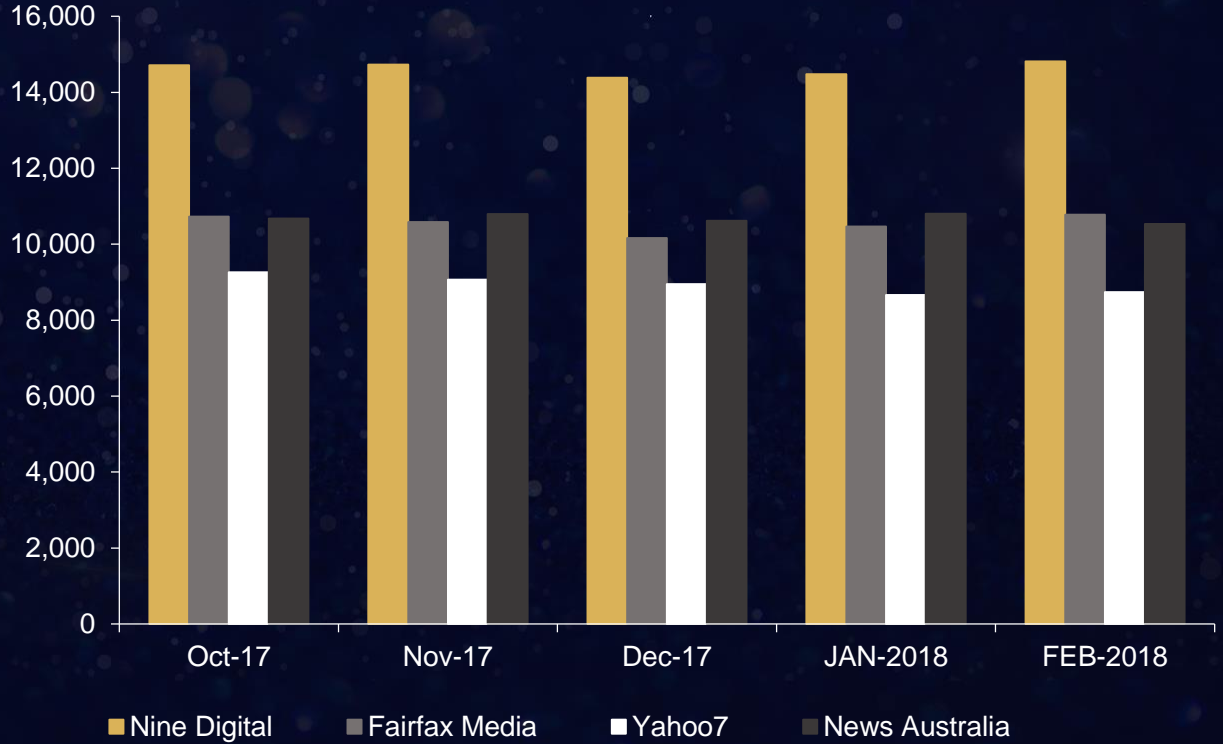




AUSTRALIA'S
NUMBER ONE

Digital

NETWORK



Source: Nielsen AQX Monthly Data Oct 17-Mar18



For further information regarding our Christmas Packages

[PLEASE CLICK HERE](#)