



news release

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Australians among world's most generous Christmas gift-givers

Australians are in the top five most generous gift givers at Christmas according to preliminary findings from an international AXA study.

The research showed that Australians are more generous than other countries including the UK, Canada and Germany. Despite several factors including high petrol prices, the threat of increased interest rates and inflationary pressures, the Christmas spirit is alive and well in Australia.

The international research revealed that Australian workers were the fourth most generous givers and Australian retirees the second most giving during the festive season – 89% of workers and 83% of retirees will be buying gifts for family, friends and colleagues this year.

The research also demonstrated a trend toward Australians buying what AXA refers to as 'lifestyle and experience gifts'.

General Manager of Sales and Marketing, Adrian Emery, explained that these types of presents are all about giving an experience, or something that adds value to their lifestyle.

"Rather than a food processor or mobile phone, Australians are giving concert and theatre tickets, CDs and DVDs," Mr Emery said.

"The study shows that other popular gifts include clothes, wine and chocolates. Perhaps this reflects Australians' love of celebrating at this time of the year."

Retailers will also be glad to hear that 26% of Australian workers are planning to spend more on Christmas presents this year and an average of \$861, whilst retirees will spend an average of \$579 on their loved ones. These figures position Australia fifth out of the countries surveyed.

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These findings are the first results to be released from the international AXA study. Due for release in early 2006, the complete study will measure expectations and experiences of retirement in Australia and around the world.

Most generous gift giving countries (workers and retirees):

-  1. New Zealand
-  2. USA
-  3. France
-  4. Australia
-  5. UK
-  6. Canada
-  7. Germany
-  8. Belgium
-  9. Spain
-  10. Italy
-  11. Japan
-  12. Hong Kong

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