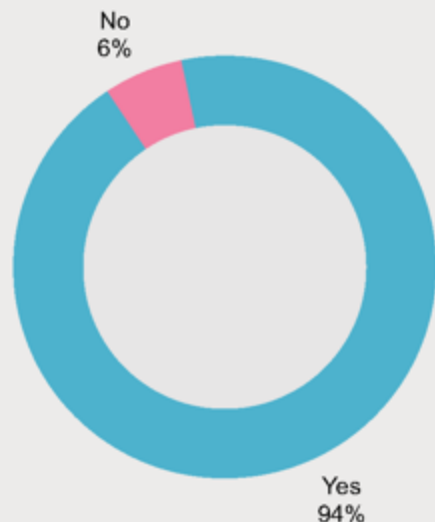




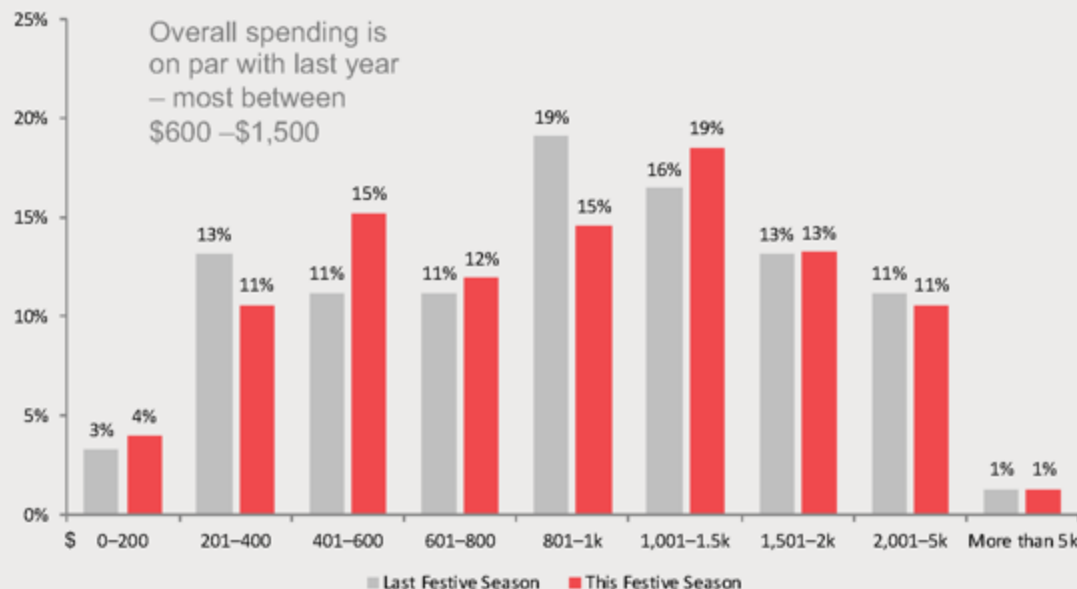
# #IRISVOXPOP ILLAWARRA CHRISTMAS SHOPPING INTENTIONS SURVEY 2018

ALL RESPONDENTS ARE MEMBERS  
OF THE IRIS RESEARCH ONLINE PANEL  
NOVEMBER 2018

# MOST OF US PLAN TO DO SOME CHRISTMAS SHOPPING AND WILL SPEND \$600 TO \$1,500



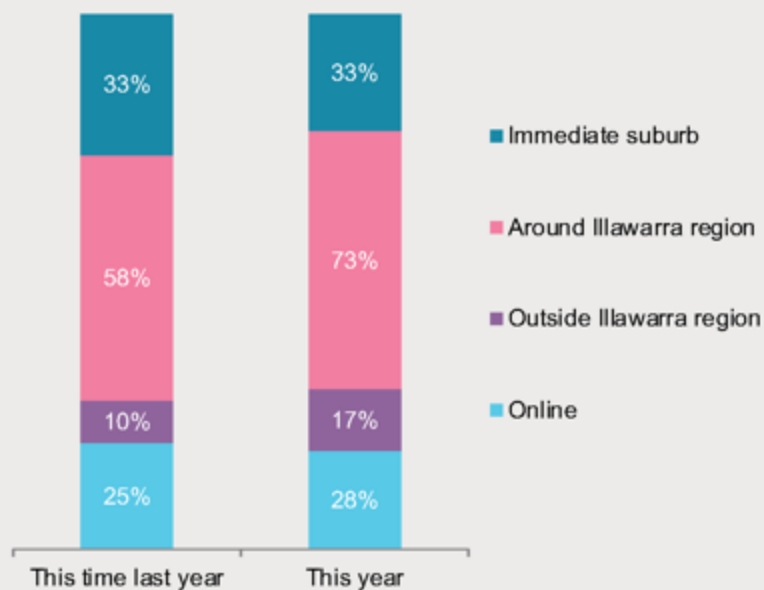
Base: All shoppers (n = 152)



#IRISVOXPOP ILLAWARRA CHRISTMAS SHOPPING INTENTIONS SURVEY 2018 © IRIS RESEARCH

Base: All respondents (n = 178)

# WE'LL MOSTLY SHOP LOCALLY, CHOOSING CONVENIENCE AND SERVICE OVER VALUE FOR MONEY AND RANGE OF GOODS/SERVICES



	Locally	Outside the region	Online
Convenience	64%	21%	23%
Better value for money	33%	13%	55%
Better range of goods and services	36%	50%	51%
Better service	19%	-	11%
Superior shopping experience	22%	20%	9%
Not available in the Illawarra	-	40%	57%

# EXPECTED SPENDING WILL BE DOWN ACROSS HALF OF THE CATEGORIES MEASURED



## HIGHEST MOVERS SINCE LAST YEAR

GAMES, CDs +2%

WINE AND SPECIALITY FOODS +1%

BOOKS -4%

GIFT CARDS -8%

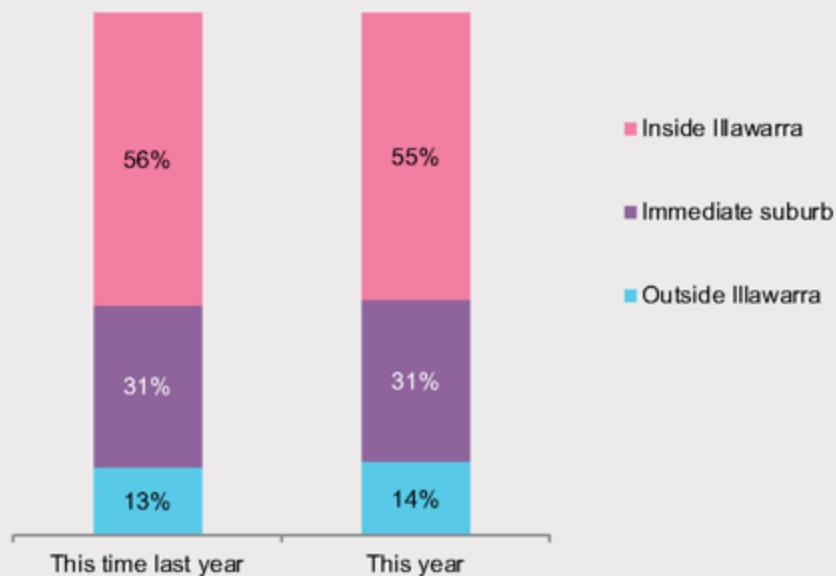
CONFECTIONERY /CHOCOLATE -8%

JEWELLERY -12%



18 goods and services categories measured

# WE WILL BE DINING OUT LOCALLY AS WELL



**DINING OUT**  
**89%** **80%**  
THIS TIME LAST YEAR THIS YEAR