

Media Release



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Locals to inject around \$316M into the region's economy over the festive season.

IRIS Research annual Christmas shopper study has found that almost 78% of Illawarra residents will be doing their Christmas shopping locally this year.

Our second annual IRIS Research Christmas Shopping Intentions survey of residents' spending intentions indicates the average Illawarra adult (18+) will spend around \$1,276 each, this festive season, in addition to cost of living expenditures.

Based on the total number of residents aged 18 and over, across the five Illawarra LGAs the results of this research indicate that locals will spend an estimated spend of \$403 million during the 2019/20 festive season of which around \$316M will be spent in the local economy.

While better range services and goods was rated as the most important factors influencing consumers to shop outside the Illawarra, almost three in four say that loyalty programs are driving them to shop within the Illawarra.

Online shopping will increase by 14% this year on last year, accounting for 28% of shopping activity. Residents find online shopping offers better range and value for money, as well as accessing products that are unavailable in the Illawarra.

Peter Watts, Chief Executive, IRIS Research said: "This research shows that despite competition from online and out-of-region shopping alternatives, local retailers can look forward to attracting the Christmas spend by offering consumers a superior shopping experience."

The survey also investigated shopping intentions across 18 goods and services categories and found that most categories are likely to increase across the board, intimate apparel, cosmetics or beauty products, spirits and giftcards.

The research also shows that 80% of respondents will be dining out locally more this festive season, with over one in three choosing to dine in our immediate suburb.

The #IRISVoxpop Christmas Shopping Intentions 2019 survey was conducted 4-12 December 2019. 194 respondents completed the on-line questionnaire. The survey was conducted with IRIS Research's exclusive On-line Community Panel which comprises almost 2,000 Illawarra residents over 18 years of age.

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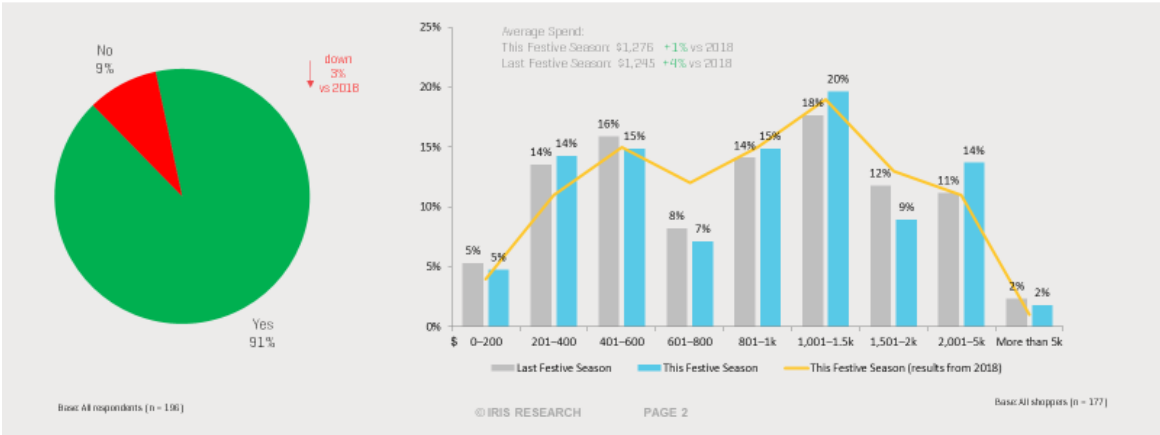
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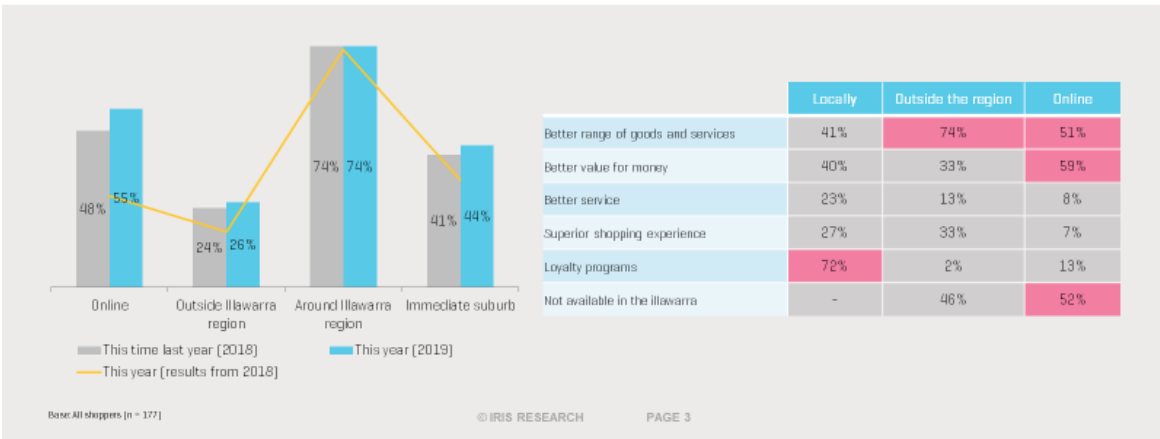
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MOST OF US PLAN TO DO SOME CHRISTMAS SHOPPING THIS YEAR

Slightly less people are shopping for Christmas in 2019, however spend has slightly increased YoY.



WE ARE STILL PROMINENTLY SHOPPING IN THE ILLAWARRA DUE TO LOYALTY PROGRAMS. WE HAVE ALSO INCREASED OUR OTHER METHODS DUE TO THE RANGE OF GOODS AND SERVICES AVAILABLE.





THERE IS AN INCREASE ACROSS MOST CATEGORIES

GREATEST MOVERS

Intimate apparel, underwear or sleepwear	21%	+80%
Cosmetics or beauty products	27%	+46%
Spirits	33%	+43%
Giftcards	60%	+35%
Toys and games	44%	+25%
Confectionary/ chocolate	67%	+19%
Grooming / beauty services	17%	17%
Books	49%	15%
Beer / Cider	50%	10%
Fragrances	25%	7%

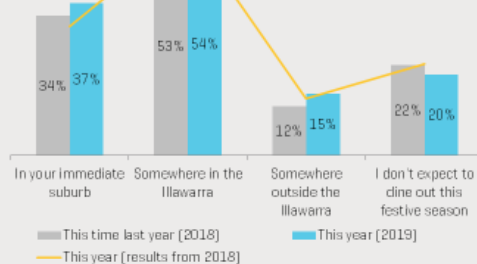
Jewellery	23%	-18%
Cookware & Appliances	13%	-6%
CDs, DVDs, video games	21%	-2%

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Base: All shoppers (n = 159-177)

PEOPLE CLAIM TO BE EATING OUT MORE THIS YEAR.



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Base: All shoppers (n = 159-177)

DINING OUT
78% **80%**
 THIS TIME LAST YEAR THIS YEAR