



Stuff

Christmas Survey '22

Research & Insights

Stuff heard from 2,065 Kiwis about their upcoming Christmas / Kirihimete plans. Have a read to find out what we discovered.



Most (91%) of Kiwis are planning on celebrating Christmas this year and it's spending time with whānau and friends that they are most excited about.



Be mindful of what NZers are *not* looking forward to:

1. Crowded stores
2. Spending money - money is tight at the moment
3. Bombarded with Christmas deals



7 in 10 pet owners are buying presents for their fur babies and it's most likely going to be treats (48%) so make sure these are front and centre.



If you are still wondering what to get someone for Christmas, Kiwis have spoken and they are hoping for:

- Books (23%)
- Gift cards (20%)
- Money (17%)

Christmas traditions

How many of us will celebrate
and what are we looking
forward to?

LET'S GET FESTIVE



91%

of Kiwis are planning to celebrate
Christmas this year.

HOW WILL KIWIS GET IN THE SPIRIT?

87%

Spending time with
whānau and friends



76%

Giving presents



66%

Food



63%

Summer weather



58%

Putting up a tree



58%

Getting presents



41%

Playing Christmas
music



37%

Putting up indoor
decorations



36%

Watching Christmas
movies



34%

Go look at local
Christmas lights



22%

Making Christmas gifts



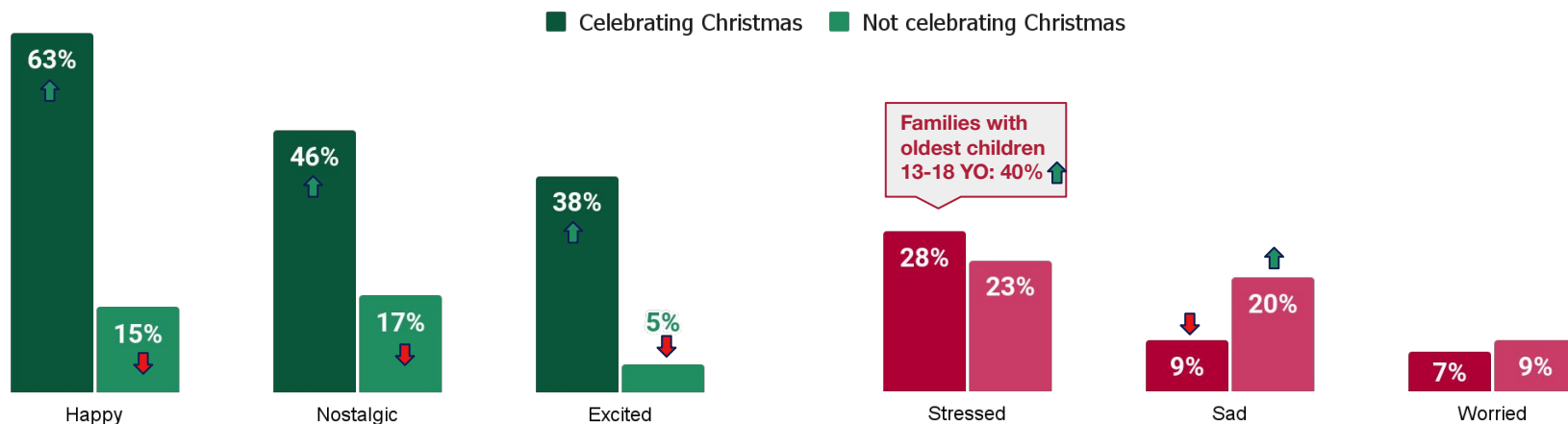
Those that are **not going to celebrate** Christmas still have plans - **relaxing** (especially women) and **spending time with their families**.



NZers are mostly **feeling positive about Christmas**, particularly **happy**. Those that are **not celebrating** are mainly **stressed** and **twice as likely** to be **sad** than those that are celebrating - let's be mindful of everyone this year.

+ NET Positive:
76%

- NET Negative:
36%



While Kiwis are looking forward to many Christmas traditions, such as spending time with loved ones and giving presents, we can't hide the fact that they are less enthusiastic about crowded stores and having to spend money with the current cost of living situation.

5% HAVING TO HOST CHRISTMAS AT OUR PLACE

Almost all NZers are happy to host Christmas at their place.

12% BEING WITH FAMILY (WE WON'T TELL ANYONE)

Thankfully it's not many that are dreading their family but it's 18-34 YOs most likely to say this (17%).

14% NOT BEING WITH MY FAMILY

We are thinking of those that can't be with their whānau this Christmas.

29% BUYING PRESENTS

It's men again that are less enthusiastic about buying presents (35% vs. 23% women) and also those completing Christmas shopping the week before Christmas (41%)



62% CROWDED STORES

This is mainly everyone's dislike but especially high income households (>150k; 70%) and those that will be buying their presents in the next week or so (68%)

54% SPENDING MONEY - COST OF LIVING SUCKS AT THE MOMENT

This decreases with age so it's 18-34 YO most adverse to it (68%)

46% BOMBARDED WITH CHRISTMAS DEALS

Oppositely, this *increases* with age and boy oh boy do 75+ YOs not enjoy this (65%) and unsurprisingly, those that are not celebrating Christmas (56%)

38% AWFUL CHRISTMAS MUSIC IN THE SHOPS

Music can be polarising and it's the men that really aren't looking forward to this (46% vs. 30% women)

8 THINGS KIWIS AREN'T LOOKING FORWARD TO

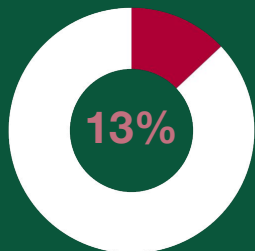
Pets

Are pets getting presents this year?

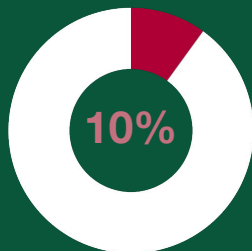
A **quarter** (24%) of Kiwi **pets** have their **own Christmas stocking**. There must have been a stocking sale down south as a **third** (33%↑) of **Christchurch pets** have their own.



They normally make a mess of the Christmas decorations



They have been naughty this year

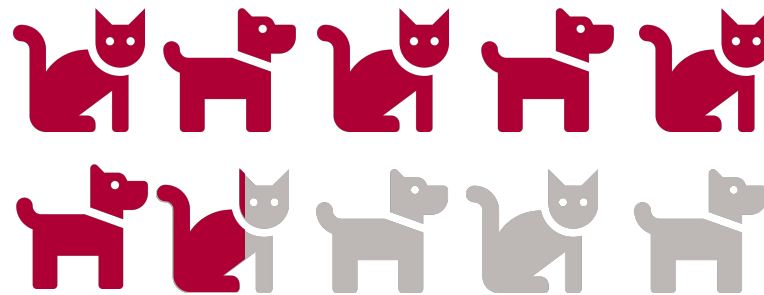


It looks like most **decorations are safe** from pets and that **pets** have **not** really been **naughty** this year.

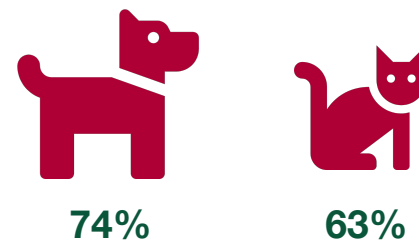




Good behaviour has paid off - almost **7 in 10** (66%) fur babies are **getting presents** this Christmas with young (18-34 YO) pet owners (77%**↑**) and those with pet insurance (78%**↑**) most likely to give something



Kiwis seem to **favour** their **dogs** when it comes to **giving presents** - with 74% of dogs due to receive something whereas only 63% of cats.



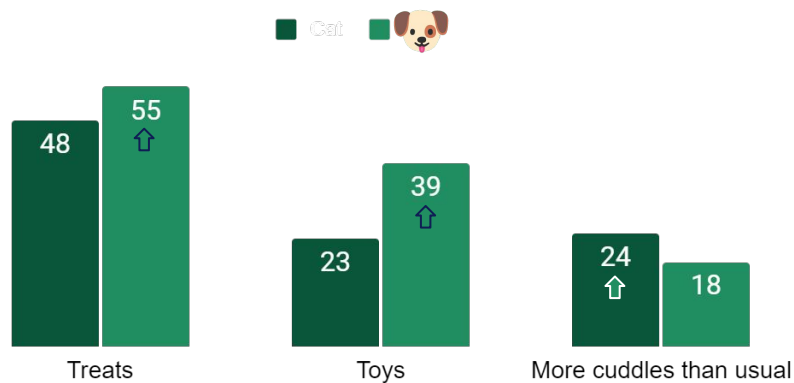
↑↓ Significantly higher/lower compared to Total (95% confidence level)

So what are Kiwi pets getting for Christmas?



Half will get **treats** - delicious - so make sure these are front and centre if you sell these products. **Toys** are also still **popular** and then **1 in 5** pets will be happy to hear they will soon get more **cuddles** than usual.

Dogs are getting the majority of the share when it comes to **treats** and **toys** whereas **cats** are getting more **cuddles**.



↑↓ Significantly higher/lower compared to Total (95% confidence level)



Are they getting anything special for Christmas this year?
Base = 1008

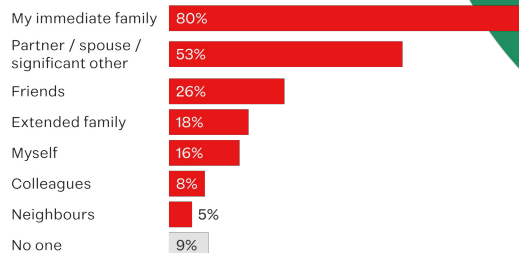
Gift giving

Who gives whom what for this
year's merry season?

Christmas is truly family time when most of us buy gifts for our immediate whānau.



Who do we give gifts to?



On average, we will buy 6 gifts overall.
Pretty generous, eh?

Q. Who are you buying Christmas gifts for this year?

Base: Total=2065

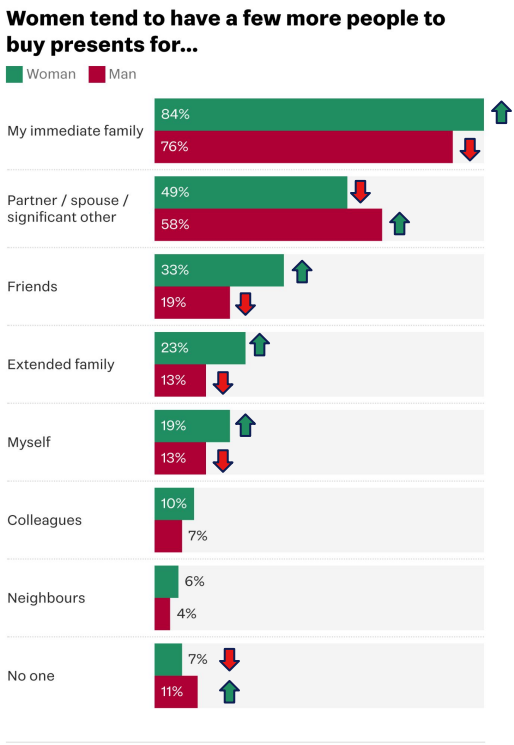
Q.Thinking about the presents you are buying, roughly... - How many gifts are you planning to buy this year?

Base: Total=1829

Women spread the love more evenly than men as they are more likely to buy presents for their immediate and extended whānau and friends.

And while they're at it, they reward themselves for their generosity by buying themselves a gift as well 😊

Men seem to stick to partners and immediate family when it comes to gift giving.



On average, we buy **six** presents and spend **\$375 NZD**

Santa is definitely a lady. The average woman spends \$400 on 8 gifts, while men get away with 5 gifts at a median spend of \$300 NZD.

The cohort with younger children - **35-54 year olds** - spends significantly more on Christmas gifts than other age groups: \$490 NZD as opposed to the overall average of \$375 NZD.

WOMEN

8 gifts



\$400 NZD Median spend

MEN

5 gifts



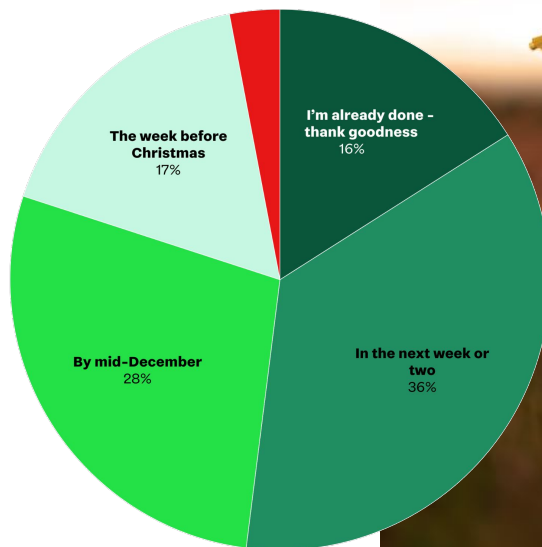
\$300 NZD Median spend

We're no slackers. The majority buys presents well before Christmas day

Older New Zealanders seem to be particularly organised with a quarter (23%) of 65+ year olds already done with their shopping.

When are you planning to get all your Christmas shopping done by?

- I'm already done - thank goodness (16%)
- In the next week or two (36%)
- By mid-December (28%)
- The week before Christmas (17%)
- Christmas Eve (3%)



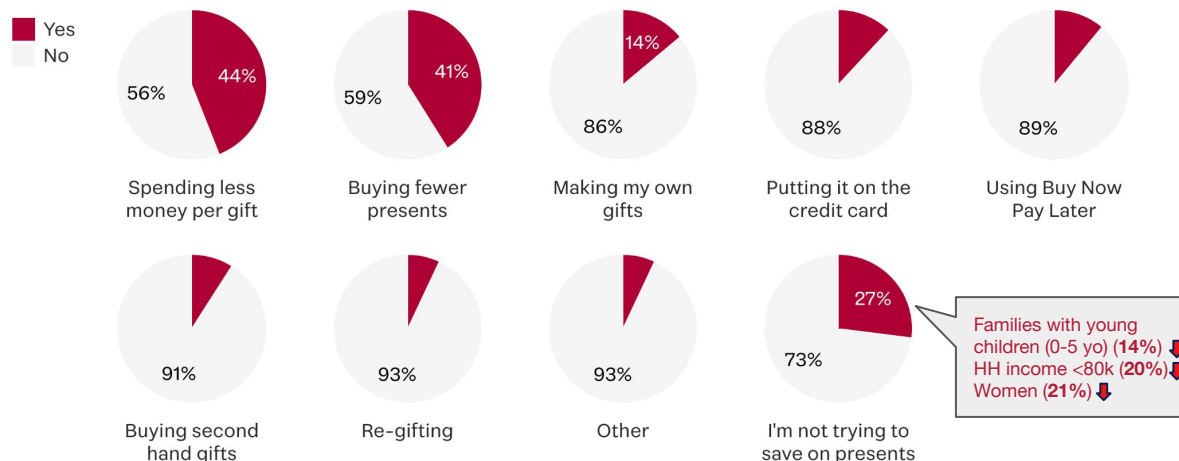
Q. When are you planning to get all your Christmas shopping done by?
Base: Total=1856

Only 1 in 4 Kiwis say they **don't have to hold back on Christmas spending** this year because of cost of living. In order to cope, many Kiwis are trying to **spend less** on gifts or **buying fewer gifts**.

Especially families with young children, lower income households and women are cutting back.

This is in line with recent findings of [Stuff's NowNext Local survey](#) which found that cost of living is a concern for 67% of the population, and the most pressing concern for New Zealanders overall.

Are you doing any of the following to save on presents this year?



Books, gift cards, money and clothes are the safest bets as gifts

Our youngest cohort (18-34 year olds) were significantly less likely to say they want for nothing (20%), whereas 65+ year olds are particularly humble (42%).

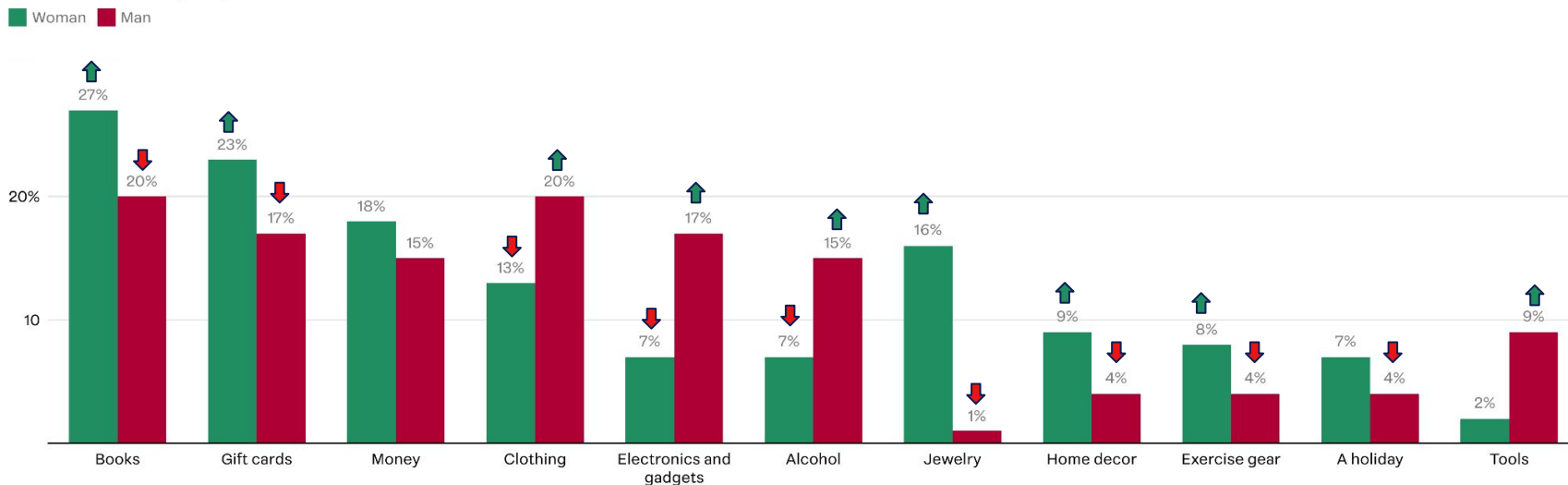
Women, who seem themselves more giving, also seem to expect more: They are less likely than men to say they want nothing for Christmas (26% vs 32%).

Interestingly, lower income households (<80k) are also significantly more likely to say they don't want anything for Christmas (34%). There is likely an underlying correlation with age: Older New Zealanders who are retired have a lower than average household income.



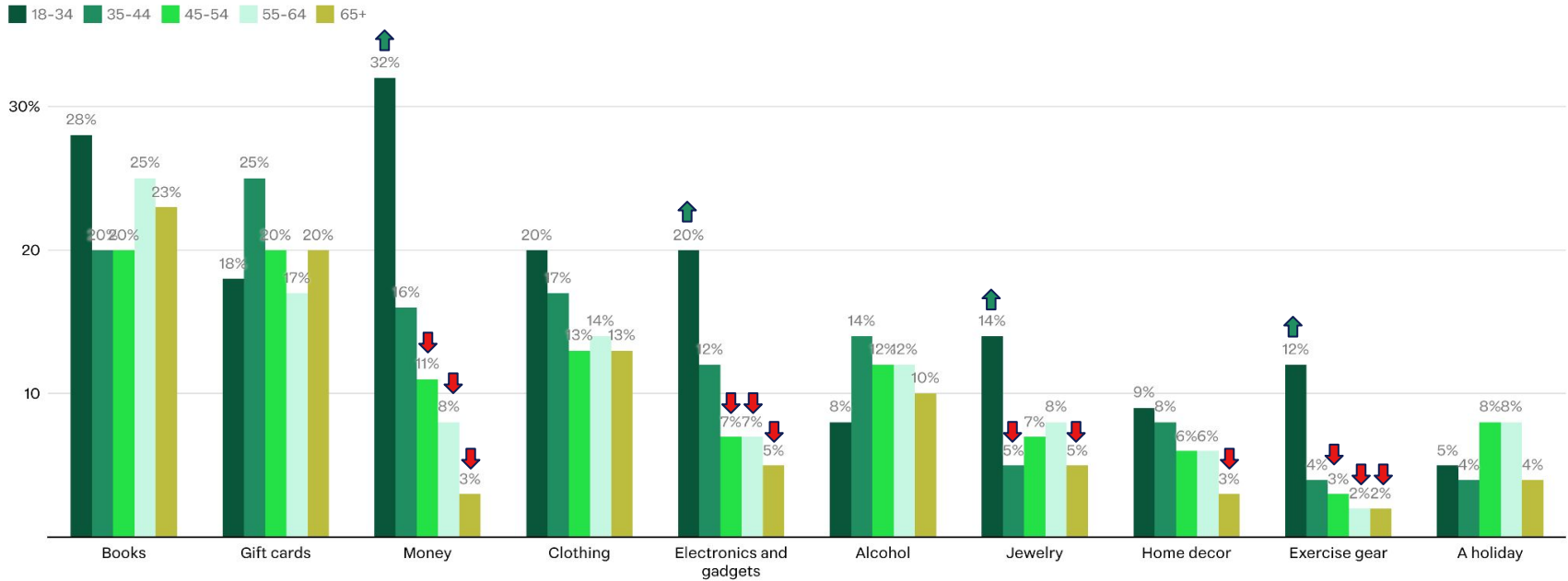
There are pronounced differences in the gifts that women and men prefer. Interestingly, **women** are particularly keen on **gift cards** and **books**, while **men** seem keen to get their **wardrobe sorted** and some **new gadgets** over Christmas.

Differences in gift preference between women and men



Gift preference is of course also dependent on age. **Books** and **gift cards** seem **equally popular** across all age groups, whereas **money**, **electronics and gadgets**, **jewelry**, and **exercise gear** seem to be **more interesting for younger** age groups.

Gift preferences by age





**Meri
Kirihimete**

Stuff