

Media release
7 December 2011

No curb on spending this Christmas for majority of Aussie women

Recent subdued consumer confidence is not putting the brakes on spending this Christmas, with nearly two thirds (63%) of Australian women planning to spend the same amount on Christmas gifts as they did last year and 11% planning to spend more, according to The Heat Group's latest Heat Poll of 520 women.

However there are some women feeling the pinch, with 19% planning to spend less on Christmas gifts when compared to last year. While 7% are not sure if they will spend more, less or the same.

"While the majority of women are planning to spend the same amount on Christmas gifts this year as they did last year, we believe that they will make their budgets stretch further than previous years," says Gillian Franklin, Founder and Managing Director of The Heat Group. "Women are becoming more and more shopping savvy, and they are taking the time to seek out value for money."

When it comes to budgets, 43% of women have indicated they are planning to spend between \$200 and \$600 on Christmas gifts this year and 22% plan to spend between \$600 and \$1000.

Online shopping plays a big part this Christmas, with a significant 69% of women planning to shop for some of their Christmas gifts online.

While many women are avoiding the Christmas crush by shopping online, there are still some women who are yet to embrace online shopping, 31% of women indicated they would not be shopping online for Christmas gifts at all this year.

"There are women who still prefer to shop in store and we have noticed that bricks and mortar retailers have introduced additional marketing activities, not always seen at Christmas time, to compete with online shopping. Activities such as increased rewards for loyal customers, an increase in VIP shopping events and pre-Christmas discounts, product sampling and entertainment, are being used to enhance the shopping experience," says Gillian.

Over half (61%) of the women polled report that their stress levels increase over the Christmas period. The top cause of stress, for 28% of women, is having the money available to cover all the costs.

-ENDS-

Media enquiries:

Naomi Hellenen | The Heat Group | 03 8545 7129 | 0427 822 791 | naomih@heatgroup.com.au

About The Heat Group

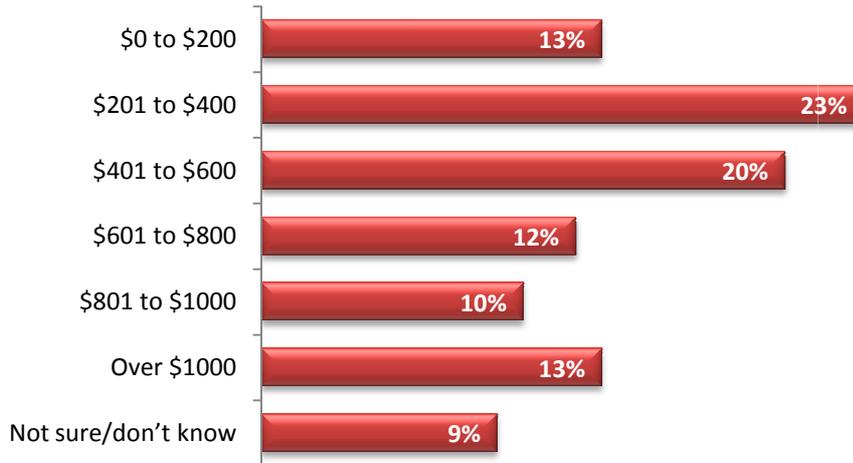
As a distributor for leading personal care brands, The Heat Group is one of Australia's most successful entrepreneurial companies and Gillian Franklin, Founder and Manager Director, is one of Australia's innovative marketers with a passion and commitment to supporting women.

The Heat Group is proud to recognise and respect the needs of Australian women, and regularly engages with women via the Heat Poll, a research initiative that provides valuable insight into the needs of women, their opinions and the issues they face.

www.heatgroup.com.au

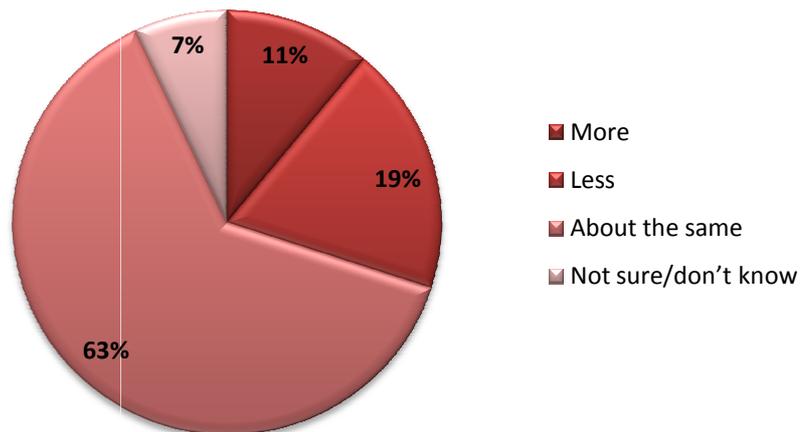
How much are you planning to spend on Christmas gifts this year?

Heat Poll, n=520, Nov 2011



Is this amount more, less or the same when compared with the amount you spent on Christmas gifts last year (2010)?

Heat Poll, n=520, Nov 2011



How much of your Christmas gift shopping will be completed online?

Heat Poll, n=520, Nov 2011

