

Media Release



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Locals to inject around \$325M into the region's economy over the festive season.

New research conducted by IRIS Research has found that almost 85% of Illawarra residents will be doing their Christmas shopping locally this year.

The IRIS Research Christmas Shopping Intentions 2018 survey of resident spending intentions indicates the average Illawarra adult (18+) resident will spend around \$1,095 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 \$382 million during the 2018/19 festive season of which around \$325M will be spent in the local economy.

Convenience, better service and a superior shopping experience were rated as the most important factors influencing consumer behaviour and that we find these needs are best met by local retailers the research found.

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."

Online shopping however will increase 3% this year on last year, accounting for 28% of shopping activity. Residents find online shopping offers better value for money and a better range of goods and services.

The survey also investigated shopping intentions across 18 goods and services categories and found that spending on games/CDs, wine and speciality foods will be up on last year, while spending on books, gift cards, confectionary/chocolate and jewellery will be down.

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

The #IRISVoxpop Christmas Shopping Intentions 2018 survey was conducted 14-16 December 2018. 178 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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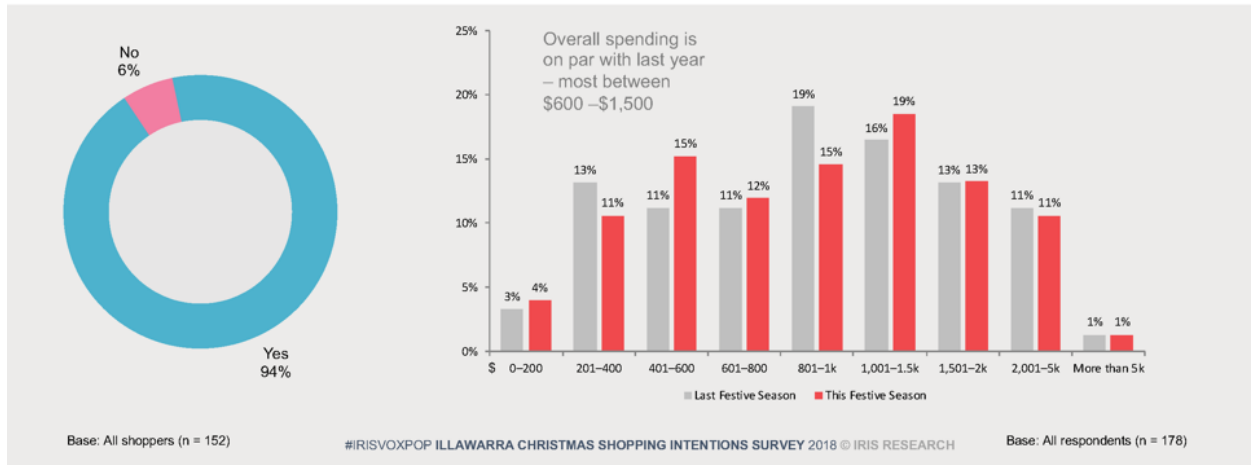
MARKET RESEARCH

DATA SERVICES

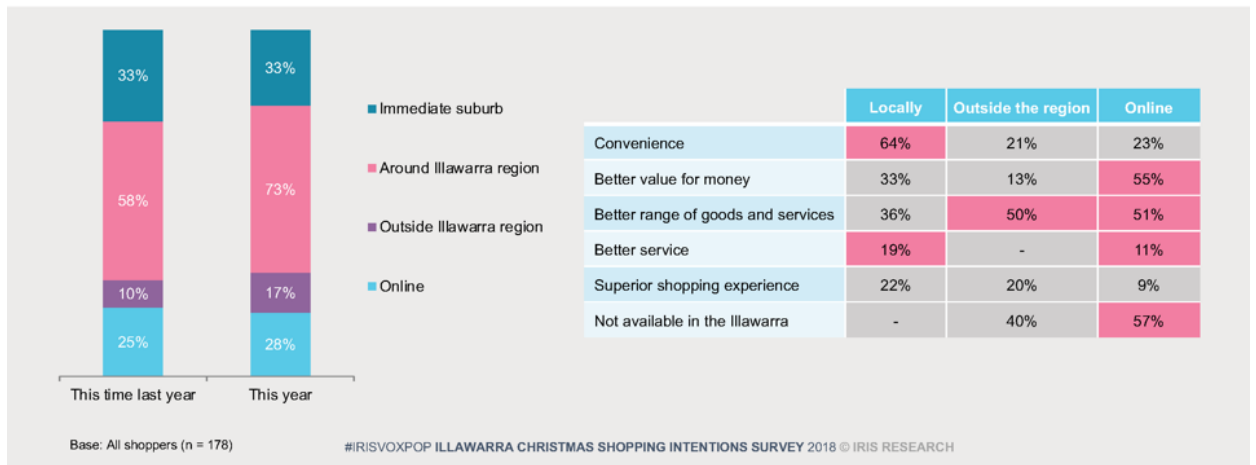
COMMUNITY RESEARCH

For more information contact Mr Peter Watts, Chief Executive, IRIS Research, M 0478 399 438

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



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





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%

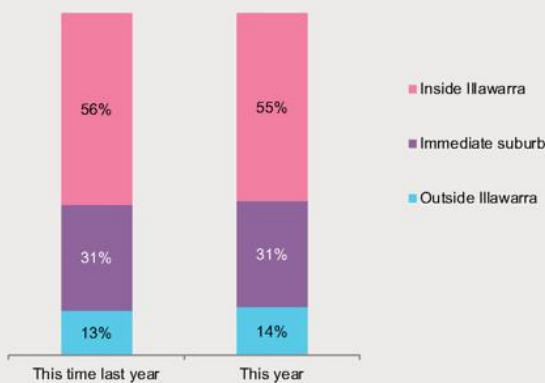


18 goods and services categories measured

#IRISVOXPOP ILLAWARRA CHRISTMAS SHOPPING INTENTIONS SURVEY 2018 © IRIS RESEARCH

All shoppers (n = 178)

WE WILL BE DINING OUT LOCALLY AS WELL



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

Base: Illawarra residents who dine out

#IRISVOXPOP ILLAWARRA CHRISTMAS SHOPPING INTENTIONS SURVEY 2018 © IRIS RESEARCH

All shoppers (n = 178)