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Media Release

STOCKLAND STATE SURVEY REVEALS BIG DIFFERENCES FOR HOLIDAY SEASON SPENDING SPREE

- *Shoppers in Victoria and New South Wales are the most organised with 76% of people in both states making an early start on their Christmas shopping, whereas Queenslanders seem more likely to leave it to the last minute.*
- *Victorians are most likely to give a gift to a teacher this year, whereas Queenslanders (rather than being the class pet) will be busy buying presents for their actual pets.*
- *New South Wales shoppers are the biggest spenders and the most likely to be spending over \$1000, with a significant percentage set to spend over \$2,500. In comparison, Queenslanders and Western Australians are saving their pennies with people more likely to spend under \$500 than those in other states.*
- *New South Wales residents are the most likely to re-gift an unwanted present, whereas Queenslanders will look to donate to charity instead.*

Stockland's 2014 Christmas consumer survey has revealed there is a great divide at Christmas time between the states, especially when it comes to gifting, re-gifting and the objects of our spending affections.

The annual Stockland survey of more than 1,000 Australians has revealed we are spoiling more than just family and friends this year, and the spirit of giving generously is alive and well with the survey revealing Australians' propensity to give to people outside their immediate family.

Victorians are the teacher's pets of Australia, with one third expected to give a gift to an educator this year, more than any other state. By contrast, many residents of New South Wales are more thankful for their clean bathrooms and the most likely to give a present to their house cleaner (8.3%). Up north it is very different again, with Queenslanders showing affection for their pooch or parrot with 41% set to purchase a pressie for their pet, 6% higher than any other state. In addition, the sunshine state seems very thankful to people doing important everyday tasks, with a significant proportion of people set to purchase a gift for the garbage collector (8.6%).

The research also highlights how much we expect to spend this silly season and which states are the most organised.

Getting prepped and planned is top of the list for the people of New South Wales and Victoria, with 76% having started their shopping already. In comparison those from West Australia are happy to leave things down to the wire with the most number of people (1 in 8) choosing not to start shopping until mid-December or even Christmas Eve.



When it comes to how much we're planning to spend, the bulk of people in all states have set a strict Christmas budget for 2014. However, the budgets differ greatly across the borders. NSW residents are the biggest spenders with the highest percentage of respondents (26%) spending between \$1,000-\$2,500 and the by far most likely state to spend over \$2,500 (8%) this Christmas. In comparison, Queenslanders and Western Australians appear more frugal with people more likely to spend under \$500 than those in other states. Victorians sit comfortably in the middle with most people likely to spend between \$500-\$1,000 (42%).

Finally, when it comes to what to do with the stripy socks from Aunt Nelly, each state takes a different approach to unwanted gifts. Western Australians are most likely to just keep the gift, whereas in NSW people will look to pass it on with nearly one third (31%) saying they would re-gift an unwanted present. In Queensland, community spirit is well and truly alive with most people saying they would donate the gift to charity and surprisingly 5.5% of Victorians (more than any other state), said they would sell the gift on Gumtree or eBay.

With Christmas one month away, you can't help but think about all the planning still left to do; gifts to buy, wrapping of presents, what to cook and how to decorate the table. To help make the festive season more fun and less fuss this year, Stockland is launching www.easychristmas.com.au next week, a dedicated microsite for Christmas tips and inspiration, gift ideas and recipes from Fast Ed.

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Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) with a Gold Class Award for 2014-15, which recognises companies that score within 1 per cent of the Global Real Estate Industry Group Leader. Stockland was also named one of the Global 100 Most Sustainable Corporations in the World at the World Economic Forum in Davos, Switzerland in 2014, for the fifth consecutive year.

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