

12 Stats of Christmas



TIME PER HOUSE SANTA HAS TO DELIVER TO 3.9M AUSTRALIAN HOUSEHOLDS WITH CHILDREN (CHRISTMAS 2019)

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816,779,210

Calories Consumed

IF SANTA EATS JUST ONE GLUTEN FREE COOKIE AND A GLASS OF ALMOND MILK PER AUSTRALIAN HOME WITH CHILDREN

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176

Years

OF SHOVELLING SNOW BY HAND, ASSUMING HE WEIGHS 84 KILOS, TO WORK OFF THE CALORIES CONSUMED DELIVERING PRESENTS

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TOP 2 THINGS WE LOOK FORWARD TO MOST ABOUT CHRISTMAS:

1



TIME WITH FAMILY & FRIENDS

2



FOOD & CELEBRATION

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TOP 2 MOST HOPED FOR GIFTS:

1



TIME WITH LOVED ONES

2

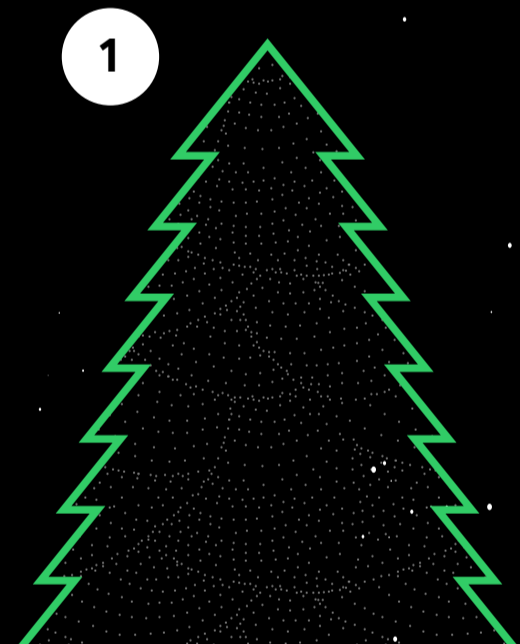


CASH

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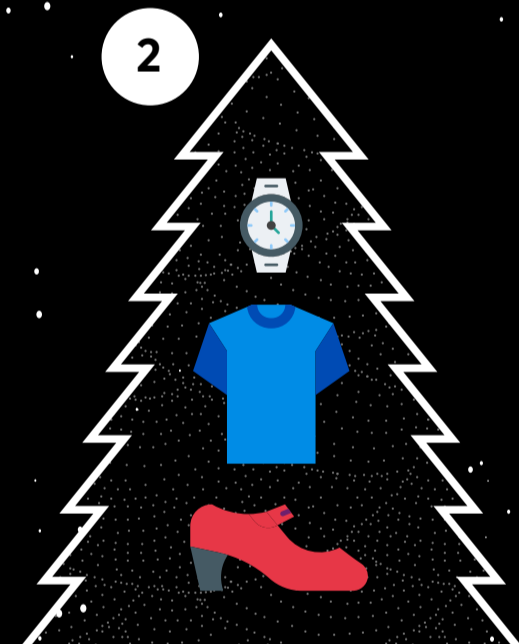
TOP 2 MOST LIKELY TO RECEIVE:

1



NOTHING AT ALL

2



CLOTHING, SHOES, ACCESSORIES

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315,147

GEN ALPHA BABIES CELEBRATING THEIR FIRST AUSSIE CHRISTMAS



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LAST CHRISTMAS, MORE THAN HALF OF AUSTRALIANS (55%) RECEIVED ON AVERAGE 1.29 PRESENTS THEY CONSIDERED **UNNECESSARY** AND A **WASTE**, TOTTALLING 32.5 MILLION PRESENTS



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1 IN 5



AUSSIES (21%) REGIFT PRESENTS THEY DON'T WANT, MEANING **6.8 MILLION PRESENTS WILL BE REGIFTED THIS YEAR**

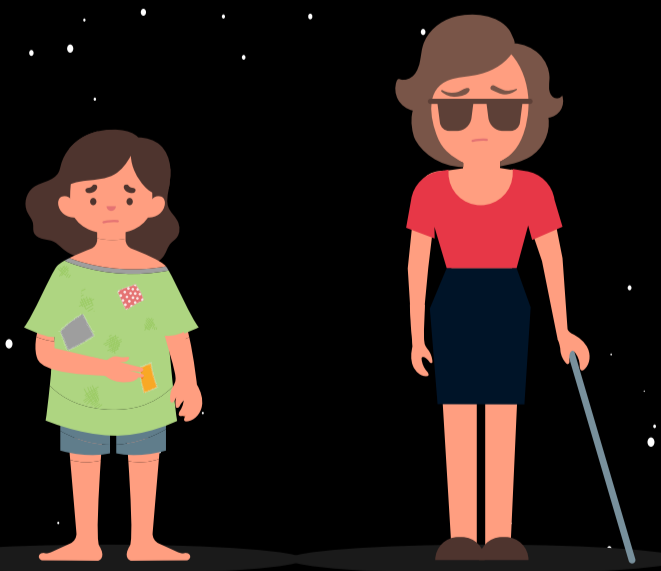
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THE AVERAGE VALUE OF AN UNNECESSARY PRESENT WAS \$8, BRINGING THE TOTAL VALUE OF UNNECESSARY PRESENTS TO

\$260 MILLION



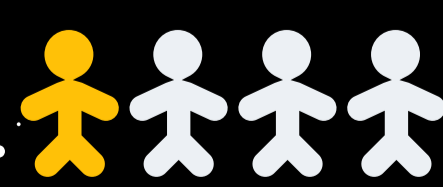
451,382



10.4 M

THE VALUE OF UNNECESSARY PRESENTS (\$260 MILLION) IS THE EQUIVALENT OF SPONSORING 451,382 NEEDY CHILDREN FOR A YEAR OR RESTORING THE SIGHT OF UP TO 10.4 MILLION BLIND PEOPLE

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MORE THAN 1 IN 4 AUSTRALIANS (28%) WILL BE DONATING MONEY TO CHARITY THIS YEAR, IN PLACE OF GIFTING A PRESENT TO A FAMILY MEMBER OR FRIEND THIS CHRISTMAS

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