

12 Stats of Christmas



As Christmas rolls around once again, we've compiled McCrindle's [traditional 12 stats of Christmas](#). From how long it takes Santa to deliver his presents to each household to the number unnecessary presents Aussies receive, let's take a look at what made the list this year!



1. Santa takes just 11 milliseconds per house has to deliver to 3.9m Australian households with children
2. Santa consumes 816,779,210 calories if he eats one gluten free cookie and a glass of almond milk per Australian home with children
3. Assuming Santa weighs 84 kilos, it would take him 1,535,299 hours (176 years) of

shovelling snow by hand to work off the calories consumed delivering presents

4. The top 2 things we look forward to most about Christmas:

- Time with family & friends
- Food & celebration

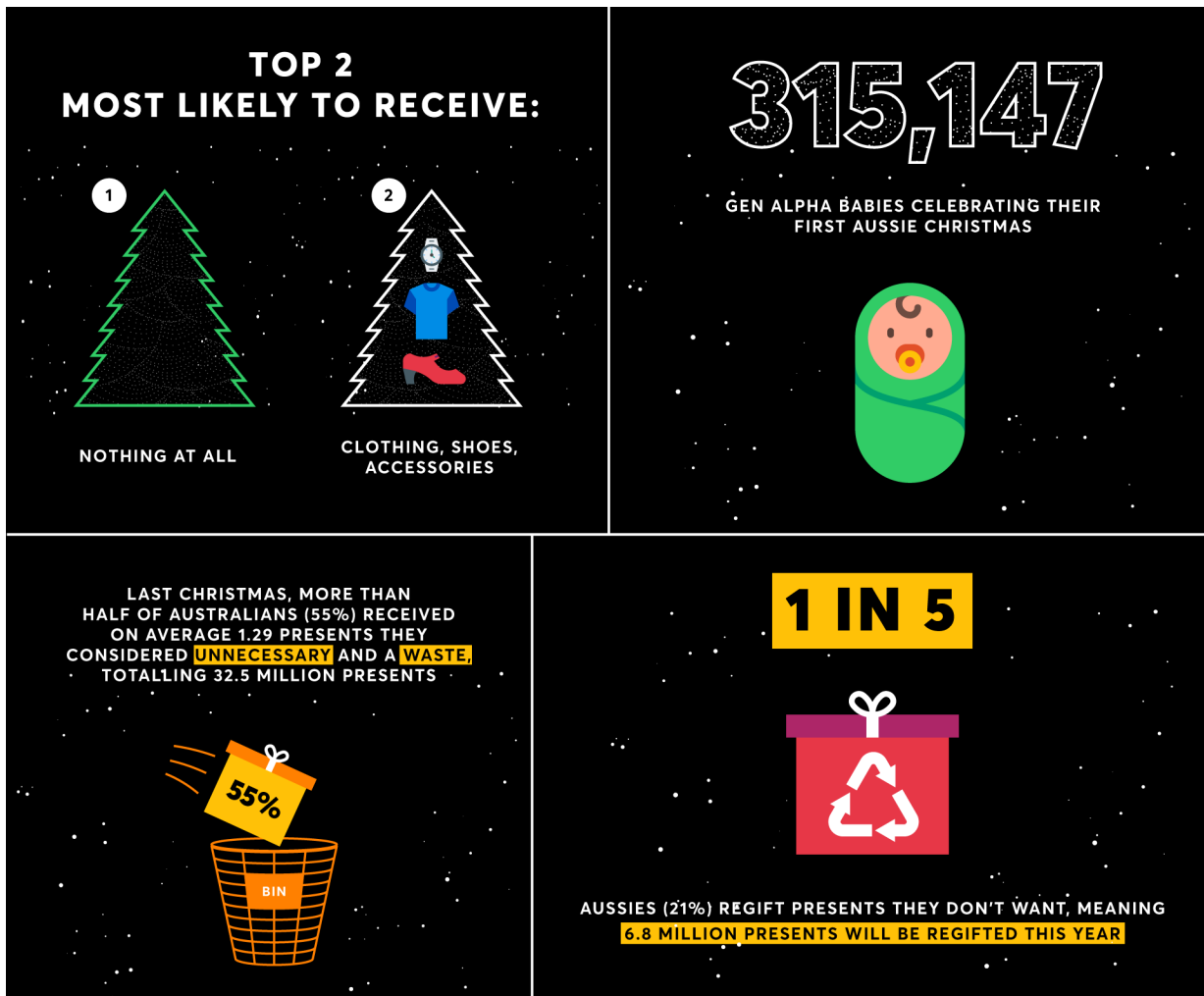


5. The top 2 most hoped for gifts:

- Time with loved ones
- Cash

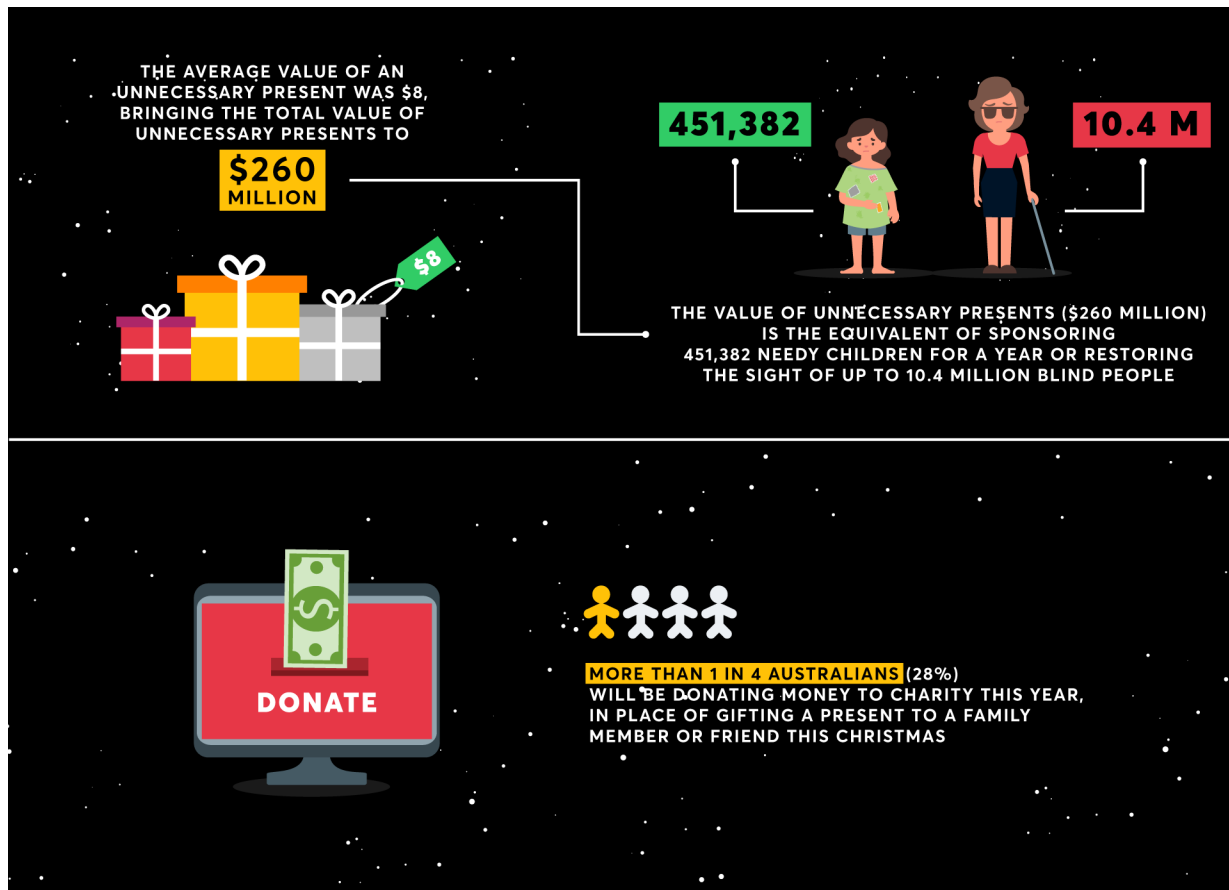
6. The top 2 most likely to receive:

- Nothing at all
- Clothing, shoes, accessories



7. There will be 315,147 Gen Alpha babies celebrating their first Aussie Christmas
8. Last Christmas, more than half of Australians (55%) received on average 1.29 presents they considered unnecessary and a waste, totalling 32.5 million presents
9. 1 in 5 Aussies (21%) regift presents they don't want, meaning 6.8 million presents will be regifted this year
10. The average value of an unnecessary present was \$8, bringing the total value of unnecessary presents to \$260 million
11. 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

12. 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



For more information

If you found this article interesting, download our free [McCrimdle Insights Report](#) for more information on the trends shaping the future of Australia.

For media commentary contact us on 02 8824 3422 or at info@mccrindle.com.au