



Fact Sheet

Note to Editor: The following is a selection of key findings from the Origin Energy Essentials Report - the Gadget Gifting Guide.

The research was completed by Nature Research between 17 October and 26 October 2014 via an online survey and included a sample of 1,011 Australian residents that take part in Christmas celebrations, nationally representative in location, age and gender.

The gadgets we want this Christmas are not necessarily the ones we are likely to get

- **Gaming consoles set to be the most purchased electronic device, but we want mobile phones and tablets more:** Almost 1 in 3 people (31 per cent) would like a personal electronic device this Christmas - the most wanted category of all electronic devices - however, gaming consoles are the device most likely to be purchased (33 per cent of people plan to buy one)
- **Some men likely to be disappointed:** More than 1 in 4 men (28 per cent) would like games or gaming consoles for Christmas, however some might end up being disappointed as the leading recipients of games and gaming consoles will actually be children (28 per cent)
- **Men in tune with women's beauty needs:** Almost 1 in 4 women (24 per cent) have hair and beauty appliances on their wish list - the good news is that almost 1 in 4 men (23 per cent) are actually planning to buy them as gifts! Despite only 4 per cent of men wanting to receive any themselves
- **Women to rely on other women for kitchen appliance gifts:** Kitchen appliances are high on women's wish lists this Christmas (24 per cent), but they had better hope that the women in their lives decide to fork out for them, as fewer men are actually planning to buy kitchen appliances as gifts (19 per cent)
- **Men prefer to receive the gift of TV rather than give it:** 29 per cent of men would like a TV or home entertainment device for Christmas, but women shouldn't expect to get these gifts from male loved ones as only 15 per cent of men have them on their own shopping lists

Social media and peer reviews

- **Research is essential:** More than 4 in 5 Australians (81 per cent) plan to research electronic gift ideas online before purchasing, and almost 2 in 3 (62 per cent) won't make the purchase before they read an online review
- **Young adults and parents trust social media most:** More than half of consumers (53 per cent) are more likely to trust reviews of products on social media than what salespeople in store tell them - this increases to 74 per cent amongst 25 to 34 year olds; and 63 per cent for people with children
- **Parents get ideas through social media - often they translate to sales:** Almost half of parents (48 per cent) get inspiration for electronic Christmas gifts from friends and brands they follow on social media, with 42 per cent of them having previously followed through to actually purchasing them as a gift (just 28 per cent of people without kids have done this)



Shopping habits

- **We want to do our homework but don't always allow the time:** While 81 per cent of people believe that electronic gifts require research, nearly a third (31 per cent) admit they don't usually shop for them until the last minute
- **Men are more disorganised:** Men are the greatest offenders of leaving shopping for electrical gifts to the last minute (37 per cent compared to just 24 per cent of women) - furthermore, 26 per cent of men admit to leaving it until Christmas Eve (compared to 17 per cent of women)

What do we care about most when choosing electronic gifts

- **Bucking the brand trend:** Despite younger generations being perceived as brand-a-holics, only 3 per cent of those aged 18 to 24 years old are most concerned with brand when it comes to choosing electrical devices as gifts
- **Quality is king:** People care most about quality and price when purchasing Christmas gifts generally - but when it comes to electrical ones, price becomes slightly less important in favour of the features/functionality (26 per cent of people deem price the most important consideration when selecting general gifts versus 22 per cent when choosing electronic ones).

Top 5 electronic device categories - most wanted and ones most likely to be purchased as gifts:

ELECTRONIC DEVICES MOST WANTED THIS CHRISTMAS		ELECTRONIC DEVICES MOST LIKELY TO BE PURCHASED AS GIFTS THIS CHRISTMAS	
Product category	%	Product category	%
Personal electronic devices	31%	Games and gaming consoles	33%
TV and home entertainment	22%	Personal electronic devices	31%
Kitchen appliances	19%	Hair and beauty appliances	23%
Games and gaming consoles	18%	Kitchen appliances	22%
Hair and beauty appliances	14%	TV and home entertainment	20%

Most wanted - by gender:

MOST WANTED - BY MEN		MOST WANTED - BY WOMEN	
Product category	%	Product category	%
Personal electronic devices	33%	Personal electronic devices	29%
TV and home entertainment	29%	Kitchen appliances	24%
Games and gaming consoles	28%	Hair and beauty appliances	24%
Kitchen appliances	14%	TV and home entertainment	16%
Hair and beauty appliances	4%	Games and gaming consoles	8%



Most likely to be purchased as gifts - by gender:

MOST LIKELY TO BE PURCHASED - <u>BY MEN</u>		MOST LIKELY TO BE PURCHASED - <u>BY WOMEN</u>	
Product category	%	Product category	%
Games and gaming consoles	28%	Games and gaming consoles	39%
Personal electronic devices	27%	Personal electronic devices	36%
Hair and beauty appliances	23%	Kitchen appliances	24%
Kitchen appliances	19%	Hair and beauty appliances	24%
TV and home entertainment	15%	TV and home entertainment	24%

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