

Austria

Austrians are not putting a lot of imagination into their choice of Christmas presents

Gift vouchers the big hit for 2009

70% of Austrians have already thought about what they are going to give as Christmas gifts this year. On average, some 390 Euro will be spent on presents - only 15% of Austrians are intending cutting back on their present giving. Gift vouchers, books and toys and games are top of the list as presents for Christmas 2009. These are the results of a representative online survey of 500 persons on the subject of Christmas carried out by GfK Austria between the 18th and 24th November this year.

Some 70% of the Austrians have already put some thought into the problem as to what they are going to give their nearest and dearest for Christmas this year. Women are much more likely to go out relatively early to look for the presents they are going to put under the tree on Christmas Eve (40%) so that they miss the shopping chaos in December, whereas around half of the men rush out at the last minute to buy their gifts.

Top Presents 2009: Gift vouchers, books, toys and games

The top of the pops hit parade for the favoured presents for this year is not particularly imaginative: gift vouchers of every sort will be lying in wait under the Christmas tree for some 45% of the recipients. But books and magazines (28%), toys and games (27%) and multimedia articles (18%) will also find their way across the shop counters into the pile of presents.

And GfK expert Vera Grasl added: "There is a relatively high possibility that the number of people who will actually give gift vouchers as presents will rise even higher. After all, 30% of Austrians have not yet given any thought at all to what they should give as presents. The closer Christmas comes, the greater is the pressure to find something suitable. And at that point the gift voucher becomes the optimum alternative for many."

An average of 390 Euro for Christmas presents

We certainly allow the cost of presents to mount up in our country: the average amount that people in Austria intend to spend on presents this year is 390 Euro. The younger generation are intent on being rather more economical, at approximately 220 Euro, whilst the Generation 60+, i.e. the grandmas and grandpas of the nation, are going to dig deep into their wallets and pay out some 560 Euro.

Nevertheless, in Austria, too, a close eye is being kept on the pennies and so about 15% of the population claim they are intending to spend less on their Christmas presents this year than they did last year. And they are all fairly unanimous as to the reasons for this resolution: just about half of them say that they are going to have to tighten their belts a bit because of the financial situation in their households. For 33% of them, the thought of spending more on presents is definitely not to the fore in their minds.

Traditional retail trade continues to be the Number 1

The majority of the presents will still be purchased in the usual way. Nine out of ten respondents said they would be buying their presents from the traditional sources but every second present giver claimed they would also buy at least some of their gifts online. Only one in five said they planned to buy anything by mail-order. 22% of the Austrians intend to place their confidence in their own abilities with regard to creativity and manual dexterity and make their gifts for their loved ones themselves.



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