



NEWS RELEASE

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Aussie consumers opt for the traditional favourites this Mother's Day

- *Discount department stores the preferred choice for gifts*
- *Traditional flowers and chocolates still the big winner on Mother's Day*

Sydney, 17 May 2006: Discount department stores were the big winners on Mother's Day this year, while traditional favourites flowers and chocolate were the gift of choice for Aussie mums, according to an online study by leading research company ACNielsen.

The online Omnibus study surveyed 1,477 consumers on their Mother's Day purchases, with the results revealing that well over two thirds of Australians (70.3%) purchased a gift for their mums for Mother's Day.

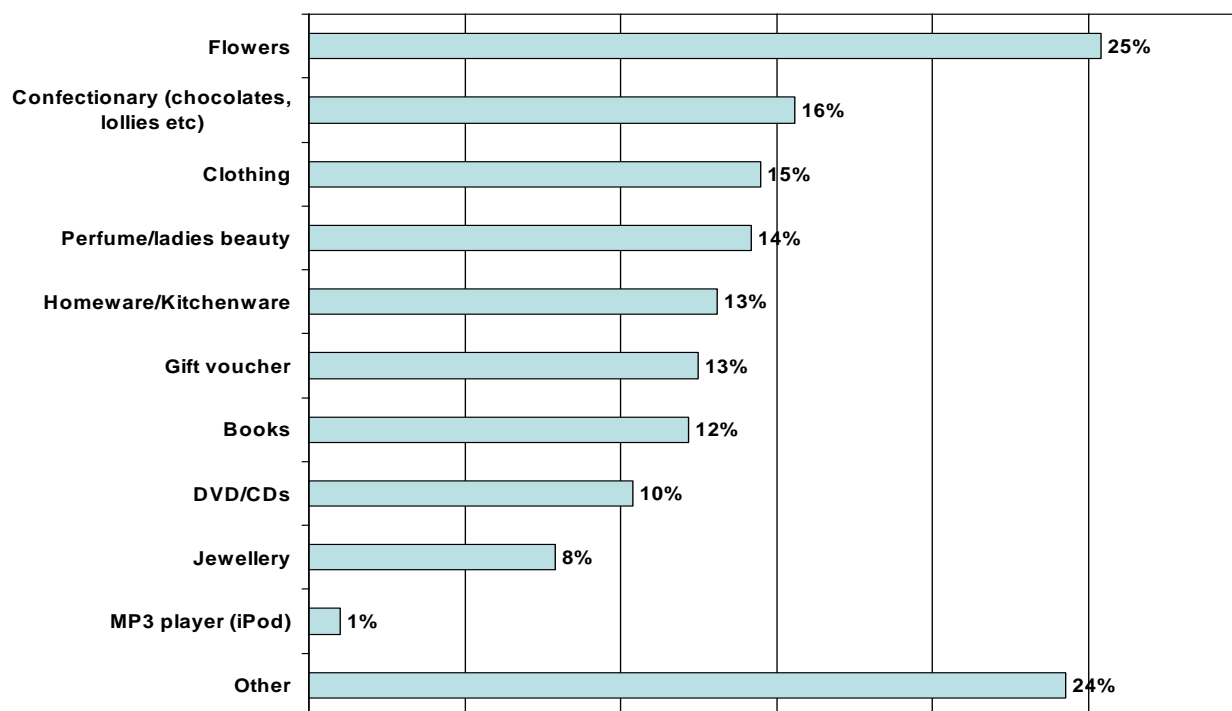
Flowers were the gift of choice for just over a quarter (25.4%) of Australians, while chocolates were the second most preferred gift at 15.6 percent and clothing slipped in at third place (14.5%) (see chart 1).

Discount department stores such as Kmart, Target and Big W reaped the biggest rewards this Mother's Day as the preferred shopping outlet – just over a quarter (26.7%) of Australian consumers purchased their mums a gift from such outlets. Specialist boutiques and large department stores (Myers, David Jones) also fared well, with 19.9 percent and 16.2 percent of purchases respectively. But Aussie consumers mostly shunned Internet stores and gift sites with just 6.6 percent of consumers purchasing a gift online.

“It’s great to see that the vast majority of Aussies are keen to spoil their mums on Mother’s Day,” says Johnny Panagiotidis, Director Client Service, Customised Research, ACNielsen. “The traditional favourites certainly won out this year with flowers and chocolates topping the list.”

And Australians certainly weren’t scrooges when it came to buying for their mums this year. Of the 1,477 respondents surveyed the majority (34%) said they spent more than \$50 on a gift, with a further 32 percent spending between \$31 and \$50. Less than one third (29.9%) said they spent between \$11 and \$30 and only 4.2 percent of Australians spent less than \$10 on a gift for their mums.

Chart 1: Australian’s preferred Mother’s Day gifts



About ACNielsen

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