MEDIA RELEASE

Aussies tell Santa to keep the change: Vinnies research reveals Aussies' Christmas spending

Only 2% of Australians say price matters most in a gift. Gift Good returns to Vinnies shops this Christmas with one-of-a-kind finds that are good for the people you love, good for the community and good for the planet.

16 November 2026: It turns out the old saying is true. New research from Vinnies Victoria shows nearly one in three (31%) Australians have felt pressure to spend more on a gift than they could comfortably afford. Yet when it comes to receiving a gift, the price barely registers.

When Australians unwrap a present, 55% say the thought behind it matters most. Just 2% say it's the price.

More Australians see the main benefit of a pre-loved gift as being unique or thoughtful (35%) than see it as lower cost (26%). More than half (52%) say they'd buy pre-loved gifts in future.

Vinnies Victoria General Manager, Retail, Neil Harvey said the research showed Australians were ready for a different way to think about Christmas shopping.

"Somewhere along the way we started measuring Christmas by the receipt. Australians are telling us that's not what they value, but equally they still feel pressure to spend. Times are really tough right now and Christmas will be adding an incredible amount of pressure on a lot of households. But there's a better way," Mr Harvey said.

The pressure is highest among younger Australians. Close to half of Gen Z (46%) and Millennials (45%) have felt it, compared with fewer than one in five (17%) Australians aged 46 and over. Overall, 16% of Australians have felt that pressure from family and 16% from friends, more than twice as many as from social media (7%).

Nearly one in five (18%) Australians expect to spend more this Christmas than they did last year. But more than three in four (77%) say they'd be more likely to buy a gift if they knew it also helped fund a good cause, such as soup vans or crisis accommodation.

"Shop Vinnies first. It's worth a look before you buy new and the gift you didn't know you were looking for could be waiting on the shelf," Mr Harvey said.

"When you give a gift from Vinnies, you're giving to someone you love and to someone you may never meet. It's the gift that gives three times. It's re-loved by the recipient, it's good for the environment, and every purchase supports Victorians doing it tough, experiencing homelessness, housing insecurity, hunger, or financial hardship," said Mr Harvey.

"That isn't a compromise. It's a better way to give," he concluded.

The research backs that up. More than half of Australians (55%) believe a good gift giver is someone who puts effort and thought into a gift. Just 7% say it's someone who buys gifts with a high price tag.

Gift Good sections are in Vinnies shops across Victoria and WA this Christmas, filled with pre-loved finds for everyone on the list. Find your nearest Vinnies shop at https://www.vinnies.org.au/

- ENDS -

ABOUT THE RESEARCH & KEY FINDINGS

The Gift Good research was conducted by Azalea Creative for Vinnies Victoria. A total of 2,002 Australians aged 18 and over were surveyed via consumer panel Pureprofile between 23 and 27 September 2026. All data is nationally representative of gender, age and location according to the Australian Bureau of Statistics, with data collected across all generations.

What makes a good gift

- **55%** say thoughtfulness is what matters most when they receive a gift.
- **2%** say the amount spent is what matters most when they receive a gift.
- **7%** believe a good gift giver is someone who buys gifts with a high price tag. More than half (55%) believe a good gift giver is someone who puts effort and thought into a gift.

The pressure to overspend

- **31%** have felt pressure from friends, family or social media to spend more on a gift than they could comfortably afford.
- **46%** of Gen Z have felt that pressure, as have 45% of Millennials, compared with 17% of those aged 46 and over.
- 16% say that pressure came from family, and 16% from friends – more than twice as many as social media (7%). Respondents could choose more than one source.

Christmas 2026

- **Compared to last year, 72%** expect to spend the same or more this Christmas, and 18% expect to spend more.
- **29%** of those who celebrate Christmas plan to set spending limits with friends and family to save on gifts. Others plan to buy for fewer people (25%) or only gift to immediate family (24%).

Giving good

- **77%** of those who celebrate Christmas would be more likely to buy a $30 gift if it also helped fund a good cause, such as soup vans or crisis accommodation.
- **52%** would buy pre-loved gifts in future.
- **35%** see the main benefit of a pre-loved gift as being unique or thoughtful, ahead of lower cost (26%).

Figures are of all 2,002 respondents unless stated. Christmas saving and good-cause figures are of the 1,910 respondents who celebrate Christmas.

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ABOUT ST VINCENT DE PAUL SOCIETY:

The St Vincent de Paul Society and its wide network of members and volunteers provide practical frontline support, advocacy and friendship for the most vulnerable members of our community. Key services include home visitation;

Vinnies Shops; youth programs; soup vans; assistance for asylum seekers and refugees; education and tutoring; and professional accommodation and health services through VincentCare. The St Vincent de Paul Society in Victoria has more than 11,000+ members and volunteers, and more than 60,000 across Australia. Internationally, the Society operates in 149 countries and more than 950,000 members.