

2022 CHRISTMAS RESET

The new Christmas





LAST YEAR **MORE THAN A THIRD (36%)** OF AUSTRALIANS SAID THEY ARE LOOKING FORWARD TO CHRISTMAS 2021 COMPARED TO PREVIOUS YEARS, BUT WE WERE ANXIOUS ABOUT CHRISTMAS BECAUSE OF THE **OMICRON VARIANT.**

Australia's Most Populous State Hits Covid Record on Christmas

 Omicron 'just the latest challenge,' PM Morrison says

Booster shots eligibility narrowed to 4 months from Jan. 4





<u>ebecca Jones</u> +Follow mber 25, 2021 at 10:36 AM GMT+11

n fresh perspective on the stories that matter for ralian business and politics, <u>sign up for our</u> ly newsletter.



rirus World AU politics Environment



more than 8 months old

Covid update: daily case total to pass 10,000

,288 cases, Victoria 2,108, i5 and South Australia 634 as nds forced into isolation on

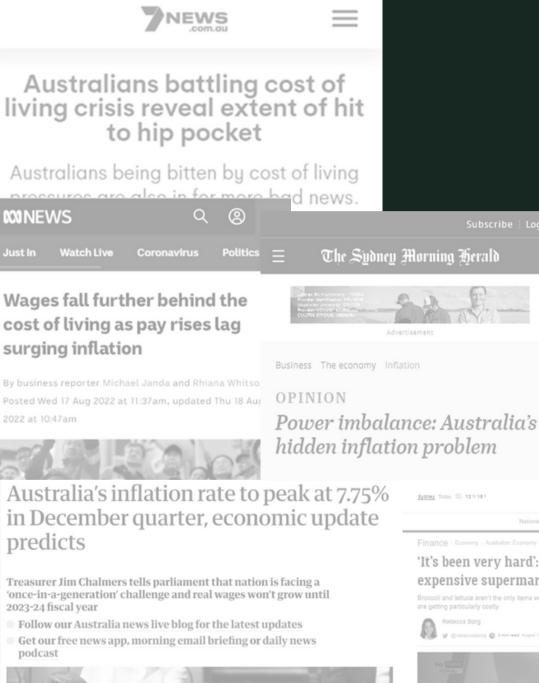
luce the guest list and sit





Christmas 2021 set to be COVID 'superspreading event' in Australia expert says

A leading epidemiologist has warned the



AND 2022, THE YEAR SO FAR HAS BEEN FULL OF FINANCIAL UNCERTAINTY, WITH THE COST OF LIVING INCREASING AND THREATS OF HIGH INFLATION AT THE END OF THE YEAR...

SO WHAT WILL CHRISTMAS **2022 LOOK LIKE?**



'It's been very hard': New data reveals this year's most expensive supermarket items

C D 3 min mud August 3, 2022 - 5 21174 C news

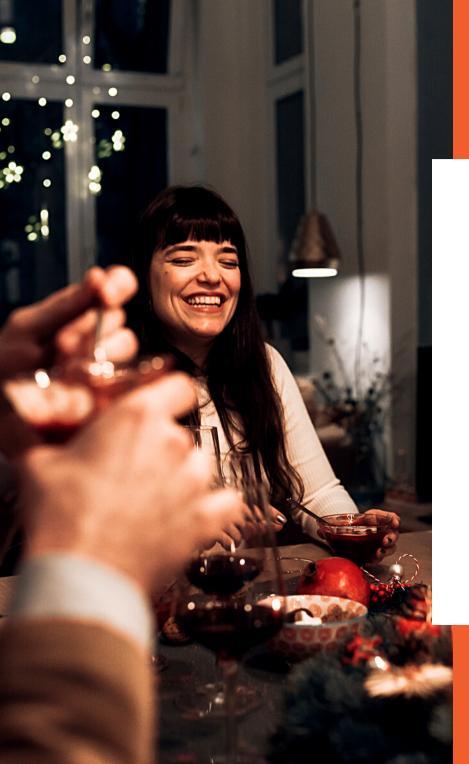








NEW INNER CIRCLE



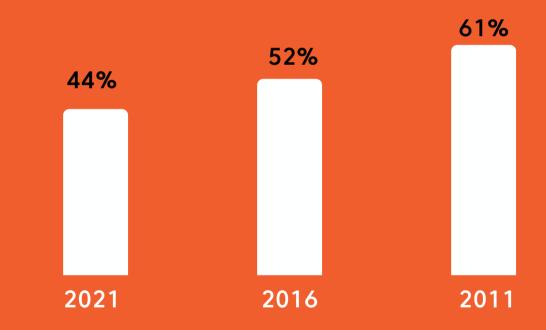


2 IN 3 BELIEVE CHRISTMAS IS BEYOND JUST RELIGION. IT IS SOMETHING WHICH SHOULD BE CELEBRATED BY ALL



2021 CENSUS RESULTS REVEALED THAT FEWER **PEOPLE ARE REPORTING THEIR RELIGION AS** CHRISTIAN, MORE **ARE REPORTING 'NO RELIGION'** (39%).

% Of Australians who are Christian





58% OF AUSTRALIANS THINK OF THEIR FRIENDS AS FAMILY



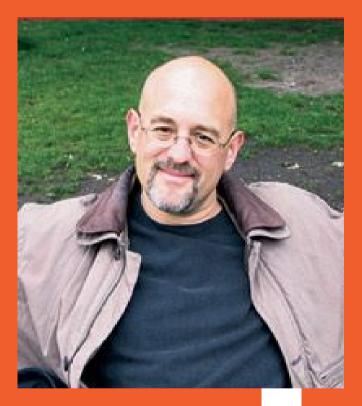


30% OF AUSTRALIANS CLAIM THE MOST IMPORTANT THING FOR THEM OVER THE NEXT FESTIVE SEASON IS SPENDING TIME WITH THEIR EXTENDED 'CHOSEN' FAMILY



MORE THAN 1 IN 3 (38%) OF AUSTRALIANS HAVE A HIGHER PRIORITISATION OF THE RELATIONSHIP IN THEIR LIFE SINCE THE PANDEMIC





Research shows that spending time with friends and family makes a big difference when it comes to happiness.

Social time is especially important for happiness, even for introverts. Studies have proven that the amount of time spent with friends and family goes a long way towards boosting happiness – even more so than an increased income!

"We are happy when we have family, we are happy when we have friends and almost all the other things we think make us happy are actually just ways of getting more family and friends."

- Harvard happiness expert Daniel Gilbert





BRAND TAKE OUTS



- Broaden Christmas imagery to go beyond...
 Just families, include friends!
 - A 'traditional' religious Christmas, it's a festive season for all!
- Being social is great for mental and emotional well-being- a great gift in itself.