



MEDIA RELEASE - FOR IMMEDIATE RELEASE

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Cash Doctors reveals Christmas spending trends for 2011

Australians are expected to spend a whopping \$465 each on gifts this Christmas. Australian online lender, Cash Doctors, has released a Christmas spending infographic that shows predicted spending trends and a guide to surviving the silly season.

The company regularly releases personal finance tips for everyday Australians but this time they've sourced data on predicted Christmas spending trends and offered their advice on how to avoid the festive splurge.

Cash Doctors co-founder, Greg Ellis, said it's great to see that consumers are taking advantage of online shopping opportunities, in light of new reports that Google has seen a 220% spike in shopping searches coming from smartphones this year.

"Online shopping is a great way to compare prices before you head to the shops... If you choose to shop online, be wary of the temptation to fill up that online shopping cart full of purchases, especially if you're paying with a credit card," said Ellis.

Co-founder, Sean Teahan, said he wants to prepare people for the toughest time of year for managing their finances.

"Of Australians surveyed by Coles Consumer Research, 47% said they will end up spending over \$500, which is a significant amount for many people - especially those who have not planned ahead for the season," said Teahan.

"One of the most important things to do this December is to think of the consequences that overspending in the silly season can have on your finances in the New Year. Current financial conditions are healthy for retail spending, but we still need to be aware of the urge to splurge."

The survival guide featured in the Cash Doctors' infographic contains 5 essential steps to a financially responsible festive season.

If you're looking for more personal finance tips, visit the Cash Doctors' [blog](#).



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Cash Doctors was established in 2005, and continues to grow as one of Australia's leading online credit providers. For more information, visit www.cashdoctors.com.au.

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