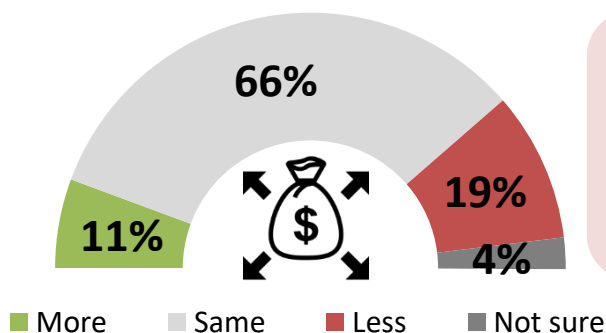


# HOLIDAY SHOPPING IN CANADA

## SURVEY 2018

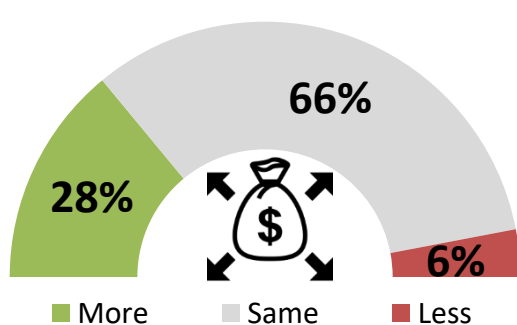
RETAIL COUNCIL OF CANADA

Intended 2018 Holiday Spend vs. 2017



**65%**  
PLAN TO HAVE A FIRM BUDGET FOR 2018 HOLIDAY SEASON SPENDING

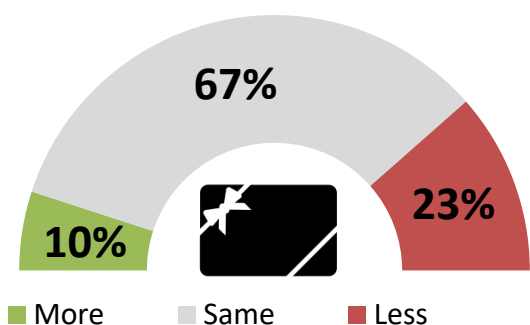
Actual Holiday Spend vs. Planned in 2017



Average Anticipated 2018 Holiday Spend: \$675

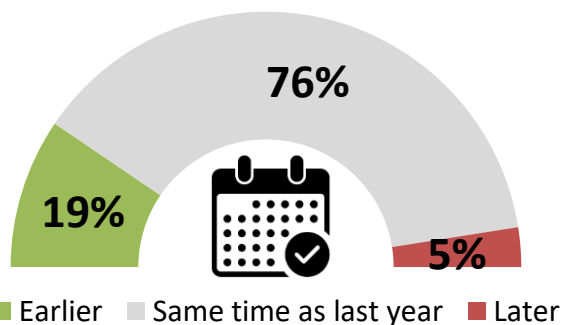
Average Actual Holiday Spend in 2017: \$705

Intended 2018 Gift Card Spend vs. 2017



59% of Canadians intend to spend at least some of their planned 2018 holiday spend on Gift Cards

Will start holiday shopping in 2018...

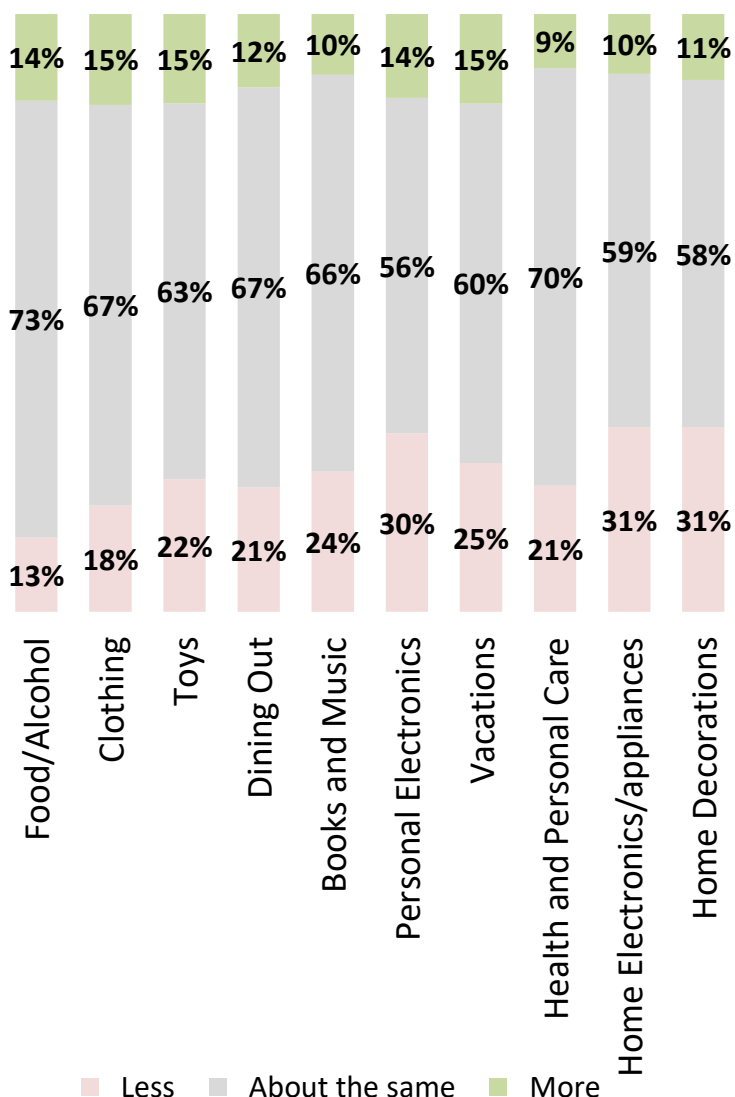


69% of Canadian holiday shoppers will have started shopping by end of November 2018

Anticipated Share of 2018 Holiday Spend by Category



Anticipated Change in Spending by Category for Holiday Season 2018



# HOLIDAY SHOPPING IN CANADA SURVEY 2018

Average Anticipated Share of 2018 Holiday Spend by Retail Channel

**74%**

In-store

**20%**

Online – Computer/tablet

**6%**

Online – Mobile device



## INFLUENCING FACTORS ON RETAILER CHOICE: CHANGE IN IMPORTANCE VS. 2017

LESS SAME MORE



consider it important to buy from a retailer within Canada this holiday season



**67%**

HOLIDAY SALES



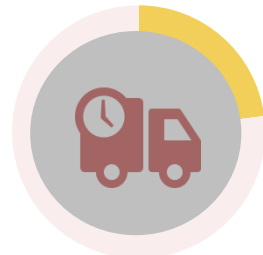
**51%**

FREE SHIPPING



**40%**

CONVENIENT RETURN POLICY



**23%**

GUARANTEED SHIPPING DATE



**22%**

HELPFUL CUSTOMER SERVICE

TOP INFLUENCING FACTORS ON RETAILER CHOICE FOR 2018 HOLIDAY SHOPPING

## PLAN TO TAKE ADVANTAGE OF DEALS ON...

**40%**

**Black Friday**

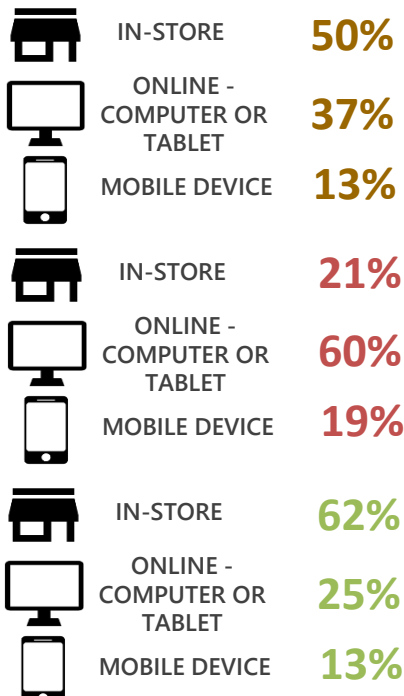
**30%**

**Cyber Monday**

**35%**

**Boxing Day**

## MOST SHOPPING ON THESE DAYS WILL BE DONE...



Become an RCC Member today.

Save Money. Be Heard. Stay Informed.  
Become a member of Retail Council of Canada today at [RetailCouncil.org/join](http://RetailCouncil.org/join) or call 1 888 373-8245

