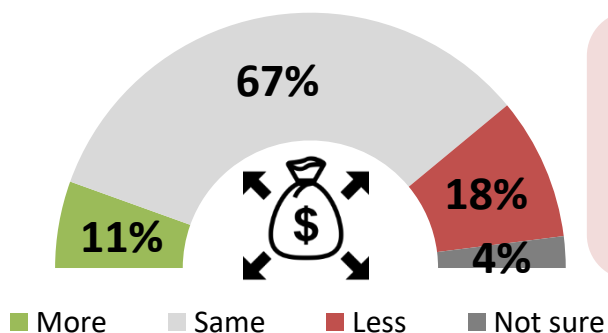


HOLIDAY SHOPPING IN CANADA

SURVEY 2019

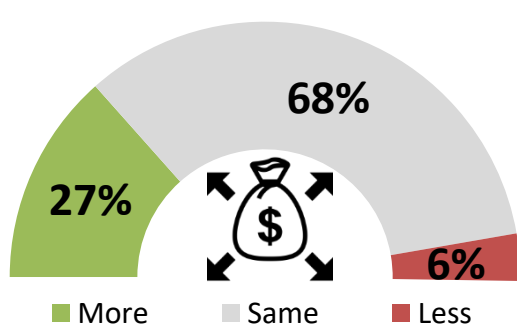
RETAIL COUNCIL OF CANADA

Intended 2019 Holiday Spend vs. 2018



65%
PLAN TO HAVE A FIRM BUDGET FOR 2019 HOLIDAY SEASON SPENDING

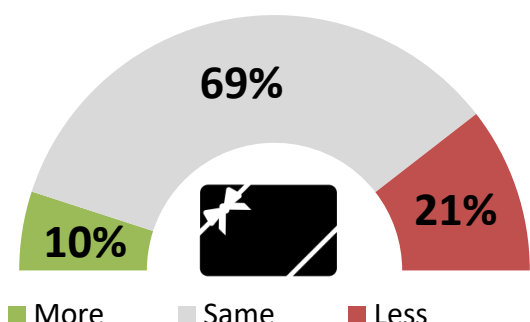
Actual Holiday Spend vs. Planned in 2018



Average Anticipated 2019 Holiday Spend: \$792

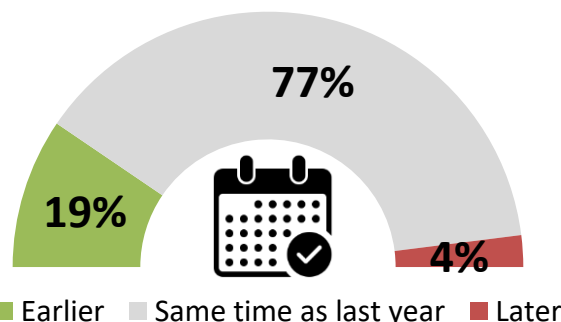
Average Actual Holiday Spend in 2018: \$824

Intended 2019 Gift Card Spend vs. 2018



60% of Canadians intend to spend at least some of their planned 2019 holiday spend on Gift Cards

Will start holiday shopping in 2019...

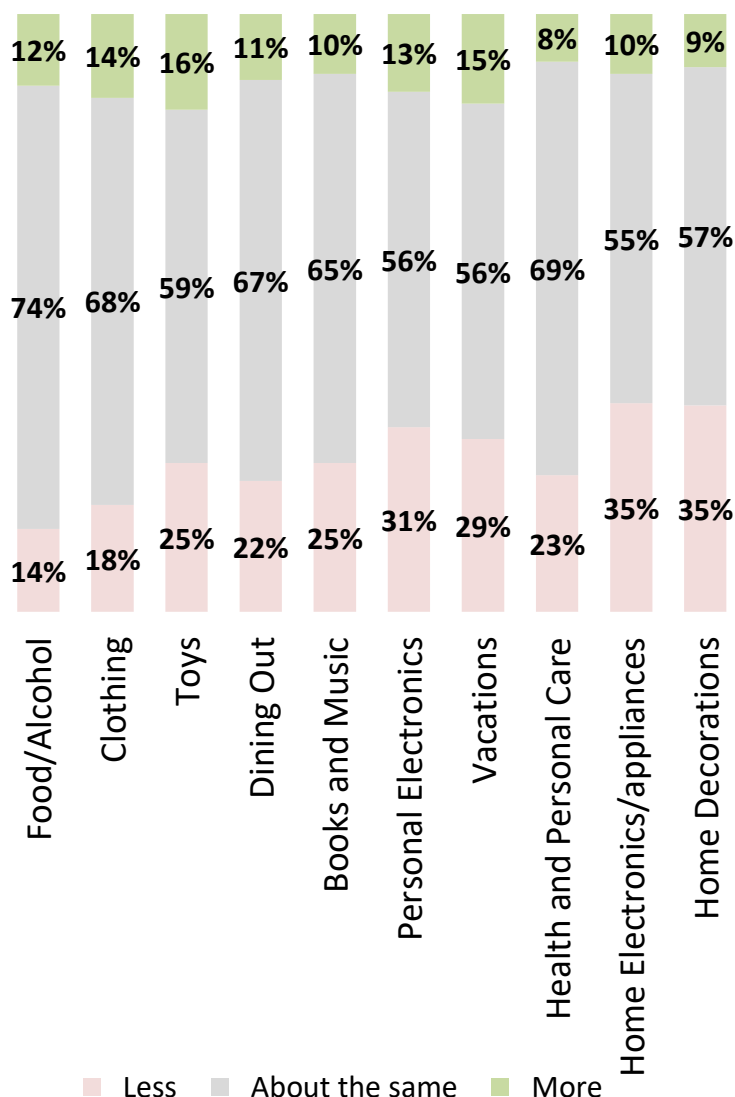


72% of Canadian holiday shoppers will have started shopping by end of November 2019

Anticipated Share of 2019 Holiday Spend by Category



Anticipated Change in Spending by Category for Holiday Season 2019



HOLIDAY SHOPPING IN CANADA SURVEY 2019

Average Anticipated Share of 2019 Holiday Spend by Retail Channel

72%

In-store

20%

Online – Computer/tablet

8%

Online – Mobile device



INFLUENCING FACTORS ON RETAILER CHOICE: CHANGE IN IMPORTANCE VS. 2018



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



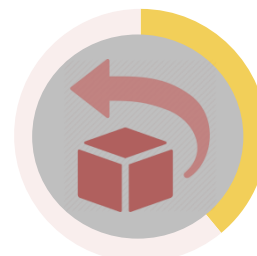
65%

HOLIDAY SALES



53%

FREE SHIPPING



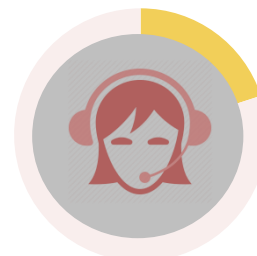
39%

CONVENIENT RETURN POLICY



22%

GUARANTEED SHIPPING DATE



20%

HELPFUL CUSTOMER SERVICE

TOP INFLUENCING FACTORS ON RETAILER CHOICE FOR 2019 HOLIDAY SHOPPING

PLAN TO TAKE ADVANTAGE OF DEALS ON...

43%

Black Friday

32%

Cyber Monday

34%

Boxing Day

MOST SHOPPING ON THESE DAYS WILL BE DONE...



IN-STORE **50%**



ONLINE - COMPUTER OR TABLET **36%**



MOBILE DEVICE **15%**



IN-STORE **21%**



ONLINE - COMPUTER OR TABLET **57%**



MOBILE DEVICE **23%**



IN-STORE **61%**



ONLINE - COMPUTER OR TABLET **26%**



MOBILE DEVICE **14%**

Become an RCC Member today.

Save Money. Be Heard. Stay Informed.

Become a member of Retail Council of Canada today at RetailCouncil.org/join or call 1 888 373-8245

