

Holiday Spending Habits

Many Canadians are looking to take a more frugal approach to shopping this holiday season. Over a third of Canadians plan to spend less, with the average Canadian planning to spend \$1,517, down from \$1,810 in 2013. The number one reason we're tightening our purse string is cost-cutting.



Holiday Spending Plans Compared to 2013

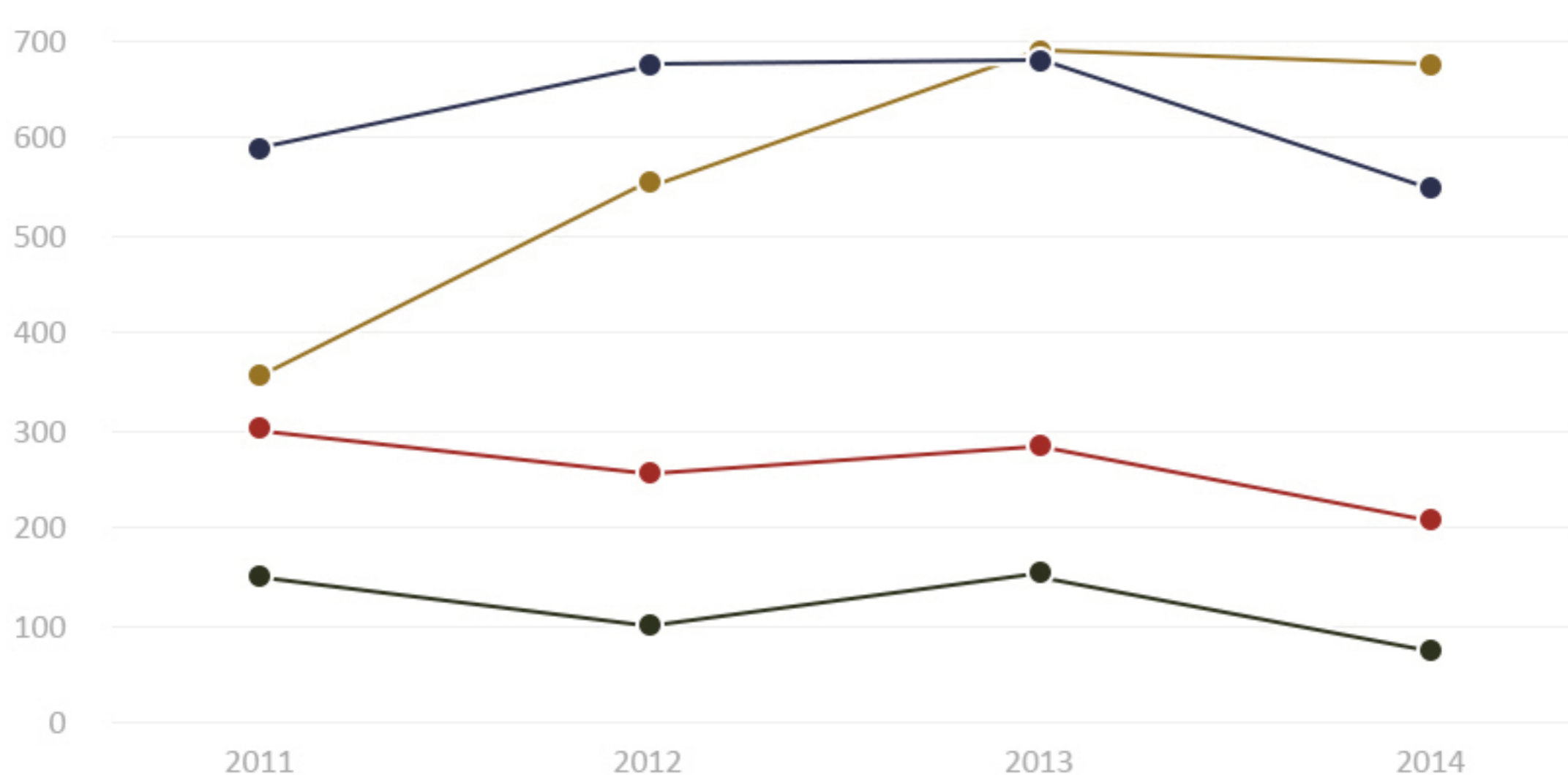
57.3%
No change in spending

34.3%
Intend on spending less

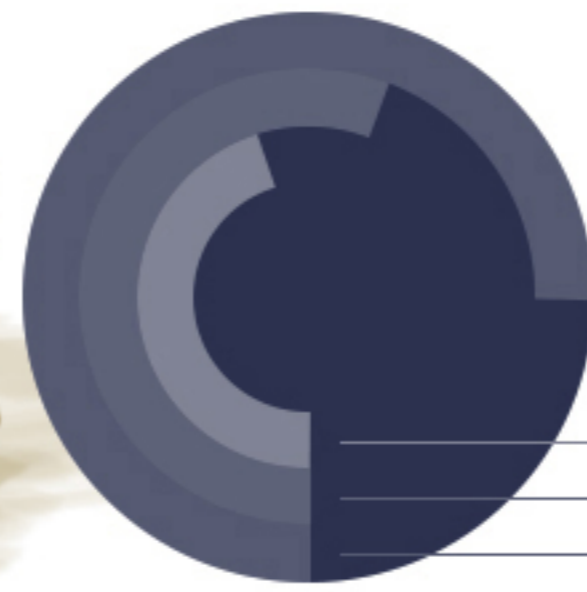
8.4%
Intend on spending more

Holiday Spending Allocation

Gifts Trips Entertaining Decor



30%
Shop online



70%
Shop in-store

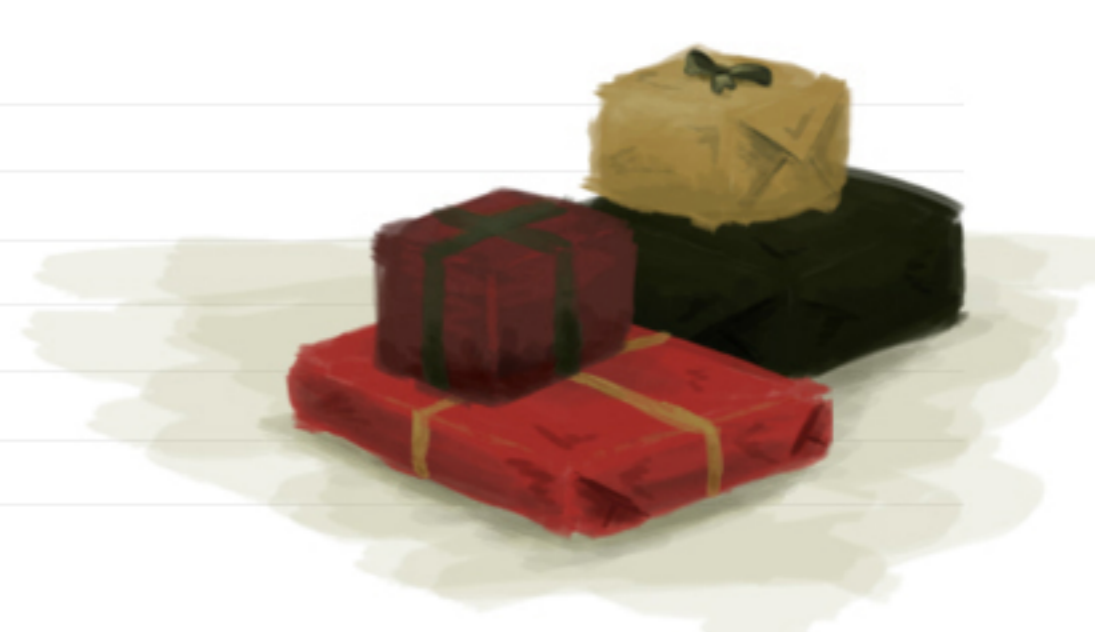
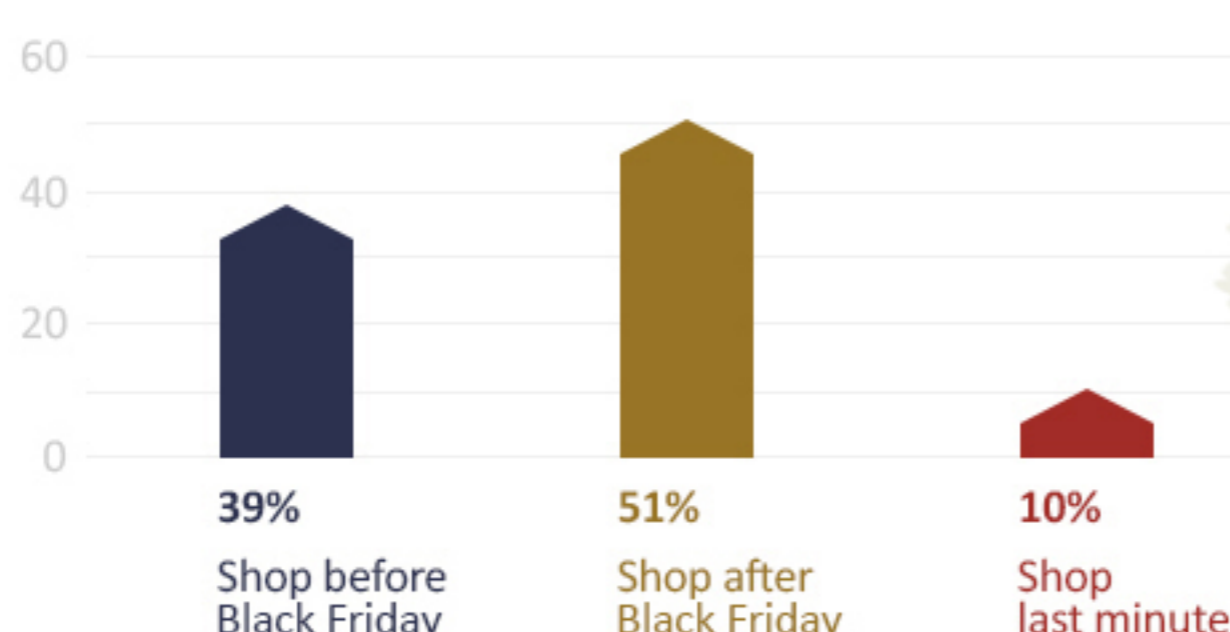
- Preferred in-store experience**
- 44.7% Quick check-out
 - 53.3% No pressure from staff
 - 75.8% Competitive prices

56% Men that find women difficult to shop for

58% Women that find men difficult to shop for

31% Men that purchase gifts because they feel pressure to do so

32% Canadians that purchase gifts to gain bonus reward miles



Sources

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- technews.tmcnet.com/news/2014/11/02/8099530.htm
- marketwatch.com/story/nearly-9-in-10-canadians-shopping-north-of-the-border-this-holiday-season-2014-11-13