

January 8, 2015

Christmas Spending 2014 Good Intentions & Mixed Results

2014 Post Holiday Spending Survey

Prepared By: Field Agent Canada



2014 Post-Holiday Spending Survey

Executive Summary

This past October, Field Agent Canada conducted a cross-country survey to measure the planned purchases of CHRISTMAS GIFTS, DECORATIONS & HOLIDAY FOOD for the 2014 Christmas Holiday season. We asked our Agents from coast-to-coast to provide estimates of their spending on these items in 2013 and their planned purchases in 2014.

“Our survey showed that Canadians were planning to spend 7.2% less on Christmas in 2014 vs. what they spent in 2013.” says Jeff Doucette, General Manager of Field Agent Canada. “However, we know that what we plan to spend and what we actually spend could vary quite a bit. So we decided to go back and check this out.”

In early January we surveyed the same group of 951 respondents to see how their actual spending stacked up against what they planned to spend back in October.

“On a national level, actual holiday spending averaged \$888 per person vs. a planned budget of \$895. On the surface, Canadians did exactly what they said they would do once they hit the stores.”

However, there were differences at the regional level. “Ontario and Atlantic Canada dragged down the average, spending less than planned, while Quebec and Western Canada actually spent more than planned.” said Doucette.

Our original survey back in October predicted a 7.2% decrease in spending year-over-year and the actual spending was down 7.1%. “Despite some regional differences, the overall decline we predicted with our original survey appears to have materialized.” exclaimed Doucette. “Retailers were fighting over less total holiday expenditures in 2014 and with a rapidly changing economic climate, we expect that overall spending in 2015 will also be weak.”

On an individual level, shoppers were not very good at spending to their specific budget. “Only 15% of shoppers spent exactly what they planned to spend. Interestingly the bulk of consumers either spent more than planned (45%) or spent less than planned (41%).” explained Doucette.

Lastly, we asked respondents about how they paid for their purchases. “With 51% of holiday purchases being made on a credit card, many consumers will be facing a big bill in the mail in January. Now is the time to figure out how to pay that credit card bill!” noted Doucette

Field Agent is a unique smartphone app that pays consumers to collect information while they shop. Anyone can download the Field Agent app for free on both iPhone and Android devices and make money while they shop.

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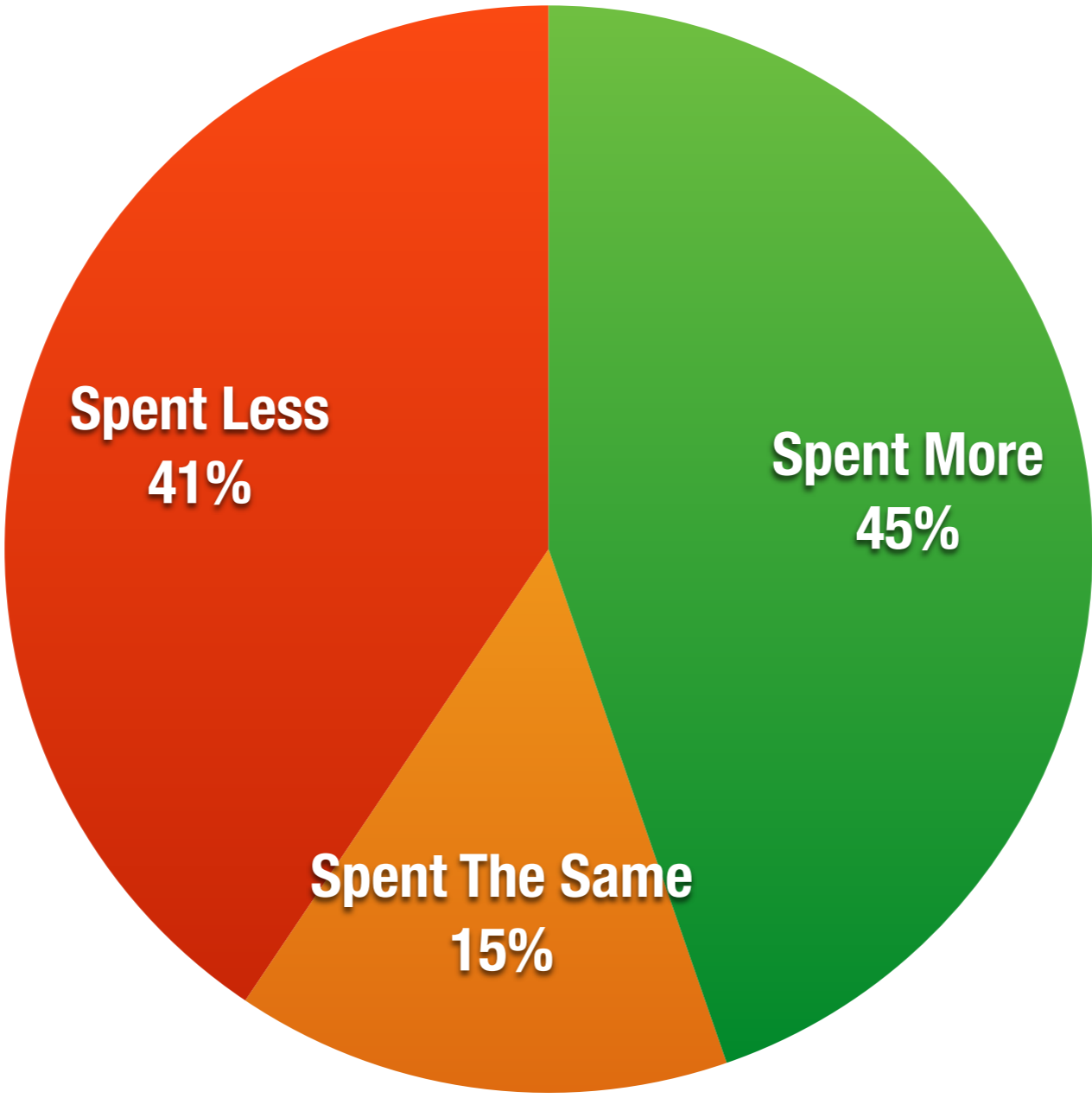
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Top Line Results

	2013 Average Spending	2014 Planned Spending	Planned % Change 2014 vs. 2013	2014 Actual Spending	Spending Variance Actual vs. Planned
Canada	\$956	\$895	-6.4%	\$888	-0.8%
Atlantic Canada	\$1,136	\$1,026	-9.7%	\$1,011	-1.5%
Quebec	\$630	\$563	-10.6%	\$605	+7.4%
Ontario	\$993	\$939	-5.4%	\$884	-5.8%
Manitoba	\$880	\$724	-17.7%	\$779	+7.6%
Saskatchewan	\$665	\$698	5.0%	\$809	+15.9%
Alberta	\$1034	\$1012	-2.1%	\$1095	+8.2%
British Columbia	\$930	\$868	-6.7%	\$898	+3.4%

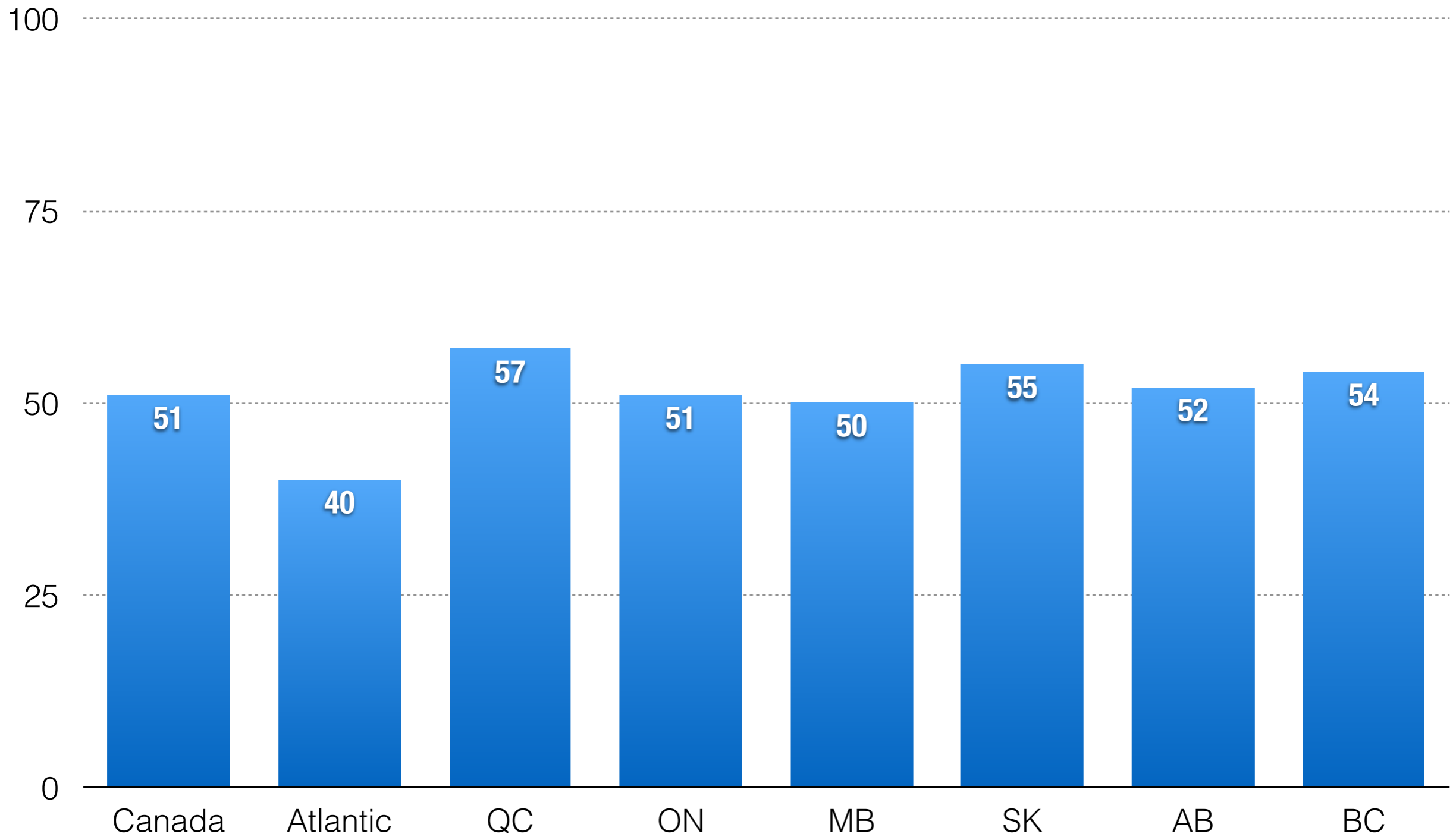
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Actual Spending vs. Planned Spending



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Credit Card Expenditures - % of Total Purchases



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The quality of your data is guaranteed.



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