

*THE BENSIMON BYRNE*

# Consumerology Report

2009 Holiday  
Shopping Report

January 2010



# Consumerology Report

- Each quarter the *Consumerology Report* tracks consumer opinions about the economy, their personal financial expectations, consumer buying intention, and attitudes toward key national issues.
- An addendum to its seventh-quarter *Consumerology Report* on Technology to be released during Advertising Week (w/o January 25, 2010), the primary purpose of this addition is to probe how consumers feel about the recent holiday shopping season.
- Previous editions of the *Consumerology Report* have covered a variety of topics including: The Impact of Macro-economic Trends; The Impact of Environmental Issues; New Canadians, New Consumers; Economic Trends and Consumer Behaviour; and Evolving Attitudes to Health and Nutrition.
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# Consumerology Report

- On behalf of Bensimon Byrne, The Gandalf Group conducts research to produce the *Consumerology Report*.
- The Gandalf Group offers elite research and strategic advice in brand development, policy advocacy, reputation management, consumer research, issue management and communications. Learn more about them at [www.gandalfgroup.ca](http://www.gandalfgroup.ca)

# Methodology

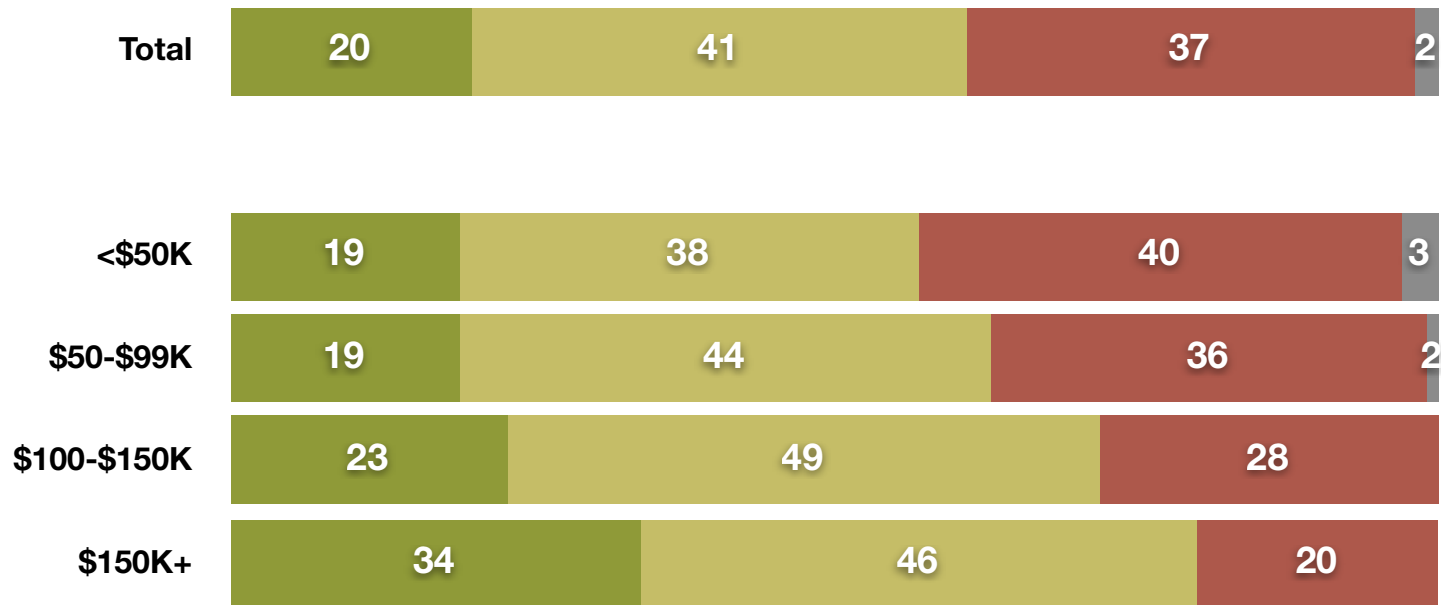
- The Gandalf Group conducted a national proportionate quantitative survey in English and French with 786 Canadians between Dec 31, 2009 and Jan 6, 2010.
- The survey was conducted online with sampling and weighting that matched the demographics of the Canadian population in terms of age, region, and gender, but because respondents were recruited online, it is not a probability sample. Similarly, it is important to consider a potential response bias related to the subject of technology.

# Holiday Spending Down

- In the aggregate, Canadian consumers continued to cut back on their spending this holiday. Almost twice as many Canadians say they spent less this holiday season than last.
- Two different realities:
  - Canadians with household incomes above \$100,000 were as likely to say they were spending more money this year than less.
  - Below that income level, however, almost 40% of Canadians were still cutting back this year.

# Comparison: This Year to Last

- We'd like to ask you about your holiday spending. During this holiday season, did you...



■ Spend more money than you did last year   ■ Spend about as much money as you did last year  
■ Spend less money than you did last year   ■ Don't know

# The Impact of Debt

- Previous Consumerology studies have indicated that high levels of consumer debt were going to prevent consumer confidence from becoming consumer spending. This *Consumerology Holiday Spending Report* confirms that relationship.
- Thirty percent of Canadians spent less this holiday season because of the amount of debt they are carrying.
- Eighty percent of that debt-burdened group put only 500 dollars or less on their credit cards this season. One in four of them regifted an item.
- Consistent with previous *Consumerology Report* findings, the pressure to cut back and spend less this year versus last year was most pronounced among the middle-aged and middle- and lower-income groups.

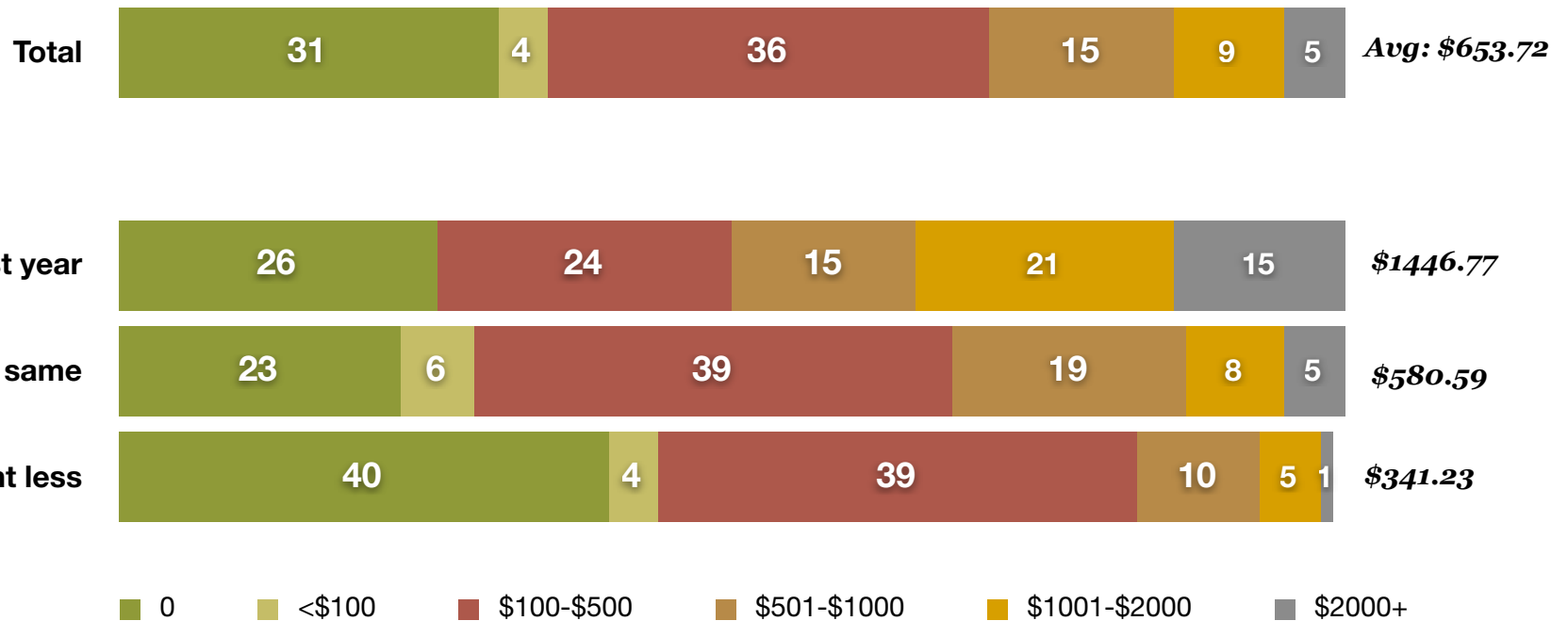
# The Pressure To Spend

- Forty percent of Canadians found the holidays to be financially stressful.
- Parents are much more likely to be financially stressed than non-parents.
- English-speaking Canadians are much more likely than French-speaking Canadians to find the holidays financially stressful or to be worried about the amount of increased debt they assumed.
- Seventy percent of those who were forced to cut back because of debt found the holidays stressful.



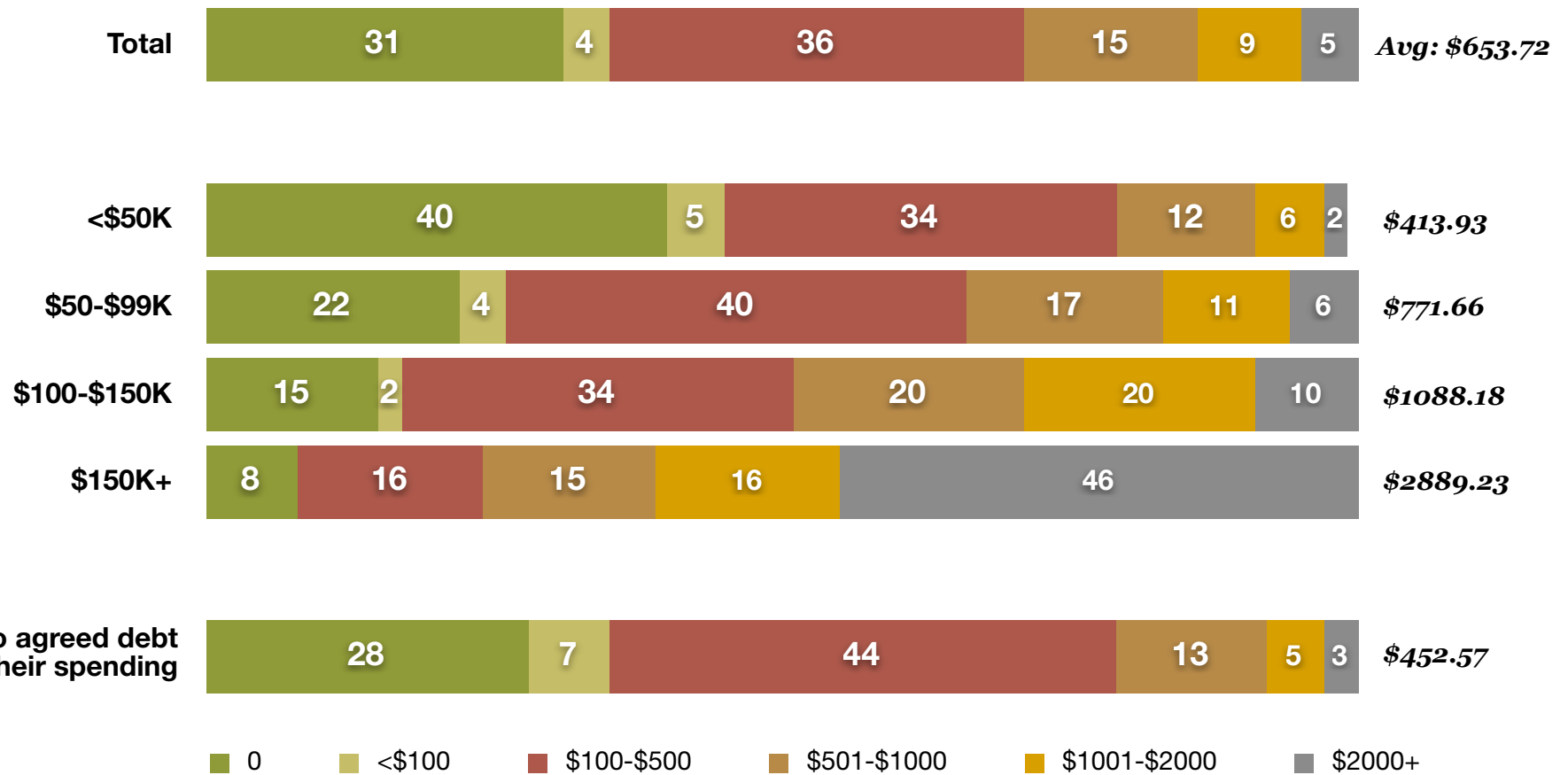
# Actual Credit Card Spending

- How much, approximately, did you put on your credit cards over the holiday season, including gifts? **[OPEN-ENDED]**



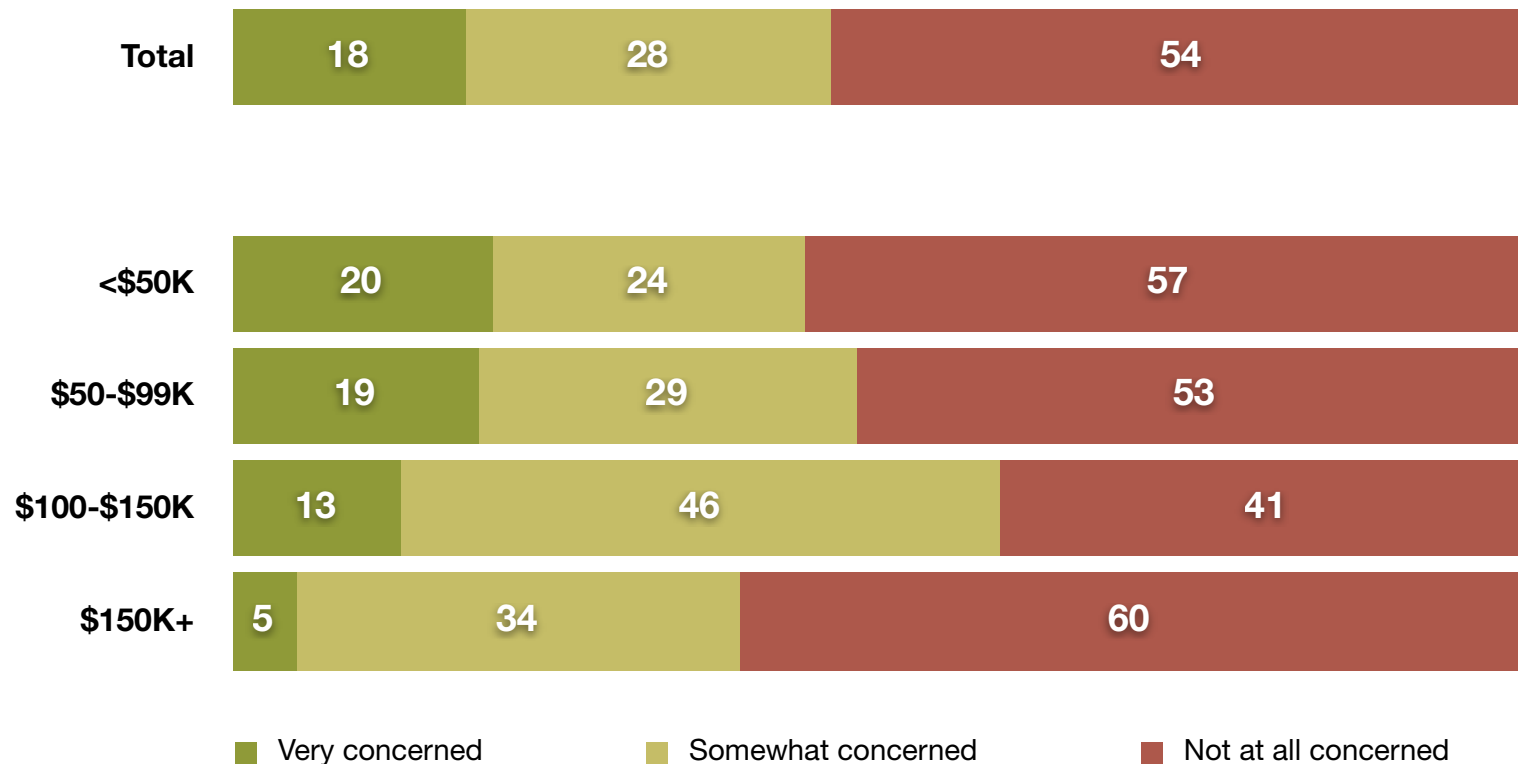
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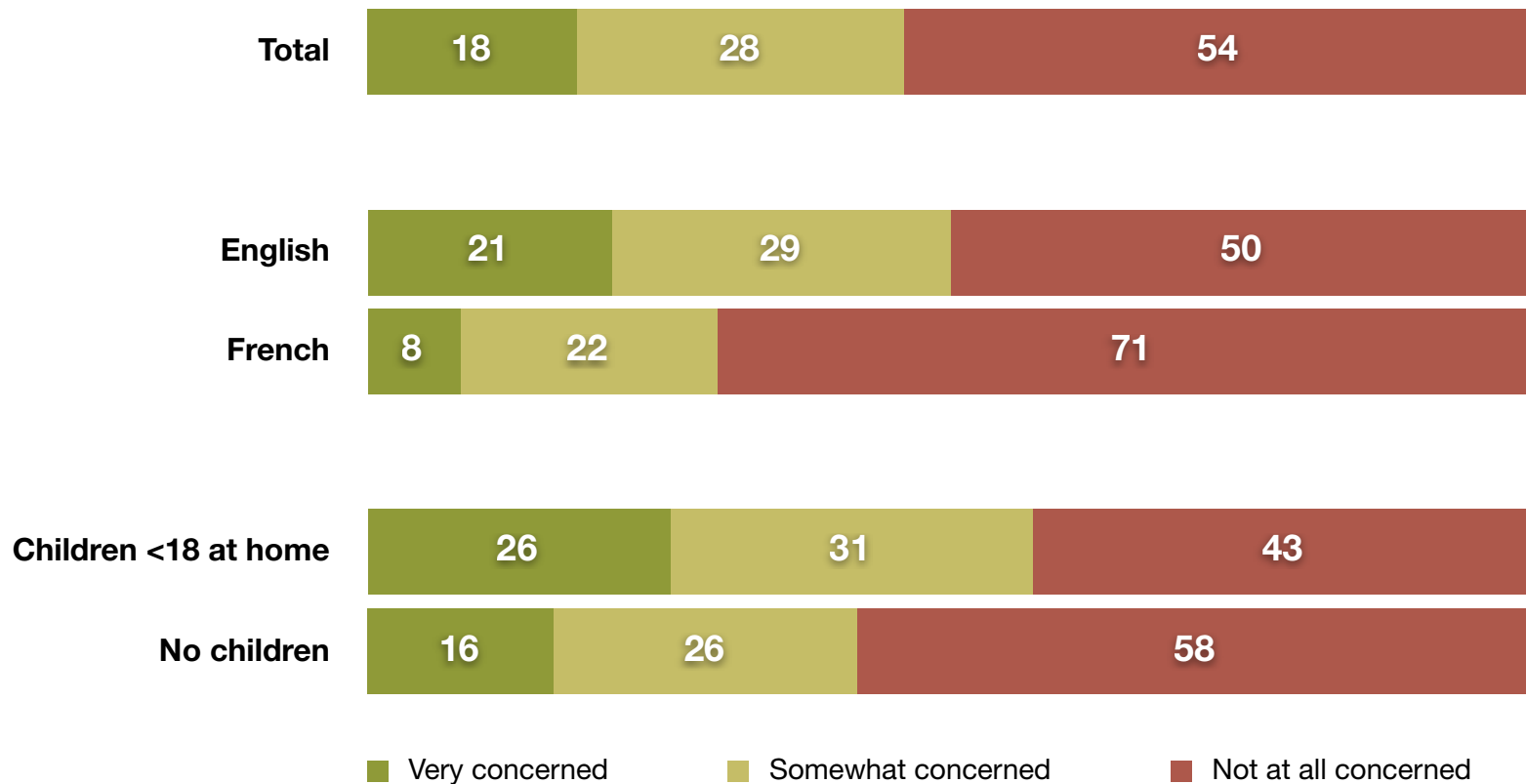
# Holiday Spending Debt

- On a scale of 1 to 9, where 1 is “not at all concerned” and 9 is “very concerned”, how concerned are you about debt you incurred from your holiday spending?



# Holiday Spending Debt

- On a scale of 1 to 9, where 1 is “not at all concerned” and 9 is “very concerned”, how concerned are you about debt you incurred from your holiday spending?



# Sentiments about Holiday Gifts

- The following are statements about gifts you received this holiday season. For each, please tell us if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

**I found the Internet helpful for buying or comparing purchase items this holiday season.**



**This holiday season made me stressed about money.**



**I spent less this holiday season because of the amount of debt that I'm carrying.**



**I "re-gifted" this holiday - taking a gift I was given and giving it to someone else.**



**I will return gifts I received to the store or retailer they were purchased from.**

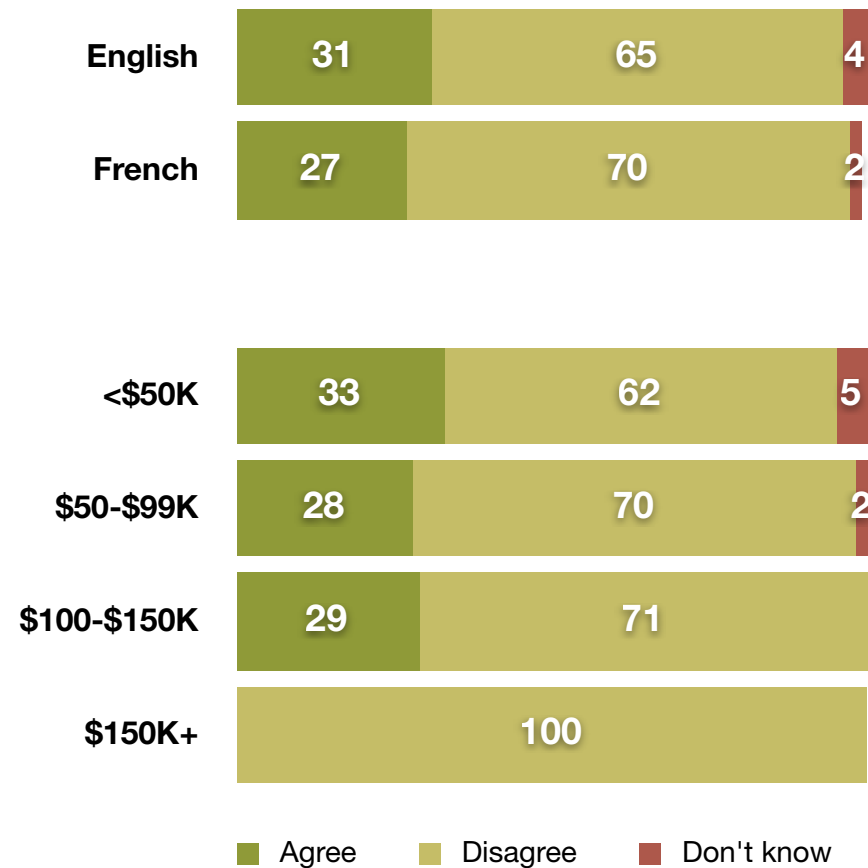
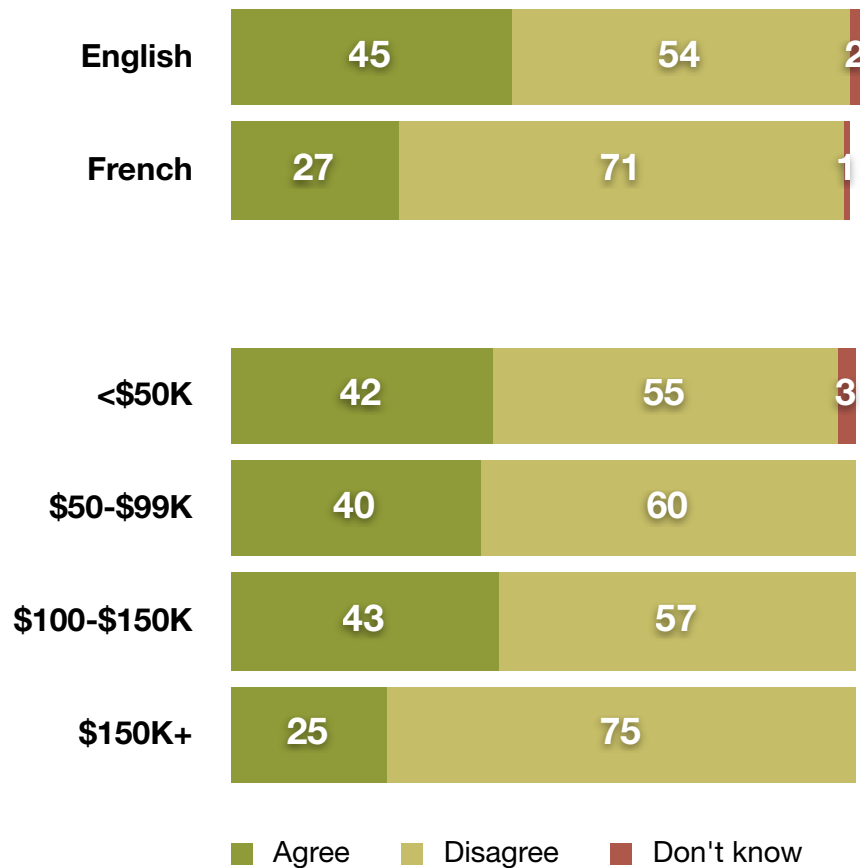


Agree
  Disagree
  Don't know

# Debt and Stress

- This holiday season made me stressed about money.

- I spent less this holiday season because of the debt that I'm carrying.



# Debt and Stress

- Please tell us if you strongly agree, somewhat agree, somewhat disagree, strongly disagree: **This holiday season made me stressed about money.**  
[Among those who agree that they spent less this holiday season because of debt]



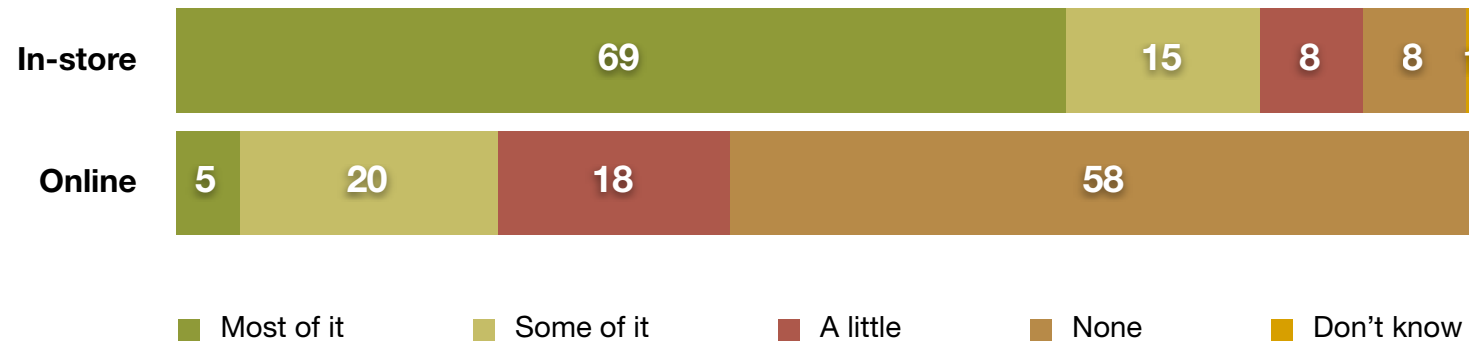
# The Role of Online Retailing

- Half of Canadians utilized the Internet to facilitate their shopping and 4 out of 10 Canadians bought something online this holiday.
- Online shopping, however, constitutes a marginal portion of the purchasing done this holiday season.
- Even among those with the highest propensity to shop online, most shopping was done in stores.



# Method of Shopping

- How much of your holiday shopping did you do in or with each of the following?



# Method of Shopping

- How much of your holiday shopping did you do in or with each of the following:  
**Online**

