

# Ho-ho-holiday Shopping in British Columbia

*Half of British Columbians Don't Stick to a Budget*



Ipsos Reid

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## *Half of British Columbians Don't Stick to a Budget*

**Vancouver, BC, November 23, 2010** — The holiday season is upon us once more. To find out how British Columbians are shopping this holiday season, Ipsos Reid launched a study examining the purchasing behaviour of adult British Columbians in 2010.

The results of this survey reveal that almost half of British Columbians (48%) either don't set a budget (34%) or have a budget range in mind but rarely stick to it (14%). Just as many British Columbians had reported having a budget and not sticking to it in 2009 (17%). However, this year more British Columbians have not bothered to set a holiday shopping budget compared to last year (34% in 2010 versus 29% in 2009).

Despite a self-reported lack of budgeting, British Columbian shoppers aren't planning on spending more or haven't spent more this year than previously. Approximately three-in-ten British Columbian shoppers (28%) have spent less or plan on spending less overall this holiday season, which is again unchanged from 2009 (30%). About half of all holiday shoppers will be spending approximately the same amount (54% in 2010, vs. 52% in 2009), while only 15% (14% in 2009) are planning on spending more on holiday shopping.

So, while British Columbians aren't apt at sticking to holiday shopping budgets, it suggests that retailers should not expect a big boom in sales this year as holiday budgets are likely to look a lot like those in 2009.

What has changed this year is how British Columbians are doing their holiday shopping. Slightly more British Columbians are going online to do holiday shopping (70% in 2010, vs. 65% in 2009). As well, more are heading south of the border to shop in the United States (24% in 2010, vs. 14% in 2009).

What are British Columbians budgeting to spend their money on this holiday season? The following are top items that they have bought or plan on buying for others as gifts:

- #1. Books (53% in 2010, 47% in 2009)
- #2. Clothing, shoes or accessories (48% in 2010, 50% in 2009)
- #3. Gift cards (47% in 2010, 47% in 2009)
- #4. Candy, chocolate or cookies (43% in 2010, 39% in 2009)
- #5. Toys and games (36% in 2010, 39% in 2009)

*These are the findings of an Ipsos Reid study fielded from November 8 to 16, 2010. This online survey of 1112 adult British Columbians, 18 years and older, was conducted using Ipsos Reid's proprietary "Voice of the West Interactive Forum" – an online panel of more than 6,500 British Columbians who have been randomly recruited to match the overall characteristics of the adult residents of the province. Statistical margins of error are not applicable to online studies of this nature, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 2.9 percentage points, 19 times out of 20.*

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