

October 26, 2015

Christmas 2015 Two Years of the Grinch?

2015 Holiday Spending Survey

Prepared By: Field Agent Canada



2015 Holiday Spending Survey

Executive Summary

Christmas is only 60 days away!

For the second consecutive year, Field Agent Canada conducted a cross-country survey to measure the planned purchases of CHRISTMAS GIFTS, DECORATIONS & HOLIDAY FOOD for the 2015 Christmas Holiday season. We asked our Agents from coast-to-coast to provide estimates of their spending on these items in 2014 and their planned purchases in 2015. A total of 2028 responses were gathered between October 17 - 21, 2015.

“Again this year, our survey shows that Canadians are planning to spend less on Christmas this year than they did last year.” says Jeff Doucette, General Manager of Field Agent Canada. “Retailers should prepare for second straight tough Christmas season.”

Overall, average planned Christmas expenditures are tacking to be 7.5% lower on a national basis. “These are very similar results to what we found last Christmas and indicates two years in a row of planned reduced spending on Christmas items.” said Doucette. Results in 2014 showed that Canadians planned to spend 7.2% less vs. the previous year.

Newfoundland has the highest average spending across Canada, an honour it also held in 2014. However, this province is cutting back the most this year with planned spending down 27% year over year. “This is likely a direct result of the tightening of the oil economy in Newfoundland, both offshore oil and the huge number of workers that commute to Western Canada to work in the oil patch.” stated Doucette. “However with average planned spending of \$1250, Christmas should still be festive.”

Declines in spending are expected in every province across Canada, although the cuts are less drastic in Prince Edward Island, Saskatchewan and British Columbia where planned spending is relatively stable vs. 2014 spending.

Who plans to spend the least amount for Christmas this year? Consistent with the 2014 results, the lowest planned spending was reported by residents of Quebec at just \$645, which is 26% less than the national average.

As soon as the Pumpkins and Candy are put away next week, no doubt we will start to hear Jingle Bells blaring from retail stores across the country!

About Field Agent:

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.

Contact Us:

Jeff Doucette,
General Manager, Field Agent Canada
jeff.doucette@fieldagentcanada.com
403.966.7467

2015 Holiday Spending Survey

Top Line Results

	2014 Average Spending	2015 Average Planned Spending	% Change	Spending Rank
Canada	\$946	\$875	-7.5%	
Newfoundland	\$1720	\$1250	-27.3%	1
Nova Scotia	\$1067	\$960	-10.0%	2
New Brunswick	\$1050	\$950	-9.5%	3
Prince Edward Island	\$856	\$837	-2.2%	7
Quebec	\$705	\$645	-8.5%	10
Ontario	\$970	\$905	-6.7%	5
Manitoba	\$847	\$741	-12.5%	9
Saskatchewan	\$836	\$821	-1.8%	8
Alberta	\$970	\$867	-10.6%	6
British Columbia	\$913	\$907	-0.7%	4

YOU HAVE CUSTOMERS EVERYWHERE. PUT THEM TO WORK.

Field Agent™ is a crowdsourcing system empowers customers armed with the latest in smartphone technology to supply companies with valuable visibility and intelligence about their business.

We work with our Clients to define an objective, like capturing a photo in a store, and send it out to thousands of Agents around the country and world. Once they complete the work and we verify that the information accurate, the Agent is paid and the data is reported to the Client.

Visit to see Field Agent on NBC Dallas: fieldagent.net/inthenews



▶ Audits & Compliance

Verify execution of promotions and merchandising across thousands of locations

▶ Store Visibility

Gather intelligence around operations and customer experience

▶ Mobile Research

Execute surveys for specific shopper demographics

KEY BENEFITS

Coverage

We can collect data anywhere there's cell phone coverage

Low Cost

Average of \$8-\$12 per store versus \$20-\$30 with traditional systems

Speed

We can collect data within days of launch

Service

With decades in the retail industry we know how to meet your needs



FEATURED IN

The New York Times



TECH TechCrunch

FASTCOMPANY

HOW CAN I TRUST THE DATA?

The quality of your data is guaranteed.



Time Stamping



GPS Tracking



Agent History



Photo Verification