



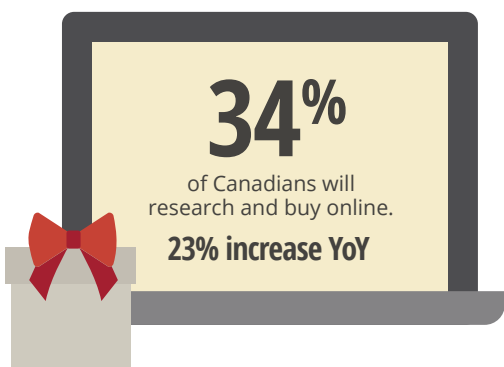
'T WAS THE SHOPPING SEASON USING MOBILE

59%

of Canadians plan to use their smartphone for holiday browsing, up 50% from last year.

1

HOLIDAY E-COMMERCE IS ON THE RISE



21%
of Canadians will research online, visit in-store, and then purchase online.



2

SHOPPERS ARE USING MOBILE MORE THAN EVER

Canadian shoppers use mobile everywhere

62% at home
48% in-store
22% at work or school
18% while commuting



3

WINDOW SHOPPING HAS GONE ONLINE AND IS DRIVING SALES IN-STORE



4

BLACK FRIDAY & CYBER MONDAY ARE NOT SINGLE DAY EVENTS

Canadians will make an average of 5 shopping trips for this year's holiday season purchases.



Source Google commissioned Ipsos Reid, an independent market research firm, to gain a better understanding of consumers' shopping intentions for the upcoming 2014 Holiday Season. Interviews were conducted via an online quantitative survey yielding a total sample of 1,054 holiday shoppers, collected between the 10th and 17th of September 2014.