



HOLIDAY E-COMMERCE IS ON THE RISE



21%

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

It's not just millennials

32%

of Canadians **33+** will research and purchase online.



SHOPPERS ARE USING MOBILE MORE THAN EVER

Canadian shoppers use mobile everywhere

62%

at home

12%

in-store

77%

18%

at work or school

while commuting

Mobile drives sales, immediately...



of Canadians who used their smartphone for holiday research, bought products they searched on the **very same day.**



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



Shoppers are looking for inspiration

72%

of Canadians plan to use at least one online source during their holiday research. They expect to spend **8.6 hours** researching holiday gifts online.



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.



The holiday season is long

24%

of Canadians are 'last minute' shoppers and **48% plan** on taking advantage of post holiday sales and promotions.

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.