

## Boxing Day Shopping

### *Summary of findings*

As part of its Manitoba Omnibus, PRA conducted a random survey with 800 Manitobans (error rate of  $\pm 3.5\%$ , 19 times out of 20) to assess their plans to take part in Boxing Day sales.

In 2017, less than 1 Manitoban in 5 (18%) plans to shop on Boxing Day.

The typical Boxing Day shopper is most likely to be 18 to 29 years old (32% plan to shop on Boxing Day), male (20%), living in Winnipeg (22%), and from a household with an income of under \$40,000 (26%).

**Just 18% of Manitobans plan to shop on Boxing Day this year, but it's a younger person's game.**

Although 18% of Manitobans plan to shop on Boxing Day this year, noticeable differences exist by age and income level.

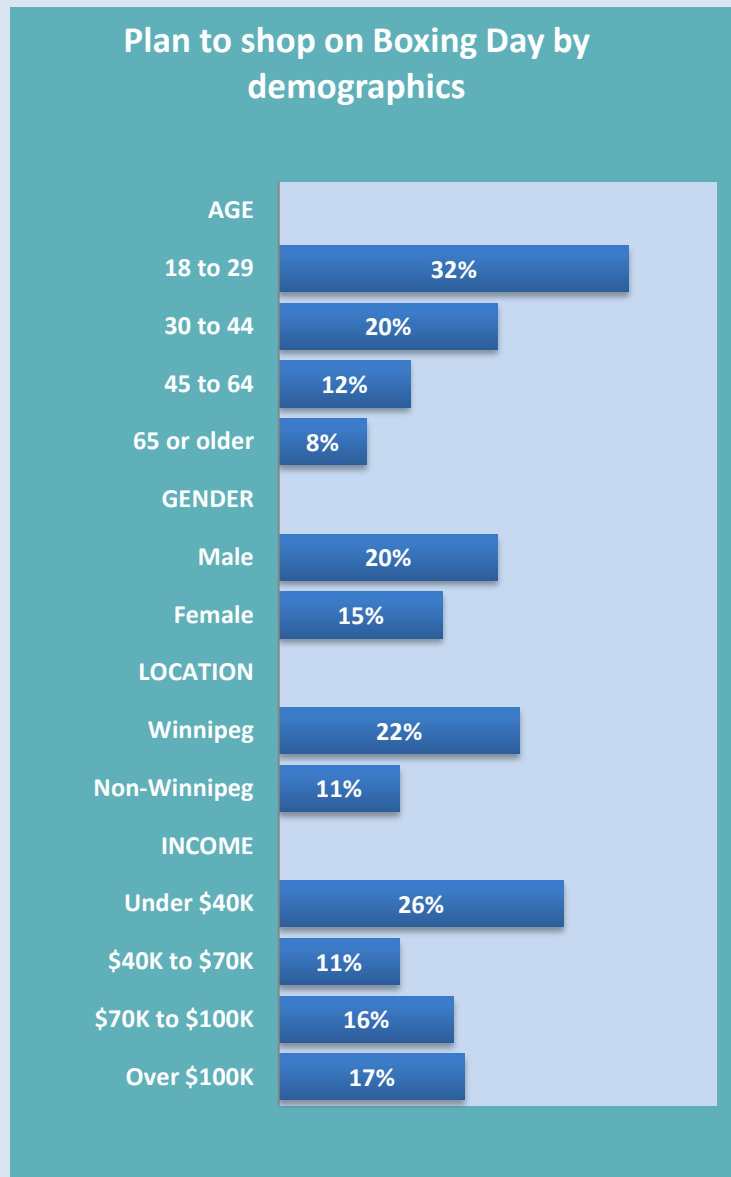
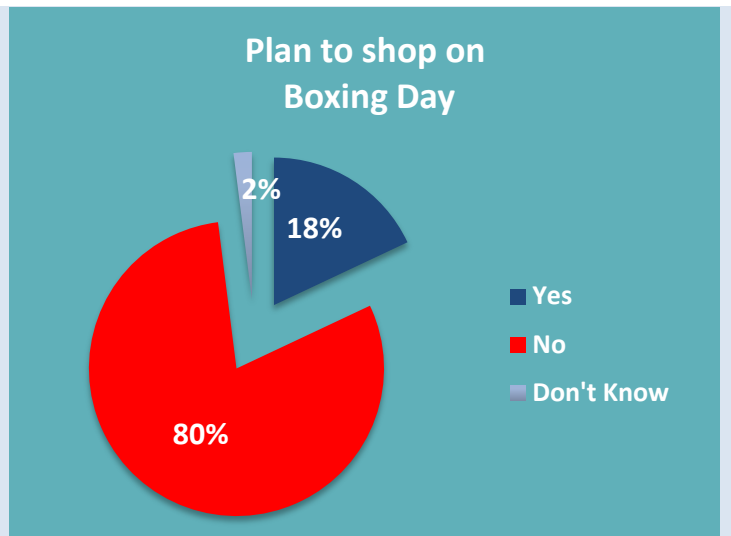
**The typical Boxing Day shopper is an 18 to 29 year old male, living in Winnipeg, with a household income of under \$40,000.**

About one-third (32%) of Manitobans aged 18 to 29 plan to shop on Boxing Day this year. Perhaps this is because 18 to 29 year olds are more likely to receive money or gift cards during the holidays, and to spend them almost immediately.

About 20% of men plan to shop on Boxing Day compared to 15% of women. Although these numbers are close, it shows that these sales attract men in higher numbers than women, which runs counter to common retail shopping behaviour.

Possibly because of the retail options available to them, those living in Winnipeg (22%) are twice as likely as those living outside the city (11%) to report that they plan to shop on Boxing Day.

Somewhat surprising is that those in the lowest income households (under \$40,000 annually) are the most likely to plan to shop on Boxing Day, almost double the proportion of those in other income groups.



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## **METHODOLOGY**

PRA conducted the survey from November 2 – November 29, 2017 using its Manitoba Omnibus, which is a monthly random-digit telephone survey of 800 Manitobans. This survey size yields an error rate of  $\pm$  3.5% (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information.

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