

## Spending on holiday gifts

As part of its Manitoba Omnibus, PRA conducted a survey with 800 Manitobans (error rate of  $\pm 3.5\%$ , 19 times out of 20) to assess Manitobans' holiday gift spending.

### *Summary of findings*

The typical adult Manitoban will spend \$654 on holiday gifts this season, with the biggest spenders, on average, being those 45 to 64 (\$727) and with an annual household income of over \$100,000 (\$988).

Overall, 41% of Manitobans planning to buy gifts plan to shop online. Those most likely to shop online for at least some of their holiday gifts are those 30 to 44 (58%) years of age and those with an annual household income of over \$100,000 (66%).

Among online shoppers, they will spend, on average, about \$317 of their holiday gift budget online. This represents about 37% of their total spending on gifts.

Overall, this means that, in Manitoba, almost one dollar in five (18%, an average of \$139) will be spent online this year for holiday gifts, suggesting that local retailers will be competing for a smaller piece of the holiday pie.

## How much do Manitobans plan to spend on holiday gifts?

The typical adult Manitoban plans to spend an average of \$654 on gifts for the holiday season. On average, women (\$699) expect to spend slightly more than men (\$608) for the holidays.

Not surprisingly, the higher the household income, the more Manitobans expect to spend, with those reporting a household income of over \$100,000 spending on average almost \$1,000.

On average, those 18 to 29 years of age will spend the least (\$448), while those 45 to 64 years of age will spend the most (\$727) on holiday gifts.

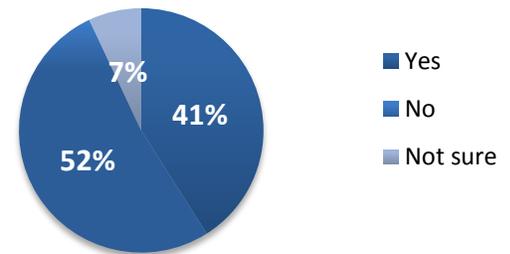
Average spending on gifts by household income



## Online gift shopping is common, but does not yet dominate

This year, 41% of Manitobans plan to purchase at least some of their holiday gifts online, while 7% were unsure at the time of the survey.

Plan to purchase any holiday gifts online?



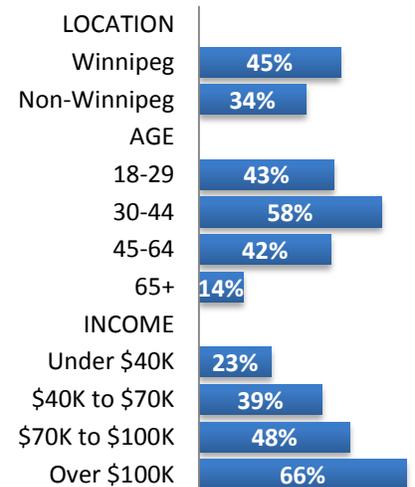
## Online gift shopping varies by demographics

Those living outside of Winnipeg (34%) are slightly less likely than those living in Winnipeg (45%) to buy at least some of their holiday gifts online.

Somewhat surprisingly, those most likely to buy holiday gifts online are not the youngest age group (18 to 29), but rather those 30 to 44 (58%). Those Manitobans 65 years of age or older are the least likely (14%) to buy online.

The higher the household income, the more likely they are to buy online. While only about 1 in 4 (23%) Manitobans with a household income under \$40,000 plan to make any holiday gift purchases online, two-thirds (66%) of those with household incomes over \$100,000 plan to make purchases online.

Purchase holiday gifts online by demographics



## Large amounts of money may potentially be taken out of the local economy

Among online shoppers, spending averages about \$317 of their holiday gift budget online. This represents about 37% of their total spending on gifts.

Those shopping online tend to be the biggest spenders. Online shoppers will, on average, spend more overall (\$852 both in-store and online) than those who will shop in a physical store (\$538).

While non-Winnepeggers are less likely than Winnepeggers to buy online, those who do will spend more. Non-Winnepeggers who plan to buy online will spend, on average, \$377 compared to \$289 for Winnepeggers.

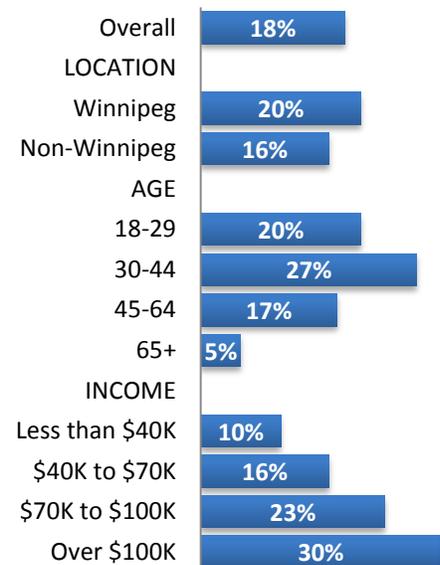
Those with the highest household income are not only more likely to make a gift purchase online, they will spend the most. As household income increases, so does the amount that will be spent online.

Overall, this means in Manitoba, almost \$1 in \$5 (18%, or an average of \$139) will be spent online this year for holiday gifts, suggesting that local retailers will be competing for a smaller piece of the holiday pie. The percentage of spending online varies by age, income, and location.

### Spending for online gifts by demographics



### % of spending online for all holiday gifts by demographics



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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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