



NEWS RELEASE

Embargo

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Annual survey of the Conseil québécois du commerce de détail/Retail Council of Quebec
SANTA CLAUS WILL BE GENEROUS...

Montréal, November 8, 2006 – The Conseil québécois du commerce de détail (CQCD)/ Retail Council of Quebec has released the results of its annual survey conducted by Groupe Géocom on the spending intentions of Quebec consumers for the upcoming holiday season.

The survey reveals that near three quarters (79%) Quebec consumers will spend as much as last year (68% of respondents) or even more (11% of respondents) on their holiday purchases.

Another encouraging finding: 2/3 of Quebec consumers (65%) indicated that the current economic situation would have little or no influence on their holiday spending intentions.

Twenty-nine per cent (29%) of respondents had already started their holiday shopping at the end of October, while 33% will start in November and 32 % in December – 18% at the beginning of December (16% in 2005).

The survey also shows that 90% of Quebec households intend to make holiday purchases. Compared to last year's figures, the survey shows that Quebec consumers intend to spend more this year. They are expected to spend an average of \$711 this year, (\$649 last year). 63% of that amount will be spent on gifts (\$448) and 37 % (\$263) on receptions, food and beverages.

Excluding the automotive sector, the CQCD estimates that consumer spending for the holiday season, considering the increasing of the number of households, will total more that **\$2 billions 300 millions** in Quebec.

Santa will be generous, as Quebec consumers will give gifts to an average of 7 persons, thirty per cent (30%) will be children under 15.

Sixteen per cent (16%) of respondents will make purchases the day after Christmas (Boxing Day).

What will we find under the Christmas tree this year?

Video games, electronic products, compact discs, books, fashion accessories, clothing, decoration items, health and beauty products, jewellery, household supplies, furniture and entertainment will be on consumers' shopping list this year.

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The half (50%) will buy most of their gifts in shopping centres; 37% intend to give gift certificates. On the other hand, only 6% of Quebecers plan to use Internet for their holiday gift purchases.

According to Me Gaston Lafleur, president of the CQCD, "*The actual current economic situation in Quebec and the survey findings released today allow the CQCD to conclude that Quebec's holiday retail sales should increase by nearly 5% compared with last year.*"

This CQCD survey on Quebec consumers' holiday spending intentions for 2006 polled 1004 Quebec consumers between October 12 and October 27, 2006 and has a margin of error of plus or minus 3,2%, 19 times out of 20.

For more than twenty-five years now, the Conseil québécois du commerce de détail/Retail Council of Quebec (CQCD) pursues its mission of representing, promoting this sector, to insure a development of the retail sector.

The CQCD defends the interest of its members, which represent 70% of the activities of retail sector in Quebec. This sector represents more than 54 000 businesses, more than \$80 billions of sales and more than 400 000 jobs.

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Source: Conseil québécois du commerce de détail

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