



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 IN QUEBEC THIS YEAR.

Montréal, November 14, 2007 – The Conseil québécois du commerce de détail (CQCD)/ Retail Council of Quebec has released the results of its annual survey conducted by Géocom Research on the spending intentions of Quebec consumers for the upcoming holiday season.

The survey reveals that over three quarters (81%) Quebec consumers will spend as much as last year (69% of respondents) or even more (12% of respondents) on their holiday purchases.

Another encouraging finding: Seventy (70%) Quebec consumers indicated that the current economic situation would have little or no influence on their holiday spending intentions.

Thirty per cent (30%) of respondents had already started their holiday shopping at the end of October, while 33% will start in November and 31% in December – 16% at the beginning of December.

The survey shows that Quebec consumers are expected to spend an average of \$681 this year. 58% of that amount will be spent on gifts (\$395) and 42% (\$286) 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 250 millions** in Quebec.

Quebec consumers will be generous because they 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 on 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, gift certificates will be on consumers' shopping list this year.

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More than half (55%) will buy most of their gifts in shopping centres; 37% intend to give gift certificates. On the other hand, only 9% of Quebecers plan to use Internet for their holiday gift purchases compared 6% with last year.

Finally, the survey reveals that nearly all households (97%) intend to do their holiday shopping in Quebec, despite the strong Canadian dollar.

This CQCD survey on Quebec consumers' holiday spending intentions for 2007 polled 1003 Quebec consumers between October 26 and November 2, 2007 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 \$86 billions of sales and more than 400 000 jobs.

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Source: Conseil québécois du commerce de détail

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