



CANADIANS WON'T LET INFLATION DAMPEN HOLIDAY SPIRIT

Even with the strains of daily life and current economic pressures, the Purolator Holiday Survey found that the holiday season remains the most cherished time of the year for 64% of Canadians.

More survey insights:

Putting more thought into holiday shopping this year:

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87% are looking for the best deals. 

 **63%** prefer shopping local to support their community.

58% are buying only essentials. 

credit

1 in 4 plan to shop online more than last year.

K.D.V.

Putting friends and family first ("but not at my place!"):

62% are most looking forward to spending time with friends and family.

ONLY 33% choose hosting as one of their most anticipated activities.

Canadians are planning to give:

- Gift cards** **42%**
- Clothes** **29%**
- Children's toys** **24%**