

January 2011

2011 Consumer Trends Presentation to ICSC



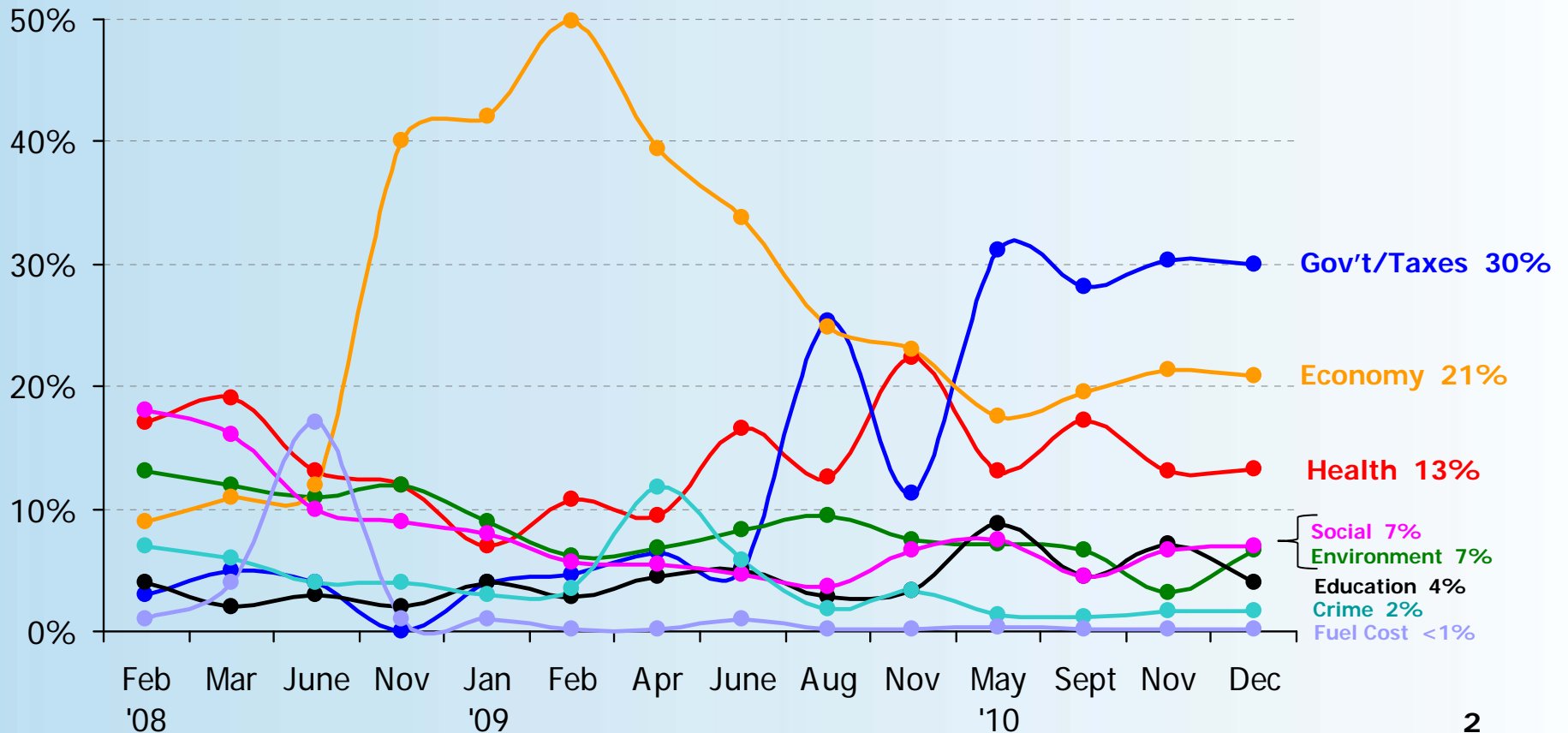
MUSTEL GROUP
MARKET RESEARCH



International Council
of Shopping Centers

➤ Top Issue of Concern in BC (2008 to Present)

"In your opinion, what is the most important issue facing British Columbia today the one about which you, yourself, are most concerned?"



➤ Provincial Politics

- Last provincial polls showed Liberals back in lead
- But rare for government to win 4 consecutive elections
- Both parties running strong candidates
- February 12th Liberal delegates vote key to outcome of leadership results



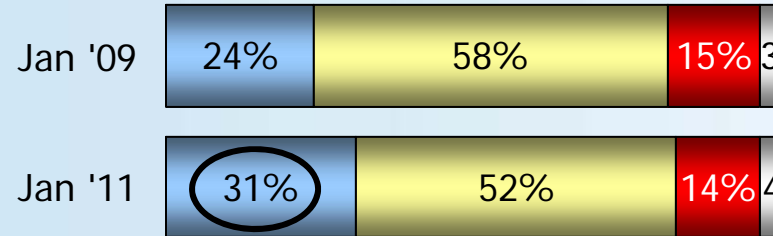
➤ HST

- Support shifting
- Objection as much due to *way* tax introduced as to tax itself
- Much confusion about tax
- Chance it will pass referendum
- But be prepared for left government looking for revenue to fill void of HST



➤ Expectations for Personal Financial Status Over Next Year

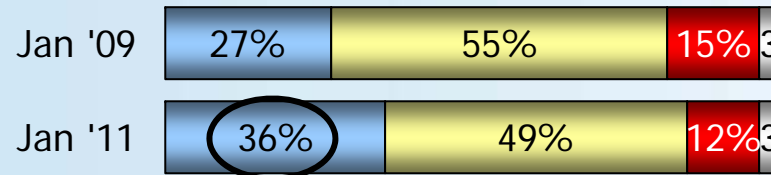
Total



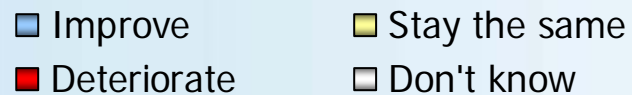
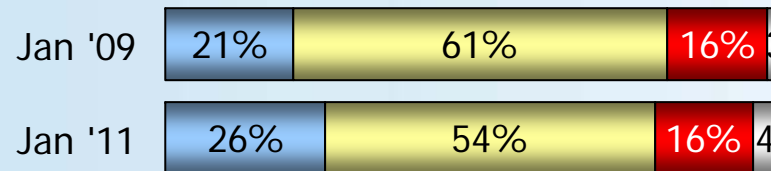
■ Improve	■ Stay the same
■ Deteriorate	■ Don't know

➤ Expectations for Personal Financial Status Over Next Year

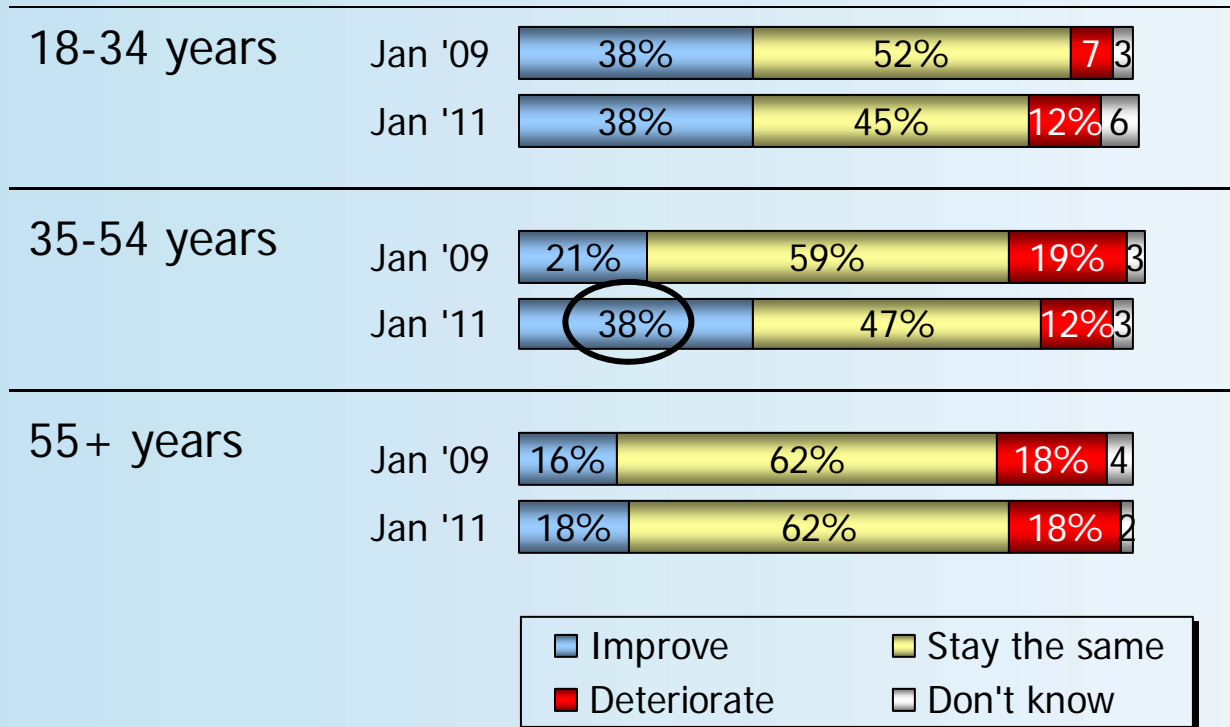
Males



Females

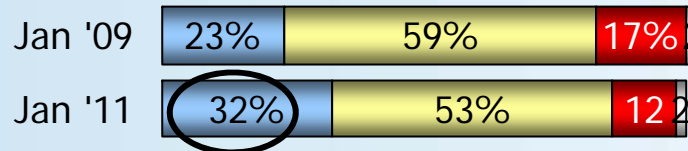


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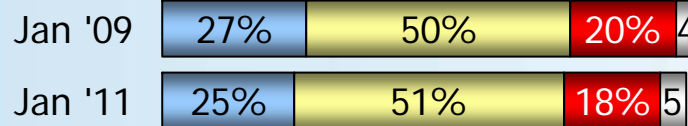


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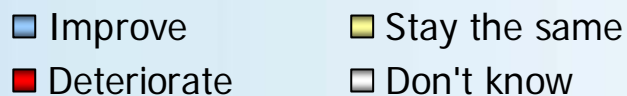
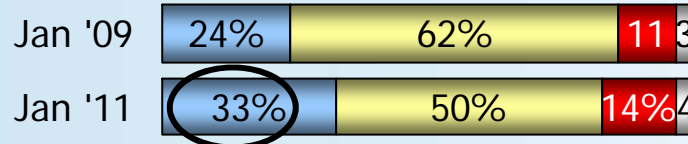
Metro Vancouver



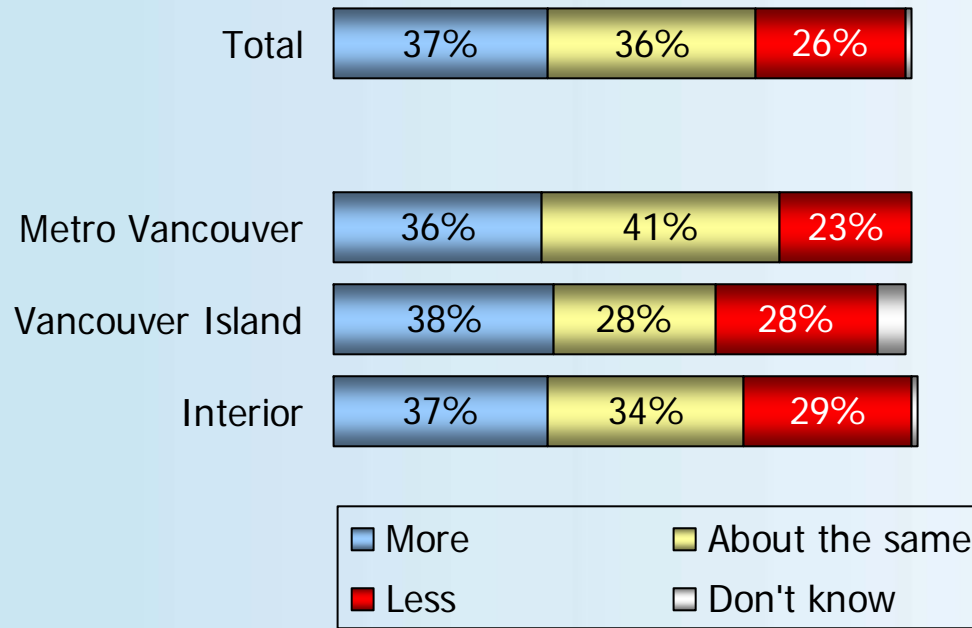
Vancouver Island



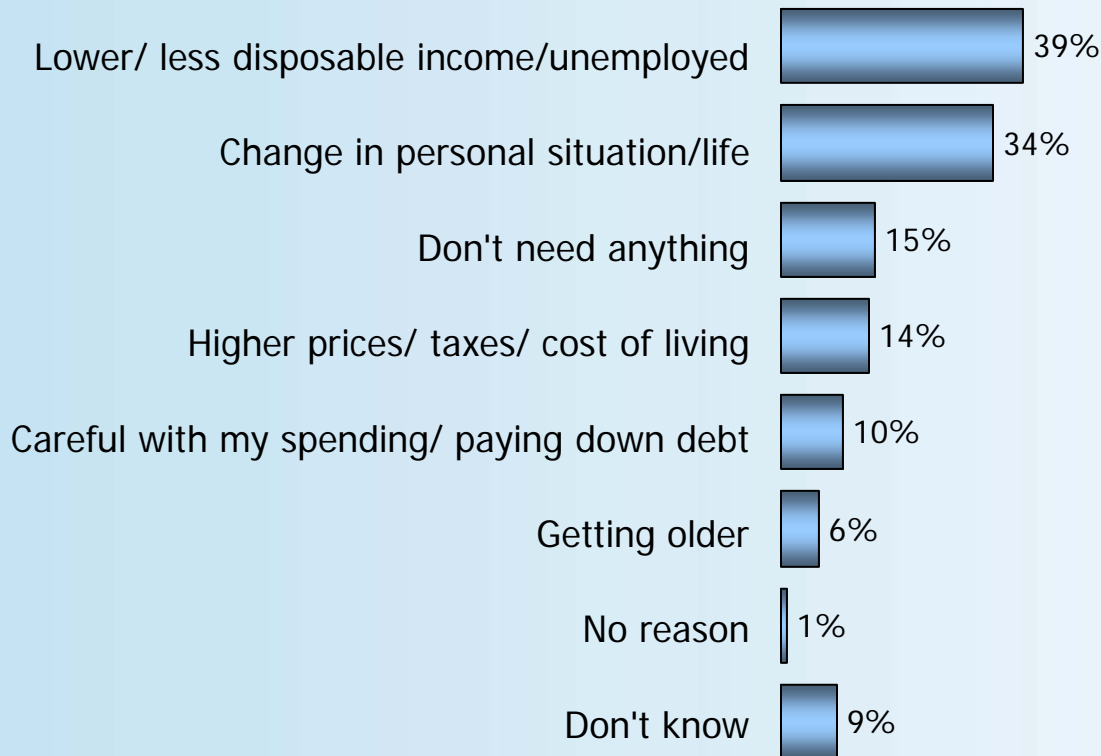
Interior



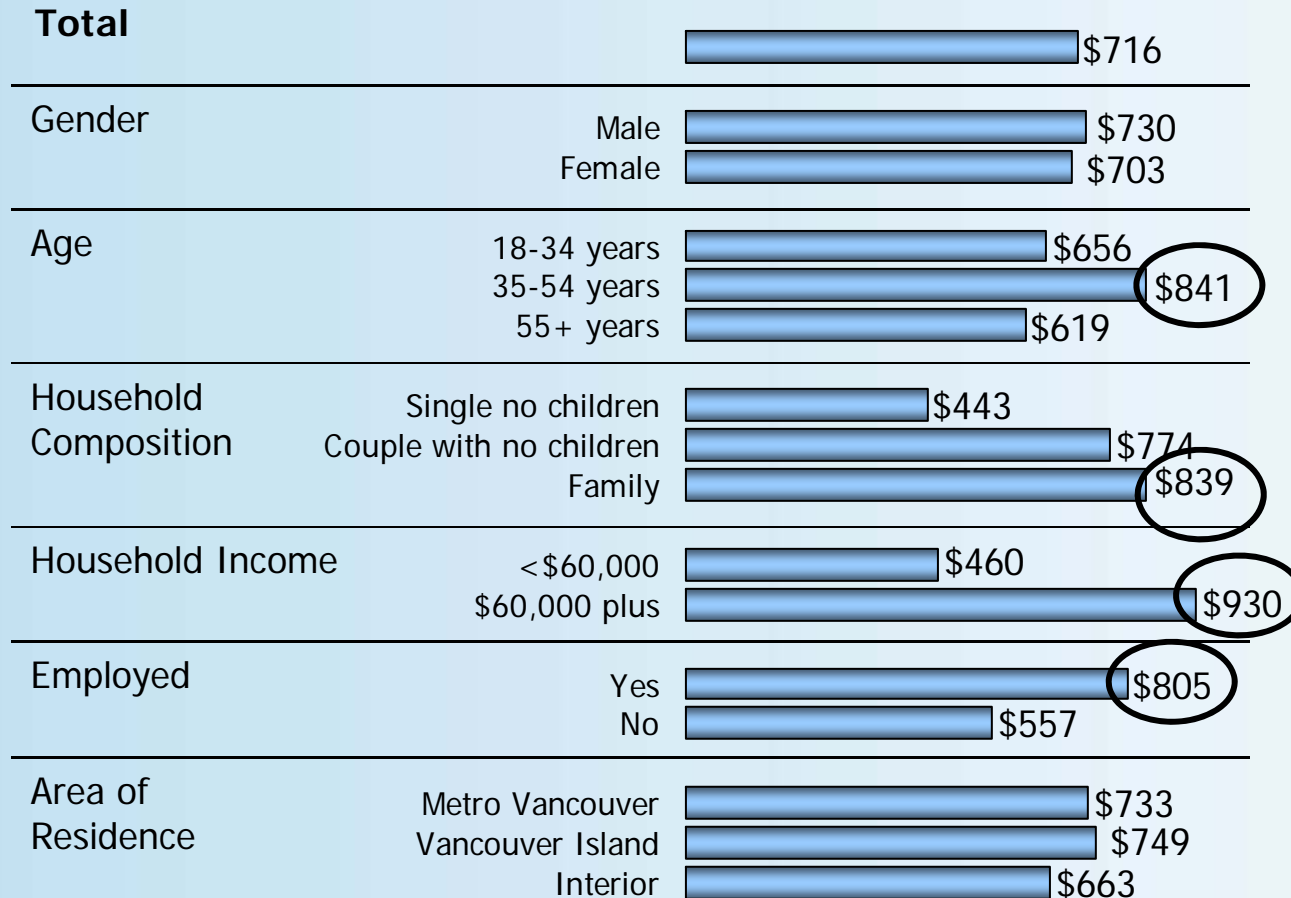
➤ Spending Compared to Few Years Ago



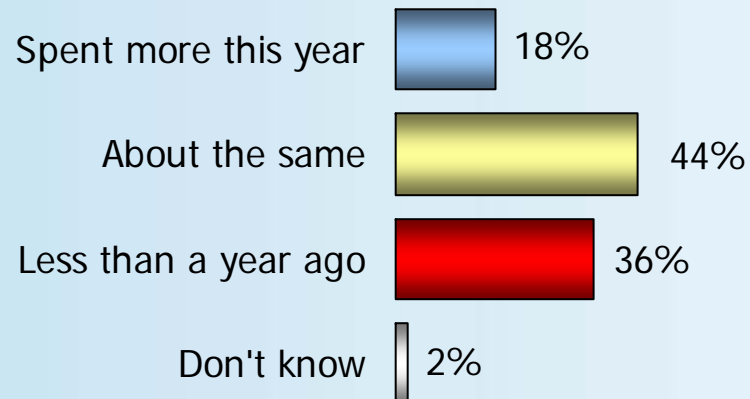
Reasons Spending Less



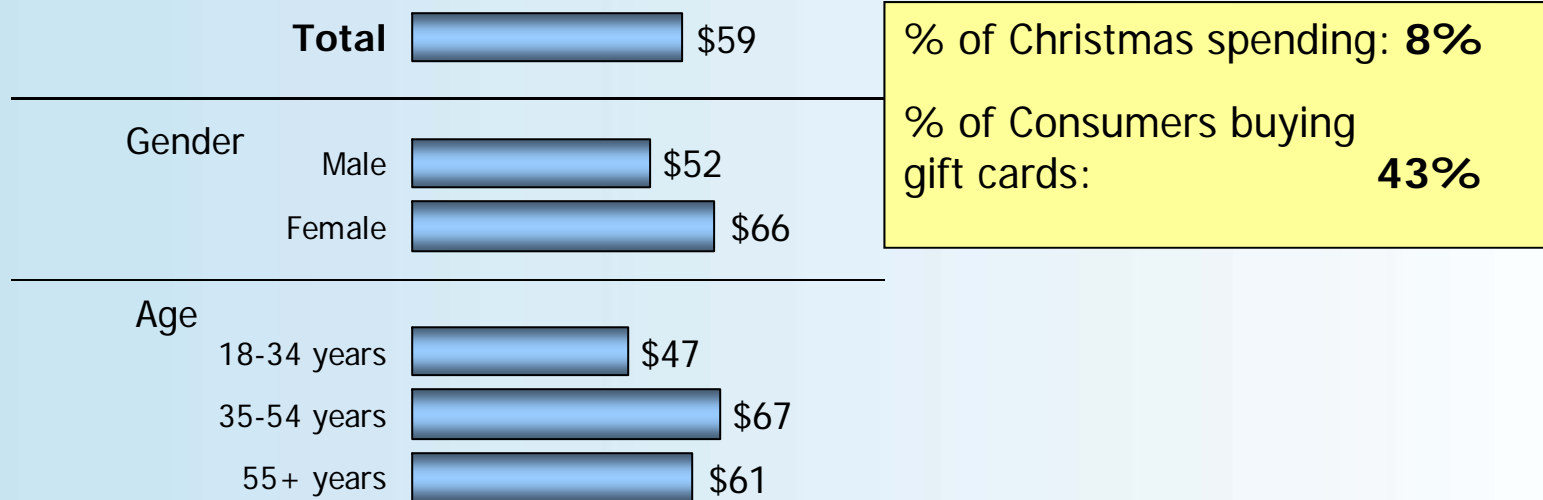
➤ Average Spent on Christmas Shopping



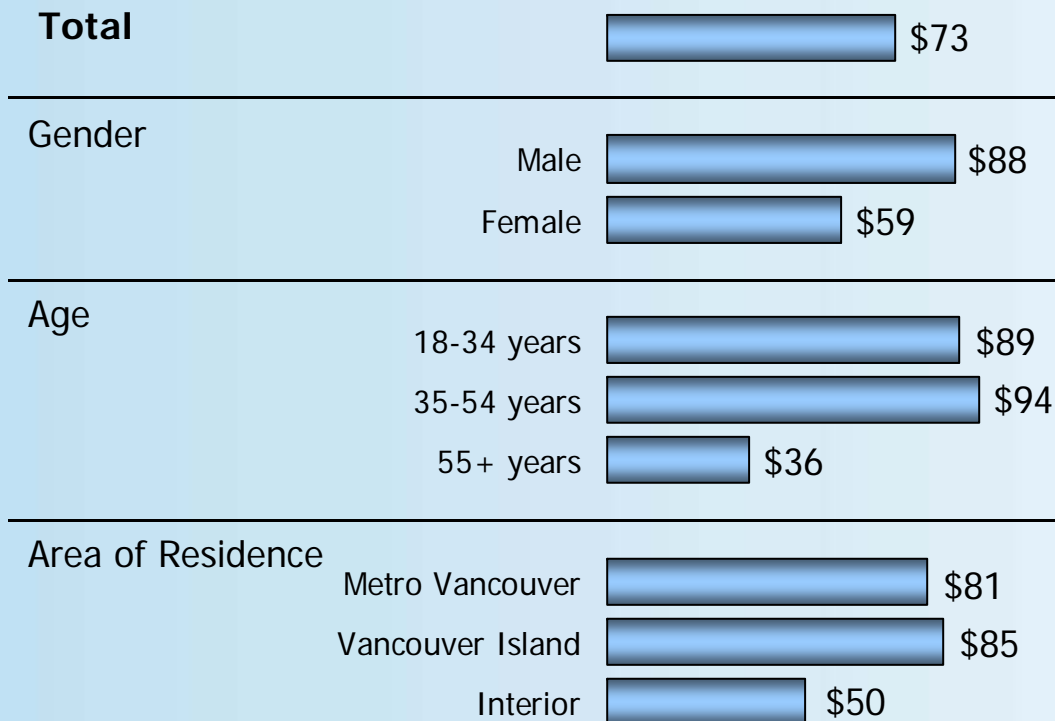
➤ Comparison of Spending to Last Christmas



➤ Amount of Christmas Spending On Gift Cards



➤ Amount of Christmas Spending On-line



% of Christmas spending: **10%**

% of Consumers shopping
on-line at Christmas: **30%**

➤ Internet Impact Growing

- Internet usage has surpassed TV viewing
- Retail purchases significantly influenced by online activity
- Important that website matches store front (and vice versa)
- But consumers still prefer the store experience over shopping on the net



➤ Mobile Internet Booming

- Approximately 30% of cell phones smart phones
- Consumers want info anywhere, anytime
- By 2014, half of internet hits expected to be off mobile devices
- Impacts content and layout of websites



➤ % Regularly Use Facebook

Facebook

Total  41%

Gender

Male  35%

Female  47%

Age

18-34 years  78%

35-54 years  38%

55+ years  16%

➤ % Regularly Use Twitter

Twitter

Total  7%


Gender


Male  7%

Female  7%

Age

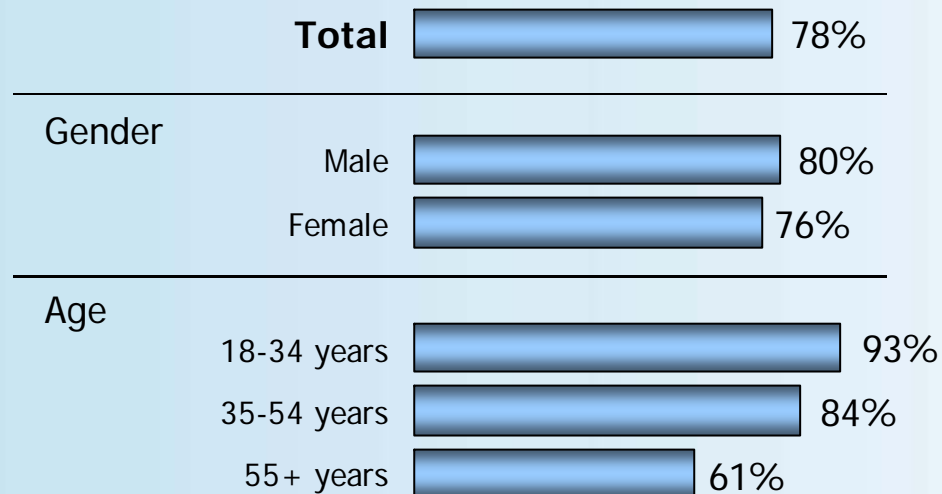
18-34 years  13%

35-54 years  8%

55+ years  1%

➤ % Regularly Use Email

Email



➤ % Regularly Use Electronic Coupons

Daily Electronic Discount Coupon Services

Total  11%

Gender


Male  8%

Female  13%

Age

18-34 years  15%

35-54 years  13%

55+ years  5%

➤ What does this mean for marketing?

- Traditional media not dead
- *35 Divide*: what works well with one age group, does not with other
- Social media more of a communication's/PR tool than marketing
- Monitor conversation



➤ Waste Management

- Recycling → reducing
- Dematerialize consumption

*The things that make you happy
are not things.*

- Food scraps recycling expanding to commercial



➤ Alternative Travel Modes

- Only way to accommodate population and economic growth in many cities
- City of Vancouver: 60% of all trips
- Board of Trade survey: 63% of car drivers willing to switch
- Motivators: cost, added convenience, environmental
- Bike lanes here to stay: cheaper than transit



➤ Buy Local

- Renewed interest and efforts by government
- E.g.:
 - *buyBC, buyCanada*
 - Metro Vancouver Regional Food Strategy
 - EatDrinkBeLocal

