

# British Columbians embrace holiday shopping despite economy

*-- TD Canada Trust poll finds British Columbians will spend an average of \$78 per person on holiday gifts this year--*

(November 22, 2011) VANCOUVER – In search of the perfect holiday gifts and festive treats, almost three quarters of British Columbians (73%) say they won't be reducing their holiday spending this year despite the economic climate. According to the TD Canada Trust Holiday Poll, B.C. residents are planning to spend an average of \$1,195 on food, gifts and entertainment this holiday season.

While one quarter of British Columbians hope to squeeze in all their holiday shopping for less than \$500, 28% expect to spend \$2,000 or more.

Whatever the total you are planning to spend this year, staying within a set spending amount can be easier by planning ahead and getting organized with a budget.

"You've made your list and checked it twice, but the festive lights and décor can sometimes cause you to go overboard. A great way to track your spending and reap the rewards benefits is to make your holiday purchases on one credit card," says Pam Paddon, Associate Vice President, TD Credit Cards. "Make sure to check your account regularly to ensure you're staying within budget and always remember to pay your credit card bill in full at the end of the month."

While it may seem daunting to check off everyone on your holiday gift list each year, it doesn't have to be expensive. On average, B.C. residents are planning to spend \$78 per person on gifts these holidays.

## **British Columbians are bargain hunters**

Eight-in-ten British Columbians say deals and discounts can influence their holiday shopping decisions, including 18% who admit they always do.

"One of the easiest ways to find savings during the holidays is to use your credit card rewards points towards your gift purchases," says Paddon. "A good credit card will give you the freedom and flexibility to redeem your rewards points for a wide range of gifts or gift cards from top retailers. For example, the new [tdrewards.com](http://tdrewards.com) is a one-stop-shop for holiday shoppers, offering TD credit cardholders thousands of unique gift ideas, exclusive deals and discounted offers."

## **About the TD Canada Trust Holiday Poll**

TD Canada Trust commissioned Environics Research Group to conduct a national telephone omnibus study of 1,000 Canadian adults; 125 B.C. residents were surveyed. Results were collected between October 25-31, 2011.

## **About TD Canada Trust**

TD Canada Trust offers personal and business banking to more than 11.5 million customers. We provide a wide range of products and services from chequing and savings accounts, to credit cards, mortgages and business banking, to credit protection and travel medical insurance, as well as advice on managing everyday finances. TD Canada Trust makes banking comfortable with award-winning service and convenience through 24/7 mobile, internet, telephone and ATM banking, as well as in over 1,100 branches, with convenient hours to serve customers better. For more information, please visit: [www.tdcanadatrust.com](http://www.tdcanadatrust.com). TD Canada Trust is the Canadian retail bank of TD Bank Group, the sixth largest bank in North America.

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