

## GIFT GUIDE

# Ontario shoppers still love their flyers: new study

Where do you get ideas for the perfect holiday gift?

From Pinterest to Instagram, the digital world is awash with places shoppers can go to discover unique and thoughtful gift ideas.

But not all shoppers have rushed to source their gift ideas from the latest social media hotspot.

A new study reveals that almost half of Ontario shoppers have used print flyers as a source of gift giving inspiration. The study also shows that while people may spend more time online than ever before, 97% of Ontario shoppers still read and rely on printed flyers, and many of them—86%—take the time to read their flyers on a weekly basis.

“You may think that in our digital world print flyers would factor less in consumer decision making, but we found the exact opposite,” said Ian Oliver, president, Metroland Media. “Shoppers became quite emotional when we asked them how they use flyers. And as it turns out, flyers continue to play a significant role in how we decide what we want to purchase.”

In the survey, Ontario shoppers revealed that they consider flyers to be a critical guide for finding deals and learning what products are out there when they need to make a purchase.

While the most popular kinds of flyers are sent to customers from grocery and mass merchant chains, at least half of Ontario shoppers depend on the flyers they receive from department stores, fashion retailers, sporting goods and electronics stores.



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