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BUSINESS

# Canadian Retail Real Estate, COVID-19 and After



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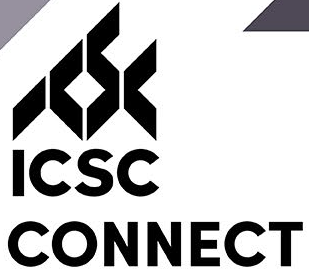


**HARLEY OBERFELD**

CEO  
Oberfeld Snowcap

Moderated by John R. Morrison, CRX, CDP, ICSC Vice Chairman

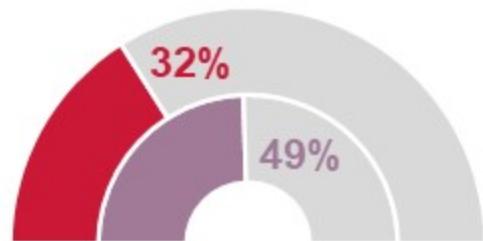
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# Canadian Consumer Tracking During COVID-19

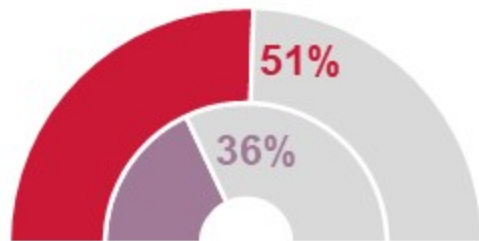
# Economic Conditions 12 Months from Now



Improve



Stay the same



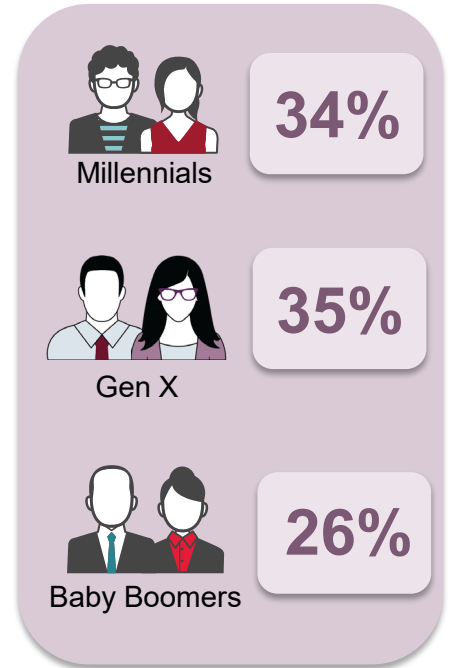
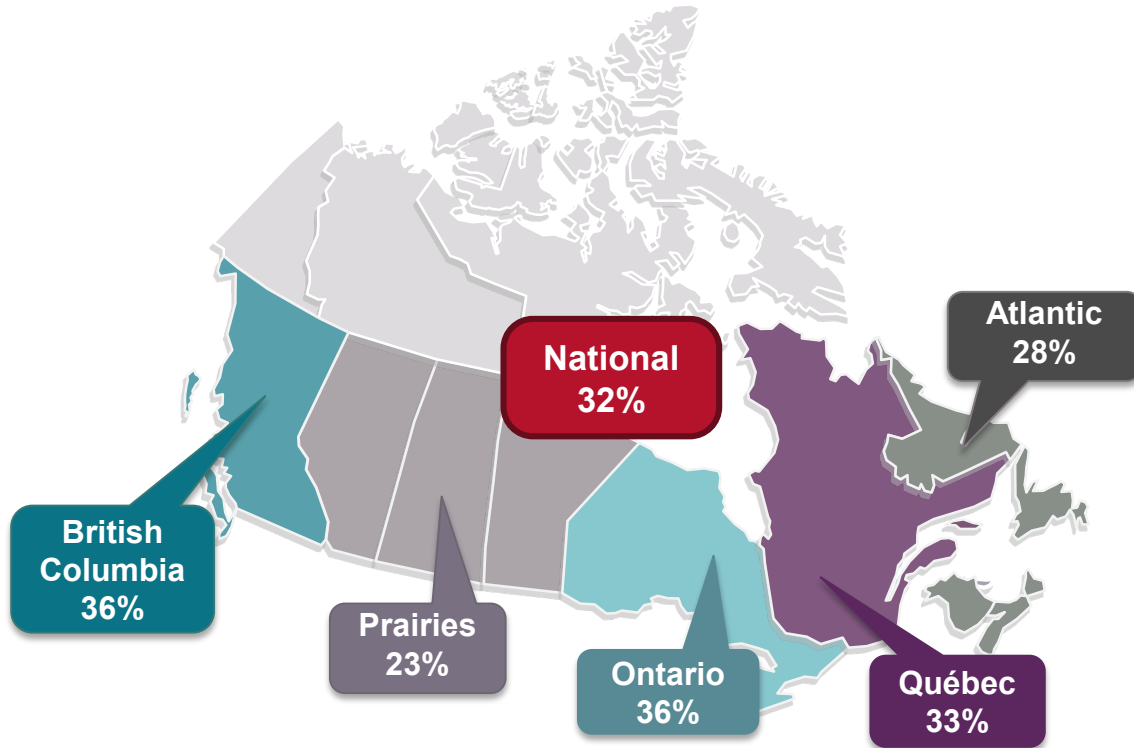
Get worse



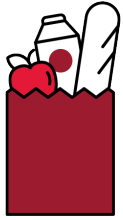
 Canada

 United States

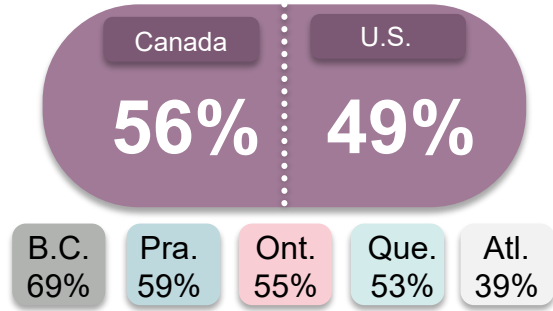
# “Improved” Economic Conditions 12 Months from Now



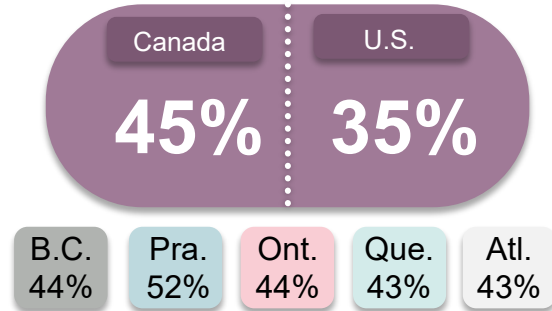
# Top Uses for Federal Stimulus Money



## Buy Groceries



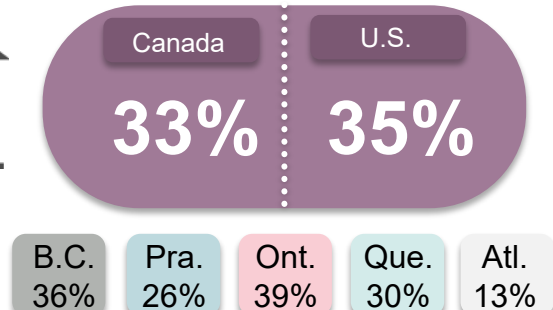
## Pay Housing Costs



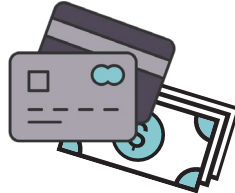
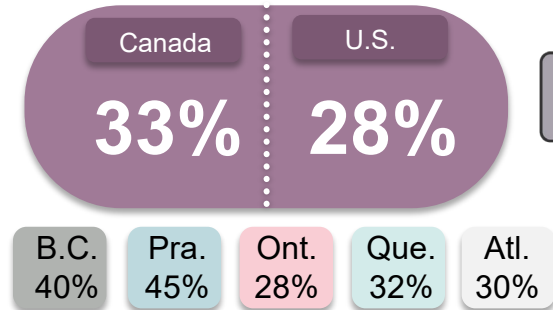
**38%**

Canadians who received or plan to receive assistance

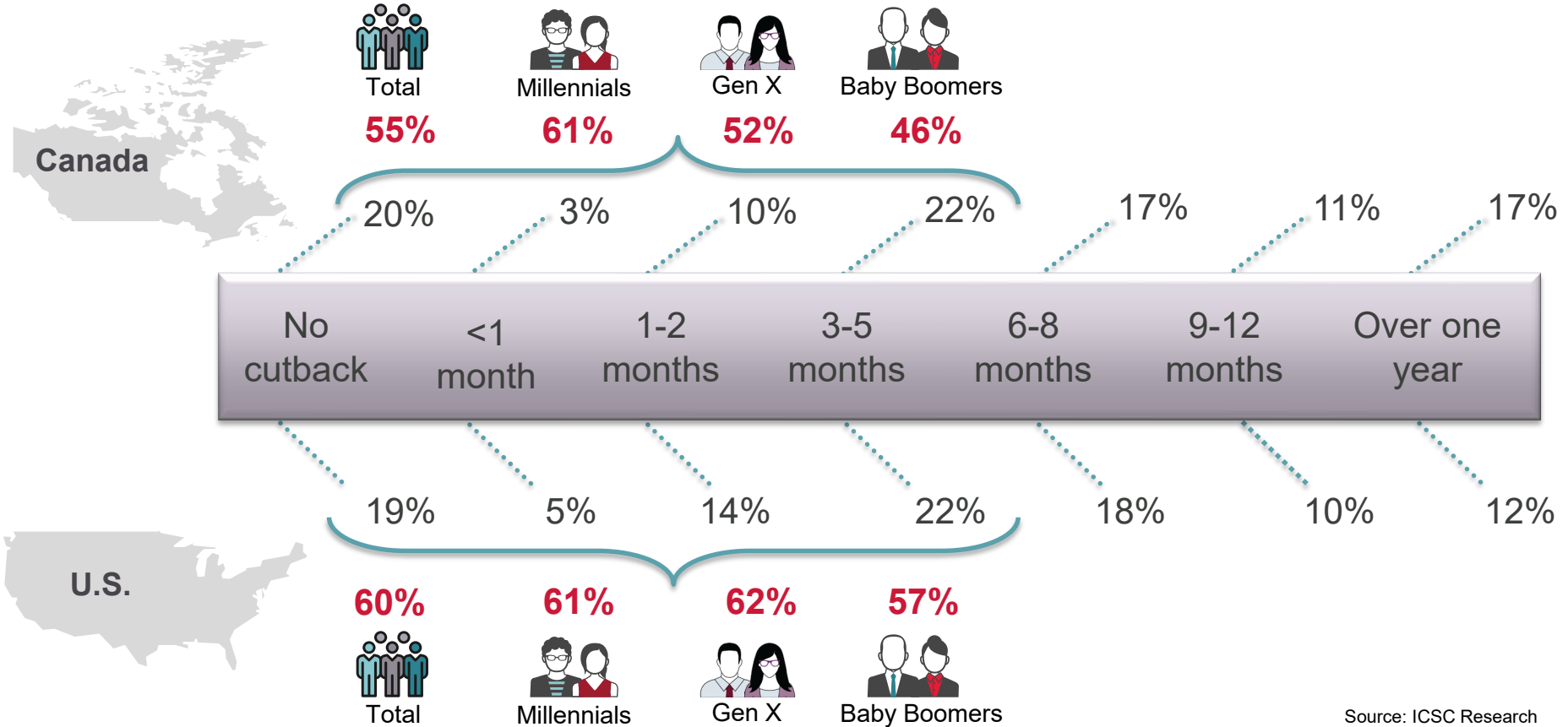
## Put Into Savings



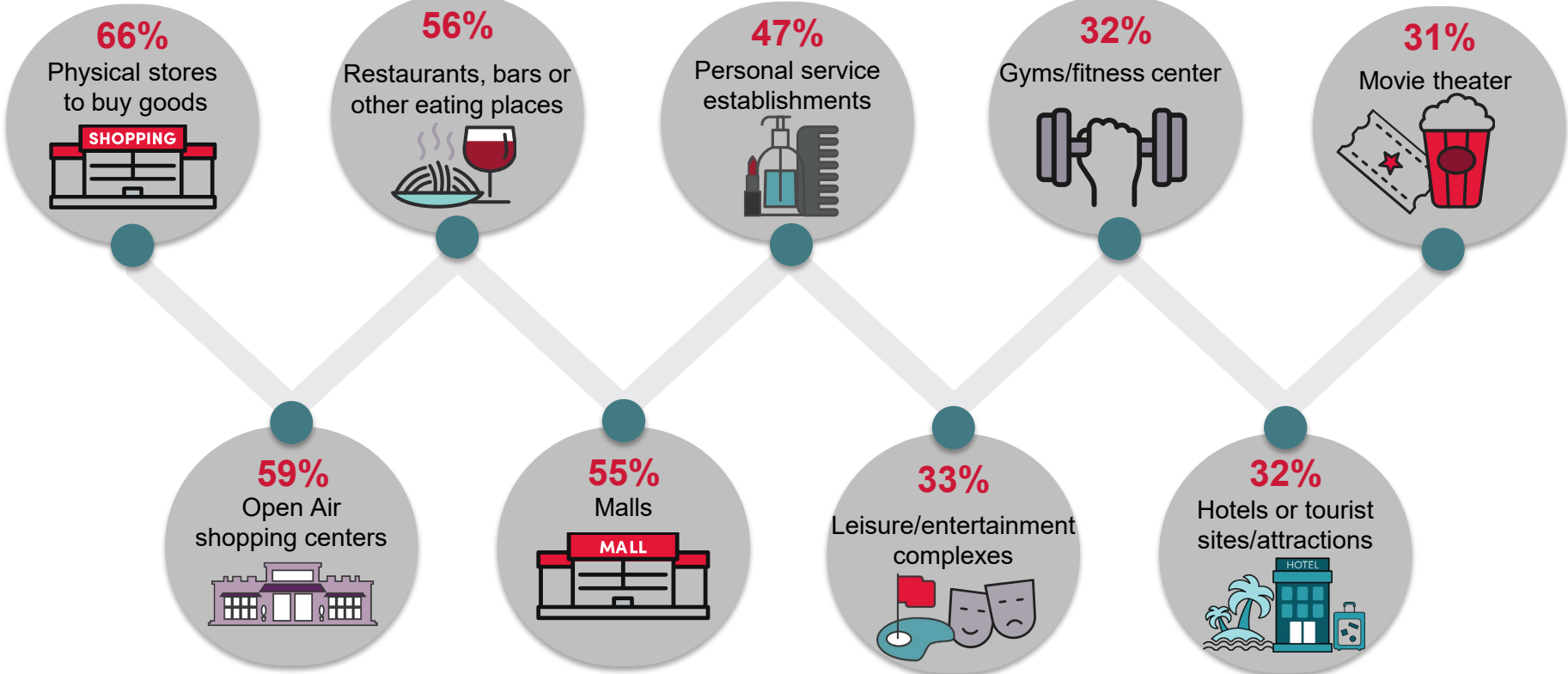
## Pay Off Debt



# Length of Time Consumers Plan to Cutback Spending

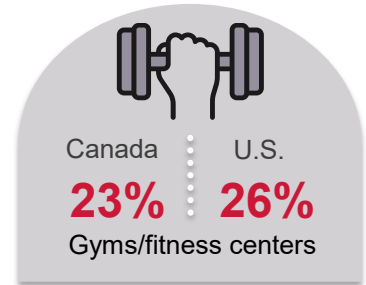
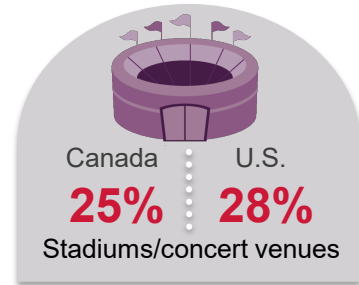
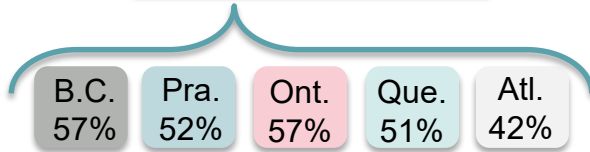
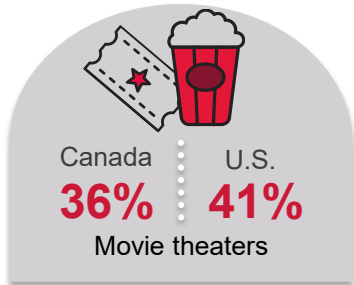
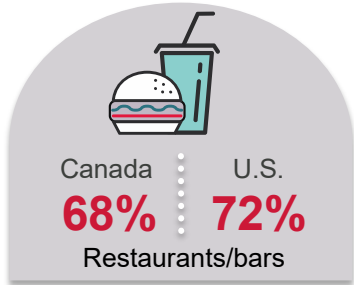


# Comfortable Visiting Within 2 Months or Sooner After the COVID-19 Crisis Subsides

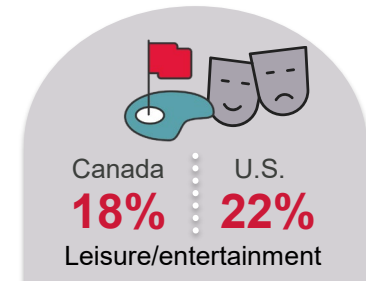
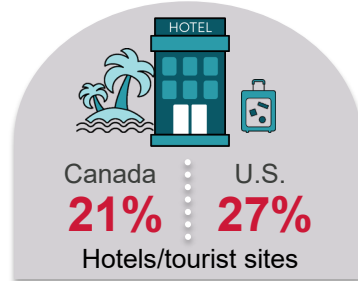


Source: ICSC Research

# Consumers Miss Their Normal Activities



**90%**  
Canadians who miss  
at least one of these  
activities





# New Considerations Among Consumers

Canada U.S.

**69%** **65%**

Limiting direct contact with other people

Canada U.S.

**66%** **64%**

Practicing social distancing

Canada U.S.

**41%** **32%**

Expenditures on non-essential goods/services

Canada U.S.

**39%** **31%**

Number of different venues visited during the same outing

Canada U.S.

**37%** **41%**

The amount of time spent in a physical establishment

Canada

**61%**



Millennials

**71%**



Gen X

**76%**



Baby Boomers

Canada

**57%**



Millennials

**65%**



Gen X

**77%**



Baby Boomers

Canada

**46%**



Millennials

**44%**



Gen X

**37%**



Baby Boomers

Canada

**32%**



Millennials

**35%**



Gen X

**46%**



Baby Boomers

Canada

**32%**



Millennials

**38%**



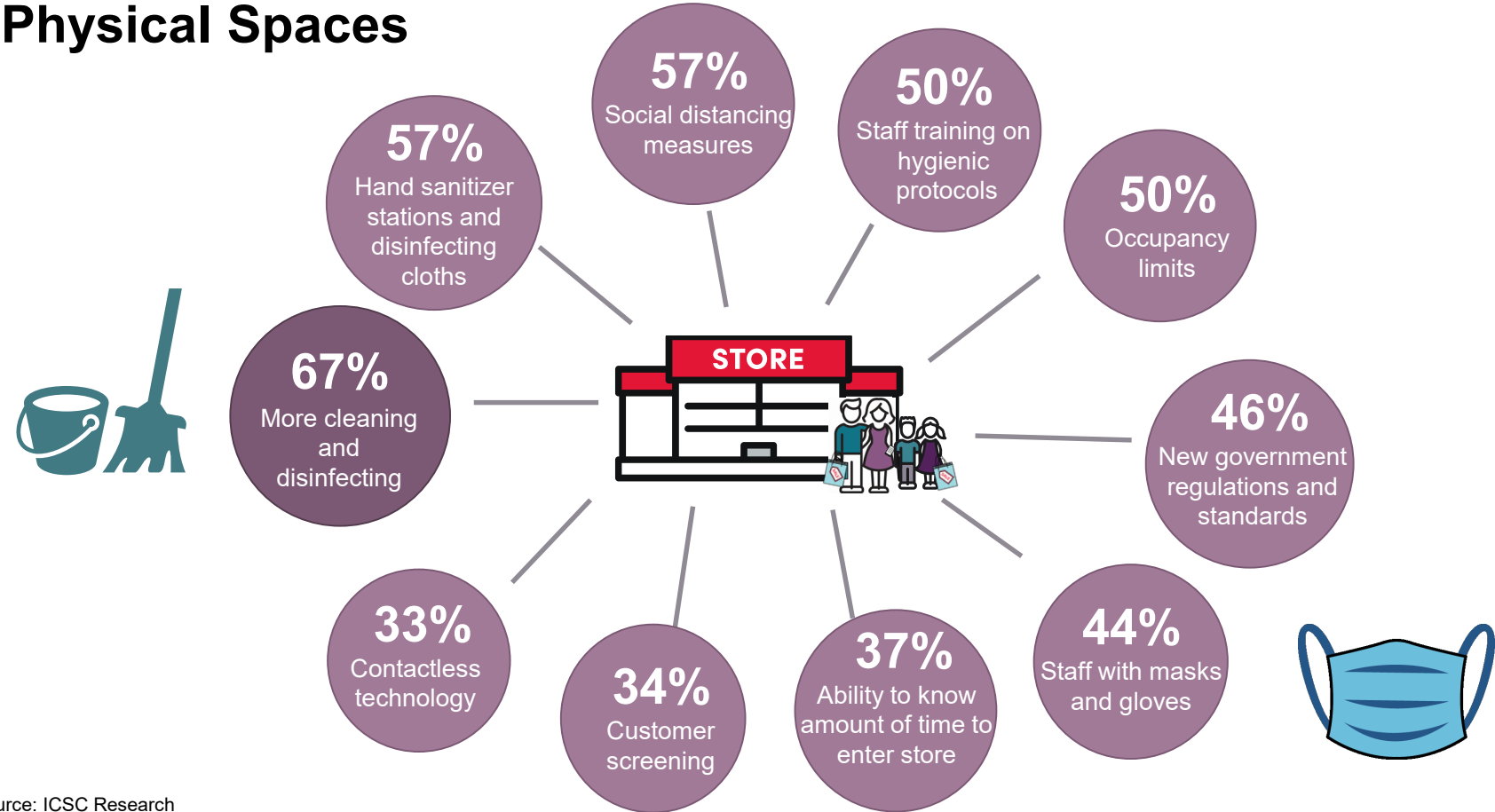
Gen X

**46%**



Baby Boomers

# Measures Making Consumers Feel Comfortable to Visit Physical Spaces



# Consumer Sentiments During COVID-19

78%

The COVID-19 crisis has made me more aware of the importance of small businesses in my community and therefore I will support them more in the future.



I am more likely to purchase from retailers/brands that helped communities/first responders during COVID-19 than those who did not.

73%

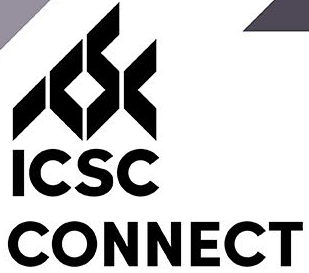
66%

Whatever purchases I had planned but could not make during the Coronavirus/COVID-19 outbreak, I will make after it subsides.



If small businesses in my community are forced to close due to COVID-19, it will be less convenient for me to get the goods and services I need.

61%

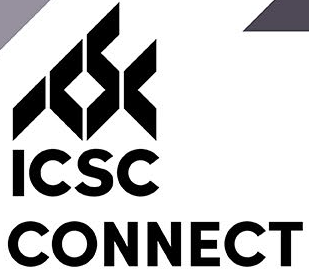


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**Questions?**

**Please type them in the Q&A pod**

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# Coronavirus Information & Resources

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# Virtual Community



Engage. Connect. Collaborate.  
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