

WEDDING BELLS AND DIGITAL PHOTOGRAPHY SOLUTIONS

Digital Cameras and Photo Printers Can Help With Wedding Planning



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Digital Cameras and Photo Printers Can Help With Wedding Planning

Toronto, ON – According to a recent study conducted by Ipsos-Reid on behalf of the Canon Canada, among Canadians who have ever helped organize a wedding ‘either for yourself, a relative, or a friend’, just under six-in-ten (58%) of all adults surveyed said they had helped organize a wedding. Among men surveyed, half (50%) said they had helped, among women two-thirds (67%) said they had helped organize a wedding.

These men and women were asked about specific wedding items they ‘would have wanted to improve most upon’ if they were ever to help organize *another* wedding. Those listing specific items that could be improved upon, were then asked whether a digital camera and photo printer could have helped with the wedding planning or the day itself. In each case, the proportions saying “Yes” to an item were as follows: wedding day photographs (75%), flowers and decorations (69%), wedding day location (69%), bridesmaids dresses (61%), wedding cake (57%) and the wedding dress (51%).

These are findings of an Ipsos-Reid poll conducted on behalf of Canon Canada Inc. between February 8 and 10, 2005. The poll is based on a randomly selected sample of 1,000 adult Canadians from the Ipsos-Reid Online Panel. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

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