

# As Canadians (79%) try to Avoid Crowded Malls and Parking Lots This Holiday Season, Many (45%) are Turning Online to Find that Perfect Gift

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## **As Canadians (79%) try to Avoid Crowded Malls and Parking Lots This Holiday Season, Many (45%) are Turning Online to Find that Perfect Gift**

**Toronto, ON** – As the holiday shopping season approaches, a new Ipsos Reid poll conducted on behalf of Amazon.ca has revealed that many Canadians do not appear to be looking forward to hitting the crowded malls this year to complete their holiday shopping. In fact, eight in ten (79%) ‘agree’ (44% strongly/35% somewhat) that they ‘don’t like crowded shopping malls during the holiday season, and so they try to avoid them’. Just two in ten (21%) ‘disagree’ (6% strongly/14% somewhat) with this sentiment.

Furthermore, three quarters (74%) ‘agree’ (37% strongly/36% somewhat) that they ‘don’t like having to search from store to store to find that perfect holiday gift item’, compared to just 26% who apparently do like to do this.

But it appears that Canadians are even more annoyed with the ‘hassle of trying to find a parking spot at the shopping mall during the holiday season’, as fully eight in ten (82%) ‘agree’ (50% strongly/32% somewhat) that this is the case. Just two in ten (18%) ‘disagree’ (7% strongly/11% somewhat) that this is a hassle.

And so, in order to avoid these busy malls and parking lots, nearly one half (45%) of Canadians ‘agree’ (15% strongly/29% somewhat) that they ‘will be checking out online retailers to find better deals and to avoid busy shopping malls’. The majority (55%), though, appears to be willing to brave the dash to the mall, ‘disagreeing’ (25% strongly/30% somewhat) that they’ll shop around online.

- Men (50%) are more likely than women (40%) to say that they'll be checking out online retailers this holiday season, in order to avoid the busy shopping malls.
- Younger Canadians (57%), aged 18 to 34, are more likely than middle-aged (43%), aged 35 to 54, or older Canadians (36%), aged 55+ to say they'll look into online retailers.
- British Columbians (52%) have the highest propensity to say they'll shop around online, followed by Ontarians (45%), Albertans (44%), Quebecers (42%), Atlantic Canadians (42%) and residents of Saskatchewan and Manitoba (40%).

Thinking specifically about how Canadians feel about shopping online, four in ten (40%) say 'it's fast, easy and convenient', while a similar proportion (38%) believes it 'allows for easy access to a wide variety of gifts'. One in three (33%) says it's 'great for a one-stop shopping experience at any time' at their convenience, while two in ten (18%) suggest that it's 'cost-effective' because items on average are lower than in bricks and mortar stores. Four in ten (41%) didn't associate with any of these feelings.

Focusing on some types of gifts that Canadians will be buying this year, 49% say they'll purchase CDs and DVDs, while 47% will buy books. One in three (31%) will spend money on video games and equipment this holiday season, while one quarter (23%) will purchase small consumer electronics such as MP3 players and cellphones. One in three (31%) have a different type of gift in mind than these.

*These are the findings of an Ipsos Reid poll conducted on behalf of Amazon.ca from October 20 to October 24, 2008. This online survey of 1012 adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics to ensure that the sample's*



*composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. However, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population in Canada been surveyed.*

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