

Despite Recession, Majority Intends to Spend Same (51%) or More (7%) This Year on Holiday Gifts

Three Quarters (72%) Approve of Santa's Performance This Year

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Toronto, ON – With a recession looming over Canada, a new Ipsos Reid poll conducted on behalf of Canwest News Service and Global Television has revealed that a majority of Canadians intend to spend either the same (51%) or more (7%) on holiday gifts for their friends and family this year than last. Just four in ten (39%), intend to spend less this year.

Further, Canadians still appear to be in a generous spirit in spite of the economic slowdown, with most (53%) indicating that they will end up giving more than they receive. One quarter (22%) suggests they will give about the same amount of gifts as they receive this year, while some will give less than they receive (6%) this holiday season.

But shopping is not contained to the retail malls as online shopping is popular among many Canadians, with one in three (34%) respondents indicating that they have already shopped online, or plan to, for this season's holiday gifts. Two in ten (17%) say they're more likely to shop online this year than last, while a slightly larger proportion is less likely (24%). Six in ten (59%) say there will be no difference with the amount of online shopping they do this year when compared to last year.

Despite an online world that has no borders, four in ten (43%) online shoppers say they'll shop exclusively with Canadian stores, while a similar proportion (44%) will split their shopping between Canadian and US stores. Just 1% will shop exclusively with US online retailers, while 12% are unsure of who they'll shop with this year.



Santa's Approval Rating...

It appears the Jolly old St. Nick has been given a relatively high approval rating this year, with three quarters (72%) of Canadians 'approving (34% strongly/38% somewhat) with his overall performance this year, compared to the one in ten (11%) who 'disapprove' (4% strongly/7% somewhat) with Santa's performance. Two in ten (17%) are not sure what to think about the execution of his duties within the past year.

These are some of the findings of an Ipsos Reid poll of 1979 Canadians conducted online from November 8 to November 30, 2008 on behalf of Canwest News Service and Global National. The results of this poll are based on responses from a panel whose demographic composition is intended to approximate that of the general population. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 2.2 percentage points, 19 times out of 20, had the entire adult population of Canada been polled

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