

# Among Those Who Will Shop on Boxing Day This Year, Four in Ten (41%) Online Canadians Will do a Portion of Their Boxing Day Shopping Online, Up From 34% Last Year

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## **Among Those Who Will Shop on Boxing Day This Year, Four in Ten (41%) Online Canadians Will do a Portion of Their Boxing Day Shopping Online, Up From 34% Last Year**

**Toronto, ON** - In an effort to avoid the headaches often associated with boxing-day shopping, among the three quarters (73%) of Canadians who haven't ruled out shopping on boxing day this year, four in ten (41%) will purchase something online (up from 34% last year) according to a new Ipsos Reid poll conducted on behalf of PayPal. Among those that will, 5% will make all of their purchase online, while 42% will make some online, and 52% hardly any, perhaps just making one or two purchases.

If the lead-up to Christmas isn't stressful enough, the thought of braving the boxing-day crowds might be even worse for many Canadians. One in ten (8%) Canadians say they 'always' shop on December 26<sup>th</sup> to take advantage of the boxing-day deals and promotions. One in three (34%) 'sometimes' (34%) shop on boxing day, while other Canadians 'rarely' (33%) or 'never' (25%) do so.

Thinking about what bothers Canadians most about boxing-day shopping, seven in ten (68%) say they most hate the crowds and long lines, while one in ten (11%) most hate 'finding that the item that you want is not carried or sold out' (11%). Others hate trying to find a parking spot (4%), rude or unhelpful sales staff (3%), or some other aspect of boxing-day shopping (4%). Just one in ten (10%) doesn't dislike anything.



*These are some of the findings of an Ipsos Reid poll conducted between October 26 and 28, 2009, on behalf of PayPal. For this survey, a national sample of 1,025 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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**For more information on this news release, please contact:**

**Sean Simpson  
Research Manager  
Ipsos Reid  
Public Affairs  
(416) 572-4474**

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