

Less Than Half (47%) of Canadians Enjoy Shopping for Presents for the Holidays

One in Ten (9%) Hardly Ever Enjoy Holiday Shopping

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Ipsos Reid

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Toronto, ON – As the holiday season slowly approaches, Canadians are beginning to think about gift giving and receiving but fewer than half say they actually enjoy buying gifts for family and friends according to a new poll conducted by Ipsos Reid on behalf of Future Shop. Two in five (44%) Canadians say they ‘sometimes like the process of buying gifts, but sometimes it can be difficult and stressful’ while 9% ‘hardly ever enjoy buying gifts for family or friends’ as it is usually difficult and stressful.

When asked about the gift selection process, half (49%) of Canadians choose gifts based on what they think the other person might want or like. One in five (21%) ‘provide lists to one another so that is clear what everyone would like to receive as a gift’ while another one in five (20%) drop hints so everyone will have an idea of what present to get. One in ten (11%) Canadians don’t participate in gift giving.

“It’s the Most Wonderful Time of the Year”

Whenever the holiday season comes around, there is always that one friend or family member that is sure to give presents that are guaranteed to be just right. When Canadians were asked which person was likely to give presents that were liked or enjoyed, the ‘significant other’ topped the list, at 79%. Following closely were parents, step-parents and/or guardians (68%), friends (65%), brother(s) or sister(s) (63%), grandparents (27%) and finally, aunts or uncles (26%).



Going to one store can make the shopping experience infinitely easier when most or all presents can be purchased in one easy location. Seven in ten (72%) of Canadians rate Future Shop as 'good' or better in terms of stocking holiday gifts that are suitable for friends and family.

These are some of the findings of an Ipsos Reid poll conducted between October 18 and 25, 2010, on behalf of Future Shop. For this survey, a sample of 1,028 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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