

**After 5 Trips to the Mall and 11 Hours of Shopping,  
The Average Canadian Finishes Their Holiday Shopping**  
*When it Comes to Holiday Shopping, One Half (49%) of Canadians Say  
They Hate the Crowds and Long Lines the Most*

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**Ipsos Reid**

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# **After 5 Trips to the Mall and 11 Hours of Shopping, The Average Canadian Finishes Their Holiday Shopping**

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**Toronto, ON** – Finding the perfect holiday gifts for family and friends can cost a lot of money and aggravation, but it can also be incredibly time-consuming, according to a new Ipsos Reid poll conducted on behalf of PayPal. According to the poll, it takes the average Canadian 11 hours and five trips to the mall/stores to complete their holiday shopping.

Perhaps as a result of the hours and hours spent in retail stores and malls, when asked what they dislike most about holiday shopping, 49% of Canadians said ‘crowds and long lines’, followed by not being able to find unique or special gifts (14%), finding out the item you want is not carried or is sold out (10%), getting carried away and exceeding the budget (10%) and looking for parking (7%). One in ten (10%) Canadians must be full of holiday spirit as they say they don’t dislike anything about holiday shopping.

When asked if they could get back some of their holiday shopping time, what they would do with it, one in three (34%) Canadians say they would spend time with their family. This was followed by treating themselves to some relaxation (29%), do other holiday related activities such as home decorating, baking or sending cards (26%), sleeping (8%) and volunteering (2%). The majority (54%) of Canadians will be doing at least some of their holiday shopping online (1% all/27% some/26% hardly any). In contrast, 46% won’t do any of their holiday shopping online this year.



When asked whether they will take advantage of online deals by shopping on 'Cyber Monday' on November 29 and what they intended to buy, 58% of Canadians replied they don't know what Cyber Monday is. One third (34%) state they won't shop on Cyber Monday. Almost one in ten (7%) say they will shop for consumer electronics, followed by clothing (4%), small home appliances (2%) and shoes or jewellery (2%).

*These are some of the findings of an Ipsos Reid poll conducted between November 3 and 8, 2010, on behalf of PayPal. For this survey, a sample of 1,036 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 +/-3.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults who drive and have a car 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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