

Title:

Internet Shopping Up Again!

Word Count:

409

Summary:

Shopping on the internet has been increasing every year over the last five years, a new survey

Keywords:

internet shopping, online, Christmas, gifts, survey, pricegrabber.com, women, men, sample

Article Body:

Shopping on the internet has been increasing every year over the last five years, a new survey

We thought you may be interested to see what fellow internet shoppers are up to and why, or ju

Key findings

- The average shopper will spend GBP 768 on their Christmas goodies, of which 50% will b
- 93% of respondents expect to do more online shopping this year than last year, citing
- Comfort and satisfaction with the online experience has also increased dramatically an
- Over 50% of those surveyed will have started their Christmas shopping by November 1st,

The top 3 reasons shoppers are most likely to buy their Christmas gifts online:

1. Convenience - eliminate hassle of driving/parking/crowds (36%)
2. Flexibility - shop 24 hours of the day (33%)
3. Finding low prices (19%)

The top 3 things shoppers dislike about shopping for gifts on the high street:

1. Waiting in lines (30%)
2. Finding the right selection of gifts for everyone (28%)
3. Lack of time to get it all done (20%)

Additional finding

- 46% answered yes when asked if they would do more Christmas gift shopping online speci
- 42% of respondents say they will shop for gifts online while at work. 45.2% of men sur while at work, while only 34.7% of women will count on shopping online while at work as an opt
- About the same percentage of respondents answered that they will buy Christmas gifts o

Survey Methodology

This Christmas shopping survey was conducted by PriceGrabber.com in October 2005. The survey r

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