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## **TIS THE SEASON FOR LONG QUEUES AND PARKING JAMS**

*Getprice releases Christmas shopping survey results*

Waiting in long queues and battling for parking spots have been cited equally as the most frustrating thing about Christmas present shopping according to a survey by comparison shopping site [Getprice](#).

These were closely followed by large crowds, trying to decide what to give people and desired items running out of stock.

The survey also found:

- Just over one third of respondents (36 per cent) plan on spending less than \$500 overall on Christmas gifts this year while 37 per cent said they would be spending between \$500-\$1000.
- While the majority (55 per cent) affirmed their Christmas spending habits will stay the same as last year, interestingly, 29 per cent of those looking for a job claim that their Christmas spending habits will increase
- Just over 40 per cent of respondents said they will give the most expensive Christmas gift to their children.
- Funnily enough, females said they would spend most on their children (48 per cent) while males said they will spend most on their partner (38 per cent).
- More than one third (38 per cent) of respondents said they prefer to do their Christmas shopping a few weeks in advance to avoid the crowd but still benefit from the good deals
- 20 per cent of males compared to 8 per cent of females admitted to being last minute Christmas present shoppers
- Just over two thirds (69 per cent) of respondents said they take advantage of price matching as they do their Christmas shopping

Chris Hitchen, chief executive officer of Getprice said that Christmas shopping didn't necessarily have to be a frustrating experience.

"The top three shopping headaches can easily be avoided if people shop online for their Christmas presents.

"By going online, consumers can compare offers from thousands of stores from the comfort of their own home. Finding the perfect gift is quick and painless and getting a bargain has never been easier."

Of the trends revealed from the survey, Mr Hitchen said retailers should still enjoy a fruitful Christmas period.

"A healthy 37 per cent of respondents said they were willing to spend between up to \$1000 on Christmas present shopping while one fifth said they expect their spend to increase from last year.

"As for women spending more on their children, and men spending more on their partner - well, that just means everyone in the family will enjoy and peaceful and merry Christmas!"

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**About [getprice.com.au](http://getprice.com.au)**

GetPrice.com.au is Australia's leading shopping comparison site. The site allows consumers to make smart, informed purchasing decision by arming them with as much information on a particular product as possible, covering all stages in the consumer buying cycle. Merchants who list their products on GetPrice are trusted, reputable retailers who have met a certain criteria in order to be listed on the site and who undergo regular reviews based on consumer feedback. There are over 1000 retailers who list on GetPrice and more than 2 million products. GetPrice also has a mobile site and iPhone application for consumers to access and download to allow consumers to compare before they buy on the go.