



**IPSOS  
GLOBAL NEWS  
YEAR-END POLL  
2017 – ONLINE  
SHOPPING**

# Methodology

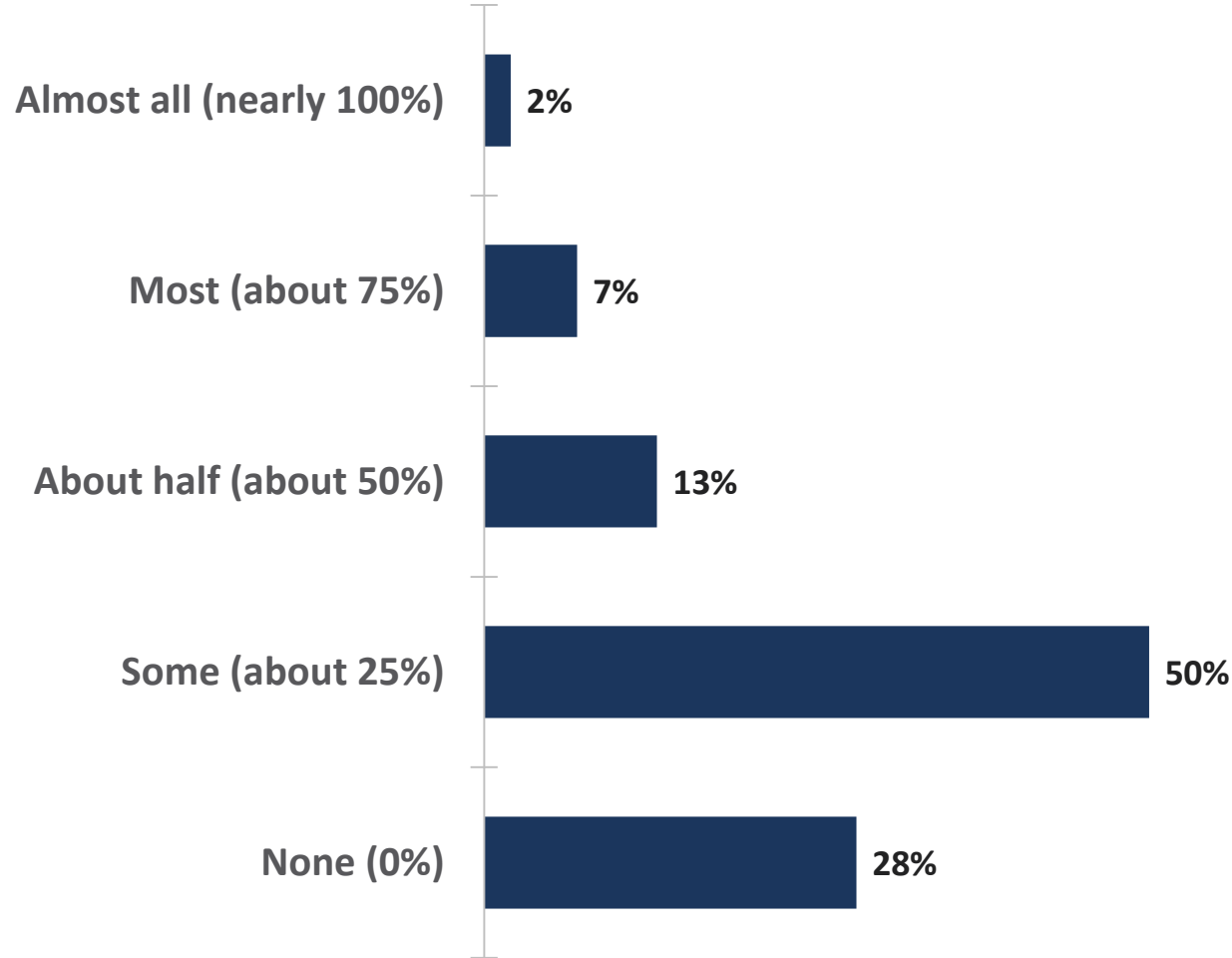
- These are the findings of an Ipsos poll conducted from December 10 to December 14, 2017, exclusively for Global News.
- A sample of n= 2,098 Canadians aged 18+ was sampled via the Ipsos I-Say panel and non-panel sources.
- Quotas and weighting were employed to ensure that the sample reflects that of the Canadian population by region, age and gender according to Canadian census information.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the results of the poll are considered accurate to within +/- 2.4 percentage points, 19 times out of 20, of what the results would be had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.



# ONLINE SHOPPING

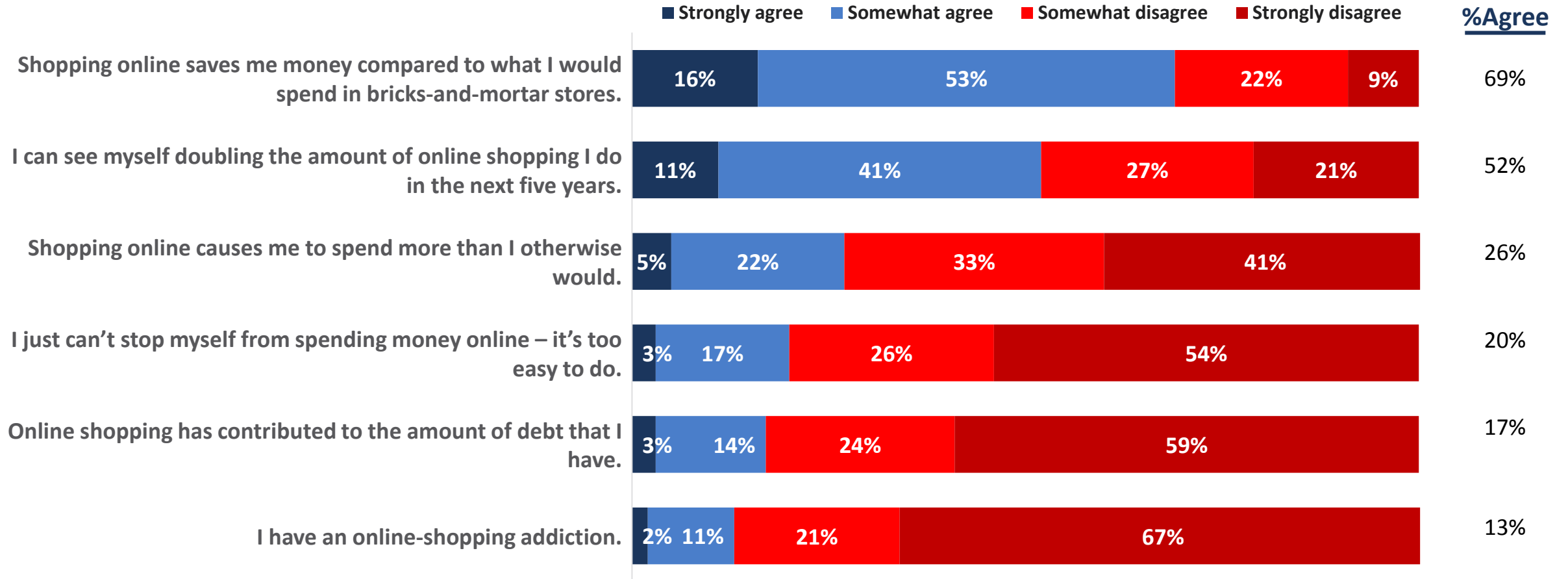
## ONLINE SHOPPING

**Seven in ten (72%) shop online, with one in ten (9%) doing most or nearly all of their shopping online**



## ONLINE SHOPPING

**Most (69%) believe that online shopping saves them money, but one quarter (26%) confesses that it causes them to spend more than they otherwise would, and two in ten (17%) say it contributes to their debt**



# Contacts

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