

2017new19. How much of your shopping do you do online?

	Total	REGION						ONTARIO								HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	2098	226	207	185	829	483	168	336	169	167	109	89	234	61	559	384	580	375	451	1647	
Base: All Respondents (wtd)	2098	282	223	137	803	504	149	365	171	195	66	97	223	53	669	402	516	290	431	1667	
Almost all (nearly 100%)	47 2%	5 2%	2 1%	4 3%	28 3%	6 1%	2 1%	16 4%	11 6%	5 2%	1 2%	2 2%	6 3%	3 6%	15 2%	7 2%	15 3%	4 1%	10 2%	37 2%	
Most (about 75%)	149 7%	13 5%	11 5%	5 4%	75 9%	35 7%	9 6%	39 11%	24 14%	15 8%	2 4%	9 9%	21 10%	4 7%	37 6%	34 8%	39 7%	31 11%	30 7%	119 7%	
				E AC							*	*		*				N			
About half (about 50%)	265 13%	36 13%	26 12%	15 11%	116 14%	53 11%	18 12%	61 17%	27 16%	34 17%	11 16%	8 8%	33 15%	4 7%	55 8%	48 12%	86 17%	48 16%	81 19%	184 11%	
											*	*		*			N	N	S		
Some (about 25%)	1059 50%	138 49%	135 60%	69 50%	381 47%	239 47%	98 65%	167 46%	76 44%	91 47%	33 49%	53 54%	105 47%	25 47%	317 47%	217 54%	256 50%	157 54%	233 54%	826 50%	
			ADE				ACDE				*	*		*							
None (0%)	578 28%	90 32%	48 22%	44 32%	203 25%	170 34%	22 15%	83 23%	32 19%	51 26%	19 29%	25 26%	59 26%	17 33%	245 37%	96 24%	120 23%	49 17%	78 18%	500 30%	
		BF		BF	F	BDF					*	*		*	OPQ					R	
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%	504 100%	149 100%	365 100%	171 100%	195 100%	66 100%	97 100%	223 100%	53 100%	669 100%	402 100%	516 100%	290 100%	431 100%	1667 100%	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H/I, J/K/L/M, N/O/P/Q, R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H/I, J/K/L/M, N/O/P/Q, R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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