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1. Are you more likely to shop on Black Friday or Cyber Monday?

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
Black Friday	355	164	191	133	122	100	31	122	142	60	355	-	-
	36%	34%	37%	49%	36%	26%	35%	33%	36%	39%	100%	-	-
				DE	E		*				KL		
Cyber Monday	186	96	90	77	74	36	13	76	60	37	-	186	-
	19%	20%	18%	28%	22%	9%	15%	21%	15%	24%	-	100%	-
				E	E		*			H		JL	
I won't shop on either day	458	226	233	63	144	251	44	167	190	57	-	-	458
	46%	46%	45%	23%	42%	65%	49%	46%	49%	37%	-	-	100%
					C	CD	*		I				JK
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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2. What is the biggest factor when deciding between Black Friday or Cyber Monday shopping?

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Anwering (unwtd)</b>	<b>560</b>	<b>233</b>	<b>327</b>	<b>238</b>	<b>196</b>	<b>126</b>	<b>28</b>	<b>111</b>	<b>240</b>	<b>181</b>	<b>375</b>	<b>185</b>	<b>-</b>
<b>Base: All Anwering (wtd)</b>	<b>542</b>	<b>260</b>	<b>281</b>	<b>210</b>	<b>196</b>	<b>136</b>	<b>45</b>	<b>198</b>	<b>202</b>	<b>97</b>	<b>355</b>	<b>186</b>	<b>-</b>
Saving time	29	16	14	10	14	5	3	11	10	6	16	13	-
	5%	6%	5%	5%	7%	4%	7%	5%	5%	6%	5%	7%	-
						*	**						
Saving money	286	140	146	104	104	78	21	110	105	49	210	76	-
	53%	54%	52%	50%	53%	57%	47%	56%	52%	51%	59%	41%	-
						*	**				K		
Convenience	107	51	56	43	39	25	7	35	38	26	31	76	-
	20%	19%	20%	21%	20%	18%	16%	18%	19%	27%	9%	41%	-
						*	**					J	
The ability to see, touch and feel products	63	29	35	16	27	20	5	24	26	9	58	5	-
	12%	11%	12%	8%	14%	15%	11%	12%	13%	9%	16%	3%	-
						*	**				K		
Shopping experience	43	21	23	29	9	5	9	16	12	6	31	12	-
	8%	8%	8%	14%	5%	4%	20%	8%	6%	6%	9%	7%	-
				DE		*	**						
Other	13	5	9	8	2	3	-	2	10	2	9	5	-
	2%	2%	3%	4%	1%	2%	-	1%	5%	2%	2%	3%	-
						*	**		G				
Sigma	542	260	281	210	196	136	45	198	202	97	355	186	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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3. Have you shopped online...

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
In your PJs	483	180	303	157	199	128	37	157	212	76	191	123	169
	48%	37%	59%	57%	58%	33%	42%	43%	54%	50%	54%	66%	37%
At work			A	E	E		*		G		L	JL	
	216	110	106	94	97	24	12	56	96	51	101	65	49
	22%	23%	21%	34%	29%	6%	14%	15%	25%	33%	29%	35%	11%
In a car				E	E		*		G	FGH	L	L	
	147	79	69	78	65	4	15	50	65	16	64	63	20
	15%	16%	13%	29%	19%	1%	17%	14%	17%	11%	18%	34%	4%
While at the store (that you're buying online from)				DE	E		*		I		L	JL	
	100	51	50	51	42	7	12	27	41	20	47	34	19
	10%	10%	10%	19%	12%	2%	13%	7%	11%	13%	13%	18%	4%
After midnight				E	E		*		G		L	L	
	324	155	169	130	135	58	36	99	128	60	128	102	94
	32%	32%	33%	48%	40%	15%	41%	27%	33%	39%	36%	55%	20%
After a cocktail or two				E	E		*				L	JL	
	141	57	85	53	79	9	14	50	60	18	61	47	33
	14%	12%	16%	19%	23%	2%	16%	14%	15%	12%	17%	25%	7%
None of the above				E	E		*				L	JL	
	365	196	169	47	89	229	39	153	130	44	87	25	253
	37%	40%	33%	17%	26%	59%	44%	42%	33%	29%	24%	14%	55%
Sigma		B			C	CD	I*	HI			K		JK
	1776	827	950	611	706	460	164	592	733	287	679	460	638
	178%	170%	185%	224%	208%	119%	186%	162%	187%	186%	191%	247%	139%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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GENDER

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
Male	486	486	-	154	138	195	48	171	180	86	164	96	226
	49%	100%	-	56%	41%	50%	55%	47%	46%	56%	46%	52%	49%
Female	514	-	514	119	202	192	40	194	212	68	191	90	233
	51%	-	100%	44%	59%	50%	45%	53%	54%	44%	54%	48%	51%
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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STB. Linn.														
Median	47	47	47	27	44	65	35	51	48	44	41	36	57	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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EDUCATION

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
Primary School or less	9	5	4	4	3	2	9	-	-	-	-	2	7
	1%	1%	1%	1%	1%	1%	10%	-	-	-	-	1%	1%
Some high school	80	44	36	37	18	25	80	-	-	-	31	12	37
	8%	9%	7%	14%	5%	6%	90%	-	-	-	9%	6%	8%
Graduated high school	366	171	194	96	113	156	-	366	-	-	122	76	167
	37%	35%	38%	35%	33%	40%	-	100%	-	-	34%	41%	37%
Some college / CEGEP / Trade School	113	59	55	31	42	39	-	-	113	-	44	21	48
	11%	12%	11%	11%	12%	10%	-	-	29%	-	12%	11%	10%
Graduated from college / CEGEP / Trade School	215	96	119	46	82	87	-	-	215	-	76	30	109
	21%	20%	23%	17%	24%	22%	-	-	55%	-	21%	16%	24%
Some university, but did not finish	64	25	39	16	22	27	-	-	64	-	22	8	34
	6%	5%	8%	6%	6%	7%	-	-	16%	-	6%	4%	7%
University undergraduate degree	103	53	50	29	39	34	-	-	-	103	40	24	39
	10%	11%	10%	11%	12%	9%	-	-	-	67%	11%	13%	8%
University graduate degree	51	33	18	14	20	17	-	-	-	51	20	13	18
	5%	7%	3%	5%	6%	4%	-	-	-	33%	6%	7%	4%
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>													
<HS	88	48	40	41	21	27	88	-	-	-	31	13	44
	9%	10%	8%	15%	6%	7%	100%	-	-	-	9%	7%	10%
HS	366	171	194	96	113	156	-	366	-	-	122	76	167
	37%	35%	38%	35%	33%	40%	-	100%	-	-	34%	41%	37%
	392	180	212	93	146	153	-	-	392	-	142	60	190

Post Sec	39%	37%	41%	34%	43%	39%	-	-	100%	-	40%	32%	42%
					C		*		FGI				
Univ Grad	154	86	68	43	60	51	-	-	-	154	60	37	57
	15%	18%	13%	16%	18%	13%	-	-	-	100%	17%	20%	12%
							*			FGH		L	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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REGION

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
BC	136	71	65	42	43	50	11	53	49	23	37	33	66
	14%	15%	13%	15%	13%	13%	12%	14%	13%	15%	10%	18%	14%
							*				J		
AB	112	49	63	33	40	40	15	31	56	10	42	14	56
	11%	10%	12%	12%	12%	10%	17%	8%	14%	6%	12%	8%	12%
							I*		GI				
SK/MB	65	37	28	16	21	28	6	24	28	7	24	7	34
	7%	8%	5%	6%	6%	7%	7%	6%	7%	4%	7%	4%	7%
							*						
Ontario	384	183	201	131	134	118	31	132	149	72	153	94	137
	38%	38%	39%	48%	40%	31%	35%	36%	38%	47%	43%	51%	30%
				E	E		*			GH	L	L	
Quebec	235	113	122	40	79	116	17	103	84	31	78	23	133
	24%	23%	24%	15%	23%	30%	19%	28%	22%	20%	22%	13%	29%
					C	C	*	I			K		JK
Atlantic Canada	68	33	35	11	22	35	8	24	25	12	22	14	32
	7%	7%	7%	4%	6%	9%	9%	6%	6%	8%	6%	7%	7%
						C	*						
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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INCOME

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
<\$25K	170	87	83	72	43	56	47	57	58	8	63	22	86
	17%	18%	16%	26%	13%	14%	53%	16%	15%	5%	18%	12%	19%
				DE			GHI*	I	I				
\$25K - <\$55K	293	143	150	68	88	136	18	126	122	27	94	48	151
	29%	29%	29%	25%	26%	35%	21%	34%	31%	17%	26%	26%	33%
						CD	*	I	I				
\$55K - <\$100K	310	157	153	84	121	106	15	112	126	58	128	72	111
	31%	32%	30%	31%	35%	27%	17%	31%	32%	38%	36%	38%	24%
					E		*		F	F	L	L	
\$100K - <\$150K	104	53	51	24	47	32	3	31	40	30	32	24	47
	10%	11%	10%	9%	14%	8%	3%	8%	10%	20%	9%	13%	10%
					E		*			FGH			
\$150K+	28	14	14	10	10	8	-	7	8	13	13	8	7
	3%	3%	3%	4%	3%	2%	-	2%	2%	8%	4%	4%	1%
							*			FGH			
Prefer not to answer	95	33	63	15	32	49	6	33	39	18	26	13	56
	10%	7%	12%	5%	9%	13%	6%	9%	10%	12%	7%	7%	12%
			A			C	*						J
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>													
Under \$50K	413	203	210	129	119	165	65	163	160	25	144	57	212
	41%	42%	41%	47%	35%	43%	74%	45%	41%	16%	40%	30%	46%
				D			GHI*	I	I				K
\$50K+	492	250	242	129	189	173	18	170	194	110	186	116	190
	49%	51%	47%	47%	56%	45%	20%	47%	49%	72%	52%	63%	41%
					E		*	F	F	FGH	L	L	
Under \$40K	329	163	166	110	99	120	62	127	124	16	116	50	164
	33%	34%	32%	40%	29%	31%	70%	35%	32%	11%	33%	27%	36%
				DE			GHI*	I	I				
\$40K to less than \$60K	168	81	87	38	48	83	5	74	65	25	55	26	88
	17%	17%	17%	14%	14%	21%	6%	20%	17%	16%	15%	14%	19%
						CD	*	F	F				
\$60K to less than \$100K	276	143	133	75	105	95	13	94	116	52	114	65	96
	28%	29%	26%	28%	31%	25%	15%	26%	30%	34%	32%	35%	21%

							*		F	F	L	L	
\$100K or more	132	66	66	35	57	40	3	38	48	43	45	32	54
	13%	14%	13%	13%	17%	10%	3%	10%	12%	28%	13%	17%	12%
Mean (,000)					E		*			FGH			
	61.7	62.1	61.3	57.8	68.1	58.9	31.8	57.6	62.3	88.3	63.5	70.1	56.6
STD. DEV.					CE		*	F	F	FGH		L	
	41.96	42.76	41.18	46.72	42.2	37.03	27.41	36.37	41.1	48.68	43.47	45.04	38.58
STD. ERR.	1.39	2.01	1.94	2.91	2.4	2.01	3.01	1.99	2.19	4.18	2.39	3.42	1.92

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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HOUSEHOLD COMPOSITION

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
Kids	242	106	136	92	142	8	20	81	97	45	111	64	68
	24%	22%	27%	34%	42%	2%	23%	22%	25%	29%	31%	34%	15%
No Kids				E	E		*				L	L	
	758	380	378	181	198	379	68	285	295	109	245	122	390
	76%	78%	73%	66%	58%	98%	77%	78%	75%	71%	69%	66%	85%
Sigma						CD	*						JK
	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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EMPLOYMENT STATUS

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
Employed full-time	383	216	167	137	182	64	16	128	155	83	149	98	137
	38%	45%	32%	50%	53%	17%	19%	35%	40%	54%	42%	52%	30%
Employed part-time	93	30	62	35	39	19	9	31	40	11	48	11	33
	9%	6%	12%	13%	11%	5%	10%	9%	10%	7%	14%	6%	7%
Self employed	65	34	31	17	31	17	7	20	29	9	15	19	31
	6%	7%	6%	6%	9%	4%	7%	5%	7%	6%	4%	10%	7%
Unemployed but looking for a job	45	25	20	25	13	8	9	14	18	4	16	6	23
	4%	5%	4%	9%	4%	2%	11%	4%	5%	2%	4%	3%	5%
Unemployed and not looking for a job/Long-term sick or disabled	45	14	31	9	25	11	12	11	21	1	15	6	24
	4%	3%	6%	3%	7%	3%	14%	3%	5%	*	4%	3%	5%
Full-time parent, homemaker	54	5	49	15	24	14	12	26	11	4	32	6	15
	5%	1%	10%	6%	7%	4%	13%	7%	3%	3%	9%	3%	3%
Retired	266	142	124	1	12	253	16	117	98	36	59	23	184
	27%	29%	24%	*	4%	65%	18%	32%	25%	23%	17%	12%	40%
Student/Pupil	36	16	20	30	6	-	4	15	14	3	15	15	6
	4%	3%	4%	11%	2%	-	4%	4%	4%	2%	4%	8%	1%
Military	4	2	3	2	3	-	-	2	2	1	1	2	2
	*	*	1%	1%	1%	-	-	*	*	1%	*	1%	*
Prefer not to answer	10	2	8	1	6	2	4	2	3	1	4	2	4
	1%	*	2%	1%	2%	*	4%	1%	1%	1%	1%	1%	1%
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:  
Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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USMAR2. What is your marital status?

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
Single, never married	292	164	128	162	100	29	39	107	104	42	121	60	110
	29%	34%	25%	59%	30%	8%	44%	29%	27%	27%	34%	32%	24%
Living with partner	144	61	82	49	64	31	14	54	56	19	51	34	58
	14%	13%	16%	18%	19%	8%	16%	15%	14%	12%	14%	18%	13%
Married	422	210	212	53	143	226	19	157	168	79	149	75	198
	42%	43%	41%	19%	42%	58%	21%	43%	43%	51%	42%	40%	43%
Widowed	44	14	30	1	4	39	1	20	21	2	11	4	30
	4%	3%	6%	*	1%	10%	2%	6%	5%	1%	3%	2%	6%
Divorced or separated	99	37	62	8	29	62	15	28	44	13	23	13	62
	10%	8%	12%	3%	9%	16%	17%	8%	11%	8%	7%	7%	14%
Sigma	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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PGS01. How much of your household's grocery shopping do you, yourself, do?

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
All of it	543	234	309	134	210	199	43	204	215	80	207	90	246
	54%	48%	60%	49%	62%	51%	49%	56%	55%	52%	58%	48%	54%
Almost all of it			A		CE		*						
	205	89	116	46	77	82	14	76	83	32	68	45	91
	20%	18%	23%	17%	23%	21%	16%	21%	21%	21%	19%	24%	20%
About half of it							*						
	172	108	64	52	43	77	12	60	67	32	50	41	81
	17%	22%	12%	19%	13%	20%	14%	17%	17%	21%	14%	22%	18%
Less than half of it		B				D	*					J	
	68	47	21	33	9	26	12	21	27	9	28	7	33
	7%	10%	4%	12%	3%	7%	13%	6%	7%	6%	8%	4%	7%
None		B		DE		D	*						
	13	9	4	8	2	3	7	4	1	1	3	3	8
	1%	2%	1%	3%	1%	1%	8%	1%	*	1%	1%	1%	2%
Sigma				D			GHI*						
	1000	486	514	273	340	387	88	366	392	154	355	186	458
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

	Total	Gender		AGE			EDUCATION				Q1		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Black Friday	Cyber Monday	I won't shop on either day
		A	B	C	D	E	F	G	H	I	J	K	L
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>428</b>	<b>572</b>	<b>305</b>	<b>330</b>	<b>365</b>	<b>52</b>	<b>207</b>	<b>455</b>	<b>286</b>	<b>375</b>	<b>185</b>	<b>440</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>486</b>	<b>514</b>	<b>273</b>	<b>340</b>	<b>387</b>	<b>88</b>	<b>366</b>	<b>392</b>	<b>154</b>	<b>355</b>	<b>186</b>	<b>458</b>
North American origins (Net)	590	278	312	163	196	231	60	249	220	60	212	108	270
	59%	57%	61%	60%	58%	60%	68%	68%	56%	39%	60%	58%	59%
North American Aboriginal origins	31	14	17	16	9	6	4	12	10	5	17	3	11
	3%	3%	3%	6%	3%	1%	4%	3%	3%	3%	5%	2%	2%
				E			*						
Canadian	573	272	301	157	189	228	60	243	212	57	202	105	266
	57%	56%	59%	57%	56%	59%	68%	67%	54%	37%	57%	57%	58%
Other North American origins	8	3	5	1	1	5	1	-	6	1	4	2	3
	1%	1%	1%	*	*	1%	1%	-	2%	*	1%	1%	1%
							*						
British Isles origins (Net)	327	140	187	85	120	122	27	109	145	46	99	71	157
	33%	29%	36%	31%	35%	31%	30%	30%	37%	30%	28%	38%	34%
English			A				*					J	
	222	101	121	58	77	87	18	74	95	34	65	56	100
	22%	21%	24%	21%	23%	22%	21%	20%	24%	22%	18%	30%	22%
Irish							*		GI			J	
	143	54	89	37	55	52	13	42	71	18	40	35	69
	14%	11%	17%	14%	16%	13%	14%	11%	18%	12%	11%	19%	15%
Scottish			A				*		G				
	126	54	71	33	45	48	13	32	62	19	37	18	70
	13%	11%	14%	12%	13%	12%	15%	9%	16%	12%	10%	10%	15%
Other British Isles origins							*						
	20	9	11	4	7	10	-	4	13	3	7	5	9
	2%	2%	2%	1%	2%	2%	-	1%	3%	2%	2%	2%	2%
Western European origins (Net)							*						
	206	79	127	62	68	76	20	63	97	27	61	36	109
	21%	16%	25%	23%	20%	20%	22%	17%	25%	17%	17%	19%	24%
French origins			A				*		GI			J	
	81	23	58	22	24	35	6	27	34	14	19	20	42
	8%	5%	11%	8%	7%	9%	6%	7%	9%	9%	5%	11%	9%
Dutch			A				*						
	43	13	30	12	17	14	3	11	23	5	9	9	25
	4%	3%	6%	5%	5%	3%	4%	3%	6%	3%	2%	5%	5%
							*						

German	90	39	51	30	28	32	17	25	40	8	30	16	45
	9%	8%	10%	11%	8%	8%	19%	7%	10%	5%	8%	8%	10%
							GI*		I				
Other Western European origins	25	13	11	9	7	9	2	6	14	3	9	5	10
	2%	3%	2%	3%	2%	2%	2%	2%	4%	2%	3%	3%	2%
							*						
Eastern European origins (Net)	107	56	50	35	47	25	6	33	45	24	32	22	53
	11%	12%	10%	13%	14%	7%	7%	9%	11%	15%	9%	12%	12%
				E	E		*			G			
Hungarian	16	4	11	6	7	3	-	4	8	4	5	3	8
	2%	1%	2%	2%	2%	1%	-	1%	2%	2%	1%	1%	2%
							*						
Polish	37	20	17	10	15	12	-	12	17	8	9	8	21
	4%	4%	3%	4%	5%	3%	-	3%	4%	5%	2%	4%	5%
							*						
Russian	22	11	11	8	10	3	1	4	10	7	7	7	7
	2%	2%	2%	3%	3%	1%	1%	1%	3%	4%	2%	4%	2%
							*			G			
Ukrainian	32	16	16	9	19	4	5	6	19	3	10	4	18
	3%	3%	3%	3%	6%	1%	6%	2%	5%	2%	3%	2%	4%
					E		*		G				
Other Eastern European origins	29	15	14	13	8	8	1	11	10	7	11	6	12
	3%	3%	3%	5%	2%	2%	1%	3%	3%	5%	3%	3%	3%
							*						
Southern European origins (Net)	62	34	28	25	22	14	4	21	26	11	22	13	27
	6%	7%	5%	9%	7%	4%	5%	6%	7%	7%	6%	7%	6%
				E			*						
Greek	5	1	4	2	1	1	-	2	2	1	2	1	2
	1%	*	1%	1%	*	*	-	1%	*	1%	1%	1%	*
							*						
Italian	35	16	19	15	9	12	2	10	17	6	15	10	11
	4%	3%	4%	5%	3%	3%	2%	3%	4%	4%	4%	5%	2%
							*						
Portuguese	17	10	8	8	8	2	-	10	4	3	6	2	10
	2%	2%	2%	3%	2%	*	-	3%	1%	2%	2%	1%	2%
				E	E		*						
Spanish	10	6	4	7	3	-	2	3	5	1	3	-	7
	1%	1%	1%	3%	1%	-	2%	1%	1%	*	1%	-	2%
				E			*						
Other Southern European origins	2	2	-	1	2	-	-	-	2	1	2	1	-
	*	*	-	*	*	-	-	-	*	*	*	*	-
							*						
Other European origins (Net)	17	9	8	6	7	4	-	2	11	5	9	3	5
	2%	2%	2%	2%	2%	1%	-	*	3%	3%	3%	1%	1%
							*		G	G			
	14	6	8	6	6	3	-	2	9	4	7	2	5

Other Northern European origins (excl. British Isles Origins)	1%	1%	2%	2%	2%	1%	-	*	2%	2%	2%	1%	1%
							*			G			
Other European origins	3	2	1	-	2	1	-	-	2	1	2	1	1
	*	1%	*	-	*	*	-	-	*	1%	*	*	*
							*						
Caribbean origins (Net)	26	14	11	14	7	5	-	9	14	3	14	5	6
	3%	3%	2%	5%	2%	1%	-	2%	4%	2%	4%	3%	1%
				E			*				L		
Jamaican	11	5	5	6	3	1	-	3	7	1	8	1	2
	1%	1%	1%	2%	1%	*	-	1%	2%	1%	2%	*	*
				E			*				L		
Other Caribbean origins	18	11	7	9	5	5	-	6	9	3	8	5	6
	2%	2%	1%	3%	1%	1%	-	2%	2%	2%	2%	2%	1%
							*						
Latin, Central and South American origins (Net)	18	10	8	15	3	-	-	10	6	3	7	6	5
	2%	2%	2%	6%	1%	-	-	3%	1%	2%	2%	3%	1%
				DE			*						
Latin, Central and South American origins	18	10	8	15	3	-	-	10	6	3	7	6	5
	2%	2%	2%	6%	1%	-	-	3%	1%	2%	2%	3%	1%
				DE			*						
African origins (Net)	10	6	4	6	1	3	1	-	7	2	6	1	3
	1%	1%	1%	2%	*	1%	1%	-	2%	1%	2%	1%	1%
							*		G	G			
African origins	10	6	4	6	1	3	1	-	7	2	6	1	3
	1%	1%	1%	2%	*	1%	1%	-	2%	1%	2%	1%	1%
							*		G	G			
Asian origins (Net)	61	35	26	38	15	7	2	16	14	30	34	17	11
	6%	7%	5%	14%	5%	2%	2%	4%	4%	19%	9%	9%	2%
				DE			*			FGH	L	L	
West Central Asian and Middle Eastern origins	9	6	4	7	1	1	-	2	3	4	4	3	2
	1%	1%	1%	2%	*	*	-	1%	1%	3%	1%	2%	*
				E			*			GH			
East Indian	7	2	5	5	2	-	-	2	1	4	5	1	*
	1%	*	1%	2%	1%	-	-	*	*	3%	1%	1%	*
				E			*			GH	L		
Other South Asian origins	8	4	4	7	1	1	-	3	2	3	4	3	2
	1%	1%	1%	3%	*	*	-	1%	1%	2%	1%	1%	*
				DE			*						
Chinese	21	13	7	9	7	6	-	3	3	15	12	4	5
	2%	3%	1%	3%	2%	1%	-	1%	1%	10%	3%	2%	1%
							*			FGH	L		
Filipino	8	5	3	4	4	-	-	1	4	3	4	1	2
	1%	1%	1%	1%	1%	-	-	*	1%	2%	1%	1%	*
				E			*			G			



Other East and Southeast Asian origins	11	7	4	8	2	*	2	5	1	2	6	5	*
	1%	1%	1%	3%	*	*	2%	1%	*	1%	2%	2%	*
				DE			*				L	L	
Oceania origins (Net)	3	1	2	3	-	-	-	2	1	*	2	-	1
	*	*	*	1%	-	-	-	*	*	*	1%	-	*
							*						
Oceania origins	3	1	2	3	-	-	-	2	1	*	2	-	1
	*	*	*	1%	-	-	-	*	*	*	1%	-	*
							*						
Prefer not to answer	15	8	7	6	7	2	6	3	3	3	7	4	4
	2%	2%	1%	2%	2%	1%	7%	1%	1%	2%	2%	2%	1%
							GH*						
Sigma	1725	783	941	547	586	591	157	580	731	257	591	351	782
	172%	161%	183%	200%	172%	153%	177%	159%	187%	167%	166%	189%	171%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L

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

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