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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
Black Friday	355	37	42	24	153	78	22	116	55	114	45	111	245
	36%	27%	37%	37%	40%	33%	32%	35%	32%	41%	34%	46%	32%
		*	*	*	A		*					L	
Cyber Monday	186	33	14	7	94	23	14	50	26	65	32	64	122
	19%	25%	13%	11%	25%	10%	20%	15%	15%	24%	24%	26%	16%
		CE*	*	*	BCE		E*			G	G	L	
I won't shop on either day	458	66	56	34	137	133	32	164	88	96	54	68	390
	46%	48%	50%	52%	36%	57%	48%	50%	52%	35%	41%	28%	52%
		*	D*	D*		D	*	I	I				K
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Anwering (unwtd)	560	52	54	53	228	114	59	146	81	188	96	185	375
Base: All Anwering (wtd)	542	70	56	31	247	102	36	165	81	179	77	174	367
Saving time	29	4	1	2	17	6	*	13	1	13	1	10	19
	5%	6%	1%	5%	7%	6%	1%	8%	2%	7%	2%	6%	5%
		*	*	*		*	*		*		*		
Saving money	286	42	22	17	116	73	16	98	44	88	39	100	185
	53%	59%	39%	54%	47%	72%	46%	59%	54%	49%	50%	58%	50%
		*	*	*		BCDF*	*		*		*		
Convenience	107	14	15	4	55	6	12	22	10	45	19	30	77
	20%	20%	27%	12%	22%	6%	35%	13%	12%	25%	24%	17%	21%
		E*	E*	*	E	*	CE*		*	GH	*		
The ability to see, touch and feel products	63	2	11	6	35	5	4	16	20	13	9	15	48
	12%	3%	20%	20%	14%	5%	11%	9%	24%	7%	11%	9%	13%
		*	AE*	AE*	E	*	*		GI*		*		
Shopping experience	43	6	4	2	19	11	1	13	4	16	7	14	29
	8%	8%	6%	8%	8%	11%	4%	8%	5%	9%	9%	8%	8%
		*	*	*		*	*		*		*		
Other	13	2	4	*	5	*	1	4	2	5	2	5	9
	2%	3%	7%	2%	2%	*	3%	2%	3%	3%	3%	3%	2%
		*	E*	*		*	*		*		*		
Sigma	542	70	56	31	247	102	36	165	81	179	77	174	367
	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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3. Have you shopped online...

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
In your PJs	483	74	54	29	193	94	38	147	71	149	77	142	341
	48%	55%	49%	44%	50%	40%	56%	45%	42%	54%	58%	59%	45%
		E*	*	*	E		E*			H	GH	L	
At work	216	36	16	12	103	37	13	44	27	76	52	87	129
	22%	26%	14%	18%	27%	16%	19%	13%	16%	28%	39%	36%	17%
		*	*	*	BE		*			GH	GHI	L	
In a car	147	26	17	7	69	20	8	35	10	58	35	74	73
	15%	19%	15%	11%	18%	9%	12%	11%	6%	21%	27%	31%	10%
		E*	*	*	E		*			GH	GH	L	
While at the store (that you're buying online from)	100	22	11	5	44	13	6	23	12	40	23	37	63
	10%	16%	10%	8%	11%	6%	9%	7%	7%	14%	17%	15%	8%
		E*	*	*	E		*			GH	GH	L	
After midnight	324	46	34	15	147	56	26	112	47	87	57	103	220
	32%	34%	30%	22%	38%	24%	38%	34%	28%	32%	43%	43%	29%
		*	*	*	CE		CE*				HI	L	
After a cocktail or two	141	25	15	7	64	21	10	41	20	44	28	60	82
	14%	18%	13%	10%	17%	9%	15%	13%	12%	16%	22%	25%	11%
		E*	*	*	E		*				GH	L	
None of the above	365	42	46	30	121	106	21	137	81	61	35	42	323
	37%	31%	41%	46%	32%	45%	31%	41%	48%	22%	27%	17%	43%
		*	*	ADF*		ADF	*	IJ	IJ				K
Sigma	1776	271	192	104	740	347	122	540	268	514	307	545	1231
	178%	199%	171%	160%	193%	148%	180%	164%	159%	187%	233%	225%	162%

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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GENDER

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
Male	486	71	49	37	183	113	33	163	81	143	66	106	380
	49%	52%	44%	57%	48%	48%	48%	50%	48%	52%	50%	44%	50%
		*	*	*			*						
Female	514	65	63	28	201	122	35	166	87	133	66	136	378
	51%	48%	56%	43%	52%	52%	52%	50%	52%	48%	50%	56%	50%
		*	*	*			*						
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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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AGE

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
18-34 (Net)	273	42	33	16	131	40	11	110	38	75	35	92	181
	27%	31%	29%	25%	34%	17%	16%	34%	23%	27%	26%	38%	24%
		EF*	EF*	*	EF		*	H				L	
18-24	104	18	16	5	51	8	5	51	19	15	13	23	81
	10%	13%	14%	8%	13%	4%	7%	16%	11%	5%	10%	10%	11%
		E*	E*	*	E		*	I					
25-34	169	24	17	11	80	31	6	59	19	60	22	69	101
	17%	18%	15%	17%	21%	13%	9%	18%	11%	22%	17%	28%	13%
		*	*	*	EF		*			H		L	
35-54 (Net)	340	43	40	21	134	79	22	99	48	105	57	142	198
	34%	32%	36%	32%	35%	34%	32%	30%	28%	38%	43%	59%	26%
		*	*	*			*				GH	L	
35-44	184	27	21	8	78	41	9	59	20	62	29	99	85
	18%	20%	19%	13%	20%	17%	13%	18%	12%	23%	22%	41%	11%
		*	*	*			*			H	H	L	
45-54	156	16	19	13	57	39	13	40	27	43	28	43	113
	16%	12%	17%	20%	15%	16%	19%	12%	16%	16%	21%	18%	15%
		*	*	*			*				G		
55+ (Net)	387	50	40	28	118	116	35	120	83	95	40	8	379
	39%	37%	35%	42%	31%	49%	52%	36%	49%	35%	30%	3%	50%
		*	*	D*		BD	BD*		GIJ				K
55-64	190	15	18	13	68	60	16	55	36	50	29	7	183
	19%	11%	16%	20%	18%	25%	23%	17%	21%	18%	22%	3%	24%
		*	*	*		AD	A*						K
65+	197	35	22	14	50	56	19	65	47	45	11	1	196
	20%	26%	20%	22%	13%	24%	28%	20%	28%	16%	9%	*	26%
		D*	*	D*		D	D*	J	IJ				K
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	47.6	47	46.9	49	44.2	51.9	52.9	45.5	51.1	46.8	45.6	37.5	50.8
		*	*	D*		ABD	ABD*		GIJ				K
STD. DEV.	17.1	18.27	18.66	16.47	16.66	15.44	16.51	18.59	18.16	15.35	14.51	9.33	17.75
STD. ERR	0.54	1.89	1.8	1.6	0.9	0.99	1.59	1.1	1.4	0.91	1.16	0.58	0.65

STB. Linn.													
Median	47	44	46	51.33	43	54	56	43	53	44.85	45	37	54.39

Statistics:

Overlap formulae used

- Column Proportions:

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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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
Primary School or less	9	3	2	2	2	-	-	9	-	-	-	7	2
	1%	2%	2%	4%	1%	-	-	3%	-	-	-	3%	*
		*	*	DE*			*	I				L	
Some high school	80	8	14	4	29	17	8	53	5	13	3	14	66
	8%	6%	12%	6%	8%	7%	11%	16%	3%	5%	2%	6%	9%
		*	*	*			*	HIJ					
Graduated high school	366	53	31	24	132	103	24	127	74	94	38	81	285
	37%	39%	27%	36%	34%	44%	35%	39%	44%	34%	29%	33%	38%
		*	*	*		BD	*		J				
Some college / CEGEP / Trade School	113	13	26	8	42	21	2	41	18	35	14	31	82
	11%	10%	23%	13%	11%	9%	4%	12%	11%	13%	11%	13%	11%
		*	ADEF*	F*	F		*						
Graduated from college / CEGEP / Trade School	215	25	23	17	87	45	18	63	35	67	27	54	161
	21%	18%	21%	26%	23%	19%	26%	19%	21%	24%	21%	22%	21%
		*	*	*			*						
Some university, but did not finish	64	11	7	3	20	18	5	20	12	14	7	11	53
	6%	8%	6%	4%	5%	8%	7%	6%	7%	5%	5%	5%	7%
		*	*	*			*						
University undergraduate degree	103	15	6	5	47	22	8	11	19	31	27	26	77
	10%	11%	5%	8%	12%	9%	11%	3%	11%	11%	20%	11%	10%
		*	*	*			*		G	G	GI		
University graduate degree	51	8	4	2	25	9	4	5	5	21	16	19	33
	5%	6%	3%	2%	6%	4%	6%	2%	3%	8%	12%	8%	4%
		*	*	*			*			G	GH		
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
<HS	88	11	15	6	31	17	8	62	5	13	3	20	68
	9%	8%	14%	10%	8%	7%	11%	19%	3%	5%	2%	8%	9%
		*	*	*			*	HIJ					
HS	366	53	31	24	132	103	24	127	74	94	38	81	285
	37%	39%	27%	36%	34%	44%	35%	39%	44%	34%	29%	33%	38%
		*	*	*		BD	*		J				
	392	49	56	28	149	84	25	124	65	116	48	97	295

Post Sec	39%	36%	50%	43%	39%	36%	37%	38%	38%	42%	36%	40%	39%
		*	E*	*			*						
Univ Grad	154	23	10	7	72	31	12	16	25	52	43	45	109
	15%	17%	9%	10%	19%	13%	17%	5%	15%	19%	33%	18%	14%
		*	*	*	B		*		G	G	GHI		

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
BC	136	136	-	-	-	-	-	40	21	42	16	41	95
	14%	100%	-	-	-	-	-	12%	12%	15%	12%	17%	12%
		BCDEF*	*	*			*						
AB	112	-	112	-	-	-	-	39	20	26	14	23	89
	11%	-	100%	-	-	-	-	12%	12%	9%	10%	9%	12%
		*	ACDEF*	*			*						
SK/MB	65	-	-	65	-	-	-	20	9	19	6	17	48
	7%	-	-	100%	-	-	-	6%	6%	7%	5%	7%	6%
		*	*	ABDEF*			*						
Ontario	384	-	-	-	384	-	-	124	62	109	63	102	282
	38%	-	-	-	100%	-	-	38%	37%	40%	48%	42%	37%
		*	*	*	ABCEF		*						
Quebec	235	-	-	-	-	235	-	86	42	60	27	45	190
	24%	-	-	-	-	100%	-	26%	25%	22%	20%	19%	25%
		*	*	*		ABCDF	*						
Atlantic Canada	68	-	-	-	-	-	68	20	14	20	6	14	54
	7%	-	-	-	-	-	100%	6%	8%	7%	5%	6%	7%
		*	*	*			ABCDE*						
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
<\$25K	170	15	22	11	78	39	7	170	-	-	-	21	149
	17%	11%	19%	16%	20%	16%	10%	52%	-	-	-	9%	20%
	*	*	*	F			*	HIJ					K
\$25K - <\$55K	293	42	35	17	95	79	25	159	134	-	-	55	237
	29%	31%	31%	26%	25%	34%	37%	48%	79%	-	-	23%	31%
	*	*	*		D	D*		IJ	GIJ				K
\$55K - <\$100K	310	46	29	21	122	70	22	-	35	276	-	106	205
	31%	34%	25%	32%	32%	30%	33%	-	21%	100%	-	44%	27%
	*	*	*				*		GJ	GHJ		L	
\$100K - <\$150K	104	11	10	4	52	21	6	-	-	-	104	37	67
	10%	8%	9%	6%	13%	9%	8%	-	-	-	79%	15%	9%
	*	*	*				*				GHI	L	
\$150K+	28	5	3	2	11	6	*	-	-	-	28	13	14
	3%	4%	3%	3%	3%	2%	1%	-	-	-	21%	5%	2%
	*	*	*				*				GHI	L	
Prefer not to answer	95	17	13	10	27	20	8	-	-	-	-	10	86
	10%	13%	12%	16%	7%	9%	12%	-	-	-	-	4%	11%
	*	*	*	D*			*						K
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	413	50	52	25	150	109	27	329	84	-	-	70	343
	41%	37%	47%	38%	39%	46%	39%	100%	50%	-	-	29%	45%
	*	*	*				*	HIJ	IJ				K
\$50K+	492	69	46	30	207	106	33	-	85	276	132	162	330
	49%	51%	41%	46%	54%	45%	49%	-	50%	100%	100%	67%	44%
	*	*	*	B			*		G	GH	GH	L	
Under \$40K	329	40	39	20	124	86	20	329	-	-	-	56	273
	33%	29%	35%	31%	32%	37%	30%	100%	-	-	-	23%	36%
	*	*	*				*	HIJ					K
\$40K to less than \$60K	168	21	20	9	62	42	14	-	168	-	-	35	134
	17%	15%	18%	14%	16%	18%	20%	-	100%	-	-	14%	18%
	*	*	*				*		GIJ				
\$60K to less than \$100K	276	42	26	19	109	60	20	-	-	276	-	91	184
	28%	31%	23%	29%	28%	25%	29%	-	-	100%	-	38%	24%

		*	*	*			*						
	132	16	14	6	63	27	6	-	-	-	132	50	81
\$100K or more	13%	12%	12%	10%	16%	11%	9%	-	-	-	100%	21%	11%
		*	*	*			*				GHI	L	
Mean (,000)	61.7	63.2	61	61.6	63.2	59.7	58.2	23.8	49.9	78.1	137.2	74.9	57.1
		*	*	*			*		G	GH	GHI	L	
STD. DEV.	41.96	42.2	46.39	43.12	43.74	39.15	31.44	10.51	5.28	11.72	38.45	43.57	40.42
STD. ERR.	1.39	3.87	4.67	5.83	2.31	2.67	4.06	0.58	0.41	0.71	3.35	2.86	1.56

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
Kids	242	41	23	17	102	45	14	56	35	91	50	242	-
	24%	30%	20%	27%	27%	19%	20%	17%	21%	33%	38%	100%	-
		*	*	*			*			GH	GH	L	
No Kids	758	95	89	48	282	190	54	273	134	184	81	-	758
	76%	70%	80%	73%	73%	81%	80%	83%	79%	67%	62%	-	100%
		*	*	*			*	IJ	IJ				K
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
Employed full-time	383	64	33	26	150	91	20	73	65	143	78	136	247
	38%	47%	30%	39%	39%	39%	29%	22%	39%	52%	59%	56%	33%
		BF*	*	*			*		G	GH	GH	L	
Employed part-time	93	20	15	4	30	18	5	46	11	21	5	27	65
	9%	15%	14%	7%	8%	8%	8%	14%	6%	8%	4%	11%	9%
		*	*	*			*	HIJ					
Self employed	65	6	8	3	30	14	4	30	8	12	11	16	49
	6%	4%	7%	5%	8%	6%	5%	9%	4%	4%	8%	7%	6%
		*	*	*			*						
Unemployed but looking for a job	45	6	8	4	17	8	3	25	10	3	3	10	35
	4%	4%	7%	6%	4%	3%	4%	8%	6%	1%	2%	4%	5%
		*	*	*			*	IJ	I				
Unemployed and not looking for a job/Long-term sick or disabled	45	-	11	2	26	3	2	32	3	7	1	6	39
	4%	-	10%	3%	7%	1%	3%	10%	2%	3%	1%	2%	5%
		*	AE*	*	AE		*	HIJ					
Full-time parent, homemaker	54	4	5	3	21	17	4	17	9	15	6	31	23
	5%	3%	5%	4%	5%	7%	6%	5%	5%	6%	5%	13%	3%
		*	*	*			*					L	
Retired	266	35	26	19	80	76	30	80	61	68	19	4	262
	27%	26%	24%	29%	21%	32%	44%	24%	36%	25%	14%	2%	35%
		*	*	*		D	ABCD*	J	GIJ	J			K
Student/Pupil	36	1	1	3	26	5	*	20	1	5	6	10	26
	4%	1%	1%	4%	7%	2%	1%	6%	*	2%	4%	4%	3%
		*	*	*	BEF		*	HI			H		
Military	4	-	-	-	2	2	*	-	1	-	3	-	4
	*	-	-	-	*	1%	*	-	*	-	3%	-	1%
		*	*	*			*				GI		
Prefer not to answer	10	-	4	2	3	1	-	5	-	1	-	3	7
	1%	-	3%	3%	1%	*	-	2%	-	*	-	1%	1%
		*	E*	E*			*						
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
Single, never married	292	34	43	18	127	56	14	150	55	48	16	45	247
	29%	25%	39%	27%	33%	24%	21%	46%	32%	17%	12%	19%	33%
Living with partner	144	16	9	7	46	59	5	29	26	46	32	57	87
	14%	12%	8%	11%	12%	25%	8%	9%	15%	17%	24%	23%	11%
		*	*	*		ABCD	*			G	G	L	
Married	422	69	46	31	162	78	35	70	70	162	73	124	298
	42%	51%	41%	48%	42%	33%	51%	21%	41%	59%	56%	51%	39%
		E*	*	E*			E*		G	GH	GH	L	
Widowed	44	1	5	3	17	14	4	27	5	3	3	1	43
	4%	1%	4%	5%	4%	6%	6%	8%	3%	1%	2%	*	6%
		*	*	*			A*	IJ					K
Divorced or separated	99	15	9	6	33	27	9	53	13	16	7	16	83
	10%	11%	8%	9%	8%	12%	14%	16%	8%	6%	6%	7%	11%
		*	*	*			*	HIJ					
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
All of it	543	67	52	33	209	146	36	210	99	137	58	131	411
	54%	49%	46%	51%	54%	62%	54%	64%	59%	50%	44%	54%	54%
		*	*	*		B	*	IJ	J				
Almost all of it	205	29	21	16	74	50	15	55	27	69	34	62	143
	20%	21%	19%	25%	19%	21%	22%	17%	16%	25%	26%	26%	19%
		*	*	*			*			G	G		
About half of it	172	29	23	9	68	28	14	40	30	56	25	33	139
	17%	22%	20%	14%	18%	12%	21%	12%	18%	20%	19%	14%	18%
		E*	*	*			E*			G			
Less than half of it	68	9	13	5	27	11	3	19	11	14	11	12	56
	7%	6%	11%	8%	7%	5%	4%	6%	7%	5%	8%	5%	7%
		*	E*	*			*						
None	13	3	4	1	6	-	-	6	2	-	3	4	8
	1%	2%	3%	2%	1%	-	-	2%	1%	-	3%	2%	1%
		*	E*	E*			*			I			
Sigma	1000	136	112	65	384	235	68	329	168	276	132	242	758
	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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	93	108	106	341	244	108	285	168	286	156	256	744
Base: All Respondents (wtd)	1000	136	112	65	384	235	68	329	168	276	132	242	758
North American origins (Net)	590	64	63	27	199	192	45	206	99	172	61	156	434
	59%	47%	57%	42%	52%	82%	67%	63%	59%	63%	47%	64%	57%
		*	C*	*		ABCDF	ACD*	J		J			
North American Aboriginal origins	31	3	3	7	8	8	3	12	5	6	3	10	21
	3%	2%	3%	10%	2%	3%	4%	4%	3%	2%	2%	4%	3%
		*	*	ABDE*			*						
Canadian	573	62	61	24	196	187	43	201	95	170	59	150	423
	57%	46%	54%	36%	51%	80%	63%	61%	57%	62%	45%	62%	56%
		*	C*	*	C	ABCDF	AC*	J		J			
Other North American origins	8	-	2	1	1	3	1	1	2	3	1	1	7
	1%	-	2%	1%	*	1%	1%	*	1%	1%	1%	*	1%
		*	*	*			*						
British Isles origins (Net)	327	56	52	26	139	21	33	105	46	87	51	74	252
	33%	41%	46%	40%	36%	9%	48%	32%	27%	32%	39%	31%	33%
		E*	E*	E*	E		DE*						
English	222	43	35	17	99	8	19	64	33	68	32	50	172
	22%	32%	31%	27%	26%	3%	28%	20%	20%	25%	24%	21%	23%
		E*	E*	E*	E		E*						
Irish	143	23	24	9	59	13	16	47	22	32	23	34	110
	14%	17%	21%	14%	15%	5%	23%	14%	13%	12%	18%	14%	14%
		E*	E*	E*	E		E*						
Scottish	126	18	28	16	42	5	16	51	11	33	14	29	97
	13%	13%	25%	25%	11%	2%	23%	15%	7%	12%	10%	12%	13%
		E*	DE*	DE*	E		DE*	H					
Other British Isles origins	20	6	2	2	8	*	1	7	3	3	4	5	15
	2%	4%	2%	4%	2%	*	2%	2%	2%	1%	3%	2%	2%
		E*	*	E*			*						
Western European origins (Net)	206	30	41	22	71	26	16	72	36	58	23	45	160
	21%	22%	37%	34%	18%	11%	23%	22%	21%	21%	17%	19%	21%
		E*	ADE*	DE*	E		E*						
French origins	81	11	12	5	24	22	8	24	16	23	11	18	63
	8%	8%	11%	7%	6%	9%	11%	7%	9%	8%	8%	7%	8%
		*	*	*			*						
Dutch	43	10	8	1	19	*	5	12	10	12	5	11	32
	4%	7%	7%	1%	5%	*	7%	4%	6%	5%	3%	5%	4%
		E*	E*	*	E		E*						

German	90	9	19	16	39	2	5	41	11	22	8	17	73
	9%	6%	17%	25%	10%	1%	7%	13%	7%	8%	6%	7%	10%
		E*	AE*	ADEF*	E		E*						
Other Western European origins	25	6	9	3	5	2	-	9	5	7	2	7	18
	2%	4%	8%	5%	1%	1%	-	3%	3%	2%	2%	3%	2%
		*	DEF*	DEF*			*						
Eastern European origins (Net)	107	19	14	13	51	8	2	35	16	25	23	23	84
	11%	14%	12%	20%	13%	4%	4%	11%	9%	9%	17%	10%	11%
		EF*	EF*	EF*	EF		*				I		
Hungarian	16	2	1	3	8	1	1	5	5	4	1	5	10
	2%	1%	1%	5%	2%	*	1%	2%	3%	2%	1%	2%	1%
		*	*	E*			*						
Polish	37	13	4	4	13	3	1	13	5	7	8	6	32
	4%	9%	4%	6%	3%	1%	1%	4%	3%	2%	6%	2%	4%
		DEF*	*	E*			*						
Russian	22	1	4	4	12	2	-	11	2	3	3	7	15
	2%	1%	3%	6%	3%	1%	-	3%	1%	1%	2%	3%	2%
		*	*	AEF*			*						
Ukrainian	32	4	7	5	12	3	1	7	1	13	6	5	27
	3%	3%	6%	8%	3%	1%	2%	2%	1%	5%	5%	2%	4%
		*	E*	DEF*			*						
Other Eastern European origins	29	2	4	3	18	1	1	9	7	4	6	6	24
	3%	2%	4%	4%	5%	1%	1%	3%	4%	1%	5%	2%	3%
		*	*	E*	E		*						
Southern European origins (Net)	62	9	6	4	31	8	3	20	15	13	9	13	48
	6%	7%	5%	6%	8%	4%	4%	6%	9%	5%	7%	6%	6%
		*	*	*			*						
Greek	5	-	2	1	2	1	-	3	*	2	-	-	5
	1%	-	1%	1%	*	*	-	1%	*	1%	-	-	1%
		*	*	*			*						
Italian	35	4	4	3	19	6	*	11	6	8	6	6	29
	4%	3%	3%	4%	5%	3%	1%	3%	4%	3%	4%	3%	4%
		*	*	*			*						
Portuguese	17	3	1	1	10	1	2	5	8	2	3	4	13
	2%	2%	1%	2%	3%	*	3%	2%	5%	1%	2%	2%	2%
		*	*	*			*		I				
Spanish	10	2	2	-	7	-	-	5	2	3	1	6	5
	1%	1%	1%	-	2%	-	-	1%	1%	1%	*	2%	1%
		*	*	*			*					L	
Other Southern European origins	2	2	-	-	1	-	-	-	2	1	-	2	1
	*	1%	-	-	*	-	-	-	1%	*	-	1%	*
		*	*	*			*						
Other European origins (Net)	17	4	3	2	6	2	-	6	2	7	1	4	13
	2%	3%	3%	2%	1%	1%	-	2%	1%	2%	1%	2%	2%
		*	*	*			*						
	14	3	3	2	4	2	-	5	*	7	1	2	12

Other Northern European origins (excl. British Isles Origins)	1%	2%	3%	2%	1%	1%	-	2%	*	2%	1%	1%	2%
		*	*	*			*						
Other European origins	3	2	-	-	1	-	-	1	2	-	-	2	1
	*	1%	-	-	*	-	-	*	1%	-	-	1%	*
		*	*	*			*						
Caribbean origins (Net)	26	2	2	-	20	2	*	10	4	6	5	10	16
	3%	1%	2%	-	5%	1%	*	3%	3%	2%	4%	4%	2%
		*	*	*	CE		*						
Jamaican	11	-	1	-	9	1	-	6	1	1	2	6	5
	1%	-	1%	-	2%	*	-	2%	1%	*	2%	2%	1%
		*	*	*			*					L	
Other Caribbean origins	18	2	1	-	15	1	*	5	4	5	4	6	12
	2%	1%	*	-	4%	*	*	2%	3%	2%	3%	3%	2%
		*	*	*	E		*						
Latin, Central and South American origins (Net)	18	1	2	*	13	2	-	9	3	3	2	4	15
	2%	1%	2%	*	3%	1%	-	3%	2%	1%	2%	1%	2%
		*	*	*			*						
Latin, Central and South American origins	18	1	2	*	13	2	-	9	3	3	2	4	15
	2%	1%	2%	*	3%	1%	-	3%	2%	1%	2%	1%	2%
		*	*	*			*						
African origins (Net)	10	1	-	*	5	4	-	2	-	5	2	2	8
	1%	1%	-	*	1%	2%	-	1%	-	2%	1%	1%	1%
		*	*	*			*						
African origins	10	1	-	*	5	4	-	2	-	5	2	2	8
	1%	1%	-	*	1%	2%	-	1%	-	2%	1%	1%	1%
		*	*	*			*						
Asian origins (Net)	61	14	2	3	37	5	*	24	9	15	10	21	40
	6%	10%	2%	5%	10%	2%	1%	7%	5%	6%	8%	9%	5%
		BEF*	*	*	BEF		*						
West Central Asian and Middle Eastern origins	9	1	-	-	7	1	-	3	2	3	1	*	9
	1%	1%	-	-	2%	*	-	1%	1%	1%	*	*	1%
		*	*	*			*						
East Indian	7	1	-	-	6	-	-	2	1	3	1	4	3
	1%	1%	-	-	2%	-	-	1%	1%	1%	1%	2%	*
		*	*	*			*						
Other South Asian origins	8	-	-	*	8	*	-	3	1	2	2	2	6
	1%	-	-	1%	2%	*	-	1%	*	1%	1%	1%	1%
		*	*	*			*						
Chinese	21	8	2	*	9	1	*	6	4	5	4	8	13
	2%	6%	2%	*	2%	1%	*	2%	3%	2%	3%	3%	2%
		E*	*	*			*						
Filipino	8	2	1	1	2	2	*	3	2	2	1	5	3
	1%	1%	1%	2%	*	1%	*	1%	1%	1%	1%	2%	*
		*	*	*			*					L	

Other East and Southeast Asian origins	11	2	-	1	6	1	-	7	1	1	2	3	8
	1%	1%	-	2%	2%	*	-	2%	*	*	2%	1%	1%
		*	*	*			*						
Oceania origins (Net)	3	-	*	-	3	-	-	3	-	*	-	-	3
	*	-	*	-	1%	-	-	1%	-	*	-	-	*
		*	*	*			*						
Oceania origins	3	-	*	-	3	-	-	3	-	*	-	-	3
	*	-	*	-	1%	-	-	1%	-	*	-	-	*
		*	*	*			*						
Prefer not to answer	15	5	4	1	3	2	1	8	-	2	3	4	11
	2%	3%	3%	2%	1%	1%	2%	2%	-	1%	2%	2%	1%
		*	*	*			*						
Sigma	1725	247	246	132	690	286	124	603	274	463	219	426	1298
	172%	181%	220%	202%	180%	122%	182%	183%	163%	168%	166%	176%	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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