

# Inter@ctive Reid Core Tracking - Quarter 4, 2003 (60-3892-01)

## Table of Contents

ONLINE ACTIVITIES .....	1
A2. Which of the following activities have you ever done? .....	1
ELECTRONIC COMMERCE.....	2
C16. How much money, in Canadian dollars, would you say you spent in total, purchasing gifts during this past holiday season? .....	2
C17. You indicated earlier in the questionnaire that you have purchased a product or service directly online. Did you purchase any gifts directly online this past holiday season? .....	3
C18. How much money, in Canadian dollars, would you say you spent in total, purchasing gifts directly over the Internet during this past holiday season?.....	4
C19. Which types of gifts did you buy over the Internet? .....	5
C20. Did you purchase any gifts directly online during the 2002 holiday season? .....	7
C21. Thinking of your purchases directly online this past holiday season compared to the holiday season in 2002 would you say you spent...? .....	8
C22a. Why did you spend a lot/ a little more this past holiday season compared to 2002? .....	9
C22b. Why did you spend a lot/ a little more this past holiday season compared to 2002? .....	11
C23. Would you say that your overall experiences purchasing gifts online this past holiday season were better or worse than your experiences purchasing online during the 2002 holiday season?.....	12
C24_1. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Timing of the delivery of the items you ordered .....	13
C24_2. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Customer support you received.....	14
C24_3. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Selection of items available .....	15
C24_4. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Pricing of the items you purchased .....	16
C24_5. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Overall purchasing experience.....	17
C24. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? TOTAL SATISFIED .....	18
C24. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? TOTAL UNSATISFIED .....	19
C25. Based on your experiences making purchases directly online this past holiday season, how likely are you to continue purchasing items and services directly online during future holiday seasons? .....	20
C26. Which of the following reasons is the main reason why you did not purchase gifts directly online during the holiday season? .....	21

## ONLINE ACTIVITIES

A2. Which of the following activities have you ever done?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\* small base

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: All respondents	1000	371	474	155
Weighted	1000	276	398	327*
Click on a Website advertisement	622 62%	189 68% C	254 64%	180 55%
Buy or sell investments such as stocks, mutual funds, GICs, RRSPs, or other investments	151 15%	56 20% C	74 19% C	21 6%
Tracked an investment portfolio	273 27%	91 33%	110 28%	73 22%
Conduct online banking or other transactions with your bank or financial institution	686 69%	228 83% BC	301 76% C	157 48%
Comparison shop for a product which you eventually purchased elsewhere	658 66%	242 88% BC	261 66% C	155 47%
Purchase a product or service directly online, that is, place an order for a product online	722 72%	238 86% BC	292 73% C	192 59%
Visited a news or information site	924 92%	259 94%	366 92%	300 92%

## ELECTRONIC COMMERCE

C16. How much money, in Canadian dollars, would you say you spent in total, purchasing gifts during this past holiday season?

Proportions/Means: Columns Tested (5% risk level) - A/B/C

\* small base

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: All respondents	1000	371	474	155
Weighted	1000	276	398	327*
<=\$300	221 22%	70 25% B	73 18%	78 24%
\$301-\$600	272 27%	79 29%	115 29%	78 24%
\$601-\$1000	235 23%	56 20%	99 25%	79 24%
\$1000+	181 18%	43 15%	72 18%	67 20%
(DK/NS)	91 9%	28 10%	39 10%	24 7%
Summary				
Mean	813.2	817.6	814.5	808.2
Standard Deviation	787.0	985.9	688.3	713.0
Standard Error	26.2	53.5	33.4	60.5
Median	566.2	483.0	583.2	586.3

ELECTRONIC COMMERCE

C17. You indicated earlier in the questionnaire that you have purchased a product or service directly online. Did you purchase any gifts directly online this past holiday season?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C  
\* small base

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Purchased a Product Online Weighted	745	315	343	87
	722	238	292	192*
Yes	252	88	109	55
	35%	37%	37%	29%
No	469	150	183	136
	65%	63%	63%	71%

## ELECTRONIC COMMERCE

C18. How much money, in Canadian dollars, would you say you spent in total, purchasing gifts directly over the Internet during this past holiday season?

Proportions/Means: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
<=\$75	66 26%	19 21%	32 29%	15 28%
\$76-\$150	71 28%	17 19%	35 32%	20 36%
\$151-\$350	64 25%	29 33%	21 19%	14 25%
\$351+	41 16%	21 23%	17 16%	3 6%
(DK/NS)	10 4%	3 3%	5 4%	3 5%
Summary				
Mean	246.5	289.1	225.3	219.5
Standard Deviation	394.0	409.3	328.8	481.1
Standard Error	23.6	37.1	28.5	100.3
Median	142.4	193.5	110.1	109.2

## ELECTRONIC COMMERCE

C19. Which types of gifts did you buy over the Internet?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Books	83 33%	30 35%	35 32%	18 32%
CDs or music	63 25%	25 29%	22 20%	15 28%
Apparel/ clothing	61 24%	23 27%	25 23%	12 22%
DVDs, videos or tapes	46 18%	27 30%	15 14%	4 8%
Toys/Games, inc. computer games	41 16%	17 20%	17 16%	6 11%
Services such as vacation trips, theater tickets, or sports tickets	32 13%	7 8%	11 10%	14 26%
Electronics such as TVs, wireless telephones, MP3 players	29 11%	14 16%	12 11%	3 5%
Gift certificates	23 9%	12 13%	10 9%	1 3%
Computer - hardware	18 7%	9 10%	5 5%	4 8%
Home furnishings such as furniture or glassware	18 7%	4 4%	6 6%	8 14%
Jewelry	16 6%	7 8%	7 6%	3 5%
Computer - software	16 6%	11 12%	5 5%	0 -
Hardware/ Home improvement items	12 5%	4 5%	6 5%	1 3%
Cosmetics or fragrances	12 5%	7 8%	4 4%	1 1%
Sporting goods	10 4%	4 4%	6 5%	0 -

## ELECTRONIC COMMERCE

C19. Which types of gifts did you buy over the Internet?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Home appliances, such as blenders or coffeemakers	9 4%	7 8% B	2 2%	0 -
Hobby: antiques, collectibles, crafts, etc.	8 3%	3 3%	3 3%	2 4%
Housewares such as dishes and cutlery	6 2%	4 4%	2 2%	0 -
Automotive accessories	4 2%	2 3%	2 1%	0 -
Automotive parts	3 1%	2 2%	0 -	1 1%
Other	21 9%	10 11%	9 8%	3 5%

ELECTRONIC COMMERCE

C20. Did you purchase any gifts directly online during the 2002 holiday season?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Yes	109 43%	56 64% B	43 39%	10 18%
No	143 57%	32 36%	66 61% A	45 82%



## ELECTRONIC COMMERCE

C21. Thinking of your purchases directly online this past holiday season compared to the holiday season in 2002 would you say you spent...?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online During 2002 Holiday Season	147	81	59	7
Weighted	109	56*	43*	10**
A lot more online this season compared to the holiday season in 2002	29	12	11	6
	26%	22%	25%	57%
A little more online this season compared to the holiday season in 2002	35	22	11	1
	32%	39%	27%	15%
About the same as the 2002 holiday season	29	13	13	3
	27%	24%	30%	28%
A little less online this season compared to the holiday season in 2002	10	5	5	0
	9%	8%	12%	-
A lot less online this season compared to the holiday season in 2002	7	4	3	0
	7%	7%	7%	-
Summary				
Total more online this season compared to the holiday season in 2002	63	34	22	7
	58%	61%	51%	72%
Total less online this season compared to the holiday season in 2002	17	8	8	0
	15%	15%	19%	-

## ELECTRONIC COMMERCE

C22a. Why did you spend a lot/ a little more this past holiday season compared to 2002?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased More Gifts Online During 2002 Holiday Season	86	51	30	5
Weighted	63*	34*	22**	7**
Better selection: more product available, better choice, more places to shop	22	13	6	3
	34%	38%	25%	41%
More comfortable/experienced with shopping online	13	6	4	3
	20%	16%	18%	41%
No time to shop	7	2	1	4
	10%	5%	4%	59%
Convenience	7	4	1	1
	10%	11%	7%	19%
Easy to shop	6	2	3	0
	9%	7%	15%	-
Bargains: better prices, competitive - general	5	3	2	0
	8%	10%	9%	-
Bought more items (gifts)	5	2	3	0
	7%	5%	14%	-
Better prices online	4	2	2	0
	6%	7%	7%	-
Good shipping: ship direct to recipient, free shipping, etc.	4	3	1	0
	6%	9%	4%	-
Items available online only	4	4	0	0
	6%	11%	-	-
Bought more expensive items	3	2	1	0
	5%	6%	4%	-
Shopping online saves time	2	1	2	0
	4%	2%	7%	-
More confident in security - bought from trusted sights	2	1	1	0
	4%	4%	4%	-
Found more items that appealed to me	2	1	1	0
	3%	3%	4%	-
Had more money to spend	2	1	1	0
	2%	2%	4%	-
Bought fewer items (gifts)	1	0	1	0
	1%	-	4%	-

## ELECTRONIC COMMERCE

C22a. Why did you spend a lot/ a little more this past holiday season compared to 2002?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Budget, financial issues (unspecified)	1 1%	1 2%	0 -	0 -
Better prices locally	1 1%	1 2%	0 -	0 -
Other	4 6%	2 5%	2 11%	0 -
No reason	3 5%	2 5%	1 6%	0 -

## ELECTRONIC COMMERCE

C22b. Why did you spend a lot/ a little more this past holiday season compared to 2002?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Less Gifts Online During 2002 Holiday Season	23	11	12	0
Weighted	17*	8**	8**	-.**
Poor delivery: late, expensive, etc.	4 24%	2 28%	2 20%	0 -
Had less money to spend	4 23%	3 36%	1 10%	0 -
Bought fewer items (gifts)	2 14%	2 19%	1 10%	0 -
Better prices locally	2 12%	0 -	2 24%	0 -
Bought less expensive items	2 11%	1 8%	1 14%	0 -
No time to shop	2 9%	2 18%	0 -	0 -
Items available online only	1 5%	1 10%	0 -	0 -
Budget, financial issues (unspecified)	1 5%	0 -	1 10%	0 -
Bought more expensive items	1 5%	0 -	1 10%	0 -
Other	4 21%	1 10%	3 33%	0 -
(DK/NS)	1 4%	1 9%	0 -	0 -

## ELECTRONIC COMMERCE

C23. Would you say that your overall experiences purchasing gifts online this past holiday season were better or worse than your experiences purchasing online during the 2002 holiday season?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased More or Less Gifts Online During 2002 Holiday Season	109	62	42	5
Weighted	80*	43*	30*	7**
A lot better	12 15%	8 19%	4 13%	0 -
A little better	23 29%	11 26%	9 30%	3 41%
The same	41 51%	22 51%	16 53%	3 40%
A little worse	4 5%	2 4%	1 4%	1 19%
Summary				
Total better	35 44%	19 45%	13 43%	3 41%
Total worse	4 5%	2 4%	1 4%	1 19%

## ELECTRONIC COMMERCE

C24\_1. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Timing of the delivery of the items you ordered

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Very satisfied	168 66%	51 58%	76 69%	41 75%
Somewhat satisfied	43 17%	20 23%	15 13%	9 15%
Somewhat unsatisfied	12 5%	5 5%	7 7%	0 -
Very unsatisfied	27 11%	11 13%	11 10%	5 10%
(DK/NS)	2 1%	2 2%	1 1%	0 -
Summary				
Total satisfied	210 83%	70 80%	90 82%	50 90%
Total unsatisfied	40 16%	16 18%	18 17%	5 10%

## ELECTRONIC COMMERCE

C24\_2. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Customer support you received

Proportions/Means: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Very satisfied	102 41%	35 40%	50 46%	17 32%
Somewhat satisfied	54 21%	19 21%	21 19%	14 25%
Somewhat unsatisfied	12 5%	6 7%	4 3%	3 5%
Very unsatisfied	20 8%	11 12%	7 6%	3 5%
(DK/NS)	63 25%	17 20%	28 25%	18 33%
Summary				
Total satisfied	156 62%	54 61%	71 65%	31 57%
Total unsatisfied	33 13%	17 19% B	11 10%	5 10%

## ELECTRONIC COMMERCE

C24\_3. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Selection of items available

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Very satisfied	124 49%	45 51%	61 55%	19 34%
Somewhat satisfied	77 31%	30 35%	36 33%	10 19%
Somewhat unsatisfied	14 6%	3 4%	4 3%	7 13%
Very unsatisfied	17 7%	8 9%	7 6%	3 5%
(DK/NS)	20 8%	1 2%	2 2%	16 29%
Summary				
Total satisfied	201 80%	75 86%	97 89%	29 53%
Total unsatisfied	31 12%	11 12%	10 9%	10 18%



## ELECTRONIC COMMERCE

C24\_4. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Pricing of the items you purchased

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Very satisfied	112 44%	39 45%	57 52%	16 29%
Somewhat satisfied	98 39%	35 39%	35 32%	28 50%
Somewhat unsatisfied	15 6%	5 6%	9 8%	1 3%
Very unsatisfied	18 7%	8 9%	7 7%	3 5%
(DK/NS)	10 4%	1 1%	2 1%	8 14%
Summary				
Total satisfied	209 83%	74 84%	92 84%	44 79%
Total unsatisfied	33 13%	13 15%	16 15%	4 7%

## ELECTRONIC COMMERCE

C24\_5. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? Overall purchasing experience

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very	Fairly	Not very/ not at all
		A	B	C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Very satisfied	153 60%	48 54%	67 61%	38 68%
Somewhat satisfied	68 27%	27 31%	27 25%	14 25%
Somewhat unsatisfied	8 3%	1 1%	8 7% A	0 -
Very unsatisfied	23 9%	12 13%	7 7%	4 7%
(DK/NS)	1 0	1 1%	0 -	0 -
Summary				
Total satisfied	221 87%	75 85%	95 86%	51 93%
Total unsatisfied	31 12%	12 14%	15 14%	4 7%

## ELECTRONIC COMMERCE

C24. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? TOTAL SATISFIED

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Timing of the delivery of the items you ordered	210 83%	70 80%	90 82%	50 90%
Customer support you received	156 62%	54 61%	71 65%	31 57%
Selection of items available	201 80%	75 86%	97 89%	29 53%
Pricing of the items you purchased	209 83%	74 84%	92 84%	44 79%
Overall purchasing experience	221 87%	75 85%	95 86%	51 93%

## ELECTRONIC COMMERCE

C24. Thinking of your experience(s) with online purchasing this past holiday season, how satisfied were you with the following? TOTAL UNSATISFIED

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Timing of the delivery of the items you ordered	40 16%	16 18%	18 17%	5 10%
Customer support you received	33 13%	17 19% B	11 10%	5 10%
Selection of items available	31 12%	11 12%	10 9%	10 18%
Pricing of the items you purchased	33 13%	13 15%	16 15%	4 7%
Overall purchasing experience	31 12%	12 14%	15 14%	4 7%

## ELECTRONIC COMMERCE

C25. Based on your experiences making purchases directly online this past holiday season, how likely are you to continue purchasing items and services directly online during future holiday seasons?

Proportions/Means: Columns Tested (5% risk level) - A/B/C

\*\* very small base (under 30) ineligible for sig testing

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Purchased Gifts Online in 2003 Holiday Season	290	126	139	25
Weighted	252	88	109	55**
Very likely	196 77%	74 84%	88 81%	34 61%
Somewhat likely	53 21%	13 15%	18 16%	22 39%
Somewhat unlikely	4 2%	1 1%	3 3%	0 -
Summary				
Total likely	248 98%	87 99%	106 97%	55 100%
Total unlikely	4 2%	1 1%	3 3%	0 -

## ELECTRONIC COMMERCE

C26. Which of the following reasons is the main reason why you did not purchase gifts directly online during the holiday season?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C

\* small base

	Total	Skill Level		
		Expert/ Very A	Fairly B	Not very/ not at all C
Base: Did Not Purchase Gifts Online in 2003 Holiday Season Weighted	455 469	189 150	204 183	62 136*
Wanted to see and/or touch the gifts	189 40%	56 37%	71 39%	62 45%
The gifts I wanted to purchase were not available online	59 13%	20 13%	26 14%	13 10%
Was worried that the items wouldn't arrive in time	44 9%	23 16% C	19 10%	2 1%
Shipping was too expensive	36 8%	10 7%	13 7%	13 9%
I don't purchase gifts	31 7%	10 7%	10 6%	10 7%
The gifts were more expensive online than in person	29 6%	4 3%	12 7%	13 9%
Prefer shopping locally / in-person	27 6%	13 9%	9 5%	4 3%
Privacy concerns when releasing personal information	9 2%	1 1%	6 3%	1 1%
Don't have a credit card	5 1%	1 1%	4 2%	0 -
Had a bad experience with purchasing gifts online in previous years	3 1%	2 1%	0 -	1 1%
Other	31 7%	8 5%	10 6%	13 9%
No reason	5 1%	0 -	2 1%	3 2%
(DK/NS)	2 0	0 -	1 0	1 1%