Amazon

1_1. (I do not like crowded shopping malls during the holiday season, and so I try to avoid them) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	163	105	72	391	214	69	222	321	472	205	810
Weighted	1015	133	104*	66*	388	247	75*	202	326	487	223	792
Strongly agree	452 44%	66 50%	56 54% E	29 44%	173 45%	99 40%	29 38%	84 41%	131 40%	237 49% H	106 47%	346 44%
Somewhat agree	355 35%	45 34%	28 27%	25 38%	134 35%	93 38%	29 38%	68 33%	135 41% I	153 31%	69 31%	286 36%
Somewhat disagree	147 14%	16 12%	16 15%	8 13%	56 14%	37 15%	13 18%	37 18%	40 12%	70 14%	30 14%	117 15%
Strongly disagree	61 6%	7 5%	3 3%	3 4%	24 6%	17 7%	4 6%	14 7%	20 6%	27 6%	18 8%	44 6%
Summary												
Top2Box (Agree)	807 79%	111 83%	84 81%	55 83%	307 79%	192 78%	58 77%	151 75%	266 82%	390 80%	175 78%	632 80%
Low2Box (Disagree)	208 21%	22 17%	19 19%	11 17%	80 21%	55 22%	18 23%	51 25%	60 18%	97 20%	48 22%	160 20%

1_2. (I do not like the hassle of trying to find a parking spot at the shopping mall during the holiday season) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	163	105	72	391	214	69	222	321	472	205	810
Weighted	1015	133	104*	66*	388	247	75*	202	326	487	223	792
Strongly agree	505	72	64	35	184	119	31	83	158	263	112	393
	50%	54%	62% DEF	53%	47%	48%	42%	41%	49%	54% G	50%	50%
Somewhat agree	327	48	24	23	125	79	29	61	115	151	77	249
	32%	36% B	23%	34%	32%	32%	39% B	30%	35%	31%	35%	31%
Somewhat disagree	117	5	9	8	52	31	11	34	33	49	16	101
	11%	4%	9%	12% A	13% A	13% A	14% A	17% HI	10%	10%	7%	13% J
Strongly disagree	66	7	6	1	27	18	4	24	20	22	18	49
	7%	6%	6%	1%	7%	7%	5%	12% HI	6%	5%	8%	6%
Summary												
Top2Box (Agree)	832	120	88	57	308	198	60	144	273	415	189	643
	82%	90% DE	85%	87%	80%	80%	80%	71%	84% G	85% G	85%	81%
Low2Box (Disagree)	183	13	16	9	79	49	15	58	53	72	34	149
	18%	10%	15%	13%	20% A	20% A	20%	29% HI	16%	15%	15%	19%

Amazon

1_3. (I do not like having to search from store to store to find that perfect holiday gift item) To what extent do you agree or disagree with the following statements?

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	163	105	72	391	214	69	222	321	472	205	810
Weighted	1015	133	104*	66*	388	247	75*	202	326	487	223	792
Strongly agree	381	51	46	27	134	94	28	71	124	186	85	296
	37%	39%	44%	40%	35%	38%	38%	35%	38%	38%	38%	37%
Somewhat agree	368	47	31	26	148	93	23	70	108	190	76	292
	36%	35%	30%	39%	38%	38%	31%	35%	33%	39%	34%	37%
Somewhat disagree	185	27	20	11	74	33	20	41	64	79	40	144
	18%	20%	19%	17%	19%	13%	26% E	20%	20%	16%	18%	18%
Strongly disagree	82	7	7	3	32	26	4	20	30	32	22	59
	8%	6%	7%	4%	8%	11%	5%	10%	9%	6%	10%	8%
Summary												
Top2Box (Agree)	749	98	77	52	282	187	51	141	232	376	161	588
	74%	74%	74%	79%	73%	76%	69%	70%	71%	77% G	72%	74%
Low2Box (Disagree)	266	35	26	14	106	59	24	61	94	111	62	204
	26%	26%	26%	21%	27%	24%	31%	30% I	29%	23%	28%	26%

Amazon

1_4. (I will be checking out online retailers to find better deals and to avoid busy shopping malls) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	163	105	72	391	214	69	222	321	472	205	810
Weighted	1015	133	104*	66*	388	247	75*	202	326	487	223	792
Strongly agree	155	20	18	7	56	41	14	20	47	89	37	118
	15%	15%	18%	11%	14%	16%	19%	10%	14%	18% G	17%	15%
Somewhat agree	298	49	28	19	120	63	18	56	80	162	81	217
	29%	37% E	27%	29%	31%	26%	24%	28%	25%	33% H	36% K	27%
Somewhat disagree	308	35	33	26	117	68	29	65	102	142	55	253
	30%	27%	32%	40%	30%	27%	38%	32%	31%	29%	25%	32%
Strongly disagree	254	29	25	13	95	75	14	62	97	95	50	204
	25%	21%	24%	20%	24%	30%	19%	31% I	30% I	19%	23%	26%
Summary												
Top2Box (Agree)	453	69	46	26	176	104	32	76	127	250	117	335
	45%	52%	44%	40%	45%	42%	42%	37%	39%	51% GH	53% K	42%
Low2Box (Disagree)	562	64	57	40	212	143	43	127	199	237	106	456
	55%	48%	56%	60%	55%	58%	58%	63% I	61% I	49%	47%	58% J

Amazon

2. Which of the following describes how you feel about holiday shopping online?

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	163	105	72	391	214	69	222	321	472	205	810
Weighted	1015	133	104*	66*	388	247	75*	202	326	487	223	792
It's fast, easy and convenient	401	57	45	31	149	86	33	57	114	230	106	295
	40%	43%	43%	48%	39%	35%	44%	28%	35%	47% GH	47% K	37%
It allows for easy access to a wide variety of gifts	382	54	41	28	153	74	33	58	103	220	91	291
	38%	40% E	39%	42%	40% E	30%	44% E	29%	32%	45% GH	41%	37%
It's great for a one-stop shopping experience at any time, at my convenience	327	49	32	24	133	67	24	45	95	187	81	246
	32%	37%	31%	36%	34%	27%	32%	22%	29%	38% GH	36%	31%
It's cost-effective because items are on average lower in cost than in bricks and mortar stores	182	28	17	11	72	42	13	31	44	108	45	137
	18%	21%	16%	17%	19%	17%	18%	15%	13%	22% H	20%	17%
None of the above	412	57	44	21	157	108	21	107	146	158	76	336
	41%	43% F	43%	32%	41%	44% F	28%	53% I	45% I	33%	34%	42% J

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3. Which of the following types of gifts will you be purchasing this year?

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	163	105	72	391	214	69	222	321	472	205	810
Weighted	1015	133	104*	66*	388	247	75*	202	326	487	223	792
CDs and DVDs	497	58	58	29	194	117	41	94	141	262	120	377
	49%	44%	56%	43%	50%	48%	55%	46%	43%	54% H	54%	48%
Books	479	75	52	26	187	92	47	78	126	275	111	368
	47%	56% CE	51% E	40%	48% E	37%	63% CDE	39%	39%	57% GH	50%	46%
Video games and game equipment	310	38	38	18	116	81	19	53	79	178	117	193
	31%	29%	37%	27%	30%	33%	25%	26%	24%	37% GH	53% K	24%
Small consumer electronics such as mp3 players, cell phones	231	37	20	15	98	48	13	43	59	128	73	157
	23%	28%	19%	23%	25%	20%	17%	21%	18%	26% H	33% K	20%
None of the above	314	40	30	25	120	77	19	67	130	117	51	263
	31%	30%	29%	39%	31%	31%	25%	33% I	40% I	24%	23%	33% J