

## 6. Do you typically shop on December 26th to take advantage of Boxing Day deals and promotions?

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

|                             | Total      | GENDER     |            | AGE              |                 |                  | EDUCATION       |                 |                 |                 |
|-----------------------------|------------|------------|------------|------------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
|                             |            | Male       | Female     | 18-34            | 35-54           | 55+              | <HS             | HS              | Post Sec        | Univ Grad       |
|                             |            | A          | B          | C                | D               | E                | F               | G               | H               | I               |
| Base: All respondents       | 1025       | 505        | 520        | 207              | 358             | 460              | 88              | 339             | 482             | 116             |
| Weighted                    | 1025       | 496        | 529        | 286              | 407             | 332              | 98*             | 407             | 334             | 186             |
| Always                      | 83<br>8%   | 44<br>9%   | 39<br>7%   | 47<br>16%<br>DE  | 28<br>7%<br>E   | 9<br>3%          | 7<br>7%         | 32<br>8%        | 26<br>8%        | 18<br>10%       |
| Sometimes                   | 350<br>34% | 166<br>33% | 184<br>35% | 127<br>44%<br>DE | 137<br>34%<br>E | 87<br>26%        | 23<br>23%       | 145<br>36%<br>F | 104<br>31%      | 78<br>42%<br>FH |
| Rarely                      | 339<br>33% | 172<br>35% | 167<br>32% | 80<br>28%        | 136<br>33%      | 123<br>37%<br>C  | 36<br>37%       | 125<br>31%      | 112<br>34%      | 65<br>35%       |
| Never                       | 252<br>25% | 115<br>23% | 138<br>26% | 32<br>11%        | 106<br>26%<br>C | 114<br>34%<br>CD | 32<br>32%<br>I  | 105<br>26%<br>I | 92<br>28%<br>I  | 24<br>13%       |
| Summary                     |            |            |            |                  |                 |                  |                 |                 |                 |                 |
| Top2Box (Always/ Sometimes) | 434<br>42% | 210<br>42% | 224<br>42% | 173<br>61%<br>DE | 165<br>41%<br>E | 95<br>29%        | 30<br>30%       | 177<br>44%<br>F | 130<br>39%      | 96<br>52%<br>FH |
| Low2Box (Rarely/ Never)     | 591<br>58% | 286<br>58% | 305<br>58% | 113<br>39%       | 242<br>59%<br>C | 237<br>71%<br>CD | 68<br>70%<br>GI | 230<br>56%      | 204<br>61%<br>I | 89<br>48%       |

## 7. What do you dislike most about Boxing Day shopping?

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

|   | Total      | GENDER     |                 | AGE        |            |            | EDUCATION |                |            |            |
|---|------------|------------|-----------------|------------|------------|------------|-----------|----------------|------------|------------|
|   |            | Male       | Female          | 18-34      | 35-54      | 55+        | <HS       | HS             | Post Sec   | Univ Grad  |
|   |            | A          | B               | C          | D          | E          | F         | G              | H          | I          |
| Base: All respondents                                     | 1025       | 505        | 520             | 207        | 358        | 460        | 88        | 339            | 482        | 116        |
| Weighted  | 1025       | 496        | 529             | 286        | 407        | 332        | 98*       | 407            | 334        | 186        |
| Crowds and long lines                                     | 700<br>68% | 317<br>64% | 383<br>72%<br>A | 190<br>66% | 281<br>69% | 228<br>69% | 63<br>65% | 280<br>69%     | 227<br>68% | 129<br>69% |
| Finding that the item you want is not carried or sold out | 109<br>11% | 60<br>12%  | 49<br>9%        | 40<br>14%  | 40<br>10%  | 30<br>9%   | 11<br>11% | 37<br>9%       | 41<br>12%  | 20<br>11%  |
| Finding a parking spot                                    | 45<br>4%   | 25<br>5%   | 19<br>4%        | 13<br>4%   | 15<br>4%   | 17<br>5%   | 3<br>3%   | 14<br>3%       | 19<br>6%   | 8<br>5%    |
| Rude or unhelpful sales staff                             | 27<br>3%   | 17<br>3%   | 10<br>2%        | 13<br>4%   | 6<br>2%    | 8<br>2%    | 2<br>2%   | 11<br>3%       | 7<br>2%    | 7<br>4%    |
| Other   | 38<br>4%   | 18<br>4%   | 20<br>4%        | 8<br>3%    | 16<br>4%   | 14<br>4%   | 5<br>5%   | 12<br>3%       | 14<br>4%   | 7<br>4%    |
| I don't dislike anything                                  | 107<br>10% | 60<br>12%  | 47<br>9%        | 23<br>8%   | 49<br>12%  | 35<br>11%  | 13<br>13% | 54<br>13%<br>H | 26<br>8%   | 15<br>8%   |

**8. How much of your Boxing Day shopping do you plan on doing online?**

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

|  | Total      | GENDER         |                 | AGE             |                 |                  | EDUCATION       |                 |                |                 |
|--|------------|----------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|----------------|-----------------|
|  |            | Male           | Female          | 18-34           | 35-54           | 55+              | <HS             | HS              | Post Sec       | Univ Grad       |
|  |            | A              | B               | C               | D               | E                | F               | G               | H              | I               |
| Base: All respondents                          | 1025       | 505            | 520             | 207             | 358             | 460              | 88              | 339             | 482            | 116             |
| Weighted                                       | 1025       | 496            | 529             | 286             | 407             | 332              | 98*             | 407             | 334            | 186             |
| All  | 17<br>2%   | 13<br>3%<br>B  | 3<br>1%         | 7<br>3%         | 7<br>2%         | 2<br>1%          | 3<br>3%         | 4<br>1%         | 6<br>2%        | 4<br>2%         |
| Some   | 129<br>13% | 80<br>16%<br>B | 49<br>9%        | 63<br>22%<br>DE | 46<br>11%<br>E  | 20<br>6%         | 7<br>7%         | 37<br>9%        | 45<br>14%<br>G | 39<br>21%<br>FG |
| Hardly any                                     | 160<br>16% | 88<br>18%      | 72<br>14%       | 65<br>23%<br>DE | 64<br>16%<br>E  | 31<br>9%         | 10<br>10%       | 53<br>13%       | 56<br>17%      | 41<br>22%<br>FG |
| None   | 443<br>43% | 189<br>38%     | 253<br>48%<br>A | 98<br>34%       | 171<br>42%      | 174<br>52%<br>CD | 55<br>56%<br>HI | 190<br>47%<br>I | 139<br>42%     | 59<br>32%       |
| I don't intend to shop on boxing day this year | 277<br>27% | 126<br>25%     | 151<br>29%      | 53<br>19%       | 120<br>29%<br>C | 104<br>31%<br>C  | 24<br>25%       | 123<br>30%      | 87<br>26%      | 43<br>23%       |

**8. How much of your Boxing Day shopping do you plan on doing online?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

|   | Total      | GENDER    |           | AGE       |           |           | EDUCATION |           |           |           |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|   |            | Male      | Female    | 18-34     | 35-54     | 55+       | <HS       | HS        | Post Sec  | Univ Grad |
|   |            | A         | B         | C         | D         | E         | F         | G         | H         | I         |
| Base: Will do at least hardly any shopping online | 282        | 168       | 114       | 97        | 101       | 84        | 16        | 70        | 147       | 49        |
| Weighted  | 305        | 181       | 124*      | 135*      | 116*      | 54*       | 20**      | 94*       | 108       | 84*       |
| All   | 17<br>5%   | 13<br>7%  | 3<br>2%   | 7<br>5%   | 7<br>6%   | 2<br>4%   | 3<br>13%  | 4<br>4%   | 6<br>6%   | 4<br>4%   |
| Some  | 129<br>42% | 80<br>44% | 49<br>39% | 63<br>46% | 46<br>39% | 20<br>38% | 7<br>37%  | 37<br>39% | 45<br>42% | 39<br>47% |
| Hardly any  | 160<br>52% | 88<br>48% | 72<br>58% | 65<br>48% | 64<br>55% | 31<br>58% | 10<br>50% | 53<br>57% | 56<br>52% | 41<br>49% |

**8. How much of your Boxing Day shopping do you plan on doing online?**

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

|                                      |            | GENDER         |                 | AGE             |                 |                  | EDUCATION       |                  |                 |                 |
|--------------------------------------|------------|----------------|-----------------|-----------------|-----------------|------------------|-----------------|------------------|-----------------|-----------------|
|                                      | Total      | Male           | Female          | 18-34           | 35-54           | 55+              | <HS             | HS               | Post Sec        | Univ Grad       |
|                                      |            | A              | B               | C               | D               | E                | F               | G                | H               | I               |
| Base: Will be shopping on Boxing Day | 741        | 375            | 366             | 168             | 253             | 320              | 66              | 234              | 355             | 86              |
| Weighted                             | 748        | 370            | 378             | 233             | 287             | 228              | 74*             | 284              | 247             | 143*            |
| All                                  | 17<br>2%   | 13<br>4%<br>B  | 3<br>1%         | 7<br>3%         | 7<br>2%         | 2<br>1%          | 3<br>3%         | 4<br>1%          | 6<br>3%         | 4<br>3%         |
| Some                                 | 129<br>17% | 80<br>22%<br>B | 49<br>13%       | 63<br>27%<br>DE | 46<br>16%<br>E  | 20<br>9%         | 7<br>10%        | 37<br>13%        | 45<br>18%       | 39<br>28%<br>FG |
| Hardly any                           | 160<br>21% | 88<br>24%      | 72<br>19%       | 65<br>28%<br>E  | 64<br>22%<br>E  | 31<br>14%        | 10<br>13%       | 53<br>19%        | 56<br>23%       | 41<br>29%<br>F  |
| None                                 | 443<br>59% | 189<br>51%     | 253<br>67%<br>A | 98<br>42%       | 171<br>60%<br>C | 174<br>76%<br>CD | 55<br>74%<br>HI | 190<br>67%<br>HI | 139<br>56%<br>I | 59<br>41%       |