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 - J/K Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		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	1025	148	95	77	347	278	80	155	328	542	144	881
Weighted	1025	135	105*	67*	393	250	76*	161	321	543	179	846
Always	83	12	7	7	34	17	6	14	28	41	11	73
	8%	9%	7%	11%	9%	7%	8%	9%	9%	8%	6%	9%
Sometimes	350	51	46	26	124	70	32	59	99	193	89	262
	34%	38%	44%	39%	32%	28%	43%	36%	31%	36%	50%	31%
			DE				E				K	
Rarely	339	52	25	22	141	79	21	39	116	184	57	282
	33%	39%	24%	32%	36%	31%	27%	24%	36%	34%	32%	33%
		B			B				G	G		
Never	252	20	27	11	94	84	17	50	78	124	22	230
	25%	14%	25%	17%	24%	34%	22%	31%	24%	23%	12%	27%
					A	ACD						J
Summary												
Top2Box (Always/ Sometimes)	434	63	53	34	158	87	38	73	127	234	99	334
	42%	47%	51%	50%	40%	35%	50%	45%	40%	43%	56%	40%
		E	E	E			E				K	
Low2Box (Rarely/ Never)	591	72	51	33	235	163	38	89	194	309	79	512
	58%	53%	49%	50%	60%	65%	50%	55%	60%	57%	44%	60%
						ABCF						J

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

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	
		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	1025	148	95	77	347	278	80	155	328	542	144	881
Weighted	1025	135	105*	67*	393	250	76*	161	321	543	179	846
Crowds and long lines	700	93	73	40	269	173	51	97	220	384	124	576
	68%	69%	70%	61%	69%	69%	68%	60%	68%	71% G	69%	68%
Finding that the item you want is not carried or sold out	109	15	15	11	39	20	8	20	34	55	25	84
	11%	11%	14%	17% E	10%	8%	11%	12%	11%	10%	14%	10%
Finding a parking spot	45	7	5	1	17	13	3	10	15	20	7	38
	4%	5%	4%	1%	4%	5%	4%	6%	5%	4%	4%	4%
Rude or unhelpful sales staff	27	3	2	1	11	10	0	4	9	13	4	23
	3%	2%	2%	2%	3%	4%	1%	3%	3%	2%	2%	3%
Other	38	6	3	3	15	9	2	7	8	23	4	34
	4%	5%	3%	4%	4%	4%	2%	4%	2%	4%	2%	4%
I don't dislike anything	107	11	7	10	42	25	11	23	36	49	15	92
	10%	8%	7%	16%	11%	10%	15%	14%	11%	9%	9%	11%

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	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	1025	148	95	77	347	278	80	155	328	542	144	881
Weighted	1025	135	105*	67*	393	250	76*	161	321	543	179	846
All	17 2%	1 1%	2 2%	2 2%	6 1%	5 2%	1 1%	2 1%	3 1%	12 2%	6 3%	10 1%
Some	129 13%	14 10%	14 13%	12 17%	44 11%	33 13%	14 18%	17 10%	38 12%	74 14%	35 19% K	94 11%
Hardly any	160 16%	29 21% D	22 21%	12 18%	53 13%	35 14%	10 13%	18 11%	49 15%	93 17%	35 20%	125 15%
None	443 43%	52 38%	39 37%	28 42%	179 46%	110 44%	35 47%	72 44%	162 51% I	209 38%	70 39%	373 44%
I don't intend to shop on boxing day this year	277 27%	40 30%	28 27%	14 20%	111 28%	68 27%	16 21%	53 33% H	69 22%	155 28% H	33 18%	244 29% J

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 - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		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: Will do at least hardly any shopping online	282	41	32	27	80	78	24	33	85	164	58	224
Weighted	305	43*	38**	25**	102*	72*	25**	36**	90*	179	76*	229
All	17	1	2	2	6	5	1	2	3	12	6	10
	5%	3%	6%	6%	6%	6%	4%	4%	3%	7%	8%	5%
Some	129	14	14	12	44	33	14	17	38	74	35	94
	42%	31%	36%	46%	43%	45%	55%	47%	42%	41%	46%	41%
Hardly any	160	29	22	12	53	35	10	18	49	93	35	125
	52%	66%	58%	47%	52%	48%	41%	49%	54%	52%	46%	54%

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 - J/K Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		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: Will be shopping on Boxing Day	741	101	70	58	245	205	62	102	252	387	115	626
Weighted	748	95*	76*	53*	282	182	60*	108*	252	388	146	602
All	17	1	2	2	6	5	1	2	3	12	6	10
	2%	1%	3%	3%	2%	3%	2%	1%	1%	3%	4%	2%
Some	129	14	14	12	44	33	14	17	38	74	35	94
	17%	14%	18%	22%	16%	18%	23%	16%	15%	19%	24%	16%
											K	
Hardly any	160	29	22	12	53	35	10	18	49	93	35	125
	21%	30%	29%	22%	19%	19%	17%	16%	19%	24%	24%	21%
		DE										
None	443	52	39	28	179	110	35	72	162	209	70	373
	59%	54%	50%	53%	64%	60%	59%	66%	64%	54%	48%	62%
								I	I			J