



Canadian Online Omni November 1 - November 8, 2010

Paypal Banner 1

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1. How many hours do you think you'll spend holiday shopping this year?

		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: All respondents	1015	499	516	254	385	376	83	319	494	119
Weighted	1015	491	524	283	403	329	101*	399	331	184
0	44	27	17	9	20	15	9	15	15	5
	4%	6%	3%	3%	5%	5%	9%	4%	4%	3%
							I			
1-2	156	90	65	35	61	60	20	62	48	25
	15%	18%	12%	12%	15%	18%	20%	15%	15%	14%
		B								
3-4	135	72	64	35	50	50	11	55	47	23
	13%	15%	12%	13%	12%	15%	11%	14%	14%	12%
5-10	406	196	211	128	154	124	34	154	132	85
	40%	40%	40%	45%	38%	38%	34%	39%	40%	46%
11-20	159	64	94	47	71	41	11	64	50	33
	16%	13%	18%	17%	18%	12%	11%	16%	15%	18%
			A							
21-30	61	25	36	13	28	20	10	23	22	7
	6%	5%	7%	5%	7%	6%	10%	6%	7%	4%
31-40	25	10	15	5	11	9	1	13	7	3
	2%	2%	3%	2%	3%	3%	1%	3%	2%	2%
41-50	15	3	12	5	6	4	1	7	7	0
	1%	1%	2%	2%	2%	1%	1%	2%	2%	-
			A							
51-100	14	4	10	6	1	7	2	6	3	3
	1%	1%	2%	2%	0	2%	2%	2%	1%	2%
				D		D				
Summary										
Mean (incl. 0)	10.7	9	12.3	11.2	10.6	10.4	10.1	11.4	10.5	9.9
			A							

1. How many hours do you think you'll spend holiday shopping this year?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Standard Deviation	12.5	10.8	13.6	13.8	10.7	13.3	13.9	14.1	11.2	9.7
Median	6	5	10	8	8	6	5	6	6	10

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

2. How many trips to the mall/stores does it take to get all your shopping done?

		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: All respondents	1015	499	516	254	385	376	83	319	494	119
Weighted	1015	491	524	283	403	329	101*	399	331	184
0	39	24	15	12	14	13	9	12	10	8
	4%	5%	3%	4%	4%	4%	9%	3%	3%	4%
							GH			
1-2	324	190	134	68	132	123	33	134	107	50
	32%	39%	26%	24%	33%	37%	33%	34%	32%	27%
		B			C	C				
3-4	290	127	163	81	126	83	30	115	87	58
	29%	26%	31%	29%	31%	25%	30%	29%	26%	32%
5-10	313	140	174	97	119	98	25	116	110	62
	31%	28%	33%	34%	29%	30%	25%	29%	33%	34%
11-20	44	11	34	21	12	12	2	21	15	6
	4%	2%	6%	7%	3%	4%	2%	5%	5%	3%
			A	D						
21-30	4	0	4	4	0	0	1	1	1	0
	0	-	1%	2%	-	-	1%	0	0	-
				DE						
Summary										
Mean (incl. 0)	4.5	3.7	5.2	5.4	4.2	4	4.2	4.6	4.5	4.3
			A	DE						
Standard Deviation	4.1	3	4.7	5.2	3.5	3.4	4.7	4.2	4	3.4
Median	3	3	4	4	3	3	3	3	3	3

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

5. What do you dislike most about holiday shopping?

		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: All respondents	1015	499	516	254	385	376	83	319	494	119
Weighted	1015	491	524	283	403	329	101*	399	331	184
Crowds and long lines	500	261	239	144	211	144	46	199	161	93
	49%	53%	46%	51%	52%	44%	46%	50%	49%	51%
		B			E					
Finding out that the item you want is not carried or sold out	106	52	54	27	39	41	15	37	43	11
	10%	11%	10%	9%	10%	12%	15%	9%	13%	6%
							I		I	
Finding a parking spot	71	37	34	19	23	30	7	32	19	12
	7%	8%	6%	7%	6%	9%	7%	8%	6%	7%
Getting carried away and exceeding my budget	96	30	66	36	37	23	10	44	31	11
	9%	6%	13%	13%	9%	7%	10%	11%	9%	6%
			A	E						
Not being able to find unique or special gifts	140	57	84	42	46	51	6	41	56	38
	14%	12%	16%	15%	11%	16%	5%	10%	17%	20%
									FG	FG
I don't dislike anything	101	54	48	14	47	40	17	46	20	19
	10%	11%	9%	5%	12%	12%	16%	12%	6%	10%
					C	C	H	H		

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

6. How much of your holiday shopping will you do online this year?

		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: All respondents	1015	499	516	254	385	376	83	319	494	119
Weighted	1015	491	524	283	403	329	101*	399	331	184
All	11	6	4	5	3	4	1	4	3	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
Some	274	131	143	119	94	61	19	77	88	90
	27%	27%	27%	42%	23%	19%	19%	19%	27%	49%
				DE					G	FGH
Hardly Any	263	132	131	86	101	76	23	92	93	54
	26%	27%	25%	30%	25%	23%	23%	23%	28%	30%
None	467	221	245	74	205	188	58	226	147	36
	46%	45%	47%	26%	51%	57%	57%	57%	44%	20%
					C	C	HI	HI	I	

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

7. If you could get back some of your holiday-shopping time, what would you do with it?

		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: All respondents	1015	499	516	254	385	376	83	319	494	119
Weighted	1015	491	524	283	403	329	101*	399	331	184
Spend time with my family	349	191	158	105	147	96	31	143	117	58
	34%	39%	30%	37%	37%	29%	31%	36%	35%	32%
		B			E					
Volunteer	24	14	10	3	8	13	4	8	8	4
	2%	3%	2%	1%	2%	4%	4%	2%	2%	2%
						C				
Treat myself to some relaxation	293	173	120	63	122	108	26	116	98	54
	29%	35%	23%	22%	30%	33%	26%	29%	30%	29%
		B			C	C				
Sleep	85	46	39	41	33	11	8	28	21	27
	8%	9%	7%	14%	8%	3%	8%	7%	6%	15%
				DE	E					GH
Do other holiday-related activities such as home decorating, baking, sending cards, etc.	264	67	197	70	93	101	32	104	87	40
	26%	14%	38%	25%	23%	31%	32%	26%	26%	22%
			A			D				

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

8. Will you take advantage of online deals by shopping on 'Cyber Monday' (November 29) and, if so, what for?

		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: All respondents	1015	499	516	254	385	376	83	319	494	119
Weighted	1015	491	524	283	403	329	101*	399	331	184
Consumer electronics	70	57	14	37	24	9	5	21	24	21
	7%	12%	3%	13%	6%	3%	5%	5%	7%	11%
		B		DE	E					G
Clothing	38	24	13	28	4	6	3	8	12	15
	4%	5%	3%	10%	1%	2%	2%	2%	4%	8%
				DE						GH
Small home appliances	20	16	4	9	9	2	3	4	6	8
	2%	3%	1%	3%	2%	1%	3%	1%	2%	4%
		B		E						G
Shoes or jewelry	20	14	5	13	3	4	0	7	6	8
	2%	3%	1%	4%	1%	1%	-	2%	2%	4%
		B		DE						
I don't know what 'Cyber Monday' is	585	254	331	188	234	163	59	221	194	112
	58%	52%	63%	66%	58%	49%	58%	55%	59%	61%
			A	DE	E					
I won't shop on 'Cyber Monday'	345	174	171	53	138	154	35	151	110	48
	34%	35%	33%	19%	34%	47%	34%	38%	33%	26%
					C	CD		I		

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