



Canadian Online Omni November 1 - November 8, 2010

Paypal Banner 2

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

		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	139	103	76	391	221	85	220	325	470	236	779
Weighted	1015	134	104*	66*	389	248	75*	224	323	468	243	772
0	44	3	6	3	17	13	3	17	16	11	3	42
	4%	2%	6%	4%	4%	5%	4%	8%	5%	2%	1%	5%
								I				J
1-2	156	23	21	13	42	50	8	48	57	51	21	135
	15%	17%	20%	19%	11%	20%	11%	21%	18%	11%	9%	17%
			D	D		D		I	I			J
3-4	135	12	11	10	63	34	6	29	44	63	24	111
	13%	9%	10%	15%	16%	14%	8%	13%	13%	13%	10%	14%
					A							
5-10	406	61	37	20	155	101	32	76	123	208	117	290
	40%	46%	36%	31%	40%	41%	42%	34%	38%	44%	48%	38%
										G	K	
11-20	159	22	20	14	63	23	17	35	39	85	49	110
	16%	16%	19%	21%	16%	9%	23%	15%	12%	18%	20%	14%
			E	E	E		E			H	K	
21-30	61	5	5	2	29	14	6	11	24	26	19	42
	6%	4%	4%	3%	7%	6%	8%	5%	7%	6%	8%	5%
31-40	25	2	1	1	10	8	2	2	9	14	4	21
	2%	2%	1%	2%	3%	3%	3%	1%	3%	3%	2%	3%
41-50	15	4	0	2	6	3	1	1	7	7	3	12
	1%	3%	-	3%	2%	1%	1%	1%	2%	1%	1%	2%
51-100	14	2	4	2	4	2	1	4	6	5	3	11
	1%	2%	4%	2%	1%	1%	2%	2%	2%	1%	1%	1%
Summary												
Mean (incl. 0)	10.7	11.1	10.8	11.5	10.8	9.7	12.2	9.5	11.2	11	12.4	10.2
											K	
Standard Deviation	12.5	14.1	14	16.2	11.1	12.2	11.1	13.2	14.1	10.8	13.3	12.2
Median	6	6	8	8	8	5	10	5	6	8	10	6

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

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

		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	139	103	76	391	221	85	220	325	470	236	779
Weighted	1015	134	104*	66*	389	248	75*	224	323	468	243	772
0	39	2	7	2	15	11	2	17	15	7	1	38
	4%	1%	6%	3%	4%	4%	3%	8%	5%	1%	1%	5%
			A					I	I			J
1-2	324	40	40	22	119	83	20	82	110	132	62	262
	32%	30%	38%	34%	31%	34%	27%	37%	34%	28%	25%	34%
								I				J
3-4	290	45	26	20	109	73	18	53	85	153	64	226
	29%	33%	25%	30%	28%	29%	23%	24%	26%	33%	26%	29%
										G		
5-10	313	42	23	19	127	75	29	62	100	151	98	216
	31%	31%	22%	28%	33%	30%	38%	28%	31%	32%	40%	28%
							B				K	
11-20	44	5	7	3	17	6	6	10	12	22	16	28
	4%	4%	7%	4%	4%	3%	8%	5%	4%	5%	7%	4%
							E					
21-30	4	1	1	0	1	0	0	0	2	2	2	2
	0	1%	1%	-	0	-	-	-	1%	0	1%	0
Summary												
Mean (incl. 0)	4.5	4.6	4.7	4.4	4.5	3.9	5.5	4	4.4	4.7	5.6	4.1
							E			G	K	
Standard Deviation	4.1	4.5	5.4	4.1	3.8	3.3	4.5	3.8	4.1	4.1	4.7	3.8
Median	3	3	3	4	3	3	4	3	3	4	4	3

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

5. What do you dislike most about holiday shopping?

		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	139	103	76	391	221	85	220	325	470	236	779
Weighted	1015	134	104*	66*	389	248	75*	224	323	468	243	772
Crowds and long lines	500	64	55	37	188	122	33	110	154	236	108	392
	49%	48%	53%	57%	48%	49%	43%	49%	48%	50%	44%	51%
Finding out that the item you want is not carried or sold out	106	13	11	6	41	24	11	21	35	51	36	70
	10%	9%	11%	9%	11%	10%	15%	9%	11%	11%	15%	9%
											K	
Finding a parking spot	71	13	7	4	30	17	1	14	19	39	16	56
	7%	9%	7%	5%	8%	7%	1%	6%	6%	8%	6%	7%
		F			F							
Getting carried away and exceeding my budget	96	12	12	5	43	14	11	29	32	35	31	65
	9%	9%	11%	8%	11%	6%	14%	13%	10%	7%	13%	8%
					E		E	I				
Not being able to find unique or special gifts	140	20	9	10	50	41	10	27	47	67	34	106
	14%	15%	9%	15%	13%	16%	14%	12%	14%	14%	14%	14%
I don't dislike anything	101	13	9	4	36	30	9	24	36	41	18	83
	10%	10%	9%	7%	9%	12%	12%	11%	11%	9%	7%	11%

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

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

		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	139	103	76	391	221	85	220	325	470	236	779
Weighted	1015	134	104*	66*	389	248	75*	224	323	468	243	772
All	11	0	1	1	5	3	0	3	3	5	2	9
	1%	-	1%	2%	1%	1%	-	1%	1%	1%	1%	1%
Some	274	52	31	15	108	44	25	42	82	150	76	198
	27%	39%	30%	23%	28%	18%	33%	19%	25%	32%	31%	26%
		CDE	E		E		E			G		
Hardly Any	263	35	26	15	106	63	18	58	78	127	68	195
	26%	26%	25%	23%	27%	25%	24%	26%	24%	27%	28%	25%
None	467	47	46	34	170	138	32	121	160	186	97	370
	46%	35%	44%	52%	44%	56%	43%	54%	49%	40%	40%	48%
				A		AD		I	I			J

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

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

		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	139	103	76	391	221	85	220	325	470	236	779
Weighted	1015	134	104*	66*	389	248	75*	224	323	468	243	772
Spend time with my family	349	42	38	21	130	90	29	60	111	178	117	232
	34%	31%	37%	31%	33%	36%	39%	27%	34%	38%	48%	30%
										G	K	
Volunteer	24	4	1	1	12	2	5	8	8	7	3	21
	2%	3%	1%	2%	3%	1%	6%	4%	3%	2%	1%	3%
							BE					
Treat myself to some relaxation	293	41	20	22	109	88	15	69	92	133	53	240
	29%	30%	19%	33%	28%	35%	20%	31%	28%	28%	22%	31%
				B		BF						J
Sleep	85	10	6	9	35	21	3	25	28	32	13	72
	8%	8%	6%	13%	9%	9%	4%	11%	9%	7%	5%	9%
Do other holiday-related activities such as home decorating, baking, sending cards, etc.	264	37	39	14	104	47	23	61	84	118	57	207
	26%	27%	38%	21%	27%	19%	31%	27%	26%	25%	23%	27%
			CDE		E		E					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		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	139	103	76	391	221	85	220	325	470	236	779
Weighted	1015	134	104*	66*	389	248	75*	224	323	468	243	772
Consumer electronics	70	11	4	1	32	13	10	9	29	32	21	49
	7%	8%	4%	1%	8%	5%	14%	4%	9%	7%	9%	6%
		C			C		BCE		G			
Clothing	38	5	2	2	19	6	4	6	12	20	14	24
	4%	3%	2%	3%	5%	2%	6%	3%	4%	4%	6%	3%
Small home appliances	20	1	1	0	10	5	2	5	5	11	6	14
	2%	1%	1%	-	2%	2%	3%	2%	1%	2%	2%	2%
Shoes or jewelry	20	3	2	2	7	4	2	5	5	10	6	14
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%
I don't know what 'Cyber Monday' is	585	81	68	37	217	134	49	117	179	289	166	419
	58%	60%	66%	56%	56%	54%	65%	52%	55%	62%	68%	54%
										G	K	
I won't shop on 'Cyber Monday'	345	41	30	27	133	95	17	93	109	143	51	294
	34%	31%	29%	41%	34%	39%	23%	41%	34%	31%	21%	38%
				F		F		I				J

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