



Canadian Online Omni November 22 - November 29, 2010

Holiday Spending Banner 3

Table of Contents

1	1. Compared to last holiday season, are you planning to.
2	2. When you are out shopping during the holiday season, have you ever lost track of how much you have in your account?
3	3. In general when you review your credit card bills and account statements in January, are you...
4	4. If you had the technology, would you find it helpful to receive emails or alerts on your phone or mobile device to let you know if you've gone over your budget for the month?
5	5. If you had the technology, would you find it easier to stay on budget if you could check your credit card and account balances on your phone or mobile device while you're out shopping?
6	6. Do you own a Smart phone, i.e. a Blackberry, iPhone, Android, etc.
7	7. Have you ever used your smart phone while out shopping to:

1. Compared to last holiday season, are you planning to.

	AGE				REGION						SMART PHONE USER	
	Total	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1049	180	281	588	123	117	63	430	253	63	178	871
Weighted	1049	293	416	340	138*	107*	68*	402	256	78*	208	841
Pay more attention to sticking to your holiday spending budget	444	139	195	111	67	43	23	169	119	23	101	343
	42%	47%	47%	33%	49%	41%	33%	42%	46%	29%	49%	41%
		C	C		I				I			
Pay about the same amount of attention to your holiday spending as last year or...	423	93	165	165	47	44	30	150	110	41	77	346
	40%	32%	40%	49%	34%	41%	44%	37%	43%	53%	37%	41%
				AB						DG		
Not even worry about it	182	61	57	64	24	19	16	82	27	14	30	152
	17%	21%	14%	19%	17%	18%	23%	20%	10%	18%	14%	18%
		B					H	H				

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

2. When you are out shopping during the holiday season, have you ever lost track of how much you have in your account?

		AGE			REGION						SMART PHONE USER	
	Total	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1049	180	281	588	123	117	63	430	253	63	178	871
Weighted	1049	293	416	340	138*	107*	68*	402	256	78*	208	841
Yes, it's hard to keep track during the holiday season	272	127	91	54	36	15	21	115	64	22	72	200
	26%	43%	22%	16%	26%	14%	30%	29%	25%	28%	35%	24%
		BC					E	E	E		K	
No, I always know what's in my account	777	166	325	286	103	92	48	286	192	56	136	641
	74%	57%	78%	84%	74%	86%	70%	71%	75%	72%	65%	76%
			A	A		FGH						J

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

3. In general when you review your credit card bills and account statements in January, are you...

	AGE				REGION						SMART PHONE USER	
	Total	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1049	180	281	588	123	117	63	430	253	63	178	871
Weighted	1049	293	416	340	138*	107*	68*	402	256	78*	208	841
Surprised that you spent so much on the holidays	219	100	75	44	25	14	16	90	55	19	54	165
	21%	34%	18%	13%	18%	13%	23%	22%	21%	24%	26%	20%
		BC										
Pleased that you stayed on budget	603	151	239	212	83	66	34	221	155	43	113	490
	57%	52%	57%	62%	60%	62%	50%	55%	61%	56%	54%	58%
				A								
Glad to see you spent less than anticipated	228	41	102	84	30	27	18	91	46	16	41	186
	22%	14%	25%	25%	22%	25%	27%	23%	18%	20%	20%	22%
			A	A								

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

4. If you had the technology, would you find it helpful to receive emails or alerts on your phone or mobile device to let you know if you've gone over your budget for the month?

		AGE			REGION						SMART PHONE USER	
	Total	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1049	180	281	588	123	117	63	430	253	63	178	871
Weighted	1049	293	416	340	138*	107*	68*	402	256	78*	208	841
Yes	296	138	94	64	41	35	14	129	58	19	87	209
	28%	47%	23%	19%	30%	33%	21%	32%	23%	25%	42%	25%
		BC						H			K	
No	753	155	322	276	97	72	54	273	198	58	121	632
	72%	53%	77%	81%	70%	67%	79%	68%	77%	75%	58%	75%
			A	A					G			J

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

5. If you had the technology, would you find it easier to stay on budget if you could check your credit card and account balances on your phone or mobile device while you're out shopping?

		AGE			REGION						SMART PHONE USER	
	Total	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1049	180	281	588	123	117	63	430	253	63	178	871
Weighted	1049	293	416	340	138*	107*	68*	402	256	78*	208	841
Yes	388	159	145	84	49	38	28	148	94	30	103	286
	37%	54%	35%	25%	35%	36%	42%	37%	37%	38%	49%	34%
		BC	C								K	
No	661	134	272	256	89	69	40	253	162	48	106	555
	63%	46%	65%	75%	65%	64%	58%	63%	63%	62%	51%	66%
			A	AB								J

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

6. Do you own a Smart phone, i.e. a Blackberry, iPhone, Android, etc.

		AGE			REGION						SMART PHONE USER	
	Total	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1049	180	281	588	123	117	63	430	253	63	178	871
Weighted	1049	293	416	340	138*	107*	68*	402	256	78*	208	841
Yes	208	102	69	37	22	30	12	106	24	13	208	0
	20%	35%	17%	11%	16%	28%	18%	26%	9%	17%	100%	-
		BC	C			H		DH			K	
No	841	190	347	303	116	77	56	295	232	64	0	841
	80%	65%	83%	89%	84%	72%	82%	74%	91%	83%	-	100%
			A	AB	G				EG			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. Have you ever used your smart phone while out shopping to:

	Total	AGE			REGION						SMART PHONE USER	
		18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: Own a Smart phone	178	63	50	65	23	24	10	91	21	9	178	0
Weighted	208	102*	69*	37*	22**	30**	12**	106*	24**	13**	208	-**
Used for (NET)	208	102	69	37	22	30	12	106	24	13	208	0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Comparison Shop for a better price	50	31	17	2	1	6	4	31	8	0	50	0
	24%	30%	25%	5%	6%	21%	31%	29%	32%	-	24%	-
		C	C									
Take pictures of merchandise	93	60	25	8	5	13	2	60	9	4	93	0
	45%	58%	36%	22%	21%	45%	14%	56%	39%	27%	45%	-
		BC										
Find store locations	85	55	23	7	9	13	4	47	11	1	85	0
	41%	54%	33%	19%	42%	43%	31%	45%	45%	9%	41%	-
		BC										
Check your account balances	41	27	11	3	1	5	1	26	7	1	41	0
	20%	26%	16%	9%	5%	17%	11%	24%	28%	9%	20%	-
		C										
Other	84	27	35	23	12	15	7	31	9	10	84	0
	40%	26%	50%	62%	54%	50%	58%	29%	37%	73%	40%	-
			A	A								

Proportions/Mean: 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