1. Please indicate what type of shopping you have done on the Internet in the past twelve months, if any.

				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	1175	124	126	79	362	225	259	271	380	524	164	1011
Weighted	1175	155	120	76*	450	287	87	285	371	520	126	1049
Made Online Purchase (Net)	637	92	59	45	248	144	49	148	174	315	81	556
	54%	59%	49%	60%	55%	50%	56%	52%	47%	61%	64%	53%
										GH	K	
Made a purchase or purchases from a Canadian website where goods were shipped to you (includes Canadian sites operated by American retailers such as Amazon.ca or eBay.ca)	536	76	54	32	213	123	38	124	146	266	68	468
	46%	49%	45%	41%	47%	43%	44%	43%	39%	51%	54%	45%
										H		
Made a purchase or purchases from an American website where goods were shipped to you	322	50	28	24	135	58	27	62	93	167	41	280
	27%	32%	23%	32%	30%	20%	30%	22%	25%	32%	33%	27%
		E			E		E			GH		
Made a purchase from an American website but shipped to friends/family living in the US since the retailer did not ship to Canada	49	7	1	4	27	8	2	13	8	28	8	41
	4%	4%	1%	5%	6%	3%	2%	4%	2%	5%	6%	4%
					BF					H		
Made a purchase from an American website and used a shipping service like Borderlinx, MyUS, Bongo, etc. to have my goods shipped to me since the retailer does not ship to Canada	12	5	1	3	2	1	0	1	2	9	2	11
	1%	3%	1%	5%	0	0	-	1%	1%	2%	1%	1%
		DEF		DEF								
I have not made any online purchases from Canada or the United States in the past twelve months.	538	63	61	31	202	143	38	137	196	205	45	493
	46%	41%	51%	40%	45%	50%	44%	48%	53%	39%	36%	47%
								I	I			J

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

2. This holiday season, are you more or less likely than last year to shop online?

					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: Have made online purchases in past 12 months	651	74	67	49	198	117	146	139	185	327	100	551
Weighted	637	92*	59*	45*	248	144	49	148	174	315	81*	556
More likely	325	48	28	20	129	72	28	66	83	176	55	270
	51%	52%	48%	43%	52%	50%	58%	45%	47%	56%	68%	49%
										G	K	
Less likely	311	44	31	26	119	71	20	81	92	139	25	286
	49%	48%	52%	57%	48%	50%	42%	55%	53%	44%	32%	51%
								I				J

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

3a. The holiday shopping season in the United States typically begins on the Friday following American Thanksgiving. On this day, known as Black Friday, American retailers (both on and offline) typically offer deep discounts to shoppers. Cyber Monday refers to the Monday immediately following Black Friday which is one of the biggest online shopping days of the year. How likely are you to shop online on Black Friday/ Cyber Monday (at American websites to take advantage of these discounts)?

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
					REGION				**HOUSEHOLD INCOME**		**HOUSEHOLD COMPOSITION**	
		A	B	C	D	E	F	G	H	I	J	K
Base: Have made online purchases in past 12 months	651	74	67	49	198	117	146	139	185	327	100	551
Weighted	637	92*	59*	45*	248	144	49	148	174	315	81*	556
Very likely	47	7	5	3	20	9	3	10	17	20	7	40
	7%	8%	8%	6%	8%	7%	6%	6%	10%	6%	8%	7%
Somewhat likely	173	23	13	5	80	34	17	39	44	89	34	139
	27%	25%	22%	12%	32%	24%	35%	26%	26%	28%	42%	25%
					C		C				K	
Somewhat unlikely	169	28	12	19	49	48	13	40	39	90	22	146
	26%	31%	20%	43%	20%	33%	27%	27%	22%	29%	28%	26%
				BD		D						
Not likely at all	249	34	29	18	100	53	16	59	75	116	18	231
	39%	36%	50%	40%	40%	37%	32%	40%	43%	37%	22%	42%
			F									J
Summary												
Top2Box (Likely)	219	30	18	8	99	44	20	49	61	109	41	179
	34%	33%	31%	17%	40%	30%	41%	33%	35%	35%	50%	32%
					C		C				K	
Low2Box (Unlikely)	418	62	41	38	148	100	29	99	113	205	40	377
	66%	67%	69%	83%	60%	70%	59%	67%	65%	65%	50%	68%
				DF								J

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

3b. How much do you plan to spend?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Likely to shop online on Black Friday/ Cyber Monday	236	24	20	9	83	38	62	46	71	119	49	187
Weighted	219	30**	18**	8**	99*	44*	20*	49*	61*	109*	41*	179
Less than $100	30	5	3	1	12	7	2	6	11	13	5	25
	14%	16%	15%	7%	12%	17%	12%	12%	17%	12%	11%	14%
$100 to less than $200	90	13	10	5	36	20	6	26	30	34	12	78
	41%	43%	55%	61%	36%	46%	32%	53%	49%	31%	30%	44%
								I	I			
$200 to less than $300	44	6	3	1	23	6	5	8	8	27	8	35
	20%	20%	14%	17%	23%	13%	26%	17%	13%	25%	21%	20%
$300 to less than $500	33	4	2	1	18	5	2	7	7	19	11	23
	15%	14%	10%	16%	19%	12%	10%	15%	12%	17%	26%	13%
											K	
$500 to less than $1,000	19	0	1	0	9	5	4	2	5	12	5	14
	9%	-	6%	-	9%	11%	21%	4%	8%	11%	12%	8%
							D					
$1,000 or more	4	2	0	0	2	0	0	0	0	4	0	4
	2%	8%	-	-	2%	-	-	-	-	4%	-	2%
Summary												
Mean	261.6	257.1	209.2	198.7	273.9	245.1	314.5	214.6	223.6	303.6	297.1	253.5
										GH		

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

3c. And do you plan to spend more, less or approximately the same amount as last year?

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
					REGION				HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		A	B	C	D	E	F	G	H	I	J	K
Base: Likely to shop online on Black Friday/ Cyber Monday	236	24	20	9	83	38	62	46	71	119	49	187
Weighted	219	30**	18**	8**	99*	44*	20*	49*	61*	109*	41*	179
More	65	7	4	2	29	14	9	14	19	32	10	54
	30%	23%	23%	31%	29%	31%	43%	28%	31%	30%	25%	30%
Less	49	6	6	1	20	14	2	14	17	18	12	37
	22%	19%	36%	7%	20%	32%	9%	29%	27%	17%	30%	21%
							F					
The same amount	105	17	7	5	50	16	10	21	26	59	18	88
	48%	57%	41%	62%	50%	37%	48%	43%	42%	54%	44%	49%

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

3d. Which, if any, of the following types of items do you expect to purchase online?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Likely to shop online on Black Friday/ Cyber Monday	236	24	20	9	83	38	62	46	71	119	49	187
Weighted	219	30**	18**	8**	99*	44*	20*	49*	61*	109*	41*	179
Clothing and accessories	128	21	8	5	60	22	12	28	34	67	26	102
	58%	68%	45%	63%	61%	51%	59%	57%	55%	61%	65%	57%
Books	111	14	8	3	59	18	9	26	32	53	15	96
	51%	47%	45%	45%	59%	41%	43%	54%	52%	48%	38%	54%
Music or movies	88	9	6	3	43	20	7	15	31	41	12	75
	40%	28%	35%	45%	43%	46%	33%	32%	51%	38%	30%	42%
Computers, tablets, software or computer-related electronics	64	6	1	2	30	19	6	17	16	31	13	52
	29%	19%	7%	24%	30%	44%	32%	35%	26%	29%	32%	29%
Health and beauty products (e.g.: make-up, perfume etc.)	57	10	5	0	27	14	2	23	15	19	7	50
	26%	32%	26%	-	27%	31%	9%	48%	24%	17%	18%	28%
					F	F		HI				
Footwear	57	12	6	1	26	8	4	12	13	31	12	45
	26%	39%	33%	16%	26%	19%	18%	25%	22%	29%	30%	25%
Other electronics (e.g.: television, DVD player, music players, video game console etc.)	54	9	3	3	26	7	5	13	17	24	9	45
	25%	31%	18%	38%	26%	17%	25%	27%	28%	22%	23%	25%
Toys	53	6	2	4	28	8	4	12	13	27	15	37
	24%	21%	12%	47%	28%	19%	22%	24%	22%	25%	38%	21%
											K	
Household products (e.g.: kitchen appliances, tools etc.)	43	12	8	0	15	5	3	10	12	21	3	40
	20%	41%	42%	-	15%	10%	15%	22%	19%	19%	7%	22%
												J
Phones and telecommunications products	26	5	1	1	12	5	1	6	2	18	7	20
	12%	17%	4%	16%	13%	12%	6%	13%	3%	17%	16%	11%
										H		
Other	38	9	2	1	19	4	3	7	10	20	4	33
	17%	28%	9%	17%	19%	10%	13%	15%	16%	19%	10%	19%
None of the above	2	0	1	0	0	1	0	1	0	1	0	2
	1%	-	7%	-	-	3%	-	2%	-	1%	-	1%

3d. Which, if any, of the following types of items do you expect to purchase online?

					REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+		Kids	No Kids

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

4_1. [The ability to ship anything from the US to Canada hassle-free] To what extent would each of the following encourage you to increase the amount that you/ begin to shop at American websites?

		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: Have made online purchases in past 12 months	651	74	67	49	198	117	146	139	185	327	100	551
Weighted	637	92*	59*	45*	248	144	49	148	174	315	81*	556
The ability to ship anything from the US to Canada hassle-free												
Much more likely	364	55	38	24	148	70	30	78	102	184	53	311
	57%	59%	64%	53%	60%	49%	60%	53%	58%	58%	66%	56%
Somewhat more likely	155	27	14	16	47	36	13	31	38	87	18	138
	24%	30%	25%	36%	19%	25%	27%	21%	22%	28%	22%	25%
				D								
Neither more nor less likely	91	10	5	4	38	28	5	32	22	38	10	81
	14%	11%	9%	10%	16%	19%	10%	21%	12%	12%	12%	15%
								I				
Somewhat less likely	9	0	1	0	6	2	0	4	5	0	0	9
	1%	-	1%	-	2%	1%	1%	3%	3%	-	-	2%
								I	I			
Much less likely	17	0	1	1	8	8	1	3	8	7	0	17
	3%	-	1%	2%	3%	5%	1%	2%	5%	2%	-	3%
Summary												
Top2Box (More Likely)	519	82	52	40	196	106	43	109	140	271	71	449
	82%	89%	89%	88%	79%	74%	88%	74%	80%	86%	88%	81%
		E	E				E			G		
Low2Box (Less Likely)	26	0	1	1	14	9	1	7	13	7	0	26
	4%	-	2%	2%	6%	6%	2%	5%	7%	2%	-	5%
						A			I			

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

4_3. [Knowing the full cost including shipping, customs, and taxes before check-out] To what extent would each of the following encourage you to increase the amount that you/ begin to shop at American websites?

				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: Have made online purchases in past 12 months	651	74	67	49	198	117	146	139	185	327	100	551
Weighted	637	92*	59*	45*	248	144	49	148	174	315	81*	556
Knowing the full cost including shipping, customs, and taxes before check-out												
Much more likely	323	48	32	19	129	65	29	75	84	164	57	266
	51%	52%	54%	42%	52%	46%	60%	51%	48%	52%	71%	48%
							CE				K	
Somewhat more likely	178	27	17	20	65	38	12	37	48	92	15	163
	28%	29%	28%	43%	26%	26%	24%	25%	28%	29%	18%	29%
				DEF								
Neither more nor less likely	107	17	8	6	41	29	6	30	30	48	9	99
	17%	19%	14%	12%	17%	20%	13%	20%	17%	15%	11%	18%
Somewhat less likely	9	0	0	0	4	5	0	3	2	4	0	9
	1%	-	-	-	1%	4%	1%	2%	1%	1%	-	2%
Much less likely	20	0	2	1	9	7	1	3	11	6	0	20
	3%	-	4%	2%	4%	5%	1%	2%	6%	2%	-	4%
									I			
Summary												
Top2Box (More Likely)	501	75	48	39	194	103	41	112	132	256	72	429
	79%	81%	82%	85%	78%	72%	85%	76%	76%	81%	89%	77%
							E				K	
Low2Box (Less Likely)	29	0	2	1	13	12	1	5	13	11	0	29
	5%	-	4%	2%	5%	8%	2%	4%	7%	3%	-	5%
						A						J

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