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

	Total	GENDER		AGE			EDUCATION			
		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	1175	587	588	356	471	348	105	363	537	170
Weighted	1175	569	606	328	466	381	132*	447	383	213
Made Online Purchase (Net)	637	301	336	236	226	175	49	234	212	142
	54%	53%	55%	72%	48%	46%	37%	52%	55%	67%
				DE				F	F	FGH
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	254	281	201	187	147	42	192	177	124
	46%	45%	46%	61%	40%	39%	32%	43%	46%	58%
				DE					F	FGH
Made a purchase or purchases from an American website where goods were shipped to you	322	153	169	130	105	87	23	113	110	76
	27%	27%	28%	40%	23%	23%	18%	25%	29%	36%
				DE					F	FG
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	17	32	28	14	7	0	10	19	20
	4%	3%	5%	9%	3%	2%	-	2%	5%	9%
				DE					FG	FG
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	7	6	4	3	0	6	5	1
	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
I have not made any online purchases from Canada or the United States in the past twelve months.	538	268	271	92	240	205	84	213	171	70
	46%	47%	45%	28%	52%	54%	63%	48%	45%	33%
				C	C		GHI	I	I	

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

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have made online purchases in past 12 months	651	315	336	254	231	166	39	188	307	117
Weighted	637	301	336	236	226	175	49*	234	212	142*
More likely	325	158	167	159	107	60	20	103	111	91
	51%	53%	50%	68%	47%	34%	42%	44%	52%	64%
				DE	E					FG
Less likely	311	143	169	76	119	116	28	131	101	52
	49%	47%	50%	32%	53%	66%	58%	56%	48%	36%
					C	CD	I	I		

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

		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: Have made online purchases in past 12 months	651	315	336	254	231	166	39	188	307	117
Weighted	637	301	336	236	226	175	49*	234	212	142*
Very likely	47	23	23	24	19	3	4	15	19	8
	7%	8%	7%	10%	8%	2%	9%	7%	9%	6%
				E	E					
Somewhat likely	173	79	93	94	50	29	15	54	51	53
	27%	26%	28%	40%	22%	16%	31%	23%	24%	37%
				DE						GH
Somewhat unlikely	169	86	82	66	62	40	14	50	61	44
	26%	29%	25%	28%	28%	23%	28%	21%	29%	31%
Not likely at all	249	113	137	51	95	103	15	115	81	37
	39%	37%	41%	22%	42%	59%	32%	49%	38%	26%
					C	CD		HI	I	
Summary										
Top2Box (Likely)	219	103	117	118	69	32	19	69	70	61
	34%	34%	35%	50%	30%	18%	40%	30%	33%	43%
				DE	E					G
Low2Box (Unlikely)	418	199	219	117	157	143	29	165	142	81
	66%	66%	65%	50%	70%	82%	60%	70%	67%	57%
					C	CD		I		

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

3b. How much do you plan to spend?

		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: Likely to shop online on Black Friday/ Cyber Monday	236	115	121	125	74	37	16	60	109	51
Weighted	219	103*	117*	118	69*	32**	19**	69*	70*	61*
Less than $100	30	15	14	16	10	4	1	9	11	9
	14%	15%	12%	14%	14%	12%	6%	13%	15%	14%
$100 to less than $200	90	40	50	51	26	13	8	28	24	30
	41%	39%	43%	43%	38%	42%	39%	40%	34%	50%
$200 to less than $300	44	18	26	27	12	4	6	13	18	7
	20%	17%	22%	23%	18%	14%	30%	18%	26%	12%
$300 to less than $500	33	15	18	15	15	3	3	12	9	10
	15%	15%	15%	13%	22%	10%	16%	17%	12%	16%
$500 to less than $1,000	19	14	5	7	6	5	0	5	9	5
	9%	14%	4%	6%	9%	17%	-	8%	12%	8%
		B								
$1,000 or more	4	0	4	2	0	2	2	2	0	0
	2%	-	4%	2%	-	5%	9%	4%	-	-
Summary										
Mean	261.6	271.7	252.7	244.5	261.5	325	289.3	273.1	265.3	235.4

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

		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: Likely to shop online on Black Friday/ Cyber Monday	236	115	121	125	74	37	16	60	109	51
Weighted	219	103*	117*	118	69*	32**	19**	69*	70*	61*
More	65	34	31	35	21	8	6	20	21	18
	30%	33%	26%	30%	31%	25%	29%	29%	30%	30%
Less	49	16	33	32	9	8	4	16	18	12
	22%	16%	28%	27%	13%	25%	19%	22%	25%	20%
			A							
The same amount	105	52	53	51	38	16	10	34	31	31
	48%	51%	45%	43%	56%	50%	52%	49%	44%	50%

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

| | | 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: Likely to shop online on Black Friday/ Cyber Monday	236	115	121	125	74	37	16	60	109	51
Weighted	219	103*	117*	118	69*	32**	19**	69*	70*	61*
Clothing and accessories	128	52	76	79	32	17	9	38	38	43
	58%	50%	66%	67%	46%	53%	48%	55%	54%	70%
			A	D						
Books	111	40	71	62	34	15	13	28	38	32
	51%	39%	61%	52%	50%	46%	65%	41%	55%	53%
			A							
Music or movies	88	41	46	48	34	6	7	24	33	24
	40%	40%	40%	41%	49%	18%	33%	34%	47%	40%
Computers, tablets, software or computer-related electronics	64	38	26	35	22	7	8	13	25	19
	29%	37%	22%	29%	32%	23%	42%	18%	36%	31%
		B							G	
Health and beauty products (e.g.: make-up, perfume etc.)	57	15	41	34	14	9	6	17	19	14
	26%	15%	35%	29%	20%	27%	33%	25%	28%	23%
			A							
Footwear	57	26	30	37	14	5	4	21	17	15
	26%	26%	26%	31%	20%	17%	20%	30%	24%	24%
Other electronics (e.g.: television, DVD player, music players, video game console etc.)	54	39	16	33	16	5	3	24	14	14
	25%	38%	13%	28%	23%	16%	15%	35%	20%	22%
		B								
Toys	53	19	33	30	14	8	3	20	15	15
	24%	19%	29%	25%	21%	25%	15%	29%	22%	24%
Household products (e.g.: kitchen appliances, tools etc.)	43	24	19	27	8	8	2	16	13	12
	20%	23%	17%	23%	11%	26%	9%	23%	18%	20%
Phones and telecommunications products	26	22	5	19	6	1	2	3	10	11
	12%	21%	4%	16%	9%	3%	9%	5%	15%	18%
		B							G	G

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Other	38	21	17	13	19	6	3	15	11	9
	17%	20%	14%	11%	28%	18%	15%	21%	16%	14%
					C					
None of the above	2	0	2	1	0	1	1	1	0	0
	1%	-	2%	1%	-	4%	6%	2%	-	-

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

		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: Have made online purchases in past 12 months	651	315	336	254	231	166	39	188	307	117
Weighted	637	301	336	236	226	175	49*	234	212	142*
The ability to ship anything from the US to Canada hassle-free										
Much more likely	364	152	212	138	139	88	31	131	125	77
	57%	51%	63%	58%	61%	50%	64%	56%	59%	54%
			A		E					
Somewhat more likely	155	82	73	64	47	44	8	51	58	38
	24%	27%	22%	27%	21%	25%	17%	22%	27%	27%
Neither more nor less likely	91	54	38	30	29	32	8	38	25	21
	14%	18%	11%	13%	13%	18%	16%	16%	12%	15%
		B								
Somewhat less likely	9	5	4	3	1	5	0	6	1	2
	1%	2%	1%	1%	1%	3%	1%	3%	0	1%
Much less likely	17	8	10	1	10	7	1	8	4	5
	3%	3%	3%	0	4%	4%	2%	3%	2%	3%
					C	C				
Summary										
Top2Box (More Likely)	519	235	285	202	186	132	39	182	183	115
	82%	78%	85%	86%	82%	75%	81%	78%	86%	81%
			A	E					G	
Low2Box (Less Likely)	26	13	13	4	11	12	1	14	5	6
	4%	4%	4%	2%	5%	7%	3%	6%	2%	4%
						C				

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

		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: Have made online purchases in past 12 months	651	315	336	254	231	166	39	188	307	117
Weighted	637	301	336	236	226	175	49*	234	212	142*
Knowing the full cost including shipping, customs, and taxes before check-out										
Much more likely	323	128	195	137	112	75	26	99	119	78
	51%	43%	58%	58%	49%	43%	53%	42%	56%	55%
			A	E					G	
Somewhat more likely	178	95	83	59	66	53	13	65	60	40
	28%	31%	25%	25%	29%	30%	27%	28%	28%	28%
Neither more nor less likely	107	63	44	32	41	35	7	54	28	18
	17%	21%	13%	13%	18%	20%	15%	23%	13%	13%
		B						HI		
Somewhat less likely	9	5	4	6	2	0	2	3	2	3
	1%	2%	1%	3%	1%	0	3%	1%	1%	2%
Much less likely	20	10	10	2	6	12	1	13	3	2
	3%	3%	3%	1%	3%	7%	2%	6%	2%	2%
						C		H		
Summary										
Top2Box (More Likely)	501	223	278	196	177	128	39	164	179	118
	79%	74%	83%	83%	78%	73%	80%	70%	85%	83%
			A	E					G	G
Low2Box (Less Likely)	29	15	14	8	8	12	3	16	5	6
	5%	5%	4%	4%	4%	7%	5%	7%	2%	4%
								H		

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