

1. Why have you not made any purchases 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: Not made any online purchases	441	202	239	61	152	228	38	115	193	95
Weighted	453	223	230	108*	149	196	65*	191*	150	46*
No need	231	128	103	51	72	108	24	99	80	27
	51%	58.0%	45%	47.0%	48.0%	55%	37.0%	52.0%	53.0%	59%
		B								F
Worried about the security of paying for items online	143	56	86	27	47	69	29	58	44	12
	32%	25.0%	38%	25.0%	31.0%	35%	45.0%	30.0%	29.0%	27%
			A							
Uncomfortable with not seeing items in person before purchase	139	50	89	35	41	63	17	50	54	17
	31%	22.0%	39%	32.0%	27.0%	32%	27.0%	26.0%	36.0%	37%
			A							
Do not want to pay additional delivery charges or taxes	99	48	51	18	33	48	13	37	35	14
	22%	22.0%	22%	17.0%	22.0%	24%	20.0%	20.0%	23.0%	30%
Worried about the legitimacy of websites	92	43	49	16	29	47	15	36	29	11
	20%	19.0%	21%	14.0%	20.0%	24%	23.0%	19.0%	20.0%	24%
Uncomfortable using the Internet	57	30	27	4	13	40	9	28	14	6
	13%	14.0%	12%	3.0%	9.0%	21%	14.0%	15.0%	9.0%	13%
						CD				
Worried about Canadian customs, duties, items being held up at the border, etc.	49	20	29	7	18	24	5	13	20	10
	11%	9.0%	13%	6.0%	12.0%	12%	8.0%	7.0%	14.0%	23%
										G
Fear of the item being lost in the mail	33	11	22	17	8	8	4	9	12	8
	7%	5.0%	9%	16.0%	6.0%	4%	6.0%	5.0%	8.0%	17%
				E						GH
Fear of the item arriving late	21	10	12	5	10	7	5	10	5	2
	5%	4.0%	5%	4.0%	7.0%	3%	7.0%	5.0%	3.0%	5%
Other	47	20	26	16	17	13	11	18	16	1
	10%	9.0%	11%	15.0%	12.0%	7%	18.0%	9.0%	11.0%	1%
							I		I	

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

2. How likely are you to shop online on Black Friday/ Cyber Monday (on 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: Made any online purchases	693	275	418	149	299	245	30	120	325	218
Weighted	681	327	355	209	271	202	58**	201*	294	129
Very likely	71	30	42	34	31	6	9	16	33	13
	10%	9.0%	12%	16.0%	11.0%	3%	15.0%	8.0%	11.0%	10%
				E	E					
Somewhat likely	233	109	125	81	95	57	13	82	97	41
	34%	33.0%	35%	39.0%	35.0%	28%	22.0%	41.0%	33.0%	32%
Somewhat unlikely	166	76	90	50	72	44	3	41	79	42
	24%	23.0%	25%	24.0%	27.0%	22%	6.0%	21.0%	27.0%	33%
										G
Not likely at all	211	113	98	44	72	95	33	60	85	33
	31%	34.0%	28%	21.0%	27.0%	47%	57.0%	30.0%	29.0%	25%
						CD				
Summary										
Top2Box (Likely)	305	138	166	115	126	63	21	99	130	54
	45%	42.0%	47%	55.0%	47.0%	31%	37.0%	49.0%	44.0%	42%
				E	E					
Low2Box (Unlikely)	377	188	188	94	144	139	37	102	164	75
	55%	58.0%	53%	45.0%	53.0%	69%	63.0%	51.0%	56.0%	58%
						CD				

Proportions/Mean: 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

3. How much do you plan to spend during Black Friday/Cyber Monday?

		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	289	108	181	81	132	76	10	54	139	86
Weighted	305	138*	166	115*	126*	63*	21**	99*	130	54*
Less than \$100 (99.5)	85	34	50	37	33	15	7	28	39	11
	28%	25.0%	30%	32.0%	26.0%	23%	33.0%	28.0%	30.0%	21%
\$100 to less than \$200 (149.5)	93	36	56	37	36	20	1	31	42	18
	30%	26.0%	34%	32.0%	28.0%	32%	7.0%	32.0%	32.0%	33%
\$200 to less than \$300 (249.5)	76	40	36	24	33	19	11	26	29	11
	25%	29.0%	21%	21.0%	26.0%	30%	50.0%	26.0%	22.0%	20%
\$300 to less than \$500 (399.5)	39	21	18	13	17	8	2	13	14	10
	13%	15.0%	11%	12.0%	14.0%	12%	11.0%	13.0%	10.0%	18%
\$500 to less than \$1,000 (749.5)	11	6	6	4	5	2	0	1	6	4
	4%	4.0%	3%	4.0%	4.0%	3%	-	2.0%	4.0%	7%
\$1,000 or more (1000)	2	1	1	0	2	0	0	0	2	0
	1%	1.0%	1%	-	2.0%	-	-	-	1.0%	1%
Summary										
Mean	220.4	235	208.3	205	237.2	215	209.5	202.3	221.7	255

Proportions/Mean: 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. 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: Very/Somewhat likely to shop this Black Friday	289	108	181	81	132	76	10	54	139	86
Weighted	305	138*	166	115*	126*	63*	21**	99*	130	54*
Clothing and accessories	149	48	102	71	51	28	1	62	61	26
	49%	34.0%	61%	62.0%	40.0%	44%	6.0%	62.0%	47.0%	47%
Music or movies	112	56	56	34	56	22	4	39	49	20
	37%	41.0%	34%	30.0%	44.0%	35%	20.0%	39.0%	38.0%	37%
Books or e-books	107	35	72	34	47	27	4	33	49	22
	35%	26.0%	43%	30.0%	37.0%	42%	18.0%	33.0%	37.0%	41%
Toys	90	39	51	42	31	16	5	36	30	18
	29%	28.0%	31%	37.0%	24.0%	26%	23.0%	36.0%	23.0%	34%
Other electronics (e.g. television, DVD player, music players, video game console, etc.)	76	45	31	30	37	9	3	26	34	13
	25%	32.0%	19%	26.0%	29.0%	15%	12.0%	27.0%	26.0%	25%
Computers and/or computer accessories	64	39	24	18	37	8	3	20	27	15
	21%	28.0%	15%	16.0%	29.0%	13%	12.0%	20.0%	20.0%	27%
Health and beauty products (e.g., make-up, perfume etc.)	61	12	49	31	18	11	1	21	29	10
	20%	9.0%	29%	27.0%	15.0%	18%	7.0%	21.0%	22.0%	18%
Household products (e.g., kitchen appliances, tools etc.)	55	26	30	20	23	13	2	14	27	12
	18%	18.0%	18%	17.0%	18.0%	21%	9.0%	15.0%	21.0%	22%
Footwear	52	19	32	26	23	2	3	15	27	7
	17%	14.0%	19%	23.0%	18.0%	3%	12.0%	15.0%	21.0%	13%
Tablets	36	23	13	11	19	6	3	7	17	8
	12%	17.0%	8%	10.0%	15.0%	10%	16.0%	7.0%	13.0%	15%
	28	17	11	7	20	1	4	7	14	3

4. 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
Phones and/or phone accessories	9%	12.0%	7%	6.0%	16.0%	2%	19.0%	7.0%	10.0%	6%
					E					
E-book readers (Kobo, Kindle, etc.)	19	8	10	1	12	6	0	1	13	4
	6%	6.0%	6%	1.0%	9.0%	10%	-	2.0%	10.0%	8%
					C	C				
Other	47	19	28	12	21	14	9	14	13	11
	15%	14.0%	17%	11.0%	16.0%	22%	43.0%	14.0%	10.0%	20%
I don't plan to purchase anything	8	3	5	4	3	2	0	3	5	0
	3%	2.0%	3%	3.0%	2.0%	3%	-	3.0%	4.0%	-

Proportions/Mean: 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

5. What would encourage you to make more online purchases from Canadian sites (rather than American sites)?

		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: Made a purchase or purchases from an American website	348	148	200	68	146	134	15	57	160	116
Weighted	331	164	167	84*	127*	120*	29**	91*	144	67*
Free or flat rate shipping rates available	252	118	133	58	104	90	21	76	105	49
	76%	72.0%	80%	68.0%	82.0%	75%	74.0%	83.0%	73.0%	73%
Better prices or deals (comparable to the US)	246	117	129	60	101	86	18	69	106	52
	74%	71.0%	77%	71.0%	79.0%	71%	64.0%	76.0%	74.0%	78%
Equivalent prices or deals to the US	238	111	127	57	99	81	17	75	99	47
	72%	67.0%	76%	68.0%	78.0%	67%	58.0%	82.0%	69.0%	70%
I could purchase the same international brands in Canada online	182	79	103	51	65	66	9	59	79	35
	55%	48.0%	62%	60.0%	52.0%	55%	33.0%	65.0%	55.0%	52%
A wider selection of items available online from Canadian retailers	175	82	93	53	61	62	15	53	73	34
	53%	50.0%	56%	62.0%	48.0%	52%	52.0%	58.0%	51.0%	50%
Easy returns (online and/or in store)	139	64	75	30	47	62	17	43	49	31
	42%	39.0%	45%	36.0%	37.0%	51%	57.0%	47.0%	34.0%	45%
I could order online and pick up in store	111	59	52	31	32	48	12	30	53	16
	34%	36.0%	31%	37.0%	25.0%	40%	40.0%	33.0%	37.0%	24%
I could use my preferred payment method	110	55	55	28	39	42	12	34	49	14
	33%	33.0%	33%	34.0%	31.0%	35%	42.0%	37.0%	34.0%	20%
The Canadian websites were more user friendly	65	37	27	15	26	24	3	25	26	11
	19%	23.0%	16%	18.0%	20.0%	20%	9.0%	27.0%	18.0%	16%
The Canadian merchant had an eCommerce site that I	62	33	29	21	25	17	3	21	25	13

5. What would encourage you to make more online purchases from Canadian sites (rather than American sites)?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
could purchase from	19%	20.0%	17%	25.0%	20.0%	14%	12.0%	23.0%	17.0%	20%

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