

1. Why have you not made any purchases online?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Not made any online purchases	441	25	36	22	133	119	106	155	77	96	35	86	349
Weighted	453	48**	57**	31**	148*	132*	36*	182	82*	83*	30**	86*	351
No need	231	28	27	19	63	76	19	98	43	44	17	29	196
	51%	58.0%	47.0%	60.0%	42.0%	58.0%	51%	54.0%	52.0%	52.0%	56%	34.0%	56%
						D							K
Worried about the security of paying for items online	143	9	19	8	58	38	11	62	27	24	6	33	107
	32%	19.0%	34.0%	25.0%	39.0%	29.0%	31%	34.0%	32.0%	29.0%	19%	39.0%	30%
Uncomfortable with not seeing items in person before purchase	139	19	16	11	51	33	10	46	33	34	7	29	106
	31%	39.0%	29.0%	34.0%	34.0%	25.0%	27%	25.0%	40.0%	41.0%	25%	33.0%	30%
										G			
Do not want to pay additional delivery charges or taxes	99	17	12	7	33	22	8	31	27	18	4	26	70
	22%	36.0%	21.0%	21.0%	22.0%	17.0%	23%	17.0%	32.0%	21.0%	14%	31.0%	20%
									G				
Worried about the legitimacy of websites	92	7	11	7	40	18	9	36	14	21	1	18	70
	20%	15.0%	20.0%	22.0%	27.0%	14.0%	23%	20.0%	17.0%	26.0%	4%	21.0%	20%
					E								
Uncomfortable using the Internet	57	7	4	7	24	8	8	28	9	8	3	5	52
	13%	15.0%	6.0%	22.0%	16.0%	6.0%	21%	15.0%	11.0%	10.0%	11%	6.0%	15%
					E		E						
Worried about Canadian customs, duties, items being held up at the border, etc.	49	2	5	8	24	7	4	16	8	12	4	12	37
	11%	4.0%	9.0%	25.0%	16.0%	6.0%	10%	9.0%	10.0%	15.0%	13%	14.0%	11%
					E								
Fear of the item being lost in the mail	33	2	3	1	17	9	2	17	2	7	0	9	24
	7%	4.0%	6.0%	2.0%	11.0%	7.0%	5%	9.0%	3.0%	8.0%	1%	11.0%	7%
Fear of the item arriving late	21	6	0	0	7	8	1	6	9	1	0	5	16
	5%	12.0%	-	-	5.0%	6.0%	2%	3.0%	11.0%	2.0%	-	6.0%	5%
Other	47	5	8	5	9	17	4	20	3	8	2	12	29
	10%	11.0%	14.0%	16.0%	6.0%	13.0%	10%	11.0%	4.0%	9.0%	6%	14.0%	8%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

2. How likely are you to shop online on Black Friday/ Cyber Monday (on American websites) to take advantage of these discounts)?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Made any online purchases	693	60	51	33	268	150	131	160	138	172	112	201	481
Weighted	681	104*	64*	42**	286	141	44*	184*	141*	174	84*	178	481
Very likely	71	5	5	3	39	16	4	24	14	18	11	31	39
	10%	5.0%	8.0%	8.0%	13.0%	11.0%	8%	13.0%	10.0%	10.0%	13%	17.0%	8%
												L	
Somewhat likely	233	30	24	16	106	44	13	66	52	60	26	66	153
	34%	29.0%	38.0%	38.0%	37.0%	31.0%	30%	36.0%	37.0%	34.0%	32%	37.0%	32%
Somewhat unlikely	166	25	13	8	65	43	11	34	36	39	25	41	125
	24%	24.0%	20.0%	18.0%	23.0%	31.0%	25%	18.0%	26.0%	22.0%	30%	23.0%	26%
Not likely at all	211	44	22	15	77	38	16	60	38	57	21	40	165
	31%	42.0%	34.0%	36.0%	27.0%	27.0%	37%	33.0%	27.0%	33.0%	25%	22.0%	34%
													K
Summary													
Top2Box (Likely)	305	35	29	19	144	60	17	90	66	78	38	97	192
	45%	33.0%	46.0%	46.0%	50.0%	43.0%	38%	49.0%	47.0%	45.0%	45%	55.0%	40%
					A							L	
Low2Box (Unlikely)	377	69	35	23	142	81	27	94	75	96	46	81	289
	55%	67.0%	54.0%	54.0%	50.0%	57.0%	62%	51.0%	53.0%	55.0%	55%	45.0%	60%
		D											K

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Likely to shop online on Black Friday/ Cyber Monday	289	20	21	18	118	63	49	71	59	75	48	102	179
Weighted	305	35**	29**	19**	144*	60*	17**	90*	66*	78*	38*	97*	192
Less than \$100 (99.5)	85	4	11	1	43	21	4	30	22	14	5	26	56
	28%	12.0%	37.0%	6.0%	30.0%	35.0%	24%	33.0%	34.0%	18.0%	13%	26.0%	29%
\$100 to less than \$200 (149.5)	93	19	6	9	36	16	6	28	23	22	12	29	60
	30%	54.0%	21.0%	47.0%	25.0%	27.0%	38%	31.0%	35.0%	28.0%	32%	30.0%	31%
\$200 to less than \$300 (249.5)	76	7	7	4	36	17	4	27	12	22	11	25	46
	25%	20.0%	22.0%	23.0%	25.0%	29.0%	23%	30.0%	18.0%	29.0%	29%	25.0%	24%
\$300 to less than \$500 (399.5)	39	4	4	4	20	6	2	6	5	14	7	13	21
	13%	10.0%	13.0%	20.0%	14.0%	9.0%	11%	6.0%	8.0%	17.0%	20%	13.0%	11%
\$500 to less than \$1,000 (749.5)	11	1	2	1	7	0	1	0	3	5	2	3	8
	4%	3.0%	6.0%	4.0%	5.0%	-	4%	-	5.0%	7.0%	5%	3.0%	4%
\$1,000 or more (1000)	2	0	0	0	2	0	0	0	0	1	0	2	0
	1%	-	-	-	2.0%	-	-	-	-	1.0%	1%	2.0%	-
Summary													
Mean	220.4	205	223.1	245.2	236.7	184.2	210.1	178.6	199.4	262.1	259	234.8	211.2
									G	G			

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Very/Somewhat likely to shop this Black Friday	289	20	21	18	118	63	49	71	59	75	48	102	179
Weighted	305	35**	29**	19**	144*	60*	17**	90*	66*	78*	38*	97*	192
Clothing and accessories	149	15	17	6	81	19	11	46	27	44	21	52	85
	49%	43.0%	59.0%	29.0%	56.0%	31.0%	67%	51.0%	41.0%	56.0%	56%	54.0%	44%
Music or movies	112	15	9	12	49	23	4	30	26	33	14	35	73
	37%	44.0%	30.0%	62.0%	34.0%	38.0%	23%	33.0%	39.0%	42.0%	36%	36.0%	38%
Books or e-books	107	15	15	11	49	11	6	19	27	34	17	33	74
	35%	44.0%	51.0%	58.0%	34.0%	18.0%	35%	22.0%	40.0%	44.0%	46%	34.0%	38%
Toys	90	16	4	2	42	17	7	31	13	27	8	49	33
	29%	46.0%	15.0%	13.0%	29.0%	29.0%	43%	34.0%	19.0%	35.0%	21%	50.0%	17%
Other electronics (e.g. television, DVD player, music players, video game console, etc.)	76	8	8	5	41	8	5	17	18	26	11	27	37
	25%	24.0%	28.0%	25.0%	28.0%	14.0%	31%	18.0%	27.0%	33.0%	30%	28.0%	19%
Computers and/or computer accessories	64	7	4	4	30	12	6	20	12	17	12	21	36
	21%	22.0%	15.0%	19.0%	21.0%	21.0%	34%	23.0%	18.0%	21.0%	31%	22.0%	19%
Health and beauty products (e.g., make-up, perfume etc.)	61	4	5	4	31	13	4	15	12	17	7	20	38
	20%	12.0%	18.0%	18.0%	21.0%	22.0%	23%	17.0%	18.0%	22.0%	19%	20.0%	20%
Household products (e.g., kitchen appliances, tools etc.)	55	6	4	4	29	12	1	10	11	15	10	26	28
	18%	18.0%	13.0%	19.0%	20.0%	20.0%	9%	11.0%	17.0%	20.0%	27%	27.0%	15%
Footwear	52	0	2	1	36	7	5	18	8	12	6	25	27
	17%	-	8.0%	6.0%	25.0%	11.0%	29%	20.0%	12.0%	15.0%	16%	25.0%	14%
Tablets	36	9	3	0	17	6	1	6	12	6	10	19	17
	12%	25.0%	11.0%	-	12.0%	11.0%	5%	7.0%	18.0%	7.0%	26%	19.0%	9%
Phones and/or phone accessories	28	4	2	2	17	1	1	8	5	8	5	16	9
	9%	13.0%	6.0%	9.0%	12.0%	2.0%	7%	9.0%	8.0%	10.0%	13%	16.0%	5%
E-book readers (Kobo, Kindle, etc.)	19	6	2	0	7	3	2	2	4	9	4	7	12
	6%	16.0%	6.0%	2.0%	5.0%	4.0%	11%	3.0%	6.0%	11.0%	11%	7.0%	6%
Other	47	6	4	1	18	15	2	16	15	7	5	10	34
	15%	16.0%	15.0%	7.0%	13.0%	25.0%	13%	18.0%	23.0%	8.0%	12%	11.0%	18%
I don't plan to purchase anything	8	0	0	0	4	3	0	4	0	1	0	2	6
	3%	-	-	-	3.0%	5.0%	1%	5.0%	-	1.0%	-	2.0%	3%

4. 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	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Made a purchase or purchases from an American website	348	36	24	24	133	57	74	65	71	88	65	104	239
Weighted	331	58*	32**	29**	138	49*	26*	72*	77*	84*	47*	86*	238
Free or flat rate shipping rates available	252	50	24	21	103	34	19	51	60	67	35	73	174
	76%	86.0%	74.0%	73.0%	75.0%	71.0%	75%	71.0%	78.0%	80.0%	75%	84.0%	73%
Better prices or deals (comparable to the US)	246	40	22	21	104	37	22	53	56	64	37	76	164
	74%	69.0%	69.0%	71.0%	75.0%	77.0%	85%	73.0%	73.0%	76.0%	78%	88.0%	69%
												L	
Equivalent prices or deals to the US	238	40	21	21	102	37	18	46	51	69	35	67	166
	72%	68.0%	65.0%	73.0%	74.0%	75.0%	71%	64.0%	66.0%	82.0%	74%	78.0%	70%
										G			
I could purchase the same international brands in Canada online	182	35	15	15	81	24	13	43	38	45	26	47	129
	55%	60.0%	48.0%	52.0%	59.0%	49.0%	50%	59.0%	49.0%	54.0%	56%	54.0%	54%
A wider selection of items available online from Canadian retailers	175	35	16	10	80	18	15	39	39	45	20	48	121
	53%	61.0%	51.0%	35.0%	58.0%	38.0%	57%	55.0%	51.0%	54.0%	43%	56.0%	51%
					E								
Easy returns (online and/or in store)	139	26	14	8	58	20	13	27	28	38	21	36	98
	42%	45.0%	44.0%	27.0%	42.0%	41.0%	52%	37.0%	37.0%	46.0%	44%	42.0%	41%
I could order online and pick up in store	111	26	6	5	51	18	5	25	25	25	14	29	79
	34%	44.0%	20.0%	17.0%	37.0%	37.0%	19%	35.0%	32.0%	30.0%	31%	34.0%	33%
		F			F								
I could use my preferred payment method	110	24	3	11	48	15	9	28	21	33	10	28	78
	33%	41.0%	8.0%	39.0%	35.0%	31.0%	33%	38.0%	27.0%	40.0%	21%	32.0%	33%
										J			
The Canadian websites were more user friendly	65	12	3	1	33	9	5	16	8	19	10	19	44
	19%	21.0%	10.0%	4.0%	24.0%	19.0%	21%	22.0%	11.0%	22.0%	21%	22.0%	18%
The Canadian merchant had an eCommerce site that I could purchase from	62	9	5	0	31	13	4	17	16	14	10	20	40
	19%	16.0%	16.0%	-	22.0%	27.0%	17%	24.0%	21.0%	16.0%	21%	23.0%	17%

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