

Canadians Spending More Online, Dollars- and Cents-wise

Electronics, Selection, Free Shipping Driving Canadian Online Shopping Trends

Public Release Date: Wednesday, November 20, 2013, 7:00 AM EST



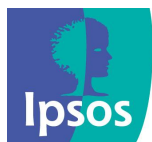
Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (\$2.300 billion U.S.) in 2012.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



Canadians Spending More Online, Dollars- and Cents-wise

Electronics, Selection, Free Shipping Driving Canadian Online Shopping Trends

Vancouver, BC – We know that Canadians spend a lot of time on the Internet and now they are putting more of their money where their fingers and eyes are. According to the latest research from the Ipsos Canadian Interactive Reid Report, online Canadians are spending more cold hard cash on online purchases than ever before. The eCommerce Special Feature Report from the 2013 study shows that online Canadians spend an average of \$899 through purchases and transactions on the Internet, which is up from the \$639 average revealed in the 2012 study. Slicing through the data, the study also revealed that men spend more online than women with the 2013 figures reporting averages of \$1,080 and \$725 respectively.

“Clearly, Canadians have become quite comfortable with eCommerce and online shopping, and more and more are turning to the Internet to make purchases,” says Dave Pierzchala, Senior Vice President and Managing Director with Ipsos Reid in Vancouver. “Men in particular seem to appreciate the ease and convenience of online shopping, as they are outspending women by a significant margin.”

The 2013 study also revealed a spike in online purchases for electronics, computer software and electronics accessories. Just slightly under half of respondents (45%) reported having downloaded purchased computer software, up from 35% in 2012. Likewise, 27% had purchased computer software to be shipped or mailed, up from 19% the year before.

© Ipsos

- 1 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



On the hardware side, just over a third (34%) reported having purchased hardware accessories, up from 27% the previous year. And 15% reported purchasing a tablet device in the 2013 study, up from 8% in 2012's report.

When it comes to purchasing items from U.S.-based websites, Canadians rated 'better selection' as a major motivation for doing so. Looking at U.S.-based retailers, 54% say better selection than Canadian websites and 56% say better selection than Canadian stores were their major reasons for making such a purchase. However, 'free shipping' did spike in the 2013 report, with 47% stating it as a reason (25% citing it as a major reason for making purchases off U.S.-based websites, 21% stating it as a minor reason).

"The findings from this year's study show the growing importance of online shopping as well as some of the nuances about the kind of people who do shop online, what they buy and their reasons for buying," adds Pierzchala. "But on a high level, marketers would be well advised to ensure they have eCommerce capabilities on their websites and online shopping available, as well as convenient methods for shipping, as these are all bound to be a more prevalent part of the shopping mix for Canadians."

This release is based on the findings of an Ipsos Reid syndicated study, The Ipsos Canadian Inter@ctive Reid Report, fielded June 27 to July 5, 2013 and released in 2013-Issue 3. This online survey of 805 Canadian adults was conducted via Ipsos' online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. The precision of Ipsos online surveys is measured using a Bayesian credibility interval. In this case, the survey is considered accurate to within +/- 3.9 percentage points had all Canadian adults been polled. For a subset of 658 online Canadians who have purchased online in the past 12 months, the survey is considered accurate to within +/- 4.4 percentage points.

For more information on the Ipsos Canadian Inter@ctive Reid Report, please visit

www.ipsos.ca/reid/interactive.

© Ipsos

- 2 -

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



For more information on this news release, please contact:

Dave Pierzchala

Senior Vice President

Ipsos Reid

Cell: 604-318-4203

dave.pierzchala@ipsos.com

News Releases are available at: <http://www.ipsos-na.com/news/>

© Ipsos

- 3 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*