

1. How often do you use public transit (streetcar, subway, bus, train)?

		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: All Respondents	2002	948	1054	505	784	713	119	412	892	579
Weighted	2002	971	1031	559	741	703	206	702	785	308
Every day	165	87	78	94	53	17	22	37	73	33
	8%	9%	8%	17%	7%	2%	10%	5%	9%	11%
				DE	E		G		G	G
Frequently (more than 3 times a week)	256	125	130	123	86	47	20	90	92	54
	13%	13%	13%	22%	12%	7%	10%	13%	12%	17%
				DE	E					FGH
Rarely	799	396	404	192	308	300	64	251	340	145
	40%	41%	39%	34%	42%	43%	31%	36%	43%	47%
					C	C			FG	FG
Never	782	363	419	150	293	339	101	324	281	76
	39%	37%	41%	27%	40%	48%	49%	46%	36%	25%
					C	CD	HI	HI	I	
Summary										
Top2Box (Frequently/ Daily)	420	212	208	217	139	64	42	127	164	87
	21%	22%	20%	39%	19%	9%	20%	18%	21%	28%
				DE	E					GH
Low2Box (Rarely/ Never)	1582	759	823	342	601	639	164	575	621	221
	79%	78%	80%	61%	81%	91%	80%	82%	79%	72%
					C	CD		I	I	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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2. When you use public transit (streetcar, subway, bus, train), typically how long do you spend on transit on any given day?

		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: Used Public Transit	427	208	219	202	161	64	22	72	179	154
Weighted	420	212	208	217	139	64	42	127	164	87
Less than 30 minutes	94	50	44	53	29	12	16	28	31	19
	22%	24%	21%	24%	21%	19%	39%	22%	19%	22%
						*	**	*		
Between 30 and 60 minutes	187	87	101	103	58	27	13	58	75	42
	45%	41%	48%	47%	42%	42%	30%	46%	45%	48%
						*	**	*		
Between 1 hour and 1.5 hours	72	42	29	28	27	16	8	17	29	17
	17%	20%	14%	13%	19%	25%	18%	14%	18%	20%
						C*	**	*		
Between 1.5 hours and 2 hours	45	24	21	26	14	6	6	11	21	7
	11%	11%	10%	12%	10%	9%	13%	9%	13%	9%
						*	**	*		
More than 2 hours	22	9	12	7	12	3	-	13	8	1
	5%	4%	6%	3%	8%	4%	-	10%	5%	1%
					C	*	**	I*	I	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Do you use your connected mobile device - smartphone, mobile phone, tablet, or other internet-enabled device - while you are on public transit (streetcar, subway, bus, train)?

		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: Used Public Transit	427	208	219	202	161	64	22	72	179	154
Weighted	420	212	208	217	139	64	42	127	164	87
Yes	289	154	136	177	84	29	24	91	113	62
	69%	72%	65%	82%	60%	45%	58%	71%	69%	71%
				DE		*	**	*		
No	131	59	72	40	56	35	18	37	52	25
	31%	28%	35%	18%	40%	55%	42%	29%	31%	29%
					C	C*	**	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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4. What are you doing on your connected mobile device while you are on public transit (streetcar, subway, bus, train)?

		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: Used Connected Mobile Device	293	150	143	168	97	28	13	50	120	110
Weighted	289	154	136	177	84	29	24	91	113	62
Texting	195	97	98	124	56	16	15	57	80	43
	67%	63%	72%	70%	67%	55%	64%	63%	71%	69%
					*	**	**	*		
Checking/Posting to my social media feeds (Facebook, Instagram, Twitter, Vine, SnapChat)	128	70	58	84	39	5	8	37	52	31
	44%	46%	43%	47%	47%	17%	34%	41%	46%	50%
					*	**	**	*		
Talking on my phone	127	69	58	73	39	15	12	47	49	20
	44%	45%	43%	41%	47%	51%	48%	52%	43%	33%
					*	**	**	I*		
Streaming/listening to music	127	62	66	96	26	4	14	42	47	25
	44%	40%	48%	55%	32%	15%	58%	46%	41%	40%
				D	*	**	**	*		
Emailing	127	67	60	75	42	10	6	26	58	37
	44%	44%	44%	42%	50%	36%	24%	29%	51%	60%
					*	**	**	*	G	G
Playing online/in app games	119	61	58	76	35	8	8	33	53	25
	41%	39%	43%	43%	42%	26%	31%	37%	47%	40%
					*	**	**	*		
Reading the news	111	67	44	63	39	9	3	31	50	26
	38%	44%	32%	36%	46%	32%	14%	34%	45%	42%
					*	**	**	*		
Taking pictures/video	58	34	24	40	14	4	4	18	27	9
	20%	22%	18%	23%	17%	14%	16%	20%	24%	15%
					*	**	**	*		
Researching things I want to buy	55	33	22	31	20	4	4	15	24	12
	19%	21%	17%	18%	24%	13%	17%	17%	21%	20%
					*	**	**	*		
Watching TV/video	50	35	16	36	13	2	2	24	18	6
	17%	23%	11%	20%	15%	6%	9%	26%	16%	10%
		B			*	**	**	I*		
Shopping	41	26	14	29	7	5	5	13	13	9
	14%	17%	11%	16%	8%	16%	22%	15%	11%	14%
					*	**	**	*		
Other	20	12	8	11	4	5	2	5	6	6
	7%	8%	6%	6%	5%	17%	9%	6%	6%	9%
					*	**	**	*		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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5_1. [I have bought]

Thinking about shopping on your connected mobile device while on public transit (streetcar, subway, bus, train) [...] what would you consider buying in the future?

	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: Used Connected Mobile Device for Shopping	38	21	17	25	9	4	3	7	12	16
Weighted	41	26	14	29	7	5	5	13	13	9
I have bought										
Movie, game or concert tickets	25	17	8	19	3	3	2	11	9	3
	62%	65%	55%	65%	43%	67%	42%	83%	68%	31%
		**	**	**	**	**	**	**	**	**
Clothing, shoes and accessories	25	15	10	19	1	4	2	9	10	4
	62%	56%	72%	67%	22%	87%	42%	69%	75%	43%
		**	**	**	**	**	**	**	**	**
Gifts for family and friends	22	14	8	17	2	3	4	7	7	4
	55%	55%	54%	59%	30%	67%	77%	52%	52%	49%
		**	**	**	**	**	**	**	**	**
Groceries or food for home delivery or pick-up	21	14	7	16	2	3	3	7	8	3
	53%	54%	51%	55%	34%	67%	65%	52%	60%	36%
		**	**	**	**	**	**	**	**	**
Electronics, games and tech accessories	20	13	7	15	2	3	2	9	7	2
	50%	49%	51%	51%	35%	67%	42%	67%	52%	26%
		**	**	**	**	**	**	**	**	**
Home furniture or decor	15	9	6	11	1	3	2	7	4	2
	37%	35%	42%	38%	14%	67%	42%	52%	33%	18%
		**	**	**	**	**	**	**	**	**
None of these	2	1	1	1	1	1	-	-	-	2
	4%	2%	8%	2%	8%	13%	-	-	-	20%
		**	**	**	**	**	**	**	**	**

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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5_2. [I would consider buying if mobile shopping options were easily available]

Thinking about shopping on your connected mobile device while on public transit (streetcar, subway, bus, train) [...] what would you consider buying in the future?

		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: Used Connected Mobile Device	293	150	143	168	97	28	13	50	120	110
Weighted	289	154	136	177	84	29	24	91	113	62
I would consider buying if mobile shopping options were easily available										
Gifts for family and friends	124	65	59	73	41	10	8	42	48	27
	43%	43%	44%	42%	50%	33%	33%	46%	43%	43%
					*	**	**	*		
Clothing, shoes and accessories	122	63	59	86	30	6	12	35	45	30
	42%	41%	44%	49%	36%	22%	48%	39%	40%	48%
					*	**	**	*		
Movie, game or concert tickets	118	65	53	81	33	5	11	31	47	29
	41%	42%	39%	46%	39%	16%	46%	34%	42%	47%
					*	**	**	*		
Electronics, games and tech accessories	107	67	40	69	35	4	8	34	42	24
	37%	44%	30%	39%	42%	14%	34%	37%	37%	38%
		B			*	**	**	*		
Groceries or food for home delivery or pick-up	87	47	40	57	24	6	11	25	30	20
	30%	31%	29%	32%	29%	19%	46%	28%	27%	33%
					*	**	**	*		
Home furniture or decor	78	47	31	54	22	2	6	26	30	16
	27%	30%	23%	31%	26%	6%	24%	29%	27%	26%
					*	**	**	*		
None of these	70	32	38	33	21	16	6	19	32	13
	24%	21%	28%	19%	25%	56%	24%	21%	29%	21%
					*	**	**	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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We would like to get an idea of the total \$ value of purchases you made with your mobile device while on public transit (streetcar, subway, bus, train). Please write in the average monthly dollar amount you spend on the following categories:

[illegible]

Mean (Excl. 0)	209.3	157.2	310.1	210.8	11.9	357.7	100	279.1	184.1	60.6
		**	**	**	**	**	**	**	**	**
Std. Dev.	183.4	134.08	247.67	164.69	14.62	331.61	54.72	250.37	134.75	34.23
Std. Err.	30.15	29.26	61.92	33.62	4.87	165.81	31.59	94.63	38.9	8.84
Sum	5101	2526	2576	3966	29	1106	225	3136	1611	130
Median	18.5	1	43.4	100	-	19.6	6.8	100	81.7	-

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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We would like to get an idea of the total \$ value of purchases you made with your mobile device while on public transit (streetcar, subway, bus, train). Please write in the average monthly dollar amount you spend on the following categories:

		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: Used Connected Mobile Device for Shopping Weighted	38	21	17	25	9	4	3	7	12	16
Movies, games or concert tickets	41	26	14	29	7	5	5	13	13	9
0	11 28% **	7 27% **	4 30% **	6 20% **	4 59% **	2 33% **	2 35% **	2 14% **	3 25% **	4 49% **
1 - 10	1 3% **	1 4% **	- - **	1 4% **	- - **	- - **	- - **	- - **	1 9% **	- - **
11 - 20	8 19% **	7 26% **	1 7% **	8 27% **	- - **	- - **	- - **	4 33% **	3 26% **	- - **
21-50	4 9% **	3 12% **	1 4% **	1 5% **	1 15% **	1 27% **	- - **	1 9% **	1 7% **	1 17% **
51-100	7 17% **	5 18% **	2 16% **	6 22% **	1 8% **	- - **	2 42% **	2 14% **	1 8% **	2 20% **
101-200	8 19% **	2 8% **	6 39% **	5 16% **	1 18% **	2 40% **	1 23% **	4 29% **	2 16% **	1 7% **
201-300	1 3% **	1 4% **	- - **	1 4% **	- - **	- - **	- - **	- - **	1 9% **	- - **
401-500	1 2% **	- - **	1 4% **	1 2% **	- - **	- - **	- - **	- - **	- - **	1 7% **
Summary										
Mean (Incl. 0)	72.8 **	51.6 **	111.2 **	79.7 **	32.8 **	88.4 **	59 **	82.1 **	69.9 **	71.1 **
Std. Dev.	95.17	71.78	120.82	101.81	50.05	103.6	51.82	84.35	96.59	135.82
Std. Err.	15.44	15.66	29.3	20.36	16.68	51.8	29.92	31.88	27.88	33.95
Mean (Excl. 0)	101.1 **	70.8 **	158 **	99.6 **	79.6 **	132 **	90.9 **	95.7 **	93.1 **	140.2 **
Std. Dev.	95.17	71.78	120.82	101.81	50.05	103.6	51.82	84.35	96.59	135.82

Std. Err.	15.44	15.66	29.3	20.36	16.68	51.8	29.92	31.88	27.88	33.95
Sum	2955	1351	1604	2323	224	408	316	1107	904	628
Median	24	20	100	22.7	-	37.2	75	30	20	25.4

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6x_3. [Clothing, shoes and accessories]

We would like to get an idea of the total \$ value of purchases you made with your mobile device while on public transit (streetcar, subway, bus, train). Please write in the average monthly dollar amount you spend on the following categories:

[illegible]

Std. Err.	25.03	23.32	47.31	31.5	22.1	95.21	7.9	80.69	29.25	19.88
Sum	4437	1711	2726	3274	196	967	56	2558	1419	405
Median	30	22.7	181.7	30	0.5	206.2	1.7	33.3	100	-

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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6x_4. [Home furniture or décor]

We would like to get an idea of the total \$ value of purchases you made with your mobile device while on public transit (streetcar, subway, bus, train). Please write in the average monthly dollar amount you spend on the following categories:

	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: Used Connected Mobile Device for Shopping	38	21	17	25	9	4	3	7	12	16
Weighted	41	26	14	29	7	5	5	13	13	9
Home furniture or décor										
0	20	14	6	15	3	2	3	4	8	5
	50%	54%	42%	52%	50%	33%	58%	33%	58%	58%
		**	**	**	**	**	**	**	**	**
1 - 10	3	2	1	*	2	-	-	2	-	1
	7%	9%	4%	1%	36%	-	-	14%	-	11%
		**	**	**	**	**	**	**	**	**
21-50	3	2	1	2	*	1	-	1	1	1
	8%	9%	7%	6%	7%	27%	-	9%	9%	12%
		**	**	**	**	**	**	**	**	**
51-100	3	3	-	2	*	-	2	-	-	*
	7%	10%	-	8%	7%	-	42%	-	-	6%
		**	**	**	**	**	**	**	**	**
101-200	5	2	3	5	-	-	-	4	-	1
	11%	7%	19%	16%	-	-	-	30%	-	7%
		**	**	**	**	**	**	**	**	**
201-300	2	1	1	2	-	-	-	-	1	1
	4%	2%	7%	6%	-	-	-	-	8%	6%
		**	**	**	**	**	**	**	**	**
301-400	2	2	-	2	-	-	-	-	2	-
	5%	8%	-	7%	-	-	-	-	16%	-
		**	**	**	**	**	**	**	**	**
401-500	1	-	1	1	-	-	-	-	1	-
	3%	-	7%	4%	-	-	-	-	8%	-
		**	**	**	**	**	**	**	**	**
501-1,000	2	-	2	-	-	2	-	2	-	-
	5%	-	13%	-	-	40%	-	14%	-	-
		**	**	**	**	**	**	**	**	**
Summary										
Mean (Incl. 0)	100.3	57.7	177.6	98.1	11.6	245.3	31.4	143.3	123.9	41.9
		**	**	**	**	**	**	**	**	**
Std. Dev.	165.72	103.55	225.73	139.29	29.8	326.29	41.04	209.13	181.79	81.74
Std. Err.	26.88	22.6	54.75	27.86	9.93	163.14	23.69	79.04	52.48	20.43
Mean (Excl. 0)	200.1	125.6	307.9	206.6	23.3	366.6	75	214.9	297.1	99.4

		**	**	**	**	**	**	**	**	**
Std. Dev.	165.72	103.55	225.73	139.29	29.8	326.29	41.04	209.13	181.79	81.74
Std. Err.	26.88	22.6	54.75	27.86	9.93	163.14	23.69	79.04	52.48	20.43
Sum	4074	1511	2562	2861	79	1133	168	1932	1604	370
Median	0.5	-	51.4	-	0.5	40.9	5.1	19.4	-	-

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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We would like to get an idea of the total \$ value of purchases you made with your mobile device while on public transit (streetcar, subway, bus, train). Please write in the average monthly dollar amount you spend on the following categories:

[illegible]

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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6x_6. [All other purchases]

We would like to get an idea of the total \$ value of purchases you made with your mobile device while on public transit (streetcar, subway, bus, train). Please write in the average monthly dollar amount you spend on the following categories:

		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: Used Connected Mobile Device for Shopping Weighted	34	18	16	21	9	4	3	6	10	15
All other purchases	36	22	14	25	7	5	5	12	11	8
0	19 52% **	11 48% **	8 60% **	12 49% **	6 85% **	1 20% **	1 23% **	4 36% **	7 69% **	6 73% **
1 - 10	1 3% **	1 6% **	- - **	- - **	- - **	1 27% **	- - **	1 11% **	- - **	- - **
21-50	1 3% **	1 3% **	1 4% **	- - **	1 8% **	1 13% **	- - **	- - **	- - **	1 14% **
51-100	7 20% **	4 18% **	3 23% **	7 29% **	- - **	- - **	- - **	4 37% **	2 20% **	1 7% **
101-200	6 18% **	5 21% **	2 13% **	4 17% **	* 7% **	2 40% **	4 77% **	2 16% **	- - **	* 6% **
201-300	1 3% **	1 5% **	- - **	1 5% **	- - **	- - **	- - **	- - **	1 11% **	- - **
Summary										
Mean (Incl. 0)	63.8	74.1 **	47.1 **	72.5 **	16.3 **	87.4 **	154 **	69.6 **	42.9 **	24.1 **
Std. Dev.	84.71	91.53	72.52	85.82	55.71	104.9	93.3	75.59	83.57	55.66
Std. Err.	14.53	21.57	18.13	18.73	18.57	52.45	53.87	30.86	26.43	14.37
Mean (Excl. 0)	134	142.4 **	116.6 **	143.4 **	107.6 **	109.7 **	200 **	108.5 **	138.1 **	90.2 **
Std. Dev.	84.71	91.53	72.52	85.82	55.71	104.9	93.3	75.59	83.57	55.66
Std. Err.	14.53	21.57	18.13	18.73	18.57	52.45	53.87	30.86	26.43	14.37
Sum	2295	1646	649	1779	112	404	825	807	465	198
Median	-	4.8	-	35.1	-	54.7	200	88.6	-	-

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1. [I would like to browse my favourite stores on my cellphone while on public transit]

To what extent would you agree or disagree with the following statements:

	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: Used Connected Mobile Device	293	150	143	168	97	28	13	50	120	110
Weighted	289	154	136	177	84	29	24	91	113	62
I would like to browse my favourite stores on my cellphone while on public transit										
Strongly agree	89	45	44	53	29	7	5	26	38	19
	31%	29%	33%	30%	34%	23%	20%	29%	34%	31%
					*	**	**	*		
Somewhat agree	118	67	51	81	27	9	12	38	41	27
	41%	43%	38%	46%	33%	31%	48%	41%	36%	44%
					*	**	**	*		
Somewhat disagree	49	25	24	24	19	6	4	15	18	12
	17%	16%	17%	13%	23%	21%	16%	17%	16%	20%
					*	**	**	*		
Strongly disagree	34	17	17	18	9	7	4	12	15	3
	12%	11%	13%	10%	10%	24%	16%	13%	14%	5%
					*	**	**	*	I	
Summary										
Top2Box (Agree)	206	111	95	135	56	16	16	64	79	47
	71%	72%	70%	76%	67%	54%	68%	70%	71%	76%
					*	**	**	*		
Low2Box (Disagree)	83	42	41	42	28	13	8	27	33	15
	29%	28%	30%	24%	33%	46%	32%	30%	29%	24%
					*	**	**	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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7_2. [I would like to shop securely with my cellphone while using public transit as it's a big time saver]

To what extent would you agree or disagree with the following statements:

		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: Used Connected Mobile Device	293	150	143	168	97	28	13	50	120	110
Weighted	289	154	136	177	84	29	24	91	113	62
I would like to shop securely with my cellphone while using public transit as it's a big time saver										
Strongly agree	101	52	49	60	34	6	9	29	44	19
	35%	34%	36%	34%	41%	22%	36%	32%	39%	31%
					*	**	**	*		
Somewhat agree	99	58	41	69	25	6	11	26	39	23
	34%	38%	30%	39%	30%	20%	47%	29%	34%	37%
					*	**	**	*		
Somewhat disagree	49	19	29	29	13	7	2	18	15	14
	17%	13%	22%	16%	16%	24%	8%	19%	13%	23%
					*	**	**	*		H
Strongly disagree	40	24	17	20	11	10	2	18	15	5
	14%	16%	12%	11%	13%	34%	9%	19%	14%	9%
					*	**	**	*		
Summary										
Top2Box (Agree)	200	110	90	129	59	12	20	55	82	42
	69%	72%	66%	73%	71%	42%	83%	61%	73%	68%
					*	**	**	*		
Low2Box (Disagree)	89	43	46	48	24	17	4	35	30	20
	31%	28%	34%	27%	29%	58%	17%	39%	27%	32%
					*	**	**	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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8. What is holding you back from shopping on your connected mobile device while on public transit?

		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: Used Connected Mobile Device	293	150	143	168	97	28	13	50	120	110
Weighted	289	154	136	177	84	29	24	91	113	62
Bad/no cell phone reception or no Wi-Fi on public transit (streetcar, subway, bus, train)	130	61	70	86	38	7	12	35	51	33
	45%	40%	51%	49%	45%	24%	48%	39%	45%	53%
					*	**	**	*		
I'm worried about security and someone looking over my shoulder and seeing me enter my credit card information	110	51	59	64	33	13	8	32	43	28
	38%	33%	44%	36%	40%	44%	31%	35%	38%	45%
					*	**	**	*		
I have never thought about shopping while I'm on public transit (streetcar, subway, bus, train)	90	45	44	52	24	15	2	34	34	20
	31%	30%	33%	29%	28%	51%	9%	37%	30%	33%
					*	**	**	*		
I have never used my connected mobile device to shop and I'm not sure how to use it	38	21	17	22	14	3	7	11	13	7
	13%	14%	12%	12%	16%	9%	29%	12%	12%	11%
					*	**	**	*		
My favourite stores don't have a mobile-friendly website	27	15	12	21	4	3	2	8	10	8
	9%	10%	9%	12%	4%	9%	7%	9%	9%	12%
					*	**	**	*		
Nothing is holding me back - I'm all for it	40	25	15	23	15	2	2	12	18	7
	14%	16%	11%	13%	18%	6%	9%	14%	16%	12%
					*	**	**	*		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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