

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: All Respondents	2002	241	205	168	721	466	201	566	365	492	327	443	1559
Weighted	2002	269	212	130	768	481	142	645	380	456	253	430	1572
Every day	165	21	11	6	69	53	5	68	23	33	17	40	125
	8%	8%	5%	5%	9%	11%	3%	11%	6%	7%	7%	9%	8%
					F	BCF		H					
Frequently (more than 3 times a week)	256	32	18	20	110	67	9	104	46	38	33	62	193
	13%	12%	9%	16%	14%	14%	6%	16%	12%	8%	13%	14%	12%
				F	F	F		I		I			
Rarely	799	117	113	44	303	182	41	222	142	211	117	165	635
	40%	43%	53%	34%	40%	38%	29%	34%	37%	46%	46%	38%	40%
		F	CDEF		F	F				GH	GH		
Never	782	99	70	60	286	180	88	251	168	173	86	163	619
	39%	37%	33%	46%	37%	37%	62%	39%	44%	38%	34%	38%	39%
				B			ABCDE		J				
Summary													
Top2Box (Frequently/ Daily)	420	53	29	27	178	120	13	172	70	71	51	102	318
	21%	20%	14%	20%	23%	25%	9%	27%	18%	16%	20%	24%	20%
		F		F	BF	BF		HIJ					
Low2Box (Rarely/ Never)	1582	216	183	104	589	361	129	473	310	384	203	328	1254
	79%	80%	86%	80%	77%	75%	91%	73%	82%	84%	80%	76%	80%
			DE				ACDE		G	G	G		

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Public Transit	427	48	29	32	177	122	19	162	69	82	65	108	319
Weighted	420	53	29	27	178	120	13	172	70	71	51	102	318
Less than 30 minutes	94	11	6	5	44	23	5	35	11	16	14	21	73
	22%	21%	21%	18%	24%	19%	41%	20%	15%	22%	27%	21%	23%
		*	**	**		*	**		*	*	*	*	
Between 30 and 60 minutes	187	26	10	13	71	61	7	83	34	26	24	43	144
	45%	49%	32%	51%	40%	51%	51%	48%	49%	37%	47%	43%	45%
		*	**	**		*	**		*	*	*	*	
Between 1 hour and 1.5 hours	72	7	4	6	34	19	*	26	14	17	5	16	56
	17%	13%	14%	23%	19%	16%	3%	15%	20%	24%	11%	15%	18%
		*	**	**		*	**		*	*	*	*	
Between 1.5 hours and 2 hours	45	6	7	2	18	11	1	20	7	12	2	11	34
	11%	11%	24%	6%	10%	10%	5%	11%	9%	17%	4%	11%	11%
		*	**	**		*	**		*	J*	*	*	
More than 2 hours	22	3	2	1	11	5	-	9	5	-	6	11	11
	5%	6%	8%	2%	6%	4%	-	5%	6%	-	11%	10%	4%
		*	**	**		*	**		I*	*	I*	L*	

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Public Transit	427	48	29	32	177	122	19	162	69	82	65	108	319
Weighted	420	53	29	27	178	120	13	172	70	71	51	102	318
Yes	289	39	21	20	121	80	9	112	54	56	37	80	209
	69%	74%	70%	77%	68%	67%	65%	65%	77%	78%	74%	78%	66%
		*	**	**		*	**		*	*	*	L*	
No	131	14	9	6	58	40	5	60	16	16	13	22	109
	31%	26%	30%	23%	32%	33%	35%	35%	23%	22%	26%	22%	34%
		*	**	**		*	**		*	*	*	*	K

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Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L
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- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L
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4. What are you doing on your connected mobile device while you are on public transit (streetcar, subway, bus, train)?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Connected Mobile Device	293	37	19	24	115	84	14	105	51	65	46	82	211
Weighted	289	39	21	20	121	80	9	112	54	56	37	80	209
Texting	195	31	12	12	86	48	6	74	33	41	26	51	144
	67%	79%	56%	61%	71%	61%	74%	66%	61%	74%	71%	64%	69%
		*	**	**	*	*	**	*	*	*	*	*	
Checking/Posting to my social media feeds (Facebook, Instagram, Twitter, Vine, SnapChat)	128	17	10	8	62	27	4	45	23	26	20	33	95
	44%	44%	47%	41%	51%	34%	50%	40%	42%	47%	54%	41%	45%
		*	**	**	E*	*	**	*	*	*	*	*	
Talking on my phone	127	17	6	8	61	32	3	48	28	24	19	40	87
	44%	45%	28%	39%	51%	40%	37%	43%	52%	43%	50%	50%	42%
		*	**	**	*	*	**	*	*	*	*	*	
Streaming/listening to music	127	20	9	8	47	39	4	54	24	23	14	36	92
	44%	52%	43%	41%	39%	48%	50%	48%	45%	41%	38%	45%	44%
		*	**	**	*	*	**	*	*	*	*	*	
Emailing	127	21	4	7	62	29	4	45	26	26	26	39	88
	44%	53%	22%	32%	51%	37%	51%	40%	49%	47%	70%	49%	42%
		*	**	**	*	*	**	*	*	*	GI*	*	
Playing online/in app games	119	15	7	9	53	31	3	43	19	23	24	37	82
	41%	39%	32%	45%	44%	39%	34%	38%	35%	41%	63%	46%	39%
		*	**	**	*	*	**	*	*	*	GHI*	*	
Reading the news	111	16	1	7	50	34	3	46	18	23	18	35	76
	38%	40%	6%	33%	42%	43%	33%	41%	34%	41%	48%	44%	36%
		*	**	**	*	*	**	*	*	*	*	*	
Taking pictures/video	58	15	2	4	25	11	2	28	9	11	7	19	40
	20%	37%	8%	19%	21%	14%	20%	25%	17%	21%	20%	23%	19%
		E*	**	**	*	*	**	*	*	*	*	*	
Researching things I want to buy	55	11	1	1	31	10	2	17	11	10	12	24	31
	19%	28%	3%	6%	25%	13%	21%	15%	20%	19%	32%	30%	15%
		*	**	**	E*	*	**	*	*	*	G*	L*	
Watching TV/video	50	4	-	5	28	11	2	21	16	6	6	21	30
	17%	10%	-	26%	23%	14%	28%	18%	29%	10%	17%	26%	14%
		*	**	**	*	*	**	*	I*	*	*	L*	
Shopping	41	6	1	3	24	7	-	14	10	8	8	16	24
	14%	14%	3%	16%	20%	9%	-	13%	19%	14%	21%	21%	12%
		*	**	**	*	*	**	*	*	*	*	*	
Other	20	3	2	*	11	3	-	10	3	2	4	7	13
	7%	8%	11%	2%	9%	3%	-	9%	5%	3%	11%	9%	6%
		*	**	**	*	*	**	*	*	*	*	*	

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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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device for Shopping	38	6	1	4	20	7	-	11	7	10	9	17	21
Weighted	41	6	1	3	24	7	-	14	10	8	8	16	24
I have bought													
Movie, game or concert tickets	25	4	-	2	16	3	-	11	4	6	4	11	14
	62%	78%	-	50%	66%	46%	-	76%	44%	73%	52%	65%	60%
		**	**	**	**	**		**	**	**	**	**	**
Clothing, shoes and accessories	25	2	-	2	17	4	-	5	7	7	6	15	10
	62%	43%	-	50%	69%	61%	-	35%	71%	85%	78%	90%	42%
		**	**	**	**	**		**	**	**	**	**	**
Gifts for family and friends	22	2	-	2	13	5	-	6	6	6	5	12	10
	55%	43%	-	50%	54%	73%	-	40%	62%	73%	58%	75%	41%
		**	**	**	**	**		**	**	**	**	**	**
Groceries or food for home delivery or pick-up	21	2	1	3	13	3	-	8	5	5	4	12	9
	53%	32%	100%	100%	54%	39%	-	56%	53%	59%	45%	74%	38%
		**	**	**	**	**		**	**	**	**	**	**
Electronics, games and tech accessories	20	4	-	1	12	3	-	6	4	5	5	12	8
	50%	78%	-	37%	49%	41%	-	45%	39%	66%	59%	76%	32%
		**	**	**	**	**		**	**	**	**	**	**
Home furniture or decor	15	1	-	1	10	4	-	5	5	3	2	9	6
	37%	11%	-	37%	40%	53%	-	32%	49%	44%	29%	57%	24%
		**	**	**	**	**		**	**	**	**	**	**
None of these	2	1	-	-	1	-	-	-	1	-	1	1	1
	4%	11%	-	-	5%	-	-	-	6%	-	8%	3%	5%
		**	**	**	**	**		**	**	**	**	**	**

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Connected Mobile Device	293	37	19	24	115	84	14	105	51	65	46	82	211
Weighted	289	39	21	20	121	80	9	112	54	56	37	80	209
I would consider buying if mobile shopping options were easily available													
Gifts for family and friends	124	16	5	8	64	26	5	52	20	20	17	45	79
	43%	41%	24%	40%	53%	33%	60%	46%	37%	36%	46%	57%	38%
		*	**	**	E*	*	**	*	*	*	*	L*	
Clothing, shoes and accessories	122	19	6	7	58	29	3	51	26	26	12	35	87
	42%	49%	29%	34%	48%	37%	33%	45%	48%	46%	32%	43%	42%
		*	**	**	*	*	**	*	*	*	*	*	
Movie, game or concert tickets	118	19	2	10	58	25	5	48	17	27	16	38	80
	41%	49%	7%	50%	48%	31%	56%	43%	31%	48%	42%	47%	38%
		*	**	**	E*	*	**	*	*	*	*	*	
Electronics, games and tech accessories	107	19	4	5	52	24	4	41	22	20	15	41	66
	37%	48%	17%	24%	43%	31%	41%	36%	42%	36%	41%	51%	32%
		*	**	**	*	*	**	*	*	*	*	L*	
Groceries or food for home delivery or pick-up	87	11	5	4	45	20	2	35	19	15	14	26	61
	30%	27%	26%	20%	37%	25%	24%	31%	34%	27%	37%	32%	29%
		*	**	**	*	*	**	*	*	*	*	*	
Home furniture or decor	78	16	2	3	36	17	2	32	16	15	7	27	51
	27%	42%	10%	17%	30%	22%	28%	29%	30%	28%	18%	34%	24%
		E*	**	**	*	*	**	*	*	*	*	*	
None of these	70	6	12	6	23	22	1	23	8	15	13	12	58
	24%	16%	58%	30%	19%	28%	8%	20%	16%	28%	34%	15%	28%
		*	**	**	*	*	**	*	*	*	*	*	K

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- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device for Shopping	37	5	1	4	20	7	-	11	7	9	9	16	21
Weighted	40	5	1	3	24	7	-	14	10	7	8	16	24
Groceries or food for home delivery or pick-up													
0	16	2	-	2	8	4	-	7	3	3	2	3	13
	39%	38%	-	50%	35%	53%	-	50%	25%	45%	27%	16%	54%
		**	**	**	**	**		**	**	**	**	**	**
1 - 10	5	2	-	2	1	-	-	2	*	1	1	2	3
	12%	39%	-	50%	4%	-	-	13%	4%	17%	14%	11%	12%
		**	**	**	**	**		**	**	**	**	**	**
21-50	2	-	-	-	2	-	-	-	-	1	1	1	1
	4%	-	-	-	7%	-	-	-	-	8%	14%	7%	2%
		**	**	**	**	**		**	**	**	**	**	**
51-100	7	1	1	-	4	1	-	3	2	-	2	2	4
	17%	23%	100%	-	19%	8%	-	20%	22%	-	22%	15%	19%
		**	**	**	**	**		**	**	**	**	**	**
101-200	2	-	-	-	2	-	-	2	-	-	-	2	-
	6%	-	-	-	10%	-	-	16%	-	-	-	15%	-
		**	**	**	**	**		**	**	**	**	**	**
201-300	2	-	-	-	2	-	-	-	-	2	-	1	1
	6%	-	-	-	9%	-	-	-	-	31%	-	7%	4%
		**	**	**	**	**		**	**	**	**	**	**
301-400	3	-	-	-	-	3	-	-	3	-	-	3	-
	7%	-	-	-	-	39%	-	-	28%	-	-	18%	-
		**	**	**	**	**		**	**	**	**	**	**
401-500	2	-	-	-	2	-	-	-	2	-	-	-	2
	5%	-	-	-	9%	-	-	-	21%	-	-	-	9%
		**	**	**	**	**		**	**	**	**	**	**
501-1,000	2	-	-	-	2	-	-	-	-	-	2	2	-
	5%	-	-	-	8%	-	-	-	-	-	23%	12%	-
		**	**	**	**	**		**	**	**	**	**	**
Summary													
Mean (Incl. 0)	127.6	23.6	100	0.5	156.5	163.7	-	52.4	238	85.5	169.1	209.1	74.7
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	183.4	47.05	-	0.6	198.17	206.62	-	78.36	216.56	130.52	258.26	207.43	147.33
Std. Err.	30.15	21.04	-	0.3	44.31	78.1	-	23.63	81.85	43.51	86.09	51.86	32.15
Mean (Excl. 0)	209.3	37.8	100	1	239.5	345.7	-	105.6	316.5	154.4	232.8	250	161.5
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	183.4	47.05	-	0.6	198.17	206.62	-	78.36	216.56	130.52	258.26	207.43	147.33
Std. Err.	30.15	21.04	-	0.3	44.31	78.1	-	23.63	81.85	43.51	86.09	51.86	32.15
Sum	5101	115	59	2	3747	1178	-	744	2412	620	1325	3292	1809
Median	18.5	1	100	0.5	100	40.9	-	0.4	212.2	0.9	55.5	174.4	-

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

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6x_2. [Movies, games or concert tickets]

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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device for Shopping	38	6	1	4	20	7	-	11	7	10	9	17	21
Weighted	41	6	1	3	24	7	-	14	10	8	8	16	24
Movies, games or concert tickets													
0	11	3	1	*	6	2	-	5	3	1	2	3	8
	28%	45%	100%	13%	23%	33%	-	34%	29%	19%	20%	18%	35%
		**	**	**	**	**		**	**	**	**	**	**
1 - 10	1	-	-	-	1	-	-	1	-	-	-	1	-
	3%	-	-	-	5%	-	-	8%	-	-	-	7%	-
		**	**	**	**	**		**	**	**	**	**	**
11 - 20	8	1	-	-	7	-	-	3	2	-	2	2	6
	19%	21%	-	-	28%	-	-	24%	22%	-	28%	14%	23%
		**	**	**	**	**		**	**	**	**	**	**
21-50	4	-	-	2	1	1	-	1	-	2	-	1	2
	9%	-	-	50%	2%	20%	-	10%	-	29%	-	8%	10%
		**	**	**	**	**		**	**	**	**	**	**
51-100	7	1	-	-	4	2	-	2	2	1	2	4	3
	17%	11%	-	-	16%	34%	-	16%	19%	8%	28%	25%	12%
		**	**	**	**	**		**	**	**	**	**	**
101-200	8	1	-	1	5	1	-	1	3	2	2	3	5
	19%	11%	-	37%	21%	13%	-	9%	30%	22%	23%	17%	21%
		**	**	**	**	**		**	**	**	**	**	**
201-300	1	-	-	-	1	-	-	-	-	1	-	1	-
	3%	-	-	-	5%	-	-	-	-	15%	-	7%	-
		**	**	**	**	**		**	**	**	**	**	**
401-500	1	1	-	-	-	-	-	-	-	1	-	1	-
	2%	11%	-	-	-	-	-	-	-	8%	-	4%	-
		**	**	**	**	**		**	**	**	**	**	**
Summary													
Mean (Incl. 0)	72.8	89.6	-	62.6	73.5	68.1	-	31.4	83.4	133	78.5	105.3	50.8
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	95.17	172.1	-	54.58	88.76	71.39	-	38.7	88.58	154.62	81.46	122.55	65.2
Std. Err.	15.44	70.26	-	27.29	19.85	26.98	-	11.67	33.48	48.89	27.15	29.72	14.23
Mean (Excl. 0)	101.1	163.8	-	71.8	95.5	100.9	-	47.4	117.6	163.9	98.5	128.6	77.8
		**		**	**	**		**	**	**	**	**	**
Std. Dev.	95.17	172.1	-	54.58	88.76	71.39	-	38.7	88.58	154.62	81.46	122.55	65.2
Std. Err.	15.44	70.26	-	27.29	19.85	26.98	-	11.67	33.48	48.89	27.15	29.72	14.23
Sum	2955	496	-	209	1760	490	-	446	845	1049	615	1724	1231
Median	24	15.2	-	54	20	65.5	-	20	49.9	101.8	72	100	20

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

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

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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device for Shopping	37	5	1	4	20	7	-	11	7	9	9	16	21
Weighted	40	5	1	3	24	7	-	14	10	7	8	16	24
Clothing, shoes and accessories													
0	15	1	1	2	9	3	-	8	3	1	2	3	12
	37%	25%	100%	50%	36%	39%	-	60%	29%	16%	22%	17%	50%
		**	**	**	**	**		**	**	**	**	**	**
1 - 10	2	2	-	-	-	-	-	2	-	-	-	-	2
	5%	39%	-	-	-	-	-	13%	-	-	-	-	8%
		**	**	**	**	**		**	**	**	**	**	**
21-50	7	1	-	1	5	-	-	2	2	2	1	2	5
	19%	23%	-	37%	21%	-	-	16%	22%	25%	14%	15%	21%
		**	**	**	**	**		**	**	**	**	**	**
51-100	3	1	-	*	2	-	-	2	-	1	1	2	2
	8%	13%	-	13%	9%	-	-	11%	-	9%	14%	11%	6%
		**	**	**	**	**		**	**	**	**	**	**
101-200	4	-	-	-	2	2	-	-	1	3	1	3	2
	11%	-	-	-	8%	34%	-	-	9%	34%	13%	19%	6%
		**	**	**	**	**		**	**	**	**	**	**
201-300	2	-	-	-	2	-	-	-	-	1	1	2	-
	6%	-	-	-	9%	-	-	-	-	16%	14%	14%	-
		**	**	**	**	**		**	**	**	**	**	**
301-400	4	-	-	-	2	2	-	-	2	-	2	4	-
	9%	-	-	-	8%	26%	-	-	19%	-	23%	24%	-
		**	**	**	**	**		**	**	**	**	**	**
401-500	2	-	-	-	2	-	-	-	2	-	-	-	2
	5%	-	-	-	9%	-	-	-	21%	-	-	-	9%
		**	**	**	**	**		**	**	**	**	**	**
Summary													
Mean (Incl. 0)	111	24.8	-	23	129.8	156.9	-	14.6	194.2	125.5	172.3	176.4	68.5
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	152.27	39.62	-	32.23	169.39	152.27	-	30.9	212.9	99.56	160.07	142.52	145.69
Std. Err.	25.03	17.72	-	16.11	37.88	57.55	-	9.32	80.47	33.19	53.36	35.63	31.79
Mean (Excl. 0)	176.4	33.1	-	45.8	201.4	259.2	-	36.1	273.9	149.9	219.5	213.2	136.8
		**		**	**	**		**	**	**	**	**	**
Std. Dev.	152.27	39.62	-	32.23	169.39	152.27	-	30.9	212.9	99.56	160.07	142.52	145.69
Std. Err.	25.03	17.72	-	16.11	37.88	57.55	-	9.32	80.47	33.19	53.36	35.63	31.79
Sum	4437	122	-	77	3109	1129	-	207	1969	911	1350	2778	1659
Median	30	1	-	17.3	30	198.5	-	-	96.3	152	155.5	198.9	0.5

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

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

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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Connected Mobile Device for Shopping	38	6	1	4	20	7	-	11	7	10	9	17	21
Weighted	41	6	1	3	24	7	-	14	10	8	8	16	24
Home furniture or décor													
0	20	3	-	2	13	3	-	8	5	3	4	4	16
	50%	54%	-	50%	53%	39%	-	58%	47%	35%	50%	27%	65%
		**	**	**	**	**		**	**	**	**	**	**
1 - 10	3	2	-	*	1	-	-	2	*	1	-	*	2
	7%	35%	-	13%	2%	-	-	13%	4%	7%	-	3%	10%
		**	**	**	**	**		**	**	**	**	**	**
21-50	3	-	1	1	1	*	-	2	-	1	*	3	-
	8%	-	100%	37%	5%	6%	-	12%	-	16%	6%	21%	-
		**	**	**	**	**		**	**	**	**	**	**
51-100	3	-	-	-	2	*	-	2	-	*	-	-	3
	7%	-	-	-	9%	7%	-	16%	-	6%	-	-	11%
		**	**	**	**	**		**	**	**	**	**	**
101-200	5	1	-	-	2	2	-	-	4	1	-	3	2
	11%	11%	-	-	9%	26%	-	-	39%	8%	-	15%	9%
		**	**	**	**	**		**	**	**	**	**	**
201-300	2	-	-	-	1	1	-	-	-	1	1	1	1
	4%	-	-	-	4%	8%	-	-	-	14%	7%	3%	4%
		**	**	**	**	**		**	**	**	**	**	**
301-400	2	-	-	-	1	1	-	-	1	1	-	2	-
	5%	-	-	-	5%	13%	-	-	9%	15%	-	13%	-
		**	**	**	**	**		**	**	**	**	**	**
401-500	1	-	-	-	1	-	-	-	-	-	1	1	-
	3%	-	-	-	4%	-	-	-	-	-	14%	7%	-
		**	**	**	**	**		**	**	**	**	**	**
501-1,000	2	-	-	-	2	-	-	-	-	-	2	2	-
	5%	-	-	-	8%	-	-	-	-	-	23%	11%	-
		**	**	**	**	**		**	**	**	**	**	**
Summary													
Mean (Incl. 0)	100.3	23.2	40	8.7	123.9	128.7	-	17.7	111.7	112	230.5	189.7	39.9
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	165.72	70.1	-	13.17	194.45	136.35	-	30.15	128.23	140.81	283.99	214.73	82.91
Std. Err.	26.88	28.62	-	6.59	43.48	51.53	-	9.09	48.47	44.53	94.66	52.08	18.09
Mean (Excl. 0)	200.1	50.3	40	17.3	265.4	212.5	-	42.6	210.7	171.9	458.2	259.3	115.5
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	165.72	70.1	-	13.17	194.45	136.35	-	30.15	128.23	140.81	283.99	214.73	82.91
Std. Err.	26.88	28.62	-	6.59	43.48	51.53	-	9.09	48.47	44.53	94.66	52.08	18.09
Sum	4074	128	24	29	2967	926	-	251	1133	883	1806	3106	968
Median	0.5	0.3	40	2.7	-	131	-	-	75.4	23	72.9	111.4	-

- Column Proportions:

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

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6x_5. [Electronics, games and tech 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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device for Shopping	37	5	1	4	20	7	-	11	7	9	9	16	21
Weighted	40	5	1	3	24	7	-	14	10	7	8	16	24
Electronics, games and tech accessories													
0	17	1	1	2	9	3	-	8	3	2	3	3	14
	41%	25%	100%	63%	39%	46%	-	55%	29%	29%	41%	19%	56%
		**	**	**	**	**		**	**	**	**	**	**
1 - 10	4	2	-	1	1	-	-	3	-	1	-	2	2
	11%	39%	-	37%	5%	-	-	22%	-	17%	-	15%	8%
		**	**	**	**	**		**	**	**	**	**	**
11 - 20	5	2	-	-	3	-	-	-	2	1	1	2	3
	11%	36%	-	-	12%	-	-	-	22%	16%	14%	11%	12%
		**	**	**	**	**		**	**	**	**	**	**
21-50	2	-	-	-	1	*	-	-	-	*	1	1	*
	4%	-	-	-	4%	7%	-	-	-	7%	14%	7%	2%
		**	**	**	**	**		**	**	**	**	**	**
51-100	9	-	-	-	6	3	-	3	3	1	2	6	3
	23%	-	-	-	26%	39%	-	24%	28%	15%	23%	37%	14%
		**	**	**	**	**		**	**	**	**	**	**
201-300	4	-	-	-	3	1	-	-	2	1	1	2	2
	10%	-	-	-	14%	8%	-	-	21%	16%	7%	11%	9%
		**	**	**	**	**		**	**	**	**	**	**
Summary													
Mean (Incl. 0)	53.4	7.6	-	1.1	70.5	56.1	-	24.8	92.3	64.1	48.5	69.1	43.1
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	84.05	10.44	-	1.73	97.67	67.03	-	43.76	118.37	101.39	64.24	77.76	87.96
Std. Err.	13.82	4.67	-	0.87	21.84	25.34	-	13.19	44.74	33.8	21.41	19.44	19.2
Mean (Excl. 0)	91.2	10.1	-	3	115.9	103.6	-	54.6	130.2	90.5	82.3	85.2	98.4
		**		**	**	**		**	**	**	**	**	**
Std. Dev.	84.05	10.44	-	1.73	97.67	67.03	-	43.76	118.37	101.39	64.24	77.76	87.96
Std. Err.	13.82	4.67	-	0.87	21.84	25.34	-	13.19	44.74	33.8	21.41	19.44	19.2
Sum	2133	37	-	4	1689	404	-	353	936	465	380	1088	1045
Median	8.2	1	-	0.2	20	58.1	-	-	41.4	15.9	22	54.3	-

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Connected Mobile Device for Shopping	34	5	1	4	19	5	-	10	5	9	9	13	21
Weighted	36	5	1	3	23	4	-	13	7	7	8	12	24
All other purchases													
0	19	4	1	2	10	1	-	10	1	3	5	7	12
	52%	88%	100%	63%	46%	33%	-	74%	15%	38%	62%	59%	49%
		**	**	**	**	**		**	**	**	**	**	**
1 - 10	1	-	-	1	-	-	-	-	-	1	-	1	-
	3%	-	-	37%	-	-	-	-	-	17%	-	11%	-
		**	**	**	**	**		**	**	**	**	**	**
21-50	1	1	-	-	1	-	-	-	-	1	1	-	1
	3%	12%	-	-	2%	-	-	-	-	8%	8%	-	5%
		**	**	**	**	**		**	**	**	**	**	**
51-100	7	-	-	-	7	1	-	1	4	1	1	1	7
	20%	-	-	-	29%	13%	-	9%	60%	15%	7%	5%	27%
		**	**	**	**	**		**	**	**	**	**	**
101-200	6	-	-	-	4	2	-	2	2	*	2	2	5
	18%	-	-	-	18%	54%	-	17%	26%	7%	23%	16%	19%
		**	**	**	**	**		**	**	**	**	**	**
201-300	1	-	-	-	1	-	-	-	-	1	-	1	-
	3%	-	-	-	5%	-	-	-	-	16%	-	10%	-
		**	**	**	**	**		**	**	**	**	**	**
Summary													
Mean (Incl. 0)	63.8	6	-	1.9	75.8	121.8	-	43.2	110.8	64.5	58	61.4	64.9
		**	**	**	**	**		**	**	**	**	**	**
Std. Dev.	84.71	18.23	-	2.89	86.86	103.28	-	79.88	67.43	103.45	89.23	100.6	78.21
Std. Err.	14.53	8.15	-	1.44	19.93	46.19	-	25.26	30.16	34.48	29.74	27.9	17.07
Mean (Excl. 0)	134	50	-	5	140	180.6	-	166.2	129.8	103.8	151.6	150.3	127.6
		**		**	**	**		**	**	**	**	**	**
Std. Dev.	84.71	18.23	-	2.89	86.86	103.28	-	79.88	67.43	103.45	89.23	100.6	78.21
Std. Err.	14.53	8.15	-	1.44	19.93	46.19	-	25.26	30.16	34.48	29.74	27.9	17.07
Sum	2295	29	-	6	1728	531	-	564	809	468	454	722	1573
Median	-	-	-	0.4	52	169.1	-	-	100	9.7	-	-	31.6

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device	293	37	19	24	115	84	14	105	51	65	46	82	211
Weighted	289	39	21	20	121	80	9	112	54	56	37	80	209
I would like to browse my favourite stores on my cellphone while on public transit													
Strongly agree	89	7	4	7	45	21	4	37	17	15	12	23	66
	31%	19%	21%	36%	37%	26%	45%	33%	32%	27%	34%	28%	32%
		*	**	**	*	*	**	*	*	*	*	*	
Somewhat agree	118	15	2	10	56	30	4	39	25	26	16	45	73
	41%	38%	11%	49%	47%	37%	49%	35%	47%	48%	42%	56%	35%
		*	**	**	*	*	**	*	*	*	*	L*	
Somewhat disagree	49	12	7	3	7	20	-	25	8	10	3	4	45
	17%	30%	31%	15%	6%	25%	-	23%	14%	17%	9%	5%	21%
		D*	**	**	*	D*	**	*	*	*	*	*	K
Strongly disagree	34	5	8	-	12	9	1	11	4	5	6	8	26
	12%	13%	37%	-	10%	11%	7%	10%	7%	9%	16%	11%	12%
		*	**	**	*	*	**	*	*	*	*	*	
Summary													
Top2Box (Agree)	206	22	7	17	101	51	8	76	43	41	28	67	139
	71%	57%	32%	85%	84%	64%	93%	68%	79%	74%	75%	84%	66%
		*	**	**	AE*	*	**	*	*	*	*	L*	
Low2Box (Disagree)	83	17	14	3	19	29	1	36	11	14	9	13	71
	29%	43%	68%	15%	16%	36%	7%	32%	21%	26%	25%	16%	34%
		D*	**	**	*	D*	**	*	*	*	*	*	K

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

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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: Used Connected Mobile Device	293	37	19	24	115	84	14	105	51	65	46	82	211
Weighted	289	39	21	20	121	80	9	112	54	56	37	80	209
I would like to shop securely with my cellphone while using public transit as it's a big time saver													
Strongly agree	101	12	5	5	47	28	4	39	18	19	12	29	72
	35%	31%	23%	24%	39%	35%	52%	35%	34%	33%	33%	36%	34%
		*	**	**	*	*	**	*	*	*	*	*	
Somewhat agree	99	17	4	11	41	23	4	41	20	19	12	32	67
	34%	43%	19%	53%	34%	29%	43%	37%	37%	33%	32%	41%	32%
		*	**	**	*	*	**	*	*	*	*	*	
Somewhat disagree	49	8	4	4	15	17	*	21	7	14	7	11	37
	17%	21%	21%	18%	13%	21%	5%	18%	12%	25%	18%	14%	18%
		*	**	**	*	*	**	*	*	*	*	*	
Strongly disagree	40	2	8	1	18	12	-	12	9	5	6	7	33
	14%	5%	37%	5%	15%	15%	-	10%	17%	9%	17%	9%	16%
		*	**	**	*	*	**	*	*	*	*	*	
Summary													
Top2Box (Agree)	200	29	9	16	87	51	8	80	38	37	24	61	139
	69%	74%	42%	77%	73%	64%	95%	71%	71%	67%	65%	76%	66%
		*	**	**	*	*	**	*	*	*	*	*	
Low2Box (Disagree)	89	10	12	5	33	29	*	32	16	19	13	19	70
	31%	26%	58%	23%	27%	36%	5%	29%	29%	33%	35%	24%	34%
		*	**	**	*	*	**	*	*	*	*	*	

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	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: Used Connected Mobile Device	293	37	19	24	115	84	14	105	51	65	46	82	211
Weighted	289	39	21	20	121	80	9	112	54	56	37	80	209
Bad/no cell phone reception or no Wi-Fi on public transit (streetcar, subway, bus, train)	130	20	9	7	55	37	3	43	31	21	20	29	101
	45%	50%	43%	34%	46%	46%	37%	38%	58%	38%	54%	36%	48%
		*	**	**	*	*	**	*	G*	*	*	*	
I'm worried about security and someone looking over my shoulder and seeing me enter my credit card information	110	15	5	8	50	28	4	40	22	22	11	28	83
	38%	38%	26%	38%	42%	35%	46%	36%	41%	39%	31%	35%	39%
		*	**	**	*	*	**	*	*	*	*	*	
I have never thought about shopping while I'm on public transit (streetcar, subway, bus, train)	90	12	10	7	39	20	2	39	15	16	12	15	75
	31%	29%	47%	34%	33%	26%	19%	34%	28%	29%	33%	19%	36%
		*	**	**	*	*	**	*	*	*	*	*	K
I have never used my connected mobile device to shop and I'm not sure how to use it	38	6	3	4	14	8	1	17	5	9	2	10	28
	13%	16%	17%	21%	12%	11%	15%	15%	9%	16%	5%	12%	14%
		*	**	**	*	*	**	*	*	*	*	*	
My favourite stores don't have a mobile-friendly website	27	4	2	*	14	4	3	10	6	5	4	6	22
	9%	11%	8%	2%	12%	5%	33%	9%	11%	9%	10%	7%	10%
		*	**	**	*	*	**	*	*	*	*	*	
Nothing is holding me back - I'm all for it	40	5	1	3	17	14	-	15	8	8	7	20	19
	14%	12%	3%	15%	14%	18%	-	13%	14%	15%	18%	25%	9%
		*	**	**	*	*	**	*	*	*	*	L*	

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

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

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