

QC1. How many times have you made a purchase over the Internet (that is, checking out, providing payment information, picking a shipping destination) in the past twelve months

	Total	Gender		Age							Region					
		Male	Female	18 - 24	25 - 34	18 - 34	35 - 44	45 - 54	35 - 54	55+	British Columbia	Alberta	Saskatchewan/Manitoba	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	718	343	375	85	115	200	83	184	267	251	110	88	65	188	180	87
Base: All Respondents (wtd)	720	348	372	88	114	201	88	199	287	232	98	71	47	277	175	52
1+	606	297	309	82	109	191	82	170	252	163	77	66	39	231	148	45
	84%	85%	83%	94%	96%	95%	94%	85%	88%	71%	79%	93%	82%	83%	84%	87%
				GI*	GI	HI	GI*	I	I			JLMN*	*			*

When was the last time, if ever, that you used the following devices to complete a purchase (that is, checking out, providing payment information, picking a shipping destination) online?

	Total	Gender		Age							Region					
		Male	Female	18 - 24	25 - 34	18 - 34	35 - 44	45 - 54	35 - 54	55+	British Columbia	Alberta	Saskatchewan/Manitoba	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Purchase Over The Internet In Past Twelve Months (unwtd)	686	336	350	84	127	211	90	177	267	208	95	95	60	176	172	88
Base: Purchase Over The Internet In Past Twelve Months (wtd)	687	337	351	86	127	213	95	188	283	191	85	77	44	261	168	52

QC4_3. [Desktop/laptop computer]

Past 12 months	619	306	313	81	113	194	91	166	258	168	77	65	39	243	150	46
	90%	91%	89%	94%	89%	91%	96%	89%	91%	88%	91%	84%	89%	93%	89%	88%
				*			GI*				*	*	*	K		*

QC4_1. [Smartphone]

Past 12 months	173	84	88	34	54	88	31	39	70	15	23	18	10	65	46	10
	25%	25%	25%	39%	43%	41%	33%	21%	25%	8%	28%	24%	22%	25%	28%	19%
				GI*	GI	HI	GI*	I	I		*	*	*			*

QC4_2. [Tablet]

Past 12 months	168	78	89	21	43	65	35	37	71	32	23	17	9	71	39	9
	24%	23%	26%	25%	34%	31%	36%	20%	25%	17%	27%	22%	21%	27%	23%	16%
				*	GI	I	GI*		I		O*	*	*	O		*

QC7. Thinking about your most recent online purchase, which site did you buy from:

	Total	Gender		Age							Region					
		Male	Female	18 - 24	25 - 34	18 - 34	35 - 44	45 - 54	35 - 54	55+	British Columbia	Alberta	Saskatchewan/Manitoba	Ontario	Quebec	Atlantic
Amazon.ca		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	185	100	85	24	44	68	26	49	75	43	25	24	10	77	38	11
	27%	30%	24%	27%	35%	32%	27%	26%	26%	23%	30%	31%	23%	30%	23%	21%
Amazon.com				*	I	I	*				*	*	*			*
	27	13	14	5	6	11	2	9	11	6	5	4	2	10	4	1
	4%	4%	4%	5%	5%	5%	2%	5%	4%	3%	6%	5%	5%	4%	2%	2%
eBay (ebay.ca/ebay.com)				*			*				N*	*	*			*
	64	43	21	8	19	27	8	23	30	6	8	4	4	24	16	7
	9%	13%	6%	9%	15%	13%	8%	12%	11%	3%	10%	5%	9%	9%	10%	14%
Walmart (walmart.ca)		B		I*	I	I	I*	I	I		*	*	*			K*
	26	13	13	1	4	5	8	8	16	5	3	1	-	9	12	1
	4%	4%	4%	1%	3%	2%	9%	4%	6%	2%	3%	1%	-	4%	7%	2%
Chapters/Indigo (chapters.indigo.ca/chapters.indigo.com)				*			CI*		EI		*	*	*		KL	*
	25	4	21	7	2	8	4	8	12	5	1	2	1	15	5	1
	4%	1%	6%	8%	1%	4%	4%	4%	4%	3%	1%	3%	2%	6%	3%	2%
			A	DI*			*				*	*	*	J		*

QC4A_2. [I made an online purchase through a sponsored link or advertisement posted on a social media site (i.e. clicked on a sponsored ad on Facebook news feed)]

In the past twelve months, have you ever made an online purchase as a result of visiting social media sites?

	Total	Gender		Age							Region					
		Male	Female	18 - 24	25 - 34	18 - 34	35 - 44	45 - 54	35 - 54	55+	British Columbia	Alberta	Saskatchewan/Manitoba	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Purchase Over The Internet In Past Twelve Months (unwtd)	686	336	350	84	127	211	90	177	267	208	95	95	60	176	172	88
Base: Purchase Over The Internet In Past Twelve Months (wtd)	687	337	351	86	127	213	95	188	283	191	85	77	44	261	168	52
Yes	93	36	57	23	22	45	14	21	36	12	13	10	4	42	20	4
	14%	11%	16%	26%	18%	21%	15%	11%	13%	6%	15%	13%	10%	16%	12%	8%
			A	FGI*	I	HI	I*	I	I		*	*	*	O		*

QC4A_1. [I made an online purchase after seeing a related social media post (i.e. saw a celebrity wearing an article of clothing on Instagram and purchased it online)]

In the past twelve months, have you ever made an online purchase as a result of visiting social media sites?

	Total	Gender		Age							Region					
		Male	Female	18 - 24	25 - 34	18 - 34	35 - 44	45 - 54	35 - 54	55+	British Columbia	Alberta	Saskatchewan/Manitoba	Ontario	Quebec	Atlantic
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Base: Purchase Over The Internet In Past Twelve Months (wtd)	687	337	351	86	127	213	95	188	283	191	85	77	44	261	168	52
Yes	76	32	44	25	22	47	11	11	21	7	15	8	3	38	9	3
	11%	9%	13%	29%	18%	22%	11%	6%	8%	4%	18%	11%	7%	14%	5%	6%
				DFGI*	GI	HI	I*				LNO*	N*	*	NO		*