

1. Do you plan to buy gifts online (including on a mobile device) from Canadian retailers this holiday season as opposed to U.S. or international retailers?

		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 (unwtd)	1002	456	546	288	361	353	57	146	416	383
Base: All Respondents (wtd)	1002	486	516	280	371	352	124	331	393	154
Yes	735	344	390	232	292	211	83	245	288	119
	73%	71%	76%	83%	79%	60%	67%	74%	73%	77%
				E	E		*			
No	267	142	126	48	79	141	41	86	105	35
	27%	29%	24%	17%	21%	40%	33%	26%	27%	23%
						CD	*			
Sigma	1002	486	516	280	371	352	124	331	393	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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

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

- Column Means:

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

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2. Why do you plan to buy gifts online (including on a mobile device) from Canadian retailers this holiday season?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Answering (unwtd)	746	332	414	239	287	220	38	108	304	296
Base: All Answering (wtd)	735	344	390	232	292	211	83	245	288	119
I can avoid unfavorable exchange rates	324	138	186	82	135	107	25	95	144	60
	44%	40%	48%	35%	46%	51%	30%	39%	50%	51%
I can avoid the cost of international shipping, taxes and duties					C	C	*		F	FG
	372	141	230	108	153	111	21	124	152	75
	51%	41%	59%	47%	52%	53%	25%	51%	53%	62%
I prefer goods that are 'Made in Canada'			A				*	F	F	FGH
	233	94	138	49	94	89	35	84	81	33
	32%	27%	35%	21%	32%	42%	42%	34%	28%	27%
I like to support Canadian businesses and our economy					C	C	*			
	415	174	241	116	163	136	42	140	171	62
	56%	51%	62%	50%	56%	65%	51%	57%	59%	52%
Sigma			A			C	*			
	2259	951	1308	642	915	703	241	768	885	366
	307%	276%	335%	277%	313%	333%	291%	314%	307%	306%

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3. Have you ever shopped online directly from a Shop Now, Buy It or similar button or from a brand's ad on a social media site like Facebook, Instagram, Google +, Twitter or Pinterest?

		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 (unwtd)	1002	456	546	288	361	353	57	146	416	383
Base: All Respondents (wtd)	1002	486	516	280	371	352	124	331	393	154
Yes (Net)	256	140	116	87	99	70	33	81	100	41
	26%	29%	23%	31%	27%	20%	27%	25%	26%	27%
				E			*			
Yes, once	124	65	59	52	45	27	13	39	47	25
	12%	13%	11%	18%	12%	8%	11%	12%	12%	16%
				E			*			
Yes, more than once	133	75	57	36	54	43	20	43	54	17
	13%	15%	11%	13%	15%	12%	16%	13%	14%	11%
							*			
No	746	346	400	192	272	282	91	250	292	113
	74%	71%	77%	69%	73%	80%	73%	75%	74%	73%
						C	*			
Sigma	1002	486	516	280	371	352	124	331	393	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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4. Would you consider buying an item online directly from a Shop Now, Buy It or similar button or from a brand's ad on a social media site like Facebook, Instagram, Google +, Twitter or Pinterest?

	Total	Gender		AGE			EDUCATION			
		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 (unwtd)	1002	456	546	288	361	353	57	146	416	383
Base: All Respondents (wtd)	1002	486	516	280	371	352	124	331	393	154
Top 2 Box (Net)	541	282	259	171	195	175	60	181	220	80
	54%	58%	50%	61%	53%	50%	49%	55%	56%	52%
		B		E			*			
Would definitely consider	124	65	59	49	50	24	21	32	50	21
	12%	13%	11%	18%	14%	7%	17%	10%	13%	13%
				E	E		*			
Would probably consider	417	217	200	121	145	151	40	149	169	59
	42%	45%	39%	43%	39%	43%	32%	45%	43%	38%
							*			
Bottom 2 Box (Net)	461	204	257	109	175	177	63	150	173	75
	46%	42%	50%	39%	47%	50%	51%	45%	44%	48%
			A			C	*			
Probably would not consider	328	133	195	82	129	117	41	111	125	51
	33%	27%	38%	29%	35%	33%	33%	33%	32%	33%
			A				*			
Would definitely not consider	134	71	62	27	46	60	22	39	48	23
	13%	15%	12%	10%	12%	17%	18%	12%	12%	15%
						C	*			
Sigma	1002	486	516	280	371	352	124	331	393	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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5. Which of the following are reasons why you would consider buying an item online directly from a Shop Now, Buy It or similar button or from a brand's ad on a social media site like Facebook, Instagram, Google +, Twitter or Pinterest?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Answering (unwtd)	534	257	277	178	190	166	27	79	231	197
Base: All Answering (wtd)	541	282	259	171	195	175	60	181	220	80
The item or brand is recommended by a friend, family member or 'someone like me'	183	80	103	52	65	67	23	72	65	23
	34%	28%	40%	30%	33%	38%	38%	40%	29%	29%
The item or brand is recommended or endorsed by a celebrity or well-known social media celebrity that I follow	39	23	16	22	14	3	2	18	13	6
	7%	8%	6%	13%	7%	1%	4%	10%	6%	7%
				E	E		**	*		
I've shopped from the brand before	176	79	97	71	56	48	5	80	61	29
	32%	28%	37%	42%	29%	28%	9%	44%	28%	37%
				DE			**	H*		
The brand is offering a discount or promotion	301	144	158	100	103	99	29	95	132	46
	56%	51%	61%	58%	53%	56%	48%	52%	60%	58%
							**	*		
The item advertised would make a good holiday gift	246	107	139	68	94	84	27	99	86	33
	45%	38%	54%	40%	48%	48%	45%	55%	39%	42%
			A				**	H*		
Sigma	1336	628	709	435	488	414	134	494	518	190
	247%	223%	274%	255%	249%	237%	221%	273%	236%	239%

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6. This holiday season, do you plan to shop online for gifts that give back to a charity or social cause?

	Total	Gender		AGE			EDUCATION			
		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 (unwtd)	1002	456	546	288	361	353	57	146	416	383
Base: All Respondents (wtd)	1002	486	516	280	371	352	124	331	393	154
Yes (Net)	373	203	170	141	143	90	44	117	153	60
	37%	42%	33%	50%	39%	26%	36%	35%	39%	39%
		B		DE	E		*			
Yes, and I plan on buying more gifts that give back than I did last year	85	51	35	42	33	10	11	23	39	11
	9%	10%	7%	15%	9%	3%	9%	7%	10%	7%
				DE	E		*			
Yes, and I plan on buying the same amount of gifts that give back as last year	220	115	105	80	79	61	21	82	83	35
	22%	24%	20%	29%	21%	17%	17%	25%	21%	22%
				E			*			
Yes, but I plan on cutting back on the amount of gifts that give back	68	37	31	18	31	19	12	11	31	13
	7%	8%	6%	6%	8%	5%	10%	3%	8%	9%
							*			G
I did not buy gifts that give back last year but I plan to this year	114	51	63	46	38	29	7	50	42	15
	11%	10%	12%	17%	10%	8%	5%	15%	11%	10%
				E			*			
No, I'm not planning on it	515	232	283	93	190	233	73	164	198	80
	51%	48%	55%	33%	51%	66%	59%	50%	50%	52%
					C	CD	*			
Sigma	1002	486	516	280	371	352	124	331	393	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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