

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?

	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: All Respondents (unwtd)	1002	130	104	64	370	244	90	223	198	279	197	266	736
Base: All Respondents (wtd)	1002	134	106	65	384	241	71	265	205	275	163	275	727
Yes	735	83	81	50	297	164	60	193	146	212	125	226	509
	73%	61%	76%	77%	77%	68%	84%	73%	71%	77%	77%	82%	70%
		*	A*	*	AE		AE*					L	
No	267	52	25	15	87	76	12	72	59	62	37	49	218
	27%	39%	24%	23%	23%	32%	16%	27%	29%	23%	23%	18%	30%
		BDF*	*	*		DF	*						K
Sigma	1002	134	106	65	384	241	71	265	205	275	163	275	727
	100%	100%	100%	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/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. Why do you plan to buy gifts online (including on a mobile device) from Canadian retailers this holiday season?

	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: All Answering (unwtd)	746	85	80	53	283	170	75	158	141	224	159	220	526
Base: All Answering (wtd)	735	83	81	50	297	164	60	193	146	212	125	226	509
I can avoid unfavorable exchange rates	324	35	37	23	144	55	28	52	66	112	67	93	231
	44%	43%	46%	45%	49%	34%	48%	27%	45%	53%	54%	41%	45%
		*	*	*	E		*		G*	G	G		
I can avoid the cost of international shipping, taxes and duties	372	57	40	27	161	55	31	83	65	117	73	108	264
	51%	69%	50%	54%	54%	33%	53%	43%	45%	55%	59%	48%	52%
		BDE*	E*	E*	E		E*		*		G		
I prefer goods that are 'Made in Canada'	233	26	21	12	105	49	20	53	61	68	34	74	158
	32%	31%	26%	24%	35%	30%	33%	27%	42%	32%	27%	33%	31%
		*	*	*			*		GJ*				
I like to support Canadian businesses and our economy	415	54	47	19	182	80	32	102	85	124	76	122	294
	56%	66%	58%	37%	61%	49%	54%	53%	58%	58%	60%	54%	58%
		CE*	*	*	CE		*		*				
Sigma	2259	288	240	133	980	420	199	539	482	688	391	661	1598
	307%	348%	296%	264%	330%	256%	333%	279%	330%	325%	312%	292%	314%

Statistics:

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

- Column Means:

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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?

	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: All Respondents (unwtd)	1002	130	104	64	370	244	90	223	198	279	197	266	736
Base: All Respondents (wtd)	1002	134	106	65	384	241	71	265	205	275	163	275	727
Yes (Net)	256	23	22	13	103	77	18	78	63	67	41	84	173
	26%	17%	20%	20%	27%	32%	25%	29%	31%	25%	25%	30%	24%
		*	*	*		A	*						
Yes, once	124	8	9	7	64	27	8	35	27	36	21	37	86
	12%	6%	8%	11%	17%	11%	12%	13%	13%	13%	13%	14%	12%
		*	*	*	A		*						
Yes, more than once	133	15	13	6	39	50	10	43	36	32	20	46	86
	13%	11%	12%	9%	10%	21%	13%	16%	17%	11%	12%	17%	12%
		*	*	*		D	*						
No	746	111	85	52	281	163	53	188	142	207	122	192	554
	74%	83%	80%	80%	73%	68%	75%	71%	69%	75%	75%	70%	76%
		E*	*	*			*						
Sigma	1002	134	106	65	384	241	71	265	205	275	163	275	727
	100%	100%	100%	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	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: All Respondents (unwtd)	1002	130	104	64	370	244	90	223	198	279	197	266	736
Base: All Respondents (wtd)	1002	134	106	65	384	241	71	265	205	275	163	275	727
Top 2 Box (Net)	541	73	68	36	211	113	41	148	119	162	78	157	384
	54%	54%	64%	55%	55%	47%	57%	56%	58%	59%	48%	57%	53%
		*	E*	*			*						
Would definitely consider	124	11	10	7	54	32	9	33	33	36	18	48	75
	12%	8%	10%	11%	14%	13%	13%	13%	16%	13%	11%	18%	10%
		*	*	*			*					L	
Would probably consider	417	62	57	29	157	81	31	115	86	126	60	108	309
	42%	46%	54%	44%	41%	34%	44%	43%	42%	46%	37%	39%	42%
		*	E*	*			*						
Bottom 2 Box (Net)	461	62	39	30	173	128	31	117	86	113	85	119	343
	46%	46%	36%	45%	45%	53%	43%	44%	42%	41%	52%	43%	47%
		*	*	*		B	*						
Probably would not consider	328	41	28	22	122	92	23	86	58	72	65	87	241
	33%	31%	27%	33%	32%	38%	32%	33%	28%	26%	40%	31%	33%
		*	*	*			*				HI		
Would definitely not consider	134	21	11	8	51	36	8	30	28	41	19	32	102
	13%	15%	10%	12%	13%	15%	11%	11%	14%	15%	12%	12%	14%
		*	*	*			*						
Sigma	1002	134	106	65	384	241	71	265	205	275	163	275	727
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

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

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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	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: All Answering (unwtd)	534	66	63	32	201	121	51	119	108	166	105	153	381
Base: All Answering (wtd)	541	73	68	36	211	113	41	148	119	162	78	157	384
The item or brand is recommended by a friend, family member or 'someone like me'	183	23	30	15	75	30	11	52	43	53	31	59	124
	34%	32%	45%	41%	35%	26%	26%	35%	36%	32%	39%	38%	32%
		*	E*	**		*	*	*	*		*		
The item or brand is recommended or endorsed by a celebrity or well-known social media celebrity that I follow	39	4	4	3	23	6	-	20	9	6	5	12	27
	7%	5%	6%	8%	11%	5%	-	13%	8%	4%	6%	8%	7%
		*	*	**	F	*	*	I*	*		*		
I've shopped from the brand before	176	24	23	4	78	32	14	50	37	53	26	53	122
	32%	33%	34%	11%	37%	28%	35%	34%	31%	33%	33%	34%	32%
		*	*	**		*	*	*	*		*		
The brand is offering a discount or promotion	301	41	44	17	124	54	22	82	71	84	43	91	210
	56%	56%	65%	47%	59%	48%	55%	55%	59%	52%	56%	58%	55%
		*	*	**		*	*	*	*		*		
The item advertised would make a good holiday gift	246	33	32	13	111	42	14	52	56	88	35	82	164
	45%	46%	48%	36%	53%	38%	35%	35%	47%	54%	45%	52%	43%
		*	*	**	E	*	*	*	*	G	*		
Sigma	1336	171	190	76	578	232	90	359	317	404	184	411	926
	247%	235%	281%	213%	274%	205%	221%	242%	266%	249%	236%	262%	241%

Statistics:

Overlap formula used

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

	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: All Respondents (unwtd)	1002	130	104	64	370	244	90	223	198	279	197	266	736
Base: All Respondents (wtd)	1002	134	106	65	384	241	71	265	205	275	163	275	727
Yes (Net)	373	43	45	21	149	91	25	111	81	101	61	120	254
	37%	32%	42%	32%	39%	38%	34%	42%	40%	37%	37%	43%	35%
		*	*	*			*					L	
Yes, and I plan on buying more gifts that give back than I did last year	85	8	9	8	34	21	6	28	26	19	9	35	50
	9%	6%	9%	12%	9%	9%	8%	11%	13%	7%	6%	13%	7%
		*	*	*			*					L	
Yes, and I plan on buying the same amount of gifts that give back as last year	220	26	26	11	93	54	11	62	45	62	41	58	162
	22%	20%	24%	16%	24%	22%	15%	23%	22%	22%	25%	21%	22%
		*	*	*			*						
Yes, but I plan on cutting back on the amount of gifts that give back	68	8	10	2	23	17	8	22	10	21	10	26	41
	7%	6%	9%	3%	6%	7%	11%	8%	5%	8%	6%	10%	6%
		*	*	*			*						
I did not buy gifts that give back last year but I plan to this year	114	19	9	7	42	27	9	27	21	38	18	38	75
	11%	14%	9%	11%	11%	11%	13%	10%	10%	14%	11%	14%	10%
		*	*	*			*						
No, I'm not planning on it	515	73	53	37	193	122	38	127	103	136	84	117	398
	51%	54%	49%	57%	50%	51%	53%	48%	50%	49%	52%	43%	55%
		*	*	*			*						K
Sigma	1002	134	106	65	384	241	71	265	205	275	163	275	727
	100%	100%	100%	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/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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