

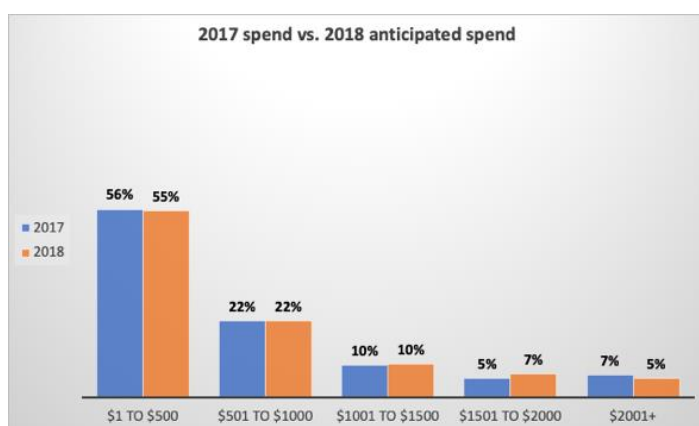
# NEWS RELEASE



## Most Canadians plan to spend as much as they did last year for their holiday purchases

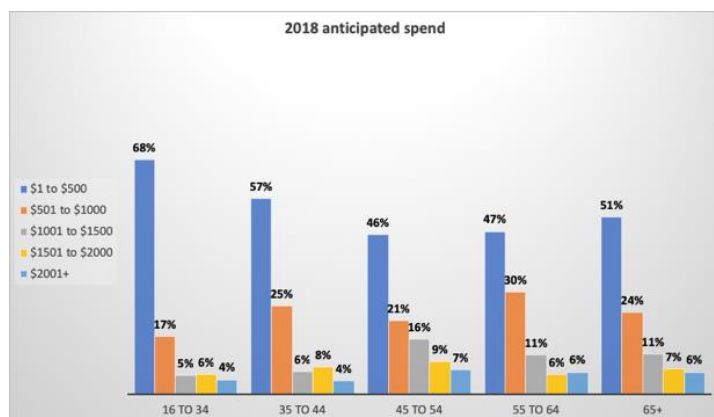
### Majority confident in economy

Toronto, November 28<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 1477 Canadian consumers aged 16 or older, most say they will be spending as much as they did last year on holiday purchases.



Over half of Canadians (55%) plan to spend \$500 or less on holiday purchases this year (virtually unchanged from last year), almost a quarter (22%) will spend between \$500 and \$1000 while the remainder will spend more than \$1000.

Canadians aged 16 to 34 are those most likely to spend \$500 or less this holiday season as just over 4 in 6 (68%) say this is the amount they plan to spend. This contrasts with about half in every other age group who say they will be spending in this same range; 35 to 44 (57%), 45 to 54 (46%), 55 to 64 (47%), and 51% for those aged 65 or more.



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“Consumer confidence is high this holiday season, with expected holiday spending to match last year’s numbers,” said Dr. Lorne Bozinoff, President of Forum Research.

“Canadians are confident in the economy and are feeling a bit better about their finances than they did at this time last year; and that should mean a Merry Christmas for both shoppers and retailers alike.”



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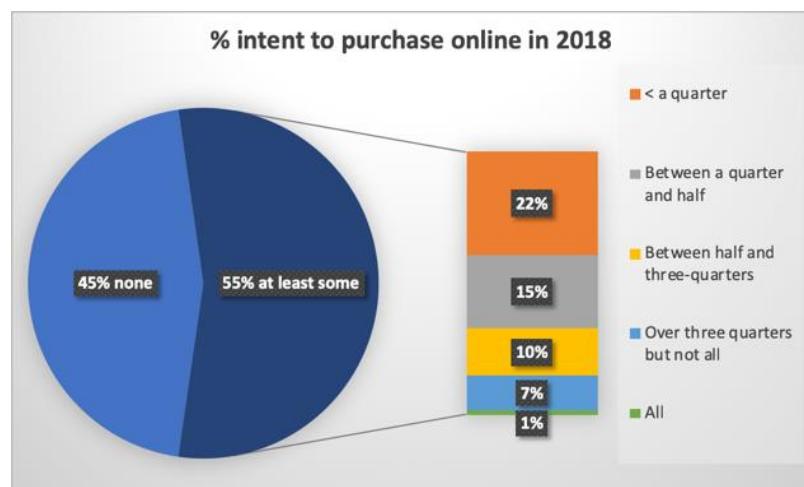
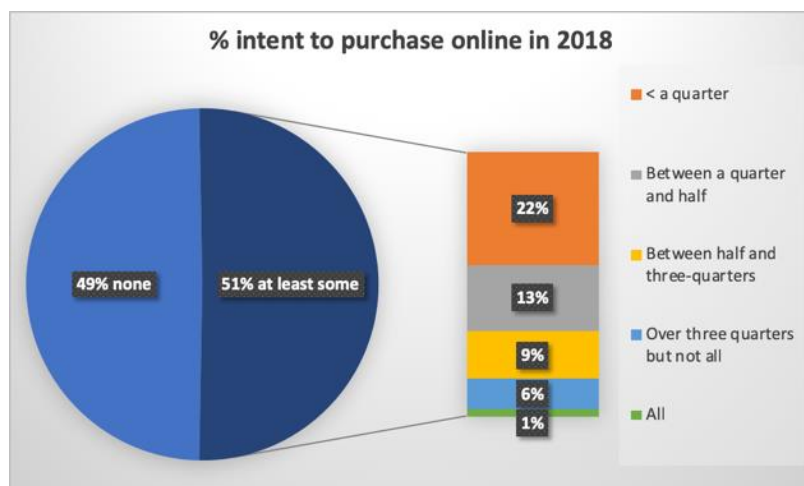
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Regionally we observe that for most regions of Canada about half of shoppers intend to spend \$500 or less; 55% in Atlantic Canada, 47% in Ontario, 56% in Manitoba/Saskatchewan, and 52% in Alberta. Shoppers in Quebec and British Columbia however are most likely to be spending in this range with 2 in 3 saying they intend to spend \$500 or less for their holiday purchases (65% and 64% respectively).

## Online shopping expected to gain in popularity with holiday shoppers this year

While online shopping represents about half of all holiday shopping for Canadians (51% say they did at least some of their shopping online in 2017) a slight increase in intention to make purchases online for this year's holiday period is observed. In 2018 55% say they now intend to make at least some of their holiday purchases online.



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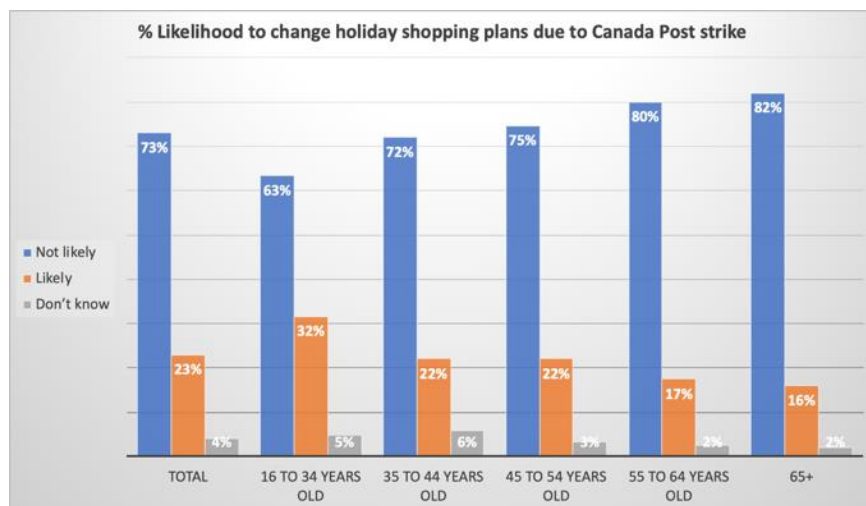
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Those most likely to make at least some of their holiday purchases online in 2018 are Canadians aged 35 to 44. Three in four (74%) say they plan to shop online for some of their items. With those under 34 or those between 45 to 54, over half say the same (63% and 59% respectively). Only 2 in 5 (43%) of those aged 55 to 64 have this intention and only just over a third of those 65 and over (34%) would say the same.

## Many anticipate changes to their shopping plans as a result of the Canada Post strike

Nearly 1 in 4 (23%) of those surveyed feel that a Canada Post strike would result in a change to their holiday shopping plans. This feeling is much more prevalent among Canadians under the age 34 where 1 in 3 (32%) say the same. Older Canadians feel the strike will affect their plans to a lesser extent; just over 1 in 5 feel the strike will affect their plans among those 34 to 54 (22%) while those over 55 are least likely to feel affected by the strike (16-17%).



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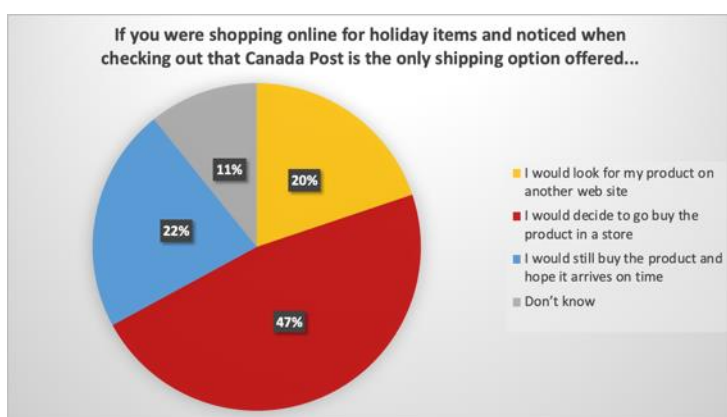
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## Abandoned online purchases due to a strike most likely to be made in store

Nearly 1 in 2 Canadians surveyed (47%) would abandon their online purchase and seek the product in a brick and mortar store if they saw during the online checking out process that Canada Post was the only option delivery option. 1 in 5 (20%) would look for the same product on another web site and the remainder would simply buy the product anyway and hope that it arrives on time (22%). 1 in 10 are undecided.



While the most common reaction is to go to store rather than purchase online when Canada Post is the only delivery option, there are some key differences in how younger Canadians react vs. older Canadians. More than a quarter (27%) of those 16 to 34 years old would simply switch to a different website. This shopping cart abandon in favour of a different online retailer is less likely to occur with Canadians over 35; approximately 1 in 5 (22%) of those 35 to 44 would opt for a different web site, less than 1 in 5 (18%) shoppers 45 to 54 would so the same, and even less for those 55 to 64 (16%) or 65+ (13%).



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## 2 in 3 Canadians use online shopping as a means of research for their in-store holiday purchases



66% of Canadian shoppers say they use online tools to research products they intend to ultimately purchase in stores. The main reason for this is that consumers still feel the need in some instances to see and touch the product they will be purchasing. Over 2 in 5 state this as the main reason for purchasing a product in store that they have researched online (44%).



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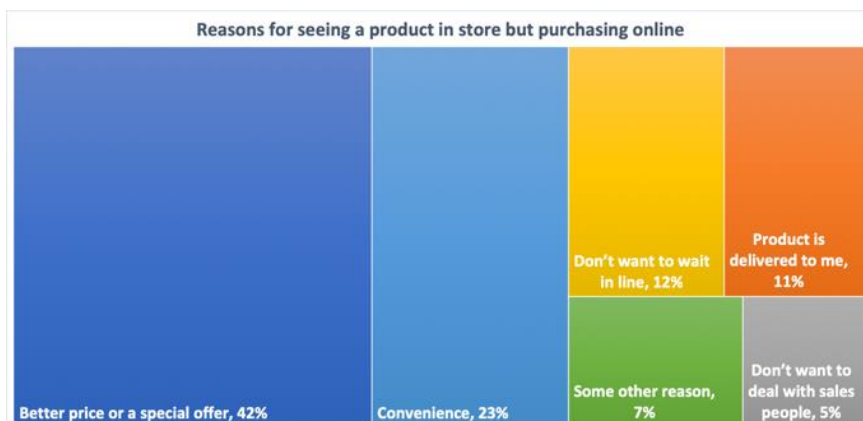
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**Only 1 in 5 will go to a store specifically to see a product that they will ultimately purchase online**



Only 20% of Canadians asked say they will go to a store to see a product prior to purchasing it online. This behaviour is most common with men with nearly a quarter saying they would do this (24%) while only 1 in 6 (16%) would do the same. The primary reason for this is that consumers know or believe that they are getting better pricing online. Nearly half (42%) state this as the main reason for ultimately purchasing the product online.



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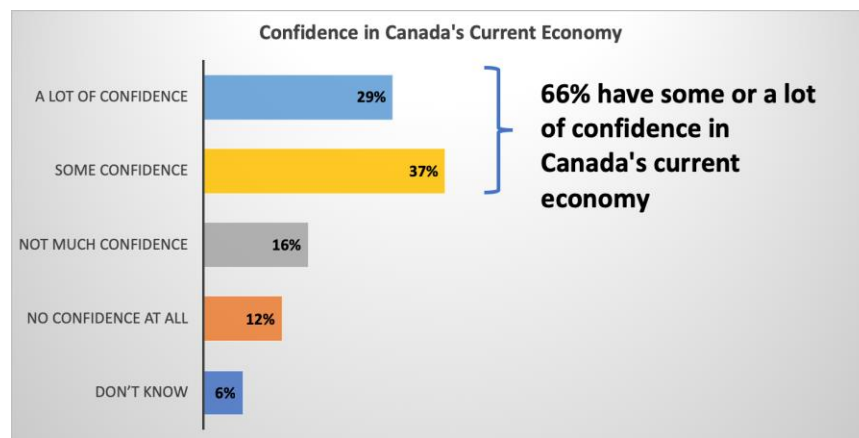
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## Canadians feeling good about Canada's economy

2 out of every 3 Canadians (66%) say they have some or a lot of confidence in Canada's current economy. 29% Say they have a lot of confidence while 37% say they have some.

Just over one quarter are not confident in Canada's economy, with 16% saying they have not much confidence, and 12% saying they have no confidence at all.

6% say they don't know.



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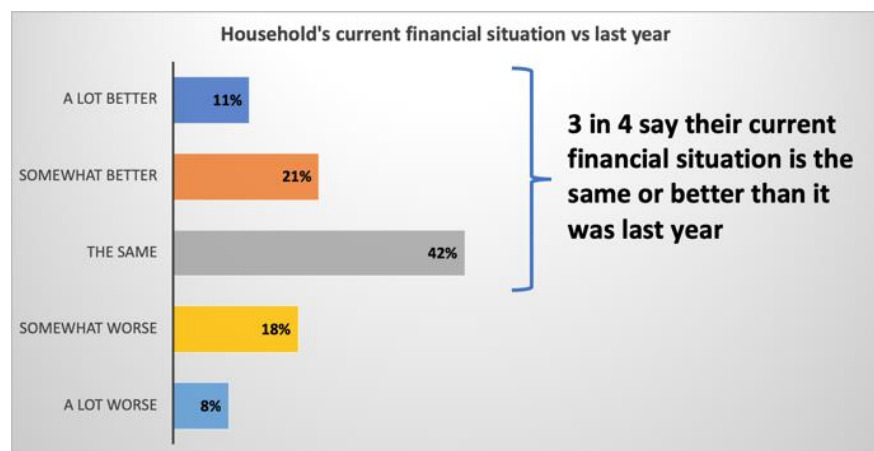


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### Most Canadians feel their current financial situation is the same or better than it was last year.

Three quarters of Canadians (74%) feel their financial situation is at least the same or better than it was last year, with a third (33%) saying their financial situation is better than this year than last. 1 in 10 (11%) are saying their financial situation is a lot better :



“Consumer confidence is high this holiday season, with expected holiday spending to match last year’s numbers,” said Dr. Lorne Bozinoff, President of Forum Research. “Canadians are confident in the economy and are feeling a bit better about their finances than they did at this time last year; and that should mean a Merry Christmas for both shoppers and retailers alike.”

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## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1477 randomly selected Canadians across the country. The poll was conducted from November 23 to November 25, 2018.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on a Candidate's ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [forumpoll.com](http://forumpoll.com).



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## Holiday Spending Last Year

How much would you say you spent total last year for holiday purchases?

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1401	200	177	267	301	456	522	855
\$1 to \$500	56	73	51	45	45	54	57	54
\$501 to \$1000	22	16	30	24	27	22	20	25
\$1001 to \$1500	10	3	10	14	16	11	10	10
\$1501 to \$2000	5	4	5	7	6	6	6	5
\$2001+	7	5	5	9	7	8	8	6

### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1401	96	316	551	96	159	183
\$1 to \$500	56	50	67	48	51	51	66
\$501 to \$1000	22	20	22	25	24	19	19
\$1001 to \$1500	10	14	5	11	8	15	7
\$1501 to \$2000	5	9	2	7	9	8	2
\$2001+	7	7	4	8	8	7	6



### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1401	160	246	211	171	149	218	32
\$1 to \$500	56	76	62	62	45	47	37	32
\$501 to \$1000	22	13	18	20	28	26	32	21
\$1001 to \$1500	10	4	12	11	10	15	9	7
\$1501 to \$2000	5	4	2	1	10	4	12	12
\$2001+	7	4	5	6	6	8	10	28

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## Children

%	TOTAL	Yes	No
TOTAL (u/w)	1401	331	1070
\$1 to \$500	56	49	58
\$501 to \$1000	22	25	21
\$1001 to \$1500	10	9	10
\$1501 to \$2000	5	8	5
\$2001+	7	8	6



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## Online Purchases vs In Store Purchases Last Year

And what percentage of that total amount for last year would you say was purchased online as opposed to in store?

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1477	211	185	275	317	489	545	905
None	49	42	34	48	60	65	46	53
Less than a quarter (25%)	22	21	23	21	24	19	23	20
Between a quarter (25%) and half (50%)	13	12	18	15	9	10	14	11
Between half (50%) and three quarters (75%)	9	11	17	9	5	4	10	9
Over three quarters (75%) but not all of it	6	11	7	6	0	1	6	6
All of it (100%)	1	2	1	1	1	1	1	2



### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194
None	49	41	47	48	58	51	57
Less than a quarter (25%)	22	27	23	24	15	18	16
Between a quarter (25%) and half (50%)	13	13	14	11	12	14	13
Between half (50%) and three quarters (75%)	9	11	8	11	7	9	6
Over three quarters (75%) but not all of it	6	8	5	5	8	7	5
All of it (100%)	1	0	3	1	0	0	2

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## **Income**

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
<b>TOTAL (u/w)</b>	<b>1477</b>	<b>175</b>	<b>262</b>	<b>222</b>	<b>179</b>	<b>156</b>	<b>225</b>	<b>32</b>
None	49	63	55	58	48	38	30	37
Less than a quarter (25%)	22	13	13	19	24	31	33	24
Between a quarter (25%) and half (50%)	13	8	16	7	14	15	16	15
Between half (50%) and three quarters (75%)	9	10	6	9	7	6	14	21
Over three quarters (75%) but not all of it	6	5	9	4	6	8	6	0
All of it (100%)	1	0	1	2	1	3	1	3



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## **Children**

%	TOTAL	Yes	No
<b>TOTAL (u/w)</b>	<b>1477</b>	<b>347</b>	<b>1130</b>
None	49	42	53
Less than a quarter (25%)	22	21	22
Between a quarter (25%) and half (50%)	13	17	11
Between half (50%) and three quarters (75%)	9	11	9
Over three quarters (75%) but not all of it	6	8	5
All of it (100%)	1	2	1

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## Holiday Spending This Year

*Now thinking of the same kinds of purchases, approximately how much do you plan to spend this year?*

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1404	194	173	268	304	465	512	873
\$1 to \$500	55	68	57	46	47	51	57	54
\$501 to \$1000	22	17	25	21	30	24	19	26
\$1001 to \$1500	10	5	6	16	11	11	11	9
\$1501 to \$2000	7	6	8	9	6	7	7	7
\$2001+	5	4	4	7	6	6	6	4

### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1404	100	317	550	96	160	181
\$1 to \$500	55	55	65	47	56	52	64
\$501 to \$1000	22	17	23	24	20	25	20
\$1001 to \$1500	10	8	6	13	11	10	7
\$1501 to \$2000	7	15	3	8	6	9	4
\$2001+	5	5	3	8	7	4	5



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### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1404	158	253	211	173	152	216	27
\$1 to \$500	55	68	66	62	52	41	38	41
\$501 to \$1000	22	15	19	21	25	27	29	23
\$1001 to \$1500	10	5	5	9	8	19	16	8
\$1501 to \$2000	7	7	5	3	9	7	11	15
\$2001+	5	5	5	5	6	5	5	13

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## Children

%	TOTAL	Yes	No
TOTAL (u/w)	1404	319	1085
\$1 to \$500	55	48	58
\$501 to \$1000	22	26	21
\$1001 to \$1500	10	11	9
\$1501 to \$2000	7	10	6
\$2001+	5	6	5



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## Online Purchases vs In Store Purchases This Year

And what percentage of that total amount would you say will be purchased online as opposed to in store?

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1477	211	185	275	317	489	545	905
None	45	37	26	41	57	66	42	49
Less than a quarter (25%)	22	19	23	25	25	18	22	21
Between a quarter (25%) and half (50%)	15	20	22	14	9	9	15	15
Between half (50%) and three quarters (75%)	10	12	16	12	7	3	12	8
Over three quarters (75%) but not all of it	7	11	12	7	2	2	8	7
All of it (100%)	1	0	1	2	0	1	1	1



### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194
None	45	44	43	45	50	46	50
Less than a quarter (25%)	22	21	24	22	18	22	17
Between a quarter (25%) and half (50%)	15	14	17	14	17	12	17
Between half (50%) and three quarters (75%)	10	17	9	10	6	10	7
Over three quarters (75%) but not all of it	7	4	7	7	9	10	7
All of it (100%)	1	0	1	1	0	0	1

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### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1477	175	262	222	179	156	225	32
None	45	58	50	53	45	37	23	45
Less than a quarter (25%)	22	13	18	21	19	30	35	8
Between a quarter (25%) and half (50%)	15	9	13	12	19	17	21	19
Between half (50%) and three quarters (75%)	10	14	11	7	8	8	11	23
Over three quarters (75%) but not all of it	7	6	7	6	7	8	9	3
All of it (100%)	1	0	1	2	1	1	1	3



### Children

%	TOTAL	Yes	No
TOTAL (u/w)	1477	347	1130
None	45	39	48
Less than a quarter (25%)	22	19	23
Between a quarter (25%) and half (50%)	15	20	13
Between half (50%) and three quarters (75%)	10	10	10
Over three quarters (75%) but not all of it	7	11	6
All of it (100%)	1	1	1

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## Canada Post Strike

How likely are you to change your holiday shopping plans as a result of the Canada Post strike?

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1477	211	185	275	317	489	545	905
NET: TOP2	73	63	72	75	80	82	73	73
NET: BTM2	23	32	22	22	17	16	23	23
Not at all likely	60	52	50	59	70	73	61	59
Not very likely	13	11	22	16	10	9	12	14
Somewhat likely	11	18	10	10	7	7	13	10
Very likely	12	14	12	12	11	9	11	13
Don't know	4	5	6	3	2	2	4	4

### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194
NET: TOP2	73	63	82	69	73	75	76
NET: BTM2	23	28	14	28	24	24	21
Not at all likely	60	53	64	56	64	64	66
Not very likely	13	9	18	13	9	11	10
Somewhat likely	11	14	10	13	8	11	8
Very likely	12	14	4	14	16	13	13
Don't know	4	9	4	4	3	1	3

### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1477	175	262	222	179	156	225	32
NET: TOP2	73	64	73	75	75	75	77	77
NET: BTM2	23	29	21	24	23	21	22	23
Not at all likely	60	55	61	59	62	60	61	70
Not very likely	13	9	12	16	13	15	15	7
Somewhat likely	11	18	10	11	10	12	9	5
Very likely	12	10	11	12	13	9	13	19
Don't know	4	7	6	2	2	4	2	0



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%	TOTAL	Yes	No
TOTAL (u/w)	1477	347	1130
NET: TOP2	73	73	73
NET: BTM2	23	23	23
Not at all likely	60	57	62
Not very likely	13	16	12
Somewhat likely	11	9	12
Very likely	12	14	11
Don't know	4	4	4



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## Canada Post Shipping

If you were shopping online for holiday items and saw when checking out that Canada Post is the only shipping option offered, which of the following would you most likely do?

## Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1477	211	185	275	317	489	545	905
I would look for my product on another web site	20	27	22	18	16	13	24	16
I would decide to go buy the product in a store	47	40	38	53	52	55	43	51
I would still buy the product and hope it arrives on time	22	24	29	19	22	17	23	21
Don't know	11	10	10	10	9	15	9	12



## Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194
I would look for my product on another web site	20	19	15	23	20	22	20
I would decide to go buy the product in a store	47	41	49	49	46	51	41
I would still buy the product and hope it arrives on time	22	28	24	18	25	21	28
Don't know	11	12	12	11	9	6	12

## Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1477	175	262	222	179	156	225	32
I would look for my product on another web site	20	16	17	18	21	25	23	36
I would decide to go buy the product in a store	47	51	49	47	48	44	44	36
I would still buy the product and hope it arrives on time	22	18	23	23	21	25	24	21
Don't know	11	14	11	11	9	7	9	7

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### Children

%	TOTAL	Yes	No
TOTAL (u/w)	1477	347	1130
I would look for my product on another web site	20	21	19
I would decide to go buy the product in a store	47	45	48
I would still buy the product and hope it arrives on time	22	25	21
Don't know	11	9	12



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## Online Shopping Research

*Are any of your holiday purchases researched online but then purchased in a store?*

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	774	122	102	152	144	254	282	480
Yes	66	75	72	71	62	47	66	66
No	34	25	28	29	38	53	34	34

### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	774	64	171	296	53	84	106
Yes	66	54	64	68	61	74	68
No	34	46	36	32	39	26	32

### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	774	87	123	115	104	88	125	19
Yes	66	64	57	62	62	79	73	82
No	34	36	43	38	38	21	27	18

### Children

%	TOTAL	Yes	No
TOTAL (u/w)	774	187	587
Yes	66	75	63
No	34	25	37



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## Reason for in-store purchases

What is the main reason for buying in store rather than online?

## Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	476	86	74	110	90	116	176	292
Too expensive to buy online	4	7	3	2	2	3	5	3
Need to see it and touch it	44	41	43	45	51	47	45	45
I like to spend my money locally	21	17	15	23	24	34	18	23
Delivery takes too long	12	15	13	13	7	3	11	12
Easier to return	10	6	16	13	12	7	11	8
Some other reason	9	14	9	4	4	5	10	8



## Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	476	36	102	185	32	59	62
Too expensive to buy online	4	3	4	4	2	0	8
Need to see it and touch it	44	32	50	51	38	31	36
I like to spend my money locally	21	28	17	17	24	36	22
Delivery takes too long	12	16	12	10	13	19	8
Easier to return	10	10	11	7	19	8	14
Some other reason	9	11	5	11	3	6	13

## Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	476	46	62	63	64	69	91	14
Too expensive to buy online	4	10	2	1	3	4	5	0
Need to see it and touch it	44	38	38	47	44	51	39	61
I like to spend my money locally	21	22	12	29	32	19	24	3
Delivery takes too long	12	11	15	7	8	16	12	18
Easier to return	10	15	20	9	5	2	9	0
Some other reason	9	4	12	5	8	7	12	18

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### Children

%	TOTAL	Yes	No
TOTAL (u/w)	476	135	341
Too expensive to buy online	4	7	3
Need to see it and touch it	44	42	46
I like to spend my money locally	21	17	23
Delivery takes too long	12	15	10
Easier to return	10	10	10
Some other reason	9	9	9



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## ***In Store Shopping Research***

*Do you go see products in store for your holiday purchases but then buy them online?*

### ***Age/gender***

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	703	89	83	123	173	235	263	425
Yes	20	26	28	21	13	12	24	16
No	80	74	72	79	87	88	76	84

### ***Region***

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	703	39	158	287	50	81	88
Yes	20	15	19	23	14	18	19
No	80	85	81	77	86	82	81

### ***Income***

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	703	88	139	107	75	68	100	13
Yes	20	24	14	21	26	20	27	24
No	80	76	86	79	74	80	73	76

### ***Children***

%	TOTAL	Yes	No
TOTAL (u/w)	703	160	543
Yes	20	24	18
No	80	76	82

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## Reason for online purchases

What is the main reason for buying online rather than in store?

## Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	126	27	23	27	21	28	56	65
Better price or a special offer	42	46	55	36	30	32	31	59
Product is delivered to me	11	13	0	14	12	20	14	6
Don't want to deal with sales people	5	5	9	5	0	0	5	2
Don't want to wait in line	12	24	5	0	9	9	20	1
Convenience	23	12	21	37	45	14	23	23
Some other reason	7	0	9	8	4	25	7	8

## Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	126	6	28	54	7	15	16
Better price or a special offer	42	22	58	38	24	33	56
Product is delivered to me	11	0	11	12	9	0	20
Don't want to deal with sales people	5	0	0	6	15	9	0
Don't want to wait in line	12	24	14	16	0	0	0
Convenience	23	35	8	24	42	50	12
Some other reason	7	19	9	4	10	7	12

## Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	126	18	19	19	20	12	23	3
Better price or a special offer	42	39	48	35	38	46	35	61
Product is delivered to me	11	7	3	4	11	37	19	0
Don't want to deal with sales people	5	9	8	0	6	0	4	0
Don't want to wait in line	12	20	13	37	5	0	0	0
Convenience	23	15	18	18	33	17	31	39
Some other reason	7	8	11	5	7	0	11	0



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**Children**

%	TOTAL	Yes	No
TOTAL (u/w)	126	40	86
Better price or a special offer	42	50	38
Product is delivered to me	11	5	15
Don't want to deal with sales people	5	5	5
Don't want to wait in line	12	8	14
Convenience	23	32	18
Some other reason	7	0	11



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## Canadian Economy

Overall, how much confidence do you have in the current state of Canada's economy?

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1477	211	185	275	317	489	545	905
NET: TOP2	66	64	64	60	73	70	65	67
NET: BTM2	28	28	28	34	25	24	30	25
No confidence at all	12	14	9	14	10	11	13	10
Not much confidence	16	15	19	19	15	14	17	15
Some confidence	37	39	34	30	40	39	35	38
A lot of confidence	29	25	30	30	33	31	30	30
Don't know	6	8	8	7	2	6	5	7



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### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194
NET: TOP2	66	70	72	67	58	51	64
NET: BTM2	28	29	22	26	33	40	30
No confidence at all	12	11	8	11	14	25	12
Not much confidence	16	18	15	16	18	14	18
Some confidence	37	46	35	38	30	32	36
A lot of confidence	29	23	37	29	28	19	28
Don't know	6	1	6	7	9	9	6

### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1477	175	262	222	179	156	225	32
NET: TOP2	66	55	63	68	71	68	75	71
NET: BTM2	28	38	32	25	24	28	21	29
No confidence at all	12	23	9	9	11	11	11	22
Not much confidence	16	16	23	16	13	18	10	7
Some confidence	37	31	32	43	39	38	37	49
A lot of confidence	29	24	31	25	32	30	38	23
Don't know	6	7	5	8	5	3	4	0

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## Children

%	TOTAL	Yes	No
TOTAL (u/w)	1477	347	1130
NET: TOP2	66	63	67
NET: BTM2	28	31	26
No confidence at all	12	17	10
Not much confidence	16	14	17
Some confidence	37	35	37
A lot of confidence	29	27	30
Don't know	6	7	6



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## Household Financial Situation

Thinking about your household's current financial situation would you say that compared to last year at this time, it is....

### Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	1477	211	185	275	317	489	545	905
NET: TOP2	28	28	28	34	25	24	30	25
NET: BTM2	66	64	64	60	73	70	65	67
A lot better	11	18	9	9	7	5	12	9
Somewhat better	21	28	26	22	17	12	26	17
The same	42	33	35	41	49	56	38	46
Somewhat worse	18	14	20	17	21	21	16	20
A lot worse	8	7	10	11	6	6	7	8

### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194
NET: TOP2	28	29	22	26	33	40	30
NET: BTM2	66	70	72	67	58	51	64
A lot better	11	8	14	10	9	3	14
Somewhat better	21	20	20	25	14	14	24
The same	42	37	46	40	50	44	37
Somewhat worse	18	26	15	16	21	24	18
A lot worse	8	9	5	8	6	14	7

### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1477	175	262	222	179	156	225	32
NET: TOP2	28	38	32	25	24	28	21	29
NET: BTM2	66	55	63	68	71	68	75	71
A lot better	11	18	7	8	17	9	9	10
Somewhat better	21	18	22	22	18	26	28	31
The same	42	27	44	44	41	43	39	51
Somewhat worse	18	21	18	19	17	17	18	0
A lot worse	8	16	9	7	7	5	5	8



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## Children

%	TOTAL	Yes	No
TOTAL (u/w)	1477	347	1130
NET: TOP2	28	31	26
NET: BTM2	66	63	67
A lot better	11	12	10
Somewhat better	21	27	19
The same	42	33	46
Somewhat worse	18	16	19
A lot worse	8	11	6



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## Demographics

### Age

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 +
TOTAL (u/w)	1477	211	185	275	317	489

### Gender

%	TOTAL	Male	Female
1477	1477	545	905

### Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1477	103	329	583	103	165	194

### Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1477	175	262	222	179	156	225	32

### Children

%	TOTAL	Yes	No
TOTAL (u/w)	1477	347	1130



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