

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Sample size	1504	202	155	92*	100	506	349	100	735	769	435	525	544	178	258	248	277	249	295	219	266	250	217	259	294	491	497	284	633	476	395

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. *Indicates small sample size

Q01. First, how often, if at all, do you make purchases online?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Multiple times per week	3%	3%	3%	4%	2%	3%	3%	2%	3%	3%	5%	4%	1%	1%	7%	5%	3%	2%	1%	5%	4%	1%	4%	4%	1%	2%	4%	4%	2%	4%	4%
About once a week	7%	8%	10%	6%	3%	7%	8%	6%	8%	7%	9%	8%	5%	6%	12%	12%	6%	6%	4%	11%	9%	5%	7%	8%	5%	7%	6%	12%	6%	8%	9%
2 - 3 times per month	18%	20%	20%	13%	16%	15%	19%	20%	19%	16%	29%	17%	10%	27%	30%	20%	14%	12%	8%	32%	19%	9%	25%	15%	10%	13%	18%	23%	14%	21%	20%
About once a month	19%	18%	19%	27%	21%	21%	18%	17%	19%	19%	21%	22%	16%	22%	20%	23%	21%	17%	15%	17%	22%	18%	24%	21%	14%	20%	18%	23%	18%	16%	25%
Less than once a month	26%	31%	22%	18%	27%	27%	24%	24%	26%	25%	21%	27%	28%	20%	22%	23%	31%	30%	26%	21%	25%	30%	21%	29%	26%	23%	29%	24%	25%	28%	24%
Hardly ever	20%	16%	21%	25%	19%	21%	20%	23%	18%	22%	14%	16%	28%	22%	9%	13%	20%	24%	32%	12%	14%	26%	17%	19%	30%	22%	20%	13%	24%	19%	15%
Never	7%	4%	6%	7%	12%	6%	9%	8%	6%	8%	1%	5%	12%	2%	1%	4%	7%	11%	14%	0%	6%	10%	2%	5%	14%	12%	4%	1%	10%	5%	4%
Net: Weekly	11%	11%	13%	10%	5%	11%	11%	8%	12%	9%	14%	13%	6%	8%	18%	17%	9%	7%	5%	17%	13%	6%	11%	12%	6%	10%	10%	16%	8%	12%	13%
Net: Monthly	37%	37%	38%	40%	37%	36%	36%	37%	39%	35%	49%	38%	26%	49%	49%	43%	34%	29%	23%	50%	41%	27%	49%	36%	25%	32%	37%	46%	32%	37%	45%
Net: Less often	46%	47%	43%	43%	47%	44%	47%	43%	48%	36%	44%	56%	42%	31%	36%	50%	53%	58%	33%	40%	57%	38%	48%	55%	46%	50%	36%	49%	46%	39%	

	Total who make purchases online	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Sample size	1403	192	147	84*	87*	476	319	92*	693	710	430	496	477	175	255	238	258	222	255	218	251	224	212	245	252	432	478	281	568	454	381

Q02. Thinking about all of the non-food purchases you made in the last three months, what percentage of them would you say you made online?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
0	12%	10%	12%	12%	15%	11%	12%	17%	11%	13%	12%	11%	12%	12%	8%	14%	11%	13%	9%	9%	13%	14%	13%	11%	14%	14%	11%	9%	14%	10%	11%
1%-10%	38%	35%	38%	34%	49%	37%	38%	38%	37%	38%	28%	38%	46%	31%	26%	33%	42%	44%	48%	30%	35%	46%	27%	40%	46%	35%	40%	34%	38%	37%	37%
11%-20%	10%	10%	10%	8%	5%	13%	8%	10%	11%	10%	8%	10%	13%	9%	7%	10%	10%	13%	12%	7%	12%	14%	9%	8%	12%	9%	11%	10%	10%	11%	9%
21%-30%	11%	11%	12%	13%	10%	10%	10%	10%	12%	9%	11%	12%	9%	8%	14%	11%	12%	10%	8%	13%	13%	10%	9%	11%	8%	11%	11%	11%	11%	9%	12%
31%-40%	5%	8%	3%	7%	1%	4%	6%	4%	4%	5%	6%	5%	3%	7%	6%	8%	2%	2%	4%	5%	6%	2%	8%	4%	4%	6%	4%	5%	6%	4%	4%
41%-50%	10%	9%	12%	11%	8%	11%	10%	7%	10%	10%	12%	13%	6%	13%	12%	14%	11%	7%	5%	13%	13%	5%	12%	12%	7%	10%	10%	12%	9%	11%	10%
51%-60%	3%	6%	1%	2%	3%	3%	2%	3%	3%	3%	4%	3%	1%	3%	5%	3%	0%	2%	1%	4%	4%	1%	4%	2%	2%	3%	3%	4%	2%	3%	4%
61%-70%	2%	3%	1%	2%	3%	2%	1%	2%	2%	2%	4%	1%	2%	6%	3%	1%	0%	2%	2%	4%	0%	3%	4%	1%	2%	2%	3%	1%	3%	2%	1%
71%-80%	4%	3%	3%	2%	6%	5%	4%	4%	4%	5%	4%	4%	3%	7%	7%	2%	4%	4%	7%	3%	3%	4%	5%	4%	4%	4%	6%	3%	6%	5%	
81%-90%	3%	3%	3%	5%	2%	3%	3%	6%	3%	3%	6%	2%	2%	5%	7%	2%	2%	2%	1%	6%	2%	1%	6%	1%	2%	3%	3%	3%	1%	5%	4%
91%-100%	2%	2%	6%	2%	4%	1%	3%	3%	2%	3%	2%	2%	4%	2%	1%	3%	3%	2%	3%	3%	2%	3%	2%	1%	3%	2%	4%	3%	2%	2%	

Q03. And, a year or two from now, what percentage of your non-food purchases do you expect to be making online?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
0	4%	4%	4%	2%	6%	5%	5%	4%	5%	4%	4%	3%	6%	4%	5%	1%	5%	6%	6%	6%	3%	7%	2%	4%	4%	6%	4%	3%	5%	4%	4%
1%-10%	27%	25%	31%	32%	27%	24%	30%	30%	28%	26%	20%	27%	33%	21%	19%	23%	31%	30%	36%	19%	29%	35%	20%	26%	32%	27%	28%	25%	25%	27%	
11%-20%	14%	13%	14%	11%	16%	15%	14%	15%	14%	15%	12%	13%	18%	13%	11%	12%	15%	19%	17%	11%	13%	17%	12%	13%	18%	14%	16%	12%	16%	14%	13%
21%-30%	14%	15%	16%	6%	17%	14%	11%	12%	12%	15%	13%	14%	13%	15%	11%	13%	16%	13%	14%	11%	13%	13%	14%	13%	16%	14%	13%	12%	16%	13%	15%
31%-40%	7%	7%	5%	7%	2%	7%	6%	7%	7%	6%	7%	6%	7%	5%	8%	7%	4%	7%	7%	7%	7%	6%	6%	4%	8%	8%	6%	5%	6%	7%	
41%-50%	15%	16%	9%	21%	13%	16%	16%	15%	16%	17%	18%	11%	19%	16%	21%	15%	13%	10%	16%	16%	12%	18%	19%	10%	15%	16%	14%	15%	15%	16%	
51%-60%	4%	4%	4%	6%	4%	3%	3%	4%	4%	5%	4%	2%	4%	6%	5%	3%	2%	3%	5%	5%	1%	5%	2%	3%	3%	3%	6%	4%	5%	3%	
61%-70%	3%	3%	2%	5%	4%	3%	3%	4%	3%	4%	2%	5%	3%	1%	5%	6%	3%	2%	1%	7%	4%	2%	4%	2%	1%	2%	2%	5%	4%	5%	
71%-80%	6%	7%	8%	2%	3%	6%	6%	5%	5%	7%	7%	6%	4%	4%	8%	8%	5%	6%	4%	4%	7%	4%	10%	6%	5%	6%	6%	6%	8%	5%	
81%-90%	4%	3%	4%	6%	3%	4%	5%	6%	4%	4%	7%	3%	2%	5%	9%	5%	2%	2%	3%	9%	2%	1%	5%	4%	3%	3%	4%	7%	2%	6%	
91%-100%	2%	2%	5%	2%	4%	2%	2%	2%	2%	2%	3%	2%	1%	4%	2%	2%	2%	2%	1%	4%	2%	1%	3%	2%	2%	2%	1%	2%	3%	1%	

Q03-Q02. Difference between next year and present

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Higher next year	65%	61%	69%	62%	67%	65%	65%	68%	63%	67%	65%	67%	63%	65%	65%	72%	63%	62%	64%	64%	63%	61%	66%	71%	65%	62%	69%	65%	65%	66%	65%
Same	22%	23%	20%	26%	20%	22%	19%	26%	23%	21%	19%	22%	24%	17%	20%	17%	27%	24%	23%	18%	25%	24%	20%	19%	23%	25%	17%	22%	21%	22%	22%
Lower next year	13%	17%	11%	12%	12%	13%	16%	6%	14%	12%	16%	11%	13%	18%	15%	12%	11%	14%	13%	18%	11%	15%	14%	11%	12%	14%	13%	14%	13%	13%	

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Sample size	1504	202	155	92	100	506	349	100	735	769	435	525	544	178	258	248	277	249	295	219	266	250	217	259	294	491	497	284	633	476	395

Q04. What is your overall approach to shopping for non-food items these days? Do you typically:

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Browse and buy online	28%	35%	29%	35%	24%	26%	27%	21%	29%	26%	36%	30%	19%	29%	40%	37%	23%	22%	17%	39%	33%	17%	32%	26%	21%	26%	27%	35%	24%	30%	32%
Browse online and then buy in a physical store	31%	30%	33%	23%	30%	31%	29%	39%	32%	30%	33%	32%	28%	35%	32%	27%	36%	33%	24%	31%	34%	31%	36%	30%	26%	24%	33%	36%	27%	34%	34%
Browse in a physical store and then buy online	6%	6%	9%	6%	5%	6%	7%	4%	7%	5%	9%	6%	5%	11%	8%	5%	6%	4%	5%	11%	6%	6%	7%	5%	3%	5%	7%	6%	8%	6%	
Browse and buy in physical stores	35%	29%	29%	36%	41%	38%	36%	37%	31%	39%	22%	33%	48%	25%	20%	31%	35%	41%	54%	20%	27%	46%	24%	39%	50%	44%	32%	23%	44%	29%	29%

Q05. If given the choice, do you generally prefer to buy online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Online	26%	30%	30%	24%	20%	26%	27%	21%	28%	24%	37%	26%	17%	36%	38%	30%	23%	20%	16%	44%	27%	16%	30%	25%	19%	25%	27%	30%	25%	25%	30%
Physical store	74%	70%	70%	76%	80%	74%	73%	79%	72%	76%	63%	74%	83%	64%	62%	70%	77%	80%	84%	56%	73%	84%	70%	75%	81%	75%	73%	70%	75%	75%	70%

Q06. [Online Summary] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Electronic devices (computers, smartphones, etc.)	33%	34%	35%	31%	24%	33%	36%	28%	38%	29%	43%	34%	25%	37%	47%	37%	31%	26%	24%	49%	37%	30%	38%	30%	21%	27%	35%	39%	28%	33%	42%
Appliances/tools	18%	21%	20%	21%	15%	18%	17%	16%	19%	17%	26%	16%	14%	22%	29%	19%	13%	15%	13%	29%	16%	14%	23%	15%	13%	17%	19%	18%	17%	18%	20%
Entertainment (books, movies, music, video games, etc.)	60%	63%	63%	53%	51%	61%	61%	51%	64%	56%	66%	65%	51%	61%	69%	68%	62%	55%	48%	72%	69%	53%	59%	60%	49%	53%	63%	72%	52%	63%	70%
Clothing/accessories	18%	15%	15%	16%	14%	18%	21%	18%	15%	21%	24%	19%	11%	24%	25%	24%	15%	12%	11%	20%	17%	8%	29%	22%	14%	19%	17%	17%	18%	19%	
Groceries/Food	5%	5%	6%	3%	2%	5%	5%	3%	5%	5%	8%	5%	2%	6%	10%	9%	1%	3%	2%	12%	3%	0%	5%	7%	4%	7%	4%	4%	5%	6%	

Q06. [Physical store Summary] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Electronic devices (computers, smartphones, etc.)	67%	66%	65%	69%	76%	67%	64%	72%	62%	71%	57%	66%	75%	63%	53%	63%	69%	74%	76%	51%	63%	70%	62%	70%	79%	73%	65%	61%	72%	67%	58%
Appliances/tools	82%	79%	80%	79%	85%	82%	83%	84%	81%	83%	74%	84%	86%	78%	71%	81%	87%	85%	87%	71%	84%	86%	77%	85%	87%	83%	81%	82%	83%	82%	80%
Entertainment (books, movies, music, video games, etc.)	40%	37%	37%	47%	49%	39%	39%	49%	36%	44%	34%	35%	49%	39%	31%	32%	38%	45%	52%	28%	31%	47%	41%	40%	51%	47%	37%	28%	48%	37%	30%
Clothing/accessories	82%	85%	84%	86%	82%	79%	82%	85%	79%	76%	81%	89%	76%	75%	76%	85%	88%	89%	80%	83%	92%	71%	78%	86%	81%	83%	83%	83%	82%	81%	
Groceries/Food	95%	95%	94%	97%	98%	95%	97%	95%	95%	92%	95%	98%	94%	90%	91%	99%	97%	98%	88%	97%	100%	95%	93%	96%	93%	96%	96%	96%	95%	94%	

Q06. [Electronic devices (computers, smartphones, etc.)] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Online	33%	34%	35%	31%	24%	33%	36%	28%	38%	29%	43%	34%	25%	37%	47%	37%	31%	26%	24%	49%	37%	30%	38%	30%	21%	27%	35%	39%	28%	33%	42%
Physical store	67%	66%	65%	69%	76%	67%	64%	72%	62%	71%	57%	66%	75%	63%	53%	63%	69%	74%	76%	51%	63%	70%	62%	70%	79%	73%	65%	61%	72%	67%	58%

Q06. [Appliances/tools] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Online	18%	21%	20%	21%	15%	18%	17%	16%	19%	17%	26%	16%	14%	22%	29%	19%	13%	15%	13%	29%	16%	14%	23%	15%	13%	17%	19%	18%	17%	18%	20%
Physical store	82%	79%	80%	79%	85%	82%	83%	84%	81%	83%	74%	84%	86%	78%	71%	81%	87%	85%	87%	71%	84%	86%	77%	85%	87%	83%	81%	82%	83%	82%	80%

Q06. [Entertainment (books, movies, music, video games, etc.)] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Online	60%	63%	63%	53%	51%	61%	61%	51%	64%	56%	66%	65%	51%	61%	69%	68%	62%	55%	48%	72%	69%	53%	59%	60%	49%	53%	63%	72%	52%	63%	70%
Physical store	40%	37%	37%	47%	49%	39%	39%	49%	36%	44%	34%	35%	49%	39%	31%	32%	38%	45%	52%	28%	31%	47%	41%	40%	51%	47%	37%	28%	48%	37%	30%

Q06. [Clothing/accessories] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Online	18%	15%	15%	16%	14%	18%	21%	18%	15%	21%	24%	19%	11%	24%	25%	24%	15%	12%	11%	20%	17%	8%	29%	22%	14%	19%	17%	17%	17%	18%	19%
Physical store	82%	85%	85%	84%	86%	82%	79%	82%	85%	79%	76%	81%	89%	76%	75%	76%	85%	88%	89%	80%	83%	92%	71%	78%	86%	81%	83%	83%	83%	82%	81%

Q06. [Groceries/Food] If given the choice, would you prefer to get each one online or from a physical store?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Online	5%	5%	6%	3%	2%	5%	5%	3%	5%	5%	8%	5%	2%	6%	10%	9%	1%	3%	2%	12%	3%	0%	5%	7%	4%	7%	4%	4%	4%	5%	6%
Physical store	95%	95%	94%	97%	98%	95%	95%	97%	95%	95%	92%	95%	98%	94%	90%	91%	99%	97%	98%	88%	97%	100%	95%	93%	96%	93%	96%	96%	96%	95%	94%