

**qS1 We have a few questions about your seasonal/holiday shopping. Approximately what percentage have you done so far? Enter a number between 0 and 100.**

	Total 100% (1130)	
0%	10%	112
1-24%	11%	125
25-49%	9%	106
50-74%	23%	259
75-99%	35%	401
100%	11%	127

**S1 (2) Changing the topic slightly, we have a few questions about your seasonal/holiday shopping. Approximately what percentage have you done so far? Enter a number between 0 and 100.**

	Total		Gender				Age Range						BC Regions						HH Income			
	100% (1341)   W		Male		Female		18-34		35-54		55+		Metro Vancouver		Vancouver		Rest of BC		<\$75K		\$75K+	
Answered the previous question	86%	1151	85%	553	87%	598	88%	313	88%	388	83%	450	85%	549	89%	217	86%	385	83%	539	88%	474
None, and I don't plan to do any	14%	190	15%	97	13%	93	12%	43	12%	53	17%	93	15%	100	11%	28	14%	62	17%	109	12%	66

## S2 Approximately what percentage of your seasonal/holiday shopping will you do online this year? Enter a number between 0 and 100.

	Total 100% (1130)	
0%	21%	237
1-24%	20%	230
25-49%	14%	156
50-74%	25%	283
75-99%	17%	187
100%	3%	37

**S3 Compared to last year, how will your seasonal/holiday shopping online this year compare? Choose one.**

	Total		Gender				Age Range						BC Regions			HH Income						
	100% (1130)   W 100% (1151)		100% (539)   W 100% (553) A	100% (580)   W 100% (598) B	100% (474)   W 100% (313) C	100% (389)   W 100% (388) D	100% (267)   W 100% (450) E	100% (859)   W 100% (549) F	100% (114)   W 100% (217) G	100% (157)   W 100% (385) H	100% (509)   W 100% (539) I	100% (454)   W 100% (474) J										
More Online (NET)	33%	379	38%	212 B	28%	167	41%	129 E	36%	139 E	25%	112	32%	174	37%	81	32%	124	29%	158	38%	181 I
I'll do a lot more online than last year	11%	122	14%	77 B	7%	45	19%	60 D, E	10%	39	5%	22	9%	49	15%	32	10%	40	12%	62	11%	51
I'll do a little more online than last year	22%	258	24%	135	20%	122	22%	69	26%	99	20%	89	23%	125	22%	49	22%	84	18%	96	28%	131 I
I'll do about the same online as last year	45%	516	43%	235	47%	280	38%	118	43%	166	51%	231 C	43%	239	47%	101	46%	176	45%	240	44%	209
Less Online (NET)	22%	256	19%	105	25%	151	21%	66	21%	83	24%	107	25%	136	16%	35	22%	85	26%	141 J	18%	84
I'll do a little less online than last year	9%	109	8%	45	11%	64	12%	37	11%	44	6%	28	10%	53	7%	14	11%	41	11%	57	9%	42
I'll do a lot less online than last year	13%	148	11%	60	15%	87	9%	29	10%	40	18%	80 C, D	15%	83	9%	21	11%	44	16%	84 J	9%	42

**34 Overall, compared to shopping in stores, what do you believe the environmental impact is of shopping online? Choose one**

	Total		Gender		Age Range			Metro Vancouver			BC Regions			HH Income								
	100% (1130)   W	100% (1151)	100% (539)   W	100% (580)   W	100% (474)   W	100% (389)   W	100% (267)   W	100% (859)   W	100% (114)   W	100% (157)   W	100% (509)   W	100% (454)   W	100% (539)   W	100% (474)   W	100% (474)   W							
			A	B	C	D	E	F	G	H	I	J										
Better (NET)	29%	330	35%	193 B	23%	137	35%	109 D	23%	90	29%	132	28%	154	30%	65	29%	111	31%	166	28%	132
Shopping online is a lot better for the environment than shopping in stores	7%	80	10%	57 B	4%	22	10%	30 E	9%	36 E	3%	14	7%	38	10%	22	5%	20	8%	43	7%	34
Shopping online is a little better for the environment than shopping in stores	22%	250	25%	136	19%	115	25%	79 D	14%	53	26%	118 D	21%	117	20%	43	24%	91	23%	123	21%	98
Shopping online has about the same impact on the environment as shopping in stores	42%	479	40%	220	43%	259	32%	99	46%	179 C	44%	200 C	38%	211	39%	85	48%	183	43%	230	38%	181
Worse (NET)	30%	342	25%	140	34%	202 A	34%	105	31%	119	26%	118	33%	184 H	31%	67	24%	91	27%	143	34%	161
Shopping online is a little worse for the environment than shopping in stores	21%	245	19%	103	24%	142	25%	78	20%	76	20%	90	23%	125	22%	48	18%	71	18%	98	25%	118
Shopping online is a lot worse for the environment than shopping in stores	8%	97	7%	37	10%	60	9%	27	11%	43	6%	28	11%	58	9%	19	5%	20	8%	46	9%	43

**S5 How much do you agree or disagree with the following statements about online shopping? Choose one for each row.**

		Gender						Age Range						BC Regions						HH Income			
		Total 100% (1130)   W 100% (1151)		Male 100% (539)   W 100% (553) A		Female 100% (580)   W 100% (598) B		18-34 100% (474)   W 100% (313) C		35-54 100% (389)   W 100% (388) D		55+ 100% (267)   W 100% (450) E		Metro Vancouver 100% (859)   W 100% (549) F		Vancouver Island 100% (114)   W 100% (217) G		Rest of BC 100% (157)   W 100% (385) H		<\$75K 100% (509)   W 100% (539) I		\$75K+ 100% (454)   W 100% (474) J	
Online deliveries are more fuel efficient and have less impact on the environment because one truck makes many deliveries, rather than many shoppers driving to stores	Total Disagree (NET)	31%	358	31%	170	31%	188	32%	101	27%	105	34%	152	33%	179	25%	55	32%	124	31%	167	30%	89
	Strongly disagree	4%	48	4%	23	4%	25	5%	15	3%	13	4%	20	6%	35	1%	3	3%	10	3%	18	5%	21
	Somewhat disagree	27%	310	27%	147	27%	164	27%	86	24%	92	29%	132	26%	144	24%	52	30%	114	28%	149	25%	69
	Total Agree (NET)	69%	793	69%	383	69%	410	68%	211	73%	283	66%	298	67%	370	75%	162	68%	261	69%	372	70%	216
	Somewhat agree	49%	563	49%	272	49%	291	49%	153	52%	202	46%	209	46%	253	49%	107	53%	203	48%	257	50%	146
	Strongly agree	20%	230	20%	111	20%	119	19%	59	21%	82	20%	90	21%	117	25%	55	15%	58	21%	115	20%	70
	Total	100%	1151	100%	553	100%	598	100%	313	100%	388	100%	450	100%	549	100%	217	100%	385	100%	539	100%	305
	Deliveries of online purchases mean more trucks causing pollution	Total Disagree (NET)	36%	415	41%	225 B	32%	189	38%	118	37%	143	34%	153	31%	168	35%	76	45%	171 F	35%	191	40%
Strongly disagree		5%	58	7%	36	4%	21	4%	14	6%	25	4%	19	4%	20	7%	16	6%	22	4%	24	6%	16
Somewhat disagree		31%	357	34%	189	28%	168	33%	105	30%	118	30%	134	27%	148	28%	60	39%	149 F	31%	167	34%	87
Total Agree (NET)		64%	736	59%	327	68%	409 A	62%	195	63%	245	66%	297	69%	381 H	65%	142	55%	213	65%	348	60%	203
Somewhat agree		45%	521	42%	233	48%	288	42%	131	42%	162	51%	228	45%	249	51%	111	42%	160	48%	257	42%	132
Strongly agree		19%	215	17%	94	20%	121	20%	64	21%	82	15%	69	24%	132 H	14%	31	14%	53	17%	91	18%	71
Total		100%	1151	100%	553	100%	598	100%	313	100%	388	100%	450	100%	549	100%	217	100%	385	100%	539	100%	305
Stores have nearly as much packaging waste as online shopping, we just don't see it		Total Disagree (NET)	24%	273	23%	129	24%	144	20%	63	21%	83	28%	127	25%	135	26%	57	21%	80	20%	109	25%
	Strongly disagree	2%	27	2%	12	2%	15	3%	9	3%	13	1%	4	4%	23	1%	2	1%	2	2%	10	3%	15
	Somewhat disagree	21%	246	21%	117	22%	129	17%	54	18%	69	27%	122 C, D	21%	113	25%	55	20%	78	18%	99	22%	57
	Total Agree (NET)	76%	878	77%	424	76%	454	80%	249	79%	305	72%	323	75%	414	74%	160	79%	305	80%	430	75%	233
	Somewhat agree	52%	600	52%	286	52%	314	50%	155	52%	200	54%	245	52%	287	53%	115	51%	198	52%	283	51%	161
	Strongly agree	24%	278	25%	138	23%	141	30%	94 E	27%	105 E	17%	79	23%	127	21%	45	28%	106	27%	148	24%	73
	Total	100%	1151	100%	553	100%	598	100%	313	100%	388	100%	450	100%	549	100%	217	100%	385	100%	539	100%	305
	Online shopping creates a lot more packaging waste than shopping at stores	Total Disagree (NET)	33%	381	36%	199	30%	182	34%	106	36%	139	30%	136	26%	145	34%	74	42%	162 F	33%	176	36%
Strongly disagree		5%	63	7%	39	4%	24	9%	27 E	7%	27 E	2%	9	4%	19	11%	23 F	5%	20	5%	29	6%	14
Somewhat disagree		28%	317	29%	159	26%	158	25%	80	29%	111	28%	127	23%	126	23%	50	37%	142 F, G	27%	147	29%	83 M
Total Agree (NET)		67%	770	64%	354	70%	416	66%	207	64%	249	70%	314	74%	404 H	66%	144	58%	223	67%	363	64%	209
Somewhat agree		41%	474	42%	232	40%	242	36%	113	42%	163	44%	198	42%	233	44%	95	38%	145	43%	231	38%	125
Strongly agree		26%	297	22%	123	29%	174	30%	94	22%	86	26%	116	31%	171 H	22%	49	20%	77	24%	132	26%	83
Total		100%	1151	100%	553	100%	598	100%	313	100%	388	100%	450	100%	549	100%	217	100%	385	100%	539	100%	305