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Nova Scotia Department of Finance Cross-Border Shopping Survey (*Wave 3*)

November 2011

Final Report



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1.0 Executive Summary

1.1 Background, Purpose, and Methodology

The Nova Scotia Department of Finance commissioned Thinkwell Research to conduct a third wave of research to further measure cross-border shopping activity among residents of Cumberland County, Nova Scotia (hereafter referred to as “Wave 3”). This study is a follow-up to a survey conducted on the same topic in October of 2010 among Cumberland County Residents (hereafter referred to as “Wave 2”), and a study conducted in March of 2010 with residents of Cumberland County and Westmorland County, New Brunswick (hereafter referred to as “Wave 1”).

In consultation with Thinkwell Research, the Nova Scotia Department of Finance developed the survey instrument. The questionnaire can be seen in Section 5.0.

The Wave 1 survey was conducted by telephone among a random sample of 400 Cumberland County and 400 Westmorland County (NB) residents, 18 years of age and older. Data was weighted by age and gender to ensure the final sample was representative of each county’s population. The margin of error in each county for this survey was +/- 4.9 percentage points, 19 times out of 20.

The interviews were conducted between March 26 and April 1, 2010 by IMP Customer Care – Market Research Division, from their call centre facility in Windsor, Nova Scotia.

The Wave 2 survey was conducted by telephone among a random sample of 800 Cumberland County residents, 18 years of age and older. Data was also weighted by age and gender to ensure the final sample was representative of Cumberland County’s population. The margin of error for this most recent survey is +/- 3.4 percentage points, 19 times out of 20.

The interviews for Wave 2 were conducted between September 27th, and October 4th, 2010 by IMP Customer Care – Market Research Division, from their call centre facility in Windsor, Nova Scotia.

The Wave 3 survey was conducted by telephone among a random sample of 802 Cumberland County residents, 18 years of age and older. Data was also weighted by age and gender to ensure the final sample was representative of Cumberland County’s population. The margin of error for this most recent survey is +/- 3.4 percentage points, 19 times out of 20.

The interviews for Wave 3 were conducted between September 27th, and October 7th, 2011 by IMP Customer Care – Market Research Division, from their call centre facility in Windsor, Nova Scotia.

For the purposes of this report, phone exchanges were collapsed into categories to identify geographical differences among responses. Three geographical areas were identified; those with exchanges in the Amherst area (“Amherst”), those with exchanges close to the border but outside of the Amherst area (“middle”), and those further away from the border and towards the edge of the county bordering Colchester County (“outer”).

1.2 Key Findings

- Travel to New Brunswick for shopping purposes remains consistent. Half (50%) of Cumberland residents say they travel to New Brunswick at least a few times a month for shopping purposes compared to 53% in Wave 2, and 46% in Wave 1.
- Similar to previous waves of research, Amherst-area residents (63%, unchanged from Wave 2) continue to demonstrate a higher likelihood of shopping across the provincial border than residents in the middle (45%, down 8) and outer (34%, unchanged) parts of Cumberland County.
- Cumberland residents are slightly less likely to make 25 per cent or more of their routine (23%, down 5 from Wave 2) purchases in New Brunswick when compared to last wave of research. This figure is now similar to the result in Wave 1 (24%). The number who report making 25 per cent or more of their *major* purchases remains very consistent (20%, down 1).
- As seen in Wave 1 and Wave 2, frequent routine and major item cross-border shoppers (those making 25 per cent or more of purchases) in Cumberland County are more likely to be younger than the county norm, have higher household incomes, and are most likely to reside in the Amherst-area.
- Moncton continues to be the primary destination for cross-border shopping activity (86%, up 4, up 6) for Cumberland residents. Common shopping destinations for Cumberland residents *within* Nova Scotia also continue to be the major urban centres of Amherst (53%, down 3), HRM (20%, down 2), and Truro (16%, up 2). There continue to be significant regional differences with respect to in-province shopping destinations.
- As with previous waves of research, competitive pricing continues to be the top consideration for Cumberland residents when choosing a retailer for routine items. The same is also true for major items, where competitive pricing is the primary reason cited for cross-border shopping in Wave 2 and Wave 3 of the research.
- Lower prices and taxes (67%, down 2, down 5) continues to drive routine purchases in New Brunswick among Cumberland residents who make 25 per cent or more of their routine purchases across the border. The same is also true, among those who make 25 per cent or more of major purchases in New Brunswick (61% cite lower prices and taxes, compared to 58% in Wave 2, and 36% in Wave 1).

- There continues to be minimal changes in the perceptions of the prices of routine and major items across the border. More than six in ten continue to say routine items are less expensive (63%, down 8 from Wave 2) while there is a slight increase in the number who say that major items are less expensive in New Brunswick (38%, up 4).
- Compared to Wave 2, Cumberland residents report slightly less shopping activity across the border as a result of the HST increase in July 2010. Less than one in four (22%, down 7) now say they shop in New Brunswick more often because of the tax increase.
- More than half (53%) of Cumberland residents say they are aware of the recent tax increase for petroleum products in New Brunswick while the majority (71%) of those aware say it has not changed their shopping behaviour.

2.0 Detailed Findings

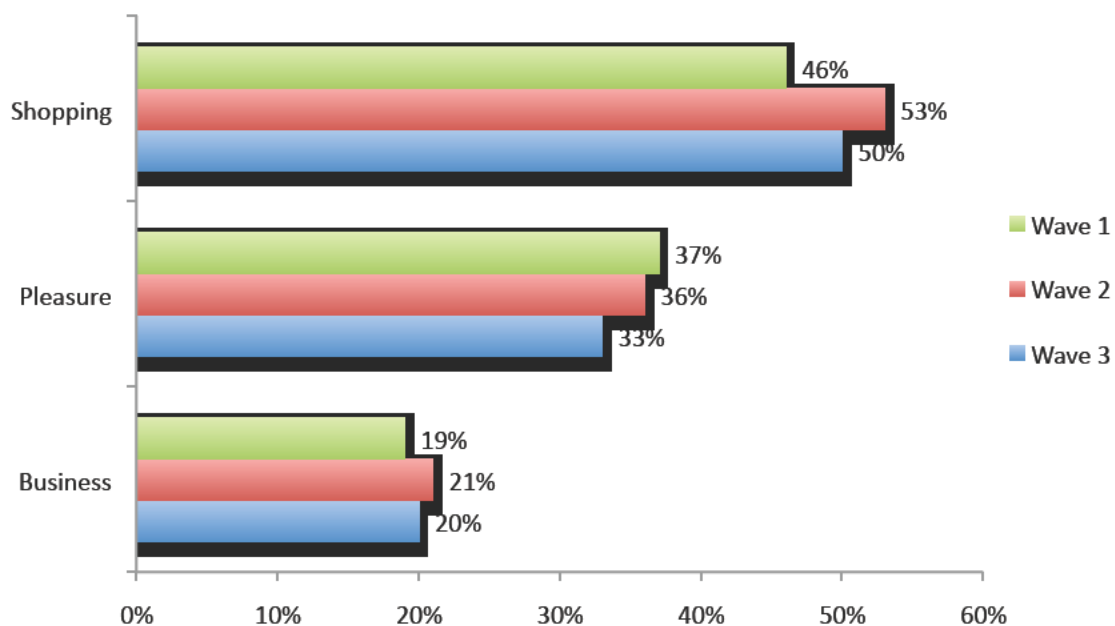
2.1 Cross-Border Travel

2.1.1 Frequency of travel

Among Cumberland County residents, travel to New Brunswick for shopping, pleasure, and business purposes remains consistent from previous waves of research conducted in March (Wave 1) and October of 2010 (Wave 2).

There continues to be a slight decline in the portion of Cumberland residents who travel to New Brunswick for pleasure (33%, down 3 from Wave 2, down 4 from Wave 1). Increases in travel for shopping (50%, down 3 from Wave 2, up 4 from Wave 1) and business (20%, down 1 from Wave 2, up 1 from Wave 1) purposes experienced in Wave 2 have been diminished in this most recent wave.

Figure 1: Cross-border travel among county residents (at least a few times per month)



As seen in the research conducted in Wave 1 and Wave 2, residents of the Amherst area continue to be more likely to travel to New Brunswick more frequently for the above-mentioned purposes, followed by those within the middle region and the outer region (see Table 1).

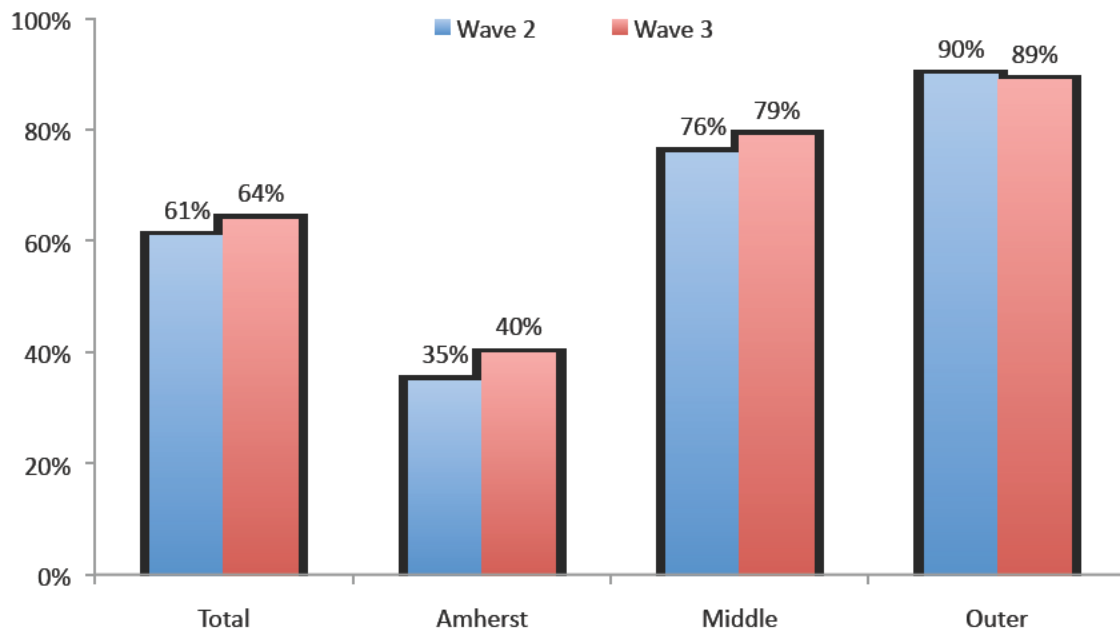
Table 1: Travel to New Brunswick by region (at least a few times a month)

	Wave 1				Wave 2				Wave 3			
	Total	Am.	Mid.	Out.	Total	Am.	Mid.	Out.	Total	Am.	Mid.	Out.
Shopping	46%	61%	47%	19%	53%	63%	53%	34%	50%	63%	45%	34%
Business	19%	24%	20%	13%	21%	25%	23%	10%	20%	25%	20%	12%
Pleasure	37%	51%	39%	13%	36%	44%	36%	23%	33%	45%	29%	19%

2.1.2 Shopping destinations

Among those who travel to New Brunswick to shop, there continues to be an increase in the portion of Cumberland County residents who say they travel to the large urban centre of Moncton, Riverview, Dieppe (86%, up 4 from Wave 2). Representing a slight decline, 11% now indicate they travel to the Sackville/Aulac region (down 4).

Representing a slight increase compared to cross-border shopping activity in Wave 2, 64% (down 3 from Wave 2) of Cumberland County residents say they travel outside of their community but *within* Nova Scotia to shop at least a few times a month. As seen in Figure 2, the proximity to the provincial border is a strong predictor of response to this question.

Figure 2: Travel outside of community but within Nova Scotia for shopping by region (at least a few times a month)

More than half of Cumberland residents say they travel to Amherst (53%, down 3 from Wave 2) when they travel outside of their community to shop. Additional common responses include Halifax (20%, down 2) and Truro (16%, up 2). Similar to the previous wave of research, the geographical area within the county is a strong predictor of the frequency of travel to each of the centres – see Table 2.

Table 2: Travel to destinations within Nova Scotia for shopping by region¹.

Destination / Region	Wave 2				Wave 3			
	Total	Amherst	Middle	Outer	Total	Amherst	Middle	Outer
Amherst	56%	33%	86%	55%	53%	31%	84%	55%
Halifax	22%	46%	8%	5%	20%	43%	2%	3%
Truro	14%	13%	4%	28%	16%	17%	7%	26%

Cumberland residents in Amherst are most likely to travel to Halifax, while those in the middle and outer regions are most likely to travel to Amherst. This is an identical result to Wave 2.

2.2 Preferred Retailer Characteristics

2.2.1 Important retailer characteristics for major purchases

When deciding where to make major purchases such as, vehicles, electronics, appliances, and furniture less than one quarter (24%, down 6 from Wave 2) of Cumberland residents say that *competitive pricing* is the top consideration - a decrease from the previous wave. Additional top mentions include *service* (14%, down 1) followed by *quality* (5%, down 1).

Age continues to be a predictor for choosing *competitive pricing* as the most important characteristic. Residents between the ages of 35 and 54 (30%, down 8 from Wave 2) continue to be more likely to cite cost as the most important factor than those between the ages of 18 and 34 (19%, down 14), and those 55 years of age and older (22%, unchanged).

2.2.2 Important retailer characteristics for routine purchases

Similar to the last wave of research, slightly more than one-third (35%, unchanged from Wave 2) of Cumberland residents state that *competitive pricing* is single most important factor when deciding where to make routine purchases such as food, milk, clothing,

¹ The Amherst-area region includes communities that lie just outside of the Town itself. This explains why a notable number of Amherst-area respondents report that they typically visit Amherst when shopping outside of their "own" community.

gasoline, and cigarettes. Additional important factors include *convenience of the location* (14%, down 2) and the *variety of selection* (6%, down 1).

Table 3: Competitive pricing as the most important characteristic when choosing a retailer (Cumberland County)

	Major items		Routine items	
	Wave 2	Wave 3	Wave 2	Wave 3
Total	30%	24%	35%	35%
18-34	33%	19%	36%	36%
35-54	38%	30%	40%	41%
55+	22%	22%	30%	30%

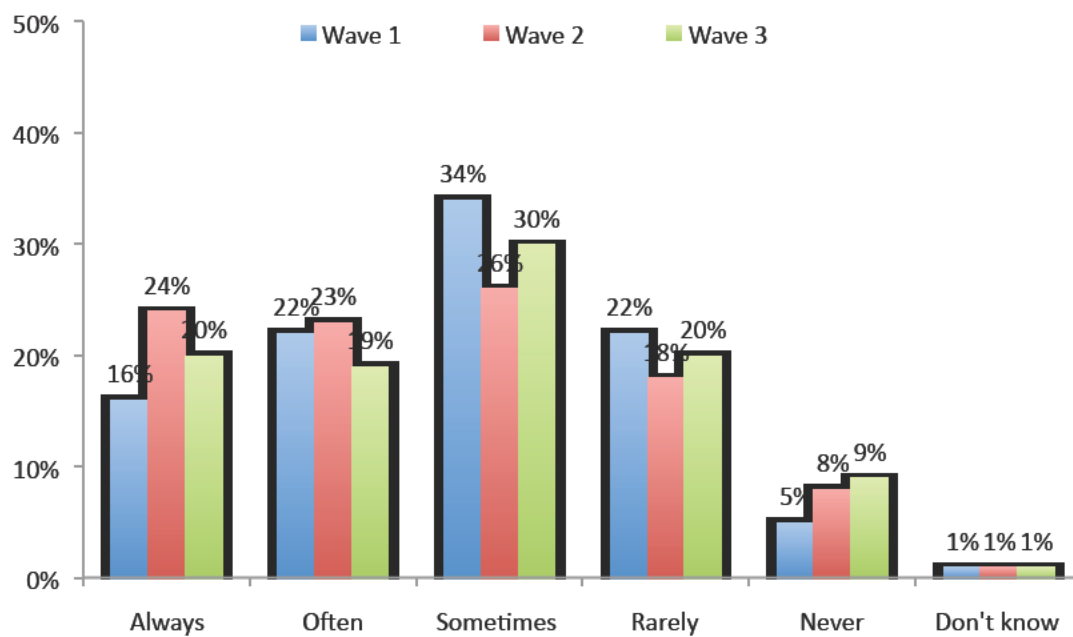
Age also continues to be a predictor of the likelihood of selecting competitive pricing as the top consideration when making routine purchases. As seen in Table 3, the results from Wave 2 and Wave 3 for routine purchases by age category is almost identical, with individuals between the ages of 35 and 54 continuing to show a higher likelihood of citing cost.

2.3 Cross-Border Shopping Activity

2.3.1 Frequency of cross-border shopping

Close to four in ten Cumberland County residents who say they cross the provincial border for shopping, business or pleasure purposes say they purchase items they might otherwise buy in Nova Scotia either *always* (20%, down 4 from Wave 2) or *often* (19%, down 4)². Three in ten residents say they make purchases *sometimes* (30%, up 4) while two in ten say they do so *rarely* (20%, up 2). Similar to the previous wave, less than one in ten say *never* (9%, up 1 from Wave 2).

Figure 3: Frequency of purchasing items in other province



Similar to the previous waves of research, higher household incomes are correlated with a stronger likelihood to *always* make purchases they might otherwise make in Nova Scotia. Residents with incomes over \$100,000 (28%, down 8 from Wave 2) are far more likely to report *always* making purchases compared to those with incomes less than \$30,000 (13%, down 9).

² The decrease in the proportion of “often” respondents is statistically significant at a 95% confidence level (2-tailed test).

2.3.2 Level of cross-border shopping

Representing an increase from Wave 2 and a return to the Wave 1 result, close to six in ten (59%, down 6 from Wave 2, unchanged from Wave 1)³ Cumberland residents say they make less than 25 per cent of their routine purchases in New Brunswick.

Additionally, 14% say they make between 25 and 50 percent of their routine purchases in New Brunswick while less than one in ten say either 51 to 75 percent (7%) or 75% or more (2%). With an identical result to Wave 2, less than one in five (17%, unchanged) do not make any routine purchases in New Brunswick in a typical month.⁴

Table 4: Cross-border routine and major purchases by wave of research

	Routine items			Major items		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
None/nothing	15%	17%	17%	15%	17%	17%
Less than 25%	59%	53%	59%	64%	61%	61%
25% to 50%	16%	18%	14%	13%	13%	11%
51% to 75%	5%	8%	7%	5%	4%	4%
75% +	3%	2%	2%	3%	4%	5%
Don't know	1%	<1%	1%	1%	1%	2%

As seen in both previous waves, residents are more likely to say they make less than 25 percent of their major purchases (61%, unchanged from Wave 2, down 3 from Wave 3) compared to routine purchases. Slightly more than one in ten (11%) say they make between 25 and 50 percent of their major purchases in New Brunswick while less than one in ten say either 51 to 75 percent (4%) or 75 percent or more (5%). The frequency of purchases for major items has remained very consistent through the three waves of research – see Table 4.

2.3.3 Profile of frequent cross-border shoppers in Cumberland County

The demographic profile of frequent (25 per cent or more of purchases) cross-border shoppers (routine and major items) in Cumberland County remains consistent with the previous waves of research conducted in 2010. In all studies, cross-border shoppers are more likely to be younger than the county norm, report higher household incomes and are over-represented in the Amherst region of the county; and conversely, are under-represented in the outer areas.

³ This represents a statistically significant increase to a 95% confidence level (2-tailed test).

⁴ Includes those who never travel to New Brunswick, or who never buy items in New Brunswick they would normally buy in Nova Scotia.

2.3.4 Reasons for cross-border purchases

The majority of Cumberland residents who make 25 percent or more of their routine purchases across the border continue to say they do because of *lower prices and taxes* (67%, down 2 from Wave 2, down 5 from Wave 1). Representing an increase from Wave 2, two in ten say they cross the border for routine items because of *better selection and product availability* (20%, up 8, up 9). Also of note, only 1% of frequent shoppers say they cross the border for *cheaper gas*, compared to 7% who reported the same in the last wave of research.

Continuing a trend that emerged in Wave 2, more than half of the frequent cross-border shoppers for major items are most likely to cite price and taxes as their primary reason (61%, up 3 from Wave 2, up 25 from Wave 1). Less than one in three residents now say their top reason for cross-border major purchases is selection and product availability (31%, down 3 from Wave 2, down 7 from Wave 1).

Table 5: Reasons for cross-border purchases (Cumberland residents)

Reason	Routine items			Reason	Major items		
	Wave 1 n=100	Wave 2 n=235	Wave 3 n=186		Wave 1 n=81	Wave 2 n=169	Wave 3 n=164
Price/cheaper/less taxes	72%	69%	67%	Selection/product availability/variety	38%	34%	31%
Selection/product availability/variety	11%	12%	20%	Price/cheaper/less taxes	36%	58%	61%
Closest place to where I live/convenient	6%	1%	2%	Closest place to where I live/convenient	12%	3%	4%
Going for cheaper gas, so other purchases are made	5%	7%	1%	Better quality/service	6%	3%	-
Traveling through there already	3%	3%	5%	Better companies/easier to do business with	1%	0%	-
Other	4%	5%	4%	Other	6%	2%	2%
Don't know	0%	3%	1%	Don't know	2%	1%	1%

Cumberland County residents between the ages of 18 and 34 are far more likely to cite lower prices and taxes as their primary reason to make major purchases in Nova Scotia than older residents. The same is also true for routine purchases, albeit to a less extent.

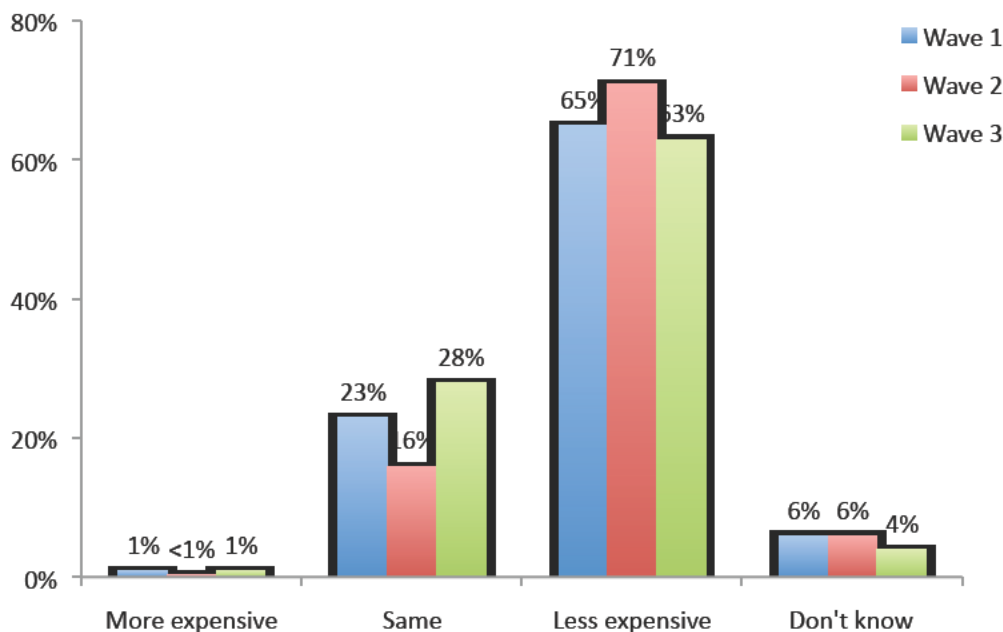
2.4 Perceptions of Cross-Border Price Differences

Similar to the last two waves of research, Cumberland residents perceive prices to be lower in New Brunswick overall. The perceived price gap also continues to be greater for routine purchases than for major items.

2.4.1 Cumberland County perceptions of New Brunswick prices

While the proportion of Cumberland residents who believe that prices for routine items are less expensive in New Brunswick (see Figure 4) remains consistent, the degree to which they believe the prices differ has changed from the previous wave. Close to two thirds (63%)⁵ of Cumberland residents believe the prices of routine items in New Brunswick are either *a lot* (17, down 16 from Wave 2, down 10 from Wave 1) or *a little* (46%, up 10, up 10) *less expensive* than in Nova Scotia. The total proportion believing that routine items are less expensive is now similar to the first wave of research (63%, compared to 65%).

Figure 4: Perceptions of cross-border routine item price differences (NB compared to NS)



Very few residents continue to believe that routine items are *a little or a lot more expensive* (1% or less in all three waves of research). More than one quarter of residents say they perceive prices of routine items to be the same (up 12 from Wave 2).⁶

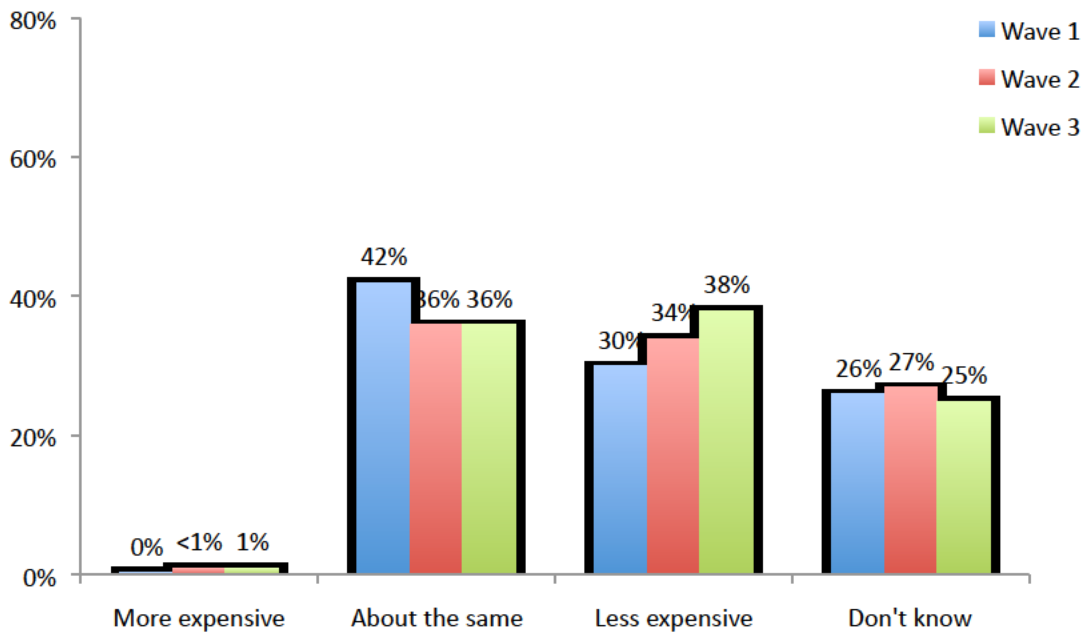
⁵ This is a statistically significant decrease at a 95% confidence level (2-tailed test)

⁶ This is a statistically significant increase at a 95% confidence level (2-tailed test)

The frequency that residents make routine purchases when traveling continues to be strongly correlated to the degree to which the prices are perceived to be less expensive. Similar to Wave 2, residents who say they *always* make purchases when traveling across the border are more likely to perceive prices to be less expensive than those who say they make purchases *often, sometimes, or rarely*.

Residents also continue to perceive the cost of major items in New Brunswick to be less expensive as well, but to a lesser extent than for routine items. Reaching its highest level since the research began, close to four in ten Cumberland residents believe major item prices are either *a little* (27, up 2 from Wave 2) or *a lot* (11, up 2) less expensive than prices in Nova Scotia. Similar to routine items, only 1% believe that major items are *a little or a lot more expensive* in New Brunswick.

Figure 5: Perceptions of cross-border major item prices differences (NB compared to NS)



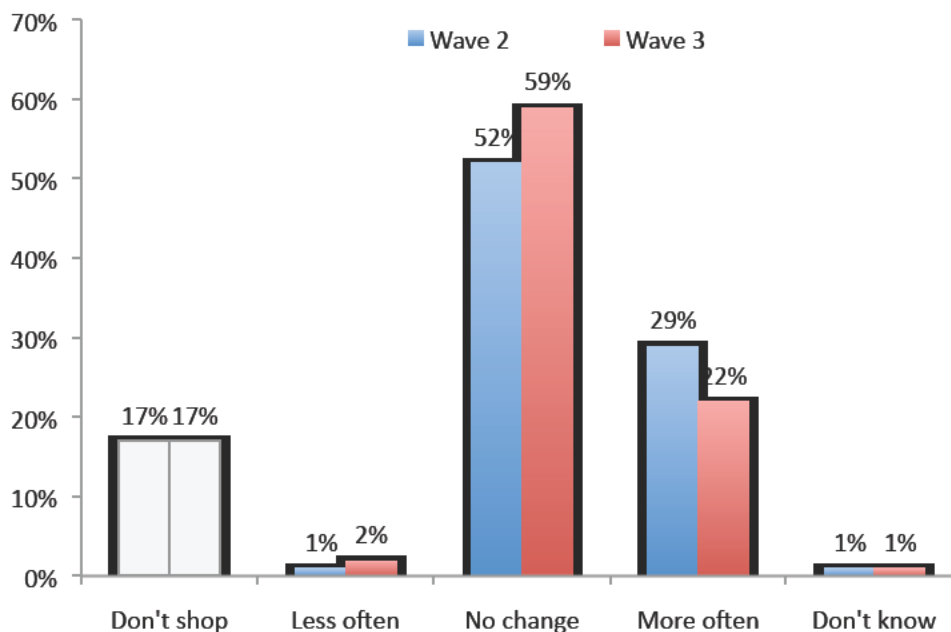
The proximity to the provincial border also continues to be a determinant of the degree to which residents perceive prices to be less expensive in New Brunswick. While the differential is less pronounced than Wave 2, close to two thirds (65%, down 13) of Amherst-area residents believe that routine items are less expensive in New Brunswick, compared to 56% (up 2) of those in the outer region. Representing a differential more pronounced than in Wave 2, Amherst residents (47%, up 10) continue to be more likely than those living in the outer region (20%, down 4) to believe that major items are less expensive.

2.5 Changes in Shopping Behaviour Related to Tax Changes

2.5.1 HST tax changes

The Harmonized Sales Tax (HST) was increased in Nova Scotia from 13% to 15% on July 1, 2010. Cumberland residents were asked in Wave 2 and in this most recent wave of research if their shopping behaviour changed as a result of the increase. Close to six in ten (59%, up 7 from Wave 2)⁷ residents say the frequency of their cross border shopping has not changed as a result of the increase. Consequently, less than one in four (22%) residents say they purchase items more often in New Brunswick as a result of the increase – a 7 point decrease from Wave 2⁸. Also, similar to the previous research, very few (2%) residents say they make purchases across the border less often. The remaining 17% say they do not shop in New Brunswick.

Figure 6: Changes in shopping behaviour as a result of HST increase



The most common items purchased more frequently because of the tax increase remain roughly similar to the previous wave of research. Gasoline (51%, down 27 from Wave 2) and food/groceries (36%, unchanged) continue to top the list while electronics (31%, up 14) has increased. Other common mentions include cigarettes (28%, down 3), clothing (29%, up 1), milk (11%, down 11), furniture (11%, unchanged), and vehicles (10%, up 3).

⁷ This is a statistically significant increase at a 95% confidence level (2-tailed test)

⁸ This is a statistically significant decrease at a 95% confidence level (2-tailed test)

Table 6: Items purchased more frequently as a result of HST increase

Item	Wave 2 n=235	Wave 3 n=173
Gasoline	78%	51%
Food/groceries	36%	36%
Cigarettes	31%	28%
Clothing	28%	29%
Milk	22%	11%
Electronics	17%	31%
Furniture	11%	11%
Alcohol	7%	3%
Vehicles	7%	10%
Anything/everything	5%	2%
Appliances/household items	4%	6%
Renovations/building supplies/tools	3%	2%
Other	9%	13%

2.5.2 Motive Fuel tax changes

In March of this year, the Province of New Brunswick increased the tax on petroleum products such as gasoline and diesel. Residents of Cumberland who cross the border for various purposes were asked if they were aware of the increase prior to completing the survey. More than half (53%) say they were aware of the increase across the border. Those most likely to be aware are males (65%), those with annual household incomes greater than \$100,000 (62%), individuals 55 years of age and older (60%), and Amherst-area residents (56%).

Among those who were aware, 10% say they buy fuel across the border *more often* as a result of the increase while close two in ten (18%) say they purchase fuel in New Brunswick *less often*. The vast majority (71%) say there has been *no change* in their behaviour as a result of the tax increase.

3.0 Methodology

3.1 Survey design

The questionnaire was designed by the Department of Finance in consultation with Thinkwell Research.

3.2 Sample Design and Selection

The sample for this study was generated through “Survey Sampler,” an ASDE Incorporated product (Hull, PQ.). This product uses a Random Digit Dialing (RDD) methodology. To improve geographic stratification, reduce not-in-service numbers, and distinguish between business and residential numbers, ASDE Survey Sampler checks each sampled number against published phone lists to assign a probability that the number is active. This dual component approach permits the elimination of the most grievous and costly faults of standard RDD, while maintaining full RDD equivalence. For more information on the procedures used to create this sample, please visit <http://www.surveysampler.com/en/sampling/method.html>.

The data was weighted by age and gender to ensure the final sample was representative of Cumberland County, Nova Scotia.

3.3 Survey Administration

The Wave 3 survey was conducted between September 27 and October 7, 2011. IMP Customer Care - Market Research Division conducted the survey from their call centre facility in Windsor, Nova Scotia. All interviewing was conducted by fully-trained (Marketing Research Association Professional Interviewer Training Program) and supervised interviewers. At a minimum, 5 percent of calls were validated randomly through telephone and visual monitoring with at least 75% of each interview monitored.

3.4 Completion results

The rate of response for the survey was 11 per cent. The response rate is calculated as the number of cooperative contacts (829) divided by the total number of eligible numbers attempted (7663). The final disposition of all telephone numbers called is shown below in accordance with the Marketing Intelligence and Research Association's *Empirical Method of Response Rate Calculation Formula*.

A (1-14)	Total Attempted	7825
1	Not in service	28
2	Fax	56
3	Invalid #/Wrong#	78
B (4-14)	Total Eligible	7663
4	Busy	26
5	Answering machine	2897
6	No answer	0
7	Language barrier	39
8	Ill/Incapable	0
9	Eligible not available/Callback	2950
C (10-14)	Total Asked	1751
10	Household/Company Refusal	0
11	Respondent Refusal	600
12	Qualified Termination	322
D (13-14)	Co-operative Contact	829
13	Not Qualified	27
14	Completed Interview	802
	REFUSAL RATE	53%
	(10+11+12) / C	
	RESPONSE RATE	11%
	D (13-14) / B (4-14)	

3.5 Sampling Error

As with any quantitative study, the data reported in this research are subject to **sampling error**, which can be defined as the likely range of difference between the reported results and the results that would have been obtained had we been able to interview *everyone* in the relevant population. Sampling error decreases as the size of the sample increases and as the percentage giving a particular answer moves toward unanimity.

At the 95% confidence level, “worst-case” potential *sampling error* for each sample of 802 is ± 3.4 percentage points.

4.0 About Thinkwell Research

Thinkwell Research is a Halifax, Nova Scotia based market and public opinion research firm.

Thinkwell has conducted a large number of research projects for clients in a wide range of sectors including government, post secondary education, personal finance, telecommunications, energy, retail, natural resources, agriculture, personal fitness, and information technology. In the process, Thinkwell has conducted customer and employee satisfaction surveys, market feasibility studies, public policy and political surveys, literature reviews (secondary research) and brand positioning research.

Thinkwell Research is proud to be the Atlantic Canadian member of the **Nanos Research Group**. Nanos Research (formerly SES) is one of North American's premier marketing and public opinion research firms. The Nanos Research Group is a national team of like-minded research professionals and organizations bound by a common commitment to quality research and services as well as superior research outcomes.

Thinkwell's membership in this group allows our clients to access a network of marketing research companies throughout Canada. In addition, Thinkwell has access to a broad network of research professionals who can serve in a consulting capacity on projects conducted by Thinkwell in Atlantic Canadian markets.

Thinkwell has successfully completed the Market Research Intelligence Association (MRIA) **Gold Seal** certification. MRIA's Gold Seal Certification involves a monitored self-assessment process – working with an independent, third party Reviewer – based on the certification process of the former Canadian Association of Market Research Organizations. Gold Seal Certification is one of MRIA's primary mechanisms for developing and delivering world-class professional standards and ensuring member compliance.

Confidentiality

As with any public opinion research project, confidentiality is of the utmost importance.

Thinkwell Research has established high standards for the safeguarding of personal information based on the ten principles set out in the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA). For more information on our privacy policy, please visit <http://www.thinkwellresearch.ca/privacy.html>.

Len Preeper, President and Founder

Len Preeper is the owner and President of Thinkwell Research. He began working in the public opinion and market research industry in 1995 with Corporate Research Associates. In 1996 he joined the Nova Scotia government where he served in a variety of research and policy advisory roles before co-founding OpinionTrac Research in the fall of 2000. He founded Thinkwell Research in August of 2003.

During his research career Len has conducted a number of research projects for government departments and private sector clients, including Sobeys, Irving Oil, Aliant Telecom, Emera/Nova Scotia Power, National Sea, the Nova Scotia Department of Energy, the Nova Scotia Department of Justice, the Nova Scotia Department of Transportation & Public Works, the Nova Scotia Gaming Corporation, Nova Scotia Health Promotion, the Canadian Cancer Society, Smoke Free Nova Scotia, the Coady International Institute, the GrowthWorks Atlantic Venture Fund, the Canadian Petroleum Products Institute, Dalhousie University, Mount Saint Vincent University, Tourism PEI, ACOA and the CBC. He has managed three large scale syndicated research projects - the CRA Atlantic Omnibus Survey, the OpinionTrac Quarterly Review, and the Nextbus Survey.

Len is a Professional Member of the Marketing Research and Intelligence Association (MRIA), a Canadian not-for-profit association representing all aspects of the market intelligence and survey research industry. He has also been employed as a part-time professor of political science at Acadia University. He has taught an introductory level class in political science and a third-year undergraduate course in public opinion and polling.

Len has a Bachelor of Arts (Honours) degree in Political Science from Acadia University and a Master of Arts degree in Political Studies from Queen's University.

5.0 Questionnaire

Department of Finance Survey – September 2011

Hi. I'm calling from Thinkwell Research. Today we are conducting a survey about shopping habits in your part of the province. The survey will take about **8 minutes** to complete. Would you mind if I asked you some questions? All of your responses will be kept strictly confidential.

- If yes, thank and proceed
- If refuse to participate, thank respondent and terminate the call.
- If willing to participate at another time, arrange call back

Date: _____

Time: _____

Before we begin, are you, or anyone in your household, currently employed by:

A market research, public relations, or advertising firm?

A political party or interest group?

A newspaper, or a radio or television station?

IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE

IF NO, CONTINUE

QA Since we must speak to people belonging to various age groups, would you please tell me into which of the following age categories you fall? **(READ)**

- | | |
|----------------------|-------------------|
| 0—Under 18 years old | THANK & TERMINATE |
| 1—18 to 24 years old | |
| 2—25 to 34 years old | |
| 3—35 to 44 years old | |
| 4—45 to 54 years old | |
| 5—55 to 64 years old | |
| 6—65 to 74 years old | |
| 7—75 years or older | |
| 9—DNK/refusal | THANK & TERMINATE |

QB Gender **(RECORD)**:

- 1 Male
- 2 Female

Let's begin...

Q1. How often do you travel to New Brunswick for...?

RANDOMIZE

- a. Shopping
- b. Business
- c. Pleasure, such as going on a vacation or to a restaurant, concert, or sporting event

READ SCALE

- 1 Daily
- 2 A few times per week
- 3 A few times per month
- 4 Once or twice a year
- 5 Less than once a year
- 6 Never

VOLUNTEERED

- 8 Don't know

Q2. **[IF Q1a <6]** When you travel to New Brunswick **for shopping**, which community is most often your primary destination?

DO NOT READ – CODE LIST

a. **New Brunswick**

- 1 Sackville, Aulac
- 2 Memramcook, Dorchester
- 3 Moncton, Riverview, Dieppe
- 4 Shediac
- 5 Saint John
- 6 Fredericton
- 77 Other: specify _____

VOLUNTEERED

- 88 Don't know

Q2.1 How often do you travel outside of your community to shop, while staying within Nova Scotia?

READ SCALE

- 1 Daily
- 2 A few times per week
- 3 A few times per month
- 4 Once or twice a year
- 5 Less than once a year
- 6 Never

VOLUNTEERED

- 8 Don't know

Q2.1A **[IF Q2.1 <6]** When you travel outside of your community to shop *but stay within Nova Scotia*, which community is most often your primary destination?

DO NOT READ – CODE LIST

- 1 Amherst
- 2 Springhill
- 3 Oxford
- 4 Truro
- 5 Halifax
- 6 Dartmouth
- 7 New Glasgow
- 8 Truro
- 77 Other: specify _____

VOLUNTEERED

- 88 Don't know

We would now like to ask you a few questions about your shopping habits.

Q3. Thinking about where you make your major purchases - such as vehicles, electronics, appliances, and furniture - is there one characteristic in a retailer that is most important in choosing where you make your major purchases?

DO NOT READ - CODE LIST

- 01 Competitive pricing

- 02 Convenient location
- 03 Buy local/support my community
- 04 Loyalty to retailer(s)
- 05 Quality
- 06 Variety of selection
- 07 Service
- 08 No – I look for a combination of qualities
- 09 Others: specify _____
- 88 Don't know

Q4. Now, thinking about where you make your routine purchases - such as food, milk, clothing, gasoline, and cigarettes - is there one property in a retailer that is most important in choosing where you make your routine purchases?

DO NOT READ – CODE LIST

- 01 Competitive pricing
- 02 Convenient location
- 03 Buy local/support my community
- 04 Loyalty to retailer(s)
- 05 Quality
- 06 Variety of selection
- 07 Service
- 08 No – I look for a combination of qualities
- 09 Others: specify _____
- 88 Don't know

Q5. **[SKIP IF “NEVER” in all of q1a-c]** When you travel to New Brunswick, how often do you buy things that you might otherwise purchase in Nova Scotia?

READ SCALE

- 1 Always
- 2 Often
- 3 Sometimes
- 4 Rarely
- 5 Never **SKIP TO DEMOGRAPHICS**
- VOLUNTEERED**
- 8 Don't know **SKIP TO DEMOGRAPHICS**

Q6. **[IF Q5 = 1, 2, 3, 4]** We'd like you to think about your routine purchases, such as food, milk, gasoline, clothing, or cigarettes. In a typical month, approximately how much of your routine purchases do you make in New Brunswick?

READ SCALE

- 1 Less than 25 per cent
- 2 25 to 50 per cent
- 3 51 to 75 per cent
- 4 More than 75 per cent

VOLUNTEERED

8 Don't know

Q7. **[IF Q5 = 1, 2, 3, 4]** Now we'd like you to think about major purchases that you only make from time to time, such as furniture, appliances, vehicles, and electronics. In a typical year, approximately how much of your major purchases do you make in New Brunswick?

READ SCALE

- 1 Less than 25 per cent
- 2 25 to 50 per cent
- 3 51 to 75 per cent
- 4 More than 75 per cent

VOLUNTEERED

8 Don't know

Q8. **[IF Q6 = 2, 3, 4]** What is the main reason that you make **[INSERT RESPONSE FROM Q6]** of your routine purchases in New Brunswick?

ENTER RESPONSE: _____

88 Don't know

Q9. **[IF Q7 = 2, 3, 4]** What is the main reason that you make **[INSERT RESPONSE FROM Q7]** of your major purchases in New Brunswick?

ENTER RESPONSE: _____

88 Don't know

Q12. **[IF Q5 = 1, 2, 3, 4]** When you shop in New Brunswick, how do you find the prices of routine purchases – such as food, milk, clothing, gasoline, and cigarettes - compare with those in Nova Scotia? Would you say that the cost of routine items in New Brunswick is...?

- 1 A lot more expensive
- 2 A little more expensive
- 3 About the same price
- 4 A little less expensive
- 5 A lot less expensive

VOLUNTEERED

- 6 Depends (specify: _____)
- 8 Don't know

Q13. **[IF Q5 = 1, 2, 3, 4]** When you shop in New Brunswick, how do you find the prices of major purchases – such as vehicles, furniture, appliances, and electronics - compare with those in Nova Scotia? Would you say that the cost of major items in New Brunswick is...?

- 1 A lot more expensive
- 2 A little more expensive
- 3 About the same price
- 4 A little less expensive
- 5 A lot less expensive

VOLUNTEERED

- 6 Depends (specify: _____)
- 8 Don't know

Q14a. **[IF Q5 = 1, 2, 3, 4]** As you may know, the HST increased from 13% to 15% on July 1st of last year. Would you say that as a result of this increase you are now shopping more often in New Brunswick than you did before, less often than you did before, or has there been no change?

- 1 More often
- 2 Less often
- 3 No change

VOLUNTEERED

- 8 Don't know

Q14b. **[IF 14a = 1]** What types of items are you buying more frequently in New Brunswick because of the increase in the HST on July 1st of last year?

DO NOT READ – CODE ALL RESPONSES

- 1 Food/groceries
- 2 Milk
- 3 Clothing
- 4 Gasoline
- 5 Cigarettes
- 6 Alcohol
- 7 Vehicles
- 8 Electronics
- 9 Furniture
- 77 Other (specify: _____)
- 88 Don't know

Q15a. **[IF Q5 = 1, 2, 3, 4]** In March of this year, the Province of New Brunswick increased the tax on gasoline by 2.9 cents per litre, and increased the tax on diesel by 2.3 cents per litre. Before participating in this survey, were you aware of these fuel tax increases?

- 1 Yes, aware
 - 2 No, not aware
- VOLUNTEERED**
- 8 Don't know

Q15b. **[IF Q15a = 1]** Would you say that as a result of these tax increases in New Brunswick you are now buying fuel for your vehicle more often in New Brunswick than you did before, less often than you did before, or has there been no change?

- 1 More often
 - 2 Less often
 - 3 No change
- VOLUNTEERED**
- 8 Don't know

DEMOGRAPHICS

Now I'm going to ask you a few questions which will help us to better analyze the results of this survey...

D1. How many adults 18 years of age or older live in your household?

ENTER #: ____

99 Refused

D2. How many children under 18 years of age live in your household?

ENTER #: ____

99 Refused

D3. What would you say is the total annual income of your household before taxes? Is it:

READ SCALE

01 Under \$30,000

02 \$30,000 to \$39,999

03 \$40,000 to \$49,999

04 \$50,000 to \$59,999

05 \$60,000 to \$69,999

06 \$70,000 to \$79,999

07 \$80,000 to \$89,999

08 \$90,000 to \$99,999

09 \$100,000 or over

VOLUNTEERED

88 Don't know

99 Refused

This is the end of the survey...thank you for your time and cooperation.

6.0 Tabular Results

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Table QC Page 1.....Before we begin, are you, or anyone in your household, currently employed by?

Table QA Page 2.....Since we must speak to people belonging to various age groups, would you please tell me into which of the following age categories you fall?

Table QB Page 3.....Gender

Table Q1A Page 4.....How often do you travel to New Brunswick for Shopping?

Table Q1B Page 5.....How often do you travel to New Brunswick for Business?

Table Q1C Page 6.....How often do you travel to New Brunswick for Pleasure, such as going on a vacation or to a restaurant, concert, or sporting event?

Table Q2 Page 7.....When you travel to New Brunswick for shopping, which community is most often your primary destination?

Table Q2_1 Page 8.....How often do you travel outside of your community to shop, while staying within Nova Scotia?

Table Q2_1A Page 9.....When you travel outside of your community to shop but stay within Nova Scotia, which community is most often your primary destination?

Table Q3 Page 10.....Thinking about where you make your major purchases - such as vehicles, electronics, appliances, and furniture - is there one characteristic in a retailer that is most important in choosing where you make your major purchases?

Table Q4 Page 12.....Now, thinking about where you make your routine purchases - such as food, milk, clothing, gasoline, and cigarettes - is there one property in a retailer that is most important in choosing where you make your routine purchases?

Table Q5 Page 14.....When you travel to New Brunswick, how often do you buy things that you might otherwise purchase in Nova Scotia?

Table Q6 Page 15.....We'd like you to think about your routine purchases, such as food, milk, gasoline, clothing, or cigarettes. In a typical month, approximately how much of your routine purchases do you make in New Brunswick?

Table Q7 Page 16.....Now we'd like you to think about major purchases that you only make from time to time, such as furniture, appliances, vehicles, and electronics. In a typical year, approximately how much of your major purchases do you make in New Brunswick?

Table Q8 Page 17.....What is the main reason that you make ___ of your routine purchases in New Brunswick?

Table Q9 Page 18.....What is the main reason that you make ___ of your major purchases in New Brunswick?

Table Q12 Page 19.....When you shop in New Brunswick, how do you find the prices of routine purchases - such as food, milk, clothing, gasoline, and cigarettes - compare with those in Nova Scotia? Would you say that the cost of routine items in New Brunswick is...?

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

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Table Q13 Page 20.....When you shop in New Brunswick, how do you find the prices of major purchases - such as vehicles, furniture, appliances, and electronics - compared with those in Nova Scotia? Would you say that the cost of major items in New Brunswick is... ?

Table Q14A Page 21.....As you may know, the HST increased from 13% to 15% on July 1st of last year. Would you say that as a result of this increase you are now shopping more often in New Brunswick than you did before, less often than you did before, or has there been no change?

Table Q14B Page 22.....What types of items are you buying more frequently in New Brunswick because of the increase in the HST on July 1st of last year?

Table Q15A Page 24.....In March of this year, the Province of New Brunswick increased the tax on gasoline by 2.9 cents per litre, and increased the tax on diesel by 2.3 cents per litre. Before participating in this survey, were you aware of these fuel tax increases?

Table Q15B Page 25.....Would you say that as a result of these tax increases in New Brunswick you are now buying fuel for your vehicle more often in New Brunswick than you did before, less often than you did before, or has there been no change?

Table D1 Page 26.....How many adults 18 years of age or older live in your household?

Table D2 Page 27.....How many children under 18 years of age live in your household?

Table D3 Page 28.....What would you say is the total annual income of your household before taxes? Is it:

Cross Border Shopping (Wave 3) – October 2011

Table QC Page 1
 Before we begin, are you, or anyone in your household,
 currently employed by:

TOTAL	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
A market research, public relations, or advertising firm	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A political party or interest group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A newspaper, or a radio or television station	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table QA Page 2
 Since we must speak to people belonging to various age groups, would you please tell me into which of the following age categories you fall?

TOTAL	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Under 18 years old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18 to 24 years old	62 8%	36 9%	26 6%	62 38%	-	-	33 16% HI	13 5%	2 2%	-	4 3%	18 12% K	30 13% K	-	10 15% k	32 9%	21 9%	9 4%	35 9%	29 18% s	37 14%
25 to 34 years old	102 13%	45 12%	57 14%	102 62%	-	-	18 9%	43 17% G	19 14%	10 14%	31 21% NO	18 12%	33 15%	15 10%	6 8%	42 12%	28 12%	32 16%	75 19%	24 15%	47 18%
35 to 44 years old	137 17%	67 17%	70 17%	-	137 46%	-	23 11%	40 16%	33 25% Gh	33 44% GHI	36 24% mO	27 19% O	33 15% o	35 23% O	4 5%	61 17%	41 17%	34 17%	73 18%	37 23%	50 19%
45 to 54 years old	159 20%	79 21%	80 19%	-	159 54%	-	31 15%	51 20%	37 27% G	23 30% G	36 24%	30 21%	44 20%	30 20%	9 13%	71 20%	48 20%	40 20%	87 22%	35 21%	51 19%
55 to 64 years old	144 18%	70 18%	74 18%	-	-	144 42%	34 16%	52 20% J	27 20% J	7 9%	24 16%	31 21%	40 18%	28 19%	7 11%	65 18%	43 18%	36 18%	77 19%	22 13%	44 16%
65 to 74 years old	103 13%	50 13%	53 13%	-	-	103 30%	26 13% J	36 14% J	14 11% J	1 2%	12 8%	16 11%	28 14%	21 14%	14 20% k	46 13%	31 13%	26 13%	37 9%	7 4%	24 9%
75 years or older	95 12%	36 9%	59 14% b	-	-	95 28%	39 19% HIJ	21 8% IJ	2 2%	1 1%	5 4%	5 3%	17 7%	22 14% KLm	19 28% KLMn	43 12%	28 12%	24 12%	18 4%	10 6%	13 5%
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table QB Page 3
Gender

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Male	383	383	-	81	146	156	84	141	62	47	66	64	125	64	40	172	114	96	213	87	141
	48%	100%		49%	49%	46%	41%	55%	46%	63%	44%	45%	56%	43%	57%	48%	48%	48%	53%	53%	53%
								G					N								
Female	419	-	419	83	150	186	119	114	72	28	82	80	100	86	30	188	126	106	189	76	125
	52%		100%	51%	51%	54%	59%	45%	54%	37%	56%	55%	44%	57%	43%	52%	52%	52%	47%	47%	47%
							HJ			J				M							

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q1A Page 4
How often do you travel to New Brunswick for Shopping?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	<----->		<----->			<----->				<----->					<----->						
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Daily	2 *%	-	2 *%	2 1%	-	-	-	2 1%	-	-	2 1%	-	-	-	-	-	2 1%	-	2 *%	2 1%	2 1%
A few times per week	74 9%	45 12% c	30 7%	12 7%	39 13% F	23 7%	10 5%	24 10%	11 8%	17 22% GHI	26 17% MNO	27 19% MNO	13 6%	4 3%	4 6%	44 12% R	22 9%	9 4%	74 18%	33 20%	42 16%
A few times per month	326 41%	169 44%	157 37%	96 59% EF	121 41% F	109 32%	69 34%	107 42%	64 48% G	36 48% g	86 58% NO	87 60% NO	111 49% NO	37 25% O	3 5%	182 51% QR	83 35%	61 30%	326 81% TU	86 53%	182 68% T
Once or twice a year	243 30%	90 24%	153 37% B	33 20%	93 31%	117 34% D	70 34%	80 32%	38 29%	17 23%	29 20%	29 20%	82 36% KL	77 51% KLMO	25 35% kl	84 23%	78 32% p	82 40% P	-	32 20% U	23 9%
Less than once a year	24 3%	13 3%	12 3%	-	12 4%	12 3%	11 5%	6 2%	2 2%	1 1%	4 3%	-	4 2%	11 7% M	4 6%	9 2%	8 3%	8 4%	-	4 2%	-
Never	126 16%	63 17%	63 15%	21 13%	26 9%	79 23% dE	43 21% hJ	33 13% J	17 13% J	2 3%	1 1%	3 2%	11 5% k	20 14% KLM	33 47% KLMN	40 11% P	46 19% P	40 20% P	-	6 4%	17 6%
Don't know	6 1%	3 1%	3 1%	-	4 1%	2 1% *	1 *%	2 1%	1 *%	2 2%	-	-	5 2%	1 *%	1 1%	1 *%	2 1%	3 2%	-	-	1 *%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q1B Page 5
How often do you travel to New Brunswick for Business?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	<----->		<----->			<----->				<----->					<----->						
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Daily	15 2%	8 2%	7 2%	3 2%	11 4% F	1 *%	4 2%	4 1%	4 3%	3 3%	8 6%	4 3%	-	3 2%	-	6 2%	7 3%	2 1%	9 2%	15 9%	6 2%
A few times per week	41 5%	27 7% c	15 3%	9 5%	19 7% F	14 4%	5 3%	12 5%	11 8%	10 14% g	6 4%	12 9%	13 6%	8 6%	1 2%	26 7% r	10 4%	6 3%	34 9%	41 25% SU	27 10%
A few times per month	107 13%	52 14%	54 13%	41 25% F	42 14% F	25 7%	32 16%	30 12%	16 12%	10 13%	22 15% O	26 18% O	34 15% O	23 15% O	2 3%	59 16% R	32 13%	16 8%	77 19%	107 65% SU	46 17%
Once or twice a year	134 17%	71 19%	63 15%	19 11%	57 19%	58 17%	26 13%	39 15%	30 23%	15 21% g	12 8%	27 19% K	46 20% K	38 26% Ko	10 14%	55 15%	37 16%	41 20%	46 11%	-	34 13%
Less than once a year	26 3%	8 2%	18 4%	7 4%	8 3%	11 3%	5 2%	13 5%	8 6%	1 1% j	8 5% j	4 3%	5 2%	6 4%	2 3%	9 2%	11 5%	6 3%	8 2%	-	5 2%
Never	474 59%	215 56%	259 62%	86 52%	156 53%	232 68% dE	130 64% IJ	156 61% Ij	64 47%	35 47%	91 62% LN	71 49%	126 56%	70 46%	54 77% KLMN	202 56%	143 60%	129 64%	227 57%	-	147 55%
Don't know	5 1%	2 1%	2 1%	-	2 1%	3 1%	1 *%	1 1%	2 1%	1 1%	1 *%	1 *%	1 *%	2 1%	1 1%	4 1%	-	1 1%	1 *%	-	1 1%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q1C Page 6
 How often do you travel to New Brunswick for Pleasure, such as going on a vacation or to a restaurant, concert, or sporting event?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	<----->		<----->			<----->				<----->					<----->						
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Daily	2	2	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	2	-	2
	*%	1%		1%								2%						1%	1%		1%
A few times per week	40	19	21	15	14	12	5	13	4	12	19	12	3	5	2	24	15	2	38	20	40
	5%	5%	5%	9%	5%	3%	2%	5%	3%	16%	13%	8%	2%	3%	3%	7%	6%	1%	9%	12%	15%
										GHI	MNO	M				R	R				
A few times per month	223	120	104	67	87	69	46	78	54	21	50	51	74	27	21	136	54	34	185	59	223
	28%	31%	25%	41%	29%	20%	23%	31%	40%	28%	34%	35%	33%	18%	30%	38%	23%	17%	46%	36%	84%
				F	F				Ghj		N	N	N			QR					ST
Once or twice a year	293	141	152	40	128	125	56	97	55	35	50	49	88	76	28	116	84	93	105	39	-
	37%	37%	36%	24%	43%	37%	27%	38%	41%	47%	34%	34%	39%	51%	41%	32%	35%	46%	26%	24%	
				Df	Df			g	G	G				KLm				Pq			
Less than once a year	36	16	20	4	14	19	10	12	7	1	8	6	7	12	4	11	14	11	9	5	-
	5%	4%	5%	2%	5%	5%	5%	5%	5%	1%	5%	4%	3%	8%	5%	3%	6%	5%	2%	3%	
							j	j	j												
Never	201	80	121	36	49	117	84	53	13	5	20	26	51	29	14	71	70	60	61	39	-
	25%	21%	29%	22%	16%	34%	41%	21%	10%	7%	13%	18%	23%	20%	21%	20%	29%	30%	15%	24%	
			B		dE	HIJ	HIJ	IJ					k			P	P				
Don't know	6	4	2	-	5	1	3	1	1	1	1	-	3	1	1	2	2	1	2	1	-
	1%	1%	*%		2%	*%	1%	*%	1%	1%	1%		1%	1%	1%	1%	1%	1%	*%	1%	

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q2 Page 7
When you travel to New Brunswick for shopping, which community is most often your primary destination?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	670	316	354	143	265	261	160	220	116	71	147	142	210	129	36	318	192	159	402	157	249
UNWEIGHTED TOTAL	661	303	358	52	261	348	144	224	124	62	140	136	198	137	43	321	190	150	378	128	232
Moncton, Riverview, Dieppe	578 86%	267 85%	311 88%	120 84%	237 89%	222 85%	137 86%	190 86%	107 92%	63 88%	123 84%	115 81%	186 88%	123 95%	27 74%	274 86%	167 87%	136 86%	327 81%	127 81%	219 88%
Sackville, Aulac	75 11%	40 13%	35 10%	18 13%	25 9%	32 12%	22 14% i	24 11% i	6 6%	4 5%	21 14% N	18 13% n	21 10%	6 4%	8 21% N	35 11%	20 11%	20 12%	65 16% U	24 15%	21 9%
Saint John	5 1%	4 1%	1 *%	3 2%	-	2 1%	-	1 *%	1 1%	3 5%	-	3 2%	1 *%	-	1 3%	4 1%	-	1 1%	4 1%	3 2%	5 2%
Fredericton	2 *%	1 *%	1 *%	-	1 1%	1 *%	-	1 1%	1 1%	-	-	2 2%	-	-	-	1 *%	-	1 1%	1 *%	1 *%	1 *%
Memramcook, Dorchester	1 *%	1 *%	-	-	1 *%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 *%	-	-	-	-	-
Shediac	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other, specify	6 1%	1 *%	5 1%	2 1%	1 *%	3 1%	-	2 1%	1 1%	-	3 2%	1 1%	1 1%	-	1 2%	3 1%	3 1%	-	5 1%	2 1%	3 1%
Don't know	3 *%	1 *%	1 *%	-	-	3 1%	1 *%	2 1%	-	-	-	2 2%	-	1 *%	-	-	2 1%	1 *%	1 *%	-	-

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q2_1 Page 8
 How often do you travel outside of your community to shop,
 while staying within Nova Scotia?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Daily	26 3%	12 3%	13 3%	5 3%	12 4%	8 2%	8 4%	6 2%	7 6%	1 1%	7 5%	4 3%	8 4%	5 3%	1 1%	9 2%	8 3%	9 5%	17 4%	10 6%	12 5%
A few times per week	239 30%	123 32%	116 28%	57 35%	83 28%	99 29%	60 30%	89 35%	35 26%	17 23%	45 30%	42 29%	94 42%	27 18%	20 29%	60 17%	118 49%	61 30%	131 33%	55 34%	89 33%
A few times per month	251 31%	118 31%	133 32%	59 36%	97 33%	94 27%	63 31%	81 32%	43 32%	31 41%	54 37%	47 33%	65 29%	56 37%	12 18%	77 21%	65 27%	109 54%	123 31%	42 26%	91 34%
Once or twice a year	188 23%	84 22%	104 25%	29 17%	73 25%	87 25%	38 19%	58 23%	38 29%	19 25%	30 20%	41 28%	41 18%	46 31%	19 27%	148 41%	26 11%	14 7%	93 23%	43 27%	48 18%
Less than once a year	19 2%	8 2%	12 3%	2 1%	6 2%	11 3%	10 5%	-	2 1%	3 4%	2 2%	4 3%	3 2%	4 3%	3 4%	15 4%	4 2%	-	7 2%	1 1%	9 3%
Never	78 10%	38 10%	40 10%	11 7%	24 8%	43 13%	24 12%	21 8%	8 6%	4 5%	10 7%	7 5%	15 7%	13 8%	14 21%	51 14%	20 8%	7 4%	31 8%	12 7%	18 7%
Don't Know	1 *%	-	1 *%	-	1 *%	1 *%	1 *%	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q2_1A Page 9
 When you travel outside of your community to shop but stay within Nova Scotia, which community is most often your primary destination?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	723	345	378	152	271	299	179	234	126	71	138	138	210	138	55	309	220	194	371	151	248
UNWEIGHTED TOTAL	718	325	393	53	266	399	168	237	132	65	131	134	196	146	53	303	224	191	352	125	229
Amherst	387	196	191	80	139	167	105	128	65	31	71	66	121	72	33	94	185	107	179	84	132
	53%	57%	50%	53%	51%	56%	59%	55%	51%	44%	51%	48%	57%	52%	59%	31%	84%	55%	48%	56%	53%
							j										PR	P			
Halifax	143	68	75	39	57	48	25	35	34	26	30	41	40	28	3	133	4	6	105	38	69
	20%	20%	20%	25%	21%	16%	14%	15%	27%	37%	22%	30%	19%	20%	6%	43%	2%	3%	28%	25%	28%
									GH	GH	O	O	O	O		QR					
Truro	118	44	74	18	51	49	26	49	21	7	27	19	24	27	12	51	15	51	58	22	26
	16%	13%	20%	12%	19%	16%	15%	21%	17%	10%	19%	14%	12%	20%	22%	17%	7%	26%	16%	14%	11%
			b					J					m			Q		PQ			
Oxford	8	4	4	2	-	6	5	-	-	-	-	-	4	2	1	5	3	1	3	1	-
	1%	1%	1%	1%		2%	3%						2%	1%	2%	2%	1%	1%	1%	1%	
Parrsboro	8	8	-	5	2	2	1	5	-	2	-	-	7	-	-	-	-	8	7	2	5
	1%	2%		3%	1%	1%	1%	2%		3%			3%					4%	2%	1%	2%
Dartmouth	7	-	7	-	5	2	1	1	2	3	1	4	-	1	-	4	1	2	3	-	2
	1%		2%		2%	1%	1%	1%	2%	5%	1%	3%		1%		1%	1%	1%	1%		1%
Tatamagouche	7	1	6	-	4	3	2	3	-	1	-	3	1	-	1	-	-	7	1	-	1
	1%	1%	2%		1%	1%	1%	1%		1%		2%	1%		2%			4%	1%		1%
Springhill	4	4	-	-	2	2	2	1	-	-	2	1	-	-	-	3	2	-	3	1	1
	1%	1%			1%	1%	1%	1%			1%	1%				1%	1%		1%	1%	1%
New Glasgow	4	3	1	2	-	2	3	1	-	-	-	-	3	1	-	1	3	-	1	-	1
	1%	1%	1%	1%		1%	2%	1%					1%	1%		1%	1%		1%		1%
Pugwash	4	1	3	-	1	2	2	2	-	-	-	-	1	3	-	1	1	1	-	-	-
	1%	1%	1%		1%	1%	1%	1%					1%	2%		1%	1%	1%			
None/never shop elsewhere within NS	2	1	1	-	-	2	-	2	-	-	1	-	-	1	-	2	-	-	2	-	2
	1%	1%	1%			1%		1%			1%			1%		1%			1%		1%
Other	20	7	14	2	7	11	5	8	3	1	6	2	2	2	5	11	5	4	9	2	8
	3%	2%	4%	1%	3%	4%	3%	3%	3%	1%	5%	2%	1%	2%	9%	4%	2%	2%	2%	2%	3%
Don't know	10	8	2	5	3	2	3	1	-	-	1	1	7	1	-	3	2	5	3	1	3
	1%	2%	1%	3%	1%	1%	2%	1%			1%	1%	4%	1%		1%	1%	3%	1%	1%	1%
		c																			

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q3 Page 10
Thinking about where you make your major purchases - such as vehicles, electronics, appliances, and furniture - is there one characteristic in a retailer that is most important in choosing where you make your major purchases?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Competitive pricing	194 24%	93 24%	101 24%	31 19%	88 30% F	75 22%	40 20%	73 29%	35 26%	18 24%	48 33% m	32 22%	49 22%	41 28%	15 21%	86 24%	56 23%	52 26%	97 24%	31 19%	59 22%
Service	114 14%	52 14%	62 15%	28 17%	40 13%	46 13%	26 13%	31 12%	20 15%	10 14%	20 13%	27 19%	35 15%	22 15%	7 11%	53 15%	28 12%	32 16%	69 17%	31 19%	41 16%
Quality	39 5%	12 3%	27 6% b	1 1%	16 5% D	22 6% D	7 4%	9 3%	11 8% h	7 10%	9 6% O	5 3%	15 7% O	6 4%	1 1%	25 7% q	7 3%	7 3%	21 5%	9 6%	15 6%
Variety of selection	30 4%	20 5% c	9 2%	8 5%	13 4%	9 3%	3 1%	10 4%	5 4%	9 13% Ghi	8 6%	6 4%	8 4%	5 3%	-	18 5%	7 3%	5 3%	20 5%	5 3%	14 5%
Loyalty to retailer(s)	22 3%	11 3%	12 3%	-	7 3%	15 4%	2 1%	7 3%	3 2%	6 8% g	4 3%	3 2%	8 4%	3 2%	-	14 4% R	8 3% R	1 *%	10 3%	3 2%	8 3%
Buy local/support my community	22 3%	10 3%	12 3%	6 3%	7 3%	9 3%	4 2%	5 2%	7 6%	3 4%	1 1%	3 2%	3 1%	8 5% Km	7 10% km	14 4% R	8 3% r	1 *%	9 2%	5 3%	6 2%
Staff are competent/ friendly/courteous/ knowledgeable	20 2%	9 2%	10 2%	6 3%	8 3%	6 2%	2 1%	11 4%	4 3%	-	3 2%	2 1%	9 4%	5 3%	1 1%	7 2%	9 4%	3 2%	13 3%	3 2%	7 2%
Convenient location	19 2%	14 4%	6 1%	4 3%	5 2%	10 3%	10 5%	3 1%	3 3%	1 1%	2 1%	2 1%	5 2%	3 2%	4 6%	6 2%	11 5% r	3 1%	6 2%	5 3%	4 2%
Reputation	15 2%	3 1%	12 3% b	6 4%	6 2%	3 1%	4 2%	9 3% i	1 *%	2 3%	7 5% n	4 2%	3 1%	1 1%	-	2 1%	6 3%	6 3%	7 2%	2 1%	4 2%
Honest/Trustworthy/ Integrity	14 2%	8 2%	6 1%	-	3 1%	11 3% e	5 2%	5 2%	3 2%	-	3 2%	2 1%	2 1%	6 4%	-	6 2%	3 1%	5 3%	5 1%	4 3%	3 1%
Warranty options/ guarantees	9 1%	4 1%	5 1%	-	6 2%	4 1%	4 2%	4 1%	-	1 1%	2 1%	2 1%	2 1%	2 1%	-	4 1%	4 2%	2 1%	6 2%	3 2%	5 2%
Brand names	5 1%	5 1%	-	4 3%	-	1 *%	4 2%	-	-	1 1%	-	1 *%	4 2%	-	-	-	5 2%	-	5 1%	-	-

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q3 Page 11
(Continued)

Thinking about where you make your major purchases - such as vehicles, electronics, appliances, and furniture - is there one characteristic in a retailer that is most important in choosing where you make your major purchases?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Customer Service	4 1%	4 1%	-	3 2%	1 *%	-	1 *%	3 1%	-	-	-	-	4 2%	-	-	4 1%	-	-	4 1%	1 1%	4 2%
Reliability	4 1%	2 *%	2 1%	-	1 *%	3 1%	-	3 1%	-	-	1 1%	-	-	2 2%	1 1%	1 *%	1 *%	3 1%	1 *%	-	2 1%
Product Availability	3 *%	1 *%	2 1%	-	2 1%	1 *%	-	-	1 1%	2 2%	1 *%	2 1%	1 *%	-	-	1 *%	1 *%	1 *%	2 1%	2 1%	1 *%
Purchasing options (sales, financing, delivery, etc.)	2 *%	1 *%	1 *%	-	1 *%	1 *%	2 1%	-	-	-	-	1 1%	-	-	1 2%	2 1%	-	-	1 *%	-	1 *%
Do not make any major purchases	5 1%	3 1%	2 1%	-	2 1%	3 1%	3 1%	1 *%	1 1%	-	2 1%	-	-	-	2 3%	4 1%	1 1%	-	3 1%	1 *%	1 *%
No - I look for a combination of qualities	173 22%	98 26%	76 18%	38 23%	58 20%	77 23%	35 17%	55 22%	31 23%	12 16%	31 21%	37 25%	47 21%	22 15%	21 31%	70 20%	50 21%	53 26%	86 21%	35 22%	62 23%
Other	16 2%	11 3%	5 1%	2 1%	7 2%	7 2%	3 1%	8 3%	1 *%	2 2%	2 1%	2 1%	5 2%	4 3%	3 4%	4 1%	5 2%	6 3%	7 2%	4 3%	4 2%
Don't know	91 11%	22 6%	70 17%	26 16%	24 8%	41 12%	48 24%	19 7%	9 7%	1 1%	5 3%	17 12%	25 11%	20 13%	7 10%	38 11%	30 12%	23 11%	28 7%	18 11%	25 9%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q4 Page 12
 Now, thinking about where you make your routine purchases - such as food, milk, clothing, gasoline, and cigarettes - is there one property in a retailer that is most important in choosing where you make your routine purchases?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Competitive pricing	281 35%	119 31%	162 39% b	58 36%	121 41% F	102 30%	69 34%	99 39%	43 32%	31 41%	80 54% LMNO	44 31%	77 34% o	51 34% o	14 20%	126 35%	79 33%	75 37%	164 41%	51 31%	101 38%
Convenient location	113 14%	60 16%	53 13%	8 5%	45 15% D	60 17% D	29 14%	30 12%	22 16%	15 20%	10 7%	23 16% k	29 13%	26 17% K	8 11%	47 13%	36 15%	30 15%	47 12%	16 10%	34 13%
Variety of selection	45 6%	21 6%	24 6%	6 4%	16 5%	23 7%	8 4%	13 5%	10 7%	3 4%	15 10% L	5 3%	12 5%	7 5%	3 4%	19 5%	14 6%	11 6%	27 7%	9 5%	13 5%
Service	44 6%	17 4%	28 7%	13 8%	11 4%	20 6%	12 6% j	14 6% J	5 4%	1 1%	3 2%	10 7%	12 5%	13 9% K	4 5%	24 7%	10 4%	9 5%	18 4%	10 6%	8 3%
Buy local/support my community	32 4%	15 4%	17 4%	2 1%	10 3%	20 6% De	9 4%	8 3%	5 4%	5 6%	3 2%	5 4%	2 1%	14 10% KLM	3 5%	12 3%	7 3%	14 7%	16 4%	6 4%	10 4%
Quality	24 3%	9 2%	15 4%	6 4%	6 2%	12 4%	5 2%	6 2%	8 6%	3 4%	4 3%	5 3%	5 2%	3 2%	6 9%	8 2%	9 4%	8 4%	9 2%	5 3%	4 1%
Loyalty to retailer(s)	15 2%	4 1%	11 3%	1 1%	5 2%	8 2%	4 2%	2 1%	5 4%	-	1 1%	1 1%	5 2%	3 2%	1 1%	7 2%	7 3%	1 *	7 2%	2 1%	6 2%
Customer service/staff	12 2%	12 3% C	1 *% C	8 5%	1 *% C	3 1%	8 4%	2 1%	1 1%	1 1%	-	1 1%	8 4%	2 1%	2 2%	11 3% QR	1 *% QR	1 *% QR	11 3%	9 5%	11 4%
Availability/ease of getting what I want	11 1%	5 1%	6 1%	-	7 2%	4 1%	2 1%	3 1%	1 1%	3 4%	2 1%	1 *% C	5 2%	2 1%	1 1%	5 1%	4 1%	3 1%	7 2%	3 2%	3 1%
Reward programs (air miles/gas coupons/discounts)	9 1%	5 1%	4 1%	5 3%	4 1%	1 *% C	1 *% C	5 2%	2 2%	1 1%	1 1%	2 2%	5 2%	1 1%	-	7 2%	3 1%	-	7 2%	1 1%	7 2%
Store specifics (hours, size, cleanliness)	3 *% C	1 *% C	2 *% C	-	-	3 1% C	1 1% C	1 *% C	1 1% C	-	1 1% C	1 *% C	1 1% C	-	1 1% C	1 *% C	1 *% C	1 1% C	2 1% C	-	1 1% C
No - I look for a combination of qualities	134 17%	81 21% C	53 13% C	27 17% C	49 17% C	57 17% C	21 10% G	51 20% G	23 17% G	10 14% G	18 12% G	28 19% G	37 16% G	19 12% G	22 32% KmN	62 17% G	38 16% G	33 16% G	55 14% G	33 20% G	44 16% G

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q4 Page 13
(Continued)

Now, thinking about where you make your routine purchases - such as food, milk, clothing, gasoline, and cigarettes - is there one property in a retailer that is most important in choosing where you make your routine purchases?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	19 2%	12 3%	7 2%	4 3%	8 3%	7 2%	5 2%	4 1%	1 1%	2 3%	3 2%	6 4%	4 2%	3 2%	1 2%	6 2%	6 2%	7 3%	12 3%	4 2%	6 2%
Don't know	59 7%	22 6%	36 9%	24 15% e	13 4%	22 6%	30 15% HI	16 6%	7 5%	-	5 3%	14 9% k	24 11% KN	6 4%	4 6%	25 7%	25 11% R	8 4%	21 5%	15 9%	19 7%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q5 Page 14
When you travel to New Brunswick, how often do you buy things that you might otherwise purchase in Nova Scotia?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	744	363	381	164	285	295	176	246	129	75	148	145	225	150	69	341	223	180	402	163	266
UNWEIGHTED TOTAL	729	338	391	57	279	393	162	245	135	67	142	139	208	161	71	337	219	173	378	134	244
Always	148 20%	66 18%	82 22%	35 21%	72 25%	41 14%	23 13%	52 21%	28 22%	21 28%	148 100%	-	-	-	-	66 19%	39 17%	43 24%	113 28%	37 22%	69 26%
Often	145 19%	64 18%	80 21%	36 22%	58 20%	51 17%	32 18%	42 17%	27 21%	18 24%	-	145 100%	-	-	-	72 21%	48 21%	25 14%	114 28%	42 26%	64 24%
Sometimes	225 30%	125 35%	100 26%	62 38%	78 27%	85 29%	65 37%	80 32%	33 26%	24 32%	-	-	225 100%	-	-	103 30%	69 31%	53 30%	124 31%	47 29%	77 29%
Rarely	150 20%	64 18%	86 23%	15 9%	65 23%	71 24%	35 20%	49 20%	28 22%	11 14%	-	-	-	150 100%	-	59 17%	46 21%	45 25%	41 10%	34 21%	32 12%
Never	69 9%	40 11%	30 8%	16 10%	13 4%	41 14%	19 11%	23 9%	12 9%	2 2%	-	-	-	-	69 100%	37 11%	19 8%	14 8%	8 2%	4 2%	23 9%
Don't know	6 1%	3 1%	3 1%	-	-	6 2%	2 1%	1 *	1 1%	-	-	-	-	-	-	3 1%	3 1%	-	2 1%	-	1 **

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q6 Page 15
 We'd like you to think about your routine purchases, such as food, milk, gasoline, clothing, or cigarettes. In a typical month, approximately how much of your routine purchases do you make in New Brunswick?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	669	320	349	148	272	248	155	223	116	73	148	145	225	150	-	301	202	166	392	159	243
UNWEIGHTED TOTAL	650	302	348	53	265	332	135	226	125	65	142	139	208	161	-	300	198	152	366	132	227
Less than 25 per cent	477 71%	236 74%	240 69%	92 62%	184 68%	201 81% DE	115 74%	164 74%	80 68%	48 65%	74 50%	71 49%	192 85% KL	140 93% KLm	-	196 65%	149 74%	132 79% P	222 57%	100 63%	135 56%
25 to 50 per cent	114 17%	48 15%	66 19%	21 14%	56 20%	38 15%	14 9%	46 21% G	29 25% G	12 17%	42 28% MN	36 25% MN	27 12% n	9 6%	-	48 16%	43 21%	23 14%	99 25%	33 20%	63 26%
51 to 75 per cent	53 8%	21 6%	32 9%	33 22% EF	14 5%	6 2%	15 10%	8 3%	6 5%	11 16% Hi	19 13% MN	28 20% MN	4 2%	1 *%	-	46 15% QR	2 1%	4 2%	50 13%	21 13%	31 13%
More than 75 per cent	19 3%	12 4%	7 2%	2 2%	15 6% F	2 1%	7 4%	3 1%	2 1%	2 3%	10 7% M	8 5% m	1 *%	-	-	9 3%	5 3%	4 3%	18 5%	5 3%	10 4%
Don't know	6 1%	3 1%	3 1%	-	4 1%	3 1%	4 2%	1 1%	-	-	3 2%	2 1%	1 *%	1 1%	-	1 *%	2 1%	3 2%	3 1%	1 1%	3 1%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q7 Page 16
 Now we'd like you to think about major purchases that you only make from time to time, such as furniture, appliances, vehicles, and electronics. In a typical year, approximately how much of your major purchases do you make in New Brunswick?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	669	320	349	148	272	248	155	223	116	73	148	145	225	150	-	301	202	166	392	159	243
UNWEIGHTED TOTAL	650	302	348	53	265	332	135	226	125	65	142	139	208	161	-	300	198	152	366	132	227
Less than 25 per cent	492	222	270	97	186	209	121	177	82	31	83	96	179	135	-	197	167	129	241	95	144
	74%	69%	78%	66%	68%	84%	78%	79%	70%	42%	56%	66%	79%	90%		65%	83%	77%	62%	60%	59%
			b			DE	J	iJ	J				KL	KLM			P	P			
25 to 50 per cent	88	53	35	21	46	22	20	22	17	22	22	25	27	14	-	44	21	22	73	35	40
	13%	17%	10%	14%	17%	9%	13%	10%	15%	30%	15%	17%	12%	9%		15%	11%	13%	19%	22%	16%
		C		F						GHI											
51 to 75 per cent	33	18	15	11	16	5	6	6	5	12	11	13	8	1	-	21	5	7	27	12	21
	5%	6%	4%	8%	6%	2%	4%	3%	5%	16%	8%	9%	3%	1%		7%	2%	4%	7%	8%	8%
				F						GHI	N	N				q					
More than 75 per cent	43	25	18	15	21	7	3	17	12	8	24	11	8	-	-	33	8	2	42	14	32
	6%	8%	5%	10%	8%	3%	2%	8%	10%	10%	16%	7%	4%			11%	4%	1%	11%	9%	13%
				F				G	G	g	LM					QR					
Don't know	13	2	11	4	4	5	5	-	-	1	8	1	3	1	-	6	1	6	9	3	6
	2%	1%	3%	3%	1%	2%	3%			1%	5%	1%	1%	1%		2%	*%	3%	2%	2%	3%
			b							LN											

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q8 Page 17
 What is the main reason that you make ___ of your routine purchases in New Brunswick?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	186	81	105	56	85	45	36	57	37	26	71	72	33	10	-	103	51	32	167	58	104
UNWEIGHTED TOTAL	168	72	96	22	85	61	30	56	38	21	65	62	31	10	-	92	51	25	149	49	92
Price/cheaper/less taxes	125 67%	57 70%	68 64%	40 70%	54 64%	31 68%	23 64%	38 67%	22 59%	19 73%	55 78%	44 60%	21 65%	5 48%	-	69 67%	34 68%	21 66%	112 67%	39 67%	64 61%
Selection/product availability/variety	37 20%	13 16%	24 23%	9 16%	18 22%	10 21%	8 23%	9 16%	11 30%	5 20%	11 16%	21 29%	2 7%	3 27%	-	23 22%	9 18%	5 15%	34 20%	9 16%	24 23%
Traveling through there already	10 5%	6 8%	4 3%	6 10%	2 2%	2 5%	1 2%	6 11%	3 8%	-	1 2%	3 4%	6 18%	-	-	4 4%	-	6 19%	10 6%	1 2%	9 8%
Convenience/habit	3 2%	2 2%	1 1%	-	3 3%	-	1 3%	-	-	2 8%	-	1 1%	2 6%	-	-	1 1%	2 4%	-	2 1%	3 5%	1 1%
Going for cheaper gas, so other purchases were made	2 1%	1 1%	1 1%	-	2 2%	-	-	-	1 3%	-	1 2%	1 1%	-	-	-	2 2%	-	-	2 1%	1 2%	1 1%
Other	8 4%	1 1%	7 7%	2 3%	4 5%	1 3%	2 5%	3 6%	-	-	3 4%	3 4%	1 2%	2 18%	-	3 3%	4 9%	-	6 4%	4 7%	5 5%
Don't know	2 1%	1 1%	1 1%	-	1 1%	1 2%	1 3%	1 1%	-	-	-	-	1 3%	1 8%	-	1 1%	1 2%	-	1 *%	1 1%	1 1%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q9 Page 18
 What is the main reason that you make ___ of your major purchases in New Brunswick?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	164	96	68	47	82	34	29	46	35	41	57	48	43	15	-	98	34	32	142	62	92
UNWEIGHTED TOTAL	145	79	66	20	78	47	22	42	35	33	49	50	34	12	-	87	35	23	125	47	77
Price/cheaper/less taxes	100 61%	65 68%	34 50%	41 88%	42 51%	16 47%	20 68%	35 77%	17 49%	22 52%	37 65%	27 56%	32 73%	4 27%	-	59 60%	17 51%	23 73%	88 62%	37 60%	63 68%
			c	EF				IJ			N	n	N								
Selection/product availability/variety	51 31%	25 26%	27 39%	5 12%	33 40%	13 37%	5 19%	9 19%	15 44%	17 41%	18 31%	14 29%	9 20%	11 73%	-	32 33%	11 33%	9 27%	44 31%	19 31%	25 27%
				D	D				H	h				KLM							
Closest place to where I live / convenient	7 4%	2 2%	5 7%	-	4 5%	3 9%	2 6%	-	1 2%	3 7%	1 1%	7 14%	-	-	-	3 3%	4 13%	-	7 5%	3 4%	2 2%
												K									
Other	3 2%	2 2%	1 2%	-	1 1%	2 7%	-	2 4%	2 5%	-	2 3%	1 1%	1 2%	-	-	3 4%	-	-	2 2%	2 3%	2 2%
Don't know	2 1%	1 1%	1 1%	-	2 2%	-	2 7%	-	-	-	-	-	2 5%	-	-	1 1%	1 3%	-	-	1 2%	1 1%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q12 Page 19
 When you shop in New Brunswick, how do you find the prices of routine purchases - such as food, milk, clothing, gasoline, and cigarettes - compare with those in Nova Scotia? Would you say that the cost of routine items in New Brunswick is...?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	669	320	349	148	272	248	155	223	116	73	148	145	225	150	-	301	202	166	392	159	243
UNWEIGHTED TOTAL	650	302	348	53	265	332	135	226	125	65	142	139	208	161	-	300	198	152	366	132	227
A lot more expensive	1 *%	-	1 *%	-	-	1 *%	-	-	1 1%	-	-	-	1 *%	-	-	1 *%	-	-	1 *%	-	1 *%
A little more expensive	10 1%	7 2%	2 1%	4 3%	1 1%	4 2%	7 4%	2 1%	-	-	-	2 1%	6 3%	2 1%	-	1 *%	8 4%	-	5 1%	-	-
About the same price	184 28%	77 24%	107 31%	31 21%	71 26%	82 33%	45 29%	53 24%	39 34%	20 27%	27 18%	36 25%	69 31%	52 35%	-	79 26%	54 27%	51 31%	76 19%	37 23%	45 19%
A little less expensive	307 46%	143 45%	164 47%	73 50%	136 50%	97 39%	67 43%	112 50%	46 40%	38 51%	67 46%	82 57%	98 43%	59 39%	-	142 47%	88 44%	77 46%	196 50%	91 57%	126 52%
A lot less expensive	115 17%	69 22%	45 13%	28 19%	51 19%	36 14%	30 20%	38 17%	23 19%	11 14%	46 31%	19 13%	34 15%	16 11%	-	55 18%	43 21%	17 10%	88 22%	23 15%	52 21%
Depends, specify	9 1%	7 2%	3 1%	2 2%	3 1%	4 2%	1 1%	2 1%	1 1%	2 3%	5 3%	-	2 1%	2 2%	-	4 1%	1 *%	4 3%	7 2%	4 2%	4 2%
Same price except gas / cigarettes / milk are cheaper in NB	15 2%	7 2%	8 2%	9 6%	4 2%	2 1%	1 *%	8 3%	2 2%	-	1 1%	1 *%	6 3%	8 5%	-	4 1%	1 *%	11 7%	9 2%	1 *%	8 3%
Some are less / Some are the same / Some are higher	2 *%	-	2 *%	-	-	2 1%	-	1 *%	-	-	-	2 1%	-	-	-	1 *%	-	1 *%	1 *%	-	-
Depends on the product	1 *%	1 *%	1 *%	-	1 *%	1 *%	-	1 *%	-	1 1%	1 *%	1 *%	-	-	-	1 *%	-	-	1 *%	1 *%	1 *%
Don't know	24 4%	9 3%	16 4%	-	5 2%	20 8%	4 3%	6 3%	5 4%	2 3%	1 1%	3 2%	10 4%	10 7%	-	12 4%	7 4%	5 3%	8 2%	2 2%	6 2%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q13 Page 20
 When you shop in New Brunswick, how do you find the prices of major purchases - such as vehicles, furniture, appliances, and electronics - compared with those in Nova Scotia? Would you say that the cost of major items in New Brunswick is... ?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	669	320	349	148	272	248	155	223	116	73	148	145	225	150	-	301	202	166	392	159	243
UNWEIGHTED TOTAL	650	302	348	53	265	332	135	226	125	65	142	139	208	161	-	300	198	152	366	132	227
A lot more expensive	1 *%	-	1 *%	-	1 *%	-	-	1 *%	-	-	-	1 *%	-	-	-	-	-	1 *%	1 *%	-	1 *%
A little more expensive	5 1%	2 1%	3 1%	2 1%	3 1%	-	1 1%	2 1%	-	-	-	2 1%	-	3 2%	-	2 1%	3 1%	-	2 *%	1 1%	1 *%
About the same price	238 36%	121 38%	117 34%	68 46%	87 32%	83 34%	49 31%	77 35%	44 38%	29 40%	56 38%	50 34%	85 38%	47 31%	-	97 32%	66 33%	74 45%	135 34%	66 41%	70 29%
A little less expensive	177 27%	87 27%	91 26%	35 23%	88 32%	55 22%	42 27%	59 27%	40 34%	20 28%	43 29%	50 35%	57 25%	27 18%	-	88 29%	62 31%	27 16%	119 30%	38 24%	84 34%
A lot less expensive	71 11%	44 14%	27 8%	24 16%	32 12%	15 6%	20 13%	22 10%	11 10%	9 13%	24 16%	9 6%	33 15%	5 3%	-	53 18%	12 6%	6 4%	62 16%	23 14%	43 18%
Depends, specify	5 1%	2 1%	3 1%	-	2 1%	3 1%	1 1%	2 1%	1 1%	-	2 1%	1 *%	1 *%	2 1%	-	4 1%	1 *%	-	3 1%	2 1%	3 1%
Less because of the sales tax / recycling fees	7 1%	6 2%	1 *%	5 3%	1 *%	2 1%	-	5 2%	1 1%	1 1%	-	1 *%	6 3%	-	-	-	2 1%	5 3%	6 2%	1 *%	6 2%
Some are less / Some are the same / Some are higher	1 *%	-	1 *%	-	-	1 *%	-	1 *%	-	-	-	1 1%	-	-	-	1 *%	-	-	1 *%	-	-
Don't know	165 25%	58 18%	106 31%	15 10%	60 22%	89 36%	42 27%	54 24%	19 16%	13 18%	24 16%	32 22%	43 19%	66 44%	-	56 19%	56 28%	53 32%	64 16%	29 18%	36 15%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q14A Page 21

As you may know, the HST increased from 13% to 15% on July 1st of last year. Would you say that as a result of this increase you are now shopping more often in New Brunswick than you did before, less often than you did before, or has there been no change?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	669	320	349	148	272	248	155	223	116	73	148	145	225	150	-	301	202	166	392	159	243
UNWEIGHTED TOTAL	650	302	348	53	265	332	135	226	125	65	142	139	208	161	-	300	198	152	366	132	227
More Often	173	87	86	48	81	43	26	60	38	30	64	55	39	15	-	94	44	36	147	51	95
	26%	27%	25%	33%	30%	17%	17%	27%	33%	40%	43%	38%	17%	10%	-	31%	22%	21%	38%	32%	39%
				f	F			g	G	Gh	MN	MN	n			qr					
Less Often	16	8	8	-	5	11	6	4	1	3	2	4	7	3	-	7	8	1	10	4	4
	2%	2%	2%		2%	4%	4%	2%	1%	3%	2%	3%	3%	2%	-	2%	4%	1%	2%	2%	2%
					e																
No Change	472	224	247	95	185	192	120	158	76	41	78	86	177	131	-	198	149	124	231	105	139
	71%	70%	71%	64%	68%	77%	78%	71%	65%	56%	53%	59%	79%	87%	-	66%	74%	75%	59%	66%	57%
					E	iJ	j						KL	KLm							
Don't Know	8	1	7	4	1	3	2	-	1	-	4	-	2	2	-	2	1	5	4	-	4
	1%	1%	2%	3%	1%	1%	1%		1%		3%		1%	1%	-	1%	1%	3%	1%		2%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q14B Page 22

What types of items are you buying more frequently in New Brunswick because of the increase in the HST on July 1st of last year?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	173	87	86	48	81	43	26	60	38	30	64	55	39	15	-	94	44	36	147	51	95
UNWEIGHTED TOTAL	158	78	80	20	79	59	22	52	37	26	59	47	39	13	-	85	45	28	133	42	81
Gasoline	88 51%	39 44%	49 57%	18 37%	43 53%	27 62%	11 44%	34 56%	19 50%	13 42%	42 67%	25 46%	16 40%	4 30%	-	49 52%	26 60%	13 36%	82 56%	31 61%	46 48%
Food/groceries	62 36%	24 27%	38 44%	17 35%	28 35%	16 38%	8 32%	23 39%	19 48%	4 13%	24 38%	20 36%	15 37%	4 25%	-	24 25%	23 52%	15 43%	56 38%	17 33%	30 32%
Electronics	53 31%	33 38%	21 24%	19 39%	26 32%	9 20%	3 10%	16 27%	13 34%	16 53%	27 42%	12 23%	10 26%	4 25%	-	36 38%	8 18%	10 27%	46 31%	18 35%	32 33%
Clothing	51 29%	13 15%	38 44%	23 47%	17 21%	12 27%	11 43%	12 20%	13 33%	9 31%	14 22%	10 40%	5 25%	-	-	31 34%	15 34%	5 13%	46 31%	13 26%	34 36%
Cigarettes	48 28%	32 37%	15 18%	14 29%	24 29%	9 22%	11 42%	17 29%	4 11%	9 29%	23 36%	15 27%	4 11%	6 39%	-	27 29%	14 32%	6 18%	43 29%	18 36%	21 22%
Furniture	19 11%	9 11%	10 11%	6 12%	9 12%	4 9%	1 3%	2 4%	6 16%	7 22%	3 4%	6 10%	6 15%	5 33%	-	12 13%	3 7%	4 12%	16 11%	3 5%	14 14%
Milk	18 11%	10 12%	8 10%	5 9%	9 11%	4 10%	4 13%	4 7%	2 6%	6 21%	9 15%	5 9%	3 8%	1 6%	-	12 12%	4 9%	3 7%	15 10%	6 11%	12 13%
Vehicles	17 10%	14 16%	3 4%	12 25%	2 3%	2 5%	-	7 12%	1 2%	8 27%	8 13%	5 8%	4 9%	-	-	11 12%	3 7%	2 6%	17 11%	9 18%	16 17%
Appliances/household items	10 6%	5 6%	5 6%	-	7 8%	3 7%	2 7%	-	5 12%	2 8%	3 4%	1 1%	4 11%	2 14%	-	6 7%	1 2%	3 8%	7 5%	4 8%	6 6%
Alcohol	6 3%	4 4%	2 3%	-	4 5%	2 5%	1 4%	1 2%	1 2%	3 9%	2 3%	1 2%	3 8%	-	-	3 3%	2 4%	2 4%	6 4%	-	2 3%
Renovations/building supplies/tools	4 2%	2 2%	2 2%	-	2 2%	2 5%	1 3%	1 2%	2 5%	-	3 5%	1 1%	-	-	-	1 2%	2 4%	1 2%	3 2%	-	3 3%
Anything/everything	4 2%	3 4%	1 1%	-	4 5%	-	-	-	3 8%	1 3%	1 2%	3 6%	-	-	-	1 1%	3 7%	-	4 3%	2 4%	2 2%
Tires/auto repairs/parts	3 2%	2 2%	1 1%	-	1 1%	2 5%	-	1 2%	1 2%	1 2%	1 1%	1 1%	1 4%	-	-	3 3%	-	-	3 2%	1 1%	2 2%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q14B Page 23
(Continued)

What types of items are you buying more frequently in New Brunswick because of the increase in the HST on July 1st of last year?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	<----->		<----->			<----->				<----->					<----->						
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Larger purchases	2 1%	2 2%	-	-	1 1%	1 2%	-	1 1%	-	-	1 2%	-	1 2%	-	-	2 2%	-	-	2 1%	1 1%	1 1%
Craft Supplies	2 1%	1 1%	1 1%	-	-	2 4%	-	-	1 2%	-	1 1%	-	1 2%	-	-	2 2%	-	-	2 1%	-	1 1%
Baby products/toys	1 *%	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 *%	1 1%	1 1%
Pet Supplies	1 *%	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-
Other	22 13%	4 4%	18 21% B	14 29% F	6 8%	2 4%	8 30% i	8 13% i	1 2%	4 13%	9 14% m	11 20% M	1 3%	1 6%	-	12 13%	2 6%	8 21%	18 12%	7 13%	14 15%
Don't Know	1 1%	-	1 2%	-	1 1%	1 2%	-	1 1%	-	-	-	-	-	1 10%	-	1 1%	1 2%	-	1 1%	1 3%	1 2%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q15A Page 24

In March of this year, the Province of New Brunswick increased the tax on gasoline by 2.9 cents per litre, and increased the tax on diesel by 2.3 cents per litre. Before participating in this survey, were you aware of these fuel tax increases?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas	
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	669	320	349	148	272	248	155	223	116	73	148	145	225	150	-	301	202	166	392	159	243
UNWEIGHTED TOTAL	650	302	348	53	265	332	135	226	125	65	142	139	208	161	-	300	198	152	366	132	227
Yes, aware	354	207	147	57	147	150	77	109	62	45	80	71	128	74	-	169	111	73	213	94	134
	53%	65%	42%	38%	54%	60%	50%	49%	53%	62%	54%	49%	57%	49%	-	56%	55%	44%	54%	59%	55%
		C			d	D										r					
No, not aware	312	113	198	91	124	96	77	112	55	28	68	73	97	74	-	129	89	93	178	66	109
	47%	35%	57%	62%	46%	39%	49%	50%	47%	38%	46%	50%	43%	49%	-	43%	44%	56%	45%	41%	45%
			B	eF	f													Pq			
Don't know	3	-	3	-	1	3	1	1	-	-	-	1	1	2	-	2	1	-	1	-	-
	0.5%		1%		0.4%	0.5%	0.5%	0.5%				0.5%	0.5%	0.5%		0.5%	0.5%		0.5%		

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table Q15B Page 25

Would you say that as a result of these tax increases in New Brunswick you are now buying fuel for your vehicle more often in New Brunswick than you did before, less often than you did before, or has there been no change?

	GENDER		AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION			
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	354	207	147	57	147	150	77	109	62	45	80	71	128	74	-	169	111	73	213	94	134
UNWEIGHTED TOTAL	356	202	154	18	139	199	62	124	69	39	78	76	119	83	-	177	109	70	215	79	135
More often	34	14	20	7	22	6	7	9	3	5	11	9	8	6	-	15	9	11	25	8	15
	10%	7%	14%	12%	15%	4%	9%	9%	4%	12%	14%	13%	6%	8%		9%	8%	15%	12%	9%	11%
					F																
Less often	65	43	22	7	31	27	12	25	14	5	11	16	23	15	-	34	18	12	41	16	30
	18%	21%	15%	12%	21%	18%	15%	23%	23%	12%	14%	22%	18%	20%		20%	17%	16%	19%	17%	23%
No change	250	149	101	43	93	113	55	75	45	33	57	46	94	53	-	120	80	50	144	70	87
	71%	72%	69%	77%	63%	76%	72%	68%	73%	74%	71%	65%	73%	71%		71%	72%	68%	68%	74%	65%
					E																
Don't know	5	1	4	-	2	3	3	-	-	1	1	-	3	1	-	1	3	1	3	-	1
	1%	1%	3%		1%	2%	4%			2%	1%		3%	1%		1%	3%	1%	2%		1%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table D1 Page 26
How many adults 18 years of age or older live in your household?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
1	196 24%	84 22%	112 27%	24 14%	53 18%	119 35%	100 49%	48 19%	12 9%	4 5%	21 14%	18 13%	61 27%	38 25%	26 37%	95 26%	62 26%	39 19%	76 19%	39 24%	53 20%
						DE	HIJ	IJ					KL	KL	KL						
2	495 62%	249 65%	245 59%	111 68%	193 65%	191 56%	93 46%	175 69%	101 75%	60 80%	101 68%	103 71%	131 58%	92 61%	39 56%	213 59%	147 61%	134 66%	261 65%	103 63%	172 64%
					F		G	G	Gh		m										
3	78 10%	30 8%	48 12%	14 9%	41 14%	23 7%	8 4%	26 10%	13 10%	8 10%	23 15%	20 14%	20 9%	13 8%	3 4%	42 12%	24 10%	13 6%	52 13%	17 11%	29 11%
				F			G	g		O	O				r						
4	20 2%	7 2%	12 3%	6 4%	6 2%	7 2%	1 *%	3 1%	6 4%	2 3%	2 1%	4 3%	6 3%	7 5%	-	7 2%	3 1%	9 5%	10 2%	1 1%	8 3%
								G													
5	7 1%	6 2%	1 *%	6 4%	1 *%	1 *%	1 1%	1 *%	-	1 1%	1 1%	-	5 2%	1 1%	-	3 1%	-	5 2%	3 1%	-	2 1%
6	2 *%	2 1%	-	2 1%	-	-	-	-	2 2%	-	-	-	-	-	2 3%	-	2 1%	-	-	2 1%	2 1%
Refused	4 *%	4 1%	-	-	2 1%	2 *%	1 *%	2 1%	-	-	1 1%	-	2 1%	-	-	-	2 1%	2 1%	1 *%	-	-

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table D2 Page 27
How many children under 18 years of age live in your household?

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
0	560 70%	269 70%	291 69%	75 46%	156 53%	330 96%	163 80%	175 69%	77 58%	38 51%	93 63%	81 56%	160 71%	107 71%	58 83%	249 69%	174 72%	138 68%	240 60%	93 57%	164 62%
						DE	HIJ	iJ				L	L	KLn							
1	92 11%	36 9%	56 13%	32 19%	50 17%	9 3%	9 4%	40 16%	21 16%	10 13%	17 11%	19 13%	32 14%	16 11%	5 7%	47 13%	23 10%	22 11%	63 16%	26 16%	38 14%
				F	F			G	G	g											
2	99 12%	43 11%	56 13%	31 19%	67 23%	1 **	17 8%	23 9%	23 17%	24 32%	26 18%	40 28%	16 7%	14 9%	2 3%	50 14%	27 11%	21 11%	72 18%	31 19%	52 20%
				F	F				Gh	GHI	MnO	MNO		o							
3	38 5%	26 7%	12 3%	16 10%	21 7%	1 **	11 5%	8 3%	11 8%	3 4%	9 6%	3 2%	12 5%	10 7%	4 6%	8 2%	9 4%	21 10%	16 4%	13 8%	8 3%
			C	f	F									1				PQ			
4	12 1%	7 2%	5 1%	10 6%	1 **	1 **	3 2%	7 3%	2 1%	-	2 2%	2 1%	6 2%	2 1%	-	5 1%	7 3%	-	10 3%	1 1%	3 1%
5	1 **	1 **	-	-	1 **	-	-	1 **	-	-	-	-	-	1 1%	-	1 **	-	-	-	-	-
Refused	1 **	1 **	-	-	-	1 **	1 **	-	-	-	1 1%	-	-	-	-	-	1 **	-	1 **	-	-

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case

Cross Border Shopping (Wave 3) – October 2011

Table D3 Page 28
 What would you say is the total annual income of your household before taxes? Is it:

	GENDER			AGE			INCOME				PURCHASES WHEN TRAVELING					CATEGORY			MONTHLY VISITATION		
	TOTAL	Male	Female	18-34	35-54	55+	<\$30K	\$30-\$59K	\$60-\$99K	\$100K+	Always	Often	Some	Rarely	Never	Amh.	Inner	Outer	Shop	Busi	Pleas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
BASE	802	383	419	164	296	343	204	255	134	75	148	145	225	150	69	360	240	202	402	163	266
UNWEIGHTED TOTAL	802	362	440	57	292	453	196	256	141	67	142	139	208	161	71	360	240	202	378	134	244
Under \$30,000	204 25%	84 22%	119 28%	50 31%	55 18%	99 29%	204 100%	-	-	-	23 16%	32 22%	65 29%	35 23%	19 28%	88 25%	74 31%	42 21%	79 20%	42 26%	51 19%
\$30,000 to \$39,999	116 14%	59 15%	57 14%	29 18%	37 13%	50 15%	-	116 46%	-	-	21 14%	19 13%	39 17%	22 14%	8 11%	43 12%	39 16%	34 17%	61 15%	16 10%	35 13%
\$40,000 to \$49,999	76 10%	39 10%	38 9%	11 7%	33 11%	33 9%	-	76 30%	-	-	18 12%	9 6%	24 11%	17 11%	7 9%	27 7%	24 10%	25 13%	38 9%	14 9%	28 11%
\$50,000 to \$59,999	62 8%	43 11%	19 5%	16 10%	21 7%	25 7%	-	62 24%	-	-	13 9%	14 9%	16 7%	10 6%	9 13%	30 8%	12 5%	20 10%	35 9%	15 9%	28 11%
\$60,000 to \$69,999	42 5%	14 4%	28 7%	5 3%	16 5%	21 6%	-	-	42 31%	-	11 7%	7 5%	11 5%	11 7%	1 2%	24 7%	11 5%	7 4%	27 7%	10 6%	20 8%
\$70,000 to \$79,999	44 6%	26 7%	18 4%	10 6%	27 9%	8 2%	-	-	44 33%	-	9 6%	8 5%	10 5%	8 5%	8 11%	18 5%	18 8%	8 4%	21 5%	8 5%	16 6%
\$80,000 to \$89,999	27 3%	9 2%	18 4%	5 3%	14 5%	8 2%	-	-	27 20%	-	4 2%	7 5%	7 3%	6 4%	2 4%	14 4%	6 3%	7 4%	15 4%	8 5%	11 4%
\$90,000 to \$99,999	20 3%	13 3%	7 2%	1 1%	12 4%	7 2%	-	-	20 15%	-	4 3%	6 4%	5 2%	4 2%	1 1%	14 4%	4 2%	3 1%	12 3%	5 3%	11 4%
\$100,000 or over	75 9%	47 12%	28 7%	10 6%	56 19%	9 3%	-	-	-	75 100%	21 14%	18 12%	24 11%	11 7%	2 2%	41 11%	17 7%	17 9%	52 13%	23 14%	33 12%
Don't know	54 7%	15 4%	40 9%	27 16%	5 2%	23 7%	-	-	-	-	8 6%	12 8%	10 5%	12 8%	4 5%	21 6%	11 5%	22 11%	21 5%	10 6%	14 5%
Refused	80 10%	34 9%	47 11%	-	20 7%	60 18%	-	-	-	-	15 10%	14 10%	13 6%	16 11%	10 14%	40 11%	24 10%	17 8%	40 10%	12 8%	19 7%

Significant differences between segments at 95% indicated by upper case letters and 90% indicated by lower case