



Topline Results

Department of Finance

Cross Border Shopping Survey – Nova Scotia

Survey dates: March 26, 2010 – April 1, 2010
Sample size: 400
Population: Cumberland County adults (18+)
Margin of error: +/- 4.9 percentage points, 19 times out of 20
Note: Percentages may not add up to 100 due to rounding. Some questions were only asked of a subset of the sample. The size of the sub-sample [n] is noted below each question where appropriate.

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?

18 to 24 years old	9%
25 to 34 years old	12%
35 to 44 years old	17%
45 to 54 years old	20%
55 to 64 years old	18%
65 to 74 years old	13%
75 years or older	12%

QB Gender:

Male.....	48%
Female	52%

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

a. Shopping

Daily	1%
A few times per week	11%
A few times per month	34%
Once or twice a year	36%
Less than once a year	3%
Never	14%
Don't know	1%

b. Business

Daily	4%
A few times per week	5%
A few times per month	10%
Once or twice a year	15%
Less than once a year	4%
Never	61%
Don't know	1%

c. Pleasure

Daily	1%
A few times per week	9%
A few times per month	27%
Once or twice a year	37%
Less than once a year	5%
Never	20%
Don't know	1%

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

n=340

Moncton, Riverview, Dieppe	80%
Sackville, Aulac	18%
Saint John	<1%
Fredericton	<1%
Memramcook, Dorchester	0%
Shediac	0%
Other	<1%
Don't know	1%

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?

Competitive pricing	29%
Service	18%
Quality	8%
Variety of selection.....	5%
Convenient location	3%
Buy local/support my community	2%
Staff are competent/casual	2%
Honesty/trustworthy	1%
Reputation	1%
Specific brands.....	1%
Loyalty to retailer(s)	1%
Warranty options	<1%
No – I look for a combination of qualities	14%
Others.....	3%
Don't know	11%

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?

Competitive pricing	35%
Convenient location	19%
Buy local/support my community	3%
Loyalty to retailer(s)	2%
Quality	4%
Variety of selection.....	6%
Service	5%
Cleanliness.....	1%
Availability/Ease of getting what I want.....	1%
Reward programs (Air miles/gas coupons/discounts).....	1%
Hours of operation	<1%
No – I look for a combination of qualities	12%
Others.....	2%
Don't know	9%

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

n=364

Always.....	16%
Often.....	22%
Sometimes.....	34%
Rarely.....	22%
Never	5%
Don't know	1%

Q6. 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?

n=342

Less than 25 per cent	69%
25 to 50 per cent	19%
51 to 75 per cent	6%
More than 75 per cent	4%
Don't know	2%

n=400 (based on full sample)

None/nothing ¹	15%
Less than 25 per cent	59%
25 to 50 per cent	16%
51 to 75 per cent	5%
More than 75 per cent	3%
Don't know	1%

1 Consists of those who never travel to New Brunswick or who report that they never buy anything in New Brunswick they would normally buy in Nova Scotia

Q7. 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?

n=342

Less than 25 per cent	75%
25 to 50 per cent	15%
51 to 75 per cent	5%
More than 75 per cent	3%
Don't know	1%

n=400 (based on full sample)

None/nothing ²	15%
Less than 25 per cent	64%
25 to 50 per cent	13%
51 to 75 per cent	5%
More than 75 per cent	3%
Don't know	1%

Q8. What is the main reason that you make [INSERT RESPONSE FROM Q6] of your routine purchases in New Brunswick?

n=100

Price/cheaper/less taxes	72%
Selection/product/availability/variety	11%
Closest place to where I live/Convenient	6%
Going for cheaper gas, so other purchases are made	5%
Travelling through there already	3%
Other	4%
Don't know	0%

Q9. What is the main reason that you make [INSERT RESPONSE FROM Q7] of your major purchases in New Brunswick?

n=81

Selection/product availability/variety	38%
Price/cheaper/less taxes	36%
Closest place to where I live/convenient.....	12%
Better quality/service	6%
Better companies/easier to do business with	1%
Other	6%
Don't know	2%

² Consists of those who never travel to New Brunswick or who report that they never buy anything in New Brunswick they would normally buy in Nova Scotia

Q10. In the past three years, would you say that the number of routine purchases - such as food, milk, clothing, gasoline, and cigarettes – that you make in New Brunswick has...?

n=100

Increased a lot	36%
Increased a little	21%
Stayed about the same	36%
Decreased a little	4%
Decreased a lot	1%
Other	0%
Don't know	2%

Q11. In the past three years, would you say that the number of major purchases – such as such as furniture, appliances, vehicles, and electronics - that you make in New Brunswick has...?

n=81

Increased a lot	10%
Increased a little	15%
Stayed about the same	61%
Decreased a little	14%
Decreased a lot	0%
Other	0%
Don't know	0%

Q12. 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...?

n=342

A lot more expensive	0%
A little more expensive	1%
About the same price	23%
A little less expensive	38%
A lot less expensive	27%
Same price except gas/cigarettes are cheaper in NB	3%
Depends	2%
Don't know	6%

Q13. 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...?

n=342

A lot more expensive	<1%
A little more expensive	<1%
About the same price	42%
A little less expensive	27%
A lot less expensive	3%
Depends	1%
Don't know	26%

DEMOGRAPHICS

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

1	25%
2	56%
3	14%
4	4%
5	1%
10.....	<1%
Refused.....	1%

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

0.....	69%
1.....	11%
2.....	11%
3.....	3%
4.....	1%
5.....	<1%
Refused.....	5%

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

Under \$30,000.....	24%
\$30,000 to \$39,999.....	13%
\$40,000 to \$49,999.....	12%
\$50,000 to \$59,999.....	7%
\$60,000 to \$69,999.....	7%
\$70,000 to \$79,999.....	5%
\$80,000 to \$89,999.....	4%
\$90,000 to \$99,999.....	3%
\$100,000 or over	9%
Don't know	3%
Refused.....	13%