



# Topline Results

## Department of Finance

### Cross Border Shopping Survey – Nova Scotia

Survey dates: Wave 1: March 26, 2010 – April 1, 2010  
 Wave 2: September 27, 2010 – October 4, 2010

Sample size: Wave 1: 400  
 Wave 2: 800

Population: Cumberland County adults (18+)

Margin of error: Wave 1: +/- 4.9 percentage points, 19 times out of 20  
 Wave 2: +/- 3.5 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?

	Wave 1	Wave 2
18 to 24 years old .....	9%	9%
25 to 34 years old .....	12%	12%
35 to 44 years old .....	17%	17%
45 to 54 years old .....	20%	20%
55 to 64 years old .....	18%	18%
65 to 74 years old .....	13%	13%
75 years or older .....	12%	12%

QB Gender:

	Wave 1	Wave 2
Male.....	48%	48%
Female .....	52%	52%

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

a. Shopping

	Wave 1	Wave 2
Daily.....	1%	1%
A few times per week.....	11%	12%
A few times per month.....	34%	39%
Once or twice a year.....	36%	29%
Less than once a year.....	3%	4%
Never .....	14%	14%
Don't know .....	1%	<1%

b. Business

	Wave 1	Wave 2
Daily.....	4%	3%
A few times per week.....	5%	5%
A few times per month.....	10%	12%
Once or twice a year.....	15%	14%
Less than once a year.....	4%	4%
Never .....	61%	61%
Don't know .....	1%	1%

c. Pleasure

	Wave 1	Wave 2
Daily.....	1%	1%
A few times per week.....	9%	7%
A few times per month.....	27%	29%
Once or twice a year.....	37%	37%
Less than once a year.....	5%	6%
Never .....	20%	21%
Don't know .....	1%	1%

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

	Wave 1 n=340	Wave 2 n=682
Moncton, Riverview, Dieppe .....	80%	82%
Sackville, Aulac .....	18%	15%
Saint John .....	<1%	<1%
Fredericton .....	<1%	<1%
Memramcook, Dorchester .....	0%	0%
Shediac .....	0%	0%
Other .....	<1%	1%
Don't know .....	1%	1%

Q2\_1. How often do you travel to outside of your community to shop while staying within Nova Scotia?

	Wave 2
Daily .....	3%
A few times per week .....	24%
A few times per month .....	35%
Once or twice a year .....	23%
Less than once a year .....	4%
Never .....	11%
Don't know .....	0%

Q2\_1A. Now thinking about times you travel outside of your community for shopping but stay within Nova Scotia, which community is most often your primary destination?

	Wave 2 n=710
Amherst .....	56%
Halifax .....	22%
Truro .....	14%
Pugwash .....	2%
Springhill .....	1%
Tatamagouche .....	1%
Dartmouth .....	1%
New Glasgow .....	1%
Oxford .....	<1%
None/never shop elsewhere in NS .....	1%
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?

	Wave 1	Wave 2
Competitive pricing .....	29%	30%
Service .....	18%	13%
Quality .....	8%	6%
Variety of selection.....	5%	3%
Convenient location .....	3%	3%
Buy local/support my community .....	2%	4%
Staff are competent/casual .....	2%	2%
Honesty/trustworthy.....	1%	2%
Reputation.....	1%	2%
Specific brands.....	1%	1%
Loyalty to retailer(s) .....	1%	3%
Warranty options .....	<1%	1%
No – I look for a combination of qualities .....	14%	14%
Others.....	3%	4%
Don't know .....	11%	15%

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?

	Wave 1	Wave 2
Competitive pricing .....	35%	35%
Convenient location .....	19%	16%
Buy local/support my community .....	3%	4%
Loyalty to retailer(s) .....	2%	2%
Quality .....	4%	5%
Variety of selection.....	6%	7%
Service .....	5%	4%
Store specifics (cleanliness/hours) .....	1%	1%
Availability/Ease of getting what I want.....	1%	1%
Reward programs (Air miles/gas coupons/discounts).....	1%	1%
No – I look for a combination of qualities .....	12%	9%
Others.....	2%	3%
Don't know .....	9%	13%

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

	Wave 1 n=364	Wave 2 n=733
Always.....	16%	24%
Often.....	22%	23%
Sometimes.....	34%	26%
Rarely.....	22%	18%
Never .....	5%	8%
Don't know .....	1%	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?

	Wave 1 n=342	Wave 2 n=666
Less than 25 per cent .....	69%	63%
25 to 50 per cent .....	19%	22%
51 to 75 per cent .....	6%	9%
More than 75 per cent .....	4%	4%
Don't know .....	2%	1%

	Wave 1 n=400	Wave 2 n=800
None/nothing <sup>1</sup> .....	15%	17%
Less than 25 per cent .....	59%	53%
25 to 50 per cent .....	16%	18%
51 to 75 per cent .....	5%	8%
More than 75 per cent .....	3%	4%
Don't know .....	1%	1%

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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?

	Wave 1 n=342	Wave 2 n=666
Less than 25 per cent .....	75%	73%
25 to 50 per cent .....	15%	15%
51 to 75 per cent .....	5%	5%
More than 75 per cent .....	3%	5%
Don't know .....	1%	1%

	Wave 1 n=400	Wave 2 n=800
None/nothing <sup>2</sup> .....	15%	17%
Less than 25 per cent .....	64%	61%
25 to 50 per cent .....	13%	13%
51 to 75 per cent .....	5%	4%
More than 75 per cent .....	3%	4%
Don't know .....	1%	1%

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

	Wave 1 n=100	Wave 2 n=235
Price/cheaper/less taxes .....	72%	69%
Selection/product/availability/variety .....	11%	12%
Closest place to where I live/Convenient .....	6%	3%
Going for cheaper gas, so other purchases are made .....	5%	7%
Travelling through there already .....	3%	3%
Other .....	4%	2%
Don't know .....	0%	3%

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

	Wave 1 n=81	Wave 2 n=169
Selection/product availability/variety .....	38%	34%
Price/cheaper/less taxes .....	36%	58%
Closest place to where I live/convenient.....	12%	3%
Better quality/service .....	6%	3%
Better companies/easier to do business with .....	1%	0%
Other .....	6%	2%
Don't know .....	2%	1%

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...?

	Wave 1 n=342	Wave 2 n=666
A lot more expensive .....	0%	0%
A little more expensive .....	1%	<1%
About the same price .....	23%	16%
A little less expensive .....	38%	38%
A lot less expensive .....	27%	33%
Same price except gas/cigarettes are cheaper in NB .....	3%	4%
Some are less/some same/some higher .....	0%	2%
Depends .....	2%	<1%
Don't know .....	6%	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...?

	Wave 1 n=342	Wave 2 n=666
A lot more expensive .....	<1%	0%
A little more expensive .....	<1%	1%
About the same price .....	42%	36%
A little less expensive .....	27%	25%
A lot less expensive .....	3%	9%
Less because of the sales tax/recycling fees .....	0%	1%
Some are less/some same/some higher .....	0%	1%
Depends .....	1%	<1%
Don't know .....	26%	27%

Q14A. As you may know, the HST increased from 13% to 15% on July 1<sup>st</sup> of this 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?

	Wave 2
	n=666
More often .....	35%
Less often .....	1%
No change .....	63%
Don't know .....	1%

	Wave 2
	n=800
Don't shop <sup>3</sup> .....	17%
More often .....	29%
Less often .....	1%
No change .....	52%
Don't know .....	1%

Q14B. What types of items are you buying more frequently in New Brunswick because of the increase in the HST on July 1<sup>st</sup>?

	Wave 2
	n=800
No change in shopping behaviour .....	52%
Don't shop <sup>4</sup> .....	17%
Shop less often .....	1%
Gasoline .....	23%
Food/groceries .....	10%
Cigarettes .....	9%
Clothing .....	8%
Milk.....	7%
Electronics .....	5%
Furniture.....	3%
Alcohol.....	2%
Vehicles .....	2%
Anything/everything.....	1%
Appliances/household items .....	1%

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Renovations/building supplies/tools .....	1%
Personal items/books/beer/sporting equipment.....	1%
Tires/auto repairs .....	1%
Baby products/toys .....	<1%
Entertainment .....	<1%
Larger purchases .....	<1%
Generators/hot water tanks.....	<1%
Veterinary work.....	<1%
Gifts .....	<1%
Other .....	<1%
Don't know .....	0%

## DEMOGRAPHICS

D1.	How many adults 18 years of age or older live in your household?		
		Wave 1	Wave 2
	1.....	25%.....	23%
	2.....	56%.....	62%
	3.....	14%.....	12%
	4.....	4%.....	3%
	5.....	1%.....	<1%
	7.....	0%.....	<1%
	10.....	<1%.....	0%
	Refused.....	1%.....	<1%
D2.	How many children under 18 years of age live in your household?		
		Wave 1	Wave 2
	0.....	69%.....	70%
	1.....	11%.....	15%
	2.....	11%.....	10%
	3.....	3%.....	2%
	4.....	1%.....	1%
	5.....	<1%.....	<1%
	6.....	0%.....	<1%
	Refused.....	5%.....	1%
D3.	What would you say is the total annual income of your household before taxes? Is it:		
		Wave 1	Wave 2
	Under \$30,000.....	24%.....	23%
	\$30,000 to \$39,999.....	13%.....	15%
	\$40,000 to \$49,999.....	12%.....	11%
	\$50,000 to \$59,999.....	7%.....	10%
	\$60,000 to \$69,999.....	7%.....	7%
	\$70,000 to \$79,999.....	5%.....	5%
	\$80,000 to \$89,999.....	4%.....	3%
	\$90,000 to \$99,999.....	3%.....	4%
	\$100,000 or over.....	9%.....	7%
	Don't know.....	3%.....	6%
	Refused.....	13%.....	10%