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News Release

“The Invisible Border” - Canadian Retailers could see further losses to the U.S.

Survey shows leap in Christmas season cross-border on-line shopping

Calgary, AB – This Christmas season more Canadians than ever will be shopping in the U.S. – without leaving their homes. A new national research study, conducted by ZINC Research and its partner Dufferin Research, shows that the recent dollar parity has created a spike in online shopping across the nation, most notably in the west.

“This is a significant and unsettling finding,” says Brian F. Singh, Managing Director of ZINC Research. “U.S. shopping is no longer restricted to Canadians living near the border. With the current value of our dollar, Canadians are jumping on the on-line bandwagon to grab US deals, and our retailers are likely to take the hit.”

Nearly half (48%) of the 1,200 respondents said they will do on-line shopping for Christmas, and a full 70% of those said they would or might buy in the U.S.. Of those, 45% said they would do more on-line shopping in the US than they did last year.

The results indicate that with the stronger dollar, Canadians are altering the fundamentals of shopping habits, and are basing their decisions on both price and convenience. Two-thirds of respondents cited price as the main motivator, and three-quarters of those indicated that the strong dollar has made this even more the case this year from last year.

“With dollars increasing going south, Canadian retailers could likely be hurt during the Christmas shopping season,” said Singh. “Not just will more people shop from home instead of the malls, but they are critical comparison shoppers and have no issues going beyond borders and shopping online.”

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“Canada Online & Cross-Border Shopping” is one of a number of nationally syndicated studies conducted by ZINC Research Inc. and its partner, online research specialists Dufferin Research, via their monthly Voyageur Omnibus. This study explores a range of issues on changes in motivation, rationale and perceptions of value of Canadian online shoppers and shopping at U.S. online stores.

This survey was conducted between November 19 to 23, via an online poll of 1,200 Canadians (adults, 18 years+). The sample is census representative by region, gender and age. Based on global tracking, approximately 70% of Canadians have access to the Internet, and this methodology is considered representative of the Canadian population.

For further information about these survey results or the methodology, please contact either:

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