

CROP - PANORAMA 2018

R13A1. Digital technology now makes it possible for businesses to collect lots of data about the preferences and behaviours of their consumers (purchase/shopping history, websites they visited, products and services they were interested in etc.), in order to provide them with more personalized offers. How relevant is it to you personally that, based on information compiled about you...?

Websites or electronic applications offer you suggestions of products that correspond to your own tastes gleaned from your web surfing history

	Gender			AGE						Income				Language		Education			Ethnicity		
	Total	Men	Female	18-24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	- 25M	25- 40M	40- 60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
Population:	28040	13185	14855	3068	4202	4923	5098	4822	5927	2286	4815	5150	12570	5364	21946	10214	11128	6698	8994	5866	13180
Sample:	2347	1098	1249	120	335	390	519	508	475	166	358	406	1122	686	1606	610	970	767	696	685	966
Very relevant	9%	9%	9%	20%	19%	11%	4%	5%	3%	6%	10%	8%	11%	6%	9%	9%	7%	12%	6%	10%	11%
Somewhat relevant	44%	46%	43%	59%	47%	49%	45%	36%	36%	41%	42%	45%	47%	40%	46%	44%	44%	46%	45%	38%	46%
Not very relevant	32%	31%	34%	18%	23%	28%	39%	40%	39%	37%	34%	32%	30%	38%	31%	32%	36%	28%	33%	37%	30%
Not relevant at all	14%	13%	15%	3%	10%	12%	12%	19%	23%	16%	15%	15%	13%	16%	14%	15%	13%	15%	16%	15%	13%
Very relevant/Somewhat relevant	53%	55%	51%	79%	67%	60%	49%	41%	39%	47%	51%	53%	58%	46%	55%	53%	51%	57%	51%	48%	57%
Not very relevant/Not relevant at all	47%	45%	49%	21%	33%	40%	51%	59%	61%	53%	49%	47%	42%	54%	45%	47%	49%	43%	49%	52%	43%

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	Born in Canada		Household with children			Occupation				Community Size*				Regions					CAN. LESS QUE		
	Total	Yes	No	12 - 17	13 - 17	None	PROF ADM	TECH	OFF. SALE SERV	MAN. WORK	A	B	C	D	ATL.	QC.	ONT.	MAN. SASK		AL-BERTA	B.C.
Population:	28040	22676	5364	5061	2970	21065	4948	2145	3718	3592	11724	7785	3349	5182	1916	6581	10767	1827	3144	3806	21459
Sample:	2347	1977	370	409	249	1778	498	190	303	258	1006	622	292	427	239	1075	444	158	207	224	1272
Very relevant	9%	8%	13%	15%	16%	7%	14%	10%	9%	10%	11%	7%	5%	11%	9%	7%	12%	6%	10%	6%	10%
Somewhat relevant	44%	43%	48%	53%	51%	42%	52%	44%	45%	43%	46%	41%	44%	44%	36%	42%	44%	46%	49%	48%	45%
Not very relevant	32%	33%	29%	24%	24%	35%	23%	36%	33%	34%	31%	35%	37%	31%	36%	37%	30%	34%	30%	31%	31%
Not relevant at all	14%	15%	10%	8%	8%	16%	11%	10%	12%	13%	12%	17%	14%	15%	18%	15%	13%	14%	11%	16%	14%
Very relevant/Somewhat relevant	53%	52%	60%	68%	68%	49%	66%	54%	54%	53%	57%	49%	49%	54%	46%	48%	56%	52%	59%	53%	55%
Not very relevant/Not relevant at all	47%	48%	40%	32%	32%	51%	34%	46%	46%	47%	43%	51%	51%	46%	54%	52%	44%	48%	41%	47%	45%

*Community size: (A) 1,000,000+ inhabitants – (B) 100,000-99,999 inhabitants – (C) 10,000-99,999 inhabitants – (D) Less than 10,000 inhabitant