

1. Did you spend more than you intended to during the holiday season?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|-----------------------|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents | 2006 | 250 | 211 | 163 | 732 | 472 | 178 | 493 | 357 | 503 | 393 | 523 | 1483 |
| Weighted | 2006 | 269 | 213 | 131 | 769 | 482 | 143 | 592 | 378 | 444 | 303 | 492 | 1514 |
| Yes | 1028 | 126 | 101 | 82 | 418 | 234 | 67 | 331 | 199 | 244 | 155 | 311 | 717 |
| | 51% | 47% | 47% | 63% | 54% | 49% | 47% | 56% | 53% | 55% | 51% | 63% | 47% |
| | | | | ABEF | | | | | | | | L | |
| No | 978 | 143 | 112 | 48 | 351 | 248 | 76 | 261 | 179 | 200 | 148 | 181 | 797 |
| | 49% | 53% | 53% | 37% | 46% | 51% | 53% | 44% | 47% | 45% | 49% | 37% | 53% |
| | | C | C | | | C | C | | | | | K | |

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. How much over budget did you spend?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: Spent More Than Intended During Holiday Season | 1040 | 125 | 105 | 99 | 399 | 225 | 87 | 275 | 187 | 280 | 207 | 343 | 697 |
| Weighted | 1028 | 126 | 101 | 82 | 418 | 234 | 67 | 331 | 199 | 244 | 155 | 311 | 717 |
| 0 | 2 | - | - | 2 | - | 1 | - | 2 | - | 1 | - | - | 2 |
| | * | * | * | 2% | - | * | - | * | - | * | - | - | * |
| | | | | D* | | | | | | | | | |
| 1-100 | 246 | 24 | 20 | 18 | 119 | 44 | 21 | 97 | 58 | 47 | 22 | 50 | 196 |
| | 24% | 19% | 20% | 22% | 28% | 19% | 32% | 29% | 29% | 19% | 14% | 16% | 27% |
| | | * | * | * | E | | E* | IJ | IJ | | | | K |
| 101-200 | 277 | 29 | 32 | 26 | 110 | 61 | 18 | 94 | 44 | 70 | 44 | 83 | 193 |
| | 27% | 23% | 31% | 32% | 26% | 26% | 27% | 29% | 22% | 29% | 28% | 27% | 27% |
| | | * | * | * | | | * | | | | | | |
| 201-300 | 168 | 27 | 19 | 8 | 59 | 49 | 6 | 53 | 29 | 44 | 25 | 54 | 114 |
| | 16% | 21% | 19% | 9% | 14% | 21% | 10% | 16% | 14% | 18% | 16% | 17% | 16% |
| | | C* | * | * | | CF | * | | | | | | |
| 301-400 | 55 | 12 | 6 | 2 | 22 | 11 | 3 | 14 | 7 | 18 | 10 | 16 | 39 |
| | 5% | 9% | 6% | 2% | 5% | 5% | 4% | 4% | 4% | 7% | 7% | 5% | 6% |
| | | * | * | * | | | * | | | | | | |
| 401-500 | 141 | 19 | 13 | 14 | 60 | 28 | 6 | 36 | 37 | 27 | 21 | 48 | 93 |
| | 14% | 15% | 13% | 17% | 14% | 12% | 9% | 11% | 19% | 11% | 14% | 16% | 13% |
| | | * | * | * | | | * | | GI | | | | |
| 501-600 | 18 | 4 | 1 | 1 | 3 | 7 | 2 | 4 | 3 | 7 | 4 | 8 | 10 |
| | 2% | 3% | 1% | 1% | 1% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | 1% |
| | | * | * | * | | | * | | | | | | |
| 601-700 | 6 | 2 | - | - | 1 | 3 | - | 1 | 1 | 4 | 1 | 3 | 4 |
| | 1% | 2% | - | - | * | 1% | - | * | * | 1% | 1% | 1% | * |
| | | * | * | * | | | * | | | | | | |
| 701-800 | 4 | - | - | 1 | 1 | 1 | 2 | 2 | - | * | 2 | 3 | 1 |
| | * | - | - | 1% | * | * | 3% | 1% | - | * | 1% | 1% | * |
| | | * | * | * | | | D* | | | | | | |
| 801-900 | 6 | - | - | 2 | 2 | 2 | * | 2 | 4 | * | - | 4 | 2 |
| | 1% | - | - | 2% | 1% | 1% | * | * | 2% | * | - | 1% | * |
| | | * | * | * | | | * | | | | | | |
| 901-1000 | 54 | 3 | 5 | 9 | 20 | 13 | 3 | 11 | 8 | 17 | 14 | 21 | 33 |
| | 5% | 2% | 5% | 11% | 5% | 6% | 5% | 3% | 4% | 7% | 9% | 7% | 5% |
| | | * | * | A* | | | * | | | | G | | |
| 1000+ | 50 | 7 | 4 | 1 | 19 | 14 | 5 | 16 | 8 | 9 | 12 | 21 | 29 |
| | 5% | 5% | 4% | 2% | 4% | 6% | 7% | 5% | 4% | 4% | 7% | 7% | 4% |
| | | * | * | * | | | * | | | | | | |

| Summary | | | | | | | | | | | | | |
|-----------|--------|--------|--------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Mean | 403.3 | 369.7 | 401.6 | 372.7 | 380.5 | 472.3 | 407.3 | 375.4 | 389.5 | 400.6 | 504.5 | 510 | 357 |
| | | * | * | * | | | * | | | | | L | |
| Std. Dev. | 651.13 | 362.72 | 595.44 | 363.28 | 634 | 874.58 | 621.46 | 724.15 | 709.67 | 561.13 | 665.48 | 834.51 | 547.42 |
| Std. Err. | 20.19 | 32.44 | 58.11 | 36.51 | 31.74 | 58.31 | 66.63 | 43.67 | 51.9 | 33.53 | 46.25 | 45.06 | 20.74 |
| Median | 200 | 254.5 | 200 | 200 | 200 | 250 | 200 | 200 | 200 | 250 | 300 | 300 | 200 |

Overlap formula used
 - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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3. What do you plan to cut back on in order to get back on track?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: Spent More Than Intended During Holiday Season | 1040 | 125 | 105 | 99 | 399 | 225 | 87 | 275 | 187 | 280 | 207 | 343 | 697 |
| Weighted | 1028 | 126 | 101 | 82 | 418 | 234 | 67 | 331 | 199 | 244 | 155 | 311 | 717 |
| Entertainment | 433 | 61 | 35 | 33 | 166 | 115 | 23 | 137 | 84 | 93 | 77 | 128 | 305 |
| | 42% | 48% | 35% | 40% | 40% | 49% | 34% | 42% | 42% | 38% | 49% | 41% | 43% |
| | | * | * | * | | BF | * | | | I | | | |
| Lunch and coffee money | 343 | 48 | 34 | 31 | 145 | 59 | 26 | 95 | 71 | 83 | 65 | 120 | 223 |
| | 33% | 38% | 34% | 38% | 35% | 25% | 39% | 29% | 36% | 34% | 42% | 39% | 31% |
| | | E* | * | E* | E | | E* | | | G | | L | |
| My day to day living expenses (groceries, phone, cable, etc) | 333 | 41 | 43 | 29 | 138 | 56 | 25 | 109 | 55 | 80 | 54 | 95 | 238 |
| | 32% | 33% | 42% | 36% | 33% | 24% | 37% | 33% | 28% | 33% | 35% | 30% | 33% |
| | | * | E* | * | E | | E* | | | | | | |
| Using my credit card | 300 | 36 | 31 | 23 | 135 | 64 | 10 | 95 | 61 | 71 | 45 | 78 | 222 |
| | 29% | 29% | 31% | 28% | 32% | 27% | 15% | 29% | 31% | 29% | 29% | 25% | 31% |
| | | * | F* | * | F | | * | | | | | | |
| I have no idea where to start | 95 | 17 | 10 | 10 | 35 | 18 | 6 | 30 | 15 | 21 | 14 | 32 | 63 |
| | 9% | 13% | 10% | 12% | 8% | 8% | 8% | 9% | 8% | 9% | 9% | 10% | 9% |
| | | * | * | * | | | * | | | | | | |
| Using my line of credit | 86 | 6 | 12 | 4 | 36 | 18 | 8 | 31 | 15 | 26 | 7 | 33 | 53 |
| | 8% | 5% | 12% | 5% | 9% | 8% | 12% | 9% | 7% | 11% | 4% | 11% | 7% |
| | | * | * | * | | | * | | | J | | | |
| I won't cut back, and won't get back on track | 50 | 3 | 2 | 3 | 18 | 20 | 4 | 23 | 4 | 9 | 9 | 16 | 34 |
| | 5% | 2% | 2% | 3% | 4% | 9% | 6% | 7% | 2% | 4% | 6% | 5% | 5% |
| | | * | * | * | | B | * | H | | | | | |

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Which of the following helped you stick to your budget?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: Did Not Spend More Than Intended During Holiday Season | 966 | 125 | 106 | 64 | 333 | 247 | 91 | 218 | 170 | 223 | 186 | 180 | 786 |
| Weighted | 978 | 143 | 112 | 48 | 351 | 248 | 76 | 261 | 179 | 200 | 148 | 181 | 797 |
| I didn't want to go into debt or increase my debt load | 356 | 60 | 32 | 14 | 134 | 88 | 28 | 93 | 78 | 72 | 56 | 70 | 287 |
| | 36% | 42% | 29% | 28% | 38% | 35% | 37% | 35% | 44% | 36% | 38% | 38% | 36% |
| | | * | * | * | | | * | | | | | | |
| Keeping track of my spending by making a budget and sticking to it | 313 | 37 | 38 | 13 | 121 | 84 | 21 | 75 | 57 | 67 | 55 | 57 | 255 |
| | 32% | 26% | 34% | 27% | 34% | 34% | 28% | 29% | 32% | 34% | 37% | 32% | 32% |
| | | * | * | * | | | * | | | | | | |
| Knowing how much I had to spend, and once the money was gone that was it | 246 | 32 | 39 | 11 | 87 | 55 | 23 | 77 | 48 | 50 | 21 | 56 | 190 |
| | 25% | 22% | 34% | 23% | 25% | 22% | 30% | 29% | 27% | 25% | 14% | 31% | 24% |
| | | * | E* | * | | | * | J | J | J | | | |
| Having a savings goal in mind that I wanted to reach, and I always kept that goal in mind | 102 | 15 | 9 | 8 | 28 | 29 | 12 | 26 | 20 | 22 | 20 | 23 | 79 |
| | 10% | 10% | 8% | 16% | 8% | 12% | 15% | 10% | 11% | 11% | 13% | 13% | 10% |
| | | * | * | * | | | * | | | | | | |
| Other | 138 | 34 | 19 | 9 | 47 | 24 | 5 | 32 | 21 | 24 | 25 | 14 | 123 |
| | 14% | 24% | 17% | 18% | 13% | 10% | 6% | 12% | 12% | 12% | 17% | 8% | 15% |
| | | DEF* | * | * | | | * | | | | | | K |

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. What would you do differently this upcoming year, to be ready for holiday gift-giving/spending?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------|--------|------|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents | 2006 | 250 | 211 | 163 | 732 | 472 | 178 | 493 | 357 | 503 | 393 | 523 | 1483 |
| Weighted | 2006 | 269 | 213 | 131 | 769 | 482 | 143 | 592 | 378 | 444 | 303 | 492 | 1514 |
| Set aside savings on a regular basis for holiday/gift expenses | 712 | 101 | 63 | 48 | 277 | 170 | 53 | 225 | 141 | 179 | 89 | 212 | 500 |
| | 36% | 38% | 30% | 37% | 36% | 35% | 37% | 38% | 37% | 40% | 29% | 43% | 33% |
| | | | | | | | | J | | J | | L | |
| Create a budget earlier in the year that includes savings for holiday/gift expenses | 583 | 77 | 64 | 37 | 223 | 141 | 42 | 181 | 125 | 141 | 86 | 180 | 403 |
| | 29% | 28% | 30% | 29% | 29% | 29% | 29% | 31% | 33% | 32% | 28% | 37% | 27% |
| | | | | | | | | | | | | L | |
| Redeem my rewards points for holiday/gift expenses | 340 | 44 | 27 | 34 | 137 | 69 | 30 | 105 | 70 | 81 | 49 | 104 | 236 |
| | 17% | 16% | 12% | 26% | 18% | 14% | 21% | 18% | 18% | 18% | 16% | 21% | 16% |
| | | | | ABDE | | | B | | | | | L | |
| Nothing - I was ready | 744 | 112 | 97 | 38 | 278 | 173 | 45 | 188 | 114 | 147 | 139 | 112 | 632 |
| | 37% | 42% | 46% | 29% | 36% | 36% | 32% | 32% | 30% | 33% | 46% | 23% | 42% |
| | | C | CDEF | | | | | | | | GHI | | K |

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. [Toys]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2016)?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|-----------------------|--------|--------|--------|--------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents | 2006 | 250 | 211 | 163 | 732 | 472 | 178 | 493 | 357 | 503 | 393 | 523 | 1483 |
| Weighted | 2006 | 269 | 213 | 131 | 769 | 482 | 143 | 592 | 378 | 444 | 303 | 492 | 1514 |
| 0 | 865 | 133 | 84 | 46 | 322 | 223 | 56 | 276 | 151 | 164 | 111 | 79 | 786 |
| | 43% | 49% | 40% | 36% | 42% | 46% | 39% | 47% | 40% | 37% | 37% | 16% | 52% |
| 1-100 | 616 | 78 | 77 | 45 | 216 | 155 | 44 | 200 | 128 | 118 | 83 | 167 | 450 |
| | 31% | 29% | 36% | 35% | 28% | 32% | 31% | 34% | 34% | 26% | 27% | 34% | 30% |
| 101-200 | 230 | 29 | 29 | 16 | 96 | 47 | 13 | 47 | 41 | 85 | 42 | 95 | 135 |
| | 11% | 11% | 13% | 12% | 12% | 10% | 9% | 8% | 11% | 19% | 14% | 19% | 9% |
| 201-300 | 117 | 10 | 12 | 13 | 49 | 23 | 10 | 18 | 22 | 36 | 28 | 53 | 65 |
| | 6% | 4% | 6% | 10% | 6% | 5% | 7% | 3% | 6% | 8% | 9% | 11% | 4% |
| 301-400 | 59 | 6 | 5 | 3 | 32 | 7 | 7 | 15 | 9 | 23 | 8 | 27 | 32 |
| | 3% | 2% | 2% | 2% | 4% | 1% | 5% | 3% | 2% | 5% | 3% | 5% | 2% |
| 401-500 | 52 | 7 | 1 | 4 | 27 | 12 | 1 | 16 | 14 | 5 | 15 | 26 | 26 |
| | 3% | 3% | * | 3% | 4% | 2% | 1% | 3% | 4% | 1% | 5% | 5% | 2% |
| 501-600 | 16 | 2 | 1 | * | 6 | 4 | 4 | 2 | 4 | 2 | 6 | 10 | 6 |
| | 1% | 1% | * | * | 1% | 1% | 3% | * | 1% | * | 2% | 2% | * |
| 601-700 | 7 | 1 | - | - | 2 | * | 3 | 3 | 1 | 1 | 1 | 6 | 1 |
| | * | * | - | - | * | * | 2% | 1% | * | * | * | 1% | * |
| 701-800 | 12 | 1 | 1 | 1 | 4 | 4 | 2 | 2 | 4 | 3 | 3 | 9 | 3 |
| | 1% | * | * | 1% | * | 1% | 1% | * | 1% | 1% | 1% | 2% | * |
| 801-900 | 1 | - | - | - | * | 1 | - | - | - | 1 | - | 1 | - |
| | * | - | - | - | * | * | - | - | - | * | - | * | - |
| 901-1000 | 14 | 1 | - | 2 | 9 | - | 2 | 5 | 4 | 4 | 1 | 8 | 6 |
| | 1% | * | - | 1% | 1% | - | 2% | 1% | 1% | 1% | * | 2% | * |
| 1000+ | 17 | 2 | 3 | - | 6 | 5 | 1 | 7 | 1 | 2 | 5 | 12 | 5 |
| | 1% | 1% | 2% | - | 1% | 1% | 1% | 1% | * | * | 2% | 2% | * |
| Summary | | | | | | | | | | | | | |
| Mean | 115.7 | 112.7 | 106.8 | 113.9 | 125.9 | 95.7 | 149.4 | 105.5 | 113.2 | 129.4 | 173.5 | 238.7 | 75.8 |
| Std. Dev. | 286.47 | 507 | 246.61 | 167.79 | 240.65 | 208.57 | 305.83 | 260.32 | 201.73 | 228.14 | 508.52 | 453.32 | 188.62 |
| Std. Err. | 6.4 | 32.07 | 16.98 | 13.14 | 8.89 | 9.6 | 22.92 | 11.72 | 10.68 | 10.17 | 25.65 | 19.82 | 4.9 |
| Median | 30 | 5 | 40 | 50 | 39.4 | 20 | 40 | 20 | 35.2 | 50 | 50 | 111.1 | - |

Overlap formula used
- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. [Electronics]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2016)?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|-----------------------|--------|--------|-------|--------|---------|---------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents | 2006 | 250 | 211 | 163 | 732 | 472 | 178 | 493 | 357 | 503 | 393 | 523 | 1483 |
| Weighted | 2006 | 269 | 213 | 131 | 769 | 482 | 143 | 592 | 378 | 444 | 303 | 492 | 1514 |
| 0 | 907 | 134 | 101 | 50 | 312 | 246 | 65 | 251 | 165 | 186 | 128 | 148 | 759 |
| | 45% | 50% | 47% | 38% | 41% | 51% | 45% | 42% | 44% | 42% | 42% | 30% | 50% |
| | | CD | | | | CD | | | | | | | K |
| 1-100 | 385 | 48 | 40 | 31 | 163 | 77 | 25 | 148 | 73 | 64 | 55 | 102 | 283 |
| | 19% | 18% | 19% | 24% | 21% | 16% | 18% | 25% | 19% | 14% | 18% | 21% | 19% |
| | | | | E | | | | J | | | | | |
| 101-200 | 228 | 31 | 25 | 20 | 96 | 42 | 13 | 74 | 50 | 50 | 32 | 60 | 168 |
| | 11% | 11% | 12% | 16% | 13% | 9% | 9% | 12% | 13% | 11% | 11% | 12% | 11% |
| | | | | E | | | | | | | | | |
| 201-300 | 127 | 14 | 11 | 8 | 44 | 33 | 17 | 30 | 22 | 34 | 23 | 41 | 86 |
| | 6% | 5% | 5% | 6% | 6% | 7% | 12% | 5% | 6% | 8% | 8% | 8% | 6% |
| | | | | | | | ABD | | | | | | |
| 301-400 | 88 | 7 | 14 | 5 | 38 | 16 | 8 | 29 | 21 | 20 | 11 | 31 | 57 |
| | 4% | 3% | 7% | 4% | 5% | 3% | 6% | 5% | 6% | 5% | 4% | 6% | 4% |
| | | | | | | | | | | | | L | |
| 401-500 | 97 | 18 | 5 | 7 | 39 | 26 | 2 | 25 | 21 | 28 | 15 | 39 | 58 |
| | 5% | 7% | 2% | 6% | 5% | 5% | 2% | 4% | 6% | 6% | 5% | 8% | 4% |
| | | F | | | | | | | | | | L | |
| 501-600 | 23 | 1 | 4 | 4 | 6 | 4 | 5 | 2 | 5 | 7 | 6 | 13 | 10 |
| | 1% | * | 2% | 3% | 1% | 1% | 3% | * | 1% | 2% | 2% | 3% | 1% |
| | | | | AD | | | ADE | | | | G | L | |
| 601-700 | 17 | 2 | 2 | - | 10 | 1 | 2 | 4 | 3 | 9 | * | 3 | 14 |
| | 1% | 1% | 1% | - | 1% | * | 1% | 1% | 1% | 2% | * | 1% | 1% |
| | | | | | | | | | | J | | | |
| 701-800 | 21 | - | - | 1 | 13 | 7 | - | 6 | 2 | 9 | 3 | 10 | 11 |
| | 1% | - | - | * | 2% | 1% | - | 1% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | | | | | | | L | |
| 801-900 | 10 | 1 | - | - | 5 | 3 | * | 4 | 2 | 2 | 1 | 2 | 7 |
| | * | 1% | - | - | 1% | 1% | * | 1% | 1% | * | * | * | * |
| | | | | | | | | | | | | L | |
| 901-1000 | 38 | 6 | 8 | 1 | 15 | 7 | 1 | 8 | 2 | 14 | 12 | 16 | 22 |
| | 2% | 2% | 4% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 4% | 3% | 1% |
| | | | | | | | | | | H | GH | L | |
| 1000+ | 65 | 7 | 3 | 4 | 27 | 20 | 4 | 12 | 10 | 23 | 16 | 26 | 39 |
| | 3% | 2% | 1% | 3% | 3% | 4% | 3% | 2% | 3% | 5% | 5% | 5% | 3% |
| | | | | | | | | | | G | G | L | |
| Summary | | | | | | | | | | | | | |
| Mean | 230.6 | 156.9 | 160.6 | 212.3 | 252.6 | 275.5 | 220.1 | 204.8 | 249 | 308 | 263.3 | 335.2 | 196.6 |
| | | | | | | | | | | | | L | |
| Std. Dev. | 787.67 | 295.32 | 291.7 | 549.28 | 803.06 | 1133.38 | 572.88 | 716.11 | 1031.51 | 983.3 | 518.31 | 811.7 | 776.96 |
| Std. Err. | 17.59 | 18.68 | 20.08 | 43.02 | 29.68 | 52.17 | 42.94 | 32.25 | 54.59 | 43.84 | 26.15 | 35.49 | 20.18 |
| Median | 40 | 2.9 | 20 | 50 | 50 | - | 49.1 | 40 | 45 | 53.2 | 72.1 | 100 | - |

Overlap formula used
- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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6_3. [Entertainment items (eBooks, iTunes, etc.)]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2016)?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|-----------------------|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents | 2006 | 250 | 211 | 163 | 732 | 472 | 178 | 493 | 357 | 503 | 393 | 523 | 1483 |
| Weighted | 2006 | 269 | 213 | 131 | 769 | 482 | 143 | 592 | 378 | 444 | 303 | 492 | 1514 |
| 0 | 997 | 153 | 97 | 49 | 376 | 248 | 74 | 294 | 187 | 207 | 144 | 181 | 816 |
| | 50% | 57% | 45% | 38% | 49% | 51% | 52% | 50% | 50% | 47% | 48% | 37% | 54% |
| | | BC | | C | C | C | | | | | | K | |
| 1-100 | 664 | 79 | 73 | 48 | 272 | 141 | 51 | 207 | 122 | 139 | 100 | 202 | 462 |
| | 33% | 29% | 35% | 37% | 35% | 29% | 36% | 35% | 32% | 31% | 33% | 41% | 31% |
| | | | | | | | | | | | | L | |
| 101-200 | 175 | 19 | 20 | 16 | 65 | 49 | 6 | 46 | 38 | 49 | 27 | 49 | 126 |
| | 9% | 7% | 9% | 12% | 8% | 10% | 4% | 8% | 10% | 11% | 9% | 10% | 8% |
| | | | | F | | | | | | | | | |
| 201-300 | 72 | 9 | 6 | 5 | 23 | 24 | 4 | 15 | 17 | 23 | 8 | 25 | 47 |
| | 4% | 3% | 3% | 4% | 3% | 5% | 3% | 3% | 4% | 5% | 3% | 5% | 3% |
| | | | | | | | | | | | | | |
| 301-400 | 35 | 3 | 9 | 4 | 10 | 8 | 1 | 11 | 6 | 11 | 7 | 15 | 20 |
| | 2% | 1% | 4% | 3% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 1% |
| | | | D | | | | | | | | | L | |
| 401-500 | 36 | 5 | 5 | 8 | 10 | 6 | 2 | 12 | 4 | 8 | 11 | 8 | 29 |
| | 2% | 2% | 2% | 6% | 1% | 1% | 2% | 2% | 1% | 2% | 4% | 2% | 2% |
| | | | | ADE | | | | | | | H | | |
| 501-600 | 4 | - | 1 | 1 | - | - | 2 | 2 | - | - | 1 | * | 3 |
| | * | - | 1% | 1% | - | - | 1% | * | - | - | * | * | * |
| | | | | | | | DE | | | | | | |
| 601-700 | 4 | - | - | - | * | 3 | 1 | - | 3 | - | * | 3 | 1 |
| | * | - | - | - | * | 1% | * | - | 1% | - | * | 1% | * |
| | | | | | | | | | | | | L | |
| 701-800 | 6 | - | 1 | - | 3 | 2 | - | - | 1 | 5 | - | 3 | 3 |
| | * | - | * | - | * | * | - | - | * | 1% | - | 1% | * |
| | | | | | | | | | | G | | | |
| 801-900 | 3 | - | - | * | 3 | - | - | - | - | * | * | - | 3 |
| | * | - | - | * | * | - | - | - | - | * | * | - | * |
| | | | | | | | | | | | | | |
| 901-1000 | 10 | 1 | * | - | 5 | 1 | 2 | 5 | - | 1 | 3 | 5 | 4 |
| | * | * | * | - | 1% | * | 1% | 1% | - | * | 1% | 1% | * |
| | | | | | | | | | | | | | |
| 1000+ | 2 | - | - | - | 2 | - | - | - | - | 1 | 1 | 1 | 1 |
| | * | - | - | - | * | - | - | - | - | * | * | * | * |

| Summary | | | | | | | | | | | | | |
|-----------|--------|--------|--------|-------|--------|--------|--------|-------|--------|--------|--------|--------|--------|
| Mean | 72.6 | 55.7 | 79.7 | 99.3 | 73.1 | 71.6 | 69.5 | 68.1 | 65.7 | 86.5 | 92.3 | 102.2 | 62.9 |
| | | | | A | | | | | | | | L | |
| Std. Dev. | 145.98 | 115.53 | 137.07 | 146.9 | 164.78 | 129.26 | 152.62 | 134.9 | 118.22 | 147.45 | 201.38 | 190.22 | 126.97 |
| Std. Err. | 3.26 | 7.31 | 9.44 | 11.51 | 6.09 | 5.95 | 11.44 | 6.08 | 6.26 | 6.57 | 10.16 | 8.32 | 3.3 |
| Median | 5 | - | 20 | 40 | 10 | - | - | 5 | 1.1 | 20 | 20 | 50 | - |

Overlap formula used
- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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6_4. [Home decor]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2016)?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|-----------------------|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|-----------------|---------|-----------------------|---------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents | 2006 | 250 | 211 | 163 | 732 | 472 | 178 | 493 | 357 | 503 | 393 | 523 | 1483 |
| Weighted | 2006 | 269 | 213 | 131 | 769 | 482 | 143 | 592 | 378 | 444 | 303 | 492 | 1514 |
| 0 | 1032 | 139 | 124 | 55 | 378 | 272 | 64 | 304 | 180 | 216 | 145 | 191 | 842 |
| | 51% | 51% | 58% | 42% | 49% | 57% | 45% | 51% | 47% | 49% | 48% | 39% | 56% |
| | | | CF | | | CDF | | | | | | | K |
| 1-100 | 625 | 84 | 59 | 51 | 244 | 146 | 41 | 195 | 130 | 127 | 91 | 185 | 440 |
| | 31% | 31% | 28% | 39% | 32% | 30% | 29% | 33% | 34% | 29% | 30% | 38% | 29% |
| | | | | B | | | | | | | | L | |
| 101-200 | 176 | 23 | 17 | 12 | 64 | 36 | 23 | 47 | 38 | 54 | 29 | 58 | 118 |
| | 9% | 9% | 8% | 9% | 8% | 7% | 16% | 8% | 10% | 12% | 10% | 12% | 8% |
| | | | | | | | ABDE | | | | | L | |
| 201-300 | 58 | 11 | 4 | 3 | 27 | 9 | 5 | 16 | 8 | 21 | 10 | 22 | 37 |
| | 3% | 4% | 2% | 2% | 4% | 2% | 3% | 3% | 2% | 5% | 3% | 4% | 2% |
| 301-400 | 14 | - | 2 | 2 | 6 | 3 | 1 | 4 | 1 | 4 | 4 | 4 | 9 |
| | 1% | - | 1% | 1% | 1% | 1% | * | 1% | * | 1% | 1% | 1% | 1% |
| 401-500 | 45 | 5 | 3 | 7 | 17 | 7 | 6 | 11 | 12 | 10 | 10 | 14 | 30 |
| | 2% | 2% | 1% | 5% | 2% | 1% | 4% | 2% | 3% | 2% | 3% | 3% | 2% |
| | | | | E | | | | | | | | | |
| 501-600 | 9 | 3 | 1 | - | 5 | - | * | 5 | * | 1 | 3 | 3 | 6 |
| | * | 1% | * | - | 1% | - | * | 1% | * | * | 1% | 1% | * |
| | | E | | | | | | | | | | | |
| 601-700 | 10 | 1 | - | 2 | 7 | - | - | - | 4 | 5 | * | 4 | 5 |
| | * | * | - | 1% | 1% | - | - | - | 1% | 1% | * | 1% | * |
| | | | | E | | | | | G | G | | | |
| 701-800 | 9 | 1 | - | - | 5 | 4 | - | - | 4 | 1 | 2 | 2 | 8 |
| | * | * | - | - | 1% | 1% | - | - | 1% | * | 1% | * | 1% |
| | | | | | | | | | G | | | | |
| 801-900 | 2 | 1 | - | * | * | * | - | - | 1 | * | 1 | - | 2 |
| | * | * | - | * | * | * | - | - | * | * | * | - | * |
| 901-1000 | 16 | - | * | - | 10 | 5 | 1 | 8 | * | 2 | 4 | 6 | 10 |
| | 1% | - | * | - | 1% | 1% | 1% | 1% | * | * | 1% | 1% | 1% |
| 1000+ | 9 | 1 | 2 | - | 5 | - | 1 | 2 | - | 4 | 3 | 3 | 6 |
| | * | * | 1% | - | 1% | - | * | * | - | 1% | 1% | 1% | * |

| Summary | | | | | | | | | | | | | |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|
| Mean | 83.2 | 75.3 | 75.5 | 84.3 | 100.4 | 59.8 | 95.5 | 77.3 | 76.6 | 98.8 | 113 | 109.5 | 74.7 |
| | | | | | E | | E | | | | | L | |
| Std. Dev. | 210.28 | 164.93 | 277.88 | 144.15 | 245.52 | 143.84 | 197.53 | 208.07 | 151.33 | 229.8 | 276.69 | 235.79 | 200.65 |
| Std. Err. | 4.7 | 10.43 | 19.13 | 11.29 | 9.07 | 6.62 | 14.81 | 9.37 | 8.01 | 10.25 | 13.96 | 10.31 | 5.21 |
| Median | - | - | - | 32.7 | 5.2 | - | 19.9 | - | 10 | 15 | 20 | 46 | - |

Overlap formula used
- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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