

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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
Yes	798	114	82	63	328	164	47	240	143	238	114	274	524
	40%	43%	39%	48%	43%	34%	33%	38%	42%	42%	41%	54%	35%
No				EF	EF							L	
	1203	154	130	67	440	316	96	391	198	335	163	230	973
	60%	57%	61%	52%	57%	66%	67%	62%	58%	58%	59%	46%	65%
						CD	CD						K

Overlap formulae 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 (*)

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	802	100	77	90	305	159	71	193	141	253	157	275	527
Weighted	798	114	82	63	328	164	47	240	143	238	114	274	524
0	21	2	-	2	9	7	1	8	5	1	2	4	17
	3%	2%	-	3%	3%	4%	3%	3%	3%	1%	2%	1%	3%
		*	*	*			*						
1-100	258	28	18	23	108	71	10	106	45	56	27	69	188
	32%	24%	22%	36%	33%	43%	21%	44%	31%	23%	23%	25%	36%
		*	*	*		ABF	*	HIJ					K
101-200	181	35	17	20	61	37	12	56	32	64	16	60	122
	23%	31%	21%	31%	18%	23%	26%	24%	22%	27%	14%	22%	23%
		D*	*	D*			*			J			
201-300	74	13	9	5	22	18	6	13	17	28	13	26	48
	9%	12%	11%	8%	7%	11%	14%	5%	12%	12%	11%	9%	9%
		*	*	*			*			G			
301-400	42	1	5	1	19	10	5	8	7	21	5	19	23
	5%	1%	6%	2%	6%	6%	11%	3%	5%	9%	5%	7%	4%
		*	*	*			AC*						
401-500	109	8	20	3	58	14	6	24	23	31	22	45	64
	14%	7%	24%	5%	18%	8%	13%	10%	16%	13%	19%	16%	12%
		*	ACE*	*	ACE		*				G		
501-600	14	2	1	-	8	2	1	4	1	7	1	6	8
	2%	2%	1%	-	2%	1%	2%	2%	1%	3%	1%	2%	2%
		*	*	*			*						
601-700	5	2	-	*	3	*	-	2	-	2	1	2	3
	1%	1%	-	*	1%	*	-	1%	-	1%	1%	1%	1%
		*	*	*			*						
701-800	12	2	2	*	8	-	-	3	3	4	2	6	6
	2%	2%	3%	*	2%	-	-	1%	2%	2%	2%	2%	1%
		*	*	*			*						
801-900	1	-	-	-	-	-	1	-	1	-	-	1	-
	*	-	-	-	-	-	3%	-	1%	-	-	1%	-
		*	*	*			DE*						
901-1000	39	12	7	2	13	3	2	4	3	17	12	22	17
	5%	10%	9%	3%	4%	2%	4%	2%	2%	7%	11%	8%	3%
		DE*	E*	*			*			GH	GH	L	
1000+	42	9	3	7	19	2	2	11	7	8	12	14	27
	5%	8%	4%	10%	6%	1%	4%	5%	5%	3%	10%	5%	5%
		E*	*	E*	E		*			I			
Summary													
Mean	383.8	464	404	500	409.7	229.5	356.8	310.9	346	389.2	599.7	459.1	344.4
		E*	E*	E*	E		E*				GHI	L	
Std. Dev.	607.72	639.57	384.88	1168.6	601.57	356.14	377.76	527.3	460.57	505.11	999.44	732.5	527.34
Std. Err.	21.46	63.96	43.86	123.18	34.45	28.24	44.83	37.96	38.79	31.76	79.76	44.17	22.97
Median	200	200	300	150	200	140	241.5	150	200	200	300	250	200

Overlap formulae 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 (*)

Since you over-spent over the holidays, how are you taking care of paying off your over-expenditures?

	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	802	100	77	90	305	159	71	193	141	253	157	275	527
Weighted	798	114	82	63	328	164	47	240	143	238	114	274	524
Spending less on entertainment, lunch and coffee money and putting these savings toward my extra costs	242	39	28	18	84	55	17	66	53	77	34	95	146
	30%	34%	34%	28%	26%	34%	37%	27%	37%	32%	30%	35%	28%
Spending less on my day to day living expenses (groceries, phone, cable, etc.) and putting these savings toward my extra costs	200	36	19	16	80	34	14	61	37	51	39	85	115
	25%	32%	24%	26%	24%	21%	29%	25%	26%	21%	34%	31%	22%
Carrying these extra costs on my credit card, with plans to pay off my card balance within the next two months or longer	158	17	17	13	73	29	9	35	25	68	26	70	88
	20%	15%	20%	21%	22%	18%	19%	15%	17%	29%	23%	26%	17%
Carrying these extra costs on my credit card, with plans to pay off my card balance right away	114	16	6	12	53	23	3	20	34	37	18	52	62
	14%	14%	7%	20%	16%	14%	7%	8%	23%	16%	16%	19%	12%
Carrying these extra costs on my line of credit	62	7	8	11	24	10	2	18	8	24	10	24	38
	8%	6%	9%	18%	7%	6%	5%	7%	6%	10%	8%	9%	7%
I've already paid off my holiday season over-expenditures	242	31	29	22	99	47	13	68	40	80	30	53	188
	30%	28%	35%	36%	30%	29%	28%	28%	28%	34%	27%	19%	36%
I don't know how I will pay my holiday season over-expenditures yet	61	10	3	3	29	10	6	28	11	10	3	30	32
	8%	9%	3%	6%	9%	6%	12%	12%	8%	4%	2%	11%	6%

Overlap formulae 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 (*)

[Toys]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	1005	163	99	58	369	248	69	367	173	245	123	105	901
	50%	61%	47%	45%	48%	51%	48%	58%	51%	43%	44%	21%	60%
		BCDF						IJ	I				K
1-100	561	52	61	42	232	132	41	164	106	173	71	173	388
	28%	19%	29%	32%	30%	27%	29%	26%	31%	30%	26%	34%	26%
				A	A	A	A					L	
101-200	188	24	17	13	60	57	17	47	30	66	32	82	105
	9%	9%	8%	10%	8%	12%	12%	7%	9%	12%	12%	16%	7%
						D				G		L	
201-300	89	10	12	5	38	16	7	20	14	26	21	46	43
	4%	4%	5%	4%	5%	3%	5%	3%	4%	4%	7%	9%	3%
										G		L	
301-400	56	3	9	3	20	17	5	12	7	26	6	39	17
	3%	1%	4%	2%	3%	3%	3%	2%	2%	4%	2%	8%	1%
										G		L	
401-500	51	11	5	4	25	4	2	9	7	18	12	26	25
	3%	4%	2%	3%	3%	1%	2%	1%	2%	3%	4%	5%	2%
		E		E	E					G		L	
501-600	12	1	1	1	6	4	-	3	1	6	2	5	8
	1%	*	*	1%	1%	1%	-	1%	*	1%	1%	1%	1%
601-700	3	1	1	1	1	-	-	-	-	2	1	3	1
	*	*	*	*	*	-	-	-	-	*	1%	1%	*
												L	
701-800	6	-	1	1	2	1	1	-	-	2	4	3	2
	*	-	*	*	*	*	1%	-	-	*	1%	1%	*
												GH	
901-1000	18	4	6	1	7	*	-	4	2	6	2	14	4
	1%	2%	3%	*	1%	*	-	1%	1%	1%	1%	3%	*
		E	E									L	
1000+	12	1	1	1	7	2	-	5	1	3	3	8	3
	1%	*	*	1%	1%	*	-	1%	*	1%	1%	2%	*
												L	
Summary													
Mean	95.7	84.7	116.3	106.1	106.7	77	80.3	74.8	73.9	114.5	135.9	206.8	58.3
			E		E					GH	GH	L	
Std. Dev.	208.08	184.85	218.76	244.01	243.28	154.77	130.08	205.21	144.96	204.85	280.51	304.88	145.14
Std. Err.	4.65	11.93	15.43	17.25	9.19	7.22	9.2	9.02	7.92	8.36	14.58	13.42	3.77
Median	-	-	20	18.4	19.8	-	20	-	-	40	40	100	-

Overlap formulae 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 (*)

[Mobile devices, computer electronics, gaming consoles, etc.]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	1321	194	148	92	484	312	91	469	213	337	168	239	1081
	66%	72%	70%	70%	63%	65%	64%	74%	62%	59%	61%	47%	72%
		D						HJ					K
1-100	267	24	24	15	124	64	16	91	64	57	33	82	185
	13%	9%	11%	11%	16%	13%	11%	14%	19%	10%	12%	16%	12%
					A				I				
101-200	120	17	10	10	53	28	3	32	21	45	16	44	76
	6%	6%	5%	7%	7%	6%	2%	5%	6%	8%	6%	9%	5%
				F	F							L	
201-300	80	9	9	4	20	28	10	10	13	44	10	31	48
	4%	3%	4%	3%	3%	6%	7%	2%	4%	8%	4%	6%	3%
					D	D				GHJ		L	
301-400	62	5	10	2	20	17	8	8	11	30	8	34	28
	3%	2%	5%	2%	3%	4%	6%	1%	3%	5%	3%	7%	2%
							A			G		L	
401-500	64	9	2	2	30	15	5	9	11	27	16	32	32
	3%	3%	1%	2%	4%	3%	3%	1%	3%	5%	6%	6%	2%
										G	G	L	
501-600	18	1	2	2	8	2	4	3	2	5	8	8	9
	1%	*	1%	1%	1%	*	3%	*	1%	1%	3%	2%	1%
							E					GHI	
601-700	16	-	1	*	8	3	3	3	2	6	3	7	10
	1%	-	1%	*	1%	1%	2%	*	1%	1%	1%	1%	1%
							A						
701-800	12	2	3	*	4	3	*	1	1	7	3	5	7
	1%	1%	1%	*	*	1%	*	*	*	1%	1%	1%	*
801-900	4	1	-	-	3	-	1	-	3	1	-	2	3
	*	*	-	-	*	-	*	-	1%	*	-	*	*
										G			
901-1000	16	1	-	2	6	6	1	1	*	9	4	8	8
	1%	1%	-	1%	1%	1%	1%	*	*	2%	1%	2%	1%
										G		L	
1000+	20	5	2	1	10	1	1	5	1	5	8	11	10
	1%	2%	1%	1%	1%	*	*	1%	*	1%	3%	2%	1%
		E									GHI	L	
Summary													
Mean	102.1	105.7	91.9	83.9	108.2	93.2	123.5	55.4	93.9	138.9	171.7	187.6	73.2
									G	GH	GH	L	
Std. Dev.	257.41	316.96	235.66	213.16	277.72	203.68	250.4	171.01	236.38	265.59	406.19	361.06	203.57
Std. Err.	5.75	20.46	16.62	15.07	10.49	9.51	17.71	7.51	12.91	10.83	21.12	15.89	5.28
Median	-	-	-	-	-	-	-	-	-	-	-	40	-

Overlap formulae 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 (*)

[Entertainment items (e.g. DVDs, games/videos games, books, iTunes, etc.)]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	1133 57%	173 64%	106 50%	71 55%	428 56%	270 56%	85 60%	387 61%	189 55%	287 50%	152 55%	191 38%	941 63%
1-100	627 31%	63 24%	75 35%	43 33%	239 31%	163 34%	44 31%	198 31%	105 31%	199 35%	77 28%	224 44%	403 27%
101-200	142 7%	20 8%	18 8%	8 6%	62 8%	28 6%	6 4%	34 5%	31 9%	46 8%	23 8%	52 10%	90 6%
201-300	47 2%	4 2%	3 1%	6 4%	17 2%	13 3%	4 3%	6 1%	7 2%	22 4%	9 3%	15 3%	31 2%
301-400	14 1%	2 1%	3 2%	- -	5 1%	3 1%	1 1%	- -	4 1%	6 1%	3 1%	7 1%	7 *
401-500	26 1%	4 2%	8 4%	2 2%	9 1%	1 *	1 1%	3 1%	4 1%	8 1%	7 3%	9 2%	16 1%
501-600	3 *	- -	- -	- -	3 *	- -	1 *	1 *	1 *	- -	1 *	1 *	3 *
601-700	4 *	- -	- -	- -	3 *	1 *	- -	- -	- -	2 *	2 1%	2 *	2 *
701-800	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	- -
801-900	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -
901-1000	3 *	1 1%	- -	- -	1 *	- -	1 *	1 *	- -	1 *	2 1%	1 *	3 *
1000+	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	* *	* *	1 *
Summary													
Mean	51.2	46.8	62	50.1	52.2	47.7	50.8	34	56.4	61.2	75.3	77.4	42.4
Std. Dev.	113.71	114.89	113.3	91.18	105.76	128.33	120.08	76.58	119.68	112.87	174.36	140.75	101.56
Std. Err.	2.54	7.42	7.99	6.45	3.99	5.99	8.49	3.36	6.54	4.6	9.06	6.2	2.64
Median	-	-	4.4	-	-	-	-	-	-	-	-	40	-

Overlap formulae 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 (*)

[Gifts for your pets (your own, those of family and friends)]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	1325	201	133	77	482	353	80	421	246	347	179	303	1023
	66%	75%	62%	60%	63%	73%	56%	67%	72%	61%	65%	60%	68%
		BCDF				BCDF			I				K
1-100	570	55	69	43	245	102	56	183	83	176	83	161	409
	28%	21%	33%	33%	32%	21%	39%	29%	24%	31%	30%	32%	27%
			AE	AE	AE		AE						
101-200	61	7	5	8	20	17	4	20	6	29	6	29	32
	3%	3%	2%	6%	3%	4%	2%	3%	2%	5%	2%	6%	2%
				D						H		L	
201-300	16	1	2	1	6	6	-	1	4	8	3	5	11
	1%	*	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%
301-400	9	1	-	-	4	3	-	1	1	7	-	2	7
	*	1%	-	-	1%	1%	-	*	*	1%	-	*	*
401-500	9	3	3	-	2	*	*	2	-	4	3	3	6
	*	1%	2%	-	*	*	*	*	-	1%	1%	1%	*
			E										
501-600	1	-	-	-	-	-	1	1	-	-	-	-	1
	*	-	-	-	-	-	*	*	-	-	-	-	*
601-700	1	-	-	-	1	-	-	-	1	-	-	-	1
	*	-	-	-	*	-	-	-	*	-	-	-	*
701-800	1	-	-	*	1	-	-	-	-	1	*	-	1
	*	-	-	*	*	-	-	-	-	*	*	-	*
901-1000	7	-	-	-	5	-	2	3	-	1	2	1	6
	*	-	-	-	1%	-	1%	*	-	*	1%	*	*
							E						
1000+	2	-	1	-	2	-	-	-	2	-	1	1	1
	*	-	*	-	*	-	-	-	*	-	*	*	*
Summary													
Mean	29.1	21.4	29.4	28.7	35.9	20.3	35.7	23.8	26.7	37.3	39.4	36.2	26.7
							E			G			
Std. Dev.	111.99	69.56	94.35	71.08	151.51	56.14	120.87	86.65	165.64	93.21	144.71	111.18	112.2
Std. Err.	2.5	4.49	6.65	5.03	5.72	2.62	8.55	3.81	9.05	3.8	7.52	4.89	2.91
Median	-	-	-	-	-	-	-	-	-	-	-	-	-

Overlap formulae 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 (*)

[Gift cards]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	793	118	98	51	282	195	48	313	127	195	83	178	615
	40%	44%	46%	39%	37%	41%	34%	50%	37%	34%	30%	35%	41%
			DF					HJ					K
1-100	621	81	70	33	252	147	38	208	119	159	85	168	453
	31%	30%	33%	25%	33%	31%	27%	33%	35%	28%	31%	33%	30%
101-200	267	29	12	21	103	74	28	54	46	105	46	79	188
	13%	11%	6%	16%	13%	15%	19%	8%	13%	18%	17%	16%	13%
				B	B	B	AB		G	G	G		
201-300	139	18	15	8	54	35	9	30	31	44	22	34	104
	7%	7%	7%	6%	7%	7%	7%	5%	9%	8%	8%	7%	7%
									G				
301-400	65	10	7	10	24	9	4	9	4	31	11	16	49
	3%	4%	3%	8%	3%	2%	3%	1%	1%	5%	4%	3%	3%
				DE						GH	GH		
401-500	62	2	7	1	31	13	7	5	12	16	17	18	44
	3%	1%	3%	1%	4%	3%	5%	1%	3%	3%	6%	4%	3%
					A		AC		G	G	GI		
501-600	19	1	1	*	10	4	2	7	1	9	2	6	13
	1%	*	1%	*	1%	1%	1%	1%	*	2%	1%	1%	1%
601-700	5	1	-	*	-	-	3	-	1	4	*	-	5
	*	*	-	*	-	-	2%	-	*	1%	*	-	*
							BDE						
701-800	5	-	2	-	3	-	-	-	-	3	2	-	5
	*	-	1%	-	*	-	-	-	-	1%	1%	-	*
801-900	3	1	-	*	-	2	-	1	-	1	1	1	2
	*	*	-	*	-	*	-	*	-	*	*	*	*
901-1000	13	4	*	1	4	2	1	1	1	4	4	4	9
	1%	1%	*	1%	1%	*	1%	*	*	1%	2%	1%	1%
											G		
1000+	11	4	-	3	3	1	1	4	-	1	3	1	10
	1%	2%	-	2%	*	*	*	1%	-	*	1%	*	1%
				BDE									
Summary													
Mean	118.9	117.9	95	186.5	118.3	103.3	150.4	83.8	98.6	139.2	166.9	119.8	118.6
				BDE			BE			GH	GH		
Std. Dev.	220.54	245.3	158.43	499.74	180.27	156.6	205.72	247.28	137.13	188.82	260.4	178.44	233.06
Std. Err.	4.93	15.83	11.18	35.34	6.81	7.31	14.55	10.86	7.49	7.7	13.54	7.86	6.05
Median	50	30	20	51.9	50	50	100	3.8	50	75	100	50	50

Overlap formulae 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 (*)

[Giving experiences to family and friends]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	1080	146	118	64	412	265	76	345	192	289	143	233	847
	54%	55%	56%	49%	54%	55%	53%	55%	56%	50%	52%	46%	57%
													K
1-100	405	53	46	31	140	108	26	161	59	107	41	116	289
	20%	20%	22%	24%	18%	22%	19%	26%	17%	19%	15%	23%	19%
								HIJ					
101-200	194	33	16	12	75	45	14	53	37	60	34	54	140
	10%	12%	8%	9%	10%	9%	10%	8%	11%	11%	12%	11%	9%
201-300	102	14	10	6	40	28	4	39	13	32	13	25	77
	5%	5%	5%	5%	5%	6%	3%	6%	4%	6%	5%	5%	5%
301-400	46	8	5	3	16	11	2	8	13	14	8	14	32
	2%	3%	3%	2%	2%	2%	1%	1%	4%	2%	3%	3%	2%
									G				
401-500	59	4	5	4	28	10	7	7	6	27	14	20	40
	3%	1%	3%	3%	4%	2%	5%	1%	2%	5%	5%	4%	3%
							A			GH	GH		
501-600	27	1	2	1	11	8	5	6	6	11	4	12	15
	1%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	1%
							A					L	
601-700	17	*	2	3	7	2	2	3	2	10	2	10	7
	1%	*	1%	2%	1%	*	1%	*	*	2%	1%	2%	*
				AE								L	
701-800	15	1	2	1	10	-	1	2	-	4	4	5	10
	1%	1%	1%	*	1%	-	*	*	-	1%	2%	1%	1%
					E							H	
801-900	6	-	-	-	3	3	1	1	1	3	1	1	5
	*	-	-	-	*	1%	*	*	*	*	*	*	*
901-1000	17	4	3	2	6	1	1	1	6	3	6	6	11
	1%	1%	2%	1%	1%	*	*	*	2%	1%	2%	1%	1%
									G		G		
1000+	33	3	1	4	19	2	4	4	8	12	6	9	24
	2%	1%	1%	3%	2%	*	3%	1%	2%	2%	2%	2%	2%
				E	E		E						
Summary													
Mean	129.2	110.1	113.8	168.3	149.2	97.3	152.8	85.7	134.7	157.1	177.8	160.9	118.6
				E	E		E		G	G	G	L	
Std. Dev.	298.39	231.57	276.65	404.69	317.79	269.33	303.46	199.4	295.89	319.74	408.61	338.12	283.08
Std. Err.	6.67	14.95	19.51	28.62	12	12.57	21.46	8.76	16.17	13.04	21.24	14.88	7.35
Median	-	-	-	9.6	-	-	-	-	-	-	-	40	-

Overlap formulae 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 (*)

[Giving to charities on behalf of yourself and/or family/friends.]

How much did you spend on the following gift categories this holiday season (December 2018)?

	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	2001	240	201	200	701	459	200	518	335	601	370	516	1485
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497
0	1526	229	162	91	556	390	97	500	273	400	219	360	1166
	76%	85%	76%	70%	73%	81%	68%	79%	80%	70%	79%	71%	78%
		BCDF				CDF		I	I		I		K
1-100	368	30	40	27	168	69	35	119	55	122	34	109	260
	18%	11%	19%	21%	22%	14%	24%	19%	16%	21%	12%	22%	17%
				A	AE		AE	J		J			
101-200	58	4	7	8	15	16	7	5	8	32	9	22	36
	3%	2%	3%	6%	2%	3%	5%	1%	2%	6%	3%	4%	2%
				AD			D			G	G	L	
201-300	17	1	-	1	11	2	2	2	*	7	7	6	11
	1%	1%	-	*	1%	*	1%	*	*	1%	3%	1%	1%
											GH		
301-400	7	1	*	2	2	1	1	*	2	2	1	3	4
	*	*	*	2%	*	*	1%	*	1%	*	*	1%	*
				D									
401-500	15	1	3	*	9	1	1	4	1	4	5	3	13
	1%	1%	1%	*	1%	*	*	1%	*	1%	2%	1%	1%
501-600	3	-	-	-	3	-	-	-	-	3	-	-	3
	*	-	-	-	*	-	-	-	-	*	-	-	*
701-800	*	-	-	-	-	*	-	-	-	*	-	*	-
	*	-	-	-	-	*	-	-	-	*	-	*	-
801-900	*	-	-	*	-	-	-	-	-	*	-	-	*
	*	-	-	*	-	-	-	-	-	*	-	-	*
901-1000	2	1	-	-	1	-	-	1	-	1	1	1	1
	*	*	-	-	*	-	-	*	-	*	*	*	*
1000+	4	-	-	1	1	2	-	-	1	2	1	1	4
	*	-	-	1%	*	*	-	-	*	*	*	*	*
Summary													
Mean	27.7	16.1	23.2	44	31.6	25.6	26.9	15.8	21.5	41.1	38.8	31.5	26.4
				A						G	G		
Std. Dev.	112.59	70.19	69.16	162.39	112.18	139.41	63.25	64.8	103.2	146.62	147.04	102.04	115.93
Std. Err.	2.52	4.53	4.88	11.48	4.24	6.51	4.47	2.85	5.64	5.98	7.64	4.49	3.01
Median	-	-	-	-	-	-	-	-	-	-	-	-	-

Overlap formulae 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 (*)

How much "extra" do you think you could save each month, on top of what you regularly save already? - Excluding No idea

	Total	REGION						HOUSEHOLD INCOME						HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K- \$59K	\$60K- \$109K	\$100K+	Kids	No Kids		
		A	B	C	D	E	F	G	H	I	J	K	L		
Base: All Answering	2001	240	201	200	701	459	200	518	335	601	370	516	1485		
Weighted	2001	268	212	130	767	481	142	631	342	573	276	504	1497		
0	31	6	1	4	7	9	3	11	6	6	4	2	28		
1	2	-	-	-	-	2	-	-	-	2	-	-	2		
3	1	-	-	-	-	-	1	1	-	-	-	1	-		
5	3	1	-	-	1	1	-	1	1	1	-	-	3		
6	1	-	-	-	1	-	-	1	-	-	-	-	1		
10	21	3	4	3	6	5	-	6	6	4	1	5	16		
13	1	-	-	-	-	-	1	-	1	-	-	1	-		
15	1	1	-	-	-	-	-	-	1	-	-	1	-		
20	39	2	3	3	16	11	3	12	9	13	3	11	28		
25	41	9	2	2	20	7	2	16	9	12	2	9	32		
30	16	1	3	1	5	5	2	8	4	1	3	5	12		
32	-	-	-	-	-	-	-	-	-	-	-	-	-		
40	14	-	1	2	6	4	1	2	7	2	1	3	11		
50	121	11	18	11	46	29	5	33	26	36	21	31	90		
60	6	-	1	-	3	-	2	1	4	1	-	-	6		
75	9	-	3	1	4	-	-	1	1	4	-	1	8		
80	2	-	-	1	1	-	-	1	1	1	1	1	1		
100	135	15	23	10	54	28	6	34	16	48	34	40	95		
110	2	2	-	-	-	-	-	-	-	-	2	2	-		
125	3	2	1	-	-	-	-	-	1	2	2	1	-		
130	1	-	-	-	1	-	-	1	-	-	-	1	-		
140	1	-	1	-	-	-	-	-	1	-	-	1	-		
150	17	3	1	1	8	3	2	2	6	8	2	8	9		
175	2	-	-	-	2	-	-	-	1	1	1	1	-		
180	-	-	-	-	-	-	-	-	-	-	-	-	-		
200	74	6	10	3	42	7	6	12	10	24	22	20	54		
230	2	-	-	-	-	2	-	-	2	-	-	2	-		
240	2	-	-	-	-	2	-	-	2	-	-	2	-		
241	1	-	-	-	1	-	-	-	1	-	-	1	-		
245	-	-	-	-	-	-	-	-	-	-	-	-	-		
250	15	1	-	2	6	5	1	4	3	2	5	6	9		
260	-	-	-	-	-	-	-	-	-	-	-	-	-		
300	21	6	3	2	5	3	2	5	5	6	3	11	10		
380	2	-	-	-	-	2	-	-	2	-	-	2	-		
400	24	1	1	-	9	13	1	6	3	14	1	11	13		
450	1	-	-	1	-	-	-	-	1	-	-	1	-		
460	2	-	-	-	-	2	-	-	2	-	-	2	-		
500	37	7	5	2	13	8	2	7	3	9	18	9	28		
528	1	-	1	-	-	-	-	-	-	-	-	-	1		
550	2	-	-	-	-	2	-	-	2	-	-	2	-		
600	1	-	-	-	1	-	-	1	-	-	-	1	1		
700	6	-	-	-	3	-	3	3	-	3	-	3	3		
750	2	-	2	-	-	-	-	2	-	-	-	2	-		
800	5	-	-	1	3	1	-	-	-	5	-	5	-		
1000	4	-	-	1	3	-	-	1	1	2	1	1	3		
1200	1	-	-	-	-	1	-	1	-	-	-	1	-		
1350	1	-	-	-	1	-	-	-	-	1	-	1	-		
1400	1	-	-	-	1	-	-	-	1	-	-	1	-		
1500	2	-	-	-	1	-	-	1	-	1	1	1	-		
2000	3	-	1	-	2	-	-	-	-	3	1	3	-		
2200	-	-	-	-	-	-	-	-	-	-	-	-	-		
2500	3	-	-	2	1	-	-	-	3	-	1	1	-		
I'm not saving regularly now, so not expecting to save anything "extra"	453	74	39	34	147	120	38	187	57	126	44	94	359		
Summary	23%	28%	19%	26%	19%	25%	27%	30%	17%	22%	16%	19%	24%		
Mean (incl.0)	60.1	40.3	67.9	83.6	66.4	53	53.6	32.5	49.7	82.4	114.4	90.7	49.7		
Std. Dev.	183.13	106.25	183.55	304.86	203	143.21	152.01	99.18	147.78	229.37	272.83	221.89	166.89		
Mean (Excl.0)	4.09	6.86	12.95	21.56	7.67	6.68	10.75	4.36	8.07	9.36	14.18	9.77	4.33		
Std. Dev.	184.5	150.8	172.1	231.7	194.8	172.7	192.2	131	143.3	216.2	245.6	221.8	167.3		
Std. Err.	279.28	159.42	260.02	450.36	307.3	212.65	235.47	161.73	219.93	327.98	354.47	301.72	266.93		
Median	100	100	100	75	100	100	100	50	50	100	100	100	85.6		

Overlap formulae 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 (*)