

1Ax_1. How much do you think you will end up spending in total on each of the following this year? - Gifts for the holidays

	Total
Base: All Answering (unwtd)	1998
Base: All Answering (wtd)	2005
Under \$100	52 3%
\$100- to under \$200	102 5%
\$200- to under \$400	278 14%
\$400- to under \$600	267 13%
\$600- to under \$800	57 3%
\$800- to under 1000	29 1%
\$1000- to under \$1500	131 7%
\$1500- to under \$2500	90 4%
\$2500- to \$5000	16 1%
Not sure yet	740 37%
Do not plan to spend	243 12%
Sigma	2005 100%

Summary	
\$0 + Don't plan to spend	243
	12%
Mean (Incl.0)	589.1
Std. Dev.	545.87
Std. Err.	17.02
Mean (Excl.0)	593.3
Std. Dev.	545.54
Std. Err.	17.07
Median	500

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

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3. In 2022, have you been saving money during the year to help pay for holiday gifts?

	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
Yes	576 32%
No	1136 64%
Don't know	69 4%
Sigma	1781 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

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3A. Do you think the rising cost of goods - also known as inflation - will make it more difficult for you to buy holiday gifts this year?

	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
Yes	1196 67%
No	373 21%
Don't know	211 12%
Sigma	1781 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

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4. Prior to this year, which of the following statements would you say best describes how you purchase gifts for the holiday season?

	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
I start early and try to get my holiday shopping finished as soon as possible	538 30%
While I don't start my holiday shopping too early, I don't leave it until the last minute either	884 50%
I leave my holiday gift shopping until the last minute	208 12%
I shop throughout the year for holiday gifts	125 7%
Other	20 1%
None/ I don't purchase gifts	5 *
Don't know/ Not stated	1 *
Sigma	1781 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

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7. During which, if any, of the following sales events do you plan to buy holiday gifts this year?

	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
Will Shop For Gifts (Net)	1008 57%
Black Friday - in store sales	471 26%
Black Friday - online sales	659 37%
Cyber Monday - online sales	504 28%
Boxing Day/Week - in store sales	356 20%
Boxing Day/Week - online sales	350 20%
Other upcoming sales events	348 20%
None of the above	499 28%
Don't know	274 15%
Sigma	3462 194%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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8. Please indicate if you intend to give any of the following types of non-traditional holiday gifts this year.

	Total
Base: All Respondents (unwtd)	2017
Base: All Respondents (wtd)	2017
Intend To Give A Non-Traditional Gift (Net)	960 48%
Gifts that you make yourself	439 22%
Spending time or an experience with someone	485 24%
A second-hand gift or regifting	207 10%
A promise to do something for someone (babysit, fix something or another type of labour)	150 7%
A charitable donation (a donation in someone's name or purchase a gift from a charity)	213 11%
Cash	18 1%
Other	29 1%
I do not intend to give any non-traditional gifts	1054 52%
Don't know/ Not stated	3 *
	2598

Sigma	129%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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10. How do you normally feel about the holiday season compared to other times of the year?

	Total
Base: All Respondents (unwtd)	2017
Base: All Respondents (wtd)	2017
Top 2 Box (Net)	932 46%
I have a lot of added stress	291 14%
I have a little added stress	641 32%
No different	967 48%
Bottom 2 Box (Net)	117 6%
I have a little less stress	79 4%
I have a lot less stress	38 2%
Sigma	2017 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N,O/P,Q/R

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14. How likely is it that you will need to take on debt to pay for your holiday gift purchases?

	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
Top 2 Box (Net)	398 22%
Very likely	107 6%
Somewhat likely	290 16%
Bottom 2 Box (Net)	1300 73%
Not very likely	475 27%
Not at all likely	825 46%
Don't Know	83 5%
Sigma	1781 100%

Statistics:

Overlap formulae used

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