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
	Total
Base: All Answering (unwtd)	1998
Base: All Answering (wtd)	2005
	52
Jnder \$100	3%
	102
\$100- to under \$200	5%
	278
\$200- to under \$400	14%
	267
\$400- to under \$600	13%
\$600- to under \$800	57 3%
your to under your	370
	29
\$800- to under 1000	1%
	131
\$1000- to under \$1500	7%
	90
\$1500- to under \$2500	4%
	16
\$2500- to \$5000	1%
Not sure yet	740
	37%
	2
Do not plan to spend	243 12%
	1270
	2005
Sigma	100%

Summary	
	243
\$0 + Don't plan to spend	12%
Moan (Incl 0)	589.1
Mean (Incl.0)	
Std. Dev.	545.87
Std. Dev.	
Std. Err.	17.02
Std. Eff.	
Mean (Excl.0)	593.3
Tivicum (Excito)	
Std. Dev.	545.54
3.0.	
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 (\*)

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

pay for holiday gifts?	
	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
	576
Yes	32%
	1136
No	64%
	69
Don't know	4%
	1781
Sigma	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 (\*)

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?

will make it more difficult for you to buy holiday gifts th	iis veai :
	Total
Base: All Answering (unwtd)	1818
Base: All Answering (wtd)	1781
	1196
Yes	67%
	373
No	21%
	211
Don't know	12%
	1781
Sigma	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 (\*)

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

say best describes how you purchase gifts for the holid	av 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  Don't know/ Not stated	5 *
	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 (\*)

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

buv holidav gifts this vear?	
	Total
Base: All Answering (unwtd)	1818
base. All Allswering (unwed)	1010
Base: All Answering (wtd)	1781
base. All Allswering (wtu)	1701
	1008
NAVIII Chara Fan Cifta (Nat)	
Will Shop For Gifts (Net)	57%
	471
Black Friday - in store sales	26%
	659
Black Friday - online sales	37%
	504
Cyber Monday - online sales	28%
	356
Boxing Day/Week - in store sales	20%
<i>"</i>	
	350
Boxing Day/Week - online sales	20%
Boxing Buy, Week Online sales	2070
	348
Other upcoming sales events	20%
Other apcoming sales events	20/0
	499
Nana of the above	
None of the above	28%
	274
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

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

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

Base: All Respondents (unwtd)  Base: All Respondents (wtd)  2017  2017  2017  2017  2017  2017  2018  A second-hand gift or regifting  A promise to do something for someone (babysit, fix something or another type of labour)  A charitable donation (a donation in someone's name or purchase a gift from a charity)  18  Cash  Other  1054  I do not intend to give any non-traditional gifts  207  108  219  119  1213  18  19  1054	non-traditional holiday gifts this year.	
Base: All Respondents (wtd)    2017     960		Total
Base: All Respondents (wtd)    2017     960		
Base: All Respondents (wtd)    2017     960		
Base: All Respondents (wtd)    2017     960		
Intend To Give A Non-Traditional Gift (Net)  48%  439  Gifts that you make yourself  22%  485  Spending time or an experience with someone  24%  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  199  Other  1054  I do not intend to give any non-traditional gifts  52%	Base: All Respondents (unwtd)	2017
Intend To Give A Non-Traditional Gift (Net)  48%  439  Gifts that you make yourself  22%  485  Spending time or an experience with someone  24%  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  199  Other  1054  I do not intend to give any non-traditional gifts  52%	Page All Page and outs (sutd)	2017
Intend To Give A Non-Traditional Gift (Net)  48%  Gifts that you make yourself  22%  485  Spending time or an experience with someone  24%  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  19  Other  1054  I do not intend to give any non-traditional gifts  52%	base: All Respondents (wtd)	2017
Gifts that you make yourself  22%  489 22%  485  Spending time or an experience with someone  24%  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  19  Other  1054  I do not intend to give any non-traditional gifts  52%		960
Gifts that you make yourself  22%  489 22%  485  Spending time or an experience with someone  24%  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  19  Other  1054  I do not intend to give any non-traditional gifts  52%	Intend To Give A Non-Traditional Gift (Net)	400/
Gifts that you make yourself  22%  485  Spending time or an experience with someone  24%  207  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  19  Other  1054  I do not intend to give any non-traditional gifts  52%	, , , , , , , , , , , , , , , , , , , ,	48%
Gifts that you make yourself  22%  485  Spending time or an experience with someone  24%  207  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  19  Other  1054  I do not intend to give any non-traditional gifts  52%		439
Spending time or an experience with someone  24%  207  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  29  Other  1054  I do not intend to give any non-traditional gifts  3	Gifts that you make yourself	
Spending time or an experience with someone  24%  207  A second-hand gift or regifting  10%  A promise to do something for someone (babysit, fix something or another type of labour)  7%  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  196  1054  I do not intend to give any non-traditional gifts  3		
A second-hand gift or regifting  207 10%  A promise to do something for someone (babysit, fix something or another type of labour)  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18 Cash  19 Other  1054 1 do not intend to give any non-traditional gifts  52%		485
A second-hand gift or regifting  A promise to do something for someone (babysit, fix something or another type of labour)  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  19  Other  1054  I do not intend to give any non-traditional gifts  3	Spending time or an experience with someone	24%
A second-hand gift or regifting  10%  150  A promise to do something for someone (babysit, fix something or another type of labour)  7%  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  18  Cash  29  Other  1054  I do not intend to give any non-traditional gifts  3		2170
A promise to do something for someone (babysit, fix something or another type of labour)  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  Other  1054  I do not intend to give any non-traditional gifts  150  7%  118  213  18  19  1054  1054		207
A promise to do something for someone (babysit, fix something or another type of labour)  7%  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  Other  29  Other  1054  I do not intend to give any non-traditional gifts  3	A second-hand gift or regifting	10%
A promise to do something for someone (babysit, fix something or another type of labour)  7%  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  Other  29  Other  1054  I do not intend to give any non-traditional gifts  3		
Something or another type of labour)  7%  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  Other  29  Other  1054  I do not intend to give any non-traditional gifts  52%		150
A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  Cash  Other  213  A charitable donation (a donation in someone's name or purchase a gift from a charity)  18  19  29  Other  1054  I do not intend to give any non-traditional gifts  52%		
A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  18  Cash  29  Other  1054  I do not intend to give any non-traditional gifts  52%	something or another type of labour)	7%
A charitable donation (a donation in someone's name or purchase a gift from a charity)  11%  18  Cash  29  Other  1054  I do not intend to give any non-traditional gifts  52%		212
purchase a gift from a charity)  11%  18  Cash  19  Other  29  Other  1054  I do not intend to give any non-traditional gifts  52%	A sharitable donation to donation in someone's name or	213
18	<u> </u>	11%
Cash  1%  29 Other  1%  1054  I do not intend to give any non-traditional gifts  52%		11/0
Other 29 1% 1054 I do not intend to give any non-traditional gifts 52%		18
Other 1%  1054  I do not intend to give any non-traditional gifts  52%	Cash	1%
Other 1%  1054  I do not intend to give any non-traditional gifts  52%		
I do not intend to give any non-traditional gifts  52%		
I do not intend to give any non-traditional gifts  52%		1%
I do not intend to give any non-traditional gifts  52%		1054
32%		1034
	ao not intend to give any non-traditional gifts	52%
		2
THE PROPERTY OF THE PROPERTY O	Don't know/ Not stated	*
Don't know/ Not stated	DOIL CKNOW/ NOC Stated	
2598		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

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

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

to other times of the year?		
	Total	
Base: All Respondents (unwtd)	2017	
Sustrial Respondents (annua)		
Base: All Respondents (wtd)	2017	
,		
	932	
Top 2 Box (Net)	46%	
	291	
I have a lot of added stress	14%	
	641	
I have a little added stress	32%	
	967	
No different	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

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 (\*)

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

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