



Why do you plan to spend less on gifts this holiday season compared to previous years?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
<b>Base: All Answering (unwtd)</b>	<b>305</b>	<b>120</b>	<b>182</b>	<b>3</b>	<b>69</b>	<b>130</b>	<b>106</b>	<b>10</b>	<b>45</b>	<b>133</b>	<b>117</b>	<b>12</b>	<b>93</b>	<b>105</b>	<b>95</b>
<b>Base: All Answering (wtd)</b>	<b>298</b>	<b>137</b>	<b>157</b>	<b>4</b>	<b>92</b>	<b>103</b>	<b>103</b>	<b>44</b>	<b>78</b>	<b>106</b>	<b>70</b>	<b>13</b>	<b>103</b>	<b>88</b>	<b>94</b>
I have to spend more on everyday necessities due to rising costs and can't spare extra money	156	65	90	2	36	60	60	7	39	74	37	6	49	47	53
	52%	47%	57%	39%	40%	58%	58%	15%	50%	70%	53%	51%	48%	53%	57%
	*			**	*	*	*	**	*	HJ		**	*	*	*
I earn less money now than I did in previous years	90	44	46	1	28	26	36	12	20	38	21	3	32	25	31
	30%	32%	29%	25%	31%	25%	35%	27%	25%	36%	30%	26%	31%	28%	32%
	*			**	*	*	*	**	*			**	*	*	*
I have fewer gifts to buy than in previous years	46	19	27	1	12	16	18	6	12	15	14	6	10	13	16
	16%	14%	17%	25%	13%	16%	17%	14%	15%	14%	19%	51%	10%	15%	17%
	*			**	*	*	*	**	*			**	*	*	*
I am budgeting my finances more carefully now than in previous years	171	74	95	2	54	56	61	25	47	63	36	7	63	45	56
	57%	54%	61%	39%	59%	54%	59%	56%	61%	60%	51%	54%	61%	51%	60%
	*			**	*	*	*	**	*			**	*	*	*
Buying gifts isn't as important now as it has been in previous years	71	28	40	3	27	23	21	12	16	25	18	3	28	21	19
	24%	21%	26%	61%	29%	22%	21%	26%	21%	24%	26%	22%	27%	24%	20%
	*			**	*	*	*	**	*			**	*	*	*
I'm preparing for a potential recession	89	44	44	2	27	34	28	12	13	38	27	2	34	28	25
	30%	32%	28%	39%	30%	33%	27%	26%	17%	35%	39%	17%	33%	32%	26%
	*			**	*	*	*	**	*	H	H	**	*	*	*
I saved less during the year	53	27	25	1	13	23	17	-	16	24	13	1	17	21	14
	18%	20%	16%	25%	14%	22%	17%	-	20%	22%	19%	11%	17%	23%	15%
	*			**	*	*	*	**	*			**	*	*	*
Some other reason	8	3	4	-	2	4	1	-	4	2	2	-	2	4	1
	3%	2%	3%	-	2%	4%	1%	-	6%	1%	3%	-	2%	5%	1%
	*			**	*	*	*	**	*			**	*	*	*
Sigma	685	304	371	10	199	242	244	72	168	277	167	29	236	205	215
	230%	221%	236%	252%	217%	235%	236%	164%	214%	262%	240%	231%	229%	232%	228%

