

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

	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 Answering (unwtd)	305	37	38	42	98	50	40	84	56	82	68	70	235
Base: All Answering (wtd)	298	39	43	22	108	61	26	99	69	71	50	64	234
I have to spend more on everyday necessities due to rising costs and can't spare extra money	156	23	23	11	59	27	13	54	21	42	31	34	123
	52%	59%	54%	52%	55%	44%	50%	55%	31%	60%	62%	53%	52%
		*	**	*	*	**	**	*	**	*	*	*	
I earn less money now than I did in previous years	90	11	15	6	33	17	7	36	17	19	12	24	66
	30%	29%	35%	29%	31%	28%	28%	37%	24%	27%	25%	38%	28%
		*	**	*	*	**	**	*	**	*	*	*	
I have fewer gifts to buy than in previous years	46	6	4	5	12	13	6	20	7	14	5	9	38
	16%	15%	10%	23%	11%	22%	23%	20%	10%	20%	9%	14%	16%
		*	**	*	*	**	**	*	**	*	*	*	
I am budgeting my finances more carefully now than in previous years	171	22	28	13	71	22	16	55	39	39	33	28	143
	57%	56%	64%	57%	65%	37%	63%	56%	57%	56%	67%	43%	61%
		*	**	*	*	**	**	*	**	*	*	*	
Buying gifts isn't as important now as it has been in previous years	71	10	12	4	25	14	6	16	23	15	13	18	52
	24%	26%	29%	19%	23%	23%	23%	17%	34%	22%	25%	29%	22%
		*	**	*	*	**	**	*	**	*	*	*	
I'm preparing for a potential recession	89	12	10	6	36	19	6	22	25	21	17	25	65
	30%	32%	22%	25%	33%	32%	25%	23%	36%	30%	35%	39%	28%
		*	**	*	*	**	**	*	**	*	*	*	
I saved less during the year	53	8	7	4	26	5	3	19	6	14	13	10	43
	18%	20%	17%	20%	24%	8%	10%	19%	8%	20%	27%	15%	19%
		*	**	*	*	**	**	*	**	*	*	*	
Some other reason	8	2	-	1	2	1	2	3	1	2	1	1	6
	3%	5%	-	6%	2%	1%	7%	3%	2%	3%	3%	2%	3%
		*	**	*	*	**	**	*	**	*	*	*	
Sigma	685	94	99	51	264	118	59	226	139	167	126	149	536
	230%	242%	231%	231%	245%	195%	229%	229%	203%	236%	252%	233%	229%

