

What type of gift would you prefer to receive from family, a friend, neighbour or workplace colleague?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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 (unwtd)	1000	109	95	95	367	233	101	255	184	263	254	284	716
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	292	199	245	217	262	738
I'd prefer to receive a traditional present with no charitable impact (e.g. a sweater, movie passes, candles, technology, a book, chocolate, etc.).	530	75	45	36	207	122	44	168	101	127	106	140	390
	53%	56%	40%	58%	54%	51%	65%	58%	51%	52%	49%	54%	53%
		B*	*	B*	B		BE*						
I'd prefer a charitable donation made in my honour to a specific charity chosen by the gift giver with a tangible impact (e.g. feeding a community member in need, sending a child to school).	239	32	34	14	93	57	8	62	49	62	55	65	173
	24%	24%	30%	23%	24%	24%	12%	21%	24%	25%	25%	25%	23%
		*	F*	*	F	F	*						
I'd prefer a Charity Gift Card where I can choose the charity that will benefit from the gift card balance.	231	27	33	12	85	59	15	61	49	56	56	56	175
	23%	20%	29%	19%	22%	25%	22%	21%	25%	23%	26%	21%	24%
		*	*	*			*						
Sigma	1000	134	113	62	385	239	67	292	199	245	217	262	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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 (*)

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How will the rising cost of living impact your spending on presents or holiday parties this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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 (unwtd)	1000	109	95	95	367	233	101	255	184	263	254	284	716
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	292	199	245	217	262	738
I will spend more on holiday presents than last year.	68	9	5	3	13	35	3	12	22	13	17	20	47
	7%	7%	4%	5%	3%	14%	4%	4%	11%	5%	8%	8%	6%
	*	*	*			BCDF	*		G				
I will less on holiday presents than last year.	352	45	40	24	146	72	24	112	65	88	72	120	232
	35%	34%	36%	38%	38%	30%	36%	39%	33%	36%	33%	46%	31%
	*	*	*				*					L	
I will spend the same amount on holiday presents as last year.	307	41	40	22	125	59	19	71	53	80	92	64	244
	31%	31%	35%	36%	33%	25%	29%	24%	26%	33%	43%	24%	33%
	*	*	*				*				GHI		K
I am not sure how my spending on holiday presents will change this year.	188	20	20	7	71	51	19	64	39	46	27	45	142
	19%	15%	18%	11%	18%	21%	28%	22%	20%	19%	12%	17%	19%
	*	*	*				AC*	J					
I do not purchase holiday presents	85	18	8	6	30	22	2	32	20	17	8	12	73
	9%	14%	7%	9%	8%	9%	2%	11%	10%	7%	4%	5%	10%
	F*	*	*				*	J	J				K
Sigma	1000	134	113	62	385	239	67	292	199	245	217	262	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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 (*)

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