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

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer 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
Base: All Respondents (unwtd)	**1000**	**462**	**535**	**3**	**282**	**366**	**352**	**55**	**194**	**404**	**347**	**101**	**326**	**266**	**307**
Base: All Respondents (wtd)	**1000**	**488**	**509**	**3**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**115**	**302**	**257**	**326**
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	251	278	1	136	191	203	69	157	179	124	47	164	141	178
	53%	51%	55%	27%	48%	55%	54%	48%	57%	54%	51%	41%	54%	55%	55%
				**				*				*	K	K	K
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	119	118	1	74	83	83	42	50	75	72	36	70	61	71
	24%	24%	23%	46%	26%	24%	22%	29%	18%	22%	30%	31%	23%	24%	22%
				**				*			HI	*			
I'd prefer a Charity Gift Card where I can choose the charity that will benefit from the gift card balance.	231	118	113	1	72	72	87	35	69	81	47	32	68	55	76
	23%	24%	22%	26%	26%	21%	23%	24%	25%	24%	19%	28%	23%	21%	23%
				**				*				*			
Sigma	1000	488	509	3	281	346	373	146	276	335	243	115	302	257	326
	100%	100%	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/M/N
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

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

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer 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
Base: All Respondents (unwtd)	**1000**	**462**	**535**	**3**	**282**	**366**	**352**	**55**	**194**	**404**	**347**	**101**	**326**	**266**	**307**
Base: All Respondents (wtd)	**1000**	**488**	**509**	**3**	**281**	**346**	**373**	**146**	**276**	**335**	**243**	**115**	**302**	**257**	**326**
I will spend more on holiday presents than last year.	68	49	19	-	42	24	2	19	17	17	15	21	37	9	1
	7%	10%	4%	-	15%	7%	*	13%	6%	5%	6%	18%	12%	4%	*
		B		**	EF	F		I*				MN*	MN	N	
I will less on holiday presents than last year.	352	150	201	1	85	132	136	44	102	122	84	31	108	97	116
	35%	31%	40%	27%	30%	38%	36%	30%	37%	36%	35%	27%	36%	38%	35%
			A	**				*				*			
I will spend the same amount on holiday presents as last year.	307	163	144	-	77	93	138	47	69	101	90	31	75	81	121
	31%	33%	28%	-	27%	27%	37%	32%	25%	30%	37%	27%	25%	31%	37%
				**			DE	*			H	*			L
I am not sure how my spending on holiday presents will change this year.	188	81	105	1	59	61	68	22	60	69	37	28	58	37	65
	19%	17%	21%	46%	21%	18%	18%	15%	22%	21%	15%	24%	19%	14%	20%
				**				*				*			
I do not purchase holiday presents	85	45	39	1	18	37	30	14	28	25	17	5	23	33	24
	9%	9%	8%	26%	6%	11%	8%	10%	10%	8%	7%	4%	8%	13%	7%
				**				*				*		KN	
Sigma	1000	488	509	3	281	346	373	146	276	335	243	115	302	257	326
	100%	100%	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/M/N
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents