

1NEW2022. In this holiday season, how much did you spend on holiday expenses?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
0	185	103	81	2	36	67	83	16	81	66	22	9	177
	9%	11%	8%	15%	6%	9%	12%	8%	11%	8%	7%	1%	14%
				**			D	*	J				K
1-100	302	154	146	2	133	88	80	31	124	110	37	95	207
	15%	16%	14%	23%	24%	12%	11%	15%	18%	14%	12%	12%	17%
				**	EF			*	J				K
101-200	212	95	115	1	76	69	67	31	63	80	37	60	152
	11%	10%	11%	7%	14%	9%	9%	15%	9%	10%	12%	8%	12%
				**				*					K
201-300	196	100	93	2	57	81	58	18	72	83	24	58	138
	10%	10%	9%	21%	10%	11%	8%	9%	10%	11%	8%	8%	11%
				**				*					K
301-400	117	59	59	-	13	47	57	17	46	36	18	41	76
	6%	6%	6%	-	2%	6%	8%	8%	7%	5%	6%	5%	6%
				**	D	D	D	*					
401-500	280	119	161	1	65	123	93	20	104	106	50	110	170
	14%	12%	16%	6%	12%	17%	13%	10%	15%	13%	16%	14%	14%
				**	D			*					
501-600	85	37	47	1	20	31	34	13	33	29	10	41	44
	4%	4%	5%	13%	4%	4%	5%	6%	5%	4%	3%	5%	4%
				**				*					
601-700	41	21	20	-	6	17	18	4	12	16	8	23	17
	2%	2%	2%	-	1%	2%	3%	2%	2%	2%	3%	3%	1%
				**				*				L	
701-800	61	30	32	-	11	28	22	8	12	32	10	38	23
	3%	3%	3%	-	2%	4%	3%	4%	2%	4%	3%	5%	2%
				**				*		H		L	
801-900	19	10	9	-	5	6	8	-	9	7	3	9	10
	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%
				**				*					
901-1000	181	76	103	1	47	71	63	19	53	78	32	94	87
	9%	8%	10%	13%	8%	10%	9%	9%	7%	10%	10%	12%	7%
				**				*				L	
1000+	326	164	161	*	91	115	120	29	96	143	59	188	138
	16%	17%	16%	3%	16%	16%	17%	14%	14%	18%	19%	25%	11%
				**				*			H	L	
Summary													
Mean (Incl. 0)	715.6	749.9	684.9	576.8	759.7	685	712.9	719.4	581.6	782.7	847.8	998.9	541.1
				**				*		H	H	L	
Std. Dev.	1071.16	1203.67	921.16	1637.37	1375.22	878.21	976.51	1048.7	862.6	1141.44	1282.31	1303.5	853.49
Std. Err.	23.92	41.02	27.37	493.69	63.1	31.98	35.05	103.84	45.91	39.31	48.23	48.18	23.92
Mean (Excl. 0)	788.5	839.1	743.4	680.1	811.6	752.7	808	781	657	854.9	912.5	1010.3	631
				**				*		H	H	L	
Std. Dev.	1098.55	1243.53	936.8	1771.98	1406.55	892.51	1002.01	1070.53	889.43	1166.79	1308.05	1306.51	890.4
Std. Err.	25.75	42.3	30.46	579.41	61.47	34.35	40.21	77.57	35.64	43.5	77.23	47.52	27.3
Median	400	400	500	265.9	300	500	450	400	400	500	500	600	300

2NEW2022. How did rising prices/inflation affect your holiday spending this year?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
I spent more because things cost more	459	208	246	5	140	185	133	59	151	180	69	316	143
	23%	21%	24%	45%	25%	25%	19%	29%	21%	23%	22%	41%	12%
				**	F	F		*				L	
Rising prices/inflation did not impact my holiday spending this year	757	414	341	2	196	250	312	56	270	308	123	220	537
	38%	43%	33%	17%	35%	34%	44%	27%	38%	39%	40%	29%	43%
		B		**			DE	*	G	G	G		K
I spent less because I couldn't afford more	789	346	439	4	223	307	259	92	282	298	117	229	561
	39%	36%	43%	38%	40%	41%	37%	44%	40%	38%	38%	30%	45%
			A	**				*					K

17. Did you end up spending more than you intended to during the holiday season?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Yes	765	355	403	7	320	307	137	96	244	307	118	765	-
	38%	37%	39%	62%	57%	41%	19%	46%	35%	39%	38%	100%	-
				**	EF	F		H*				L	
No	1240	612	624	4	239	434	567	111	460	479	191	-	1240
	62%	63%	61%	38%	43%	59%	81%	54%	65%	61%	62%	-	100%
				**		D	DE	*	G				K

18. How much over your originally-intended budget did you go?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Spent More Than Intended During Holiday Season (unwtd)	732	297	428	7	273	303	156	44	121	311	256	732	-
Base: Spent More Than Intended During Holiday Season (wtd)	765	355	403	7	320	307	137	96	244	307	118	765	-
0	3	-	3	-	1	1	1	-	1	1	-	3	-
	*	-	1%	-	*	*	1%	-	1%	*	-	*	-
			**	**				*					
1-100	146	79	67	*	77	47	21	16	50	59	21	146	-
	19%	22%	17%	7%	24%	15%	16%	17%	21%	19%	18%	19%	-
			**	E				*					
101-200	122	55	67	-	44	50	28	19	37	52	15	122	-
	16%	16%	17%	-	14%	16%	20%	19%	15%	17%	13%	16%	-
			**	*				*					
201-300	78	41	37	-	25	41	12	18	19	31	10	78	-
	10%	12%	9%	-	8%	13%	9%	19%	8%	10%	8%	10%	-
			**	H*				*					
301-400	30	9	22	-	10	16	5	2	10	14	5	30	-
	4%	2%	5%	-	3%	5%	3%	2%	4%	5%	4%	4%	-
			**	*				*					
401-500	83	35	46	2	32	29	22	6	32	30	15	83	-
	11%	10%	11%	30%	10%	9%	16%	6%	13%	10%	13%	11%	-
			**	*				*					
501-600	15	9	6	-	10	4	-	-	-	11	3	15	-
	2%	2%	2%	-	3%	1%	-	-	-	4%	3%	2%	-
			**	*				*		H	H		
601-700	6	-	6	-	3	1	2	-	2	3	1	6	-
	1%	-	1%	-	1%	*	1%	-	1%	1%	1%	1%	-
			**	*				*					
701-800	16	9	7	-	8	5	3	5	5	3	3	16	-
	2%	3%	2%	-	2%	2%	2%	5%	2%	1%	3%	2%	-
			**	*				*					
801-900	1	1	-	-	-	1	-	-	-	1	-	1	-
	*	*	-	-	-	*	-	-	-	*	-	*	-
			**	*				*					
901-1000	31	16	15	-	12	16	3	4	7	13	7	31	-
	4%	5%	4%	-	4%	5%	2%	4%	3%	4%	6%	4%	-
			**	*				*					
1000+	60	39	20	*	33	22	5	13	11	25	11	60	-
	8%	11%	5%	4%	10%	7%	3%	13%	5%	8%	9%	8%	-
		B	**	F				*					
I don't know	175	62	109	4	66	74	35	13	70	64	28	175	-
	23%	17%	27%	59%	21%	24%	26%	14%	29%	21%	24%	23%	-
		A	**	*				*					
Summary													
Mean (Incl. 0)	577.7	677	471.9	1292.8	746.5	472.4	396.4	632.7	414.8	645.7	657.2	577.7	-
				**	E	*	*	*	*	H			
Std. Dev.	1135.63	1336.97	847.9	3264.7	1573.71	613.66	546.59	943.47	614.62	1458.23	1057.23	1135.63	-
Std. Err.	47.86	87.03	47.18	1632.35	106.34	40.73	50.53	155.11	67.06	92.97	75.52	47.86	-
Mean (Excl. 0)	580.4	677	476.3	1292.8	748.4	473.6	402.2	632.7	418.3	649.1	657.2	580.4	-
			**	E	*	*	*	*	*	H			
Std. Dev.	1137.57	1336.97	850.61	3264.7	1575.26	613.98	548.46	943.47	616.04	1461.25	1057.23	1137.57	-
Std. Err.	46.97	78.11	49.89	1963.54	98.86	40.28	54.8	103.67	46.99	93.99	111.43	46.97	-
Median	262.6	250	300	500	250	300	286.8	300	200	250.5	300	262.6	-

18x. How much over your originally-intended budget did you go?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Spent More Than Intended During Holiday Season (Excl. I don't know) (unwtd)	563	236	323	4	219	227	117	37	84	246	196	563	-
Base: Spent More Than Intended During Holiday Season (Excl. I don't know) (wtd)	589	293	293	3	255	233	102	83	173	243	90	589	-
0	3 *	- -	3 1%	- **	1 *	1 *	1 1%	- *	1 *	1 1%	- -	3 *	- -
1-100	146 25%	79 27%	67 23%	* 16%	77 30%	47 20%	21 21%	16 19%	50 29%	59 24%	21 23%	146 25%	- -
101-200	122 21%	55 19%	67 23%	- **	44 17%	50 21%	28 27%	19 23%	37 21%	52 21%	15 17%	122 21%	- -
201-300	78 13%	41 14%	37 12%	- **	25 10%	41 18%	12 12%	18 22%	19 11%	31 13%	10 11%	78 13%	- -
301-400	30 5%	9 3%	22 7%	- **	10 4%	16 7%	5 5%	2 3%	10 6%	14 6%	5 5%	30 5%	- -
401-500	83 14%	35 12%	46 16%	2 73%	32 12%	29 12%	22 22%	6 7%	32 18%	30 12%	15 17%	83 14%	- -
501-600	15 3%	9 3%	6 2%	- **	10 4%	4 2%	- *	- *	- *	11 5%	3 4%	15 3%	- -
601-700	6 1%	- -	6 2%	- **	3 1%	1 *	2 2%	- -	2 1%	3 1%	1 1%	6 1%	- -
701-800	16 3%	9 3%	7 2%	- **	8 3%	5 2%	3 3%	5 5%	5 3%	3 1%	3 4%	16 3%	- -
801-900	1 *	1 *	- -	- **	- -	1 1%	- -	- -	- -	1 1%	- -	1 *	- -
901-1000	31 5%	16 6%	15 5%	- **	12 5%	16 7%	3 3%	4 5%	7 4%	13 5%	7 8%	31 5%	- -
1000+	60 10%	39 13%	20 7%	* 10%	33 13%	22 10%	5 4%	13 16%	11 6%	25 10%	11 12%	60 10%	- -
Summary													
Mean (Incl. 0)	577.7	677	471.9	1292.8 **	746.5 E	472.4	396.4 *	632.7 *	414.8 *	645.7	657.2 H	577.7	-
Std. Dev.	1135.63	1336.97	847.9	3264.7	1573.71	613.66	546.59	943.47	614.62	1458.23	1057.23	1135.63	-
Std. Err.	47.86	87.03	47.18	1632.35	106.34	40.73	50.53	155.11	67.06	92.97	75.52	47.86	-
Mean (Excl. 0)	580.4	677	476.3	1292.8 **	748.4 E	473.6	402.2 *	632.7 *	418.3 *	649.1	657.2 H	580.4	-
Std. Dev.	1137.57	1336.97	850.61	3264.7	1575.26	613.98	548.46	943.47	616.04	1461.25	1057.23	1137.57	-
Std. Err.	46.97	78.11	49.89	1963.54	98.86	40.28	54.8	103.67	46.99	93.99	111.43	46.97	-
Median	262.6	250	300	500	250	300	286.8	300	200	250.5	300	262.6	-

4new2021. Appreciating all of the competing financial demands everyone has, are you planning to do any of the following to help you pay off your holiday expenses?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	732	297	428	7	273	303	156	44	121	311	256	732	-
Base: All Answering (wtd)	765	355	403	7	320	307	137	96	244	307	118	765	-
Rely on my credit card as much as possible and pay off the balance right away	130 17%	78 22%	52 13%	- -	67 21%	40 13%	23 17%	14 15%	30 12%	57 18%	29 25%	130 17%	- -
		B		**	E			*			H		
Rely on my credit card as much as possible and pay off the balance within two months or more	125 16%	56 16%	66 16%	2 33%	72 23%	40 13%	13 9%	13 14%	42 17%	52 17%	18 15%	125 16%	- -
				**	EF			*					
Use my line of credit	77 10%	40 11%	37 9%	- -	37 12%	31 10%	9 6%	3 4%	26 11%	33 11%	15 12%	77 10%	- -
				**				*					
Try to save in other areas and put what I save towards my other expenses	249 33%	127 36%	120 30%	1 18%	112 35%	104 34%	33 24%	24 25%	65 27%	112 36%	48 41%	249 33%	- -
				**				*			H		
Spend less on entertainment and/or other discretionary items and put what I save towards my other expenses	219 29%	106 30%	111 28%	2 35%	89 28%	97 32%	32 23%	21 22%	49 20%	108 35%	41 35%	219 29%	- -
				**				*		H	H		
No changes necessary, I've been able to pay off my holiday expenses already	168 22%	59 17%	109 27%	- -	38 12%	69 22%	61 44%	15 16%	64 26%	65 21%	24 21%	168 22%	- -
			A	**		D	DE	*					
I don't know how I will pay my holiday season over-expenditures yet	81 11%	39 11%	39 10%	3 49%	31 10%	45 15%	6 4%	28 29%	31 13%	16 5%	7 6%	81 11%	- -
				**		F		HIJ*	IJ				

21. In general, when you think of your holiday spending, how do you pay for most of it?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Cash/ Debit (Net)	918 46%	466 48%	447 44%	5 41%	257 46%	357 48%	304 43%	129 62%	345 49%	364 46%	79 26%	317 41%	601 48%
				**				HIJ*	J	J			K
Cash	375 19%	198 21%	176 17%	1 10%	90 16%	133 18%	152 22%	52 25%	150 21%	141 18%	31 10%	117 15%	258 21%
				**			D	J*	J	J			K
Debit Card	543 27%	268 28%	271 26%	3 31%	167 30%	224 30%	152 22%	77 37%	195 28%	223 28%	48 16%	200 26%	343 28%
				**	F	F		J*	J	J			
Annual bonus	35 2%	18 2%	16 2%	* 4%	25 4%	9 1%	1 *	1 1%	9 1%	19 2%	5 2%	22 3%	13 1%
				**	EF	F		*					L
Credit card(s)	838 42%	402 42%	433 42%	2 21%	153 27%	321 43%	364 52%	42 20%	270 38%	329 42%	197 64%	301 39%	537 43%
				**		D	DE	*	G	G	GHI		
Line of credit	50 2%	28 3%	20 2%	2 15%	30 5%	9 1%	10 1%	5 2%	19 3%	14 2%	11 4%	38 5%	11 1%
				**	EF			*			I		L
Redeem rewards points for gift cards and merchandise	83 4%	17 2%	64 6%	1 13%	40 7%	29 4%	14 2%	15 7%	25 4%	36 5%	7 2%	42 6%	41 3%
			A	**	EF			J*		J		L	
Gift cards	82 4%	35 4%	47 5%	1 6%	54 10%	17 2%	11 2%	15 7%	35 5%	23 3%	9 3%	44 6%	39 3%
				**	EF			I*				L	

How much did you spend across the following gift categories this holiday season (December 2022)?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
0	1124	553	564	7	229	430	466	90	425	436	174	282	842
	56%	57%	55%	60%	41%	58%	66%	44%	60%	55%	56%	37%	68%
				**		D	DE	*	G	G	G		K
1-100	542	255	283	4	232	171	138	72	183	203	84	299	242
	27%	26%	28%	37%	42%	23%	20%	35%	26%	26%	27%	39%	20%
				**	EF			*				L	
101-200	155	70	84	-	48	58	48	23	49	61	22	75	79
	8%	7%	8%	-	9%	8%	7%	11%	7%	8%	7%	10%	6%
				**				*				L	
201-300	77	37	40	-	15	27	35	10	22	34	12	40	37
	4%	4%	4%	-	3%	4%	5%	5%	3%	4%	4%	5%	3%
				**				*				L	
301-400	22	11	11	-	2	13	8	-	6	13	3	12	11
	1%	1%	1%	-	*	2%	1%	-	1%	2%	1%	2%	1%
				**				*					
401-500	40	16	24	-	14	23	3	3	14	16	6	22	18
	2%	2%	2%	-	3%	3%	*	1%	2%	2%	2%	3%	1%
				**	F	F		*					
501-600	8	4	4	-	2	5	2	-	3	3	2	6	2
	*	*	*	-	*	1%	*	-	*	*	1%	1%	*
				**				*					
601-700	7	4	3	-	2	1	3	4	-	2	*	5	2
	*	*	*	-	*	*	*	2%	-	*	*	1%	*
				**				HI*					
701-800	5	4	1	-	2	3	*	-	-	4	1	3	2
	*	*	*	-	*	*	*	-	-	*	*	*	*
				**				*					
801-900	*	-	*	-	-	*	-	-	-	-	*	-	*
	*	-	*	-	-	*	-	-	-	-	*	-	*
				**				*					
901-1000	18	10	8	-	8	9	1	5	-	11	3	14	4
	1%	1%	1%	-	1%	1%	*	2%	-	1%	1%	2%	*
				**	F			H*		H	H	L	
1000+	6	2	4	*	5	2	-	-	3	2	1	6	-
	*	*	*	3%	1%	*	-	-	*	*	*	1%	-
				**	F			*				L	
Summary													
Mean	77.1	79.2	75.1	79.7	97.9	85.6	51.6	95	57.7	85.9	87	124.5	47.9
				**	F	F		H*		H	H	L	
Std. Dev.	213.37	245.84	175.92	329.7	301.95	203.83	111.81	191.16	126.71	217.09	337.31	306.08	116.89
Std. Err.	4.77	8.38	5.23	99.41	13.85	7.42	4.01	18.93	6.74	7.48	12.69	11.31	3.28
Median	-	-	-	-	20	-	-	15	-	-	-	30	-

How much did you spend across the following gift categories this holiday season (December 2022)?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
0	917 46%	463 48%	451 44%	4 32% **	244 44%	341 46%	332 47%	92 44% *	355 50% IJ	335 43%	135 44%	246 32%	671 54% K
1-100	559 28%	216 22%	337 33%	7 62% A **	217 39% EF	194 26%	149 21%	74 36% H*	164 23%	234 30% H	87 28%	283 37% L	276 22%
101-200	227 11%	124 13%	103 10%	- - **	45 8%	86 12%	95 14% D	20 10% *	80 11%	92 12%	34 11%	105 14% L	122 10%
201-300	121 6%	62 6%	58 6%	1 6% **	19 3%	59 8% D	42 6%	13 6% *	38 5%	51 7%	19 6%	52 7% L	69 6%
301-400	45 2%	24 3%	21 2%	- - **	5 1%	15 2%	25 4%	2 1% D *	16 2%	18 2%	9 3%	16 2% L	29 2%
401-500	63 3%	29 3%	34 3%	- - **	10 2%	28 4%	25 4%	4 2% *	29 4%	20 3%	11 4%	30 4% L	33 3%
501-600	11 1%	7 1%	4 *	- - **	3 *	1 *	7 1%	- - *	- - H	7 1% H	4 1%	5 1% L	6 * K
601-700	6 *	4 *	3 *	- - **	1 *	1 *	4 1%	- - *	1 * H	4 * H	2 1%	2 * L	4 * K
701-800	12 1%	8 1%	4 *	- - **	3 *	4 1%	4 1%	- - *	3 * H	6 1% H	3 1%	6 1% L	5 * K
801-900	4 *	3 *	1 *	- - **	- - **	1 *	3 *	- - *	2 * H	1 * H	1 * H	1 * L	3 * K
901-1000	16 1%	9 1%	7 1%	- - **	6 1%	6 1%	4 1%	- - *	7 1% H	6 1% H	3 1%	8 1% L	8 1% K
1000+	25 1%	19 2%	5 1%	- - **	8 1%	4 *	13 2%	2 1% *	9 1% H	12 2% H	2 1%	10 1% L	15 1% K
Summary													
Mean	127.4	157.3	100.3	33.2 **	97.1	109.4	170.6	78.2 *	112.4	153.4	128.6 G	140	119.7
Std. Dev.	549.89	764.95	194.82	71.97	254.3	189.47	877.54	152.14	223.13	833.02	256.98	270.17	666.15
Std. Err.	12.28	26.07	5.79	21.7	11.67	6.9	31.5	15.06	11.88	28.69	9.66	9.99	18.67
Median	25	20	25	20 **	15	30	30	16.5 *	- H	30 H	50 H	50 L	- K

22D. Considering your holiday-season spending, how do you feel about your financial health for the coming year?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Great - I stuck to what I planned to spend; I stayed on track	653	314	335	3	102	191	360	64	213	269	107	71	582
	33%	32%	33%	31%	18%	26%	51%	31%	30%	34%	35%	9%	47%
				**		D	DE	*					K
Good - I spent a bit more than anticipated, but I'm back on track	552	253	296	2	196	171	184	57	185	211	99	262	289
	28%	26%	29%	20%	35%	23%	26%	28%	26%	27%	32%	34%	23%
				**	EF			*			I	L	
Okay - I spent more than expected, but I've got a plan to get back on track by or before April	572	282	287	4	192	260	120	51	217	224	80	302	271
	29%	29%	28%	34%	34%	35%	17%	25%	31%	28%	26%	39%	22%
								*				L	
Bad - I spent more than expected, and it will take me until May or June or longer to get back on track	143	71	70	1	41	74	28	16	54	56	16	94	49
	7%	7%	7%	13%	7%	10%	4%	8%	8%	7%	5%	12%	4%
				**	F	F		*				L	
Terrible - I spent more than expected, and I don't know how I will ever get back on track	85	46	38	*	27	47	11	19	34	26	6	36	49
	4%	5%	4%	3%	5%	6%	2%	9%	5%	3%	2%	5%	4%
				**	F	F		IJ*	J				

1NEW2023. To ask this another way, when thinking of your holiday spending, how long do you think it will take to pay it off?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
I have already paid off all of my holiday spending	1074	516	556	3	184	379	511	102	404	409	160	240	834
	54%	53%	54%	25%	33%	51%	73%	49%	57%	52%	52%	31%	67%
				**		D	DE	*					K
Less than a month	331	162	168	1	128	109	95	34	101	131	65	171	161
	17%	17%	16%	6%	23%	15%	13%	16%	14%	17%	21%	22%	13%
				**	EF			*			HI	L	
Two to three months	249	122	126	1	96	102	51	27	61	119	42	155	95
	12%	13%	12%	13%	17%	14%	7%	13%	9%	15%	14%	20%	8%
				**	F	F		*		H	H	L	
More than three months	158	71	82	5	67	71	20	9	66	63	20	104	53
	8%	7%	8%	43%	12%	10%	3%	4%	9%	8%	6%	14%	4%
				**	F	F		*				L	
I don't know how long this will take	192	96	94	2	84	81	28	36	72	64	21	95	98
	10%	10%	9%	14%	15%	11%	4%	17%	10%	8%	7%	12%	8%
				**	F	F		IJ*				L	

2NEW2023_1. [I found it tough to cover the cost of holiday gifts and expenses due to inflation/increased costs.]

For this holiday season, please indicate how strongly you agree or disagree with the following statements:

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Top 2 Box (Net)	1134	531	595	7	375	474	284	130	403	440	160	547	586
	57%	55%	58%	62%	67%	64%	40%	63%	57%	56%	52%	72%	47%
				**	F	F		J*				L	
Strongly agree	391	184	204	2	143	173	75	61	137	145	48	197	194
	20%	19%	20%	22%	26%	23%	11%	30%	19%	18%	16%	26%	16%
				**	F	F		HIJ*				L	
Somewhat agree	743	347	391	4	232	301	209	69	266	296	112	350	392
	37%	36%	38%	40%	41%	41%	30%	33%	38%	38%	36%	46%	32%
				**	F	F		*				L	
Bottom 2 Box (Net)	871	436	431	4	184	267	420	77	301	345	148	217	654
	43%	45%	42%	38%	33%	36%	60%	37%	43%	44%	48%	28%	53%
				**			DE	*			G		K
Somewhat disagree	547	271	273	3	138	172	237	51	195	213	88	174	373
	27%	28%	27%	28%	25%	23%	34%	25%	28%	27%	29%	23%	30%
				**			DE	*					K
Strongly disagree	325	165	159	1	47	96	182	26	106	133	60	43	281
	16%	17%	15%	10%	8%	13%	26%	12%	15%	17%	20%	6%	23%
				**		D	DE	*					K

2NEW2023_2. [I felt the impact of inflation when doing my holiday spending.]

For this holiday season, please indicate how strongly you agree or disagree with the following statements:

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Top 2 Box (Net)	1421	665	748	8	374	575	472	145	481	564	231	621	800
	71%	69%	73%	72%	67%	77%	67%	70%	68%	72%	75%	81%	65%
				**		DF		*			H	L	
Strongly agree	600	270	329	2	167	266	167	69	199	238	94	321	279
	30%	28%	32%	15%	30%	36%	24%	33%	28%	30%	30%	42%	23%
				**	F	F		*				L	
Somewhat agree	821	396	419	6	207	309	305	76	282	326	137	300	521
	41%	41%	41%	57%	37%	42%	43%	37%	40%	41%	44%	39%	42%
				**				*					
Bottom 2 Box (Net)	584	302	279	3	185	167	231	62	222	222	78	143	440
	29%	31%	27%	28%	33%	23%	33%	30%	32%	28%	25%	19%	35%
				**	E		E	*	J				K
Somewhat disagree	407	217	190	-	142	105	160	40	160	153	54	107	300
	20%	22%	18%	-	25%	14%	23%	19%	23%	19%	17%	14%	24%
				**	E		E	*					K
Strongly disagree	177	85	89	3	44	62	72	22	62	69	24	37	140
	9%	9%	9%	28%	8%	8%	10%	11%	9%	9%	8%	5%	11%
				**				*					K

2NEW2023_3. [I planned ahead of time to manage increased costs.]

For this holiday season, please indicate how strongly you agree or disagree with the following statements:

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Top 2 Box (Net)	1478	712	759	7	361	539	578	139	516	588	234	536	942
	74%	74%	74%	63%	64%	73%	82%	67%	73%	75%	76%	70%	76%
				**		D	DE	*					K
Strongly agree	423	202	220	1	118	142	163	40	156	159	68	132	291
	21%	21%	21%	12%	21%	19%	23%	19%	22%	20%	22%	17%	23%
				**				*					K
Somewhat agree	1055	510	539	6	243	397	415	99	360	429	166	404	651
	53%	53%	53%	50%	43%	54%	59%	48%	51%	55%	54%	53%	52%
				**		D	D	*					
Bottom 2 Box (Net)	527	255	268	4	199	203	126	68	188	197	75	229	298
	26%	26%	26%	37%	36%	27%	18%	33%	27%	25%	24%	30%	24%
				**	EF	F		*				L	
Somewhat disagree	369	172	193	3	148	138	83	36	131	146	56	168	201
	18%	18%	19%	31%	26%	19%	12%	17%	19%	19%	18%	22%	16%
				**	EF	F		*				L	
Strongly disagree	159	83	75	1	51	65	43	32	56	52	19	61	97
	8%	9%	7%	6%	9%	9%	6%	16%	8%	7%	6%	8%	8%
				**				HIJ*					

2NEW2023_4. [I focused more on gifts my family and friends needed as opposed to wanted.]

For this holiday season, please indicate how strongly you agree or disagree with the following statements:

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Top 2 Box (Net)	1380	662	714	4	366	500	515	141	486	538	216	542	838
	69%	68%	70%	39%	65%	67%	73%	68%	69%	68%	70%	71%	68%
				**			DE	*					
Strongly agree	418	196	221	*	117	150	151	38	157	157	66	176	241
	21%	20%	22%	4%	21%	20%	21%	18%	22%	20%	21%	23%	19%
				**				*					
Somewhat agree	963	466	493	4	248	350	364	103	329	381	150	366	597
	48%	48%	48%	35%	44%	47%	52%	50%	47%	48%	49%	48%	48%
				**			D	*					
Bottom 2 Box (Net)	625	305	313	7	194	242	189	66	218	248	93	222	402
	31%	32%	30%	61%	35%	33%	27%	32%	31%	32%	30%	29%	32%
				**	F	F		*					
Somewhat disagree	455	225	224	6	151	172	132	46	155	182	71	179	276
	23%	23%	22%	55%	27%	23%	19%	22%	22%	23%	23%	23%	22%
				**	F			*					
Strongly disagree	170	80	89	1	43	70	57	19	63	66	22	44	126
	8%	8%	9%	6%	8%	9%	8%	9%	9%	8%	7%	6%	10%
				**				*					K

2NEW2023_5. [I reduced what I spent on myself in order to afford the gifts I wanted for family and friends.]

For this holiday season, please indicate how strongly you agree or disagree with the following statements:

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Top 2 Box (Net)	1273	599	666	8	372	510	392	142	438	497	196	563	710
	64%	62%	65%	76%	66%	69%	56%	69%	62%	63%	64%	74%	57%
				**	F	F		*				L	
Strongly agree	465	208	254	3	133	212	120	42	156	203	65	215	249
	23%	22%	25%	25%	24%	29%	17%	20%	22%	26%	21%	28%	20%
				**	F	F		*		J		L	
Somewhat agree	809	391	412	6	238	298	272	100	282	294	132	348	460
	40%	40%	40%	51%	43%	40%	39%	49%	40%	37%	43%	46%	37%
				**				I*			I	L	
Bottom 2 Box (Net)	732	368	361	3	188	232	312	65	265	289	112	201	531
	36%	38%	35%	24%	34%	31%	44%	31%	38%	37%	36%	26%	43%
				**			DE	*					K
Somewhat disagree	489	251	237	1	138	160	191	39	179	193	78	152	337
	24%	26%	23%	10%	25%	22%	27%	19%	25%	25%	25%	20%	27%
				**			E	*					K
Strongly disagree	243	117	124	2	50	72	121	26	86	96	35	49	194
	12%	12%	12%	14%	9%	10%	17%	13%	12%	12%	11%	6%	16%
				**			DE	*					K

2NEW2023_6. [My family and friends decided to reduce the amount we spent on gifts for each other.]

For this holiday season, please indicate how strongly you agree or disagree with the following statements:

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Top 2 Box (Net)	1276 64%	619 64%	650 63%	7 61% **	367 66%	480 65%	429 61%	145 70% H*	414 59%	521 66% H	197 64%	496 65%	781 63%
Strongly agree	433 22%	208 21%	225 22%	- - **	130 23%	163 22%	140 20%	55 26% *	138 20%	170 22%	71 23%	160 21%	273 22%
Somewhat agree	843 42%	412 43%	425 41%	7 61% **	237 42%	317 43%	289 41%	90 44% *	275 39%	351 45%	127 41%	335 44%	508 41%
Bottom 2 Box (Net)	729 36%	348 36%	377 37%	4 39% **	192 34%	262 35%	275 39%	62 30% *	290 41% G1	265 34%	112 36%	269 35%	460 37%
Somewhat disagree	503 25%	253 26%	247 24%	4 33% **	138 25%	163 22%	202 29% E	46 22% *	190 27%	187 24%	80 26%	198 26%	305 25%
Strongly disagree	226 11%	95 10%	130 13%	1 6% **	54 10%	99 13%	73 10%	16 8% *	100 14%	79 10%	31 10%	71 9%	155 13%

2NEW2023. For this holiday season, please indicate how strongly you agree or disagree with the following statements: - Top 2 Box Summary

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
I found it tough to cover the cost of holiday gifts and expenses due to inflation/increased costs.	1134 57%	531 55%	595 58%	7 62%	375 67%	474 64%	284 40%	130 63%	403 57%	440 56%	160 52%	547 72%	586 47%
				**	F	F		J*				L	
I felt the impact of inflation when doing my holiday spending.	1421 71%	665 69%	748 73%	8 72%	374 67%	575 77%	472 67%	145 70%	481 68%	564 72%	231 75%	621 81%	800 65%
				**		DF		*			H	L	
I planned ahead of time to manage increased costs.	1478 74%	712 74%	759 74%	7 63%	361 64%	539 73%	578 82%	139 67%	516 73%	588 75%	234 76%	536 70%	942 76%
				**		D	DE	*					K
I focused more on gifts my family and friends needed as opposed to wanted.	1380 69%	662 68%	714 70%	4 39%	366 65%	500 67%	515 73%	141 68%	486 69%	538 68%	216 70%	542 71%	838 68%
				**			DE	*					
I reduced what I spent on myself in order to afford the gifts I wanted for family and friends.	1273 64%	599 62%	666 65%	8 76%	372 66%	510 69%	392 56%	142 69%	438 62%	497 63%	196 64%	563 74%	710 57%
				**	F	F		*				L	
My family and friends decided to reduce the amount we spent on gifts for each other.	1276 64%	619 64%	650 63%	7 61%	367 66%	480 65%	429 61%	145 70%	414 59%	521 66%	197 64%	496 65%	781 63%
				**				H*		H			

2NEW2023. For this holiday season, please indicate how strongly you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
I found it tough to cover the cost of holiday gifts and expenses due to inflation/increased costs.	871 43%	436 45%	431 42%	4 38%	184 33%	267 36%	420 60%	77 37%	301 43%	345 44%	148 48%	217 28%	654 53%
				**			DE	*			G		K
I felt the impact of inflation when doing my holiday spending.	584 29%	302 31%	279 27%	3 28%	185 33%	167 23%	231 33%	62 30%	222 32%	222 28%	78 25%	143 19%	440 35%
				**	E		E	*	J				K
I planned ahead of time to manage increased costs.	527 26%	255 26%	268 26%	4 37%	199 36%	203 27%	126 18%	68 33%	188 27%	197 25%	75 24%	229 30%	298 24%
				**	EF	F		*				L	
I focused more on gifts my family and friends needed as opposed to wanted.	625 31%	305 32%	313 30%	7 61%	194 35%	242 33%	189 27%	66 32%	218 31%	248 32%	93 30%	222 29%	402 32%
				**	F	F		*					
I reduced what I spent on myself in order to afford the gifts I wanted for family and friends.	732 36%	368 38%	361 35%	3 24%	188 34%	232 31%	312 44%	65 31%	265 38%	289 37%	112 36%	201 26%	531 43%
				**			DE	*					K
My family and friends decided to reduce the amount we spent on gifts for each other.	729 36%	348 36%	377 37%	4 39%	192 34%	262 35%	275 39%	62 30%	290 41%	265 34%	112 36%	269 35%	460 37%
				**				*	GI				

22E. Is there anything from the following that you would have added to your holiday wish list if it had been possible?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Donated more to charities and/or helped others in need more	289 14%	128 13%	156 15%	4 41% **	111 20% EF	88 12%	90 13%	17 8% *	77 11%	133 17% GH	62 20% GH	161 21% L	128 10%
Celebrated in-person with family and friends	411 20%	198 21%	209 20%	3 27% **	127 23% *	159 21%	124 18%	43 21% HJ	123 18%	187 24% L	57 19%	192 25% L	219 18%
Gone away on holiday	360 18%	158 16%	200 19%	2 17% **	136 24% F	139 19% F	84 12%	25 12% *	97 14%	159 20% H	79 25% GHI	182 24% L	178 14%
Spent less	395 20%	177 18%	212 21%	6 56% **	144 26% F	181 24% F	70 10%	36 18% *	127 18%	164 21% L	69 22% L	230 30% L	165 13%
Eaten less and exercised more	357 18%	167 17%	184 18%	6 53% **	117 21% F	144 19% F	97 14%	20 10% *	94 13%	161 20% GH	82 26% GHI	183 24% L	174 14%
I wouldn't have changed a thing	767 38%	375 39%	392 38%	- - **	121 22% D	272 37% DE	374 53%	85 41% *	321 46% IJ	266 34%	95 31%	133 17% K	634 51%

23new. How much "extra" do you think you could save each month, on top of what you already regularly save (if anything), without having to make any lifestyle changes?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
0	73 4%	45 5%	28 3%	- -	14 3%	38 5%	21 3%	5 2%	24 3%	31 4%	12 4%	25 3%	48 4%
				**				*					
1	2 *	- -	- -	2 15%	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -
				**				*					
5	2 *	2 *	- -	- -	1 *	1 *	- -	- -	- -	2 *	- -	1 *	1 *
				**				*					
8	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -
				**				*					
10	4 *	2 *	2 *	* 4%	3 *	* *	1 *	- -	- -	3 *	1 *	3 *	1 *
				**				*					
15	3 *	1 *	2 *	- -	2 *	1 *	- -	- -	2 *	- -	1 *	- -	3 *
				**				*					
20	20 1%	9 1%	12 1%	- -	8 2%	10 1%	1 *	- -	12 2%	7 1%	2 1%	16 2%	5 *
				**	F	F		*				L	
22	3 *	1 *	1 *	- -	3 *	- -	- -	- -	- -	3 *	- -	1 *	1 *
				**				*					
25	20 1%	8 1%	12 1%	- -	11 2%	6 1%	3 *	3 1%	9 1%	7 1%	2 1%	12 2%	8 1%
				**	F			*					
28	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -
				**				*					
30	5 *	2 *	3 *	- -	2 *	3 *	- -	2 1%	- -	3 *	- -	3 *	2 *
				**				*					
35	2 *	- -	2 *	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -
				**				*					
40	6 *	3 *	3 *	- -	1 *	5 1%	- -	2 1%	- -	3 *	1 *	4 1%	2 *
				**				*					
45	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -
				**				*					
50	67 3%	28 3%	39 4%	- -	27 5%	27 4%	14 2%	10 5%	16 2%	31 4%	10 3%	39 5%	27 2%
				**	F			*				L	
55	4 *	4 *	- -	- -	3 *	1 *	- -	- -	- -	4 1%	- -	4 1%	- -
				**				*				L	
58	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -
				**				*					
60	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
				**				*					
70	3 *	- -	3 *	- -	- -	2 *	1 *	- -	2 *	1 *	- -	1 *	2 *

				**				*					
75	1	-	1	-	-	-	1	-	-	1	-	1	-
	*	-	*	-	-	-	*	-	-	*	-	*	-
80	4	-	4	-	4	-	-	2	2	-	-	2	2
	*	-	*	-	1%	-	-	1%	*	-	-	*	*
100	93	45	49	-	26	33	35	6	24	46	18	48	45
	5%	5%	5%	-	5%	4%	5%	3%	3%	6%	6%	6%	4%
120	3	-	3	-	1	2	-	1	-	2	-	2	1
	*	-	*	-	*	*	-	1%	-	*	-	*	*
150	27	19	9	-	7	10	11	2	4	15	6	10	18
	1%	2%	1%	-	1%	1%	1%	1%	1%	2%	2%	1%	1%
200	79	39	39	1	28	32	19	4	20	39	15	32	46
	4%	4%	4%	6%	5%	4%	3%	2%	3%	5%	5%	4%	4%
231	1	-	1	-	1	-	-	-	-	1	-	-	1
	*	-	*	-	*	-	-	-	-	*	-	-	*
233	3	3	-	-	3	-	-	3	-	-	-	3	-
	*	*	-	-	1%	-	-	2%	-	-	-	*	-
250	15	12	3	-	4	6	6	-	3	8	4	9	6
	1%	1%	*	-	1%	1%	1%	-	*	1%	1%	1%	1%
254	*	-	*	-	-	*	-	-	-	-	*	*	-
	*	-	*	-	-	*	-	-	-	-	*	*	-
258	5	-	5	-	5	-	-	-	5	-	-	3	3
	*	-	1%	-	1%	-	-	-	1%	-	-	*	*
300	27	18	9	-	7	10	11	3	7	13	4	16	11
	1%	2%	1%	-	1%	1%	2%	2%	1%	2%	1%	2%	1%
320	1	-	-	1	-	1	-	-	1	-	-	-	1
	*	-	-	13%	-	*	-	-	*	-	-	-	*
350	5	3	2	-	1	3	2	-	3	2	1	5	1
	*	*	*	-	*	*	*	-	*	*	*	1%	*
400	13	5	8	-	6	4	4	-	1	7	5	7	6
	1%	1%	1%	-	1%	1%	1%	-	*	1%	2%	1%	1%
445	1	1	-	-	1	-	-	-	-	-	1	1	-
	*	*	-	-	*	-	-	-	-	-	*	*	-
450	2	1	1	-	-	2	-	-	-	2	-	2	-
	*	*	*	-	-	*	-	-	-	*	-	*	-
465	2	2	-	-	-	2	-	-	2	-	-	2	-
	*	*	-	-	-	*	-	-	*	-	-	*	-
500	50	26	24	-	14	15	21	2	17	16	15	22	28
	3%	3%	2%	-	3%	2%	3%	1%	2%	2%	5%	3%	2%
568	2	2	-	-	2	-	-	-	-	2	-	2	-
	*	*	-	-	*	-	-	-	-	*	-	*	-
580	2	2	-	-	2	-	-	2	-	-	-	2	-
	*	*	-	-	*	-	-	1%	-	-	-	*	-
600	4	3	1	-	1	3	-	-	3	-	2	1	3
	*	*	*	-	*	*	-	-	*	-	1%	*	*
666	2	2	-	-	2	-	-	-	-	2	1	2	-
	*	*	-	-	*	-	-	-	-	*	*	*	-
	2	*	1	-	1	1	*	-	-	1	1	1	*

700	*	*	*	-	*	*	*	-	-	*	*	*	*
			**				*						
750	1	1	-	-	-	*	*	-	-	-	1	*	*
	*	*	-	-	-	*	*	-	-	-	*	*	*
			**				*						
766	1	1	-	-	1	-	-	-	-	-	1	1	-
	*	*	-	-	*	-	-	-	-	-	*	*	-
			**				*						
800	2	1	2	-	2	1	-	-	2	-	1	2	1
	*	*	*	-	*	*	-	-	*	-	*	*	*
			**				*						
900	*	-	*	-	*	-	-	-	-	-	*	-	*
	*	-	*	-	*	-	-	-	-	-	*	-	*
			**				*						
1000	21	9	12	-	11	7	3	5	2	9	6	11	11
	1%	1%	1%	-	2%	1%	*	2%	*	1%	2%	1%	1%
			**		F		H*				H		
1200	1	-	1	-	1	-	-	-	-	1	-	1	-
	*	-	*	-	*	-	-	-	-	*	-	*	-
			**				*						
1300	1	1	-	-	-	1	-	-	-	1	-	1	-
	*	*	-	-	-	*	-	-	-	*	-	*	-
			**				*						
1500	4	1	3	-	-	1	2	-	2	1	1	-	4
	*	*	*	-	-	*	*	-	*	*	*	-	*
			**				*						
1600	*	-	*	-	-	*	-	-	-	-	*	-	*
	*	-	*	-	-	*	-	-	-	-	*	-	*
			**				*						
2000	11	7	4	-	5	4	2	-	-	9	2	6	5
	1%	1%	*	-	1%	*	*	-	-	1%	1%	1%	*
			**				*			H	H		
2500	3	-	3	-	3	-	*	-	3	-	*	3	*
	*	-	*	-	*	-	*	-	*	-	*	*	*
			**				*						
2800	1	-	1	-	1	-	-	-	-	1	-	1	-
	*	-	*	-	*	-	-	-	-	*	-	*	-
			**				*						
3000	*	-	*	-	-	-	*	-	-	-	*	-	*
	*	-	*	-	-	-	*	-	-	-	*	-	*
			**				*						
5000	4	3	1	-	4	-	-	-	-	4	*	3	2
	*	*	*	-	1%	-	-	-	-	1%	*	*	*
			**				*						
5486	*	*	-	-	*	-	-	-	-	-	*	*	-
	*	*	-	-	*	-	-	-	-	-	*	*	-
			**				*						
10000	1	1	-	-	1	-	-	-	-	-	1	-	1
	*	*	-	-	*	-	-	-	-	-	*	-	*
			**				*						
No idea	896	417	477	3	216	328	353	104	335	326	131	271	626
	45%	43%	46%	25%	39%	44%	50%	50%	48%	41%	42%	35%	50%
			**				D	*					K
I'm not saving regularly now, so not expecting to save anything "extra"	490	234	252	4	117	181	192	51	197	179	63	172	318
	24%	24%	25%	36%	21%	24%	27%	25%	28%	23%	20%	23%	26%
			**				D	*	J				
Summary													
Mean (Incl.0)	95	106.5	84.6	54.1	174.5	70.2	58.1	53.8	54.4	117.8	157.2	133	71.6
			**		EF		*			H	H	L	
Std. Dev.	394.83	463.66	318.9	118.49	659.71	216.57	205.52	170.3	205	450.59	609.77	440	362.43
Std. Err.	8.82	15.8	9.47	35.73	30.27	7.89	7.38	16.86	10.91	15.52	22.93	16.26	10.16
Mean (Excl.0)	348.9	379.1	321.7	141.3	459.3	266.7	295.2	238.4	260.6	370.6	472.4	342.5	356.5
			**		E		**	*		H			
Std. Dev.	663.34	766.12	539.04	165.91	982.56	339.72	369.32	286.89	368.11	706.3	944.01	634.81	693.85
Std. Err.	25.94	44.68	28.57	82.96	69.65	21.62	25.61	58.56	40.65	41.76	58.32	35.94	37.52
Median	100	150	100	148	120	100	150	100	100	100	200	100	150

23new. How much "extra" do you think you could save each month, on top of what you already regularly save (if anything), without having to make any lifestyle changes? - Excluding No idea

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
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0	73 4%	45 5%	28 3%	- -	14 3%	38 5%	21 3%	5 2%	24 3%	31 4%	12 4%	25 3%	48 4%
				**				*					
1	2 *	- -	- -	2 15%	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -
				**				*					
5	2 *	2 *	- -	- -	1 *	1 *	- -	- -	- -	2 *	- -	1 *	1 *
				**				*					
8	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -
				**				*					
10	4 *	2 *	2 *	* 4%	3 *	* *	1 *	- -	- -	3 *	1 *	3 *	1 *
				**				*					
15	3 *	1 *	2 *	- -	2 *	1 *	- -	- -	2 *	- -	1 *	- -	3 *
				**				*					
20	20 1%	9 1%	12 1%	- -	8 2%	10 1%	1 *	- -	12 2%	7 1%	2 1%	16 2%	5 *
				**	F	F		*				L	
22	3 *	1 *	1 *	- -	3 *	- -	- -	- -	- -	3 *	- -	1 *	1 *
				**				*					
25	20 1%	8 1%	12 1%	- -	11 2%	6 1%	3 *	3 1%	9 1%	7 1%	2 1%	12 2%	8 1%
				**	F			*					
28	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -
				**				*					
30	5 *	2 *	3 *	- -	2 *	3 *	- -	2 1%	- -	3 *	- -	3 *	2 *
				**				*					
35	2 *	- -	2 *	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -
				**				*					
40	6 *	3 *	3 *	- -	1 *	5 1%	- -	2 1%	- -	3 *	1 *	4 1%	2 *
				**				*					
45	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -
				**				*					
50	67 3%	28 3%	39 4%	- -	27 5%	27 4%	14 2%	10 5%	16 2%	31 4%	10 3%	39 5%	27 2%
				**	F			*				L	
55	4 *	4 *	- -	- -	3 *	1 *	- -	- -	- -	4 1%	- -	4 1%	- -
				**				*				L	
58	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -
				**				*					
60	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
				**				*					
	3	-	3	-	-	2	1	-	2	1	-	1	2

70	*	-	*	-	-	*	*	-	*	*	-	*	*
			**				*						
75	1	-	1	-	-	-	1	-	-	1	-	1	-
	*	-	*	-	-	-	*	-	-	*	-	*	-
			**				*						
80	4	-	4	-	4	-	-	2	2	-	-	2	2
	*	-	*	-	1%	-	-	1%	*	-	-	*	*
			**				I*						
100	93	45	49	-	26	33	35	6	24	46	18	48	45
	5%	5%	5%	-	5%	4%	5%	3%	3%	6%	6%	6%	4%
			**				*					L	
120	3	-	3	-	1	2	-	1	-	2	-	2	1
	*	-	*	-	*	*	-	1%	-	*	-	*	*
			**				*						
150	27	19	9	-	7	10	11	2	4	15	6	10	18
	1%	2%	1%	-	1%	1%	1%	1%	1%	2%	2%	1%	1%
			**				*						
200	79	39	39	1	28	32	19	4	20	39	15	32	46
	4%	4%	4%	6%	5%	4%	3%	2%	3%	5%	5%	4%	4%
			**				*						
231	1	-	1	-	1	-	-	-	-	1	-	-	1
	*	-	*	-	*	-	-	-	-	*	-	-	*
			**				*						
233	3	3	-	-	3	-	-	3	-	-	-	3	-
	*	*	-	-	1%	-	-	2%	-	-	-	*	-
			**				HI*						
250	15	12	3	-	4	6	6	-	3	8	4	9	6
	1%	1%	*	-	1%	1%	1%	-	*	1%	1%	1%	1%
			**				*						
254	*	-	*	-	-	*	-	-	-	-	*	*	-
	*	-	*	-	-	*	-	-	-	-	*	*	-
			**				*						
258	5	-	5	-	5	-	-	-	5	-	-	3	3
	*	-	1%	-	1%	-	-	-	1%	-	-	*	*
			**		EF		*						
300	27	18	9	-	7	10	11	3	7	13	4	16	11
	1%	2%	1%	-	1%	1%	2%	2%	1%	2%	1%	2%	1%
			**				*						
320	1	-	-	1	-	1	-	-	1	-	-	-	1
	*	-	-	13%	-	*	-	-	*	-	-	-	*
			**				*						
350	5	3	2	-	1	3	2	-	3	2	1	5	1
	*	*	*	-	*	*	*	-	*	*	*	1%	*
			**				*						
400	13	5	8	-	6	4	4	-	1	7	5	7	6
	1%	1%	1%	-	1%	1%	1%	-	*	1%	2%	1%	1%
			**				*				H		
445	1	1	-	-	1	-	-	-	-	-	1	1	-
	*	*	-	-	*	-	-	-	-	-	*	*	-
			**				*						
450	2	1	1	-	-	2	-	-	-	2	-	2	-
	*	*	*	-	-	*	-	-	-	*	-	*	-
			**				*						
465	2	2	-	-	-	2	-	-	2	-	-	2	-
	*	*	-	-	-	*	-	-	*	-	-	*	-
			**				*						
500	50	26	24	-	14	15	21	2	17	16	15	22	28
	3%	3%	2%	-	3%	2%	3%	1%	2%	2%	5%	3%	2%
			**				*				GHI		
568	2	2	-	-	2	-	-	-	-	2	-	2	-
	*	*	-	-	*	-	-	-	-	*	-	*	-
			**				*						
580	2	2	-	-	2	-	-	2	-	-	-	2	-
	*	*	-	-	*	-	-	1%	-	-	-	*	-
			**				*						
600	4	3	1	-	1	3	-	-	3	-	2	1	3
	*	*	*	-	*	*	-	-	*	-	1%	*	*
			**				*				I		
666	2	2	-	-	2	-	-	-	-	2	1	2	-
	*	*	-	-	*	-	-	-	-	*	*	*	-
			**				*						

700	2	*	1	-	1	1	*	-	-	1	1	1	*
	*	*	*	-	*	*	*	-	-	*	*	*	*
				**				*					
750	1	1	-	-	-	*	*	-	-	-	1	*	*
	*	*	-	-	-	*	*	-	-	-	*	*	*
				**				*					
766	1	1	-	-	1	-	-	-	-	-	1	1	-
	*	*	-	-	*	-	-	-	-	-	*	*	-
				**				*					
800	2	1	2	-	2	1	-	-	2	-	1	2	1
	*	*	*	-	*	*	-	-	*	-	*	*	*
				**				*					
900	*	-	*	-	*	-	-	-	-	-	*	-	*
	*	-	*	-	*	-	-	-	-	-	*	-	*
				**				*					
1000	21	9	12	-	11	7	3	5	2	9	6	11	11
	1%	1%	1%	-	2%	1%	*	2%	*	1%	2%	1%	1%
				**	F			H*			H		
1200	1	-	1	-	1	-	-	-	-	1	-	1	-
	*	-	*	-	*	-	-	-	-	*	-	*	-
				**				*					
1300	1	1	-	-	-	1	-	-	-	1	-	1	-
	*	*	-	-	-	*	-	-	-	*	-	*	-
				**				*					
1500	4	1	3	-	-	1	2	-	2	1	1	-	4
	*	*	*	-	-	*	*	-	*	*	*	-	*
				**				*					
1600	*	-	*	-	-	*	-	-	-	-	*	-	*
	*	-	*	-	-	*	-	-	-	-	*	-	*
				**				*					
2000	11	7	4	-	5	4	2	-	-	9	2	6	5
	1%	1%	*	-	1%	*	*	-	-	1%	1%	1%	*
				**				*		H	H		
2500	3	-	3	-	3	-	*	-	3	-	*	3	*
	*	-	*	-	*	-	*	-	*	-	*	*	*
				**				*					
2800	1	-	1	-	1	-	-	-	-	1	-	1	-
	*	-	*	-	*	-	-	-	-	*	-	*	-
				**				*					
3000	*	-	*	-	-	-	*	-	-	-	*	-	*
	*	-	*	-	-	-	*	-	-	-	*	-	*
				**				*					
5000	4	3	1	-	4	-	-	-	-	4	*	3	2
	*	*	*	-	1%	-	-	-	-	1%	*	*	*
				**				*					
5486	*	*	-	-	*	-	-	-	-	-	*	*	-
	*	*	-	-	*	-	-	-	-	-	*	*	-
				**				*					
10000	1	1	-	-	1	-	-	-	-	-	1	-	1
	*	*	-	-	*	-	-	-	-	-	*	-	*
				**				*					
I'm not saving regularly now, so not expecting to save anything "extra"	490	234	252	4	117	181	192	51	197	179	63	172	318
	24%	24%	25%	36%	21%	24%	27%	25%	28%	23%	20%	23%	26%
				**			D	*	J				
Summary													
Mean (Incl.0)	95	106.5	84.6	54.1	174.5	70.2	58.1	53.8	54.4	117.8	157.2	133	71.6
				**	EF			*		H	H	L	
Std. Dev.	394.83	463.66	318.9	118.49	659.71	216.57	205.52	170.3	205	450.59	609.77	440	362.43
Std. Err.	8.82	15.8	9.47	35.73	30.27	7.89	7.38	16.86	10.91	15.52	22.93	16.26	10.16
Mean (Excl.0)	348.9	379.1	321.7	141.3	459.3	266.7	295.2	238.4	260.6	370.6	472.4	342.5	356.5
				**	E			**	*		H		
Std. Dev.	663.34	766.12	539.04	165.91	982.56	339.72	369.32	286.89	368.11	706.3	944.01	634.81	693.85
Std. Err.	25.94	44.68	28.57	82.96	69.65	21.62	25.61	58.56	40.65	41.76	58.32	35.94	37.52
Median	100	150	100	148	120	100	150	100	100	100	200	100	150

4NEW2018. If you were to find an extra \$5,000, what would you plan to use it for?

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Put it into general savings	630	314	312	4	149	210	271	53	244	237	96	198	432
	31%	32%	30%	32%	27%	28%	38%	26%	35%	30%	31%	26%	35%
				**			DE	*					K
Save for a particular purpose or objective	395	185	205	6	130	150	115	35	126	169	65	171	224
	20%	19%	20%	54%	23%	20%	16%	17%	18%	22%	21%	22%	18%
				**	F			*					L
Pay down debt	710	327	382	1	190	341	179	93	222	309	86	319	391
	35%	34%	37%	7%	34%	46%	25%	45%	32%	39%	28%	42%	32%
				**	F	DF		HJ*		HJ			L
Invest it	386	225	157	4	137	128	121	26	108	150	102	151	235
	19%	23%	15%	34%	24%	17%	17%	13%	15%	19%	33%	20%	19%
		B		**	EF			*			GHI		
Treat myself (or family/friends) to something I otherwise couldn't afford	320	152	165	3	117	115	88	32	120	126	40	146	173
	16%	16%	16%	27%	21%	15%	12%	16%	17%	16%	13%	19%	14%
				**	EF			*					L
Give to charity	124	66	57	1	53	30	40	11	28	57	28	55	69
	6%	7%	6%	7%	10%	4%	6%	5%	4%	7%	9%	7%	6%
				**	EF			*		H	H		
No idea	163	73	90	1	55	63	45	23	74	44	23	42	121
	8%	8%	9%	7%	10%	9%	6%	11%	10%	6%	7%	6%	10%
				**				I*	I				K

GENDER

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Male	967 48%	967 100%	- -	- -	234 42%	374 50%	359 51%	94 46%	338 48%	382 49%	153 49%	355 46%	612 49%
		B		**		D	D	*					
Female	1027 51%	- -	1027 100%	- -	317 57%	364 49%	345 49%	108 52%	363 52%	400 51%	156 50%	403 53%	624 50%
			A	**	EF			*					
Another gender	11 1%	- -	- -	11 100%	8 1%	3 *	- -	4 2%	3 *	3 *	* *	7 1%	4 *
				**	F			*					

AGE

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
18-24	207 10%	82 8%	122 12%	3 25%	207 37%	- -	- -	32 16%	89 13%	74 9%	12 4%	122 16%	85 7%
			A	**	EF			J*	J	J		L	
25-34	352 18%	152 16%	195 19%	5 43%	352 63%	- -	- -	49 24%	98 14%	126 16%	79 26%	198 26%	154 12%
				**	EF			H*			HI	L	
35-44	352 18%	181 19%	168 16%	3 25%	- -	352 47%	- -	29 14%	113 16%	154 20%	56 18%	156 20%	196 16%
				**		DF		*				L	
45-54	390 19%	193 20%	196 19%	1 6%	- -	390 53%	- -	39 19%	117 17%	154 20%	80 26%	151 20%	239 19%
				**		DF		*			HI		
55-64	209 10%	110 11%	99 10%	- -	- -	- -	209 30%	14 7%	88 13%	81 10%	26 8%	56 7%	153 12%
				**			DE	*					K
65+	494 25%	248 26%	246 24%	- -	- -	- -	494 70%	43 21%	199 28%	198 25%	55 18%	81 11%	414 33%
				**			DE	*	J	J			K
Summary													
18-34	559 28%	234 24%	317 31%	8 69%	559 100%	- -	- -	81 39%	187 27%	200 25%	91 30%	320 42%	239 19%
			A	**	EF			HI*				L	
35-54	742 37%	374 39%	364 35%	3 31%	- -	742 100%	- -	68 33%	230 33%	308 39%	136 44%	307 40%	434 35%
				**		DF		*		H	GH		
55+	704 35%	359 37%	345 34%	- -	- -	- -	704 100%	57 28%	287 41%	279 35%	81 26%	137 18%	567 46%
				**			DE	*	GJ	J			K

EDUCATION

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Primary School or less	26 1%	14 1%	11 1%	1 13% **	12 2%	8 1%	7 1%	26 13% HIJ*	- -	- -	- -	14 2%	12 1%
Some high school	181 9%	81 8%	97 9%	3 27% **	70 12% EF	61 8%	50 7%	181 87% HIJ*	- -	- -	- -	82 11%	99 8%
Graduated high school	704 35%	338 35%	363 35%	3 28% **	187 33%	230 31%	287 41%	- - *	704 100% GIJ	- -	- -	244 32%	460 37%
Some college / CEGEP / Trade School	190 9%	94 10%	95 9%	1 13% **	62 11%	67 9%	60 9%	- - *	- -	190 24% GHJ	- -	83 11%	107 9%
Graduated from college / CEGEP / Trade School	438 22%	204 21%	234 23%	1 10% **	87 16% D	197 27% D	154 22%	- - *	- -	438 56% GHJ	- -	156 20%	282 23%
Some university, but did not finish	158 8%	85 9%	72 7%	1 7% **	50 9%	43 6%	64 9%	- - *	- -	158 20% GHJ	- -	68 9%	90 7%
University undergraduate degree	203 10%	97 10%	106 10%	* 3% **	56 10% F	91 12%	56 8%	- - *	- -	- -	203 66% GHI	73 10%	130 10%
University graduate degree	105 5%	56 6%	50 5%	- - **	35 6% F	45 6% F	25 4%	- - *	- -	- -	105 34% GHI	45 6%	61 5%
Summary													
<HS	207 10%	94 10%	108 11%	4 39% **	81 15% EF	68 9%	57 8%	207 100% HIJ*	- -	- -	- -	96 13% L	111 9%
HS	704 35%	338 35%	363 35%	3 28% **	187 33% DE	230 31%	287 41%	- - *	704 100% GIJ	- -	- -	244 32%	460 37%
Post Sec	786 39%	382 40%	400 39%	3 30% **	200 36%	308 41%	279 40%	- - *	- -	786 100% GHJ	- -	307 40%	479 39%
Univ Grad	309 15%	153 16%	156 15%	* 3% **	91 16% F	136 18% F	81 12%	- - *	- -	- -	309 100% GHI	118 15%	191 15%

REGION

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
BC	269	139	127	3	64	85	120	24	93	112	40	93	176
	13%	14%	12%	27%	11%	11%	17%	11%	13%	14%	13%	12%	14%
				**			DE	*					
AB	213	110	100	3	52	69	92	20	66	96	31	69	144
	11%	11%	10%	27%	9%	9%	13%	9%	9%	12%	10%	9%	12%
				**			E	*					
SK/MB	130	60	70	-	45	40	46	19	43	51	18	62	69
	7%	6%	7%	-	8%	5%	7%	9%	6%	7%	6%	8%	6%
				**				*					
Ontario	769	369	397	2	230	304	235	67	269	286	148	313	456
	38%	38%	39%	21%	41%	41%	33%	32%	38%	36%	48%	41%	37%
				**	F	F		*			GHI		
Quebec	482	222	258	2	118	188	175	68	179	181	53	168	313
	24%	23%	25%	21%	21%	25%	25%	33%	25%	23%	17%	22%	25%
				**				IJ*	J	J			
Atlantic Canada	142	68	74	*	50	57	36	10	54	59	19	60	83
	7%	7%	7%	4%	9%	8%	5%	5%	8%	8%	6%	8%	7%
				**	F			*					

INCOME

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
<\$25K	348	151	191	6	136	128	83	75	153	99	21	155	193
	17%	16%	19%	51%	24%	17%	12%	36%	22%	13%	7%	20%	16%
				**	EF	F		HIJ*	IJ	J		L	
\$25K - <\$55K	655	309	342	4	194	184	276	81	276	248	50	229	425
	33%	32%	33%	33%	35%	25%	39%	39%	39%	31%	16%	30%	34%
				**	E		E	J*	IJ	J			
\$55K - <\$100K	528	274	252	2	133	197	199	37	153	232	106	200	329
	26%	28%	25%	16%	24%	27%	28%	18%	22%	30%	34%	26%	27%
				**				*		GH	GH		
\$100K - <\$150K	241	144	97	-	51	127	62	5	49	119	69	103	138
	12%	15%	9%	-	9%	17%	9%	2%	7%	15%	22%	13%	11%
		B		**		DF		*		GH	GHI		
\$150K+	95	46	49	-	14	53	28	2	19	37	37	34	61
	5%	5%	5%	-	3%	7%	4%	1%	3%	5%	12%	4%	5%
				**		DF		*			GHI		
Prefer not to answer	138	42	96	-	30	53	55	7	54	51	26	44	94
	7%	4%	9%	-	5%	7%	8%	3%	8%	7%	9%	6%	8%
			A	**				*					
Summary													
<\$40K	676	320	348	8	248	220	208	124	302	205	45	267	409
	34%	33%	34%	71%	44%	30%	30%	60%	43%	26%	15%	35%	33%
				**	EF			HIJ*	IJ	J			
\$40K - <\$60K	404	178	225	1	96	119	189	40	152	177	35	146	258
	20%	18%	22%	13%	17%	16%	27%	19%	22%	23%	11%	19%	21%
				**			DE	J*	J	J			
\$60K - <\$100K	451	236	213	2	119	170	161	29	128	197	97	170	280
	22%	24%	21%	16%	21%	23%	23%	14%	18%	25%	31%	22%	23%
				**				*		GH	GHI		
\$100K+	336	190	146	-	66	180	90	7	67	156	106	137	199
	17%	20%	14%	-	12%	24%	13%	4%	10%	20%	34%	18%	16%
		B		**		DF		*		GH	GHI		

HOUSEHOLD COMPOSITION

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Kids	436	197	238	1	159	266	11	40	87	211	98	243	193
	22%	20%	23%	7%	29%	36%	2%	19%	12%	27%	32%	32%	16%
No Kids				**	F	DF		*		H	GHI	L	
	1569	770	789	10	400	476	693	167	617	575	210	522	1047
	78%	80%	77%	93%	71%	64%	98%	81%	88%	73%	68%	68%	84%
				**	E		DE	J*	IJ	J			K

HHCMP1. How many people are living or staying at your current address?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
1	539 27%	273 28%	265 26%	1 13%	122 22%	179 24%	239 34%	56 27%	212 30%	198 25%	73 24%	156 20%	384 31%
				**			DE	*	J				K
2	767 38%	373 39%	389 38%	6 51%	145 26%	238 32%	384 55%	76 37%	292 42%	292 37%	107 35%	250 33%	518 42%
				**			DE	*	J				K
3	315 16%	160 17%	154 15%	2 17%	114 20%	153 21%	49 7%	36 18%	70 10%	149 19%	60 19%	163 21%	152 12%
				**	F	F		H*		H	H	L	
4	207 10%	78 8%	129 13%	- -	77 14%	110 15%	21 3%	17 8%	65 9%	82 10%	44 14%	110 14%	97 8%
			A	**	F	F		*			HI	L	
5	103 5%	53 5%	48 5%	2 15%	57 10%	41 6%	5 1%	7 3%	36 5%	43 6%	16 5%	55 7%	48 4%
				**	EF	F		*				L	
6	46 2%	22 2%	23 2%	* 4%	27 5%	16 2%	3 *	7 3%	21 3%	12 2%	5 2%	17 2%	28 2%
				**	EF	F		*					
7	16 1%	6 1%	10 1%	- -	11 2%	4 1%	1 *	4 2%	5 1%	5 1%	3 1%	7 1%	10 1%
				**	F			*					
8	2 *	- -	2 *	- -	1 *	1 *	- -	1 1%	- -	1 *	- -	2 *	- -
				**				*					
9	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *
				**				*					
10	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -
				**				*					
12+	7 *	2 *	5 1%	- -	5 1%	- -	3 *	3 1%	2 *	2 *	1 *	5 1%	3 *
				**	E			*					

EMPLOYMENT STATUS

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Employed full-time	760 38%	413 43%	346 34%	1 10%	232 41%	438 59%	91 13%	64 31%	210 30%	316 40%	170 55%	338 44%	423 34%
		B		**	F	DF		*		H	GHI	L	
Employed part-time	200 10%	86 9%	112 11%	2 19%	110 20%	47 6%	42 6%	25 12%	68 10%	81 10%	26 8%	110 14%	90 7%
				**	EF			*				L	
Self employed	114 6%	49 5%	63 6%	2 20%	38 7%	48 6%	28 4%	4 2%	37 5%	51 6%	23 7%	46 6%	69 6%
				**				*			G		
Unemployed but looking for a job	92 5%	44 5%	47 5%	1 6%	41 7%	42 6%	9 1%	13 6%	29 4%	40 5%	11 3%	33 4%	58 5%
				**	F	F		*					
Unemployed and not looking for a job/Long-term sick or disabled	117 6%	55 6%	60 6%	1 12%	20 3%	79 11%	18 3%	19 9%	57 8%	35 4%	5 2%	51 7%	65 5%
				**		DF		J*	IJ	J			
Full-time parent, homemaker	85 4%	9 1%	76 7%	- -	25 5%	46 6%	14 2%	18 9%	28 4%	29 4%	10 3%	42 5%	43 3%
			A	**	F	F		IJ*					
Retired	523 26%	270 28%	254 25%	- -	5 1%	21 3%	498 71%	43 21%	217 31%	208 27%	54 18%	97 13%	426 34%
				**		D	DE	*	J	J			K
Student/Pupil	79 4%	30 3%	48 5%	2 15%	66 12%	12 2%	1 *	9 4%	42 6%	23 3%	5 2%	38 5%	41 3%
				**	EF	F		*	IJ				
Military	5 *	5 *	1 *	- -	- -	5 1%	- -	- -	5 1%	1 *	- -	- -	5 *
				**				*					
Prefer not to answer	29 1%	6 1%	21 2%	2 19%	22 4%	5 1%	2 *	11 5%	11 2%	3 *	4 1%	10 1%	20 2%
			A	**	EF			HIJ*			I		

USMAR2. What is your marital status?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Single, never married	667 33%	355 37%	310 30%	3 25%	317 57%	261 35%	89 13%	79 38%	279 40%	229 29%	81 26%	283 37%	384 31%
		B		**	EF	F		J*	IJ			L	
Living with partner	246 12%	110 11%	132 13%	4 32%	99 18%	92 12%	55 8%	42 20%	83 12%	90 11%	31 10%	109 14%	137 11%
				**	EF	F		HIJ*					
Married	802 40%	394 41%	403 39%	5 42%	130 23%	312 42%	361 51%	64 31%	235 33%	339 43%	165 53%	297 39%	505 41%
				**		D	DE	*		GH	GHI		
Widowed	93 5%	23 2%	70 7%	- -	2 *	6 1%	85 12%	4 2%	48 7%	36 5%	6 2%	11 1%	82 7%
			A	**			DE	*	J	J			K
Divorced or separated	196 10%	84 9%	112 11%	- -	11 2%	71 10%	114 16%	18 9%	59 8%	93 12%	26 8%	64 8%	132 11%
				**		D	DE	*		J			

PGS01. How much of your household's grocery shopping do you, yourself, do?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
All of it	1096	480	614	2	262	442	391	105	421	409	161	393	703
	55%	50%	60%	19%	47%	60%	56%	51%	60%	52%	52%	51%	57%
			A	**		D	D	*	IJ				
Almost all of it	354	161	191	2	112	130	112	23	102	162	66	172	182
	18%	17%	19%	19%	20%	17%	16%	11%	15%	21%	21%	23%	15%
				**				*		GH	GH	L	
About half of it	402	236	162	3	136	127	139	59	124	156	63	149	253
	20%	24%	16%	30%	24%	17%	20%	28%	18%	20%	20%	19%	20%
		B		**	E			H*					
Less than half of it	95	61	34	*	25	23	47	8	29	45	13	31	64
	5%	6%	3%	4%	5%	3%	7%	4%	4%	6%	4%	4%	5%
		B		**			E	*					
None	59	30	26	3	24	20	15	12	28	14	6	20	39
	3%	3%	3%	28%	4%	3%	2%	6%	4%	2%	2%	3%	3%
				**				I*	I				

CAPOGRP. Are you

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Indigenous	109 5%	56 6%	50 5%	3 25%	69 12%	32 4%	8 1%	26 13%	20 3%	51 7%	11 4%	71 9%	38 3%
				**	EF	F		HIJ*		HJ		L	
White only	1470 73%	697 72%	769 75%	4 40%	258 46%	564 76%	648 92%	130 63%	563 80%	594 76%	183 59%	486 64%	984 79%
				**		D	DE	*	GJ	GJ			K
Black only	58 3%	25 3%	33 3%	- -	42 8%	13 2%	3 *	10 5%	16 2%	22 3%	10 3%	30 4%	29 2%
				**	EF	F		*					
Asian (single identity only)	197 10%	94 10%	101 10%	2 20%	106 19%	71 10%	20 3%	13 6%	46 7%	69 9%	69 22%	90 12%	107 9%
				**	EF	F		*			GHI		
Latin American only	29 1%	10 1%	19 2%	- -	17 3%	11 1%	1 *	5 2%	9 1%	6 1%	9 3%	17 2%	12 1%
				**	F	F		*			I		
Arab only	13 1%	9 1%	4 *	- -	8 1%	5 1%	1 *	- -	7 1%	2 *	4 1%	8 1%	5 *
				**	F			*			I		
Other only	21 1%	13 1%	8 1%	- -	1 *	14 2%	7 1%	7 4%	4 1%	6 1%	4 1%	4 1%	17 1%
				**		D		HI*					
Multiple visible minorities	11 1%	7 1%	5 *	- -	8 1%	3 *	- -	3 1%	- -	5 1%	4 1%	8 1%	3 *
				**	F			H*			H		
White and visible minority(ies)	18 1%	8 1%	10 1%	- -	8 1%	5 1%	5 1%	3 1%	2 *	10 1%	3 1%	10 1%	8 1%
				**				*					
Prefer not to answer	79 4%	50 5%	27 3%	2 15%	43 8%	24 3%	11 2%	10 5%	37 5%	20 3%	11 4%	42 5%	37 3%
		B		**	EF			*	I			L	

CA01POPCONSENT. Do you accept the collection of data related to how you identify as part of different population groups?

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
Yes, I accept	1980	954	1017	9	551	730	699	207	691	776	306	751	1229
	99%	99%	99%	85%	99%	98%	99%	100%	98%	99%	99%	98%	99%
				**				*					
No, I don't accept	25	13	10	2	8	12	5	-	12	10	3	13	12
	1%	1%	1%	15%	1%	2%	1%	-	2%	1%	1%	2%	1%
				**				*					

CA01IND. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? If "Yes", choose the option(s) that best describe(s) you. First Nations (North American Indian) includes both Status and Non-Status Indians.

	Total	Gender			AGE			EDUCATION				Q17	
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2005	861	1133	11	475	754	776	102	353	843	707	732	1273
Base: All Respondents (wtd)	2005	967	1027	11	559	742	704	207	704	786	309	765	1240
No, not an Indigenous person	1808	862	939	7	451	673	684	164	645	712	288	644	1165
	90%	89%	91%	60%	81%	91%	97%	79%	92%	91%	93%	84%	94%
				**		D	DE	*	G	G	G		K
Yes, First Nations (North American Indian)	62	37	24	1	43	14	4	18	12	25	6	40	22
	3%	4%	2%	9%	8%	2%	1%	9%	2%	3%	2%	5%	2%
				**	EF			HIJ*				L	
Yes, Métis	47	20	25	2	24	19	4	8	8	26	5	29	18
	2%	2%	2%	19%	4%	3%	1%	4%	1%	3%	2%	4%	1%
				**	F	F		*		H		L	
Yes, Inuk (Inuit)	5	3	2	*	5	-	-	-	-	4	1	5	-
	*	*	*	3%	1%	-	-	-	-	1%	*	1%	-
				**	EF			*				L	
Prefer not to answer	88	49	37	2	39	37	11	17	38	23	9	50	37
	4%	5%	4%	15%	7%	5%	2%	8%	5%	3%	3%	7%	3%
				**	F	F		IJ*				L	

CA02VISMIN. Are you: Mark more than one option or specify, if applicable.

		Gender			AGE			EDUCATION				Q17	
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	1911	818	1086	7	426	719	766	89	344	796	682	672	1239
Base: All Answering (wtd)	1896	911	977	8	491	710	695	181	683	735	298	694	1202
White	1493 79%	706 77%	783 80%	4 53%	270 55%	570 80%	653 94%	136 75%	565 83%	605 82%	187 63%	500 72%	993 83%
				**		D	DE	J*	J	J			K
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	73 4%	37 4%	36 4%	- -	48 10%	21 3%	4 1%	8 5%	13 2%	22 3%	30 10%	35 5%	38 3%
				**	EF	F		*			HI		
Chinese	64 3%	32 3%	33 3%	- -	20 4%	34 5%	10 1%	2 1%	12 2%	21 3%	29 10%	30 4%	34 3%
				**	F	F		*			GHI		
Black	68 4%	26 3%	42 4%	- -	50 10%	14 2%	4 1%	12 7%	16 2%	28 4%	11 4%	36 5%	32 3%
				**	EF			H*				L	
Filipino	22 1%	11 1%	11 1%	- -	11 2%	9 1%	2 *	3 2%	1 *	11 1%	7 2%	10 1%	13 1%
				**	F			*		H	H		
Latin American	34 2%	12 1%	22 2%	- -	22 4%	11 2%	1 *	7 4%	9 1%	9 1%	9 3%	22 3%	12 1%
				**	EF	F		*			I	L	
Arab	18 1%	10 1%	8 1%	- -	10 2%	6 1%	3 *	- -	7 1%	6 1%	6 2%	10 1%	8 1%
				**	F			*			I		
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	26 1%	13 1%	12 1%	1 17%	20 4%	6 1%	- -	- -	15 2%	9 1%	3 1%	10 1%	16 1%
				**	EF	F		*					
West Asian (e.g., Iranian, Afghan, etc.)	9 *	4 *	4 *	1 9%	6 1%	3 *	- -	3 2%	3 *	2 *	2 1%	4 1%	5 *
				**	F			*					
Korean	7 *	4 *	3 *	- -	5 1%	2 *	- -	- -	- -	5 1%	2 1%	4 1%	4 *
				**	F			*			H		
Japanese	11 1%	6 1%	5 1%	- -	2 *	4 1%	5 1%	- -	2 *	6 1%	4 1%	6 1%	5 *
				**				*			H		
Other	26 1%	17 2%	9 1%	- -	3 1%	15 2%	7 1%	7 4%	6 1%	7 1%	5 2%	7 1%	18 2%
				**				HI*					
Prefer not to answer	79 4%	50 5%	27 3%	2 20%	43 9%	24 3%	11 2%	10 6%	37 5%	20 3%	11 4%	42 6%	37 3%
		B		**	EF			*	I			L	