

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

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
0	185	25	31	12	63	46	8	92	35	21	21	18	167
	9%	9%	14%	9%	8%	10%	6%	14%	9%	5%	6%	4%	11%
			DF					HIJ	I				K
1-100	302	34	30	14	122	70	32	155	41	52	26	43	259
	15%	13%	14%	11%	16%	14%	22%	23%	10%	11%	8%	10%	16%
							ACE	HIJ					K
101-200	212	31	23	14	73	52	18	79	56	44	14	37	174
	11%	12%	11%	11%	9%	11%	13%	12%	14%	10%	4%	9%	11%
							J	J	J				
201-300	196	22	17	15	64	67	12	67	49	49	20	36	160
	10%	8%	8%	12%	8%	14%	8%	10%	12%	11%	6%	8%	10%
					D			J	J				
301-400	117	14	14	4	44	34	7	53	28	18	14	21	97
	6%	5%	7%	3%	6%	7%	5%	8%	7%	4%	4%	5%	6%
								I					
401-500	280	43	27	21	109	63	17	91	53	69	51	61	219
	14%	16%	13%	16%	14%	13%	12%	13%	13%	15%	15%	14%	14%
501-600	85	16	11	4	24	24	6	25	17	23	14	25	59
	4%	6%	5%	3%	3%	5%	4%	4%	4%	5%	4%	6%	4%
601-700	41	2	3	3	21	10	1	11	8	16	5	11	29
	2%	1%	2%	2%	3%	2%	1%	2%	2%	4%	1%	3%	2%
701-800	61	12	5	3	25	10	6	16	6	19	19	16	45
	3%	4%	2%	2%	3%	2%	4%	2%	1%	4%	6%	4%	3%
										H	GH		
801-900	19	1	*	2	9	7	-	3	8	2	7	3	16
	1%	*	*	1%	1%	2%	-	*	2%	*	2%	1%	1%
											G		
901-1000	181	28	12	16	77	39	9	37	36	45	46	51	130
	9%	10%	6%	12%	10%	8%	6%	5%	9%	10%	14%	12%	8%
				B						G	G		
1000+	326	42	39	22	139	57	27	49	67	93	99	112	213
	16%	15%	18%	17%	18%	12%	19%	7%	17%	21%	29%	26%	14%
					E		E		G	G	GHI	L	
Summary													
Mean (Incl. 0)	715.6	716.3	722.5	903.8	753.3	594.7	737.8	479.2	696.3	865	1089	967.4	645.7
				E	E				G	G	GHI	L	
Std. Dev.	1071.16	984.9	1154.11	1546.3	1071.77	869.52	1158.12	905.71	947.71	1232.04	1268.06	1249.45	1005.41
Std. Err.	23.92	63.44	81.2	108.8	40.51	40.54	81.89	39.27	48.74	54.45	61.44	57.39	25.7
Mean (Excl. 0)	788.5	791.3	843.4	994.7	820.5	658.2	781.4	555	761.9	906.7	1160.5	1009.3	722.7
				E	E				G	G	GHI	L	
Std. Dev.	1098.55	1006.2	1205.64	1594.51	1093.67	891.68	1177.6	952.93	965.85	1246.35	1276.95	1259.56	1037.21
Std. Err.	25.75	64.49	89.31	146.46	41.17	42.74	101.52	39.45	50.24	60.12	71.9	61.62	27.7
Median	400	500	400	500	500	350	400	250	400	500	800	563.8	353.9

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

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
I spent more because things cost more	459	61	39	34	204	92	29	150	75	117	82	136	323
	23%	23%	18%	26%	27%	19%	20%	22%	18%	26%	24%	31%	21%
					BE					H		L	
Rising prices/inflation did not impact my holiday spending this year	757	106	84	49	279	190	50	215	144	176	162	137	620
	38%	40%	39%	37%	36%	39%	35%	32%	36%	39%	48%	31%	40%
										G	GHI		K
I spent less because I couldn't afford more	789	102	90	48	286	200	64	310	186	158	92	163	626
	39%	38%	42%	37%	37%	41%	45%	46%	46%	35%	27%	37%	40%
								IJ	IJ	J			

17. Did you end up spending more than you intended to during the 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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Yes	765	93	69	62	313	168	60	267	146	170	137	243	522
	38%	35%	32%	47%	41%	35%	42%	40%	36%	38%	41%	56%	33%
				ABE								L	
No	1240	176	144	69	456	313	83	409	258	280	199	193	1047
	62%	65%	68%	53%	59%	65%	58%	60%	64%	62%	59%	44%	67%
		C	C			C							K

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

	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, spent more than intended during holiday season (n=24)	732	79	69	83	271	154	76	207	126	187	169	265	467
Base, spent more than intended during holiday season (n=24)	765	93	69	62	313	168	60	267	146	170	137	243	522
0	3	-	-	1	-	1	1	1	2	-	-	-	3
	*	-	-	1%	-	1%	1%	*	1%	-	-	-	1%
		*	*	*			*		*				
1-100	146	13	15	12	53	33	20	57	39	25	16	42	104
	19%	13%	22%	20%	17%	20%	34%	21%	27%	15%	12%	17%	20%
		*	*	*			ADE*	J	IJ*				
101-200	122	19	8	11	47	32	4	44	21	32	25	34	88
	16%	20%	12%	18%	15%	19%	6%	16%	14%	19%	18%	14%	17%
		F*	*	F*		F	*		*				
201-300	78	11	8	6	31	20	2	34	11	21	11	25	53
	10%	12%	12%	10%	10%	12%	3%	13%	8%	12%	8%	10%	10%
		*	*	*			*		*				
301-400	30	3	1	2	15	9	*	7	6	9	8	11	20
	4%	3%	1%	3%	5%	5%	1%	3%	4%	5%	6%	4%	4%
		*	*	*			*		*				
401-500	83	15	10	4	35	17	2	12	20	27	19	35	48
	11%	16%	14%	6%	11%	10%	4%	5%	14%	16%	14%	14%	9%
		F*	*	*			*		G*	G	G		
501-600	15	3	-	1	7	3	1	5	3	4	2	9	6
	2%	3%	-	2%	2%	2%	2%	2%	2%	3%	1%	4%	1%
		*	*	*			*		*				
601-700	6	*	-	*	2	2	1	2	2	*	1	3	3
	1%	*	-	1%	1%	1%	2%	1%	1%	*	1%	1%	1%
		*	*	*			*		*				
701-800	16	1	-	2	6	6	*	10	2	1	3	3	12
	2%	1%	-	4%	2%	4%	1%	4%	2%	1%	2%	1%	2%
		*	*	*			*		*				
801-900	1	1	-	-	-	-	-	-	1	-	-	-	1
	*	1%	-	-	-	-	-	-	1%	-	-	-	*
		*	*	*			*		*				
901-1000	31	2	4	4	10	6	5	10	5	7	8	14	17
	4%	2%	6%	6%	3%	4%	9%	4%	4%	4%	6%	6%	3%
		*	*	*			*		*				
1000+	60	6	5	6	31	7	4	17	9	15	18	20	39
	8%	7%	7%	10%	10%	4%	6%	6%	6%	9%	13%	8%	8%
		*	*	*			*		*		G		
I don't know	175	19	18	12	77	30	20	69	22	29	26	47	128
	23%	20%	26%	19%	25%	18%	33%	26%	15%	17%	19%	19%	25%
		*	*	*			E*		*				
Summary													
Mean (Incl. 0)	577.7	686.9	536.1	718	624.7	446.8	429.3	570.3	513.4	547.8	734.9	614.3	559.6
		*	*	*		*	*		*	*	*		
Std. Dev.	1135.63	1557.21	957.64	1267.28	1222.37	796.73	579.08	1319.96	933.43	874.68	1333.76	1099.55	1154.11
Std. Err.	47.86	197.77	134.1	157.19	86.22	71.26	75.39	105.68	91.53	70.71	116.53	75.52	61.6
Mean (Excl. 0)	580.4	686.9	536.1	727.4	624.7	451.6	435.9	572.1	522.1	547.8	734.9	614.3	563.4
		*	*	*		*	*		*	*	*		
Std. Dev.	1137.57	1557.21	957.64	1272.99	1222.37	799.64	581.08	1321.71	938.92	874.68	1333.76	1099.55	1157.15
Std. Err.	46.97	180.86	133.8	181.93	79.56	68.43	92.48	94.16	85.02	73.53	126.84	78.6	58.54
Median	262.6	297.4	300	253.8	300	259	100	200	253.9	300	400	300	231.9

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

	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. Spent more than intended during holiday season (Excl. I don't know/naut)	563	62	51	65	201	125	59	156	104	153	131	212	351
Base. Spent more than intended during holiday season (incl. I don't know/naut)	589	74	51	50	236	138	40	198	124	142	111	196	393
0	3	-	-	1	-	1	1	1	2	-	-	-	3
	*	-	-	1%	-	1%	2%	*	2%	-	-	-	1%
	*	*	*	*	*	*	*	*	*	*	*	*	*
1-100	146	13	15	12	53	33	20	57	39	25	16	42	104
	25%	17%	29%	25%	22%	24%	51%	29%	31%	18%	15%	21%	26%
	*	*	*	*	*	*	ACDE*	J	IJ*	*	*	*	*
101-200	122	19	8	11	47	32	4	44	21	32	25	34	88
	21%	25%	16%	23%	20%	24%	9%	22%	17%	23%	23%	18%	22%
	*	*	*	*	*	*	*	*	*	*	*	*	*
201-300	78	11	8	6	31	20	2	34	11	21	11	25	53
	13%	14%	16%	12%	13%	14%	4%	17%	9%	15%	10%	13%	13%
	*	*	*	*	*	*	*	*	*	*	*	*	*
301-400	30	3	1	2	15	9	*	7	6	9	8	11	20
	5%	4%	2%	3%	6%	7%	1%	4%	5%	6%	7%	5%	5%
	*	*	*	*	*	*	*	*	*	*	*	*	*
401-500	83	15	10	4	35	17	2	12	20	27	19	35	48
	14%	20%	19%	8%	15%	12%	6%	6%	16%	19%	17%	18%	12%
	*	*	*	*	*	*	*	*	G*	G*	G*	*	*
501-600	15	3	-	1	7	3	1	5	3	4	2	9	6
	3%	4%	-	2%	3%	2%	3%	2%	3%	3%	2%	4%	2%
	*	*	*	*	*	*	*	*	*	*	*	*	*
601-700	6	*	-	*	2	2	1	2	2	*	1	3	3
	1%	*	-	1%	1%	2%	3%	1%	2%	*	1%	2%	1%
	*	*	*	*	*	*	*	*	*	*	*	*	*
701-800	16	1	-	2	6	6	*	10	2	1	3	3	12
	3%	1%	-	4%	2%	5%	1%	5%	2%	1%	2%	2%	3%
	*	*	*	*	*	*	*	*	*	*	*	*	*
801-900	1	1	-	-	-	-	-	-	1	-	-	-	1
	*	2%	-	-	-	-	-	-	1%	-	-	-	*
	*	*	*	*	*	*	*	*	*	*	*	*	*
901-1000	31	2	4	4	10	6	5	10	5	7	8	14	17
	5%	3%	8%	8%	4%	4%	13%	5%	4%	5%	7%	7%	4%
	*	*	*	*	*	*	D*	*	*	*	*	*	*
1000+	60	6	5	6	31	7	4	17	9	15	18	20	39
	10%	8%	10%	12%	13%	5%	9%	8%	8%	10%	16%	10%	10%
	*	*	*	*	E	*	*	*	*	*	*	*	*
Summary													
Mean (Incl. 0)	577.7	686.9	536.1	718	624.7	446.8	429.3	570.3	513.4	547.8	734.9	614.3	559.6
	*	*	*	*	*	*	*	*	*	*	*	*	*
Std. Dev.	1135.63	1557.21	957.64	1267.28	1222.37	796.73	579.08	1319.96	933.43	874.68	1333.76	1099.55	1154.11
Std. Err.	47.86	197.77	134.1	157.19	86.22	71.26	75.39	105.68	91.53	70.71	116.53	75.52	61.6
Mean (Excl. 0)	580.4	686.9	536.1	727.4	624.7	451.6	435.9	572.1	522.1	547.8	734.9	614.3	563.4
	*	*	*	*	*	*	*	*	*	*	*	*	*
Std. Dev.	1137.57	1557.21	957.64	1272.99	1222.37	799.64	581.08	1321.71	938.92	874.68	1333.76	1099.55	1157.15
Std. Err.	46.97	180.86	133.8	181.93	79.56	68.43	92.48	94.16	85.02	73.53	126.84	78.6	58.54
Median	262.6	297.4	300	253.8	300	259	100	200	253.9	300	400	300	231.9

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?

	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)	732	79	69	83	271	154	76	207	126	187	169	265	467
Base: All Answering (wtd)	765	93	69	62	313	168	60	267	146	170	137	243	522
Rely on my credit card as much as possible and pay off the balance right away	130 17%	25 27%	9 14%	10 16%	42 13%	29 17%	15 25%	36 14%	26 18%	34 20%	30 22%	40 16%	90 17%
		D*	*	*			D*		*				
Rely on my credit card as much as possible and pay off the balance within two months or more	125 16%	16 17%	12 17%	15 24%	52 17%	19 11%	12 19%	37 14%	24 17%	31 18%	30 22%	57 23%	68 13%
		*	*	E*			*		*			L	
Use my line of credit	77 10%	14 15%	7 10%	3 4%	35 11%	13 8%	5 9%	15 6%	11 7%	29 17%	20 15%	33 13%	44 8%
		*	*	*			*		*	GH	G		
Try to save in other areas and put what I save towards my other expenses	249 33%	30 32%	36 53%	16 26%	109 35%	39 23%	19 31%	76 28%	45 31%	61 36%	54 39%	98 40%	151 29%
		*	ACDEF*	*	E		*		*			L	
Spend less on entertainment and/or other discretionary items and put what I save towards my other expenses	219 29%	35 38%	25 36%	14 23%	86 28%	39 23%	19 31%	56 21%	43 30%	61 36%	47 34%	86 35%	133 25%
		E*	*	*			*		*	G	G	L	
No changes necessary, I've been able to pay off my holiday expenses already	168 22%	14 15%	15 21%	17 28%	60 19%	52 31%	10 17%	61 23%	36 25%	27 16%	30 22%	38 16%	130 25%
		*	*	*		AD	*		*				K
I don't know how I will pay my holiday season over-expenditures yet	81 11%	6 7%	2 3%	5 8%	36 12%	22 13%	10 16%	45 17%	13 9%	11 7%	3 2%	16 7%	65 12%
		*	*	*		B	B*	IJ	J*				K

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

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Cash/ Debit (Net)	918 46%	120 45%	101 47%	63 48%	327 43%	224 46%	83 58%	389 58%	184 45%	171 38%	113 34%	163 37%	754 48%
Cash	375 19%	44 16%	39 18%	24 18%	142 18%	97 20%	29 20%	164 24%	73 18%	69 15%	41 12%	52 12%	323 21%
Debit Card	543 27%	76 28%	62 29%	39 30%	185 24%	126 26%	54 38%	225 33%	110 27%	102 23%	72 21%	111 26%	432 28%
Annual bonus	35 2%	5 2%	2 1%	4 3%	18 2%	5 1%	1 1%	10 1%	10 2%	9 2%	6 2%	14 3%	20 1%
Credit card(s)	838 42%	120 45%	90 42%	56 43%	318 41%	207 43%	46 32%	190 28%	175 43%	224 50%	188 56%	195 45%	642 41%
Line of credit	50 2%	11 4%	8 4%	1 1%	21 3%	5 1%	3 2%	15 2%	6 1%	19 4%	8 2%	15 3%	34 2%
Redeem rewards points for gift cards and merchandise	83 4%	7 3%	6 3%	4 3%	39 5%	21 4%	5 4%	38 6%	12 3%	14 3%	11 3%	27 6%	57 4%
Gift cards	82 4%	6 2%	7 3%	2 2%	45 6%	19 4%	3 2%	34 5%	18 5%	13 3%	10 3%	21 5%	61 4%

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

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
0	917 46%	127 47%	104 49%	57 44%	328 43%	239 50%	63 44%	354 52%	177 44%	165 37%	144 43%	152 35%	765 49%
1-100	559 28%	72 27%	53 25%	40 31%	227 29%	125 26%	43 30%	187 28%	133 33%	130 29%	74 22%	163 37%	396 25%
101-200	227 11%	34 13%	27 13%	10 8%	86 11%	53 11%	16 12%	76 11%	39 10%	67 15%	36 11%	47 11%	180 11%
201-300	121 6%	17 6%	7 3%	10 8%	46 6%	30 6%	11 8%	33 5%	22 5%	28 6%	31 9%	31 7%	90 6%
301-400	45 2%	5 2%	4 2%	2 2%	22 3%	8 2%	3 2%	13 2%	9 2%	9 2%	12 4%	9 2%	36 2%
401-500	63 3%	5 2%	7 3%	6 5%	27 4%	15 3%	3 2%	5 1%	10 2%	24 5%	20 6%	16 4%	48 3%
501-600	11 1%	1 *	2 1%	- -	6 1%	1 *	- -	2 *	3 1%	3 1%	2 *	4 1%	7 *
601-700	6 *	- -	* *	1 1%	4 1%	- -	* *	2 *	1 *	1 *	2 *	1 *	6 *
701-800	12 1%	1 *	2 1%	1 1%	4 1%	3 1%	- -	- -	* *	5 1%	6 2%	3 1%	8 1%
801-900	4 *	- -	- -	- -	4 1%	- -	- -	- -	3 1%	* *	1 *	1 *	3 *
901-1000	16 1%	2 1%	1 *	2 2%	5 1%	4 1%	2 2%	- -	3 1%	7 2%	4 1%	4 1%	12 1%
1000+	25 1%	5 2%	6 3%	- -	9 1%	4 1%	* *	4 1%	4 1%	10 2%	4 1%	6 1%	18 1%
Summary													
Mean	127.4	196.3	121.7	116.1	126.9	103.2	101	76.3	112.1	157.2	221.8	140.2	123.9
Std. Dev.	549.89	1383.29	243.08	199.12	248.07	211.76	190.73	204.12	226.36	265.65	1237.96	284.09	603.32
Std. Err.	12.28	89.11	17.1	14.01	9.38	9.87	13.49	8.85	11.64	11.74	59.98	13.05	15.42
Median	25	25	17.5	18.6	50	3.4	25	-	25	50	50	50	10

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

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Great - I stuck to what I planned to spend; I stayed on track	653 33%	95 35%	81 38%	43 33%	230 30%	161 33%	43 30%	201 30%	127 31%	150 33%	116 35%	82 19%	571 36%
Good - I spent a bit more than anticipated, but I'm back on track	552 28%	77 29%	51 24%	43 33%	208 27%	129 27%	42 30%	165 24%	117 29%	135 30%	112 33%	130 30%	422 27%
Okay - I spent more than expected, but I've got a plan to get back on track by or before April	572 29% 36%	74 28% 34%	59 28% 33%	31 24% 31%	219 28% 37%	140 29% 35%	49 34% 37%	202 30%	118 29%	122 27%	88 26%	172 39%	400 26%
Bad - I spent more than expected, and it will take me until May or June or longer to get back on track	143 7%	15 6%	11 5%	8 7%	72 9%	31 6%	4 3%	66 10%	18 4%	34 8%	16 5%	42 10%	101 6%
Terrible - I spent more than expected, and I don't know how I will ever get back on track	85 4%	7 2%	9 4%	4 3%	40 5%	21 4%	5 3%	41 6%	24 6%	10 2%	4 1%	10 2%	75 5%

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

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
I have already paid off all of my holiday spending	1074	136	135	67	387	281	68	347	220	229	184	169	905
	54%	50%	63%	52%	50%	58%	48%	51%	54%	51%	55%	39%	58%
			ACDF			DF							K
Less than a month	331	55	27	21	128	77	23	121	56	80	64	76	256
	17%	21%	13%	16%	17%	16%	16%	18%	14%	18%	19%	17%	16%
Two to three months	249	34	29	20	90	52	25	77	54	60	49	93	157
	12%	13%	13%	15%	12%	11%	17%	11%	13%	13%	15%	21%	10%
							E					L	
More than three months	158	23	9	11	77	29	10	45	43	44	19	48	110
	8%	8%	4%	8%	10%	6%	7%	7%	11%	10%	6%	11%	7%
					BE				J			L	
I don't know how long this will take	192	21	13	11	87	42	18	86	31	38	20	51	142
	10%	8%	6%	8%	11%	9%	12%	13%	8%	9%	6%	12%	9%
								HJ					

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:

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Top 2 Box (Net)	1134	155	104	68	425	284	96	432	225	248	156	304	830
	57%	58%	49%	52%	55%	59%	67%	64%	56%	55%	46%	70%	53%
						B	BCD	HIJ	J	J		L	
Strongly agree	391	43	31	24	161	99	32	169	70	79	49	120	271
	20%	16%	15%	19%	21%	21%	22%	25%	17%	18%	15%	27%	17%
								HIJ				L	
Somewhat agree	743	112	73	44	264	185	64	263	155	169	107	184	559
	37%	42%	34%	34%	34%	38%	45%	39%	38%	38%	32%	42%	36%
							CD					L	
Bottom 2 Box (Net)	871	114	108	62	343	197	46	243	180	202	180	132	739
	43%	42%	51%	48%	45%	41%	33%	36%	44%	45%	54%	30%	47%
			EF	F	F				G	G	GHI		K
Somewhat disagree	547	66	70	38	225	119	30	154	119	129	105	93	454
	27%	24%	33%	29%	29%	25%	21%	23%	29%	29%	31%	21%	29%
			F	F	F						G		K
Strongly disagree	325	48	38	24	119	78	17	89	61	73	74	39	286
	16%	18%	18%	19%	15%	16%	12%	13%	15%	16%	22%	9%	18%
											GH		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:

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Top 2 Box (Net)	1421	208	145	91	541	327	109	479	290	322	235	347	1074
	71%	77%	68%	70%	70%	68%	76%	71%	72%	71%	70%	80%	68%
		E										L	
Strongly agree	600	72	57	39	254	131	47	214	122	128	101	177	423
	30%	27%	27%	30%	33%	27%	33%	32%	30%	28%	30%	41%	27%
												L	
Somewhat agree	821	136	87	52	287	196	62	265	168	194	134	170	651
	41%	51%	41%	40%	37%	41%	43%	39%	41%	43%	40%	39%	41%
		DE											
Bottom 2 Box (Net)	584	61	68	39	227	155	34	197	115	129	101	89	495
	29%	23%	32%	30%	30%	32%	24%	29%	28%	29%	30%	20%	32%
						A							K
Somewhat disagree	407	37	53	29	168	96	24	128	90	93	70	63	344
	20%	14%	25%	22%	22%	20%	17%	19%	22%	21%	21%	14%	22%
			A	A	A								K
Strongly disagree	177	24	15	11	60	58	9	69	25	35	32	26	151
	9%	9%	7%	8%	8%	12%	7%	10%	6%	8%	9%	6%	10%
						D							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:

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Top 2 Box (Net)	1478 74%	203 75%	144 68%	100 76%	579 75%	351 73%	101 71%	476 71%	316 78%	350 78%	243 72%	331 76%	1147 73%
Strongly agree	423 21%	51 19%	41 19%	33 26%	159 21%	113 23%	26 18%	149 22%	96 24%	79 17%	69 20%	101 23%	322 20%
Somewhat agree	1055 53%	152 56%	104 49%	66 51%	420 55%	238 49%	75 53%	327 48%	220 54%	271 60%	175 52%	230 53%	825 53%
Bottom 2 Box (Net)	527 26%	66 25%	68 32%	31 24%	189 25%	131 27%	42 29%	199 29%	88 22%	101 22%	93 28%	105 24%	422 27%
Somewhat disagree	369 18%	42 16%	45 21%	22 17%	149 19%	77 16%	33 23%	121 18%	66 16%	75 17%	73 22%	77 18%	291 19%
Strongly disagree	159 8%	24 9%	23 11%	9 7%	41 5%	53 11%	9 6%	78 12%	22 5%	26 6%	19 6%	28 6%	131 8%
			D			D		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:

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Top 2 Box (Net)	1380	186	150	96	523	313	111	450	291	325	220	309	1071
	69%	69%	70%	74%	68%	65%	78%	67%	72%	72%	65%	71%	68%
							DE						
Strongly agree	418	45	34	31	165	111	32	146	86	99	59	95	323
	21%	17%	16%	24%	21%	23%	23%	22%	21%	22%	17%	22%	21%
Somewhat agree	963	141	116	65	359	203	79	304	205	226	161	214	748
	48%	52%	54%	50%	47%	42%	55%	45%	51%	50%	48%	49%	48%
		E	E				E						
Bottom 2 Box (Net)	625	83	63	34	245	168	31	226	113	126	116	127	498
	31%	31%	30%	26%	32%	35%	22%	33%	28%	28%	35%	29%	32%
					F	F							
Somewhat disagree	455	57	49	22	192	109	26	140	86	103	95	104	351
	23%	21%	23%	17%	25%	23%	19%	21%	21%	23%	28%	24%	22%
											G		
Strongly disagree	170	26	14	12	54	60	5	85	27	23	21	22	147
	8%	10%	7%	9%	7%	12%	3%	13%	7%	5%	6%	5%	9%
		F		F		DF		HIJ					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:

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Top 2 Box (Net)	1273	169	135	84	481	301	103	444	259	300	193	330	944
	64%	63%	63%	64%	63%	63%	72%	66%	64%	67%	58%	76%	60%
							DE	J		J		L	
Strongly agree	465	65	40	33	173	116	37	179	81	111	74	137	328
	23%	24%	19%	25%	23%	24%	26%	26%	20%	25%	22%	31%	21%
												L	
Somewhat agree	809	104	95	51	308	185	66	266	178	189	120	193	615
	40%	39%	44%	39%	40%	38%	46%	39%	44%	42%	36%	44%	39%
									J				
Bottom 2 Box (Net)	732	100	78	47	287	180	39	231	146	150	143	106	625
	36%	37%	37%	36%	37%	37%	28%	34%	36%	33%	42%	24%	40%
					F	F					GI		K
Somewhat disagree	489	58	53	32	208	110	28	142	103	111	95	82	407
	24%	22%	25%	24%	27%	23%	20%	21%	25%	25%	28%	19%	26%
											G		K
Strongly disagree	243	42	24	15	80	70	12	89	43	39	48	24	219
	12%	16%	11%	11%	10%	15%	8%	13%	11%	9%	14%	6%	14%
		F									I		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:

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Top 2 Box (Net)	1276	169	128	77	467	340	96	442	262	289	199	303	973
	64%	63%	60%	59%	61%	71%	68%	65%	65%	64%	59%	70%	62%
						BCD						L	
Strongly agree	433	53	43	30	150	125	33	166	89	95	56	95	338
	22%	20%	20%	23%	20%	26%	23%	25%	22%	21%	17%	22%	22%
						D		J					
Somewhat agree	843	116	85	47	317	215	63	277	173	194	142	208	635
	42%	43%	40%	36%	41%	45%	44%	41%	43%	43%	42%	48%	40%
												L	
Bottom 2 Box (Net)	729	100	85	54	302	142	46	233	142	161	137	133	596
	36%	37%	40%	41%	39%	29%	32%	35%	35%	36%	41%	30%	38%
			E	E	E								K
Somewhat disagree	503	64	56	39	217	96	30	157	107	118	90	93	410
	25%	24%	26%	30%	28%	20%	21%	23%	26%	26%	27%	21%	26%
				E	E								
Strongly disagree	226	36	29	14	85	46	16	76	35	43	47	40	186
	11%	13%	14%	11%	11%	10%	11%	11%	9%	10%	14%	9%	12%
											H		

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

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
I found it tough to cover the cost of holiday gifts and expenses due to inflation/increased costs.	1134 57%	155 58%	104 49%	68 52%	425 55%	284 59%	96 67%	432 64%	225 56%	248 55%	156 46%	304 70%	830 53%
						B	BCD	HIJ	J	J		L	
I felt the impact of inflation when doing my holiday spending.	1421 71%	208 77%	145 68%	91 70%	541 70%	327 68%	109 76%	479 71%	290 72%	322 71%	235 70%	347 80%	1074 68%
		E										L	
I planned ahead of time to manage increased costs.	1478 74%	203 75%	144 68%	100 76%	579 75%	351 73%	101 71%	476 71%	316 78%	350 78%	243 72%	331 76%	1147 73%
									G	G			
I focused more on gifts my family and friends needed as opposed to wanted.	1380 69%	186 69%	150 70%	96 74%	523 68%	313 65%	111 78%	450 67%	291 72%	325 72%	220 65%	309 71%	1071 68%
							DE						
I reduced what I spent on myself in order to afford the gifts I wanted for family and friends.	1273 64%	169 63%	135 63%	84 64%	481 63%	301 63%	103 72%	444 66%	259 64%	300 67%	193 58%	330 76%	944 60%
							DE	J		J		L	
My family and friends decided to reduce the amount we spent on gifts for each other.	1276 64%	169 63%	128 60%	77 59%	467 61%	340 71%	96 68%	442 65%	262 65%	289 64%	199 59%	303 70%	973 62%
						BCD						L	

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

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Donated more to charities and/or helped others in need more	289 14%	41 15%	38 18%	19 14%	117 15%	54 11%	20 14%	90 13%	56 14%	77 17%	51 15%	71 16%	218 14%
			E										
Celebrated in-person with family and friends	411 20%	74 28%	37 17%	27 21%	155 20%	87 18%	29 21%	140 21%	89 22%	94 21%	69 20%	106 24%	305 19%
		BDE											
Gone away on holiday	360 18%	51 19%	32 15%	26 20%	134 17%	84 18%	32 23%	93 14%	64 16%	83 19%	92 27%	104 24%	256 16%
											GHI	L	
Spent less	395 20%	50 19%	46 22%	24 18%	140 18%	104 21%	31 22%	130 19%	85 21%	94 21%	57 17%	138 32%	258 16%
												L	
Eaten less and exercised more	357 18%	52 19%	38 18%	21 16%	148 19%	70 14%	30 21%	113 17%	61 15%	95 21%	71 21%	93 21%	265 17%
										H			
I wouldn't have changed a thing	767 38%	101 38%	85 40%	48 37%	277 36%	207 43%	50 35%	272 40%	152 38%	149 33%	131 39%	105 24%	662 42%
						D		I					K

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	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
0	73 4%	7 3%	15 7%	4 3%	28 4%	12 3%	7 5%	27 4%	16 4%	9 2%	15 5%	17 4%	55 4%
1	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *
5	2 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -	1 *	1 *	1 *
8	1 *	- -	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	1 *
10	4 *	1 *	- -	- -	3 *	- -	* *	1 *	2 1%	- -	- -	1 *	2 *
15	3 *	- -	1 *	- -	- -	2 *	- -	- -	- -	- -	1 *	1 *	2 *
20	20 1%	1 *	4 2%	1 1%	9 1%	4 1%	- -	7 1%	8 2%	1 *	3 1%	8 2%	13 1%
22	3 *	- -	1 1%	- -	1 *	- -	- -	3 *	- -	- -	- -	- -	3 *
25	20 1%	6 2%	1 1%	2 2%	7 1%	2 *	2 1%	11 2%	2 1%	6 1%	1 *	7 2%	13 1%
28	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -
30	5 *	- -	- -	- -	3 *	- -	2 1%	2 *	1 *	- -	2 1%	2 *	3 *
35	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	2 *
40	6 *	- -	* *	- -	1 *	2 *	2 1%	2 *	3 1%	- -	1 *	5 1%	1 *
45	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *
50	67 3%	6 2%	6 3%	2 2%	30 4%	17 4%	6 4%	19 3%	24 6%	13 3%	10 3%	16 4%	51 3%
55	4 *	- -	- -	- -	3 *	1 *	- -	2 *	3 1%	- -	- -	2 *	3 *
58	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -
60	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
70	3 *	1 *	- -	- -	- -	2 *	- -	2 *	1 *	- -	- -	- -	3 *

75	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
80	4	-	-	-	-	4	-	2	-	2	-	-	4
	*	-	-	-	-	1%	-	*	-	*	-	-	*
100	93	14	8	11	30	22	9	21	19	32	18	24	70
	5%	5%	4%	8%	4%	5%	6%	3%	5%	7%	5%	5%	4%
120	3	-	-	1	2	-	-	-	-	2	1	2	1
	*	-	-	1%	*	-	-	-	-	*	*	1%	*
150	27	7	2	2	10	7	-	5	9	8	5	8	19
	1%	3%	1%	1%	1%	1%	-	1%	2%	2%	1%	2%	1%
200	79	7	11	7	30	20	4	16	11	22	25	36	43
	4%	3%	5%	5%	4%	4%	3%	2%	3%	5%	8%	8%	3%
231	1	-	-	-	1	-	-	-	-	1	-	1	-
	*	-	-	-	*	-	-	-	-	*	-	*	-
233	3	3	-	-	-	-	-	3	-	-	-	-	3
	*	1%	-	-	-	-	-	*	-	-	-	-	*
250	15	2	1	2	7	3	-	5	2	6	3	6	10
	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%
254	*	-	-	-	*	-	-	*	-	-	-	*	-
	*	-	-	-	*	-	-	*	-	-	-	*	-
258	5	3	-	-	3	-	-	-	3	3	-	5	-
	*	1%	-	-	*	-	-	-	1%	1%	-	1%	-
300	27	6	4	3	11	3	*	7	3	7	9	10	17
	1%	2%	2%	2%	1%	1%	*	1%	1%	2%	3%	2%	1%
320	1	1	-	-	-	-	-	-	1	-	-	-	1
	*	1%	-	-	-	-	-	-	*	-	-	-	*
350	5	1	-	-	4	-	*	3	1	1	-	*	5
	*	*	-	-	1%	-	*	*	*	*	-	*	*
400	13	3	-	1	6	3	*	3	2	4	5	6	8
	1%	1%	-	1%	1%	1%	*	*	1%	1%	1%	1%	*
445	1	-	-	-	1	-	-	-	-	-	1	1	-
	*	-	-	-	*	-	-	-	-	-	*	*	-
450	2	-	-	-	-	2	-	-	2	-	-	1	1
	*	-	-	-	-	*	-	-	*	-	-	*	*
465	2	-	-	-	-	2	-	2	-	-	-	-	2
	*	-	-	-	-	*	-	*	-	-	-	-	*
500	50	5	7	3	28	4	4	11	6	14	18	15	35
	3%	2%	3%	3%	4%	1%	3%	2%	2%	3%	5%	4%	2%
568	2	2	-	-	-	-	-	2	-	-	-	2	-
	*	1%	-	-	-	-	-	*	-	-	-	*	-
580	2	-	-	2	-	-	-	2	-	-	-	-	2
	*	-	-	1%	-	-	-	*	-	-	-	-	*
600	4	1	3	-	1	-	-	3	-	1	*	1	4
	*	*	2%	-	*	-	-	*	-	*	*	*	*
666	2	-	-	-	2	-	-	2	1	-	-	1	2
	*	-	-	-	*	-	-	*	*	-	-	*	*
	2	*	-	-	1	1	-	-	-	-	2	1	1

700	*	*	-	-	*	*	-	-	-	-	1%	*	*
750	1	-	-	-	*	-	*	-	-	1	-	*	*
	*	-	-	-	*	-	*	-	-	*	-	*	*
766	1	-	-	-	-	1	-	-	-	1	-	1	-
	*	-	-	-	-	*	-	-	-	*	-	*	-
800	2	-	-	-	1	-	2	2	-	-	1	-	2
	*	-	-	-	*	-	1%	*	-	-	*	-	*
							DE						
900	*	-	-	*	-	-	-	-	-	-	*	*	-
	*	-	-	*	-	-	-	-	-	-	*	*	-
1000	21	3	2	1	8	8	1	6	6	6	3	6	16
	1%	1%	1%	1%	1%	2%	*	1%	2%	1%	1%	1%	1%
1200	1	-	1	-	-	-	-	-	-	1	-	-	1
	*	-	1%	-	-	-	-	-	-	*	-	-	*
1300	1	1	-	-	-	-	-	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	-	-	*	-	*
1500	4	*	2	-	-	1	*	-	-	*	3	-	4
	*	*	1%	-	-	*	*	-	-	*	1%	-	*
			D								G		
1600	*	-	*	-	-	-	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	-	-	*	-	-	*
2000	11	5	1	-	2	3	1	1	*	5	5	6	5
	1%	2%	*	-	*	1%	1%	*	*	1%	2%	1%	*
		D									G	L	
2500	3	-	-	-	3	-	-	-	3	*	-	-	3
	*	-	-	-	*	-	-	-	1%	*	-	-	*
2800	1	-	-	-	1	-	-	1	-	-	-	1	-
	*	-	-	-	*	-	-	*	-	-	-	*	-
3000	*	-	-	-	*	-	-	-	-	-	*	-	*
	*	-	-	-	*	-	-	-	-	-	*	-	*
5000	4	2	-	-	1	1	*	*	2	1	1	2	3
	*	1%	-	-	*	*	*	*	*	*	*	*	*
5486	*	-	-	*	-	-	-	-	-	-	*	*	-
	*	-	-	*	-	-	-	-	-	-	*	*	-
10000	1	-	-	-	1	-	-	-	-	1	-	1	-
	*	-	-	-	*	-	-	-	-	*	-	*	-
No idea	896	108	83	61	322	259	64	284	174	205	141	154	743
	45%	40%	39%	47%	42%	54%	45%	42%	43%	46%	42%	35%	47%
						ABD							K
I'm not saving regularly now, so not expecting to save anything "extra"	490	74	58	28	202	91	37	213	97	96	58	83	407
	24%	28%	27%	21%	26%	19%	26%	32%	24%	21%	17%	19%	26%
		E	E		E			HUJ	J				K
Summary													
Mean (Incl.0)	95	134	90	81.9	98.9	79.6	72.6	59.9	91.1	126.8	160.2	160.7	76.8
										G	G	L	
Std. Dev.	394.83	483.36	263.49	325.09	442	338.08	334.99	234.29	395.67	539.08	480.55	597.07	314.35
Std. Err.	8.82	31.14	18.54	22.87	16.71	15.76	23.69	10.16	20.35	23.82	23.28	27.42	8.03
Mean (Excl.0)	348.9	452.3	338.4	279.4	351.2	320.4	290.2	266.6	315.4	405.9	441.4	386.4	330.2
		*	*	*		*	*	*	*		G		
Std. Dev.	663.34	782.71	400.63	538.03	741.12	598.2	584.08	413.04	653.4	883.09	689.82	846.13	556.26
Std. Err.	25.94	83.44	47.21	64.77	49.08	51.29	74.78	34.91	58.68	64.07	52.6	58.95	26.28
Median	100	196.3	100	132	119.9	100	100	100	100	169.3	200	200	100

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	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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Answering (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
0	73 4%	7 3%	15 7%	4 3%	28 4%	12 3%	7 5%	27 4%	16 4%	9 2%	15 5%	17 4%	55 4%
			E										
1	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *
5	2 *	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -	1 *	1 *	1 *
							D						
8	1 *	- -	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	1 *
							DE						
10	4 *	1 *	- -	- -	3 *	- -	* *	1 *	2 1%	- -	- -	1 *	2 *
15	3 *	- -	1 *	- -	- -	2 *	- -	- -	- -	- -	1 *	1 *	2 *
20	20 1%	1 *	4 2%	1 1%	9 1%	4 1%	- -	7 1%	8 2%	1 *	3 1%	8 2%	13 1%
22	3 *	- -	1 1%	- -	1 *	- -	- -	3 *	- -	- -	- -	- -	3 *
25	20 1%	6 2%	1 1%	2 2%	7 1%	2 *	2 1%	11 2%	2 1%	6 1%	1 *	7 2%	13 1%
			E										
28	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -
30	5 *	- -	- -	- -	3 *	- -	2 1%	2 *	1 *	- -	2 1%	2 *	3 *
							E						
35	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	2 *
40	6 *	- -	* *	- -	1 *	2 *	2 1%	2 *	3 1%	- -	1 *	5 1%	1 *
							D					L	
45	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *
50	67 3%	6 2%	6 3%	2 2%	30 4%	17 4%	6 4%	19 3%	24 6%	13 3%	10 3%	16 4%	51 3%
								G					
55	4 *	- -	- -	- -	3 *	1 *	- -	2 *	3 1%	- -	- -	2 *	3 *
58	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -
60	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
	3	1	-	-	-	2	-	2	1	-	-	-	3

70	*	*	-	-	-	*	-	*	*	-	-	-	*
75	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
80	4	-	-	-	-	4	-	2	-	2	-	-	4
	*	-	-	-	-	1%	-	*	-	*	-	-	*
						D							
100	93	14	8	11	30	22	9	21	19	32	18	24	70
	5%	5%	4%	8%	4%	5%	6%	3%	5%	7%	5%	5%	4%
						D				G			
120	3	-	-	1	2	-	-	-	-	2	1	2	1
	*	-	-	1%	*	-	-	-	-	*	*	1%	*
						E							
150	27	7	2	2	10	7	-	5	9	8	5	8	19
	1%	3%	1%	1%	1%	1%	-	1%	2%	2%	1%	2%	1%
200	79	7	11	7	30	20	4	16	11	22	25	36	43
	4%	3%	5%	5%	4%	4%	3%	2%	3%	5%	8%	8%	3%
											GH	L	
231	1	-	-	-	1	-	-	-	-	1	-	1	-
	*	-	-	-	*	-	-	-	-	*	-	*	-
233	3	3	-	-	-	-	-	3	-	-	-	-	3
	*	1%	-	-	-	-	-	*	-	-	-	-	*
250	15	2	1	2	7	3	-	5	2	6	3	6	10
	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%
254	*	-	-	-	*	-	-	*	-	-	-	*	-
	*	-	-	-	*	-	-	*	-	-	-	*	-
258	5	3	-	-	3	-	-	-	3	3	-	5	-
	*	1%	-	-	*	-	-	-	1%	1%	-	1%	-
												L	
300	27	6	4	3	11	3	*	7	3	7	9	10	17
	1%	2%	2%	2%	1%	1%	*	1%	1%	2%	3%	2%	1%
320	1	1	-	-	-	-	-	-	1	-	-	-	1
	*	1%	-	-	-	-	-	-	*	-	-	-	*
350	5	1	-	-	4	-	*	3	1	1	-	*	5
	*	*	-	-	1%	-	*	*	*	*	-	*	*
400	13	3	-	1	6	3	*	3	2	4	5	6	8
	1%	1%	-	1%	1%	1%	*	*	1%	1%	1%	1%	*
445	1	-	-	-	1	-	-	-	-	-	1	1	-
	*	-	-	-	*	-	-	-	-	-	*	*	-
450	2	-	-	-	-	2	-	-	2	-	-	1	1
	*	-	-	-	-	*	-	-	*	-	-	*	*
465	2	-	-	-	-	2	-	2	-	-	-	-	2
	*	-	-	-	-	*	-	*	-	-	-	-	*
500	50	5	7	3	28	4	4	11	6	14	18	15	35
	3%	2%	3%	3%	4%	1%	3%	2%	2%	3%	5%	4%	2%
						E						GH	
568	2	2	-	-	-	-	-	2	-	-	-	2	-
	*	1%	-	-	-	-	-	*	-	-	-	*	-
												L	
580	2	-	-	2	-	-	-	2	-	-	-	-	2
	*	-	-	1%	-	-	-	*	-	-	-	-	*
												DE	
600	4	1	3	-	1	-	-	3	-	1	*	1	4
	*	*	2%	-	*	-	-	*	-	*	*	*	*
666	2	-	-	-	2	-	-	2	1	-	-	1	2
	*	-	-	-	*	-	-	*	*	-	-	*	*

700	2 *	* *	- -	- -	1 *	1 *	- -	- -	- -	- -	2 1%	1 *	1 *
750	1 *	- -	- -	- -	* *	- -	* *	- -	- -	1 *	- -	* *	* *
766	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
800	2 *	- -	- -	- -	1 *	- -	2 1%	2 *	- -	- -	1 *	- -	2 *
900	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	* *	- -
1000	21 1%	3 1%	2 1%	1 1%	8 1%	8 2%	1 *	6 1%	6 2%	6 1%	3 1%	6 1%	16 1%
1200	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
1300	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
1500	4 *	* *	2 1%	- -	- -	1 *	* *	- -	- -	* *	3 1%	- -	4 *
1600	* *	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *
2000	11 1%	5 2%	1 *	- -	2 *	3 1%	1 1%	1 *	* *	5 1%	5 2%	6 1%	5 *
2500	3 *	- -	- -	- -	3 *	- -	- -	- -	3 1%	* *	- -	- -	3 *
2800	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -
3000	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	* *
5000	4 *	2 1%	- -	- -	1 *	1 *	* *	* *	2 *	1 *	1 *	2 *	3 *
5486	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	* *	- -
10000	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -
I'm not saving regularly now, so not expecting to save anything "extra"	490 24%	74 28%	58 27%	28 21%	202 26%	91 19%	37 26%	213 32%	97 24%	96 21%	58 17%	83 19%	407 26%
		E	E		E			HIJ	J				K
Summary													
Mean (Incl.0)	95	134	90	81.9	98.9	79.6	72.6	59.9	91.1	126.8	160.2	160.7	76.8
Std. Dev.	394.83	483.36	263.49	325.09	442	338.08	334.99	234.29	395.67	539.08	480.55	597.07	314.35
Std. Err.	8.82	31.14	18.54	22.87	16.71	15.76	23.69	10.16	20.35	23.82	23.28	27.42	8.03
Mean (Excl.0)	348.9	452.3	338.4	279.4	351.2	320.4	290.2	266.6	315.4	405.9	441.4	386.4	330.2
Std. Dev.	663.34	782.71	400.63	538.03	741.12	598.2	584.08	413.04	653.4	883.09	689.82	846.13	556.26
Std. Err.	25.94	83.44	47.21	64.77	49.08	51.29	74.78	34.91	58.68	64.07	52.6	58.95	26.28
Median	100	196.3	100	132	119.9	100	100	100	100	169.3	200	200	100

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

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Put it into general savings	630	99	78	45	224	135	49	229	126	142	96	111	519
	31%	37%	37%	35%	29%	28%	34%	34%	31%	32%	28%	25%	33%
Save for a particular purpose or objective	395	52	38	27	150	97	31	117	64	94	78	99	296
	20%	19%	18%	21%	19%	20%	22%	17%	16%	21%	23%	23%	19%
Pay down debt	710	89	75	45	282	163	56	238	158	166	114	194	517
	35%	33%	35%	35%	37%	34%	39%	35%	39%	37%	34%	44%	33%
Invest it	386	51	51	29	148	79	29	86	79	106	95	84	302
	19%	19%	24%	22%	19%	16%	20%	13%	19%	23%	28%	19%	19%
Treat myself (or family/friends) to something I otherwise couldn't afford	320	39	21	23	121	87	30	133	62	56	46	71	249
	16%	14%	10%	17%	16%	18%	21%	20%	15%	13%	14%	16%	16%
Give to charity	124	17	9	10	66	17	4	39	24	30	26	35	88
	6%	6%	4%	8%	9%	4%	3%	6%	6%	7%	8%	8%	6%
No idea	163	13	11	3	64	66	7	72	30	22	13	28	135
	8%	5%	5%	2%	8%	14%	5%	11%	7%	5%	4%	7%	9%

GENDER

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Male	967 48%	139 52%	110 52%	60 46%	369 48%	222 46%	68 47%	320 47%	178 44%	236 52%	190 57%	197 45%	770 49%
Female	1027 51%	127 47%	100 47%	70 54%	397 52%	258 54%	74 52%	348 51%	225 56%	213 47%	146 43%	238 55%	789 50%
Another gender	11 1%	3 1%	3 1%	- -	2 *	2 *	* *	8 1%	1 *	2 *	- -	1 *	10 1%

AGE

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
18-24	207 10%	23 8%	7 3%	18 14%	84 11%	53 11%	23 16%	108 16%	33 8%	37 8%	14 4%	46 10%	161 10%
				B	B	B	AB	HIJ	J	J			
25-34	352 18%	42 16%	45 21%	27 21%	147 19%	65 14%	27 19%	140 21%	63 16%	82 18%	52 16%	114 26%	239 15%
			E	E	E							L	
35-44	352 18%	49 18%	35 16%	19 14%	141 18%	84 17%	25 17%	110 16%	63 15%	74 16%	82 24%	145 33%	207 13%
											GHI	L	
45-54	390 19%	36 13%	34 16%	21 16%	163 21%	105 22%	32 22%	109 16%	56 14%	96 21%	98 29%	121 28%	269 17%
					A	A	A			H	GHI	L	
55-64	209 10%	17 6%	23 11%	17 13%	72 9%	67 14%	14 10%	67 10%	41 10%	50 11%	36 11%	7 2%	203 13%
				A		AD							K
65+	494 25%	103 38%	69 33%	29 22%	163 21%	108 22%	22 15%	141 21%	148 37%	111 25%	54 16%	4 1%	490 31%
		CDEF	DEF						GIJ	J			K
Summary													
18-34	559 28%	64 24%	52 24%	45 34%	230 30%	118 24%	50 35%	248 37%	96 24%	119 26%	66 20%	159 37%	400 25%
				AE			ABE	HIJ		J		L	
35-54	742 37%	85 32%	69 32%	40 30%	304 40%	188 39%	57 40%	220 33%	119 29%	170 38%	180 54%	266 61%	476 30%
					C					H	GHI	L	
55+	704 35%	120 45%	92 43%	46 35%	235 31%	175 36%	36 25%	208 31%	189 47%	161 36%	90 27%	11 2%	693 44%
		DF	DF			F			GIJ	J			K

EDUCATION

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Primary School or less	26 1%	- -	2 1%	5 4%	5 1%	11 2%	3 2%	23 3%	2 *	2 *	- -	5 1%	21 1%
				AD		AD	A	HIJ					
Some high school	181 9%	24 9%	18 8%	14 11%	61 8%	57 12%	7 5%	101 15%	38 9%	28 6%	7 2%	35 8%	146 9%
						F		HIJ	J	J			
Graduated high school	704 35%	93 35%	66 31%	43 33%	269 35%	179 37%	54 38%	302 45%	152 38%	128 28%	67 20%	87 20%	617 39%
								IJ	IJ	J			K
Some college / CEGEP / Trade School	190 9%	24 9%	21 10%	12 9%	68 9%	50 10%	15 10%	57 8%	44 11%	50 11%	30 9%	46 11%	143 9%
Graduated from college / CEGEP / Trade School	438 22%	59 22%	56 26%	28 22%	167 22%	94 20%	34 24%	104 15%	98 24%	116 26%	92 27%	129 30%	310 20%
									G	G	G	L	
Some university, but did not finish	158 8%	29 11%	19 9%	11 8%	51 7%	37 8%	11 7%	43 6%	35 9%	31 7%	34 10%	36 8%	122 8%
University undergraduate degree	203 10%	25 9%	19 9%	11 9%	99 13%	37 8%	13 9%	31 5%	25 6%	65 14%	64 19%	56 13%	147 9%
					E					GH	GH		
University graduate degree	105 5%	15 6%	12 6%	7 5%	49 6%	16 3%	6 4%	14 2%	10 2%	32 7%	42 13%	42 10%	63 4%
										GH	GHI	L	
Summary													
<HS	207 10%	24 9%	20 9%	19 14%	67 9%	68 14%	10 7%	124 18%	40 10%	29 6%	7 2%	40 9%	167 11%
				DF		DF		HIJ	J	J			
HS	704 35%	93 35%	66 31%	43 33%	269 35%	179 37%	54 38%	302 45%	152 38%	128 28%	67 20%	87 20%	617 39%
								IJ	IJ	J			K
Post Sec	786 39%	112 42%	96 45%	51 39%	286 37%	181 38%	59 42%	205 30%	177 44%	197 44%	156 46%	211 48%	575 37%
									G	G	G	L	
Univ Grad	309 15%	40 15%	31 15%	18 14%	148 19%	53 11%	19 13%	45 7%	35 9%	97 21%	106 31%	98 23%	210 13%
					E					GH	GHI	L	

REGION

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
BC	269	269	-	-	-	-	-	84	53	68	52	56	213
	13%	100%	-	-	-	-	-	12%	13%	15%	16%	13%	14%
		BCDEF											
AB	213	-	213	-	-	-	-	55	38	54	46	45	168
	11%	-	100%	-	-	-	-	8%	9%	12%	14%	10%	11%
			ACDEF								G		
SK/MB	130	-	-	130	-	-	-	42	23	36	23	23	108
	7%	-	-	100%	-	-	-	6%	6%	8%	7%	5%	7%
				ABDEF									
Ontario	769	-	-	-	769	-	-	264	148	164	138	182	586
	38%	-	-	-	100%	-	-	39%	37%	36%	41%	42%	37%
					ABCEF								
Quebec	482	-	-	-	-	482	-	174	119	100	61	96	386
	24%	-	-	-	-	100%	-	26%	29%	22%	18%	22%	25%
						ABCDF		J	IJ				
Atlantic Canada	142	-	-	-	-	-	142	57	24	29	16	35	108
	7%	-	-	-	-	-	100%	8%	6%	6%	5%	8%	7%
							ABCDE						

INCOME

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
<\$25K	348	46	26	18	149	85	24	348	-	-	-	42	306
	17%	17%	12%	14%	19%	18%	17%	51%	-	-	-	10%	19%
								HIJ					K
\$25K - <\$55K	655	82	59	40	233	190	51	328	327	-	-	105	550
	33%	31%	28%	30%	30%	39%	36%	49%	81%	-	-	24%	35%
						ABD		IJ	GIJ				K
\$55K - <\$100K	528	77	61	44	193	119	34	-	78	451	-	140	388
	26%	28%	29%	34%	25%	25%	24%	-	19%	100%	-	32%	25%
				DE					GJ	GHJ		L	
\$100K - <\$150K	241	39	35	14	97	42	14	-	-	-	241	100	141
	12%	14%	17%	11%	13%	9%	10%	-	-	-	72%	23%	9%
		E	E								GHI	L	
\$150K+	95	13	11	9	41	20	2	-	-	-	95	31	64
	5%	5%	5%	7%	5%	4%	1%	-	-	-	28%	7%	4%
				F	F						GHI	L	
Prefer not to answer	138	12	20	7	55	27	17	-	-	-	-	18	120
	7%	5%	9%	5%	7%	6%	12%	-	-	-	-	4%	8%
							ACE						K
Summary													
<\$40K	676	84	55	42	264	174	57	676	-	-	-	79	597
	34%	31%	26%	32%	34%	36%	40%	100%	-	-	-	18%	38%
						B	B	HIJ					K
\$40K - <\$60K	404	53	38	23	148	119	24	-	404	-	-	83	321
	20%	20%	18%	17%	19%	25%	17%	-	100%	-	-	19%	20%
									GIJ				
\$60K - <\$100K	451	68	54	36	164	100	29	-	-	451	-	125	325
	22%	25%	25%	28%	21%	21%	20%	-	-	100%	-	29%	21%
										GHJ		L	
\$100K+	336	52	46	23	138	61	16	-	-	-	336	131	205
	17%	19%	22%	17%	18%	13%	11%	-	-	-	100%	30%	13%
		EF	EF		E						GHI	L	

HOUSEHOLD COMPOSITION

	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Kids	436	56	45	23	182	96	35	79	83	125	131	436	-
	22%	21%	21%	18%	24%	20%	24%	12%	21%	28%	39%	100%	-
No Kids	1569	213	168	108	586	386	108	597	321	325	205	-	1569
	78%	79%	79%	82%	76%	80%	76%	88%	79%	72%	61%	-	100%
								HIJ	IJ	J			K

EMPLOYMENT STATUS

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Employed full-time	760 38%	75 28%	71 34%	47 36%	318 41%	195 41%	55 38%	161 24%	132 33%	211 47%	218 65%	258 59%	503 32%
					A	A	A		G	GH	GHI	L	
Employed part-time	200 10%	34 13%	17 8%	21 16%	67 9%	45 9%	16 12%	88 13%	37 9%	47 10%	20 6%	45 10%	155 10%
				BDE				J		J			
Self employed	114 6%	13 5%	24 11%	4 3%	48 6%	20 4%	5 3%	34 5%	25 6%	28 6%	15 4%	35 8%	80 5%
			ACDEF										
Unemployed but looking for a job	92 5%	7 3%	6 3%	10 8%	47 6%	14 3%	8 5%	61 9%	14 3%	7 2%	1 *	15 4%	76 5%
				AE	E			HIJ	J				
Unemployed and not looking for a job/Long-term sick or disabled	117 6%	18 7%	16 8%	2 2%	47 6%	25 5%	8 6%	77 11%	15 4%	12 3%	4 1%	12 3%	104 7%
			C					HIJ	J				K
Full-time parent, homemaker	85 4%	13 5%	5 2%	4 3%	27 3%	25 5%	12 8%	30 4%	26 6%	15 3%	7 2%	47 11%	38 2%
							BCD		J			L	
Retired	523 26%	101 38%	64 30%	32 25%	170 22%	131 27%	24 17%	165 24%	140 35%	118 26%	63 19%	2 1%	521 33%
		CDEF	DF			F			GIJ	J			K
Student/Pupil	79 4%	5 2%	4 2%	8 6%	29 4%	23 5%	10 7%	40 6%	15 4%	10 2%	4 1%	14 3%	65 4%
				A			AB	IJ					
Military	5 *	3 1%	- -	- -	- -	- -	2 2%	- -	- -	3 1%	2 1%	3 1%	2 *
		D					DE						
Prefer not to answer	29 1%	1 *	4 2%	2 2%	17 2%	3 1%	2 2%	19 3%	- -	1 *	1 *	4 1%	25 2%
					E			HIJ					

USMAR2. What is your marital status?

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Single, never married	667 33%	61 23%	69 33%	47 36%	279 36%	171 35%	41 28%	344 51%	111 27%	116 26%	45 13%	74 17%	593 38%
			A	A	A	A		HIJ	J	J			K
Living with partner	246 12%	35 13%	19 9%	13 10%	45 6%	106 22%	27 19%	62 9%	47 11%	67 15%	57 17%	66 15%	180 11%
		D				ABCD	BCD			G	G		
Married	802 40%	121 45%	95 45%	48 36%	328 43%	149 31%	61 43%	136 20%	175 43%	218 48%	218 65%	262 60%	540 34%
		E	E		E		E		G	G	GHI	L	
Widowed	93 5%	20 8%	11 5%	9 7%	33 4%	16 3%	4 3%	44 7%	16 4%	21 5%	3 1%	3 1%	90 6%
		E		E				J	J	J			K
Divorced or separated	196 10%	32 12%	18 8%	14 11%	84 11%	40 8%	9 6%	89 13%	56 14%	29 6%	13 4%	31 7%	165 11%
								IJ	IJ				

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

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
All of it	1096	126	103	68	443	286	68	447	226	228	132	197	899
	55%	47%	48%	52%	58%	59%	48%	66%	56%	51%	39%	45%	57%
					ABF	ABF		HIJ	J	J			K
Almost all of it	354	64	31	22	139	76	23	82	62	103	91	121	233
	18%	24%	14%	17%	18%	16%	16%	12%	15%	23%	27%	28%	15%
		BE								GH	GH	L	
About half of it	402	58	62	31	119	90	42	104	93	97	77	92	310
	20%	22%	29%	24%	16%	19%	29%	15%	23%	21%	23%	21%	20%
			DE	D			DE		G	G	G		
Less than half of it	95	15	11	7	36	21	5	20	19	13	31	20	75
	5%	5%	5%	6%	5%	4%	4%	3%	5%	3%	9%	5%	5%
											GHI		
None	59	6	6	2	32	9	4	22	4	9	5	7	52
	3%	2%	3%	2%	4%	2%	3%	3%	1%	2%	2%	2%	3%

CAPOGRP. Are you

		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)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
Indigenous	109 5%	21 8%	5 2%	10 8%	52 7%	12 3%	9 7%	60 9%	20 5%	11 2%	16 5%	45 10%	64 4%
White only	1470 73%	184 68%	171 80%	100 77%	492 64%	410 85%	113 80%	469 69%	315 78%	330 73%	255 76%	258 59%	1212 77%
Black only	58 3%	1 *	5 2%	2 2%	38 5%	7 1%	5 3%	31 5%	12 3%	4 1%	6 2%	18 4%	40 3%
Asian (single identity only)	197 10%	49 18%	15 7%	10 8%	101 13%	15 3%	6 4%	61 9%	29 7%	58 13%	42 12%	66 15%	130 8%
Latin American only	29 1%	2 1%	2 1%	3 2%	15 2%	5 1%	1 1%	11 2%	9 2%	6 1%	2 1%	11 3%	18 1%
Arab only	13 1%	- -	* *	- -	10 1%	2 1%	* *	2 *	1 *	10 2%	* *	10 2%	3 *
Other only	21 1%	3 1%	1 1%	1 1%	11 1%	4 1%	1 1%	7 1%	5 1%	3 1%	5 2%	6 1%	16 1%
Multiple visible minorities	11 1%	1 *	1 1%	- -	6 1%	3 1%	- -	6 1%	- -	3 1%	2 1%	3 1%	8 1%
White and visible minority(ies)	18 1%	- -	- -	2 1%	9 1%	4 1%	2 2%	7 1%	1 *	5 1%	3 1%	1 *	17 1%
Prefer not to answer	79 4%	7 3%	12 6%	2 1%	35 5%	18 4%	4 3%	22 3%	11 3%	20 5%	6 2%	17 4%	62 4%

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	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 Respondents (unwtd)	2005	241	202	202	700	460	200	532	378	512	426	474	1531
Base: All Respondents (wtd)	2005	269	213	130	769	482	142	676	404	451	336	436	1569
No, not an Indigenous person	1808	241	197	118	677	446	129	581	375	422	314	372	1436
	90%	90%	92%	90%	88%	93%	91%	86%	93%	94%	94%	85%	92%
						D			G	G	G		K
Yes, First Nations (North American Indian)	62	8	3	7	28	7	8	36	13	4	8	20	42
	3%	3%	1%	6%	4%	1%	6%	5%	3%	1%	2%	5%	3%
				BE			BE	I	I				
Yes, Métis	47	14	2	3	22	6	1	21	9	8	9	24	23
	2%	5%	1%	2%	3%	1%	1%	3%	2%	2%	3%	6%	1%
		BEF										L	
Yes, Inuk (Inuit)	5	2	-	-	3	*	-	5	-	*	-	5	1
	*	1%	-	-	*	*	-	1%	-	*	-	1%	*
												L	
Prefer not to answer	88	7	12	3	40	23	4	35	9	18	6	19	69
	4%	3%	5%	2%	5%	5%	3%	5%	2%	4%	2%	4%	4%
								J					

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

		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 Answering (unwtd)	1911	228	197	188	665	445	188	490	359	498	410	429	1482
Base: All Answering (wtd)	1896	248	208	120	717	469	133	616	384	440	320	391	1505
White	1493 79%	185 74%	171 82%	102 85%	506 71%	414 88%	116 87%	480 78%	316 82%	336 77%	257 80%	259 66%	1234 82%
			D	AD		AD	AD						K
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	73 4%	17 7%	9 4%	2 2%	37 5%	6 1%	2 2%	24 4%	8 2%	27 6%	12 4%	29 7%	44 3%
		EF	E		E					H		L	
Chinese	64 3%	15 6%	4 2%	5 4%	36 5%	2 *	2 2%	18 3%	7 2%	16 4%	20 6%	23 6%	42 3%
		E	E	E							GH	L	
Black	68 4%	1 *	5 3%	2 2%	43 6%	11 2%	5 4%	36 6%	13 3%	7 1%	7 2%	21 5%	47 3%
					AE		A	IJ					
Filipino	22 1%	5 2%	2 1%	3 3%	6 1%	4 1%	2 1%	4 1%	4 1%	9 2%	5 1%	8 2%	14 1%
				D									
Latin American	34 2%	2 1%	2 1%	3 3%	19 3%	6 1%	1 1%	15 2%	9 2%	6 1%	3 1%	12 3%	22 1%
Arab	18 1%	- -	* *	1 *	14 2%	3 1%	1 1%	2 *	2 1%	11 2%	2 1%	11 3%	8 1%
										G		L	
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	26 1%	6 2%	2 1%	- -	11 2%	8 2%	- -	15 2%	5 1%	3 1%	3 1%	7 2%	19 1%
West Asian (e.g., Iranian, Afghan, etc.)	9 *	1 *	- -	- -	8 1%	- -	- -	7 1%	- -	1 *	1 *	1 *	8 1%
Korean	7 *	2 1%	- -	- -	5 1%	- -	- -	1 *	* *	5 1%	1 *	1 *	6 *
Japanese	11 1%	5 2%	1 *	1 1%	5 1%	- -	- -	* *	3 1%	3 1%	5 2%	2 1%	9 1%
		E									G		
Other	26 1%	4 1%	2 1%	1 1%	12 2%	5 1%	3 2%	9 2%	5 1%	6 1%	5 2%	6 1%	20 1%
Prefer not to answer	79 4%	7 3%	12 6%	2 2%	35 5%	18 4%	4 3%	22 3%	11 3%	20 5%	6 2%	17 4%	62 4%
										J			