

Table 2

REASONS FOR INTENDING TO SPEND MORE/LESS THIS CHRISTMAS	
	TOTAL
(Weighted Base: Intend to spend more)	(178) (%)
WHY INTEND TO SPEND MORE?	
More people to buy for/Kids are older	34
Have more money (general)	27
Have higher income/bonus	15
Higher prices/Inflation	14
Economy is better/More confidence	5
Planning to travel	5
Spent so little money last year	4
(Weighted Base: Intend to spend less)	(561) (%)
WHY INTEND TO SPEND LESS?	
Have less money (general)	38
Have lower income/No bonus/Am unemployed	20
Economy is bad/Job insecurity	13
Decided to cut back on Christmas spending/gifts	9
Too much personal debt	6
Other financial reasons	6
Fewer people to buy for	5
Christmas is too commercial/material	3

(IF INTEND TO SPEND MORE): "What are your reasons for intending to spend more money this Christmas?"

(IF INTEND TO SPEND LESS): "What are your reasons for intending to spend less money this Christmas?"

Table I

CANADIANS' CHRISTMAS SPENDING INTENTIONS							
	Canada	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic
(Weighted Bases)	(1520) (%)	(185) (%)	(137) (%)	(113) (%)	(567) (%)	(390) (%)	(128) (%)
SPENDING INTENTIONS COMPARED TO LAST CHRISTMAS:							
More this year	12	11	14	16	14	7	11
About the same	45	46	47	51	42	46	46
Less this year	37	38	33	32	38	37	37
(Do not celebrate Christmas)	(6)	(5)	(5)	(2)	(5)	(9)	(5)

"This Christmas, do you think you personally will be spending more money this year than last, will you spend about the same, or will you be spending less money this year than you did last Christmas?"