

Compared to last year, do you expect to spend more, less, or the same amount - in total - for gifts this holiday season?

	Total	Region						Age			Gender	
		BC	Alberta	Sask/ Man	Ontario	Quebec	Atlantic	18 to 34	35 to 54	55+	Male	Female
Base: All respondents	1337	200	151	120	525	221	120	392	611	322	631	706
	Weighted 1337	174	120	94	504	336	108	451	511	364	655	682
Spend more this year	25%	21%	27%	27%	29%	19%	31%	36%	19%	22%	29%	22%
Spend less this year	25%	33%	23%	28%	23%	25%	29%	26%	28%	21%	24%	27%
Same amount as in 1998	47%	44%	47%	44%	46%	54%	40%	38%	52%	53%	45%	49%
Do not buy gifts	2%	2%	2%	1%	1%	2%	-	0	1%	3%	2%	2%
(DK/NS)	0	-	-	-	0	-	-	0	0	-	0	-

What method of payment will you use for MOST of the gifts you buy? Is it:

	Total	Region						Age			Gender	
		BC	Alberta	Sask/ Man	Ontario	Quebec	Atlantic	18 to 34	35 to 54	55+	Male	Female
Base: Buy gifts at Christmas	1316	195	148	119	518	216	120	390	603	313	622	694
	Weighted 1315	170	118	93	498	327	108	449	504	353	645	670
Cash	37%	39%	26%	41%	33%	39%	53%	32%	37%	44%	36%	38%
Debit card	31%	29%	30%	32%	32%	32%	25%	43%	32%	15%	28%	34%
Credit card	30%	30%	42%	22%	33%	28%	19%	25%	29%	38%	34%	26%
Cheque	2%	2%	2%	4%	1%	1%	2%	0	1%	4%	1%	2%
(DK/NS)	0	1%	-	1%	0	-	1%	0	0	0	1%	0

Approximately how many of the gifts that you are buying this year will be purchased in the day or two before Christmas? Is it:

	Total	Region						Age			Gender	
		BC	Alberta	Sask/ Man	Ontario	Quebec	Atlantic	18 to 34	35 to 54	55+	Male	Female
Base: Buy gifts at Christmas	1316	195	148	119	518	216	120	390	603	313	622	694
	Weighted 1315	170	118	93	498	327	108	449	504	353	645	670
All of them	6%	5%	6%	6%	4%	8%	6%	6%	7%	3%	9%	3%
Most of them	7%	5%	8%	7%	6%	9%	7%	10%	6%	4%	9%	5%
Some of them	29%	35%	26%	24%	29%	30%	25%	30%	32%	23%	35%	23%
None of them	58%	54%	59%	62%	61%	52%	62%	53%	54%	69%	47%	68%
(DK/NS)	0	0	-	1%	0	1%	-	-	1%	1%	0	1%

Compared to last year, do you expect to spend more, less, or the same amount - in total - for gifts this holiday season?

	Total	EDUCATION				INCOME		
		<HS	HS	Some Post-Sec	University	<\$30K	\$30K to \$59K	\$60K +
Base: All respondents	1337	173	310	480	373	297	489	441
Weighted	1337	168	317	474	376	310	490	425
Spend more this year	25%	23%	29%	24%	25%	24%	23%	29%
Spend less this year	25%	26%	25%	27%	23%	29%	28%	19%
Same amount as in 1998	47%	46%	44%	48%	50%	42%	48%	51%
Do not buy gifts	2%	4%	2%	1%	1%	4%	1%	1%
(DK/NS)	0	0	0	-	-	0	0	-

What method of payment will you use for MOST of the gifts you buy? Is it:

	Total	EDUCATION				INCOME		
		<HS	HS	Some Post-Sec	University	<\$30K	\$30K to \$59K	\$60K +
Base: Buy gifts at Christmas	1316	166	305	476	368	286	486	438
Weighted	1315	162	311	470	371	297	487	421
Cash	37%	60%	49%	35%	19%	54%	36%	23%
Debit card	31%	16%	32%	36%	31%	28%	31%	36%
Credit card	30%	21%	17%	27%	49%	15%	32%	40%
Cheque	2%	2%	1%	2%	1%	3%	1%	1%
(DK/NS)	0	-	-	1%	0	0	0	0

Approximately how many of the gifts that you are buying this year will be purchased in the day or two before Christmas? Is it:

	Total	EDUCATION				INCOME		
		<HS	HS	Some Post-Sec	University	<\$30K	\$30K to \$59K	\$60K +
Base: Buy gifts at Christmas	1316	166	305	476	368	286	486	438
Weighted	1315	162	311	470	371	297	487	421
All of them	6%	9%	4%	6%	5%	8%	5%	5%
Most of them	7%	9%	7%	6%	6%	11%	6%	6%
Some of them	29%	26%	31%	25%	33%	26%	30%	33%
None of them	58%	56%	56%	61%	56%	54%	59%	56%
(DK/NS)	0	0	1%	1%	-	1%	0	0