

Do you enjoy shopping during the holidays?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
Yes	367 40%	50 41%	37 41%	27 46%	145 42% E	75 33%	33 43%	133 48% HI	129 37%	91 35%	147 34%	219 45% J
No	556 60%	72 59%	52 58%	32 54%	202 58%	153 67% D	44 57%	143 52%	223 63% G	171 65% G	287 66% K	268 55%
Don't know/Refused	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	1 0

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
Yes	367 40%	296 40%	71 38%	42 48% F	91 45% F	135 39%	95 34%	93 46%	116 39%	104 37%
No	556 60%	440 60%	115 61%	46 52%	109 55%	207 60%	187 66% CD	110 54%	180 61%	178 63% G
Don't know/Refused	2 0	1 0	1 1%	0 -	0 -	1 0	1 0	1 1%	0 -	0 -

Which of the following do you find THE MOST stressful about holiday shopping ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
The crowds in malls or shopping centres	364 39%	40 33%	38 42%	24 41%	148 42%	88 38%	26 34%	121 44%	149 42%	82 31%	162 37%	203 41%
Finding the right gift or not knowing what to buy	300 32%	43 35%	29 33%	22 36%	94 27%	81 36%	31 41%	75 27%	110 31%	104 40%	146 34%	154 31%
Budgeting	119 13%	18 15%	13 14%	8 13%	47 14%	23 10%	10 14%	48 17%	47 13%	23 9%	46 11%	73 15%
Finding a parking spot	95 10%	15 12%	7 7%	3 5%	46 13%	20 9%	5 6%	28 10%	35 10%	27 10%	58 13%	36 7%
None of the above	42 4%	6 5%	3 3%	1 2%	13 4%	15 7%	4 5%	3 1%	10 3%	25 9%	18 4%	23 5%
Don't know/Refused	5 0	0 -	1 1%	2 3%	1 0	1 1%	0 -	1 0	0 -	2 1%	5 1%	0 -

Which of the following do you find THE MOST stressful about holiday shopping ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	REGION TYPE			EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
The crowds in malls or shopping centres	364 39%	305 41%	59 32%	25 28%	80 40%	134 39%	123 43%	72 36%	127 43%	120 43%
Finding the right gift or not knowing what to buy	300 32%	225 31%	75 40%	30 34%	68 34%	107 31%	90 32%	61 30%	93 31%	94 33%
Budgeting	119 13%	87 12%	32 17%	9 10%	25 13%	55 16%	30 10%	38 19%	42 14%	23 8%
Finding a parking spot	95 10%	83 11%	11 6%	10 11%	20 10%	36 11%	28 10%	18 9%	26 9%	37 13%
None of the above	42 4%	33 5%	7 4%	13 15%	5 3%	10 3%	11 4%	12 6%	6 2%	7 3%
Don't know/Refused	5 0	3 0	2 1%	1 1%	1 0	0 -	2 1%	2 1%	1 0	0 -

Which of the following do you find THE MOST physically exhausting about holiday shopping ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
All of the walking around	188 20%	24 20%	14 16%	12 20%	65 19%	51 22%	21 27%	51 18%	75 21%	58 22%	114 26% K	74 15%
The heat from being in a crowded mall or shopping centre	155 17%	14 12%	14 16%	12 20%	60 17%	44 19%	10 13%	42 15%	53 15%	52 20%	50 11%	105 21% J
Carrying too many heavy parcels	54 6%	7 5%	4 4%	1 2%	21 6%	17 7%	4 5%	15 6%	18 5%	19 7%	16 4%	38 8% J
Dealing with crowds	444 48% E	67 55%	48 54%	32 53%	164 47%	96 42%	37 48%	153 55% I	183 52% I	93 36%	207 48%	236 48%
None of the above	79 9%	10 8%	9 10%	2 3%	35 10%	18 8%	5 6%	15 5%	22 6%	39 15% GH	44 10%	35 7%
Don't know/Refused	5 1%	0 -	0 -	1 1%	3 1%	1 0	0 -	1 0	1 0	3 1%	4 1%	1 0

Which of the following do you find THE MOST physically exhausting about holiday shopping ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	REGION TYPE			EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
All of the walking around	188 20%	136 18%	52 28% A	23 26% E	56 28% EF	57 17%	50 18%	56 27% I	66 22% I	43 15%
The heat from being in a crowded mall or shopping centre	155 17%	125 17%	29 16%	12 13%	36 18%	65 19%	41 14%	32 16%	44 15%	50 18%
Carrying too many heavy parcels	54 6%	43 6%	11 6%	8 9% E	14 7%	12 4%	18 6%	15 7%	19 6%	14 5%
Dealing with crowds	444 48%	370 50% B	74 40%	29 33%	84 42%	179 52% CD	147 52% CD	80 39%	143 48%	153 54% G
None of the above	79 9%	60 8%	19 10%	14 16% DE	8 4%	28 8% D	27 10% D	19 9%	21 7%	20 7%
Don't know/Refused	5 1%	3 0	2 1%	2 2% F	2 1%	1 0	0 -	2 1%	2 1%	1 0

What gifts would you most like to receive from your family or friends ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: Excludes respondents who do not plan to exchange gifts												
Unweighted Base	957	125	94	64	368	230	76	274	376	266	432	525
Weighted Base	956	125	93*	64*	369	228	77*	290	358	269	459	496
Clothing / footwear/accessories	185 19%	24 19% E	15 16% E	17 27% E	91 25% E	18 8%	19 24% E	70 24% I	64 18%	46 17%	99 22%	86 17%
Appliances / house wares	84 9%	12 10%	10 11%	10 16% E	30 8%	12 5%	11 14% E	23 8%	40 11%	20 8%	41 9%	43 9%
Home / personal electronics (eg. Computer, TV, stereo, etc.)	74 8%	13 10% E	7 8%	7 11% E	34 9% E	10 4%	4 5%	47 16% HI	17 5%	10 4%	47 10% K	28 6%
Money/Cash	67 7%	12 10%	4 4%	2 3%	28 7%	14 6%	8 10%	34 12% HI	20 6%	12 4%	38 8%	29 6%
Visit/ spend time together	65 7%	8 7% D	9 9% D	5 7%	10 3%	24 11% D	9 11% D	14 5%	24 7%	24 9%	22 5%	42 9% J
Books/magazines	63 7%	8 7%	9 10%	2 4%	28 8%	12 5%	4 5%	25 9%	17 5%	21 8%	29 6%	34 7%
CDs/ Music	42 4%	6 5%	3 3%	1 1%	27 7% EF	6 3%	0 -	18 6%	13 4%	10 4%	19 4%	23 5%
Gift certificates (unspecified)	41 4%	5 4%	2 2%	3 5%	24 6% E	6 2%	2 3%	18 6%	12 3%	11 4%	14 3%	27 5%
Jewelry	34 4%	4 3%	5 5%	2 4%	13 3%	11 5%	0 -	10 3%	18 5%	7 2%	5 1%	29 6% J
Cosmetics/toiletries/personal goods	26 3%	3 2%	2 3%	2 4%	11 3%	6 3%	1 1%	7 2%	11 3%	8 3%	3 1%	23 5% J
Food/candy	24 3%	3 2%	2 2%	0 -	14 4%	4 2%	2 3%	2 1%	12 3% G	9 3%	9 2%	16 3%
Home made presents	23 2%	8 7% DE	2 2%	1 1%	8 2%	3 1%	1 2%	4 1%	11 3%	8 3%	3 1%	21 4% J

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	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Vacation/Travel/getaway	22 2%	2 1%	2 2%	1 1%	4 1%	10 5% D	3 4%	7 3%	9 3%	4 1%	3 1%	19 4% J
Car/Motorcycle	19 2%	2 2%	0 -	0 -	8 2%	8 4%	1 1%	7 2%	10 3%	2 1%	13 3%	6 1%
Entertainment (e.g. movies, tickets)	17 2%	1 1%	3 3% E	0 -	12 3% E	1 0	1 1%	9 3%	4 1%	4 1%	9 2%	8 2%
Giftware (e.g. china, glass, pottery, etc.)	17 2%	0 -	0 -	2 3%	9 2%	3 1%	3 4% A	1 0	10 3% G	5 2%	3 1%	14 3% J
Sports equipment	16 2%	3 2%	2 2%	1 2%	5 1%	5 2%	0 -	8 3% I	7 2%	1 0	10 2%	6 1%
Services (i.e. pedicure/spa, etc)	15 2%	4 3% E	0 -	0 -	9 3%	1 0	0 -	3 1%	5 1%	7 3%	2 1%	12 2% J
Other	102 11%	24 19% DEF	12 13%	6 9%	33 9%	22 10%	5 7%	26 9%	38 11%	33 12%	48 10%	54 11%
Nothing	56 6%	3 3%	7 7%	2 2%	28 7% A	12 5%	5 7%	11 4%	20 5%	22 8% G	30 7%	26 5%
Don't know/Refused	211 22%	23 18%	26 28% D	15 23%	70 19%	63 28% D	13 18%	45 15%	83 23% G	66 25% G	112 24%	99 20%

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		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Excludes respondents who do not plan to exchange gifts										
Unweighted Base	957	751	205	94	217	341	290	219	295	314
Weighted Base	956	754	200	93*	215	338	295	218	297	316
Clothing / footwear/accessories	185 19%	152 20%	33 16%	17 18%	48 22%	64 19%	54 18%	39 18%	55 18%	72 23%
Appliances / house wares	84 9%	66 9%	19 9%	9 9%	16 8%	36 11%	24 8%	16 7%	25 8%	38 12%
Home / personal electronics (eg. Computer, TV, stereo, etc.)	74 8%	59 8%	15 8%	3 3%	14 6%	27 8%	31 11% C	19 9%	22 7%	30 9%
Money/Cash	67 7%	58 8%	9 5%	7 8%	19 9%	24 7%	17 6%	22 10%	18 6%	19 6%
Visit/ spend time together	65 7%	43 6%	22 11% A	10 10%	17 8%	23 7%	16 5%	19 9%	17 6%	16 5%
Books/magazines	63 7%	57 8% B	6 3%	0 -	11 5% C	17 5% C	35 12% CDE	13 6%	18 6%	27 8%
CDs/ Music	42 4%	35 5%	7 4%	2 2%	5 2%	14 4%	21 7% D	6 3%	10 3%	23 7% GH
Gift certificates (unspecified)	41 4%	34 5%	6 3%	4 4%	11 5%	14 4%	12 4%	12 6%	11 4%	14 4%
Jewelry	34 4%	28 4%	7 3%	2 2%	7 3%	16 5%	9 3%	3 1%	11 4%	18 6% G
Cosmetics/toiletries/personal goods	26 3%	21 3%	6 3%	4 4%	4 2%	12 4%	6 2%	8 4%	6 2%	8 2%
Food/candy	24 3%	18 2%	7 3%	2 2%	5 2%	10 3%	7 2%	6 3%	6 2%	9 3%
Home made presents	23 2%	15 2%	8 4%	0 -	7 3%	12 3%	5 2%	3 1%	7 2%	12 4%
Vacation/Travel/getaway	22 2%	14 2%	8 4%	3 3%	3 1%	10 3%	6 2%	5 2%	7 2%	7 2%

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Car/Motorcycle	19 2%	15 2%	5 2%	2 2%	6 3%	9 3%	3 1%	4 2%	8 3%	4 1%
Entertainment (e.g. movies, tickets)	17 2%	15 2%	2 1%	0 -	4 2%	5 2%	8 3%	5 3%	3 1%	7 2%
Giftware (e.g. china, glass, pottery, etc.)	17 2%	14 2%	3 1%	1 1%	3 1%	7 2%	6 2%	3 1%	8 3%	4 1%
Sports equipment	16 2%	15 2%	1 1%	1 1%	0 -	4 1%	11 4% D	4 2%	5 2%	5 2%
Services (i.e. pedicure/spa, etc)	15 2%	12 2%	3 1%	1 1%	1 0	8 2%	4 1%	1 0	5 2%	8 3%
Other	102 11%	82 11%	20 10%	11 11%	19 9%	40 12%	31 10%	30 14% I	35 12%	26 8%
Nothing	56 6%	45 6%	11 5%	6 7%	18 8% E	14 4%	18 6%	11 5%	20 7%	16 5%
Don't know/Refused	211 22%	160 21%	51 25%	25 27%	48 22%	71 21%	59 20%	42 19%	69 23%	58 18%