

HOLIDAY SHOPPING

Do you plan to give gifts to others this holiday season?

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: All Respondents												
Unweighted Base	1000	131	104	65	380	250	70	240	416	329	489	511
Weighted Base	1000	132	102*	65*	383	244	74*	279	378	324	484	516
Yes	898 90%	116 88%	91 89%	62 95%	352 92%	212 87%	66 89%	253 91%	357 94%	278 86%	429 89%	469 91%
No	97 10%	15 11%	11 11%	3 5%	29 7%	32 13% D	7 9%	25 9%	21 6%	43 13% H	54 11%	43 8%
Don't know/Refused	5 0	1 1%	0 -	0 -	3 1%	0 -	1 1%	1 1%	0 -	3 1%	1 0	4 1%

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1. How much do you expect to spend in total on gifts for others this holiday season?

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		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: Plan to give gifts to others this holiday season												
Unweighted Base	913	118	94	62	355	220	64	221	399	285	442	471
Weighted Base	898	116*	91*	62*	352	212	66*	253	357	278	429	469
Nothing	2 0	0 0	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	2 1%	0 0	1 0
Less than \$20	3 0	2 1%	0 0	0 -	0 -	0 -	2 2% DE	0 -	3 1%	0 0	0 -	3 1%
\$20 - \$50	22 2%	2 2%	6 6% D	1 2%	5 1%	5 2%	3 4%	5 2%	3 1%	14 5% H	6 1%	16 3%
\$50 - \$100	41 5%	8 7%	2 2%	1 2%	17 5%	12 6%	1 2%	9 4%	10 3%	20 7% H	13 3%	28 6%
\$100 - \$250	170 19%	22 19% C	13 14%	4 6%	66 19% C	56 26% BC	9 14%	70 28% HI	46 13%	51 18%	83 19%	88 19%
\$250 - \$500	206 23%	27 23%	17 18%	14 23%	73 21%	66 31% BDF	11 16%	65 26%	74 21%	67 24%	102 24%	104 22%
\$500 - \$750	142 16%	13 11%	13 14%	12 19%	59 17%	34 16%	11 16%	44 17%	66 19% I	32 11%	67 16%	75 16%
\$750 - \$1,000	80 9%	12 11%	14 15% D	7 11%	27 8%	16 7%	4 6%	19 7%	38 11%	23 8%	37 9%	43 9%
\$1,000 - \$1,500	93 10%	8 7%	12 14% E	11 17% E	44 12% E	8 4% E	10 15% E	20 8%	52 14% GI	21 7%	50 12%	43 9%
More than \$1,500	81 9%	7 6%	11 12% E	10 16% E	39 11% E	6 3% E	9 14% E	14 6%	47 13% GI	21 7%	46 11%	35 8%
Don't know/Refused	58 6%	14 12% BE	2 3%	2 3%	23 7%	10 4%	6 10%	7 3%	18 5%	27 10% GH	25 6%	32 7%
STATISTICS												
Mean	652	568 E	761 AE	878 AE	709 E	450	790 AE	547	795 GI	571	700 K	608

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2. And, how much do you expect to spend in total in areas other than gifts this holiday season? Areas such as clothing, travel, decorations, beauty services, food and drink, or entertainment.

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* 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: All Respondents												
Unweighted Base	1000	131	104	65	380	250	70	240	416	329	489	511
Weighted Base	1000	132	102*	65*	383	244	74*	279	378	324	484	516
Nothing	76 8%	10 8%	11 10%	1 2%	29 7%	18 7%	8 11%	8 3%	10 3%	55 17% GH	24 5%	53 10% J
Less than \$20	7 1%	1 1%	0 0	1 2%	1 0	2 1%	2 2%	0 -	2 1%	5 2%	2 0	6 1%
\$20 - \$50	25 2%	8 6% D	2 2%	0 -	7 2%	8 3%	0 -	12 4% I	8 2%	4 1%	13 3%	12 2%
\$50 - \$100	79 8%	12 9%	6 5%	3 4%	32 8%	22 9%	5 6%	27 10% H	18 5%	31 10% H	26 5%	53 10% J
\$100 - \$250	214 21%	31 23%	22 22%	10 15%	85 22%	49 20%	17 23%	69 25%	71 19%	74 23%	88 18%	125 24% J
\$250 - \$500	253 25%	24 18%	26 25%	28 43% ABDEF	94 25%	67 27%	14 19%	77 27% I	113 30% I	63 19%	131 27%	122 24%
\$500 - \$750	90 9%	7 5%	10 10%	7 10%	32 8%	24 10%	9 13%	27 10%	44 12% I	19 6%	53 11%	37 7%
\$750 - \$1,000	41 4%	5 4%	6 6%	1 2%	12 3%	13 5%	3 5%	13 4%	18 5%	11 3%	20 4%	21 4%
\$1,000 - \$1,500	61 6%	8 6%	5 5%	7 10%	27 7%	10 4%	4 5%	18 6%	29 8%	13 4%	35 7%	26 5%
More than \$1,500	84 8%	12 9%	9 8%	3 5%	36 9%	16 7%	8 11%	17 6%	45 12% GI	22 7%	57 12% K	27 5%
Don't know/Refused	70 7%	13 9%	5 5%	5 7%	28 7%	15 6%	4 6%	13 5%	20 5%	27 8%	34 7%	36 7%
STATISTICS												
Mean	512	496	511	531	532	471	555	478	632 GI	408	614 K	416

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3. Now thinking about all of the spending you will be doing this holiday season including gifts and other expenditures, do you think this amount is more, less, or the same as you spent last year?

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		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	104	65	380	250	70	240	416	329	489	511
Weighted Base	1000	132	102*	65*	383	244	74*	279	378	324	484	516
More	184 18%	24 18%	22 22%	13 20%	68 18%	43 18%	14 19%	77 28% HI	68 18% I	35 11%	86 18%	98 19%
Less	250 25%	38 29%	28 28%	11 17%	94 25%	62 25%	16 21%	67 24%	96 25%	85 26%	115 24%	135 26%
The same	556 56%	70 53%	50 49%	39 60%	218 57%	136 56%	43 58%	135 48%	211 56%	199 61% G	277 57%	278 54%
Don't know/Refused	11 1%	0 0	2 2%	2 3%	3 1%	3 1%	1 2%	0 -	3 1%	4 1%	6 1%	5 1%