

	2009	2010
Sample size	703	1112
Please think about how you decide how much to spend for holiday shopping. In general, which of the following best describes you? Please choose one response.		
I don't set a budget ahead of time - I just buy the items I like/want	29%	34%
I usually have a budget range I want to spend, but I rarely stick to it	17%	14%
I have a budget range I want to spend and generally follow it	50%	48%
Don't know	4%	3%
How will your spending for the holiday season in 2010 compare to 2009? Thinking about your spending in general (excluding spending related to the holiday season) in 2010, how will/did your spending compare to 2009? Please choose one response for each row.		
Holiday spending in 2010		
More than 2009	14%	15%
About the same as 2009	52%	54%
Less than 2009	30%	28%
Don't know	4%	3%
How much of your holiday shopping will you do online this year? Please choose one response.		
All	1%	1%
Some	37%	40%
Hardly any	27%	29%
None	35%	30%
<i>Total online shopping</i>	65%	70%
Thinking about the recent strength of the Canadian Dollar, will you be doing any of the following? Please choose one response per row.		
Going to the United States to do some holiday shopping		
Yes	14%	24%
No	76%	64%
Don't know	10%	12%
Which of the following items, if any, do you plan to buy or have already bought as gifts for others for the 2010 holiday season? Please choose all that apply.		
Clothing, shoes or accessories	47%	53%
Books	50%	48%
Toys and games	47%	47%
Gift cards	39%	43%
Candy, chocolate or cookies	39%	36%

2009 survey fielded November 5-12, 2009; unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error $\pm 3.7\%$, 19 times out of 20.