

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	3054	453	454	458	705	516	467	640	868	1546	543	2511
Weighted	3054	400	311	199	1170	745	226	689	882	1483	537	2517
Yes	2449	306	255	175	926	583	203	448	710	1290	457	1992
	80%	76%	82%	88%	79%	78%	90%	65%	81%	87%	85%	79%
			A	ABDE			ABDE		G	GH	K	
No	605	94	56	23	243	162	23	241	172	193	80	525
	20%	24%	18%	12%	21%	22%	10%	35%	19%	13%	15%	21%
		BCF	CF		CF	CF		HI	I			J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan to give gifts this holiday season	2515	346	374	407	562	407	419	437	710	1368	472	2043
Weighted	2449	306	255	175	926	583	203	448	710	1290	457	1992
0	23	6	3	3	6	5	1	9	6	8	3	21
	1%	2%	1%	1%	1%	1%	0	2%	1%	1%	1%	1%
								I				
1-50	57	6	1	5	18	22	6	29	14	14	8	49
	2%	2%	1%	3%	2%	4%	3%	6%	2%	1%	2%	2%
				B		B	B	HI				
51-100	180	19	21	6	67	57	9	88	47	45	19	161
	7%	6%	8%	4%	7%	10%	4%	20%	7%	4%	4%	8%
			CF	C	CF			HI	I			J
101-200	362	47	34	26	124	108	24	112	123	127	69	293
	15%	15%	13%	15%	13%	18%	12%	25%	17%	10%	15%	15%
						DF		HI	I			
201-300	320	38	41	20	103	97	20	77	96	146	59	260
	13%	13%	16%	12%	11%	17%	10%	17%	13%	11%	13%	13%
			DF			CDF		I				
301-400	175	20	13	14	69	44	15	26	68	80	37	138
	7%	7%	5%	8%	7%	8%	7%	6%	10%	6%	8%	7%
									I			
401-500	527	60	50	37	206	128	46	58	176	294	118	409
	22%	20%	20%	21%	22%	22%	23%	13%	25%	23%	26%	21%
									G	G	K	
501-1000	544	77	58	46	216	92	55	41	138	365	101	443
	22%	25%	23%	26%	23%	16%	27%	9%	19%	28%	22%	22%
		E	E	E	E		E		G	GH		
1000+	260	32	34	19	118	30	28	8	43	209	42	217
	11%	10%	13%	11%	13%	5%	14%	2%	6%	16%	9%	11%
		E	E	E	E		E		G	GH		
Don't know	0	0	0	0	0	0	0	0	0	0	0	0
	0	-	-	-	-	-	0	-	-	0	-	0
Summary												
Mean (incl. 0)	639.8	673.5	702.6	685.9	663.2	461	877.4	312.9	575	789.2	598.1	649.4
		E	E	E	E		DE		G	GH		
Standard Deviation	1038.1	857.1	795.2	776.5	628.6	433.7	2850.8	295.8	1569.9	773	536.2	1121.9
Median	500	500	500	500	500	350	500	200	500	500	500	500

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

23. 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.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan to give gifts this holiday season	2515	346	374	407	562	407	419	437	710	1368	472	2043
Weighted	2449	306	255	175	926	583	203	448	710	1290	457	1992
0	184	34	23	12	58	45	12	50	52	82	34	150
	8%	11%	9%	7%	6%	8%	6%	11%	7%	6%	7%	8%
		CDF						I				
1-50	137	15	7	9	51	42	11	62	43	32	19	117
	6%	5%	3%	5%	6%	7%	6%	14%	6%	2%	4%	6%
						B		HI	I			
51-100	372	40	40	22	145	95	31	112	113	148	72	301
	15%	13%	16%	13%	16%	16%	15%	25%	16%	11%	16%	15%
								HI	I			
101-200	514	56	57	37	206	116	42	108	168	238	99	415
	21%	18%	22%	21%	22%	20%	20%	24%	24%	18%	22%	21%
								I	I			
201-300	278	34	23	21	106	68	25	34	86	157	48	229
	11%	11%	9%	12%	11%	12%	12%	8%	12%	12%	11%	12%
									G	G		
301-400	74	11	4	7	31	15	5	13	24	37	16	58
	3%	4%	2%	4%	3%	3%	3%	3%	3%	3%	4%	3%
401-500	398	53	47	25	150	100	23	36	113	249	85	313
	16%	17%	18%	14%	16%	17%	11%	8%	16%	19%	19%	16%
		F	F		F	F			G	G		
501-1000	269	33	21	22	105	57	32	18	76	175	48	221
	11%	11%	8%	12%	11%	10%	16%	4%	11%	14%	11%	11%
							ABDE		G	G		
1000+	223	28	34	20	73	45	22	15	35	172	35	187
	9%	9%	13%	12%	8%	8%	11%	3%	5%	13%	8%	9%
			DE	DE						GH		
Don't know	0	0	0	0	0	0	0	0	0	0	0	0
	0	-	-	-	-	-	0	-	-	0	-	0
Summary												
Mean (incl. 0)	611.6	541.7	736.1	741.8	572.1	563.4	767.2	262.5	460.2	816.3	628.3	607.8
			A	A					G	GH		
Standard Deviation	1825.7	968.7	1595.2	1769.3	1964.2	1492.1	2984	496.2	1683.9	2141.6	1789.2	1834.4
Median	250	250	250	300	250	200	250	120	200	300	250	250

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

25. How do you plan to finance your holiday spending?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan to give gifts this holiday season	2515	346	374	407	562	407	419	437	710	1368	472	2043
Weighted	2449	306	255	175	926	583	203	448	710	1290	457	1992
Cash	1358	165	138	93	516	331	114	246	398	713	258	1099
	55%	54%	54%	53%	56%	57%	56%	55%	56%	55%	57%	55%
Credit card/s (Net)	902	120	92	70	344	200	76	122	256	525	155	748
	37%	39%	36%	40%	37%	34%	37%	27%	36%	41%	34%	38%
									G	G		
Credit card/s - then pay off the balance/s on my next credit card statement/s	694	90	70	54	268	157	55	93	181	420	107	587
	28%	29%	27%	31%	29%	27%	27%	21%	25%	33%	23%	29%
										GH		J
Credit card/s - then carry a balance for a while	225	32	23	17	84	48	22	33	76	117	49	176
	9%	10%	9%	10%	9%	8%	11%	7%	11%	9%	11%	9%
Debit card	670	78	74	43	262	150	62	134	203	333	144	525
	27%	26%	29%	25%	28%	26%	31%	30%	29%	26%	32%	26%
											K	
Year-end bonus	126	17	16	6	55	21	10	10	38	78	41	85
	5%	6%	6%	3%	6%	4%	5%	2%	5%	6%	9%	4%
									G	G	K	
Not sure - haven't thought about this yet	237	34	30	21	88	45	19	64	84	90	44	193
	10%	11%	12%	12%	9%	8%	9%	14%	12%	7%	10%	10%
				E				I	I			
Don't know	0	0	0	0	0	0	0	0	0	0	0	0
	0	-	-	-	-	-	0	-	-	0	-	0

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