

1. What is the biggest challenge you face while shopping this holiday season?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Buy gifts during holidays	1047	131	119	65	409	235	88	250	301	496	173	874
Weighted	1055	131	109	69*	416	246	84*	254	302	499	181	874
Don't know what to buy	372	35	35	25	150	100	27	65	108	200	42	330
	35%	27%	32%	36%	36%	41%	33%	26%	36%	40%	23%	38%
						A			G	G		J
My budget is tighter this year	368	62	32	22	155	72	25	127	114	127	88	280
	35%	47%	30%	32%	37%	29%	30%	50%	38%	25%	49%	32%
		BDEF			E			HI	I		K	
Dislike going to the mall/crowds	219	21	32	16	86	41	24	44	59	116	28	191
	21%	16%	29%	22%	21%	17%	29%	17%	20%	23%	16%	22%
			AE				AE					
Not enough time	51	6	4	3	17	18	4	7	10	33	17	34
	5%	5%	3%	4%	4%	7%	4%	3%	3%	7%	9%	4%
										G	K	
Other	44	7	7	3	8	16	4	10	10	24	6	39
	4%	5%	6%	5%	2%	6%	4%	4%	3%	5%	3%	4%
			D			D						

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

2. What type of gifts are you planning on giving this year?

		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: Buy gifts during holidays	1047	131	119	65	409	235	88	250	301	496	173	874
Weighted	1055	131	109	69*	416	246	84*	254	302	499	181	874
Actual gift	866	113	94	60	338	191	72	190	240	437	159	707
	82%	86%	86%	86%	81%	77%	86%	75%	79%	87%	88%	81%
		E								GH	K	
Gift certificate/gift card	504	53	63	36	212	102	37	104	146	254	88	416
	48%	41%	58%	52%	51%	42%	44%	41%	48%	51%	49%	48%
			AE		AE					G		
Cash	210	22	20	13	93	44	17	50	53	107	24	186
	20%	17%	19%	19%	22%	18%	20%	20%	17%	21%	13%	21%
												J
Charitable donation	75	6	11	7	36	8	6	14	22	38	6	68
	7%	5%	10%	10%	9%	3%	7%	6%	7%	8%	3%	8%
			E	E	E							J
Other	77	12	6	4	30	21	5	18	27	32	16	61
	7%	9%	5%	6%	7%	9%	6%	7%	9%	6%	9%	7%
Nothing	10	0	1	0	4	5	0	7	3	1	2	8
	1%	-	1%	-	1%	2%	-	3%	1%	0	1%	1%
								I				

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