

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	3261	530	450	452	813	563	453	908	577	780	509	783	1928
Weighted	3261	438	346	212	1251	784	232	970	577	756	459	763	2001
Yes	2611	336	293	182	998	597	205	692	475	648	406	671	1548
	80%	77%	85%	86%	80%	76%	89%	71%	82%	86%	88%	88%	77%
			ADE	ADE			ADE		G	G	GH	L	
No	651	102	53	30	253	187	26	279	102	108	53	92	452
	20%	23%	15%	14%	20%	24%	11%	29%	18%	14%	12%	12%	23%
		BCF			BCF	BCF		HIJ	J				K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to give gifts this holiday season	2660	411	382	389	648	429	401	658	473	674	458	697	1516
Weighted	2611	336	293	182	998	597	205	692	475	648	406	671	1548
0	14	1	-	1	6	6	*	4	6	1	1	3	11
	1%	*	-	1%	1%	1%	*	1%	1%	*	*	*	1%
									I				
1-50	82	8	10	8	28	21	6	46	13	5	4	11	56
	3%	2%	3%	4%	3%	4%	3%	7%	3%	1%	1%	2%	4%
								HIJ	I				K
51-100	246	38	19	14	85	74	15	123	27	35	6	62	142
	9%	11%	7%	8%	9%	12%	7%	18%	6%	5%	1%	9%	9%
		B				BCDF		HIJ	J	J			
101-200	433	70	40	26	150	123	24	173	82	72	22	110	250
	17%	21%	13%	14%	15%	21%	11%	25%	17%	11%	5%	16%	16%
		BCDF				BCDF		HIJ	IJ	J			
201-300	318	50	31	16	114	85	20	106	65	64	36	81	186
	12%	15%	11%	9%	11%	14%	10%	15%	14%	10%	9%	12%	12%
		CF				C		IJ	J				
301-400	160	21	18	17	53	39	12	43	37	38	19	42	98
	6%	6%	6%	9%	5%	7%	6%	6%	8%	6%	5%	6%	6%
				D									
401-500	531	62	72	37	204	112	45	95	107	168	96	130	331
	20%	18%	25%	20%	20%	19%	22%	14%	22%	26%	24%	19%	21%
			A						G	G	G		
501-1000	550	48	70	43	221	111	56	81	101	173	128	150	320
	21%	14%	24%	24%	22%	19%	27%	12%	21%	27%	31%	22%	21%
			A	A	A		AE		G	G	GH		
1000+	279	36	32	19	136	26	29	21	38	90	96	81	155
	11%	11%	11%	11%	14%	4%	14%	3%	8%	14%	24%	12%	10%
		E	E	E	E		E		G	GH	GHI		
Summary													
Mean (Incl.0)	608.6	557.2	672.7	617.9	672.9	453.8	730.1	357.4	562.9	726.5	989.2	607.6	607.2
		E	AE	E	AE		AE		G	GH	GHI		
Std. Dev.	670.47	632.64	742.04	626.4	691.42	493.56	890.75	363.32	547.54	712.69	965.36	529.94	713.06
Std. Err.	13.12	34.53	43.36	46.44	21.89	20.2	62.15	13.82	25.12	28.01	47.9	20.46	18.12
Mean (Excl.0)	611.8	559.4	672.7	621.2	676.7	458.1	731.5	359.3	570.5	727.7	990.9	610.2	611.6
		E	AE	E	AE		AE		G	GH	GHI		
Std. Dev.	670.77	632.92	742.04	626.44	691.52	493.9	891.03	363.35	547.27	712.67	965.32	529.58	713.75
Std. Err.	13.16	34.62	43.36	46.56	21.95	20.31	62.23	13.85	25.28	28.03	47.93	20.49	18.2
Median	500	308	500	500	500	300	500	220.9	500	500	723.7	500	500

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3. 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	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to give gifts this holiday season	2660	411	382	389	648	429	401	658	473	674	458	697	1516
Weighted	2611	336	293	182	998	597	205	692	475	648	406	671	1548
0	195	24	19	13	74	50	15	72	39	37	16	55	127
	7%	7%	7%	7%	7%	8%	7%	10%	8%	6%	4%	8%	8%
1-50								IJ	J				
	164	24	14	10	67	36	12	81	23	16	3	29	109
51-100	6%	7%	5%	5%	7%	6%	6%	12%	5%	2%	1%	4%	7%
								HIJ	IJ				K
101-200	407	51	42	32	152	98	32	158	63	84	29	104	243
	16%	15%	14%	17%	15%	16%	15%	23%	13%	13%	7%	16%	16%
201-300								HIJ	J	J			
	550	83	52	37	193	146	40	161	109	139	63	148	334
301-400	21%	25%	18%	20%	19%	25%	20%	23%	23%	21%	15%	22%	22%
		BD				BD		J	J	J			
401-500	295	30	39	20	106	74	26	62	63	87	49	75	167
	11%	9%	13%	11%	11%	12%	13%	9%	13%	13%	12%	11%	11%
501-1000									G	G			
	109	15	14	10	42	22	6	26	25	29	19	25	65
1000+	4%	4%	5%	5%	4%	4%	3%	4%	5%	4%	5%	4%	4%
Summary	389	45	45	26	164	77	33	63	68	122	78	111	226
	15%	13%	15%	14%	16%	13%	16%	9%	14%	19%	19%	16%	15%
Mean (Incl.0)									G	G	G		
	263	34	29	16	104	54	26	49	46	60	75	70	143
Std. Dev.	10%	10%	10%	9%	10%	9%	13%	7%	10%	9%	19%	10%	9%
											GHI		
Std. Err.	238	29	38	19	96	38	16	20	37	75	75	55	135
	9%	9%	13%	11%	10%	6%	8%	3%	8%	12%	18%	8%	9%
Mean (Excl.0)			EF	E					G	G	GHI		
Std. Dev.	583.9	530.6	652.5	626.7	572.3	606.2	527.1	294.7	728	561.2	975	499.8	602.9
									G	G	GI		
Std. Err.	1883.84	1042.44	1147.85	1592.86	1168.3	3295.66	1028.87	498.91	3720.11	777.13	1570.27	890.78	2269.79
Mean (Excl.0)	36.87	56.9	67.08	118.08	36.98	134.88	71.79	18.97	170.68	30.54	77.91	34.38	57.68
Std. Dev.	631.1	571.6	699	674.7	617.8	661.9	568.5	328.7	792.9	595.2	1014.8	544.5	656.8
									G	G	GI		
Std. Err.	1950.89	1071.16	1174.34	1643.24	1202.28	3438.67	1057.56	516.22	3876.08	787.59	1589.38	916.62	2361.58
Std. Err.	39.69	60.68	71.02	126.4	39.54	147.06	76.64	20.73	185.59	31.87	80.45	36.93	62.64
Median	200	200	300	214.8	250	200	250	153.3	250	300	500	221.5	200

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to give gifts this holiday season	2660	411	382	389	648	429	401	658	473	674	458	697	1516
Weighted	2611	336	293	182	998	597	205	692	475	648	406	671	1548
More	368	47	50	24	142	80	26	106	83	80	58	102	194
	14%	14%	17%	13%	14%	13%	12%	15%	17%	12%	14%	15%	13%
									I				
Less	652	105	74	45	247	120	62	205	114	160	77	205	350
	25%	31%	25%	25%	25%	20%	30%	30%	24%	25%	19%	31%	23%
		DE					E	J		J		L	
The same	1590	184	169	113	610	397	117	380	279	407	271	364	1005
	61%	55%	58%	62%	61%	67%	57%	55%	59%	63%	67%	54%	65%
				A	A	ABF				G	GH		K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to give gifts this holiday season	2660	411	382	389	648	429	401	658	473	674	458	697	1516
Weighted	2611	336	293	182	998	597	205	692	475	648	406	671	1548
Credit card/s - then pay off the balance/s on my next credit card statement/s	656	82	84	43	247	155	45	117	104	188	146	133	433
	25%	24%	29%	24%	25%	26%	22%	17%	22%	29%	36%	20%	28%
Credit card/s - then carry a balance for a while			F							GH	GHI		K
	163	23	18	11	73	23	16	50	36	44	22	57	83
	6%	7%	6%	6%	7%	4%	8%	7%	8%	7%	5%	9%	5%
Cash					E		E					L	
	948	121	94	61	342	245	84	277	160	241	142	224	585
	36%	36%	32%	34%	34%	41%	41%	40%	34%	37%	35%	33%	38%
Debit card						BCD	BCD						
	476	57	57	40	184	105	32	144	97	111	54	141	262
	18%	17%	20%	22%	18%	18%	16%	21%	20%	17%	13%	21%	17%
Year-end bonus				F				J	J			L	
	43	8	7	2	16	5	4	3	15	11	12	17	17
	2%	2%	2%	1%	2%	1%	2%	*	3%	2%	3%	2%	1%
Not sure - haven't thought about this yet									G		G	L	
	325	44	32	25	136	64	24	101	63	54	30	99	168
	12%	13%	11%	14%	14%	11%	12%	15%	13%	8%	7%	15%	11%
								IJ	IJ			L	

- Column Proportions:
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