

Did you spend more than you intended to during the holiday season?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
Yes	821	110	102	55	295	189	70
	41%	41%	48%	42%	38%	39%	49%
			D				DE
No	1181	158	110	76	472	292	73
	59%	59%	52%	58%	62%	61%	51%
					BF	F	

- 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 (*)

[Table of Contents](#)

How much over budget did you spend?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: Spent More Than Intended During Holiday Season	813	105	95	64	271	181	97
Weighted	821	110	102	55	295	189	70
0	5	-	*	2	1	1	1
	1%	-	*	3%	*	*	2%
		*	*	*			*
1-100	181	23	12	11	70	50	16
	22%	20%	12%	20%	24%	26%	23%
		*	*	*	B	B	*
101-200	229	42	26	12	83	47	17
	28%	38%	26%	23%	28%	25%	24%
		E*	*	*			*
201-300	124	13	14	12	47	26	11
	15%	12%	13%	23%	16%	14%	16%
		*	*	*			*
301-400	47	5	9	4	17	10	3
	6%	4%	8%	8%	6%	5%	4%
		*	*	*			*
401-500	113	13	20	7	35	28	10
	14%	12%	20%	12%	12%	15%	14%
		*	*	*			*
501-600	14	-	4	*	2	7	1
	2%	-	4%	1%	1%	4%	2%
		*	*	*		D	*
601-700	11	1	2	2	-	5	1
	1%	1%	2%	4%	-	2%	2%
		*	D*	D*		D	D*
701-800	12	1	4	*	5	-	2
	1%	*	4%	1%	2%	-	3%
		*	E*	*			E*
901-1000	55	6	10	2	21	13	3
	7%	5%	10%	3%	7%	7%	5%
		*	*	*			*
1000+	31	7	2	2	14	3	3
	4%	6%	2%	3%	5%	2%	5%
		*	*	*			*

Summary							
Mean	397.1	392.7	451.9	477.1	385	355.3	425.9
		*	*	*			*
Std. Dev.	611.85	512.56	540.23	1161	537.71	585.61	613.66
Std. Err.	21.46	50.02	55.43	145.12	32.66	43.53	62.31
Median	200	200	300	300	200	200	248

- 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 (*)

[Table of Contents](#)

What do you plan to cut back on in order to get back on track?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: Spent More Than Intended During Holiday Season	813	105	95	64	271	181	97
Weighted	821	110	102	55	295	189	70
Entertainment	320	48	50	20	99	77	27
	39%	43%	49%	36%	33%	41%	39%
		*	D*	*			*
My day to day living expenses (groceries, phone, cable, etc)	287	39	29	26	108	58	27
	35%	35%	28%	47%	37%	31%	39%
		*	*	BE*			*
Using my credit card	242	34	29	19	85	48	27
	30%	31%	28%	35%	29%	25%	39%
		*	*	*			E*
Lunch and coffee money	238	30	35	13	81	59	20
	29%	27%	34%	24%	27%	31%	29%
		*	*	*			*
I have no idea where to start	88	12	9	3	32	24	7
	11%	11%	9%	5%	11%	13%	10%
		*	*	*			*
Using my line of credit	64	13	12	2	21	10	6
	8%	11%	12%	4%	7%	5%	9%
		*	*	*			*
I won't cut back, and won't get back on track	36	6	6	1	14	8	1
	4%	5%	5%	1%	5%	4%	1%
		*	*	*			*

- 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 (*)

[Table of Contents](#)

Which of the following helped you stick to your budget?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: Did Not Spend More Than Intended During Holiday Season	1189	143	108	91	445	291	111
Weighted	1181	158	110	76	472	292	73
I didn't want to go into debt or increase my debt load	429	54	49	28	174	97	27
	36%	34%	45%	37%	37%	33%	37%
			*	*			*
Keeping track of my spending by making a budget and sticking to it	385	51	32	27	144	109	22
	33%	32%	29%	36%	30%	37%	30%
			*	*			*
Knowing how much I had to spend, and once the money was gone that was it	308	45	35	16	127	63	22
	26%	28%	32%	21%	27%	22%	31%
			*	*			*
Having a savings goal in mind that I wanted to reach, and I always kept that goal in mind	155	16	13	11	67	40	8
	13%	10%	12%	15%	14%	14%	11%
			*	*			*
Other	149	22	9	6	76	31	5
	13%	14%	8%	9%	16%	11%	7%
			*	*	F		*

- 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 (*)

[Table of Contents](#)

What would you do differently this upcoming year, to be ready for holiday gift-giving/spending?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
Set aside savings on a regular basis for holiday/gift expenses	614	76	87	43	220	130	59
	31%	28%	41%	33%	29%	27%	41%
			ADE				ADE
Create a budget earlier in the year that includes savings for holiday/gift expenses	484	59	61	32	175	120	39
	24%	22%	29%	24%	23%	25%	27%
Redeem my rewards points for holiday/gift expenses	295	28	30	18	131	64	24
	15%	11%	14%	14%	17%	13%	17%
					A		
Nothing - I was ready	874	133	75	53	353	214	46
	44%	50%	35%	40%	46%	44%	32%
		BF			BF	BF	

- 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 (*)

[Table of Contents](#)

[Toys]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2015)?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
0	838	124	81	49	348	188	48
	42%	46%	38%	38%	45%	39%	34%
		F			F		
1-100	673	91	67	48	242	170	55
	34%	34%	32%	37%	32%	35%	39%
101-200	255	27	29	15	102	67	15
	13%	10%	13%	11%	13%	14%	10%
201-300	100	15	15	5	26	26	13
	5%	5%	7%	4%	3%	5%	9%
			D				D
301-400	52	4	8	6	19	11	4
	3%	1%	4%	5%	3%	2%	3%
401-500	50	6	6	5	19	9	4
	2%	2%	3%	4%	2%	2%	3%
501-600	15	1	4	-	5	5	1
	1%	*	2%	-	1%	1%	*
601-700	5	-	2	1	1	1	1
	*	-	1%	1%	*	*	1%
							D
701-800	3	-	1	-	1	-	1
	*	-	*	-	*	-	1%
							E
801-900	1	-	-	-	1	-	-
	*	-	-	-	*	-	-
901-1000	2	1	-	*	-	1	-
	*	*	-	*	-	*	-

1000+	8	1	-	*	3	3	1
	*	*	-	*	*	1%	1%
Summary							
Mean	94.2	82.3	109	106.4	84.3	95	134.3
							D
Std. Dev.	186.12	173.26	157.74	200.38	147.36	167.96	378.51
Std. Err.	4.16	11	11.07	16.09	5.51	7.73	26.24
Median	25	20	47	40	20	40	47.7

- 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 (*)

[Table of Contents](#)

[Electronics]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2015)?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
0	970	134	91	59	377	253	56
	48%	50%	43%	45%	49%	53%	40%
					F	BF	
1-100	407	61	39	27	157	83	39
	20%	23%	18%	21%	20%	17%	27%
							E
101-200	217	29	23	13	83	56	13
	11%	11%	11%	10%	11%	12%	9%
201-300	107	9	17	3	40	28	10
	5%	3%	8%	3%	5%	6%	7%
			A				
301-400	88	11	10	13	34	15	5
	4%	4%	5%	10%	4%	3%	3%
				ADEF			
401-500	80	7	9	5	35	19	4
	4%	3%	4%	4%	5%	4%	3%
501-600	36	5	5	1	8	9	9
	2%	2%	2%	1%	1%	2%	6%
							ACDE
601-700	19	1	4	2	6	3	3
	1%	*	2%	2%	1%	1%	2%
701-800	13	4	-	3	4	2	1
	1%	1%	-	2%	*	*	1%
				B			
801-900	7	1	2	-	1	2	1
	*	*	1%	-	*	*	1%
901-1000	17	1	1	2	10	3	*
	1%	*	*	1%	1%	1%	*

1000+	41	6	12	3	12	7	1
	2%	2%	6%	2%	2%	1%	1%
			DEF				
Summary							
Mean	171.7	141.2	223.4	187.8	147.1	206.6	152.9
			AD				
Std. Dev.	689.14	316.57	405.09	505.09	326.61	1262.09	231.22
Std. Err.	15.4	20.1	28.43	40.57	12.21	58.09	16.03
Median	15	8.4	50	33.2	2	-	50

- 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 (*)

[Table of Contents](#)

[Entertainment items (eBooks, iTunes, etc.)]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2015)?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
0	1049	135	94	68	419	268	63
	52%	50%	44%	53%	55%	56%	44%
					BF	BF	
1-100	648	103	71	44	233	145	52
	32%	38%	33%	34%	30%	30%	36%
		DE					
101-200	179	20	25	11	66	41	15
	9%	8%	12%	9%	9%	9%	10%
201-300	65	6	13	1	23	16	6
	3%	2%	6%	1%	3%	3%	4%
			AC				
301-400	26	2	2	4	13	3	2
	1%	1%	1%	3%	2%	1%	2%
401-500	24	2	6	*	9	5	2
	1%	1%	3%	*	1%	1%	1%
501-600	3	-	1	*	1	-	1
	*	-	*	*	*	-	1%
601-700	1	1	-	-	-	-	*
	*	*	-	-	-	-	*
701-800	*	-	-	-	-	-	*
	*	-	-	-	-	-	*
801-900	1	-	-	-	1	-	-
	*	-	-	-	*	-	-
901-1000	4	-	-	-	2	1	-
	*	-	-	-	*	*	-

1000+	3	-	1	*	-	1	-
	*	-	*	*	-	*	-
Summary							
Mean	63.6	48.3	89.1	73.8	58.2	64.7	71.4
			AD				A
Std. Dev.	195.66	83.49	198.62	377.68	112.18	274.4	116.76
Std. Err.	4.37	5.3	13.94	30.34	4.19	12.63	8.1
Median	-	-	22.1	-	-	-	21.2

- 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 (*)

[Table of Contents](#)

[Home decor]

How much did you spend on the following gift categories THIS HOLIDAY SEASON (December 2015)?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
0	1057	146	105	65	399	285	58
	53%	54%	49%	50%	52%	59%	41%
		F			F	BDF	
1-100	652	92	53	48	261	141	57
	33%	34%	25%	37%	34%	29%	40%
				B	B		BE
101-200	147	16	23	11	56	31	10
	7%	6%	11%	9%	7%	6%	7%
201-300	66	9	20	2	17	9	9
	3%	3%	10%	1%	2%	2%	7%
			ACDE				CDE
301-400	23	2	1	3	10	4	3
	1%	1%	1%	2%	1%	1%	2%
401-500	16	3	4	-	7	2	-
	1%	1%	2%	-	1%	*	-
501-600	6	1	2	-	1	2	1
	*	*	1%	-	*	*	1%
601-700	3	-	-	-	1	1	2
	*	-	-	-	*	*	1%
							D
701-800	5	-	-	1	4	*	-
	*	-	-	*	1%	*	-
801-900	1	-	-	-	1	-	-
	*	-	-	-	*	-	-
901-1000	9	-	2	-	4	3	1
	*	-	1%	-	1%	1%	*

1000+	14	1	2	1	7	3	1
	1%	*	1%	1%	1%	1%	1%
Summary							
Mean	79.6	54.5	103.5	75.7	91.8	58.3	100.5
			AE				E
Std. Dev.	319.66	174.32	250.44	305.04	424.58	188.5	327.25
Std. Err.	7.14	11.07	17.58	24.5	15.87	8.68	22.69
Median	-	-	2	5	-	-	26.3

- 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 (*)

[Table of Contents](#)

How did you maximize your rewards points when you purchased holiday gifts?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	2002	248	203	155	716	472	208
Weighted	2002	269	212	130	768	481	142
I looked for bonus point promotions and/or accelerators to earn more points	468	58	52	18	204	98	38
	23%	21%	25%	14%	27%	20%	27%
			C		CE		C
I shopped at stores that offered additional points when I used my card	440	56	50	25	200	74	35
	22%	21%	24%	20%	26%	15%	25%
			E		E		E
I shopped only on bonus points days	162	17	19	9	60	42	15
	8%	6%	9%	7%	8%	9%	10%
I did not look for ways to maximize my points	536	88	52	38	194	139	23
	27%	33%	25%	29%	25%	29%	16%
		DF		F	F	F	
I did not look for ways to maximize my points, but I wish I did	273	40	35	19	94	61	24
	14%	15%	17%	14%	12%	13%	17%
Not applicable -- I don't collect rewards points	512	63	52	41	195	125	36
	26%	23%	25%	32%	25%	26%	26%

- 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 (*)

[Table of Contents](#)

Over this past holiday season, did you redeem your rewards points to offset expenses?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: Yes/No In Q23	784	90	80	43	303	170	98
Weighted	732	88	78	34	303	165	64
Yes	373	46	37	20	154	86	31
	51%	52%	48%	59%	51%	52%	48%
		*	*	*			*
No	359	42	41	14	149	80	33
	49%	48%	52%	41%	49%	48%	52%
		*	*	*			*

- 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 (*)

[Table of Contents](#)

How much money do you think you saved by redeeming your rewards points to offset holiday costs?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: Yes In Q25	397	44	40	23	155	83	52
Weighted	373	46	37	20	154	86	31
0	1	-	-	1	-	-	-
	*	-	-	3%	-	-	-
		*	*	**		*	*
1-100	178	28	20	9	71	39	10
	48%	61%	55%	46%	46%	46%	34%
		F*	*	**		*	*
101-200	96	8	10	7	39	24	8
	26%	17%	26%	33%	25%	28%	27%
		*	*	**		*	*
201-300	46	4	4	2	22	10	5
	12%	8%	10%	8%	14%	12%	16%
		*	*	**		*	*
301-400	22	3	1	1	11	4	1
	6%	7%	4%	4%	7%	5%	4%
		*	*	**		*	*
401-500	13	-	1	1	3	5	3
	4%	-	3%	4%	2%	6%	11%
		*	*	**		*	AD*
501-600	3	-	-	-	1	2	-
	1%	-	-	-	*	2%	-
		*	*	**		*	*
601-700	2	1	*	*	1	-	-
	1%	1%	1%	2%	*	-	-
		*	*	**		*	*
701-800	3	2	-	-	1	1	-
	1%	4%	-	-	*	1%	-
		*	*	**		*	*
801-900	3	-	-	-	3	-	-
	1%	-	-	-	2%	-	-
		*	*	**		*	*
901-1000	1	-	-	-	1	-	1
	*	-	-	-	*	-	2%
		*	*	**		*	*
1000+	5	1	1	-	2	-	2

	1%	1%	1%	-	1%	-	6%
		*	*	**		*	E*
Summary							
Mean	205.5	198.4	216	157.2	203.6	176.9	323.5
		*	*	**		*	DE*
Std. Dev.	314.76	362.28	604.8	142.31	227.94	160.22	478.32
Std. Err.	15.8	54.62	95.63	29.67	18.31	17.59	66.33
Median	140	100	100	120.1	150	149.3	200

- 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 (*)

[Table of Contents](#)