

How much money do you anticipate spending on gifts this coming holiday season, compared to previous years?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>121</b>	<b>103</b>	<b>100</b>	<b>365</b>	<b>206</b>	<b>105</b>	<b>237</b>	<b>155</b>	<b>256</b>	<b>279</b>	<b>300</b>	<b>700</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>	<b>239</b>	<b>67</b>	<b>281</b>	<b>190</b>	<b>234</b>	<b>219</b>	<b>261</b>	<b>739</b>
More than in previous years	133	26	13	11	59	12	12	36	29	34	32	56	77
	13%	20%	12%	17%	15%	5%	18%	13%	15%	15%	15%	22%	10%
		E*	*	E*	E		E*		*			L	
About the same as in previous years	488	52	45	41	188	130	32	118	88	110	129	122	367
	49%	39%	40%	66%	49%	54%	48%	42%	46%	47%	59%	47%	50%
		*	*	ABDF*		A	*		*		GHI		
Less than in previous years	294	39	38	9	112	78	18	81	62	76	50	75	219
	29%	29%	34%	14%	29%	33%	26%	29%	32%	32%	23%	29%	30%
		C*	C*	*	C	C	*		*	J			
I don't spend money on holiday gifts	85	17	16	2	25	19	5	46	11	14	8	8	77
	8%	13%	14%	3%	7%	8%	7%	16%	6%	6%	4%	3%	10%
		C*	CD*	*			*	HIJ	*				K
Sigma	1000	134	113	62	385	239	67	281	190	234	219	261	739
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Why do you plan to spend less on gifts this holiday season compared to previous years?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
<b>Base: All Answering (unwtd)</b>	<b>297</b>	<b>39</b>	<b>35</b>	<b>19</b>	<b>110</b>	<b>61</b>	<b>33</b>	<b>82</b>	<b>50</b>	<b>78</b>	<b>64</b>	<b>88</b>	<b>209</b>
<b>Base: All Answering (wtd)</b>	<b>294</b>	<b>39</b>	<b>38</b>	<b>9</b>	<b>112</b>	<b>78</b>	<b>18</b>	<b>81</b>	<b>62</b>	<b>76</b>	<b>50</b>	<b>75</b>	<b>219</b>
I have to spend more on everyday necessities due to rising costs and can't spare extra money	146	24	24	5	59	26	9	34	35	45	18	40	106
	50%	61%	62%	53%	53%	34%	49%	41%	57%	60%	37%	54%	48%
		E*	**	**	*	*	**	*	*	J*	*	*	
I earn less money now than I did in previous years	83	12	8	3	32	22	7	35	15	16	11	21	63
	28%	30%	20%	34%	29%	28%	42%	43%	24%	21%	22%	28%	29%
		*	**	**	*	*	**	IJ*	*	*	*	*	
I have fewer gifts to buy than in previous years	38	7	8	1	15	4	2	9	7	15	6	8	31
	13%	19%	22%	13%	13%	6%	13%	12%	12%	20%	12%	10%	14%
		*	**	**	*	*	**	*	*	*	*	*	
I am budgeting my finances more carefully now than in previous years	151	21	19	5	58	40	8	42	26	44	28	38	113
	51%	54%	49%	55%	52%	52%	44%	52%	42%	58%	57%	50%	52%
		*	**	**	*	*	**	*	*	*	*	*	
Buying gifts isn't as important now as it has been in previous years	53	8	6	1	28	5	5	15	9	14	10	10	43
	18%	22%	16%	8%	25%	7%	26%	19%	15%	18%	20%	13%	20%
		*	**	**	E*	*	**	*	*	*	*	*	
I saved less during the year	45	3	2	1	23	14	1	11	7	16	10	16	29
	15%	8%	6%	13%	21%	18%	5%	14%	11%	22%	20%	21%	13%
		*	**	**	*	*	**	*	*	*	*	*	
Some other reason	5	2	1	*	1	1	*	-	2	1	2	2	3
	2%	5%	2%	4%	1%	1%	3%	-	3%	2%	4%	3%	1%
		*	**	**	*	*	**	*	*	*	*	*	
<b>Sigma</b>	<b>522</b>	<b>77</b>	<b>67</b>	<b>16</b>	<b>217</b>	<b>113</b>	<b>32</b>	<b>147</b>	<b>100</b>	<b>152</b>	<b>85</b>	<b>135</b>	<b>388</b>
	<b>178%</b>	<b>199%</b>	<b>176%</b>	<b>179%</b>	<b>194%</b>	<b>145%</b>	<b>181%</b>	<b>181%</b>	<b>163%</b>	<b>201%</b>	<b>172%</b>	<b>179%</b>	<b>177%</b>









How concerned are you about the following: - That you won't be able to afford your holiday traditions

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>121</b>	<b>103</b>	<b>100</b>	<b>365</b>	<b>206</b>	<b>105</b>	<b>237</b>	<b>155</b>	<b>256</b>	<b>279</b>	<b>300</b>	<b>700</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>134</b>	<b>113</b>	<b>62</b>	<b>385</b>	<b>239</b>	<b>67</b>	<b>281</b>	<b>190</b>	<b>234</b>	<b>219</b>	<b>261</b>	<b>739</b>
Top 2 Box (Net)	468 47%	64 47%	66 58%	30 48%	178 46%	100 42%	30 45%	141 50%	93 49%	117 50%	93 43%	153 59%	314 43%
		*	E*	*			*		*			L	
Very concerned	146 15%	22 16%	17 15%	10 16%	57 15%	30 13%	11 16%	54 19%	33 17%	26 11%	25 12%	52 20%	94 13%
		*	*	*			*		*			L	
Somewhat concerned	322 32%	42 31%	49 43%	20 32%	121 32%	70 29%	20 29%	87 31%	60 32%	91 39%	68 31%	102 39%	220 30%
		*	*	*			*		*			L	
Bottom 2 Box (Net)	532 53%	70 53%	47 42%	32 52%	207 54%	138 58%	37 55%	140 50%	97 51%	117 50%	126 57%	108 41%	425 57%
		*	*	*		B	*		*				K
Not very concerned	304 30%	36 27%	28 25%	17 27%	121 32%	79 33%	24 35%	86 31%	56 30%	69 30%	62 28%	72 28%	232 31%
		*	*	*			*		*				
Not at all concerned	228 23%	35 26%	19 17%	16 26%	86 22%	59 25%	13 19%	54 19%	41 21%	48 20%	64 29%	35 14%	193 26%
		*	*	*			*		*		GI		K
Sigma	1000 100%	134 100%	113 100%	62 100%	385 100%	239 100%	67 100%	281 100%	190 100%	234 100%	219 100%	261 100%	739 100%







How concerned are you about the following: - Top 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
That you will get in over your head with holiday spending	478	44	55	31	191	128	29	143	91	115	104	160	318
	48%	33%	49%	50%	50%	53%	43%	51%	48%	49%	47%	61%	43%
		*	A*	A*	A	A	*		*			L	
That you might not have enough money to feed your family	378	57	51	28	136	76	31	139	69	88	64	117	261
	38%	43%	45%	45%	35%	32%	46%	49%	36%	38%	29%	45%	35%
		*	*	*			*	IJ	*			L	
That you might not have enough money to buy holiday gifts for family or loved ones	491	63	67	27	184	117	32	156	91	117	99	154	337
	49%	47%	60%	44%	48%	49%	48%	55%	48%	50%	45%	59%	46%
		*	*	*			*		*			L	
That you won't be able to afford your holiday traditions	468	64	66	30	178	100	30	141	93	117	93	153	314
	47%	47%	58%	48%	46%	42%	45%	50%	49%	50%	43%	59%	43%
		*	E*	*			*		*			L	
That you will need to use additional credit (i.e., a new credit card, line of credit, or loan) to afford holiday spending this year	369	47	54	26	146	73	23	106	72	87	83	134	235
	37%	35%	48%	42%	38%	31%	34%	38%	38%	37%	38%	52%	32%
		*	E*	*			*		*			L	
That you won't be able to pay off your credit card after the holidays	414	58	61	29	156	84	27	140	62	107	82	132	282
	41%	44%	54%	46%	41%	35%	40%	50%	33%	46%	37%	51%	38%
		*	E*	*			*	HJ	*	H		L	

How concerned are you about the following: - Bottom 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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
That you will get in over your head with holiday spending	522	90	58	31	194	111	38	139	99	119	115	101	421
	52%	67%	51%	50%	50%	47%	57%	49%	52%	51%	53%	39%	57%
		BCDE*	*	*			*		*				K
That you might not have enough money to feed your family	622	77	62	34	249	163	36	143	121	146	155	144	478
	62%	57%	55%	55%	65%	68%	54%	51%	64%	62%	71%	55%	65%
		*	*	*			*		*	G	G		K
That you might not have enough money to buy holiday gifts for family or loved ones	509	71	46	35	201	122	35	126	99	117	121	107	402
	51%	53%	40%	56%	52%	51%	52%	45%	52%	50%	55%	41%	54%
		*	*	*			*		*				K
That you won't be able to afford your holiday traditions	532	70	47	32	207	138	37	140	97	117	126	108	425
	53%	53%	42%	52%	54%	58%	55%	50%	51%	50%	57%	41%	57%
		*	*	*		B	*		*				K
That you will need to use additional credit (i.e., a new credit card, line of credit, or loan) to afford holiday spending this year	631	87	59	36	239	166	44	176	118	147	137	127	504
	63%	65%	52%	58%	62%	69%	66%	62%	62%	63%	62%	48%	68%
		*	*	*		B	*		*				K
That you won't be able to pay off your credit card after the holidays	586	76	53	33	229	155	40	141	128	127	138	129	457
	59%	56%	46%	54%	59%	65%	60%	50%	67%	54%	63%	49%	62%
		*	*	*		B	*		GI*		G		K