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

			,	REG	SION				HOUSEHOI	D INCOME			SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1000	121	103	100	365	206	105	237	155	256	279	300	700
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	281	190	234	219	261	739
	133	26	13	11	59	12	12	36	29	34	32	56	77
More than in previous years	13%	20%	12%	17%	15%	5%	18%	13%	15%	15%	15%	22%	10%
		E*	*	E*	E		E*		*			L	
	488	52	45	41	188	130	32	118	88	110	129	122	367
About the same as in previous years	49%	39%	40%	66%	49%	54%	48%	42%	46%	47%	59%	47%	50%
		*	*	ABDF*		Α	*		*		GHI		
	294	39	38	9	112	78	18	81	62	76	50	75	219
Less than in previous years	29%	29%	34%	14%	29%	33%	26%	29%	32%	32%	23%	29%	30%
		C*	C*	*	С	С	*		*	J			
	85	17	16	2	25	19	5	46	11	14	8	8	77
I don't spend money on holiday gifts	8%	13%	14%	3%	7%	8%	7%	16%	6%	6%	4%	3%	10%
		C*	CD*	*			*	HIJ	*				K
	1000	134	113	62	385	239	67	281	190	234	219	261	739
Sigma	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?

Why do you plan to spend less on gifts this holida	y season co	ompared to	previous ye		SION				HOUSEHO	LD INCOME			EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	OSITION No Kids
		А	В	С	D	Е	F	G	Н	I	J	K	L
Base: All Answering (unwtd)	297	39	35	19	110	61	33	82	50	78	64	88	209
Base: All Answering (wtd)	294	39	38	9	112	78	18	81	62	76	50	75	219
I have to spend more on everyday necessities due to rising	146	24	24	5	59	26	9	34	35	45	18	40	106
costs and can't spare extra money	50%	61% E*	62% **	53% **	53%	34%	49% **	41%	57% *	60% J*	37%	54% *	48%
	83	12	8	3	32	22	7	35	15	16	11	21	63
I earn less money now than I did in previous years	28%	30%	20%	34%	29%	28%	42% **	43%	24%	21%	22%	28%	29%
	38	7	8	1	15	4	2	IJ* 9	7	15	6	8	31
I have fewer gifts to buy than in previous years	13%	19%	22%	13%	13%	6%	13%	12%	12%	20%	12%	10%	14%
		*	**	**	*	*	**	*	*	*	*	*	
I am budgeting my finances more carefully now than in	151	21	19	5	58	40	8	42	26	44	28	38	113
previous years	51%	54%	49% **	55% **	52% *	52% *	44%	52% *	42% *	58% *	57% *	50% *	52%
	53	8	6	1	28	5	5	15	9	14	10	10	43
Buying gifts isn't as important now as it has been in previous years	18%	22%	16%	8%	25%	7% *	26%	19%	15%	18%	20%	13%	20%
	45				E*								20
Langed land desired the con-	45	3	2	1 20/	23	14	1	11	7	16	10	16	29
I saved less during the year	15%	8%	6% **	13%	21%	18%	5% **	14%	11%	22%	20%	21%	13%
	5	2	1	*	1	1	*	_	2	1	2	2	3
Some other reason	2%	5%	2%	4%	1%	1%	3%	_	3%	2%	4%	3%	1%
Some other reason	۷/0	*	×*	4 <i>7</i> 0 **	*	*	370 **	*	*	270 *	*	*	1/0
	522	77	67	16	217	113	32	147	100	152	85	135	388
Sigma	178%	199%	176%	179%	194%	145%	181%	181%	163%	201%	172%	179%	177%

How significant of an impact has inflation and rising interest rates had on your holiday spending budget?

				REC	SION				HOUSEHOI	D INCOME			EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1000	121	103	100	365	206	105	237	155	256	279	300	700
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	281	190	234	219	261	739
	784	104	99	49	297	183	52	242	140	185	162	218	566
Top 2 Box (Net)	78%	77%	88%	80%	77%	77%	77%	86%	73%	79%	74%	84%	77%
		*	*	*			*	HJ	*			L	
	359	46	55	20	139	73	27	121	81	76	64	111	248
Very significant	36%	34%	49%	32%	36%	30%	40%	43%	43%	32%	29%	43%	34%
		*	E*	*			*	J	J*			L	
	425	58	44	30	158	111	25	122	58	109	98	107	318
Somewhat significant	42%	43%	39%	48%	41%	46%	37%	43%	31%	47%	45%	41%	43%
		*	*	*			*		*	Н	Н		
	216	30	14	13	88	56	15	39	51	49	58	43	173
Bottom 2 Box (Net)	22%	23%	12%	20%	23%	23%	23%	14%	27%	21%	26%	16%	23%
		*	*	*			*		G*		G		K
	160	23	11	11	60	45	11	30	36	44	38	37	124
Not very significant	16%	17%	10%	17%	16%	19%	16%	11%	19%	19%	17%	14%	17%
		*	*	*			*		*	G			
	55	7	3	2	28	11	5	9	14	5	20	6	49
Not at all significant	6%	5%	2%	3%	7%	5%	7%	3%	7%	2%	9%	2%	7%
		*	*	*			*		*		GI		K
	1000	134	113	62	385	239	67	281	190	234	219	261	739
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following: - That you will get in over your head with holiday spending

				REC	GION				HOUSEHO	LD INCOME			EHOLD OSITION
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1000	121	103	100	365	206	105	237	155	256	279	300	700
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	281	190	234	219	261	739
	478	44	55	31	191	128	29	143	91	115	104	160	318
Top 2 Box (Net)	48%	33%	49%	50%	50%	53%	43%	51%	48%	49%	47%	61%	43%
		*	Α*	A*	Α	Α	*		*			L	
	138	16	14	4	59	33	11	51	25	23	29	49	89
Very concerned	14%	12%	13%	7%	15%	14%	17%	18%	13%	10%	13%	19%	12%
		*	*	*			*	I	*			L	
	340	27	41	27	132	95	18	92	66	92	75	111	229
Somewhat concerned	34%	20%	36%	43%	34%	40%	27%	33%	35%	39%	34%	43%	31%
		*	A*	A*	Α	Α	*		*			L	
	522	90	58	31	194	111	38	139	99	119	115	101	421
Bottom 2 Box (Net)	52%	67%	51%	50%	50%	47%	57%	49%	52%	51%	53%	39%	57%
		BCDE*	*	*			*		*				K
	300	62	29	15	102	69	23	88	55	72	54	70	230
Not very concerned	30%	46%	26%	24%	26%	29%	35%	31%	29%	31%	25%	27%	31%
		BCDE*	*	*			*		*				
	222	28	28	16	92	42	15	50	44	46	62	31	191
Not at all concerned	22%	21%	25%	26%	24%	18%	22%	18%	23%	20%	28%	12%	26%
		*	*	*			*		*		G		К
	1000	134	113	62	385	239	67	281	190	234	219	261	739
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following: - That you might not have enough money to feed your family

now concerned are you about the following.				•	GION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1000	121	103	100	365	206	105	237	155	256	279	300	700
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	281	190	234	219	261	739
	378	57	51	28	136	76	31	139	69	88	64	117	261
Top 2 Box (Net)	38%	43%	45%	45%	35%	32%	46%	49%	36%	38%	29%	45%	35%
		*	*	*			*	IJ	*			L	
	150	19	26	9	52	30	14	60	28	31	19	47	104
Very concerned	15%	14%	23%	15%	13%	12%	21%	21%	15%	13%	9%	18%	14%
		*	*	*			*	J	*				
	228	38	25	18	85	46	16	78	41	57	45	71	157
Somewhat concerned	23%	28%	22%	29%	22%	19%	25%	28%	22%	24%	21%	27%	21%
		*	*	*			*		*				
	622	77	62	34	249	163	36	143	121	146	155	144	478
Bottom 2 Box (Net)	62%	57%	55%	55%	65%	68%	54%	51%	64%	62%	71%	55%	65%
		*	*	*			*		*	G	G		K
	318	37	34	18	126	82	21	80	65	73	72	76	242
Not very concerned	32%	28%	30%	28%	33%	34%	31%	28%	34%	31%	33%	29%	33%
		*	*	*			*		*				
	304	40	28	17	122	81	16	63	56	73	83	68	236
Not at all concerned	30%	30%	25%	27%	32%	34%	23%	22%	30%	31%	38%	26%	32%
		*	*	*			*		*		G		
	1000	134	113	62	385	239	67	281	190	234	219	261	739
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following: - That you might not have enough money to buy holiday gifts for family or loved ones

Total	ВС	AB	014/045								COMP	<u>OSITION</u>
			SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
	Α	В	С	D	E	F	G	Н	I	J	K	L
1000	121	103	100	365	206	105	237	155	256	279	300	700
1000	134	113	62	385	239	67	281	190	234	219	261	739
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	
162	31	31	8	52	24	16	67	28	26	29	51	111
16%	23%	28%	13%	13%	10%	24%	24%	15%	11%	13%	20%	15%
	E*	DE*	*			DE*	IJ	*				
329	33	36	19	132	93	16	89	63	91	69	103	226
33%	24%	32%	31%	34%	39%	24%	32%	33%	39%	32%	40%	31%
	*	*	*		AF	*		*			L	
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
298	43	23	21	113	79	19	78	57	76	58	75	223
30%	32%	21%	35%	29%	33%	28%	28%	30%	32%	26%	29%	30%
	*	*	*			*		*				
211	28	22	13	88	43	16	48	42	41	63	32	179
21%	21%	20%	21%	23%	18%	24%	17%	22%	17%	29%	12%	24%
	*	*	*			*		*		GI		K
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%
	1000  491 49%  162 16%  329 33%  509 51%  298 30%  211 21%	1000 134  491 63 49% 47%  * 162 31 16% 23%  E* 329 33 33% 24%  * 509 71 51% 53%  * 298 43 30% 32%  * 211 28 21% 21%  * 1000 134	1000       134       113         491       63       67         49%       47%       60%         *       *         162       31       31         16%       23%       28%         E*       DE*         329       33       36         33%       24%       32%         *       *       *         509       71       46         51%       53%       40%         *       *       *         298       43       23         30%       32%       21%         *       *       *         211       28       22         21%       21%       20%         *       *       *         1000       134       113	1000       134       113       62         491       63       67       27         49%       47%       60%       44%         *       *       *       *         162       31       31       8         16%       23%       28%       13%         E*       DE*       *         329       33       36       19         33%       24%       32%       31%         *       *       *       *         509       71       46       35         51%       53%       40%       56%         *       *       *         298       43       23       21         30%       32%       21%       35%         *       *       *       *         211       28       22       13         21%       21%       20%       21%         *       *       *       *         1000       134       113       62	1000       134       113       62       385         491       63       67       27       184         49%       47%       60%       44%       48%         *       *       *       *         162       31       31       8       52         16%       23%       28%       13%       13%         E*       DE*       *       *         329       33       36       19       132         33%       24%       32%       31%       34%         *       *       *       *         509       71       46       35       201         51%       53%       40%       56%       52%         *       *       *       *         298       43       23       21       113         30%       32%       21%       35%       29%         *       *       *       *         211       28       22       13       88         21%       21%       20%       21%       23%         *       *       *       *       *         21	1000     134     113     62     385     239       491     63     67     27     184     117       49%     47%     60%     44%     48%     49%       *     *     *     *     *       162     31     31     8     52     24       16%     23%     28%     13%     13%     10%       E*     DE*     *       329     33     36     19     132     93       33%     24%     32%     31%     34%     39%       *     *     *     *     AF       509     71     46     35     201     122       51%     53%     40%     56%     52%     51%       *     *     *     *       298     43     23     21     113     79       30%     32%     21%     35%     29%     33%       *     *     *     *       211     28     22     13     88     43       21%     21%     20%     21%     23%     18%       *     *     *     *     *       *     *     *     * <td>1000       134       113       62       385       239       67         491       63       67       27       184       117       32         49%       47%       60%       44%       48%       49%       48%         *       *       *       *       *       *       *         162       31       31       8       52       24       16         16%       23%       28%       13%       13%       10%       24%         E*       DE*       *       DE*       DE*         329       33       36       19       132       93       16         33%       24%       32%       31%       34%       39%       24%         *       *       *       *       *       *       *         509       71       46       35       201       122       35         51%       53%       40%       56%       52%       51%       52%         *       *       *       *       *       *       *         298       43       23       21       113       79       19</td> <td>1000       134       113       62       385       239       67       281         491       63       67       27       184       117       32       156         49%       47%       60%       44%       48%       49%       48%       55%         *</td> <td>1000         134         113         62         385         239         67         281         190           491         63         67         27         184         117         32         156         91           49%         47%         60%         44%         48%         49%         48%         55%         48%           *         <td< td=""><td>  1000   134   113   62   385   239   67   281   190   234     491   63   67   27   184   117   32   156   91   117     49%   47%   60%   44%   48%   49%   48%   55%   48%   50%     * * * * * * * * * * * * * * * * * *</td><td>  1000   134   113   62   385   239   67   281   190   234   219    </td><td>  1000   134   113   62   385   239   67   281   190   234   219   261    </td></td<></td>	1000       134       113       62       385       239       67         491       63       67       27       184       117       32         49%       47%       60%       44%       48%       49%       48%         *       *       *       *       *       *       *         162       31       31       8       52       24       16         16%       23%       28%       13%       13%       10%       24%         E*       DE*       *       DE*       DE*         329       33       36       19       132       93       16         33%       24%       32%       31%       34%       39%       24%         *       *       *       *       *       *       *         509       71       46       35       201       122       35         51%       53%       40%       56%       52%       51%       52%         *       *       *       *       *       *       *         298       43       23       21       113       79       19	1000       134       113       62       385       239       67       281         491       63       67       27       184       117       32       156         49%       47%       60%       44%       48%       49%       48%       55%         *	1000         134         113         62         385         239         67         281         190           491         63         67         27         184         117         32         156         91           49%         47%         60%         44%         48%         49%         48%         55%         48%           * <td< td=""><td>  1000   134   113   62   385   239   67   281   190   234     491   63   67   27   184   117   32   156   91   117     49%   47%   60%   44%   48%   49%   48%   55%   48%   50%     * * * * * * * * * * * * * * * * * *</td><td>  1000   134   113   62   385   239   67   281   190   234   219    </td><td>  1000   134   113   62   385   239   67   281   190   234   219   261    </td></td<>	1000   134   113   62   385   239   67   281   190   234     491   63   67   27   184   117   32   156   91   117     49%   47%   60%   44%   48%   49%   48%   55%   48%   50%     * * * * * * * * * * * * * * * * * *	1000   134   113   62   385   239   67   281   190   234   219	1000   134   113   62   385   239   67   281   190   234   219   261

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

			,		SION				HOUSEHOI	D INCOME			EHOLD OSITION
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1000	121	103	100	365	206	105	237	155	256	279	300	700
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	281	190	234	219	261	739
	468	64	66	30	178	100	30	141	93	117	93	153	314
Top 2 Box (Net)	47%	47%	58%	48%	46%	42%	45%	50%	49%	50%	43%	59%	43%
		*	E*	*			*		*			L	
	146	22	17	10	57	30	11	54	33	26	25	52	94
Very concerned	15%	16%	15%	16%	15%	13%	16%	19%	17%	11%	12%	20%	13%
		*	*	*			*		*			L	
	322	42	49	20	121	70	20	87	60	91	68	102	220
Somewhat concerned	32%	31%	43%	32%	32%	29%	29%	31%	32%	39%	31%	39%	30%
		*	*	*			*		*			L	
	532	70	47	32	207	138	37	140	97	117	126	108	425
Bottom 2 Box (Net)	53%	53%	42%	52%	54%	58%	55%	50%	51%	50%	57%	41%	57%
		*	*	*		В	*		*				K
	304	36	28	17	121	79	24	86	56	69	62	72	232
Not very concerned	30%	27%	25%	27%	32%	33%	35%	31%	30%	30%	28%	28%	31%
		*	*	*			*		*				
	228	35	19	16	86	59	13	54	41	48	64	35	193
Not at all concerned	23%	26%	17%	26%	22%	25%	19%	19%	21%	20%	29%	14%	26%
		*	*	*			*		*		GI		K
	1000	134	113	62	385	239	67	281	190	234	219	261	739
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How concerned are you about the following: - 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

Total   BC   AB   SK/MB   Ontario   Quebec   Atlantic   <\$40K   \$40K   \$40K   \$60K   \$100K	Kids  K  300	No Kids L
Base: All Respondents (unwtd)    1000   121   103   100   365   206   105   237   155   256   279		L
Base: All Respondents (wtd)  1000  134  113  62  385  239  67  281  190  234  219  219  234  219  234  219  234  219  234  219  234  219  234  219  234  219  234  219  234  219  234  219  234  219  234  219  234  234  248  256  266  267  287  838  388  388  388  378  388  38	300	
Top 2 Box (Net)  369		700
Top 2 Box (Net)  37% 35% 48% 42% 38% 31% 34% 38% 38% 38% 37% 38% 38% 37% 38% 38% 37% 38% 38% 37% 38% 38% 37% 38% 38% 37% 38% 48% 42% 42% 45% 45% 45% 45% 45% 45% 45% 45% 45% 45	261	739
Very concerned         *         E*         *	134	235
Very concerned         129         17         16         7         52         25         11         45         20         25         31           13%         13%         14%         12%         14%         10%         17%         16%         10%         11%         14%           *	52%	32%
Very concerned         13%         13%         14%         12%         14%         10%         17%         16%         10%         11%         14%           *	L	
* * * * * * * * * * * * * * * * * * *	45	84
240         30         38         19         93         48         12         61         52         63         52           Somewhat concerned         24%         22%         33%         30%         24%         20%         17%         22%         28%         27%         24%	17%	11%
Somewhat concerned 24% 22% 33% 30% 24% 20% 17% 22% 28% 27% 24%	L	
	89	150
	34%	20%
* EF* * * * *	L	
631         87         59         36         239         166         44         176         118         147         137	127	504
Bottom 2 Box (Net) 63% 65% 52% 58% 62% 69% 66% 62% 62% 63% 62%	48%	68%
* * * B * *		K
300         47         27         14         111         77         24         81         63         76         59	79	221
Not very concerned 30% 35% 24% 23% 29% 32% 36% 29% 33% 32% 27%	30%	30%
* * * * * *		
331 40 33 22 128 88 20 95 55 71 78	47	284
Not at all concerned 33% 30% 29% 35% 33% 37% 30% 34% 29% 30% 36%	18%	38%
* * * * * *		K
1000         134         113         62         385         239         67         281         190         234         219	261	739
Sigma 100% 100% 100% 100% 100% 100% 100% 100		100%

How concerned are you about the following: - That you won't be able to pay off your credit card after the holidays

			· , , ,	REG	GION				HOUSEHOL	LD INCOME			EHOLD DSITION
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1000	121	103	100	365	206	105	237	155	256	279	300	700
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	281	190	234	219	261	739
	414	58	61	29	156	84	27	140	62	107	82	132	282
Top 2 Box (Net)	41%	44%	54%	46%	41%	35%	40%	50%	33%	46%	37%	51%	38%
TOP 2 BOX (Net)	41/0	*	E*	*	41/0	33/0	*	HJ	33/0	40% H	37/0	J1/0	36/0
	150	21	25	7	59	27	12	60	18	28	32	45	105
Very concerned	15%	16%	22%	10%	15%	11%	17%	21%	10%	12%	15%	17%	14%
very concerned	13/0	*	*	*	1370	11/0	*	HI	*	12/0	13/0	17/0	14/0
	264	37	36	22	97	56	15	80	44	79	49	87	178
Somewhat concerned	26%	28%	32%	36%	25%	24%	23%	28%	23%	34%	23%	33%	24%
Somewhat concerned	2070	*	*	*	2370	2470	*	2070	*	J	2370	L	2-170
	586	76	53	33	229	155	40	141	128	127	138	129	457
Bottom 2 Box (Net)	59%	56%	46%	54%	59%	65%	60%	50%	67%	54%	63%	49%	62%
		*	*	*		В	*		GI*		G		K
	288	33	25	19	117	75	18	72	68	63	60	79	209
Not very concerned	29%	25%	22%	31%	30%	32%	26%	26%	36%	27%	28%	30%	28%
		*	*	*			*		*				
	298	42	27	14	112	80	22	69	60	65	77	50	248
Not at all concerned	30%	31%	24%	23%	29%	33%	33%	25%	31%	28%	35%	19%	34%
		*	*	*			*		*		G		K
	1000	134	113	62	385	239	67	281	190	234	219	261	739
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

How concerned are you about the following: - To		·			SION					LD INCOME		СОМР	EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K	L
	478	44	55	31	191	128	29	143	91	115	104	160	318
That you will get in over your head with holiday spending	48%	33%	49%	50%	50%	53%	43%	51%	48%	49%	47%	61%	43%
		*	A*	A*	Α	Α	*		*			L	
That you might not have enough money to feed your	378	57	51	28	136	76	31	139	69	88	64	117	261
family	38%	43%	45%	45%	35%	32%	46%	49%	36%	38%	29%	45%	35%
		*	*	*			*	IJ	*			L	
	491	63	67	27	184	117	32	156	91	117	99	154	337
That you might not have enough money to buy holiday													
gifts for family or loved ones	49%	47%	60%	44%	48%	49%	48%	55%	48%	50%	45%	59%	46%
		*	*	*			*		*			L	
	468	64	66	30	178	100	30	141	93	117	93	153	314
That you won't be able to afford your holiday traditions	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	369	47	54	26	146	73	23	106	72	87	83	134	235
spending this year	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	414	58	61	29	156	84	27	140	62	107	82	132	282
the holidays	41%	44%	54%	46%	41%	35%	40%	50%	33%	46%	37%	51%	38%
		*	E*	*			*	HJ	*	Н		L	

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

How concerned are you about the following: - Bo					GION					LD INCOME		СОМР	EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K	L
	522	90	58	31	194	111	38	139	99	119	115	101	421
That you will get in over your head with holiday spending	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	622	77	62	34	249	163	36	143	121	146	155	144	478
family	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	509	71	46	35	201	122	35	126	99	117	121	107	402
gifts for family or loved ones	51%	53%	40%	56%	52%	51%	52%	45%	52%	50%	55%	41%	54%
		*	*	*			*		*				K
	532	70	47	32	207	138	37	140	97	117	126	108	425
That you won't be able to afford your holiday traditions	53%	53%	42%	52%	54%	58%	55%	50%	51%	50%	57%	41%	57%
		*	*	*		В	*		*				K
That you will need to use additional credit (i.e., a new credit card, line of credit, or loan) to afford holiday	631	87	59	36	239	166	44	176	118	147	137	127	504
spending this year	63%	65%	52%	58%	62%	69%	66%	62%	62%	63%	62%	48%	68%
		*	*	*		В	*		*				K
That you won't be able to pay off your credit card after	586	76	53	33	229	155	40	141	128	127	138	129	457
the holidays	59%	56%	46%	54%	59%	65%	60%	50%	67%	54%	63%	49%	62%
		*	*	*		В	*		GI*		G		K