

# CPA Canada 2020 Holiday Spending Study

Background document

On behalf of: Chartered Professional Accountants of Canada

November 24, 2020

## Methodology

Nielsen conducted the CPA Canada 2020 Holiday Spending Study via an online questionnaire, from October 1, 2020 to October 6, 2020, with 2,004 randomly selected Canadian adults, aged 18 years and over, who are members of their online panel.

Note not all question data add up to 100 per cent due to rounding or may add to higher than 100 where multiple answers were possible.

## About Canada's CPAs

The Chartered Professional Accountant (CPA) designation is used by more than 220,000 professional accountants around the world. Canadian CPAs are valued for their financial and tax expertise, strategic thinking, business insight, management skills and leadership. Canadian CPAs serve in senior roles in Canada and abroad and are recognized as having the highest standards of professionalism and integrity. They work in all sectors of the economy: public practice, industry, government, not for profit and academia.

## Chart One

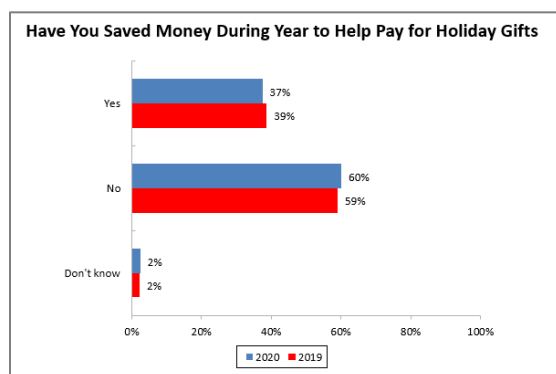
Thirty-seven per cent of holiday gift shoppers have still put money aside for holiday gifts in 2020, similar to the 39 per cent reported in 2019.

Question 3: In 2020, have you been saving money during the year to help pay for holiday gifts?

Base: Respondents purchasing holiday gifts (1,902)

Note: Total may not add to 100 per cent due to rounding.

- In 2020 37 per cent said yes, 60 per cent said no, and two per cent didn't know.
- In 2019 39 per cent said yes, 59 per cent said no, and two per cent didn't know.



## Chart Two

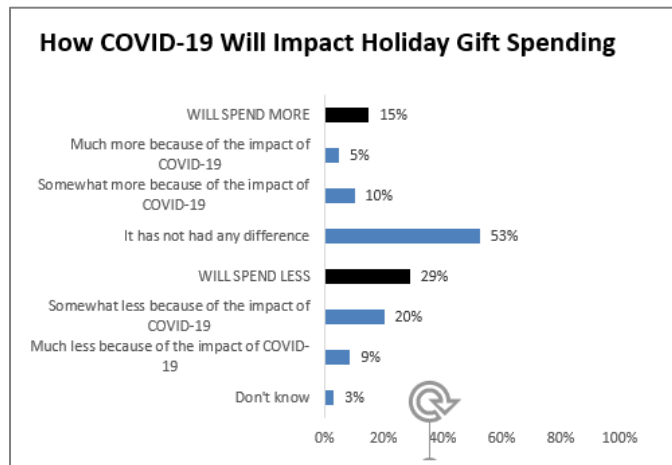
Twenty-nine per cent of surveyed holiday gift shoppers plan to spend less this year due to the pandemic.

Respondents intend to spend an average of \$588 this holiday season, slightly higher than the \$583 reported in the 2019 CPA Canada Holiday Spending Study.

Question 5A: How, if at all, has COVID-19 impacted your holiday gift spending budget compared to other years?

Base: Respondents buying gifts (1,902)

Note: Total may not add to 100 per cent due to rounding.



Fifteen per cent will spend more.

- Of that 15 per cent, five per cent will spend much more because of the impact of COVID-19 and 10 per cent will spend somewhat more because of the impact of COVID-19.
- Fifty-three per cent said it has not had any difference.

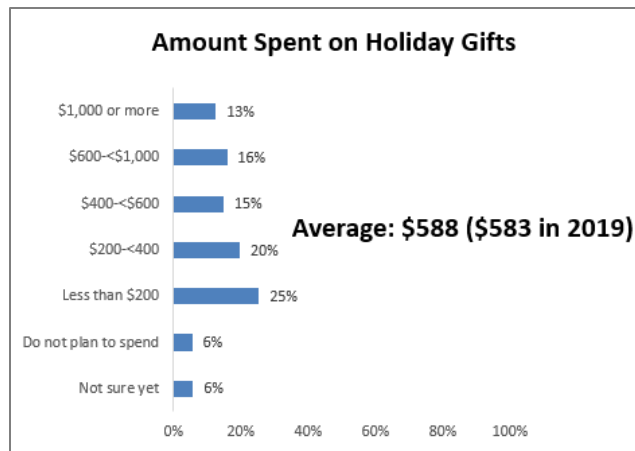
Twenty-nine per cent will spend less.

- Of that 29 per cent, 20 per cent will spend somewhat less because of the impact of COVID-19, and nine per cent will spend much less because of the impact of COVID-19.
- Three per cent don't know.

Question 1A - How much do you think you will end up spending on holiday gifts in total on each of the following this year?

Base: All respondents (2,004)

Note: Total may not add to 100 per cent due to rounding.



- \$1000 or more 13%
- \$600-<\$1000 16%
- \$400-<\$600 15%
- \$200-<\$400 20%
- \$200 or less 25%
- Do not plan to spend 6%
- Not sure yet 6%
- Total average spend for 2020 is \$588
- Total average spend for 2019 was \$583

### Chart Three

One in three respondents will do the majority of their holiday gift shopping online, compared to less than one in five the previous year.

Many respondents are still interested in sales though, with 58 per cent of Canadians aiming to shop during major sales, such as Black Friday, Cyber Monday and Boxing Day, as compared to 63 per cent in the prior year.

Question 2: How do you expect to do the majority of your holiday gift shopping?

Base: Respondents buying gifts (2020: 1,902, 2019: 1,943).

Note: Total may not add to 100 per cent due to rounding.



- In 2019, 18 per cent shopped online, 45 per cent shopped in-store, 31 per cent roughly spent the same in-store and online, and six per cent didn't know.

- In 2020, 33 per cent shopped online, 30 per cent shopped in-store, 26 per cent roughly spent the same in-store and online, and 11 per cent didn't know.

Question 7: During which, if any, of the following sales events do you plan to buy holiday gifts this year?

Base: Respondents buying gifts (2020: 1,902, 2019: 1,943).

Note: Total may not add to 100 per cent due to rounding.



In 2019:

- Shop at one or more 63%
- Black Friday – online sales 36%
- Cyber Monday – online sales 28%
- Boxing Day/Week – online sales 20%
- Black Friday – in-store sales 32%
- Boxing Day/Week – in-store sales 24%
- Other upcoming sales events 24%
- None of the above 24%
- Don't know 13%

In 2020:

- Shop at one or more 58%
- Black Friday – online sales 38%
- Cyber Monday – online sales 28%
- Boxing Day/Week – online sales 20%
- Black Friday – in-store sales 20%
- Boxing Day/Week – in-store sales 15%
- Other upcoming sales events 20%
- None of the above 26%
- Don't know 16%

## Chart Four

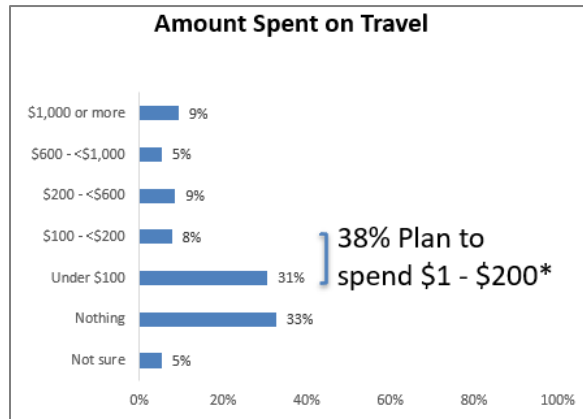
One-third of respondents do not plan to spend anything on travel and an additional 38 per cent plan to spend less than \$200.

In terms of money spent entertaining, 13 per cent of respondents plan to spend nothing at all this year, a sizeable part of the 59 per cent of respondents who plan to spend less than \$200.

Question 1A: How much do you think you will end up spending in total on each of the following this year?

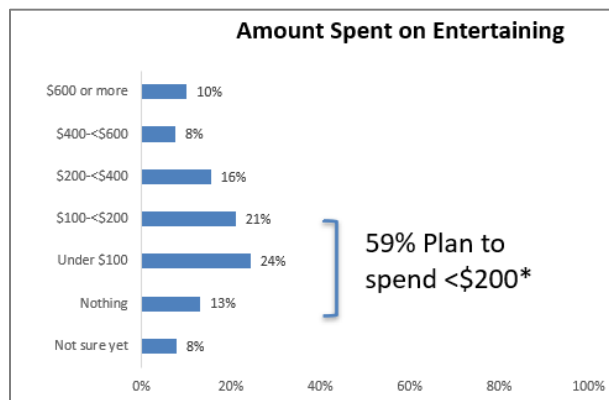
Base: All respondents (2,004)

Note: Total may not add to 100 per cent due to rounding.



Amount spent on travel:

- \$1000 or more 9%
- \$600-<\$1000 5%
- \$200-<\$600 9%
- \$100-<\$200 8%
- Under \$100 31%
- Nothing 33%
- Not sure 5%
- 38% plan to spend \$1 - \$200



Amount spent on entertaining:

- \$600 or more 10%
- \$400-<\$600 8%
- \$200-<\$400 16%
- \$100-<\$200 21%

- Under \$100 24%
- Nothing 13%
- Not sure yet 8%
- 59% plan to spend <\$200

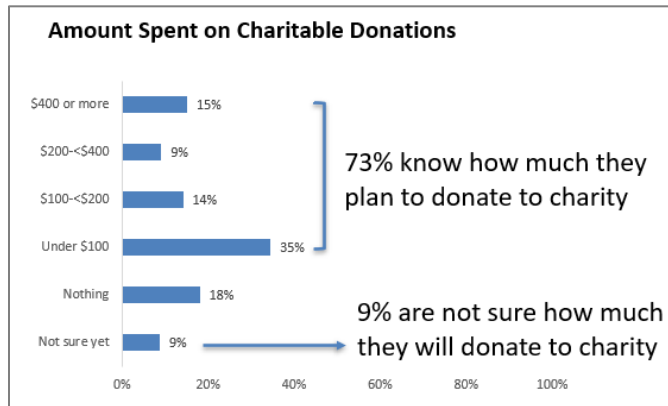
### Chart Five

Eighty-two per cent of those surveyed plan to make charitable donations this holiday season.

Question 1A: How much do you think you will end up spending in total on each of the following this year?

Base: All respondents (2,004)

Note: Total may not add to 100 per cent due to rounding.



Amount spent on charitable donations:

- \$400 or more 15%
- \$200-<\$400 9%
- \$100-<\$200 14%
- Under \$100 35%
- Nothing 18%
- Not sure yet 9%
- 73% know how much they plan to donate to charity
- 9% are not sure how much they will donate to charity

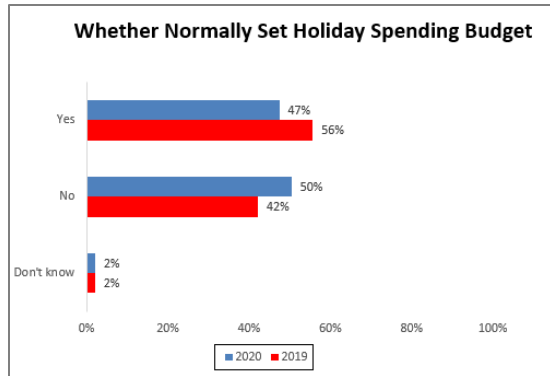
### Chart Six

Forty-seven per cent of respondents said they normally set a holiday spending budget, down compared to 56 per cent of respondents in 2019.

Question 5: Do you normally set a budget for holiday gift spending?

Base: All holiday gift shoppers (2020: 1,902, 2019: 1,943)

Note: Total may not add to 100 per cent due to rounding.



In 2019, 56 per cent responded yes, 42 per cent responded no, and two per cent didn't know.

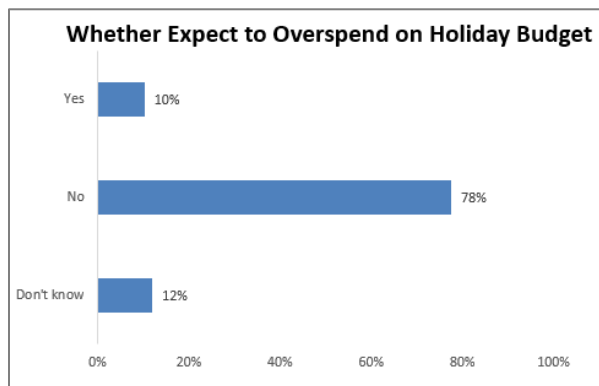
In 2020, 47 per cent responded yes, 50 per cent responded no, and two per cent didn't know.

### Chart Seven

Seventy-eight per cent expect that they will be able to stick to their holiday gift budget this holiday season.

Question 6: This year do you expect to overspend on your holiday budget?

Base: All holiday gift shoppers (1,902)



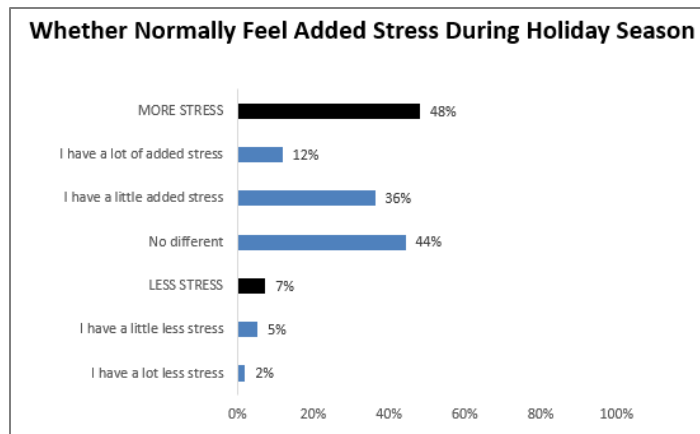
- Ten per cent responded yes, 78 per cent responded no, and 12 per cent didn't know.

### Chart Eight

Forty-eight per cent indicated that they normally feel added stress during the holiday season, which is identical to last year's findings.

Question 10: How do you normally feel about the holiday season compared to other times of the year?

Base: All respondents (2,004)



Forty-eight per cent felt more stress.

- Of that 48 per cent, 12 per cent have a lot of added stress, 36 per cent had a little added stress, and 44 per cent felt no difference.

Seven per cent felt less stress.

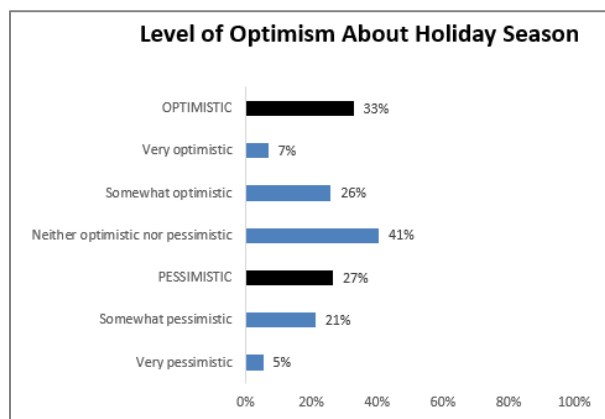
- Of that seven per cent, five per cent had a little less stress and two per cent had a lot less stress.

### Chart Nine

Thirty-three per cent feel optimistic about the upcoming holiday season, compared to 41 per cent who are neither optimistic nor pessimistic and 27 per cent who are pessimistic.

Question 10B: How do you feel about the upcoming holiday season?

Base: All respondents (2,004)



Thirty-three per cent feel optimistic.

- Of that 33 per cent, seven per cent feel very optimistic, 26 per cent feel somewhat optimistic, and 41 per cent feel neither optimistic nor pessimistic.

Twenty-seven per cent feel pessimistic.

- Of that 27 per cent, 21 per cent feel somewhat pessimistic and five per cent feel very pessimistic.



## Detailed Tables

**Table One**

Question 1AA: How much do you think you will end up spending in total on each of the following this year  
- gifts for the holidays?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data,  
n=2,004):

Ninety-four per cent in total plan to spend:

- Under \$100 11%
- \$100-<\$200 15%
- \$200-<\$400 20%
- \$400-<\$600 15%
- \$600-<\$800 8%
- \$800-<\$1000 8%
- \$1000-<\$1500 6%
- \$1500-<\$2500 4%
- \$2500-<\$5000 2%
- More than \$5000 0%
- Not sure yet 6%
- Do not plan to spend 6%

Ninety-six per cent in British Columbia and the Territories plan to spend (n=351):

- Under \$100 11%
- \$100-<\$200 15%
- \$200-<\$400 21%
- \$400-<\$600 15%
- \$600-<\$800 6%
- \$800-<\$1000 8%
- \$1000-<\$1500 7%
- \$1500-<\$2500 3%
- \$2500-<\$5000 2%
- More than \$5000 1%
- Not sure yet 7%
- Do not plan to spend 4%

Ninety-five per cent in Alberta plan to spend (n=250):

- Under \$100 10%
- \$100-<\$200 16%
- \$200-<\$400 18%
- \$400-<\$600 15%
- \$600-<\$800 8%
- \$800-<\$1000 9%
- \$1000-<\$1500 6%
- \$1500-<\$2500 5%
- \$2500-<\$5000 1%
- More than \$5000 1%
- Not sure yet 6%
- Do not plan to spend 5%

Ninety-five per cent in Manitoba and Saskatchewan plan to spend (n=300):

- Under \$100 11%
- \$100-<\$200 14%
- \$200-<\$400 20%
- \$400-<\$600 18%
- \$600-<\$800 9%
- \$800-<\$1000 7%
- \$1000-<\$1500 8%
- \$1500-<\$2500 4%
- \$2500-<\$5000 1%
- More than \$5000 0%
- Not sure yet 5%
- Do not plan to spend 5%

Ninety-five per cent in Ontario plan to spend (n=502):

- Under \$100 10%
- \$100-<\$200 12%
- \$200-<\$400 18%
- \$400-<\$600 15%
- \$600-<\$800 9%
- \$800-<\$1000 10%
- \$1000-<\$1500 8%
- \$1500-<\$2500 5%
- \$2500-<\$5000 3%
- More than \$5000 1%
- Not sure yet 5%
- Do not plan to spend 5%

Ninety-one per cent in Quebec plan to spend (n=351):

- Under \$100 13%
- \$100-<\$200 18%
- \$200-<\$400 22%
- \$400-<\$600 14%
- \$600-<\$800 6%
- \$800-<\$1000 6%
- \$1000-<\$1500 3%
- \$1500-<\$2500 2%
- \$2500-<\$5000 1%
- More than \$5000 0%
- Not sure yet 6%
- Do not plan to spend 9%

Ninety-eight per cent in the Atlantic region plan to spend (n=250):

- Under \$100 9%
- \$100-<\$200 13%
- \$200-<\$400 22%
- \$400-<\$600 13%
- \$600-<\$800 6%
- \$800-<\$1000 9%
- \$1000-<\$1500 10%
- \$1500-<\$2500 5%
- \$2500-<\$5000 4%
- More than \$5000 0%
- Not sure yet 6%
- Do not plan to spend 2%

## Table Two

Question 1AB: How much do you think you will end up spending in total on each of the following this year  
- travel during the holiday season?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data,  
n=2,004):

Sixty-seven per cent in total plan to spend:

- Under \$100 31%
- \$100-<\$200 8%
- \$200-<\$400 5%
- \$400-<\$600 3%
- \$600-<\$800 2%
- \$800-<\$1000 3%
- \$1000-<\$1500 4%
- \$1500-<\$2500 2%
- \$2500-<\$5000 2%
- More than \$5000 2%
- Not sure yet 5%
- Do not plan to spend 33%

Sixty-six per cent in British Columbia and the Territories plan to spend (n=351):

- Under \$100 31%
- \$100-<\$200 5%
- \$200-<\$400 6%
- \$400-<\$600 3%
- \$600-<\$800 4%
- \$800-<\$1000 3%
- \$1000-<\$1500 3%
- \$1500-<\$2500 2%
- \$2500-<\$5000 1%
- More than \$5000 1%
- Not sure yet 6%
- Do not plan to spend 34%

Seventy per cent in Alberta plan to spend (n=250):

- Under \$100 25%
- \$100-<\$200 8%
- \$200-<\$400 7%
- \$400-<\$600 6%
- \$600-<\$800 2%
- \$800-<\$1000 3%
- \$1000-<\$1500 6%
- \$1500-<\$2500 2%
- \$2500-<\$5000 2%
- More than \$5000 2%
- Not sure yet 6%
- Do not plan to spend 30%

Sixty-four per cent in Manitoba and Saskatchewan plan to spend (n=300):

- Under \$100 31%
- \$100-<\$200 8%
- \$200-<\$400 4%
- \$400-<\$600 6%
- \$600-<\$800 0%
- \$800-<\$1000 3%
- \$1000-<\$1500 3%
- \$1500-<\$2500 1%
- \$2500-<\$5000 2%
- More than \$5000 1%
- Not sure yet 5%
- Do not plan to spend 36%

Sixty-six per cent in Ontario plan to spend (n=502):

- Under \$100 28%
- \$100-<\$200 8%
- \$200-<\$400 5%
- \$400-<\$600 3%
- \$600-<\$800 2%
- \$800-<\$1000 4%
- \$1000-<\$1500 4%
- \$1500-<\$2500 2%
- \$2500-<\$5000 3%
- More than \$5000 2%
- Not sure yet 5%
- Do not plan to spend 34%

Seventy per cent in Quebec plan to spend (n=351):

- Under \$100 35%
- \$100-<\$200 8%
- \$200-<\$400 6%
- \$400-<\$600 1%
- \$600-<\$800 3%
- \$800-<\$1000 3%
- \$1000-<\$1500 3%
- \$1500-<\$2500 3%
- \$2500-<\$5000 1%
- More than \$5000 1%
- Not sure yet 6%
- Do not plan to spend 30%

Sixty-eight per cent in the Atlantic region plan to spend (n=250):

- Under \$100 37%
- \$100-<\$200 9%
- \$200-<\$400 6%
- \$400-<\$600 4%
- \$600-<\$800 2%
- \$800-<\$1000 1%
- \$1000-<\$1500 2%
- \$1500-<\$2500 1%
- \$2500-<\$5000 1%
- More than \$5000 0%
- Not sure yet 4%
- Do not plan to spend 32%

### Table Three

Question 1AC: How much do you think you will end up spending in total on each of the following this year – entertaining for the holiday season?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

Eighty-seven per cent in total plan to spend:

- Under \$100 24%
- \$100-<\$200 21%
- \$200-<\$400 16%
- \$400-<\$600 8%
- \$600-<\$800 3%
- \$800-<\$1000 4%
- \$1000-<\$1500 2%
- \$1500-<\$2500 1%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 8%
- Do not plan to spend 13%

Eighty-nine per cent in British Columbia and the Territories plan to spend (n=351):

- Under \$100 22%
- \$100-<\$200 23%
- \$200-<\$400 16%
- \$400-<\$600 9%
- \$600-<\$800 3%
- \$800-<\$1000 4%
- \$1000-<\$1500 1%
- \$1500-<\$2500 1%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 10%
- Do not plan to spend 11%

Eighty-eight per cent in Alberta plan to spend (n=250):

- Under \$100 21%
- \$100-<\$200 22%
- \$200-<\$400 18%
- \$400-<\$600 9%
- \$600-<\$800 4%
- \$800-<\$1000 3%
- \$1000-<\$1500 3%
- \$1500-<\$2500 0%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 7%
- Do not plan to spend 12%

Eighty-nine per cent in Manitoba and Saskatchewan plan to spend (n=300):

- Under \$100 22%
- \$100-<\$200 24%
- \$200-<\$400 16%
- \$400-<\$600 9%
- \$600-<\$800 4%
- \$800-<\$1000 2%
- \$1000-<\$1500 2%
- \$1500-<\$2500 0%
- \$2500-<\$5000 1%
- More than \$5000 0%
- Not sure yet 8%
- Do not plan to spend 11%

Eighty-seven per cent in Ontario plan to spend (n=502):

- Under \$100 22%
- \$100-<\$200 20%
- \$200-<\$400 16%
- \$400-<\$600 8%
- \$600-<\$800 4%
- \$800-<\$1000 5%
- \$1000-<\$1500 3%
- \$1500-<\$2500 1%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 7%
- Do not plan to spend 13%

Eighty-five per cent in Quebec plan to spend (n=351):

- Under \$100 33%
- \$100-<\$200 19%
- \$200-<\$400 13%
- \$400-<\$600 5%
- \$600-<\$800 1%
- \$800-<\$1000 2%
- \$1000-<\$1500 1%
- \$1500-<\$2500 1%
- \$2500-<\$5000 0%
- More than \$5000 1%
- Not sure yet 8%
- Do not plan to spend 15%

Eighty-seven per cent in the Atlantic region plan to spend (n=250):

- Under \$100 24%
- \$100-<\$200 24%
- \$200-<\$400 15%
- \$400-<\$600 9%
- \$600-<\$800 4%
- \$800-<\$1000 2%
- \$1000-<\$1500 1%
- \$1500-<\$2500 0%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 8%
- Do not plan to spend 13%

#### Table Four

Question 1AD: How much do you think you will end up spending in total on each of the following this year –charitable donations made during the holiday season?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

Eighty-two per cent in total plan to spend:

- Under \$100 35%
- \$100-<\$200 14%
- \$200-<\$400 9%
- \$400-<\$600 5%
- \$600-<\$800 1%
- \$800-<\$1000 3%
- \$1000-<\$1500 3%
- \$1500-<\$2500 2%
- \$2500-<\$5000 1%
- More than \$5000 1%
- Not sure yet 9%
- Do not plan to spend 18%

Eighty-five per cent in British Columbia and the Territories plan to spend (n=351):

- Under \$100 35%
- \$100-<\$200 16%
- \$200-<\$400 8%
- \$400-<\$600 6%
- \$600-<\$800 2%
- \$800-<\$1000 2%
- \$1000-<\$1500 2%
- \$1500-<\$2500 1%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 11%
- Do not plan to spend 15%

Eighty-two per cent in Alberta plan to spend (n=250):

- Under \$100 33%
- \$100-<\$200 16%
- \$200-<\$400 8%
- \$400-<\$600 6%
- \$600-<\$800 2%
- \$800-<\$1000 2%
- \$1000-<\$1500 3%
- \$1500-<\$2500 2%
- \$2500-<\$5000 0%
- More than \$5000 2%
- Not sure yet 8%
- Do not plan to spend 18%



Eighty-two per cent in Manitoba and Saskatchewan plan to spend (n=300):

- Under \$100 35%
- \$100-<\$200 18%
- \$200-<\$400 8%
- \$400-<\$600 5%
- \$600-<\$800 1%
- \$800-<\$1000 3%
- \$1000-<\$1500 1%
- \$1500-<\$2500 0%
- \$2500-<\$5000 1%
- More than \$5000 1%
- Not sure yet 9%
- Do not plan to spend 18%

Eighty-three per cent in Ontario plan to spend (n=502):

- Under \$100 29%
- \$100-<\$200 14%
- \$200-<\$400 12%
- \$400-<\$600 6%
- \$600-<\$800 2%
- \$800-<\$1000 3%
- \$1000-<\$1500 4%
- \$1500-<\$2500 2%
- \$2500-<\$5000 2%
- More than \$5000 1%
- Not sure yet 9%
- Do not plan to spend 17%

Seventy-seven per cent in Quebec plan to spend (n=351):

- Under \$100 42%
- \$100-<\$200 12%
- \$200-<\$400 7%
- \$400-<\$600 3%
- \$600-<\$800 1%
- \$800-<\$1000 1%
- \$1000-<\$1500 1%
- \$1500-<\$2500 1%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 7%
- Do not plan to spend 23%

Eighty-six per cent in the Atlantic region plan to spend (n=250):

- Under \$100 41%
- \$100-<\$200 14%
- \$200-<\$400 7%
- \$400-<\$600 3%
- \$600-<\$800 1%
- \$800-<\$1000 3%
- \$1000-<\$1500 3%
- \$1500-<\$2500 2%
- \$2500-<\$5000 0%
- More than \$5000 0%
- Not sure yet 11%
- Do not plan to spend 14%

### Table Five

Question 1B: Which of the following people do you expect to buy holidays gifts - spouse/partner/significant other?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 61%
- No 13%
- Not applicable 25%

British Columbia and the Territories (n=339):

- Yes 62%
- No 13%
- Not applicable 24%

Alberta (n=237):

- Yes 64%
- No 11%
- Not applicable 25%

Manitoba and Saskatchewan (n=285):

- Yes 58%
- No 16%
- Not applicable 26%

Ontario (n=476):

- Yes 61%
- No 13%
- Not applicable 26%

Quebec (n=320):

- Yes 60%
- No 15%
- Not applicable 25%

Atlantic Region (n=245):

- Yes 66%
- No 12%
- Not applicable 23%

### Table Six

Question 1B: Which of the following people do you expect to buy holidays gifts – your children?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 54%
- No 11%
- Not applicable 35%

British Columbia and Territories (n=339):

- Yes 52%
- No 9%
- Not applicable 39%

Alberta (n=237):

- Yes 54%
- No 10%
- Not applicable 36%

Manitoba and Saskatchewan (n=285):

- Yes 54%
- No 9%
- Not applicable 38%

Ontario (n=476):

- Yes 55%
- No 11%
- Not applicable 34%

Quebec (n=320):

- Yes 55%
- No 12%
- Not applicable 32%

Atlantic Region (n=245):

- Yes 55%
- No 10%
- Not applicable 35%

## Table Seven

Question 1B: Which of the following people do you expect to buy holidays gifts – other family members?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 73%
- No 21%
- Not applicable 6%

British Columbia and the Territories (n=339):

- Yes 67%
- No 24%
- Not applicable 8%

Alberta (n=237):

- Yes 73%
- No 23%
- Not applicable 4%

Manitoba and Saskatchewan (n=285):

- Yes 77%
- No 19%
- Not applicable 3%

Ontario (n=476):

- Yes 74%
- No 20%
- Not applicable 6%

Quebec (n=320):

- Yes 71%
- No 23%
- Not applicable 7%

Atlantic Region (n=245):

- Yes 79%
- No 16%
- Not applicable 5%

## Table Eight

Question 1B: Which of the following people do you expect to buy holidays gifts – other friends/coworkers?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 40%
- No 50%
- Not applicable 10%

British Columbia and the Territories (n=339):

- Yes 44%
- No 46%
- Not applicable 11%

Alberta (n=237):

- Yes 44%
- No 50%
- Not applicable 6%

Manitoba and Saskatchewan (n=285):

- Yes 43%
- No 48%
- Not applicable 9%

Ontario (n=476):

- Yes 45%
- No 46%
- Not applicable 9%

Quebec (n=320):

- Yes 25%
- No 61%
- Not applicable 14%

Atlantic Region (n=245):

- Yes 39%
- No 50%
- Not applicable 10%

## Table Nine

Question 1B: Which of the following people do you expect to buy holidays gifts – others?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 16%
- No 58%
- Not applicable 26%

British Columbia and the Territories (n=339):

- Yes 16%
- No 52%
- Not applicable 32%

Alberta (n=237):

- Yes 20%
- No 60%
- Not applicable 20%

Manitoba and Saskatchewan (n=285):

- Yes 18%
- No 59%
- Not applicable 24%

Ontario (n=476):

- Yes 19%
- No 57%
- Not applicable 24%

Quebec (n=320):

- Yes 9%
- No 61%
- Not applicable 30%

Atlantic Region (n=245):

- Yes 19%
- No 57%
- Not applicable 24%

## Table Ten

Question 1C: Of the amount you plan to spend on gifts for the holidays, approximately what percentage do you expect to spend on each of the following people – spouse/partner/significant other?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- None 39%
- 1-<25% 14%
- 25-<50% 22%
- 50-<75% 16%
- 75-<100% 4%
- 100% 5%
- Average 25%

British Columbia and the Territories (n=339):

- None 38%
- 1-<25% 11%
- 25-<50% 27%
- 50-<75% 17%
- 75-<100% 4%
- 100% 3%
- Average 25%

Alberta (n=237):

- None 37%
- 1-<25% 16%
- 25-<50% 22%
- 50-<75% 14%
- 75-<100% 5%
- 100% 6%
- Average 27%

Manitoba and Saskatchewan (n=285):

- None 42%
- 1-<25% 17%
- 25-<50% 23%
- 50-<75% 11%
- 75-<100% 3%
- 100% 5%
- Average 23%

Ontario (n=476):

• None	39%
• 1-<25%	16%
• 25-<50%	21%
• 50-<75%	16%
• 75-<100%	3%
• 100%	4%
• Average	24%

Quebec (n=320):

• None	40%
• 1-<25%	11%
• 25-<50%	20%
• 50-<75%	19%
• 75-<100%	4%
• 100%	6%
• Average	27%

Atlantic Region (n=245):

• None	34%
• 1-<25%	15%
• 25-<50%	27%
• 50-<75%	15%
• 75-<100%	4%
• 100%	5%
• Average	27%



## Table Eleven

Question 1C: Of the amount you plan to spend on gifts for the holidays, approximately what percentage do you expect to spend on each of the following people – your children?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- None 46%
- 1-<25% 4%
- 25-<50% 19%
- 50-<75% 21%
- 75-<100% 7%
- 100% 3%
- Average 28%

British Columbia and the Territories (n=339):

- None 48%
- 1-<25% 5%
- 25-<50% 16%
- 50-<75% 23%
- 75-<100% 6%
- 100% 2%
- Average 26%

Alberta (n=237):

- None 46%
- 1-<25% 5%
- 25-<50% 20%
- 50-<75% 17%
- 75-<100% 7%
- 100% 5%
- Average 28%

Manitoba and Saskatchewan (n=285):

- None 46%
- 1-<25% 5%
- 25-<50% 19%
- 50-<75% 21%
- 75-<100% 8%
- 100% 1%
- Average 26%

Ontario (n=476):

• None	45%
• 1-<25%	4%
• 25-<50%	20%
• 50-<75%	21%
• 75-<100%	7%
• 100%	3%
• Average	28%

Quebec (n=320):

• None	45%
• 1-<25%	3%
• 25-<50%	19%
• 50-<75%	21%
• 75-<100%	7%
• 100%	5%
• Average	29%

Atlantic Region (n=245):

• None	45%
• 1-<25%	4%
• 25-<50%	18%
• 50-<75%	21%
• 75-<100%	9%
• 100%	2%
• Average	28%

## Table Twelve

Question 1C: Of the amount you plan to spend on gifts for the holidays, approximately what percentage do you expect to spend on each of the following people – other family members?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- None 28%
- 1-<25% 21%
- 25-<50% 21%
- 50-<75% 15%
- 75-<100% 7%
- 100% 8%
- Average 32%

British Columbia and the Territories (n=339):

- None 33%
- 1-<25% 19%
- 25-<50% 18%
- 50-<75% 14%
- 75-<100% 8%
- 100% 7%
- Average 31%

Alberta (n=237):

- None 29%
- 1-<25% 21%
- 25-<50% 21%
- 50-<75% 15%
- 75-<100% 7%
- 100% 8%
- Average 32%

Manitoba and Saskatchewan (n=285):

- None 24%
- 1-<25% 22%
- 25-<50% 19%
- 50-<75% 16%
- 75-<100% 10%
- 100% 9%
- Average 35%

Ontario (n=476):

- None 27%
- 1-<25% 24%
- 25-<50% 22%
- 50-<75% 14%
- 75-<100% 7%
- 100% 6%
- Average 31%

Quebec (n=320):

- None 31%
- 1-<25% 17%
- 25-<50% 19%
- 50-<75% 16%
- 75-<100% 5%
- 100% 11%
- Average 33%

Atlantic Region (n=245):

- None 22%
- 1-<25% 26%
- 25-<50% 25%
- 50-<75% 13%
- 75-<100% 8%
- 100% 6%
- Average 31%

### Table Thirteen

Question 1C: Of the amount you plan to spend on gifts for the holidays, approximately what percentage do you expect to spend on each of the following people – friends/coworkers?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- None 61%
- 1-<25% 26%
- 25-<50% 8%
- 50-<75% 3%
- 75-<100% 1%
- 100% 1%
- Average 9%

British Columbia and the Territories (n=339):

- None 57%
- 1-<25% 26%
- 25-<50% 9%
- 50-<75% 5%
- 75-<100% 1%
- 100% 2%
- Average 11%

Alberta (n=237):

- None 57%
- 1-<25% 33%
- 25-<50% 6%
- 50-<75% 3%
- 75-<100% 0%
- 100% 1%
- Average 9%

Manitoba and Saskatchewan (n=285):

- None 58%
- 1-<25% 26%
- 25-<50% 11%
- 50-<75% 2%
- 75-<100% 1%
- 100% 2%
- Average 10%

Ontario (n=476):

- None 57%
- 1-<25% 29%
- 25-<50% 9%
- 50-<75% 3%
- 75-<100% 1%
- 100% 1%
- Average 10%

Quebec (n=320):

- None 75%
- 1-<25% 15%
- 25-<50% 5%
- 50-<75% 4%
- 75-<100% 0%
- 100% 1%
- Average 6%

Atlantic Region (n=245):

- None 61%
- 1-<25% 31%
- 25-<50% 3%
- 50-<75% 3%
- 75-<100% 0%
- 100% 0%
- Average 7%

## Table Fourteen

Question 1C: Of the amount you plan to spend on gifts for the holidays, approximately what percentage do you expect to spend on each of the following people – others?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- None 85%
- 1-<25% 11%
- 25-<50% 2%
- 50-<75% 1%
- 75-<100% 0%
- 100% 1%
- Average 3%

British Columbia and the Territories (n=339):

- None 86%
- 1-<25% 11%
- 25-<50% 2%
- 50-<75% 1%
- 75-<100% 0%
- 100% 0%
- Average 3%

Alberta (n=237):

- None 82%
- 1-<25% 14%
- 25-<50% 2%
- 50-<75% 0%
- 75-<100% 0%
- 100% 0%
- Average 3%

Manitoba and Saskatchewan (n=285):

- None 84%
- 1-<25% 12%
- 25-<50% 2%
- 50-<75% 1%
- 75-<100% 0%
- 100% 1%
- Average 3%

Ontario (n=476):

- None 83%
- 1-<25% 11%
- 25-<50% 2%
- 50-<75% 1%
- 75-<100% 0%
- 100% 1%
- Average 4%

Quebec (n=320):

- None 92%
- 1-<25% 6%
- 25-<50% 1%
- 50-<75% 0%
- 75-<100% 0%
- 100% 1%
- Average 2%

Atlantic Region (n=245):

- None 81%
- 1-<25% 16%
- 25-<50% 1%
- 50-<75% 0%
- 75-<100% 0%
- 100% 2%
- Average 4%



## Table Fifteen

Question 2: How do you expect to do the majority of your holiday gift shopping?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- In-store 30%
- Online 33%
- Roughly the same amount in-store and online 26%
- Don't know 11%

British Columbia and the Territories (n=339):

- In-store 33%
- Online 31%
- Roughly the same amount in-store and online 25%
- Don't know 11%

Alberta (n=237)

- In-store 34%
- Online 32%
- Roughly the same amount in-store and online 26%
- Don't know 8%

Manitoba and Saskatchewan (n=285)

- In-store 33%
- Online 27%
- Roughly the same amount in-store and online 27%
- Don't know 13%

Ontario (n=476):

- In-store 24%
- Online 39%
- Roughly the same amount in-store and online 26%
- Don't know 12%

Quebec (n=320):

- In-store 33%
- Online 28%
- Roughly the same amount in-store and online 28%
- Don't know 11%

Atlantic Region (n=245):

- In-store 35%
- Online 26%
- Roughly the same amount in-store and online 29%
- Don't know 10%

**Table Sixteen**

Question 3: In 2020, have you been saving money during the year to help pay for holiday gifts?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 37%
- No 60%
- Don't know 2%

British Columbia and the Territories (n=339):

- Yes 39%
- No 58%
- Don't know 3%

Alberta (n=237):

- Yes 40%
- No 58%
- Don't know 2%

Manitoba and Saskatchewan (n=285):

- Yes 40%
- No 57%
- Don't know 3%

Ontario (n=476):

- Yes 39%
- No 58%
- Don't know 2%

Quebec (n=320):

- Yes 32%
- No 66%
- Don't know 3%

Atlantic Region (n=245):

- Yes 36%
- No 62%
- Don't know 2%

## Table Seventeen

Question 3A: Has COVID-19 made it easier or harder for you save for this year's holiday season compared to last year?

Question Base: Respondents saving money during the year to help pay for holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=713):

- Easier 35%
  - Much easier 14%
  - Somewhat easier 21%
- No difference 32%
- Harder 32%
  - Somewhat harder 20%
  - Much harder 12%
- Don't know 0%

British Columbia and the Territories (n=130):

- Easier 33%
  - Much easier 14%
  - Somewhat easier 19%
- No difference 33%
- Harder 33%
  - Somewhat harder 23%
  - Much harder 11%
- Don't know 1%

Alberta (n=94):

- Easier 29%
  - Much easier 13%
  - Somewhat easier 16%
- No difference 27%
- Harder 42%
  - Somewhat harder 23%
  - Much harder 19%
- Don't know 2%

Manitoba and Saskatchewan (n=113):

- Easier 27%
  - Much easier 8%
  - Somewhat easier 20%
- No difference 30%
- Harder 42%
  - Somewhat harder 30%
  - Much harder 12%
- Don't know 0%

Ontario (n=185):

- Easier 38%
  - Much easier 16%
  - Somewhat easier 22%
- No difference 29%
- Harder 32%
  - Somewhat harder 19%
  - Much harder 14%
- Don't know 0%

Quebec (n=102):

- Easier 38%
  - Much easier 14%
  - Somewhat easier 23%
- No difference 39%
- Harder 23%
  - Somewhat harder 16%
  - Much harder 7%
- Don't know 0%

Atlantic Region (n=89):

- Easier 30%
  - Much easier 9%
  - Somewhat easier 21%
- No difference 39%
- Harder 31%
  - Somewhat harder 19%
  - Much harder 12%
- Don't know 0%

## Table Eighteen

Question 4: Prior to this year, which of the following statements would you say best describes how you purchase gifts for the holiday season?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- I start early and try to get my holiday shopping finished as soon as possible 25%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 53%
- I leave my holiday gift shopping until the last minute 11%
- I shop throughout the year for holiday gifts 9%
- Other 3%

British Columbia and the Territories (n=339):

- I start early and try to get my holiday shopping finished as soon as possible 21%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 57%
- I leave my holiday gift shopping until the last minute 12%
- I shop throughout the year for holiday gifts 8%
- Other 2%

Alberta (n=237):

- I start early and try to get my holiday shopping finished as soon as possible 21%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 58%
- I leave my holiday gift shopping until the last minute 11%
- I shop throughout the year for holiday gifts 7%
- Other 2%

Manitoba and Saskatchewan (n=285):

- I start early and try to get my holiday shopping finished as soon as possible 29%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 49%
- I leave my holiday gift shopping until the last minute 10%
- I shop throughout the year for holiday gifts 10%
- Other 2%

Ontario (n=476):

- I start early and try to get my holiday shopping finished as soon as possible 26%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 50%
- I leave my holiday gift shopping until the last minute 10%
- I shop throughout the year for holiday gifts 11%
- Other 3%

Quebec (n=320):

- I start early and try to get my holiday shopping finished as soon as possible 26%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 53%
- I leave my holiday gift shopping until the last minute 11%
- I shop throughout the year for holiday gifts 7%
- Other 3%

## Atlantic Region (n=245):

- I start early and try to get my holiday shopping finished as soon as possible 24%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 51%
- I leave my holiday gift shopping until the last minute 13%
- I shop throughout the year for holiday gifts 8%
- Other 4%

**Table Nineteen**

Question 4A: This year, which of the following statements would you say best describes how you have and/or are going to purchase gifts for this holiday season?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- I start early and try to get my holiday shopping finished as soon as possible 18%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 60%
- I leave my holiday gift shopping until the last minute 10%
- I shop throughout the year for holiday gifts 8%
- Other 4%

## British Columbia and the Territories (n=339):

- I start early and try to get my holiday shopping finished as soon as possible 18%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 62%
- I leave my holiday gift shopping until the last minute 11%
- I shop throughout the year for holiday gifts 6%
- Other 3%

## Alberta (n=237):

- I start early and try to get my holiday shopping finished as soon as possible 16%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 67%
- I leave my holiday gift shopping until the last minute 8%
- I shop throughout the year for holiday gifts 8%
- Other 2%

## Manitoba and Saskatchewan (n=285):

- I start early and try to get my holiday shopping finished as soon as possible 24%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 56%
- I leave my holiday gift shopping until the last minute 9%
- I shop throughout the year for holiday gifts 8%
- Other 3%

## Ontario (n=476):

- I start early and try to get my holiday shopping finished as soon as possible 18%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 58%
- I leave my holiday gift shopping until the last minute 10%
- I shop throughout the year for holiday gifts 10%
- Other 4%

## Quebec (n=320):

- I start early and try to get my holiday shopping finished as soon as possible 18%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 60%
- I leave my holiday gift shopping until the last minute 12%
- I shop throughout the year for holiday gifts 6%
- Other 4%

## Atlantic Region (n=245):

- I start early and try to get my holiday shopping finished as soon as possible 21%
- While I don't start my holiday shopping too early, I don't leave it until the last minute either 55%
- I leave my holiday gift shopping until the last minute 12%
- I shop throughout the year for holiday gifts 9%
- Other 4%

## Table Twenty

Question 5: Do you normally set a budget for holiday gift spending?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 47%
- No 50%
- Don't know 2%

British Columbia and the Territories (n=339):

- Yes 48%
- No 48%
- Don't know 2%

Alberta (n=237):

- Yes 46%
- No 53%
- Don't know 1%

Manitoba and Saskatchewan (n=285):

- Yes 51%
- No 48%
- Don't know 1%

Ontario (n=476):

- Yes 43%
- No 55%
- Don't know 2%

Quebec (n=320):

- Yes 53%
- No 44%
- Don't know 3%

Atlantic Region (n=245):

- Yes 48%
- No 50%
- Don't know 1%



## Table Twenty-One

Question 5A: How, if at all, has COVID-19 impacted your holiday gift spending budget compared to other years? Would you say you are spending/will spend...

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- More (NET) 15%
  - Much more because of the impact of COVID-19 5%
  - Somewhat more because of the impact of COVID-19 10%
- It has not had any difference 53%
- Less (NET) 29%
  - Somewhat less because of the impact of COVID-19 20%
  - Much less because of the impact of COVID-19 9%
- Don't know 3%

British Columbia and the Territories (n=339):

- More (NET) 13%
  - Much more because of the impact of COVID-19 4%
  - Somewhat more because of the impact of COVID-19 10%
- It has not had any difference 55%
- Less (NET) 30%
  - Somewhat less because of the impact of COVID-19 19%
  - Much less because of the impact of COVID-19 11%
- Don't know 2%

Alberta (n=237):

- More (NET) 14%
  - Much more because of the impact of COVID-19 5%
  - Somewhat more because of the impact of COVID-19 9%
- It has not had any difference 48%
- Less (NET) 35%
  - Somewhat less because of the impact of COVID-19 24%
  - Much less because of the impact of COVID-19 11%
- Don't know 4%

Manitoba and Saskatchewan (n=285):

- More (NET) 17%
  - Much more because of the impact of COVID-19 6%
  - Somewhat more because of the impact of COVID-19 11%
- It has not had any difference 50%
- Less (NET) 30%
  - Somewhat less because of the impact of COVID-19 22%
  - Much less because of the impact of COVID-19 9%
- Don't know 2%

Ontario (n=476):

- More (NET) 18%
  - Much more because of the impact of COVID-19 6%
  - Somewhat more because of the impact of COVID-19 12%
- It has not had any difference 53%
- Less (NET) 26%
  - Somewhat less because of the impact of COVID-19 18%
  - Much less because of the impact of COVID-19 7%
- Don't know 4%

Quebec (n=320):

- More (NET) 13%
  - Much more because of the impact of COVID-19 5%
  - Somewhat more because of the impact of COVID-19 8%
- It has not had any difference 53%
- Less (NET) 31%
  - Somewhat less because of the impact of COVID-19 22%
  - Much less because of the impact of COVID-19 10%
- Don't know 3%

Atlantic Region (n=245):

- More (NET) 11%
  - Much more because of the impact of COVID-19 3%
  - Somewhat more because of the impact of COVID-19 8%
- It has not had any difference 59%
- Less (NET) 26%
  - Somewhat less because of the impact of COVID-19 19%
  - Much less because of the impact of COVID-19 7%
- Don't know 4%

## Table Twenty-Two

Question 6: This year do you expect to overspend on your holiday budget?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Yes 10%
- No 78%
- Don't know 12%

British Columbia and the Territories (n=339):

- Yes 11%
- No 77%
- Don't know 12%

Alberta (n=237):

- Yes 10%
- No 82%
- Don't know 8%

Manitoba and Saskatchewan (n=285):

- Yes 9%
- No 78%
- Don't know 12%

Ontario (n=476):

- Yes 11%
- No 77%
- Don't know 12%

Quebec (n=320):

- Yes 10%
- No 76%
- Don't know 14%

Atlantic Region (n=245):

- Yes 12%
- No 77%
- Don't know 11%

### Table Twenty-Three

Question 7: During which, if any, of the following sales events do you plan to buy holiday gifts this year?

Question Base: Respondents buying holiday gifts.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=1,902):

- Will shop for gifts at sales 58%
- Black Friday – in store sales 20%
- Black Friday – online sales 38%
- Cyber Monday – online sales 28%
- Boxing Day/Week – in store sales 15%
- Boxing Day/Week – online sales 20%
- Other upcoming sales events 20%
- None of the above 26%
- Don't know 16%

British Columbia and the Territories (n=339):

- Will shop for gifts at sales 55%
- Black Friday – in store sales 21%
- Black Friday – online sales 37%
- Cyber Monday – online sales 29%
- Boxing Day/Week – in store sales 16%
- Boxing Day/Week – online sales 22%
- Other upcoming sales events 18%
- None of the above 30%
- Don't know 15%

Alberta (n=237):

- Will shop for gifts at sales 63%
- Black Friday – in store sales 30%
- Black Friday – online sales 42%
- Cyber Monday – online sales 30%
- Boxing Day/Week – in store sales 20%
- Boxing Day/Week – online sales 20%
- Other upcoming sales events 20%
- None of the above 23%
- Don't know 14%

Manitoba and Saskatchewan (n=285):

- Will shop for gifts at sales 58%
- Black Friday – in store sales 20%
- Black Friday – online sales 39%
- Cyber Monday – online sales 29%
- Boxing Day/Week – in store sales 16%
- Boxing Day/Week – online sales 22%
- Other upcoming sales events 20%
- None of the above 22%
- Don't know 20%

Ontario (n=476):

- Will shop for gifts at sales 60%
- Black Friday – in store sales 16%
- Black Friday – online sales 39%
- Cyber Monday – online sales 32%
- Boxing Day/Week – in store sales 15%
- Boxing Day/Week – online sales 23%
- Other upcoming sales events 21%
- None of the above 24%
- Don't know 16%

Quebec (n=320):

- Will shop for gifts at sales 55%
- Black Friday – in store sales 19%
- Black Friday – online sales 33%
- Cyber Monday – online sales 20%
- Boxing Day/Week – in store sales 14%
- Boxing Day/Week – online sales 16%
- Other upcoming sales events 22%
- None of the above 30%
- Don't know 15%

Atlantic Region (n=245):

- Will shop for gifts at sales 55%
- Black Friday – in store sales 23%
- Black Friday – online sales 39%
- Cyber Monday – online sales 28%
- Boxing Day/Week – in store sales 13%
- Boxing Day/Week – online sales 19%
- Other upcoming sales events 14%
- None of the above 29%
- Don't know 16%

## Table Twenty-Four

Question 8: Please indicate if you intend to give any of the following types of non-traditional holiday gifts this year.

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

- Intend to give a non-traditional gift 42%
- Gifts that you make yourself 21%
- A second-hand gift or regifting 10%
- A promise to do something for someone (babysit, fix something or another type of labour) 9%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 8%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 14%
- Another type of non-traditional gift 3%
- I do not intend to give any non-traditional gifts 58%

British Columbia and the Territories (n=351):

- Intend to give a non-traditional gift 46%
- Gifts that you make yourself 24%
- A second-hand gift or regifting 12%
- A promise to do something for someone (babysit, fix something or another type of labour) 13%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 7%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 13%
- Another type of non-traditional gift 3%
- I do not intend to give any non-traditional gifts 54%

Alberta (n=250):

- Intend to give a non-traditional gift 42%
- Gifts that you make yourself 21%
- A second-hand gift or regifting 10%
- A promise to do something for someone (babysit, fix something or another type of labour) 9%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 6%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 12%
- Another type of non-traditional gift 3%
- I do not intend to give any non-traditional gifts 58%

Manitoba and Saskatchewan (n=300):

- Intend to give a non-traditional gift 42%
- Gifts that you make yourself 25%
- A second-hand gift or regifting 11%
- A promise to do something for someone (babysit, fix something or another type of labour) 9%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 8%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 10%
- Another type of non-traditional gift 2%
- I do not intend to give any non-traditional gifts 58%

Ontario (n=502):

- Intend to give a non-traditional gift 44%
- Gifts that you make yourself 20%
- A second-hand gift or regifting 9%
- A promise to do something for someone (babysit, fix something or another type of labour) 7%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 11%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 18%
- Another type of non-traditional gift 3%
- I do not intend to give any non-traditional gifts 56%

Quebec (n=351):

- Intend to give a non-traditional gift 35%
- Gifts that you make yourself 17%
- A second-hand gift or regifting 9%
- A promise to do something for someone (babysit, fix something or another type of labour) 9%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 7%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 8%
- Another type of non-traditional gift 3%
- I do not intend to give any non-traditional gifts 65%

#### Atlantic Region (n=250):

- Intend to give a non-traditional gift 43%
- Gifts that you make yourself 26%
- A second-hand gift or regifting 12%
- A promise to do something for someone (babysit, fix something or another type of labour) 8%
- Donation for COVID-19 relief (a donation in someone's name or purchase a gift from a charity) 4%
- Another type of charitable donation (a donation in someone's name or purchase a gift from a charity) 13%
- Another type of non-traditional gift 2%
- I do not intend to give any non-traditional gifts 57%

#### Table Twenty-Five

Question 9A: How do you normally feel about the holiday season compared to other times of the year?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

- Added Stress 48%
  - I have a lot of added stress 12%
  - I have a little added stress 36%
- No different 44%
- Less Stress 7%
  - I have a little less stress 5%
  - I have a lot less stress 2%

#### British Columbia and the Territories (n=351):

- Added Stress 54%
  - I have a lot of added stress 12%
  - I have a little added stress 42%
- No different 39%
- Less Stress 7%
  - I have a little less stress 5%
  - I have a lot less stress 2%

#### Alberta (n=250):

- Added Stress 50%
  - I have a lot of added stress 11%
  - I have a little added stress 39%
- No different 42%
- Less Stress 7%
  - I have a little less stress 7%
  - I have a lot less stress 0%



Manitoba and Saskatchewan (n=300):

- Added Stress 54%
  - I have a lot of added stress 12%
  - I have a little added stress 42%
- No different 41%
- Less Stress 5%
  - I have a little less stress 3%
  - I have a lot less stress 1%

Ontario (n=502):

- Added Stress 47%
  - I have a lot of added stress 13%
  - I have a little added stress 34%
- No different 45%
- Less Stress 8%
  - I have a little less stress 6%
  - I have a lot less stress 2%

Quebec (n=351):

- Added Stress 43%
  - I have a lot of added stress 12%
  - I have a little added stress 32%
- No different 48%
- Less Stress 8%
  - I have a little less stress 5%
  - I have a lot less stress 3%

Atlantic Region (n=250):

- Added Stress 51%
  - I have a lot of added stress 10%
  - I have a little added stress 41%
- No different 44%
- Less Stress 5%
  - I have a little less stress 4%
  - I have a lot less stress 1%

## Table Twenty-Six

Question 9B: How do you feel about the upcoming holiday season?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

- Optimistic (NET) 33%
  - Very optimistic 7%
  - Somewhat optimistic 26%
- Neither optimistic nor pessimistic 41%
- Pessimistic (NET) 27%
  - Somewhat pessimistic 21%
  - Very pessimistic 5%

British Columbia and the Territories (n=351):

- Optimistic (NET) 34%
  - Very optimistic 6%
  - Somewhat optimistic 28%
- Neither optimistic nor pessimistic 46%
- Pessimistic (NET) 20%
  - Somewhat pessimistic 16%
  - Very pessimistic 4%

Alberta (n=250):

- Optimistic (NET) 37%
  - Very optimistic 7%
  - Somewhat optimistic 30%
- Neither optimistic nor pessimistic 42%
- Pessimistic (NET) 21%
  - Somewhat pessimistic 16%
  - Very pessimistic 5%

Manitoba and Saskatchewan (n=300):

- Optimistic (NET) 40%
  - Very optimistic 9%
  - Somewhat optimistic 32%
- Neither optimistic nor pessimistic 40%
- Pessimistic (NET) 19%
  - Somewhat pessimistic 14%
  - Very pessimistic 5%

Ontario (n=502):

- Optimistic (NET) 33%
  - Very optimistic 6%
  - Somewhat optimistic 27%
- Neither optimistic nor pessimistic 40%
- Pessimistic (NET) 27%
  - Somewhat pessimistic 23%
  - Very pessimistic 4%

Quebec (n=351):

- Optimistic (NET) 25%
  - Very optimistic 8%
  - Somewhat optimistic 18%
- Neither optimistic nor pessimistic 37%
- Pessimistic (NET) 38%
  - Somewhat pessimistic 29%
  - Very pessimistic 9%

Atlantic Region (n=250):

- Optimistic (NET) 44%
  - Very optimistic 11%
  - Somewhat optimistic 33%
- Neither optimistic nor pessimistic 43%
- Pessimistic (NET) 13%
  - Somewhat pessimistic 12%
  - Very pessimistic 1%

### Table Twenty-Seven

Question 10: Which of the following statements would you say best describes what Boxing Day means to you.

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

- A day off to spend by myself 17%
- A day off to spend with family and friends 44%
- A day to save money by taking part in online and/or in-store Boxing Day sales 17%
- None of the above 22%

British Columbia and the Territories (n=351):

- A day off to spend by myself 16%
- A day off to spend with family and friends 41%
- A day to save money by taking part in online and/or in-store Boxing Day sales 20%
- None of the above 22%

Alberta (n=250):

- A day off to spend by myself 21%
- A day off to spend with family and friends 46%
- A day to save money by taking part in online and/or in-store Boxing Day sales 16%
- None of the above 17%

Manitoba and Saskatchewan (n=300):

- A day off to spend by myself 16%
- A day off to spend with family and friends 46%
- A day to save money by taking part in online and/or in-store Boxing Day sales 21%
- None of the above 18%

Ontario (n=502):

- A day off to spend by myself 15%
- A day off to spend with family and friends 43%
- A day to save money by taking part in online and/or in-store Boxing Day sales 19%
- None of the above 23%

Quebec (n=351):

- A day off to spend by myself 21%
- A day off to spend with family and friends 41%
- A day to save money by taking part in online and/or in-store Boxing Day sales 12%
- None of the above 26%

Atlantic Region (n=250):

- A day off to spend by myself 15%
- A day off to spend with family and friends 56%
- A day to save money by taking part in online and/or in-store Boxing Day sales 8%
- None of the above 21%

**Table Twenty-Eight:**

Question 11: What type, if any, of online savings sites, apps or loyalty programs do you use to save money when you shop?

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

- Uses online savings sites, apps or loyalty programs (NET) 76%
- Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene 60%
- Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp 38%
- Cash-back websites such as Rakuten (formerly Ebates.ca), Great Canadian Rebates or Shopper Army 19%
- Online price comparison websites or apps such as Google Shopping or Price Grabber 12%
- Other 2%
- None of the above 16%
- I do not shop online 8%

British Columbia and the Territories (n=351):

• Uses online savings sites, apps or loyalty programs (NET)	73%
• Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene	55%
• Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp	37%
• Cash-back websites such as Rakuten (formerly Ebates.ca), Great Canadian Rebates or Shopper Army	20%
• Online price comparison websites or apps such as Google Shopping or Price Grabber	12%
• Other	1%
• None of the above	16%
• I do not shop online	11%

Alberta (n=250):

• Uses online savings sites, apps or loyalty programs (NET)	77%
• Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene	61%
• Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp	41%
• Cash-back websites such as Rakuten (formerly Ebates.ca), Great Canadian Rebates or Shopper Army	20%
• Online price comparison websites or apps such as Google Shopping or Price Grabber	13%
• Other	2%
• None of the above	15%
• I do not shop online	8%

Manitoba and Saskatchewan (n=300):

• Uses online savings sites, apps or loyalty programs (NET)	76%
• Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene	59%
• Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp	38%
• Cash-back websites such as Rakuten (formerly Ebates.ca), Great Canadian Rebates or Shopper Army	21%
• Online price comparison websites or apps such as Google Shopping or Price Grabber	11%
• Other	2%
• None of the above	17%
• I do not shop online	7%

Ontario (n=502):

• Uses online savings sites, apps or loyalty programs (NET)	81%
• Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene	68%
• Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp	39%
• Cash-back websites such as Rakuten (formerly Ebates.ca), Great Canadian Rebates or Shopper Army	23%
• Online price comparison websites or apps such as Google Shopping or Price Grabber	12%
• Other	1%
• None of the above	14%
• I do not shop online	6%

Quebec (n=351):

- Uses online savings sites, apps or loyalty programs (NET) 69%
- Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene 49%
- Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp 36%
- Cash-back websites such as Rakuten (formerly Ebates.ca),  
Great Canadian Rebates or Shopper Army 13%
- Online price comparison websites or apps such as Google Shopping or  
Price Grabber 10%
- Other 2%
- None of the above 19%
- I do not shop online 11%

Atlantic Region (n=250):

- Uses online savings sites, apps or loyalty programs (NET) 75%
- Loyalty programs such as Aeroplan, PC Optimum, AirMiles or Scene 60%
- Shopping apps such as Amazon, Checkout 51, Caddle, Swagbucks or Flipp 35%
- Cash-back websites such as Rakuten (formerly Ebates.ca),  
Great Canadian Rebates or Shopper Army 16%
- Online price comparison websites or apps such as Google Shopping or  
Price Grabber 10%
- Other 1%
- None of the above 17%
- I do not shop online 8%

### Table Twenty-Nine

Question 12: How much of a priority is paying down debt for you in 2021? Would you say paying down debt is a...

Question Base: All respondents.

Total responses (Number of respondents unweighted, percentages weighted to population data, n=2,004):

- High priority 28%
- Medium priority 22%
- Low priority 8%
- Not a priority at all 5%
- Don't know 4%
- I do not expect to have any debt to pay down in 2021 33%

British Columbia and the Territories (n=351):

- High priority 23%
- Medium priority 20%
- Low priority 11%
- Not a priority at all 5%
- Don't know 3%
- I do not expect to have any debt to pay down in 2021 37%

Alberta (n=250):

- High priority 29%
- Medium priority 28%
- Low priority 6%
- Not a priority at all 6%
- Don't know 4%
- I do not expect to have any debt to pay down in 2021 27%

Manitoba and Saskatchewan (n=300):

- High priority 32%
- Medium priority 22%
- Low priority 6%
- Not a priority at all 4%
- Don't know 4%
- I do not expect to have any debt to pay down in 2021 32%

Ontario (n=502):

- High priority 27%
- Medium priority 24%
- Low priority 6%
- Not a priority at all 7%
- Don't know 3%
- I do not expect to have any debt to pay down in 2021 34%

Quebec (n=351):

- High priority 32%
- Medium priority 19%
- Low priority 9%
- Not a priority at all 2%
- Don't know 5%
- I do not expect to have any debt to pay down in 2021 32%

Atlantic Region (n=250):

- High priority 32%
- Medium priority 20%
- Low priority 8%
- Not a priority at all 5%
- Don't know 4%
- I do not expect to have any debt to pay down in 2021 31%

### Table Thirty – Demographics

Question S1: In what year were you born? (Age shown below.)

Question Base: All respondents.

Total responses (Number of respondents unweighted, n=2,004):

- Age 18-34 27%
- Age 35-44 14%
- Age 45-54 20%
- Age 55-64 14%
- Age 65+ 25%
- Average age 50

British Columbia and the Territories (n=351):

- Age 18-34 27%
- Age 35-44 14%
- Age 45-54 19%
- Age 55-64 10%
- Age 65+ 30%
- Average age 51

Alberta (n=250):

- Age 18-34 32%
- Age 35-44 14%
- Age 45-54 22%
- Age 55-64 11%
- Age 65+ 21%
- Average age 47

Manitoba and Saskatchewan (n=300):

- Age 18-34 30%
- Age 35-44 17%
- Age 45-54 16%
- Age 55-64 13%
- Age 65+ 24%
- Average age 48

Ontario (n=502):

- Age 18-34 28%
- Age 35-44 12%
- Age 45-54 22%
- Age 55-64 14%
- Age 65+ 24%
- Average age 50



Quebec (n=351):

- Age 18-34 26%
- Age 35-44 14%
- Age 45-54 19%
- Age 55-64 16%
- Age 65+ 25%
- Average age 50

Atlantic Region (n=250):

- Age 18-34 23%
- Age 35-44 14%
- Age 45-54 19%
- Age 55-64 15%
- Age 65+ 29%
- Average age 52

### Table Thirty-One – Demographics

Question S2: Which of the following do you identify as....?

Question Base: All respondents.

Total responses (Number of respondents unweighted, n=2,004):

- Male 49%
- Female 51%
- Other 0%

British Columbia and the Territories (n=351):

- Male 48%
- Female 52%
- Other 0%

Alberta (n=250):

- Male 49%
- Female 50%
- Other 0%

Manitoba and Saskatchewan (n=300):

- Male 49%
- Female 51%
- Other 0%

Ontario (n=502):

- Male 49%
- Female 51%
- Other 0%

Quebec (n=351):

- Male 49%
- Female 51%
- Other 0%

Atlantic Region (n=250):

- Male 48%
- Female 52%
- Other 0%

### Table Thirty-Two – Demographics

Question S3: In which province or territory do you live?

Question Base: All respondents.

Total responses (number of respondents unweighted):

- 100%
- 2,004 respondents

Ontario:

- 25%
- 502 respondents

Quebec:

- 18%
- 351 respondents

British Columbia:

- 17%
- 349 respondents

Alberta:

- 12%
- 250 respondents

Manitoba:

- 9%
- 178 respondents

Saskatchewan:

- 6%
- 122 respondents

Nova Scotia:

- 5%
- 110 respondents

New Brunswick:

- 3%
- 71 respondents

Newfoundland and Labrador:

- 2%
- 50 respondents

Prince Edward Island:

- 1%
- 19 respondents

Northwest Territories:

- <1%
- 2 respondents

Nunavut:

- 0%
- 0 respondents

Yukon:

- 0%
- 0 respondents

### Table Thirty-Three – Demographics

Question D1: Which of these describes you?

Question Base: All respondents.

Total responses (number of respondents unweighted, n=2,004):

- |                                                                           |     |
|---------------------------------------------------------------------------|-----|
| • Full-time employed                                                      | 45% |
| • Part-time employed                                                      | 10% |
| • Unemployed, seeking work                                                | 5%  |
| • Unemployed, not seeking work                                            | 4%  |
| • Not currently working, anticipate being called back to work by employer | 2%  |
| • Caregiver (e.g., children, elderly)                                     | 2%  |
| • Full-time student                                                       | 3%  |
| • Part-time student                                                       | 1%  |
| • Volunteer                                                               | 1%  |
| • Retired                                                                 | 29% |
| • Prefer not to say                                                       | 1%  |

British Columbia and the Territories (n=351):

- Full-time employed 39%
- Part-time employed 11%
- Unemployed, seeking work 6%
- Unemployed, not seeking work 3%
- Not currently working, anticipate being called back to work by employer 4%
- Caregiver (e.g., children, elderly) 2%
- Full-time student 4%
- Part-time student 1%
- Volunteer 3%
- Retired 32%
- Prefer not to say 2%

Alberta (n=250):

- Full-time employed 44%
- Part-time employed 14%
- Unemployed, seeking work 8%
- Unemployed, not seeking work 4%
- Not currently working, anticipate being called back to work by employer 3%
- Caregiver (e.g., children, elderly) 3%
- Full-time student 4%
- Part-time student 1%
- Volunteer 1%
- Retired 23%
- Prefer not to say 1%

Manitoba and Saskatchewan (n=300):

- Full-time employed 45%
- Part-time employed 12%
- Unemployed, seeking work 6%
- Unemployed, not seeking work 3%
- Not currently working, anticipate being called back to work by employer 2%
- Caregiver (e.g., children, elderly) 3%
- Full-time student 5%
- Part-time student 1%
- Volunteer 2%
- Retired 27%
- Prefer not to say 1%

Ontario (n=502):

- Full-time employed 48%
- Part-time employed 10%
- Unemployed, seeking work 5%
- Unemployed, not seeking work 5%
- Not currently working, anticipate being called back to work by employer 1%
- Caregiver (e.g., children, elderly) 1%
- Full-time student 2%
- Part-time student 0%
- Volunteer 1%
- Retired 29%
- Prefer not to say 1%

Quebec (n=351):

- Full-time employed 47%
- Part-time employed 8%
- Unemployed, seeking work 3%
- Unemployed, not seeking work 5%
- Not currently working, anticipate being called back to work by employer 1%
- Caregiver (e.g., children, elderly) 1%
- Full-time student 3%
- Part-time student 1%
- Volunteer 0%
- Retired 31%
- Prefer not to say 1%

Atlantic Region (n=250):

- Full-time employed 39%
- Part-time employed 14%
- Unemployed, seeking work 5%
- Unemployed, not seeking work 4%
- Not currently working, anticipate being called back to work by employer 2%
- Caregiver (e.g., children, elderly) 3%
- Full-time student 2%
- Part-time student 0%
- Volunteer 1%
- Retired 33%
- Prefer not to say 1%

### Table Thirty-Four – Demographics

Question D3: What is the highest level of schooling that you have completed?

Question Base: All respondents.

Total responses (number of respondents unweighted, n=2,004):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	2%
• Graduated High School	14%
• Some Vocational/Technical/College/CEGEP	6%
• Completed Vocational/Technical/College/CEGEP	21%
• Some University	9%
• Graduated University	30%
• Post-Graduate	15%
• Other	2%
• Prefer not to say	1%

British Columbia and the Territories (n=351):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	3%
• Graduated High School	15%
• Some Vocational/Technical/College/CEGEP	6%
• Completed Vocational/Technical/College/CEGEP	17%
• Some University	13%
• Graduated University	30%
• Post-Graduate	15%
• Other	0%
• Prefer not to say	1%

Alberta (n=250):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	2%
• Graduated High School	13%
• Some Vocational/Technical/College/CEGEP	7%
• Completed Vocational/Technical/College/CEGEP	22%
• Some University	10%
• Graduated University	33%
• Post-Graduate	13%
• Other	0%
• Prefer not to say	0%

Manitoba and Saskatchewan (n=300):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	3%
• Graduated High School	19%
• Some Vocational/Technical/College/CEGEP	7%
• Completed Vocational/Technical/College/CEGEP	26%
• Some University	9%
• Graduated University	24%
• Post-Graduate	12%
• Other	0%
• Prefer not to say	1%

Ontario (n=502):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	2%
• Graduated High School	10%
• Some Vocational/Technical/College/CEGEP	7%
• Completed Vocational/Technical/College/CEGEP	18%
• Some University	7%
• Graduated University	33%
• Post-Graduate	21%
• Other	0%
• Prefer not to say	1%

Quebec (n=351):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	3%
• Graduated High School	19%
• Some Vocational/Technical/College/CEGEP	5%
• Completed Vocational/Technical/College/CEGEP	25%
• Some University	7%
• Graduated University	27%
• Post-Graduate	7%
• Other	6%
• Prefer not to say	0%

Atlantic Region (n=250):

• Public/Elementary (Grade 1-8)	0%
• Some High School (Grade 9-11)	1%
• Graduated High School	13%
• Some Vocational/Technical/College/CEGEP	8%
• Completed Vocational/Technical/College/CEGEP	20%
• Some University	12%
• Graduated University	31%
• Post-Graduate	14%
• Other	1%
• Prefer not to say	1%

## Table Thirty-Five – Demographics

Question D3: What is your marital status?

Question Base: All respondents.

Total responses (number of respondents unweighted, n=2,004):

- Single (never married) 28%
- Married/Living common law 58%
- Separated 2%
- Divorced 6%
- Widowed 5%
- Prefer not to say 1%

British Columbia and the Territories (n=351):

- Single (never married) 26%
- Married/Living common law 59%
- Separated 2%
- Divorced 5%
- Widowed 6%
- Prefer not to say 2%

Alberta (n=250):

- Single (never married) 31%
- Married/Living common law 59%
- Separated 1%
- Divorced 6%
- Widowed 3%
- Prefer not to say 1%

Manitoba and Saskatchewan (n=300):

- Single (never married) 30%
- Married/Living common law 57%
- Separated 2%
- Divorced 6%
- Widowed 4%
- Prefer not to say 1%

Ontario (n=502):

- Single (never married) 27%
- Married/Living common law 59%
- Separated 3%
- Divorced 5%
- Widowed 5%
- Prefer not to say 1%



Quebec (n=351):

- Single (never married) 30%
- Married/Living common law 56%
- Separated 3%
- Divorced 7%
- Widowed 4%
- Prefer not to say 1%

Atlantic Region (n=250):

- Single (never married) 22%
- Married/Living common law 62%
- Separated 5%
- Divorced 5%
- Widowed 5%
- Prefer not to say 1%

### Table Thirty-Six – Demographics

Question D4: How many people, including yourself, live in your household?

Question Base: All respondents.

Total responses (number of respondents unweighted, n=2,004):

- One 23%
- Two 40%
- Three 18%
- Four 12%
- Five or more 5%
- Prefer not to say 1%

British Columbia and the Territories (n=351):

- One 25%
- Two 43%
- Three 17%
- Four 8%
- Five or more 5%
- Prefer not to say 2%

Alberta (n=250):

- One 21%
- Two 40%
- Three 18%
- Four 14%
- Five or more 5%
- Prefer not to say 2%

Manitoba and Saskatchewan (n=300):

- One 27%
- Two 39%
- Three 16%
- Four 11%
- Five or more 7%
- Prefer not to say 1%

Ontario (n=502):

- One 21%
- Two 39%
- Three 20%
- Four 13%
- Five or more 6%
- Prefer not to say 1%

Quebec (n=351):

- One 28%
- Two 39%
- Three 16%
- Four 13%
- Five or more 4%
- Prefer not to say 0%

Atlantic Region (n=250):

- One 20%
- Two 44%
- Three 18%
- Four 12%
- Five or more 6%
- Prefer not to say 1%

## Table Thirty-Seven – Demographics

Question D5: Are there any children living in your household in the following age groups?

Question Base: All respondents.

Total responses (number of respondents unweighted, n=2,004):

- Under 6: yes 8%
- Under 6: no 90%
- Prefer not to say 1%
- 6-12 years of age: yes 11%
- 6-12 years of age: no 88%
- Prefer not to say 1%
- 13-17 years of age: yes 9%
- 13-17 years of age: no 89%
- Prefer not to say 2%

British Columbia and the Territories (n=351):

- Under 6: yes 7%
- Under 6: no 91%
- Prefer not to say 2%
- 6-12 years of age: yes 8%
- 6-12 years of age: no 90%
- Prefer not to say 2%
- 13-17 years of age: yes 9%
- 13-17 years of age: no 88%
- Prefer not to say 2%

Alberta (n=250):

- Under 6: yes 12%
- Under 6: no 86%
- Prefer not to say 2%
- 6-12 years of age: yes 12%
- 6-12 years of age: no 86%
- Prefer not to say 2%
- 13-17 years of age: yes 5%
- 13-17 years of age: no 93%
- Prefer not to say 2%

Manitoba and Saskatchewan (n=300):

- Under 6: yes 9%
- Under 6: no 89%
- Prefer not to say 2%
- 6-12 years of age: yes 9%
- 6-12 years of age: no 89%
- Prefer not to say 2%
- 13-17 years of age: yes 10%
- 13-17 years of age: no 88%
- Prefer not to say 2%

Ontario (n=502):

- Under 6: yes 7%
- Under 6: no 91%
- Prefer not to say 1%
- 6-12 years of age: yes 11%
- 6-12 years of age: no 88%
- Prefer not to say 1%
- 13-17 years of age: yes 11%
- 13-17 years of age: no 88%
- Prefer not to say 2%

Quebec (n=351):

- Under 6: yes 9%
- Under 6: no 90%
- Prefer not to say 1%
- 6-12 years of age: yes 11%
- 6-12 years of age: no 88%
- Prefer not to say 1%
- 13-17 years of age: yes 9%
- 13-17 years of age: no 90%
- Prefer not to say 1%

Atlantic Region (n=250):

- Under 6: yes 6%
- Under 6: no 92%
- Prefer not to say 2%
- 6-12 years of age: yes 11%
- 6-12 years of age: no 87%
- Prefer not to say 2%
- 13-17 years of age: yes 11%
- 13-17 years of age: no 87%
- Prefer not to say 2%

### Table Thirty-Eight - Demographics

Question D6: For statistical purposes only, please tell me which of the following categories applies to your total household income for the year 2019?

Question Base: All respondents.

Total responses (number of respondents unweighted, n=2,004):

- Under \$20,000 6%
- \$20,000 to under \$40,000 13%
- \$40,000 to under \$60,000 14%
- \$60,000 to under \$80,000 13%
- \$80,000 to under \$100,000 13%
- \$100,000 to under \$125,000 11%
- \$125,000 to under \$150,000 7%
- \$150,000 to under \$200,000 6%
- \$200,000 and over 6%
- Prefer not to say 11%

British Columbia and the Territories (n=351):

- Under \$20,000 5%
- \$20,000 to under \$40,000 14%
- \$40,000 to under \$60,000 15%
- \$60,000 to under \$80,000 14%
- \$80,000 to under \$100,000 9%
- \$100,000 to under \$125,000 12%
- \$125,000 to under \$150,000 8%
- \$150,000 to under \$200,000 6%
- \$200,000 and over 4%
- Prefer not to say 13%

Alberta (n=250):

- Under \$20,000 4%
- \$20,000 to under \$40,000 10%
- \$40,000 to under \$60,000 15%
- \$60,000 to under \$80,000 12%
- \$80,000 to under \$100,000 13%
- \$100,000 to under \$125,000 9%
- \$125,000 to under \$150,000 6%
- \$150,000 to under \$200,000 7%
- \$200,000 and over 8%
- Prefer not to say 15%

Manitoba and Saskatchewan (n=300):

- Under \$20,000 6%
- \$20,000 to under \$40,000 15%
- \$40,000 to under \$60,000 19%
- \$60,000 to under \$80,000 13%
- \$80,000 to under \$100,000 15%
- \$100,000 to under \$125,000 9%
- \$125,000 to under \$150,000 8%
- \$150,000 to under \$200,000 3%
- \$200,000 and over 3%
- Prefer not to say 9%

Ontario (n=502):

- Under \$20,000 4%
- \$20,000 to under \$40,000 11%
- \$40,000 to under \$60,000 11%
- \$60,000 to under \$80,000 13%
- \$80,000 to under \$100,000 14%
- \$100,000 to under \$125,000 12%
- \$125,000 to under \$150,000 8%
- \$150,000 to under \$200,000 7%
- \$200,000 and over 8%
- Prefer not to say 12%

Quebec (n=351):

- Under \$20,000 9%
- \$20,000 to under \$40,000 18%
- \$40,000 to under \$60,000 16%
- \$60,000 to under \$80,000 13%
- \$80,000 to under \$100,000 13%
- \$100,000 to under \$125,000 10%
- \$125,000 to under \$150,000 5%
- \$150,000 to under \$200,000 4%
- \$200,000 and over 4%
- Prefer not to say 8%

Atlantic Region (n=250):

- Under \$20,000 7%
- \$20,000 to under \$40,000 19%
- \$40,000 to under \$60,000 13%
- \$60,000 to under \$80,000 14%
- \$80,000 to under \$100,000 12%
- \$100,000 to under \$125,000 11%
- \$125,000 to under \$150,000 8%
- \$150,000 to under \$200,000 4%
- \$200,000 and over 4%
- Prefer not to say 10%