

Poll conducted by Research Co. on Holiday Shopping in Canada - December 13, 2018

Thinking about your own personal finances, would you say you are better off, about the same or worse off this year compared to last year?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Better off	27%	28%	26%	44%	24%	15%	28%	26%	27%	28%	26%	31%
About the same	49%	48%	50%	41%	50%	56%	48%	47%	56%	45%	54%	50%
Worse off	22%	23%	21%	15%	24%	24%	23%	22%	17%	25%	20%	19%
Not sure	2%	1%	3%	0%	2%	5%	1%	5%	0%	2%	0%	0%
Momentum Score	+5	+5	+5	+29	0	-9	+5	+4	+10	+3	+6	+12

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Thinking about the holiday season, do you think you will spend more, about the same, or less this year on gifts than you did last year?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
More than last year	11%	9%	13%	20%	7%	6%	13%	17%	16%	9%	7%	9%
About the same as last year	47%	48%	46%	49%	43%	50%	50%	49%	46%	43%	56%	48%
Less than last year	39%	38%	40%	30%	45%	40%	34%	33%	37%	44%	36%	38%
Not sure	3%	5%	1%	1%	5%	4%	3%	1%	1%	4%	1%	5%
Momentum Score	-28	-29	-27	-10	-38	-34	-21	-16	-21	-35	-29	-29

Thinking about the gifts you may receive this holiday season, which of these options do you prefer?



	GENDER		AGE			REGION						
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Receiving gifts that someone chose for me	48%	50%	46%	47%	43%	54%	54%	43%	47%	50%	45%	45%
Receiving gift cards I can use to choose what I want	47%	47%	47%	48%	50%	43%	41%	51%	46%	46%	51%	48%
Not sure	5%	3%	7%	5%	7%	3%	5%	6%	7%	4%	4%	7%