



Canadians Spending Habits at Christmas

Release date: December 11, 2006



EKOS

Methodology

- Telephone survey of the general public
 - 1022 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: December 5 – December 6, 2006
 - ✓ National results valid within 3.1 percentage points, 19 times out of 20
 - The margin of error increases when the results are sub-divided
 - It should also be noted that the refusal rate and other measurement errors could also increase the margin of error
- All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

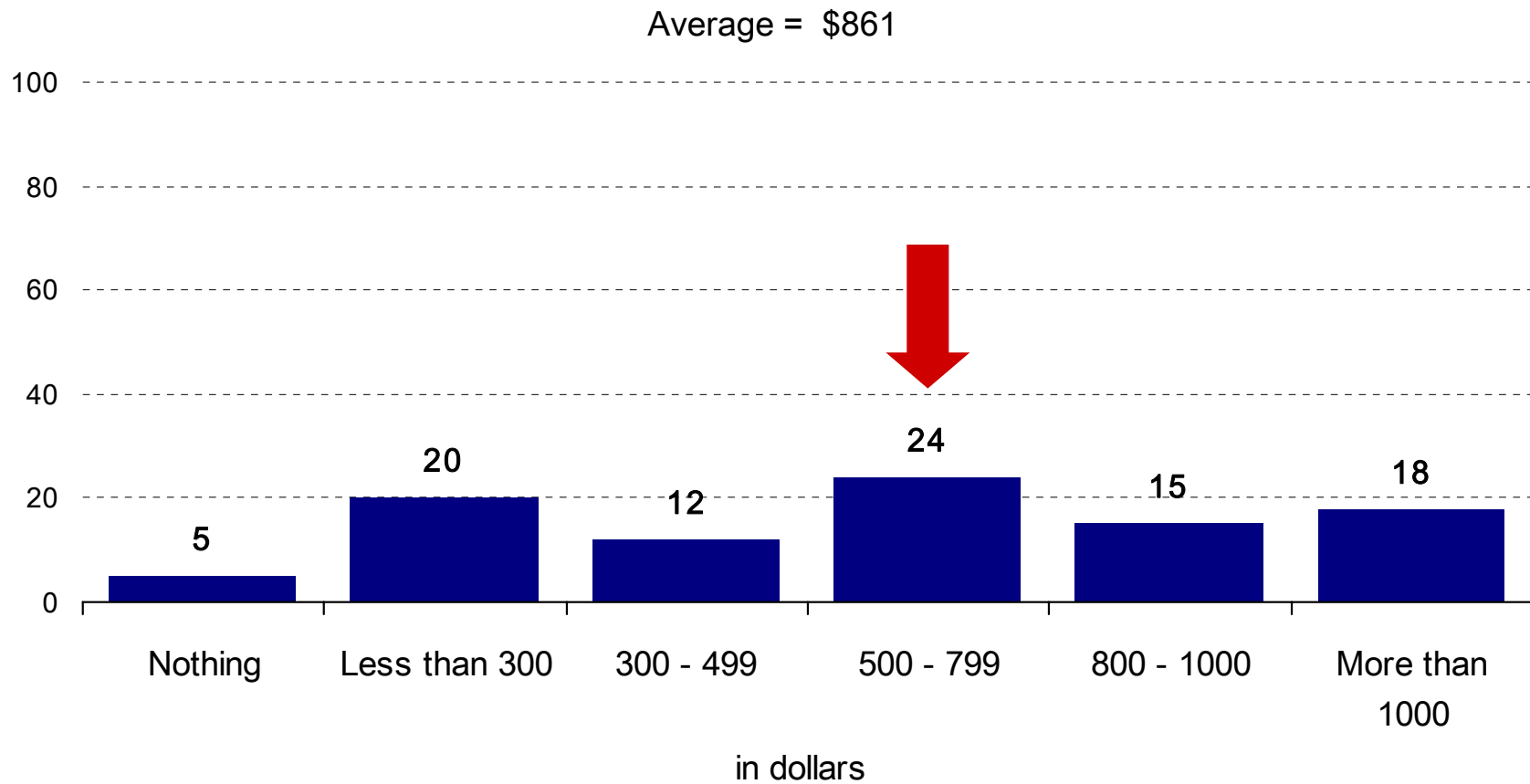


Results



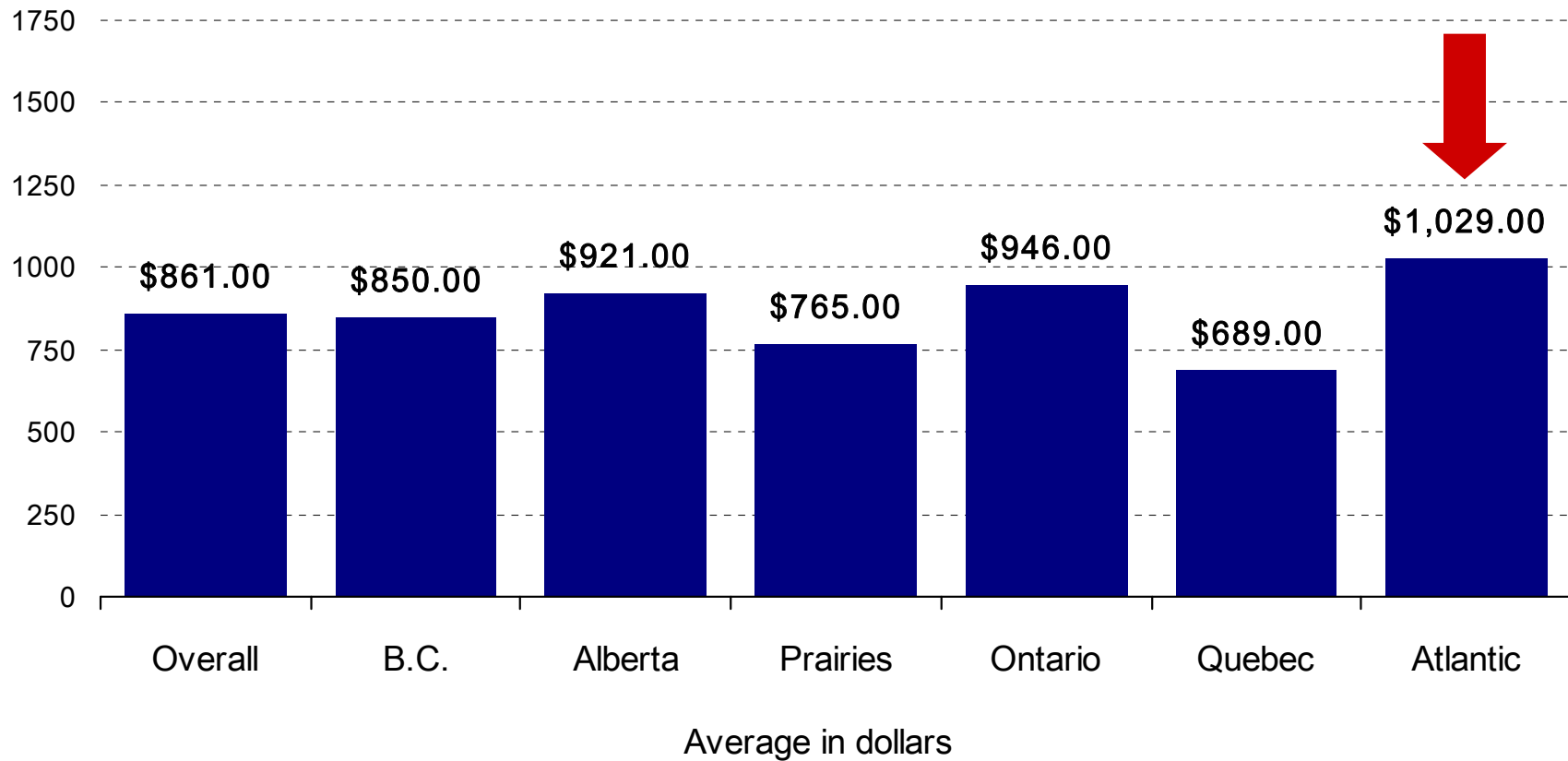
Estimated Christmas expenses

Q: In total, roughly how much money do you expect to spend on Christmas shopping this year?



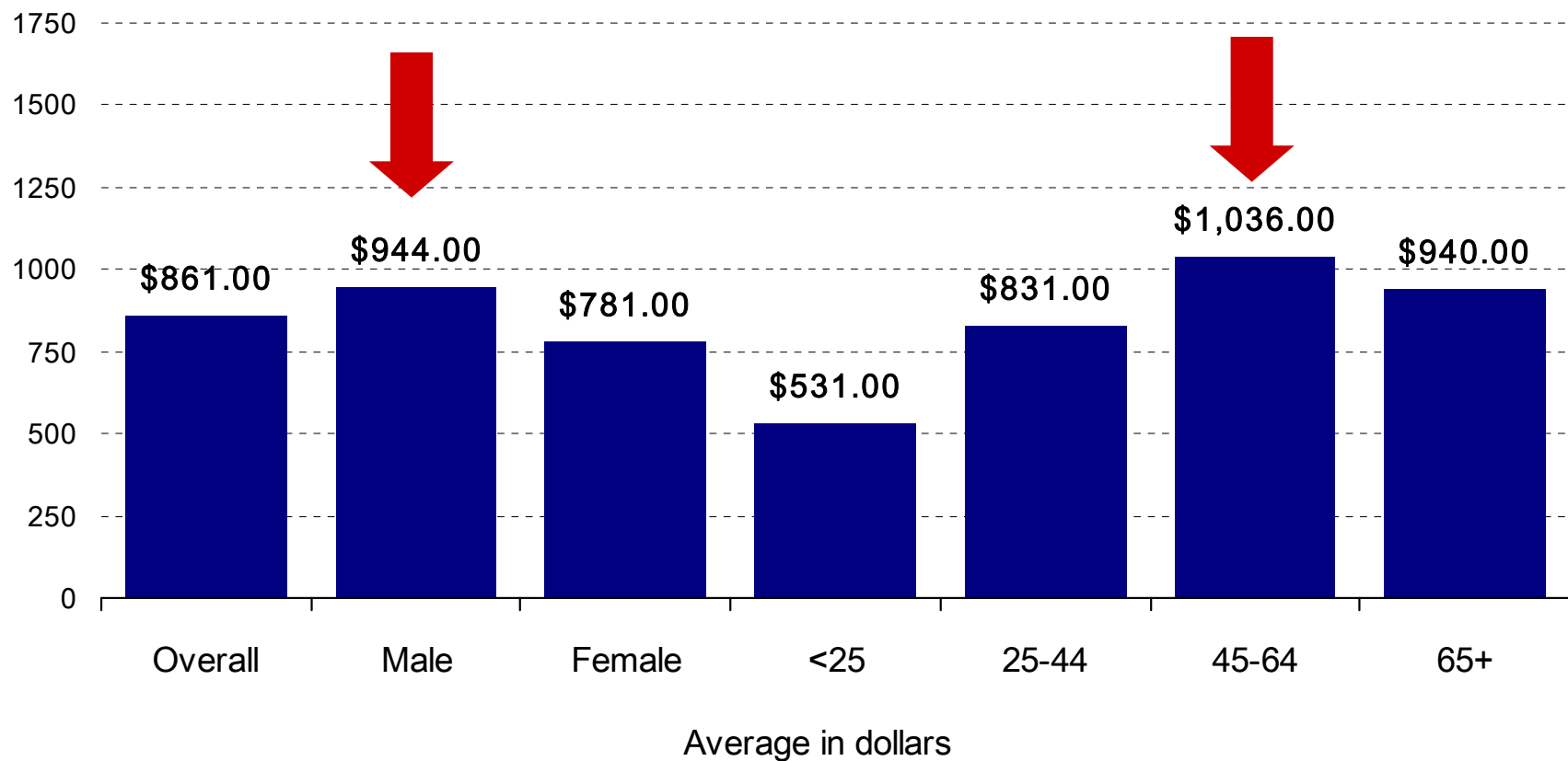
Estimated Christmas expenses by region

Q: In total, roughly how much money do you expect to spend on Christmas shopping this year?



Estimated Christmas expenses by gender and age

Q: In total, roughly how much money do you expect to spend on Christmas shopping this year?



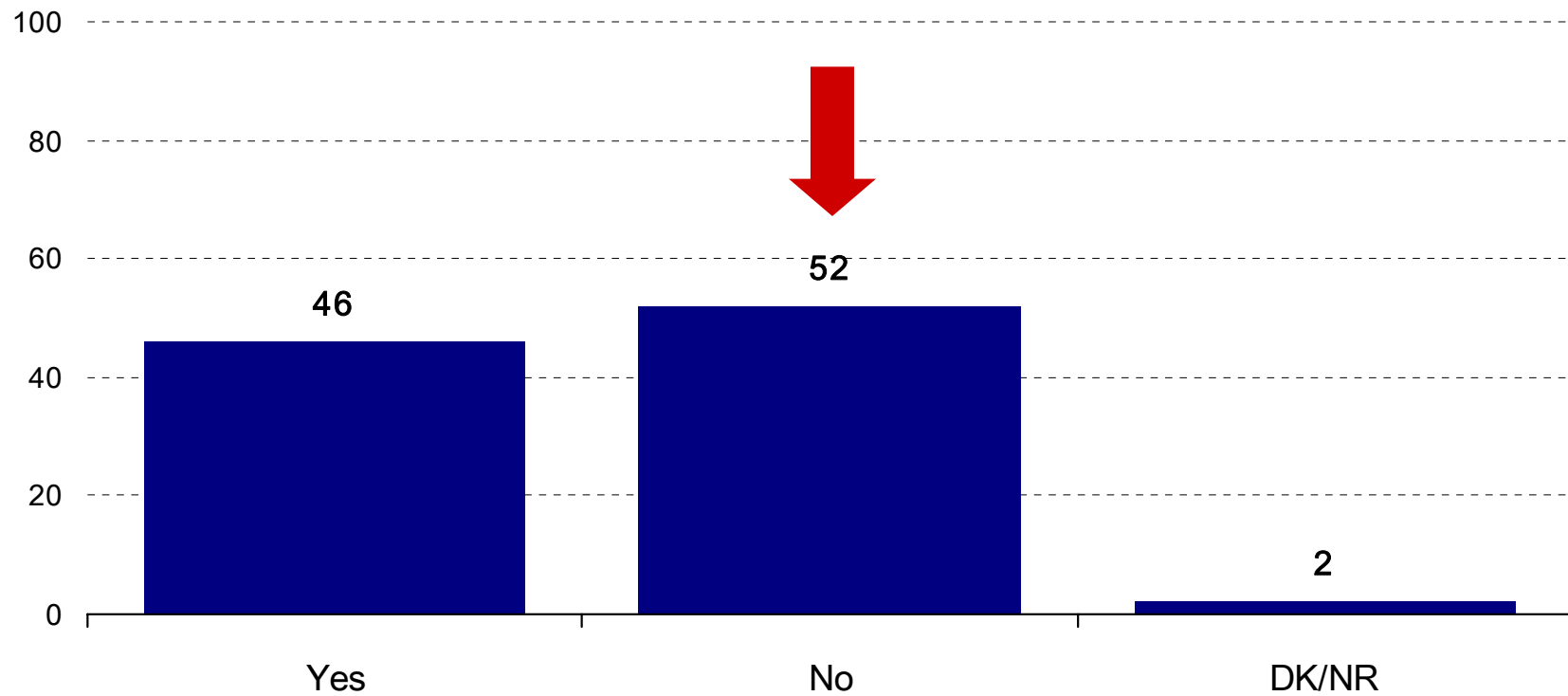
Estimated Christmas expenses by income

Q: In total, roughly how much money do you expect to spend on Christmas shopping this year?



Use of credit to purchase Christmas gifts

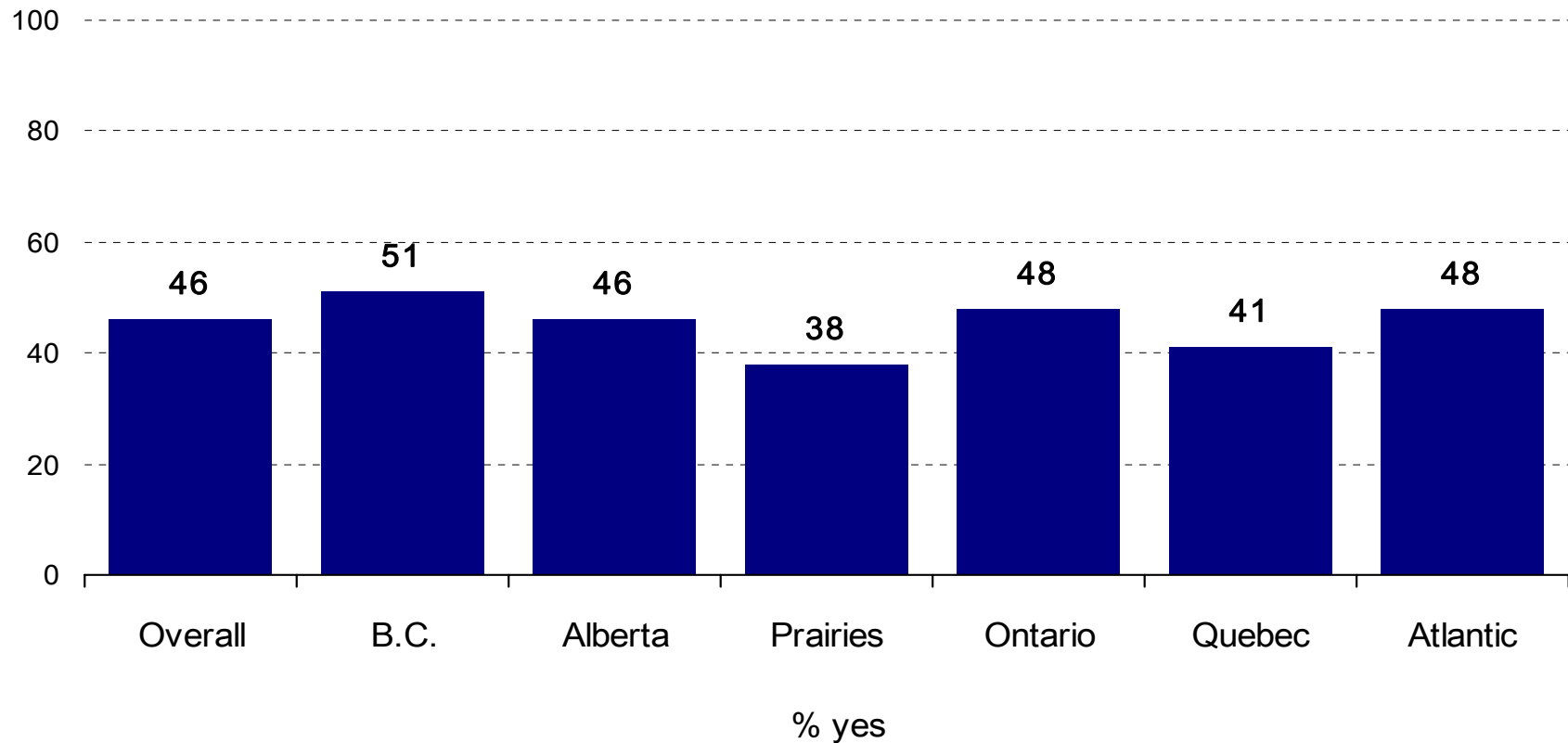
Q: Did you pay for any of your 2005 Christmas shopping on credit*?



*may include major credit cards, department store-type credit, line of credit, and consumer loans.

Use of credit to purchase Christmas gifts by region

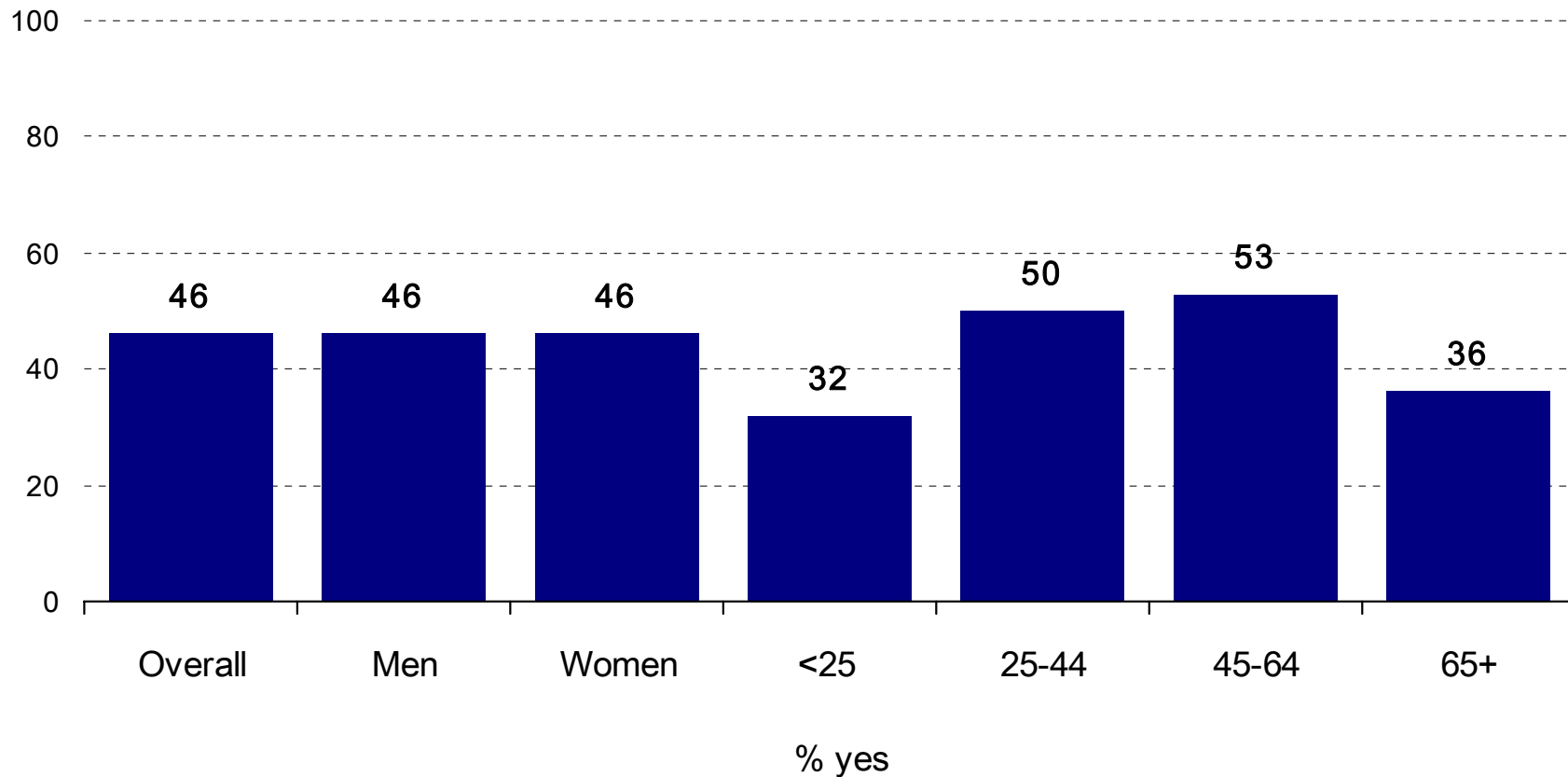
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Use of credit to purchase Christmas gifts by gender and age

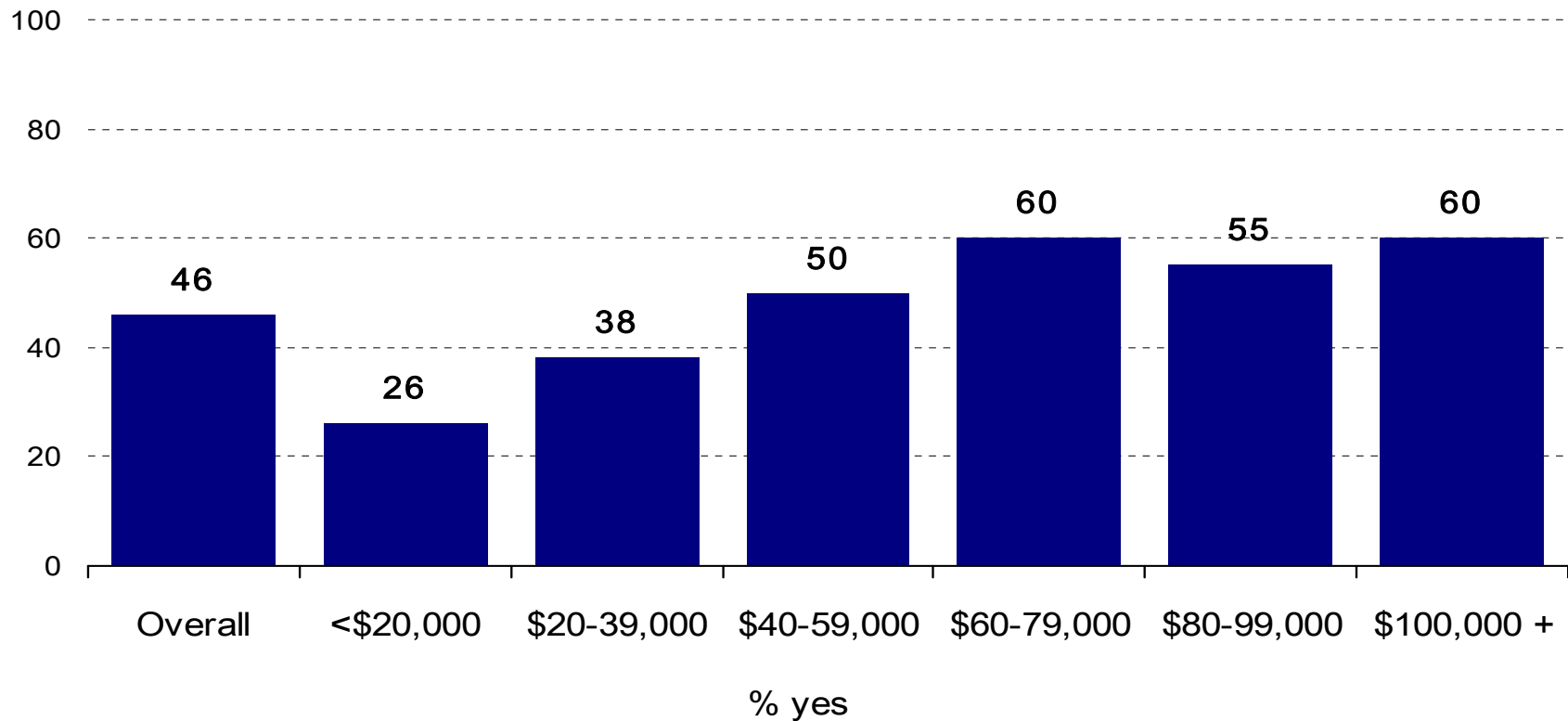
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Use of credit to purchase Christmas gifts by income

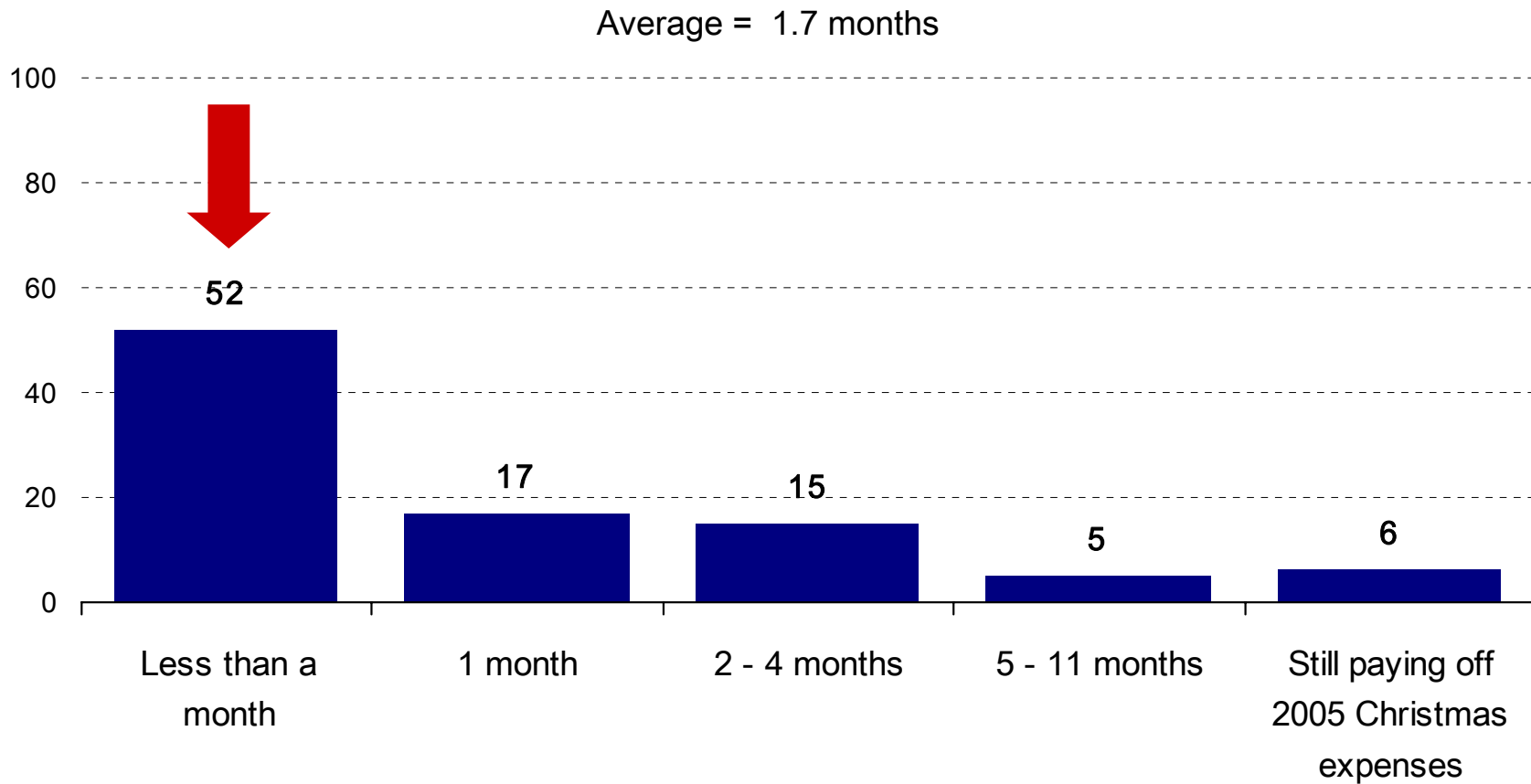
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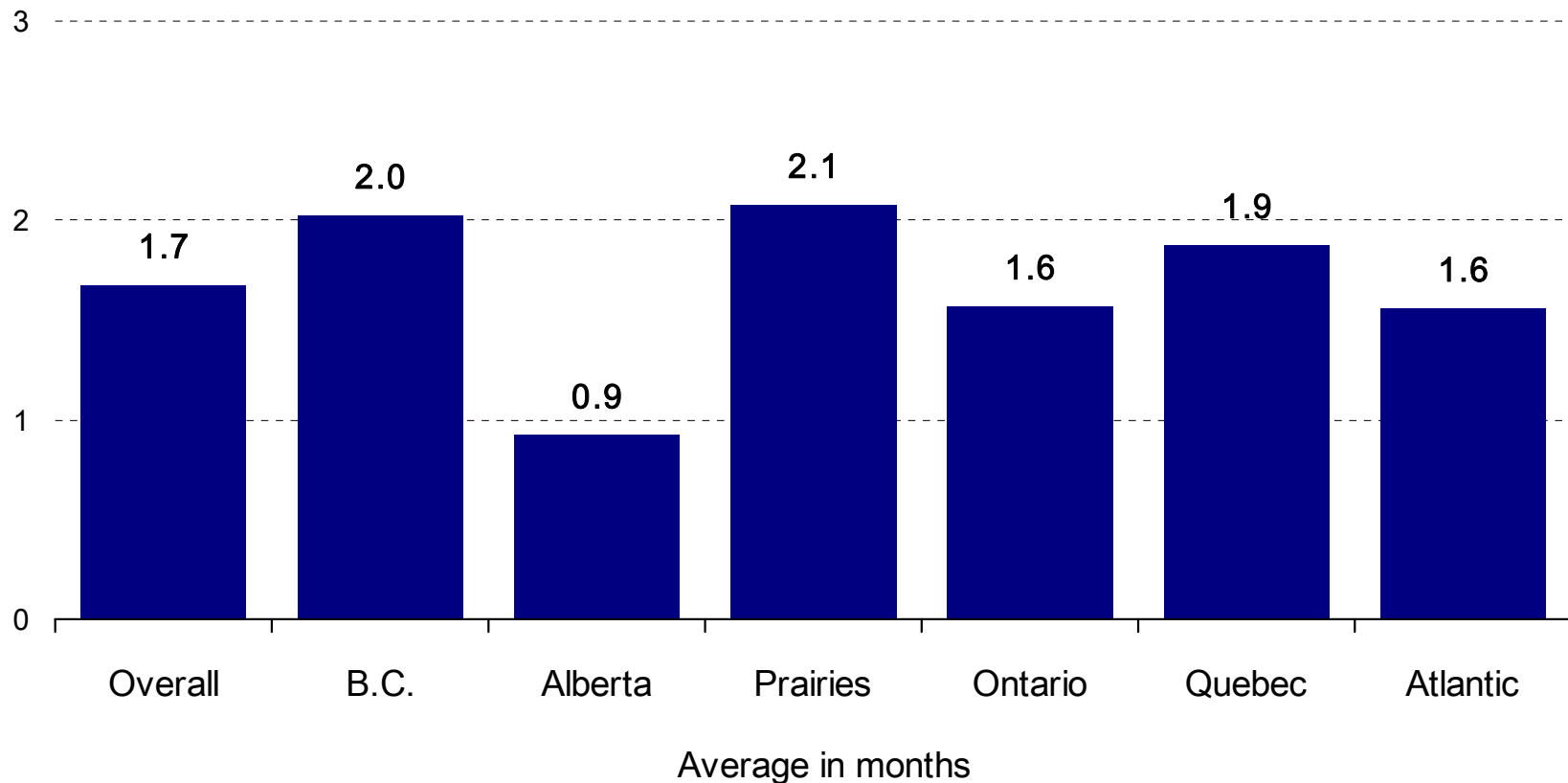
Time required to pay off Christmas debt

Q: Roughly how long did it take you to pay off the debt you acquired Christmas shopping last year?



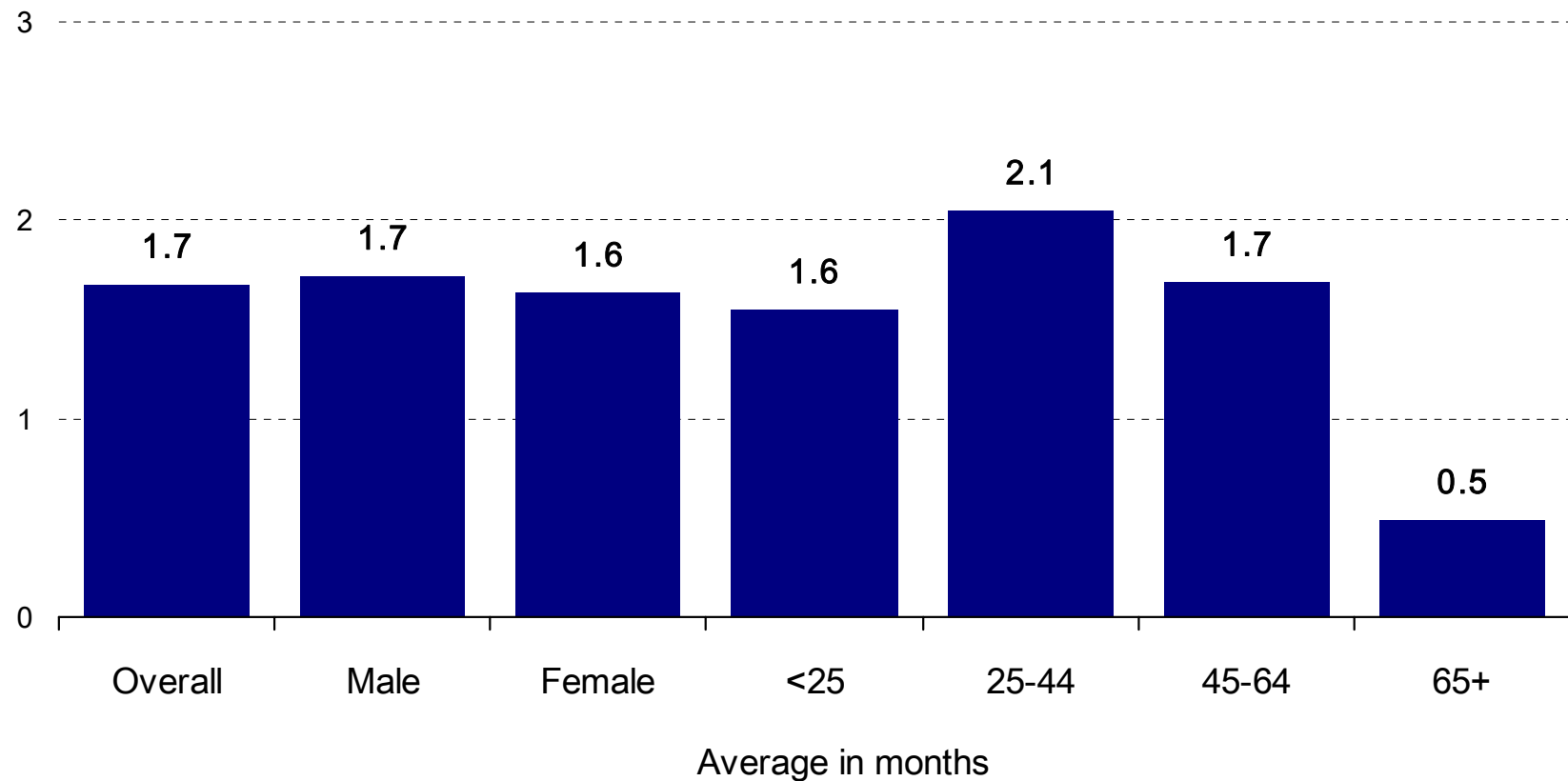
Time required to pay off Christmas debt by region

Q: Roughly how long did it take you to pay off the debt you acquired Christmas shopping last year?



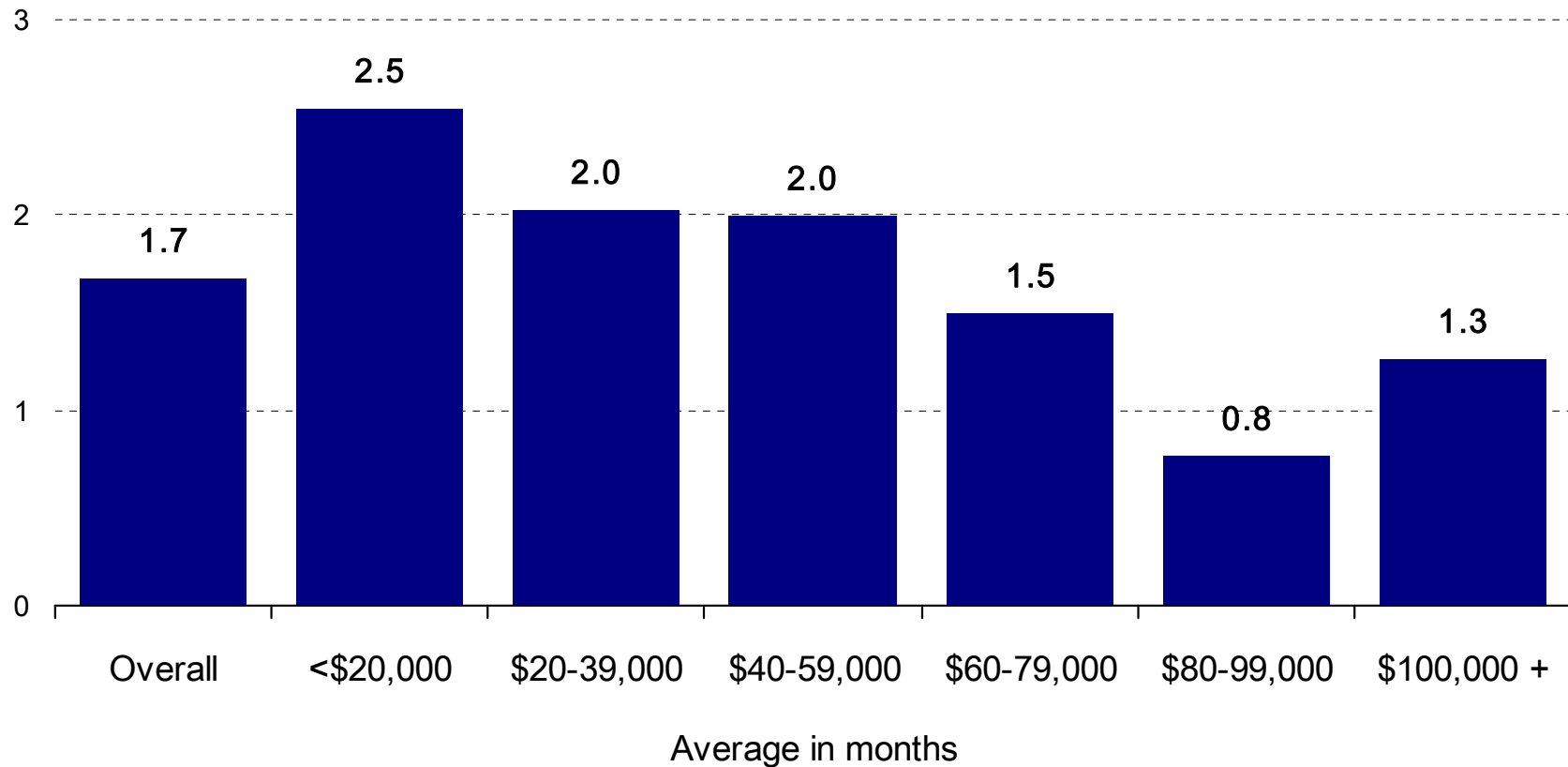
Time required to pay off Christmas debt by gender and age

Q: Roughly how long did it take you to pay off the debt you acquired Christmas shopping last year?



Time required to pay off Christmas debt by income

Q: Roughly how long did it take you to pay off the debt you acquired Christmas shopping last year?





For more information:

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