

CANADIAN PRESS / LEGER MARKETING

**Canadians and Holiday Gift
Giving and Buying**

Report



1.0 Research Findings

- This year, Canadians who will be gift giving will spend close to \$600 on holiday gifts.

Question: Approximately how much do you plan on spending for GIFTS during the holiday season?

n=1521	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 to \$1,000	More than \$1,000	Dnk/Refusal
	11,9%	16,9%	33,0%	17,7%	9,5%	11,1%

- Each Canadian will give an average of thirteen gifts.

Question: How many gifts will you be giving during the holiday season?

n=1521	None, do not give gifts	1-3	4-5	6-10	11-20	More than 20	Dnk/Refusal	Average
	6,1%	7,9%	12,5%	25,5%	25,9%	14,7%	7,5%	13,2

- Clothing is the most appreciated gift.

Question: What gift would you most like receiving? Is it...

	N=1521
... clothing	21,3%
... books	14,1%
... electronic appliances	13,6%
... tools	9,8%
... jewellery	8,7%
... household appliances	5,5%
... CDs	4,6%
... beauty products	2,2%
Other	13,8%
Don't know / Refusal	6,2%

- More than eight people out of ten find the holiday season too commercial.

Question: In your opinion is the holiday season too commercial?

n=1521	YES	NO	Don't know/Refusal
	81,1%	17,5%	1,5%

➤ Canadians do not like holiday shopping.

Question: Do you enjoy shopping during the holiday season A LOT, SOMEWHAT, A LITTLE or NOT AT ALL?

n=1521	A lot	Somewhat	A little	Not at all	Don't know/ Refusal
	16,7%	22,3%	22,7%	37,2%	1,1%

Question: Do you normally wait until Boxing Day on December 26 to buy one or more gifts?

n=1521	YES	NO	Dnk/Refusal
Canada	12,3%	87,2%	0,5%

2.0 Results

2.1 This year, Canadians who will be gift giving will spend close to \$600 in holiday gifts

Other than the proportion of 6.1% who mentioned they would not be giving gifts this holiday season, Canadians will spend an average of \$595 on holiday gifts. 33,0% plan on spending between \$251 and \$500, 17,7% between \$501 and \$1,000, 16,9% between \$101 and \$250, 11,9% \$100 or less and 9,5% more than \$1,000. 11,1% did not say how much they plan on spending.

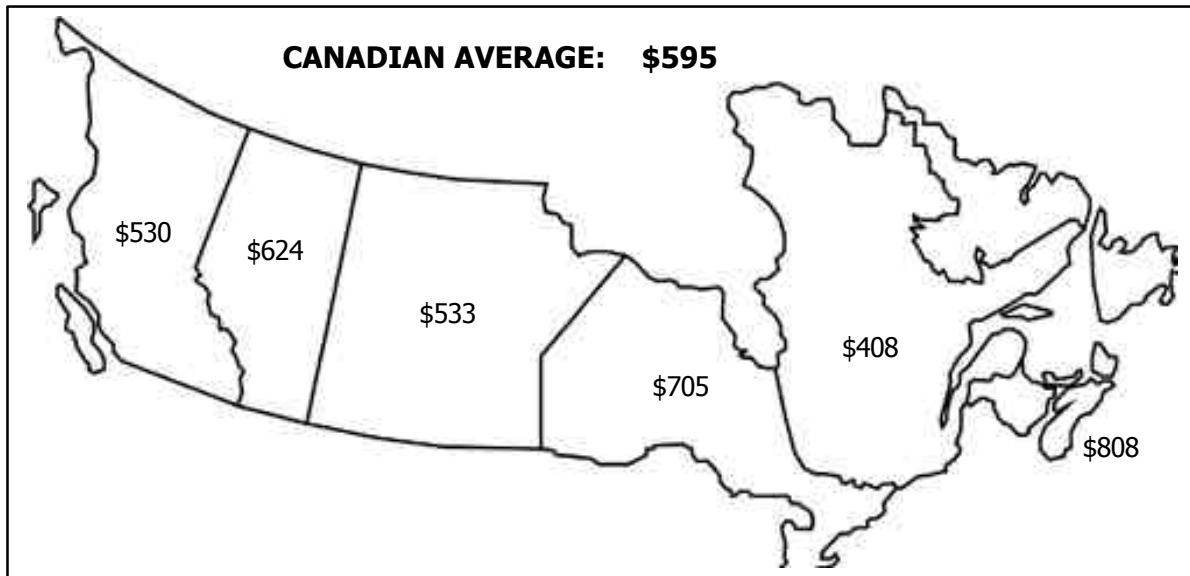
The amount Canadians plan on spending on gifts is proportional to their income. We therefore find that 79,1% of those with an income below \$20,000 will be spending \$500 or less and 9,3% will spend more than 4500. 71,6% of those with an income between \$20,000 to \$39,999 will spend \$500 or less and 22,3% will spend more than \$500. 65,9% of Canadians with an income between \$40,000 and \$59,999 will spend \$500 or less and 26,9% will spend more than \$500 while 51,5% of those in the higher income brackets will spend \$500 or less and 43,2% will spend an amount greater than \$500.

The average amount spent on gifts will be greater in the Atlantic provinces (\$808) and lowest in Quebec (\$408). However, men plan on spending \$628 and women plan on spending \$564.

Question: Approximately how much will you be spending for GIFTS during the holiday season?

n=1521	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 to \$1,000	More than \$1,000	Dnk/ Refusal	Average dollar amt
Annual income less than \$20,000	24,9%	24,6%	29,6%	6,8%	2,5%	11,6%	\$361
\$20,000 to \$39,999	13,7%	21,5%	36,4%	14,4%	7,9%	6,2%	\$510
\$40,000 to \$59,999	13,5%	18,3%	34,1%	19,1%	7,8%	14,5%	\$538
\$60,000 and over	6,3%	10,5%	34,7%	26,0%	17,2%	5,3%	\$816
Canada	11,9%	16,9%	33,0%	17,7%	9,5%	11,1%	\$595

Average amount spent by Canadians on holiday gifts



2.2 Canadians will be giving an average of thirteen gifts

On average, Canadians will be giving 13.2 holiday gifts this year.

Men will be giving 11 and women 15. It is in the Atlantic provinces where the greatest amount of gifts will be given (17.6) and it is in Quebec where the least amount will be given (9.1).

Question: How many gifts will you be giving during the holiday season?

n=1521	None, will not be giving gifts	1-3	4-5	6-10	11-20	More than 20	Dnk/Refusal	Average
Men	6,3%	60,3%	15,6%	27,0%	21,2%	10,4%	9,5%	11,1
Women	5,9%	39,7%	9,5%	24,2%	30,3%	18,7%	5,4%	15,1
Atlantic provinces	3,8%	2,7%	6,2%	22,3%	29,4%	25,9%	9,6%	17,6
Quebec	7,8%	11,0%	21,2%	31,3%	19,7%	4,7%	4,3%	9,1
Ontario	5,3%	6,4%	9,8%	22,1%	27,4%	19,4%	9,7%	15,2
Prairies	6,0%	5,9%	10,0%	25,8%	29,7%	13,8%	8,9%	14,4
Alberta	3,9%	8,2%	11,9%	26,0%	32,1%	12,8%	5,2%	13,5
British Columbia	8,6%	10,5%	9,4%	26,3%	24,2%	14,8%	6,2%	12,4
Canada	6,1%	7,9%	12,5%	25,5%	25,9%	14,7%	7,5%	13,2

2.3 Clothing is the most appreciated gift

Asked what holiday gift they would prefer receiving, 21,3% of Canadians mentioned clothing, followed by books (14,1%), electronic devices (13,6%), tools (9,8%), jewellery (8,7%), household appliances (5,5%), CDs (4,6%) and beauty products (2,2%).

Question: What gift do you most like to receive? Is it... ..

	TOTAL Canada (n=1521)	Men	Women
... clothing	21,3%	20,6%	21,9%
... books	14,1%	10,4%	17,6%
... electronic devices	13,6%	19,6%	8,0%
... tools	9,8%	18,9%	1,2%
... jewellery	8,7%	1,9%	15,1%
... household appliance	5,5%	2,3%	8,6%
... CDs	4,6%	4,8%	4,5%
... beauty products	2,2%	0,8%	3,6%
Other	13,8%	13,2%	14,4%
Don't know / Refusal	6,2%	7,4%	5,1%

2.4 More than eight people out of ten consider the holiday season too commercial

81,1% of Canadians feel that the holiday season has become too commercial while 17,5% think otherwise.

85,4% of women find it too commercial compared to men (76,5%). For 86,2% of those 35 to 44, 86,4% of those 65 and over, 87,4 of residents of the Atlantic provinces and 87,7% of retirees, the holiday season is too commercial.

Question: In your opinion, is the holiday season too commercial?

n=1521	YES	NO	Dnk/ Refusal
18-24	67,5%	31,7%	0,7%
25-34	73,2%	24,6%	2,1%
35-44	86,2%	13,5%	0,3%
45-54	84,7%	13,3%	2,0%
55-64	83,6%	15,4%	0,8%
65 years old and over	86,4%	10,7%	2,9%
Canada	81,1%	17,5%	1,5%

2.5 Canadians do not like holiday shopping

59,9% of Canadians do not like shopping during the holiday season while 39,0% feel otherwise.. 16,7% enjoy shopping a great deal, 22,3% somewhat like it, 22,7% enjoy it a little 37,2% do not like it at all.

67,2% of men do not like shopping during the holidays versus 53,0% of women. 21,1% of women, 27,9% of those 18-24 and 29,3% of students enjoy shopping a great deal while 42,3% of men, 45,3% of those 45-54, 46,8% of labourers and 44,3% of retirees do not enjoy this activity at all.

Finally, only 12,3% of Canadians wait for Boxing Day to buy gifts.

Question: Do you enjoy shopping during the holiday season A LOT, SOMEWHAT, A LITTLE or NOT AT ALL?

n=1521	A lot	Somewhat	A little	Not at all	Don't know/ Refusal
Men	11,9%	19,4%	24,9%	42,3%	1,5%
Women	21,2%	25,0%	20,7%	32,3%	0,8%
18-24	27,9%	27,3%	21,8%	22,6%	0,5%
25-34	20,6%	25,6%	20,0%	33,3%	0,4%
35-44	15,3%	23,6%	24,6%	35,6%	0,9%
45-54	12,8%	16,6%	24,2%	45,3%	0,9%
55-64	16,4%	19,9%	24,3%	38,4%	1,0%
65 years old and over	10,1%	22,5%	19,7%	44,3%	3,4%
Canada	16,7%	22,3%	22,7%	37,2%	1,1%

Question: Do you normally wait for Boxing Day on December 26 to buy one or more gifts?

n=1521	YES	NO	Dnk/ Refusal
Atlantic provinces	11,6%	88,4%	0,0%
Quebec	10,4%	89,4%	0,2%
Ontario	13,1%	86,0%	0,9%
Prairies	16,1%	83,9%	0,0%
Alberta	13,3%	85,9%	0,9%
British Columbia	11,5%	88,5%	0,0%
Canada	12,3%	87,2%	0,5%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1521 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between December 4 and December 10, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1521 respondents is of $\pm 2.6\%$, 19 times out of 20.