

H1 - First, will you do any seasonal/holiday shopping this year?

	Gender (S1)			Age Group (S2)			Region (S3)					HH Income (Z4)	
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All respondents	817	391	422	222	278	316	128	363	491	131	195	355	358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	817	348	464	214	274	329	254	269	523	116	178	367	349
Yes	640	296	340	175	227	237	96	282	378	102	160	269	291
	78%	76%	81%	79%	82%	75%	75%	78%	77%	78%	82%	76%	81%
No	177	95	82	47	51	79	32	81	113	29	35	87	67
	22%	24%	19%	21%	18%	25%	25%	22%	23%	22%	18%	24%	19%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H2 - Approximately what percentage of your holiday shopping have you done so far?

	Gender (S1)		Age Group (S2)			Region (S3)					HH Income (Z4)		
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
0	151	84	65	34	40	77	22	63	85	26	40	77	53
	24%	28%	19%	19%	18%	32%	23%	22%	22%	25%	25%	29%	18%
		B				CD						L	
100	38	20	18	15	11	12	7	20	27	4	8	18	13
	6%	7%	5%	9%	5%	5%	7%	7%	7%	4%	5%	7%	4%
NET: 1-25%	128	63	65	40	45	42	14	62	77	24	27	57	61
	20%	21%	19%	23%	20%	18%	15%	22%	20%	23%	17%	21%	21%
NET: 26-49%	54	21	32	25	19	10	12	24	36	6	12	20	26
	8%	7%	9%	14%	8%	4%	13%	9%	10%	6%	7%	7%	9%
				E									
NET: 50-74%	119	50	69	29	52	38	24	53	77	15	27	48	60
	19%	17%	20%	17%	23%	16%	26%	19%	20%	15%	17%	18%	21%
NET: 75%-99%	150	58	90	32	60	58	16	60	76	28	45	49	78
	23%	20%	27%	18%	26%	24%	17%	21%	20%	27%	28%	18%	27%
										F		K	K
Mean with zero	41.86	37.82	45.33	41.32	45.76	38.52	41.62	41.62	41.62	40.38	43.37	37.26	44.87
			A										K
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H3 - Compared to last year, how will your spending on seasonal/holiday shopping compare?

	Gender (S1)		Age Group (S2)			Region (S3)					HH Income (Z4)		
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
I will spend a lot more this year	28	12	15	14	9	5	7	10	17	1	10	11	13
	4%	4%	4%	8%	4%	2%	7%	4%	5%	1%	6%	4%	4%
				E			I		I		I		
I will spend a little more this year	72	35	36	27	28	17	18	33	51	7	14	29	36
	11%	12%	11%	15%	12%	7%	19%	12%	14%	7%	9%	11%	12%
				E			IJ						
I will spend about the same this year compared to last year	272	143	127	68	88	115	28	130	158	40	74	94	138
	42%	48%	37%	39%	39%	49%	29%	46%	42%	39%	46%	35%	47%
		B						FH	F		F		K
I will spend a little less this year	158	60	98	41	54	63	28	64	92	29	36	80	62
	25%	20%	29%	23%	24%	27%	30%	23%	24%	29%	23%	30%	21%
			A										
I will spend a lot less this year	110	46	64	26	48	37	14	45	60	25	25	54	42
	17%	16%	19%	15%	21%	15%	15%	16%	16%	24%	16%	20%	14%
NET: More	100	48	51	40	38	22	25	43	68	8	24	40	49
	16%	16%	15%	23%	17%	9%	26%	15%	18%	8%	15%	15%	17%
			A	E			GHIJ		GI				
NET: Less	268	106	162	67	102	100	43	109	152	54	62	134	104
	42%	36%	48%	38%	45%	42%	45%	39%	40%	53%	39%	50%	36%
			A							GHJ		L	
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H4 - Compared to last year, have you/will you start your seasonal/holiday shopping early or later this year?

	Gender (S1)		Age Group (S2)			Region (S3)					HH Income (Z4)		
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
I have/will start my shopping a lot earlier this year	121	40	80	33	54	35	20	51	70	16	35	48	57
	19%	14%	24%	19%	24%	15%	20%	18%	19%	15%	22%	18%	20%
			A		E								
I have/will start my shopping a little earlier this year	184	89	94	53	64	67	32	84	116	28	41	70	99
	29%	30%	28%	30%	28%	28%	33%	30%	31%	27%	25%	26%	34%
I have/will start my shopping about the same time as last year	261	140	119	71	82	107	35	116	151	48	62	117	104
	41%	47%	35%	41%	36%	45%	36%	41%	40%	47%	39%	44%	36%
		B											
I have/will start my shopping a little later this year	59	23	36	12	25	22	7	28	35	9	15	27	26
	9%	8%	11%	7%	11%	9%	8%	10%	9%	9%	9%	10%	9%
I have/will start my shopping a little later this year	15	4	10	7	3	5	2	4	6	2	6	7	4
	2%	1%	3%	4%	1%	2%	2%	1%	2%	2%	4%	2%	2%
NET: Earlier	305	130	175	85	118	102	52	134	186	43	76	118	156
	48%	44%	51%	49%	52%	43%	54%	48%	49%	42%	48%	44%	54%
NET: Later	74	27	46	19	28	27	10	32	41	11	21	33	31
	12%	9%	14%	11%	12%	12%	10%	11%	11%	11%	13%	12%	11%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H5_1 - This year, how will your seasonal/holiday shopping from the following types of businesses compare to last year? - US or internationally-owned businesses

	Gender (S1)			Age Group (S2)			Region (S3)					HH Income (Z4)	
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
More this year	33	20	13	12	16	4	10	13	24	3	6	13	16
	5%	7%	4%	7%	7%	2%	11%	5%	6%	3%	4%	5%	5%
				E	E		GHIJ		G				
Same as last year	303	152	146	94	119	89	54	130	184	44	74	138	133
	47%	51%	43%	54%	52%	38%	56%	46%	49%	43%	47%	52%	46%
				E	E								
Less than last year	305	124	180	69	92	144	32	139	170	55	80	118	142
	48%	42%	53%	39%	40%	61%	33%	49%	45%	53%	50%	44%	49%
			A			CD		FH	F	F	F		
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H5_2 - This year, how will your seasonal/holiday shopping from the following types of businesses compare to last year? - Canadian-owned businesses

	Gender (S1)			Age Group (S2)			Region (S3)					HH Income (Z4)	
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
More this year	216	78	138	67	80	69	30	100	130	41	44	87	103
	34%	26%	41%	38%	35%	29%	31%	36%	34%	40%	27%	32%	35%
			A										
Same as last year	383	195	184	97	136	150	55	160	216	57	111	165	171
	60%	66%	54%	55%	60%	63%	58%	57%	57%	55%	70%	62%	59%
		B									GHI		
Less than last year	41	24	17	12	12	17	10	22	32	4	5	16	16
	6%	8%	5%	7%	5%	7%	11%	8%	8%	4%	3%	6%	6%
							J		J				
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H5_3 - This year, how will your seasonal/holiday shopping from the following types of businesses compare to last year? - BC-owned businesses

	Gender (S1)			Age Group (S2)			Region (S3)					HH Income (Z4)	
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
More this year	248	93	154	76	83	88	34	108	142	50	56	108	114
	39%	32%	45%	44%	37%	37%	35%	38%	37%	49%	35%	40%	39%
			A							J			
Same as last year	344	177	164	86	133	125	53	147	201	49	95	143	157
	54%	60%	48%	49%	59%	53%	56%	52%	53%	48%	59%	53%	54%
		B											
Less than last year	48	26	22	13	11	24	9	27	36	3	10	18	20
	8%	9%	6%	7%	5%	10%	9%	10%	9%	3%	6%	7%	7%
								I	I				
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H5_4 - This year, how will your seasonal/holiday shopping from the following types of businesses compare to last year? - Businesses located in your municipality

	Gender (S1)		Age Group (S2)			Region (S3)					HH Income (Z4)		
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
More this year	236	96	140	55	88	93	27	103	131	50	55	107	107
	37%	32%	41%	31%	39%	39%	29%	37%	35%	49%	34%	40%	37%
										FHJ			
Same as last year	335	173	160	96	123	116	59	146	205	44	86	133	158
	52%	58%	47%	55%	54%	49%	61%	52%	54%	43%	54%	49%	54%
		B					I						
Less than last year	69	28	39	24	16	28	10	33	42	8	19	29	26
	11%	9%	12%	14%	7%	12%	10%	12%	11%	8%	12%	11%	9%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H5_5 - This year, how will your seasonal/holiday shopping from the following types of businesses compare to last year? - Businesses located in your neighbourhood

	Gender (S1)			Age Group (S2)			Region (S3)					HH Income (Z4)	
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
More this year	200	82	118	51	72	78	28	87	115	41	44	90	93
	31%	28%	35%	29%	31%	33%	29%	31%	30%	40%	28%	33%	32%
Same as last year	375	188	185	103	139	133	58	165	223	56	96	149	173
	59%	63%	54%	59%	61%	56%	60%	58%	59%	55%	60%	55%	60%
Less than last year	65	26	37	21	17	27	10	30	41	4	20	30	24
	10%	9%	11%	12%	7%	11%	11%	11%	11%	4%	12%	11%	8%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H6 - Approximately what percentage of your seasonal/holiday shopping will you do online this year?

	Gender (S1)		Age Group (S2)			Region (S3)					HH Income (Z4)		
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
0	75	37	38	8	13	54	5	23	28	19	28	39	24
	12%	12%	11%	5%	6%	23%	5%	8%	7%	19%	18%	15%	8%
						CD				FGH	FGH		
100	39	16	23	22	12	5	12	20	32	3	4	23	12
	6%	5%	7%	12%	5%	2%	12%	7%	8%	3%	3%	9%	4%
				E			IJ		IJ				
NET: 1-25%	117	54	63	21	36	60	12	50	62	22	33	50	50
	18%	18%	18%	12%	16%	25%	12%	18%	16%	22%	21%	19%	17%
						CD							
NET: 26-49%	44	18	26	10	14	20	10	14	24	9	11	19	22
	7%	6%	8%	6%	6%	8%	11%	5%	6%	9%	7%	7%	8%
NET: 50-74%	170	85	83	48	76	45	24	86	110	22	37	58	89
	27%	29%	25%	28%	33%	19%	25%	31%	29%	22%	23%	22%	31%
					E								K
NET: 75%-99%	195	86	107	66	76	54	34	88	122	27	46	79	93
	31%	29%	31%	37%	33%	23%	35%	31%	32%	27%	29%	29%	32%
				E	E								
Mean with zero	51.57	50.27	52.39	63.07	57.22	37.66	61.98	55.41	57.07	42.65	44.25	50.03	53.55
				E	E		IJ	IJ	IJ				
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H7 - Compared to last year, how will your seasonal/holiday shopping online this year compare?

	Gender (S1)		Age Group (S2)			Region (S3)					HH Income (Z4)		
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: Those do holiday shopping	640	296	340	175	227	237	96	282	378	102	160	269	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	632	261	366	163	219	250	185	214	399	90	143	266	287
I will do a lot more online than last year	221	92	127	80	89	52	32	108	140	32	49	101	98
	34%	31%	37%	46%	39%	22%	33%	38%	37%	31%	31%	38%	34%
				E	E								
I will do a little more online than last year	172	80	91	46	66	59	38	73	111	25	36	65	84
	27%	27%	27%	26%	29%	25%	39%	26%	29%	24%	22%	24%	29%
							GHIJ		G				
I will do about the same online as last year	152	88	64	35	50	67	16	76	93	16	44	55	81
	24%	30%	19%	20%	22%	28%	17%	27%	24%	16%	27%	20%	28%
		B						FHI	F		I		
I will do a little less online than last year	22	8	14	4	7	11	6	9	15	4	2	6	9
	3%	3%	4%	2%	3%	4%	6%	3%	4%	4%	2%	2%	3%
I will do a lot less online than last year	25	7	18	9	6	10	0	8	9	9	8	11	9
	4%	3%	5%	5%	2%	4%	0%	3%	2%	8%	5%	4%	3%
										FH			
I didn't shop online last year and won't this year either	48	22	26	0	10	38	4	7	11	16	21	30	9
	8%	7%	8%	0%	4%	16%	4%	2%	3%	16%	13%	11%	3%
					C	CD				FGH	FGH	L	
NET: More	392	172	218	126	155	111	69	181	251	57	85	166	183
	61%	58%	64%	72%	68%	47%	72%	64%	66%	56%	53%	62%	63%
				E	E		IJ		J				
NET: Less	47	15	32	14	12	21	6	18	24	13	10	18	18
	7%	5%	9%	8%	5%	9%	6%	6%	6%	12%	7%	7%	6%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

H8 - Changing the topic slightly, compared to last year during the holiday season, this year do you plan to...?

	Gender (S1)			Age Group (S2)			Region (S3)					HH Income (Z4)	
	Total	Male	Female	18-34	35-54	55+	City of Vancouver	Rest of Metro Van	TOTAL Metro Van	Vancouver Island	Rest of BC	<\$75k	\$75k+
	(Z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
BASE: All respondents	817	391	422	222	278	316	128	363	491	131	195	355	358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	817	348	464	214	274	329	254	269	523	116	178	367	349
Give a lot more to charities than last year	54	26	29	14	18	23	11	21	32	11	12	17	31
	7%	7%	7%	6%	6%	7%	9%	6%	6%	8%	6%	5%	9%
Give a little more to charities than last year	157	75	82	34	47	76	26	63	89	36	32	76	69
	19%	19%	19%	15%	17%	24%	20%	17%	18%	28%	16%	21%	19%
						C				GHJ			
Give a about the same to charities as last year	349	174	172	82	125	142	46	155	201	48	100	126	170
	43%	44%	41%	37%	45%	45%	36%	43%	41%	37%	52%	35%	48%
											FHI		K
Give a little less to charities than last year	50	25	26	17	14	19	6	30	36	6	9	20	26
	6%	6%	6%	8%	5%	6%	4%	8%	7%	5%	4%	6%	7%
Give a lot less to charities than last year	52	16	36	9	24	19	8	21	29	10	13	26	17
	6%	4%	8%	4%	9%	6%	7%	6%	6%	7%	7%	7%	5%
			A										
I didn't give to charities at this time last year and won't this year either	155	76	77	67	50	38	31	74	105	20	29	91	45
	19%	19%	18%	30%	18%	12%	24%	20%	21%	16%	15%	26%	13%
				DE								L	
NET: More	212	101	111	47	65	99	37	84	121	47	43	93	100
	26%	26%	26%	21%	24%	31%	29%	23%	25%	36%	22%	26%	28%
						C				GHJ			
NET: Less	102	41	61	26	38	38	14	50	65	16	22	46	43
	12%	10%	15%	12%	14%	12%	11%	14%	13%	12%	11%	13%	12%
No Answer	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FGHIJ/KL

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.