

How much money are you planning to spend on gifts during the holiday season this year?

	Age				Generations		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
BASE: All Respondents	1524	336	530	658	141	346	437
BASE: WEIGHTED	1524	418	496	610	201	352	410
(\$50) Under \$100	194	57	54	83	39	32	50
	13%	14%	11%	14%	19%	9%	12%
(\$174.5) \$100 to 249	289	101	82	106	53	66	77
	19%	24%	17%	17%	26%	19%	19%
(\$374.5) \$250 to 499	378	113	122	144	55	94	92
	25%	27%	25%	24%	28%	27%	23%
(\$624.5) \$500 to \$749	214	68	65	80	28	64	46
	14%	16%	13%	13%	14%	18%	11%
(\$874.5) \$750 to \$999	117	19	48	49	8	21	42
	8%	5%	10%	8%	4%	6%	10%
(\$1,249.5) \$1,000 to \$1,499	108	24	34	50	4	25	32
	7%	6%	7%	8%	2%	7%	8%
(\$1,500) \$1,500 or more	75	13	26	37	5	15	20
	5%	3%	5%	6%	2%	4%	5%
I have no plan giving out gifts this year	148	22	66	61	9	36	49
	10%	5%	13%	10%	5%	10%	12%
MEAN	498.30	433.10	526.20	523.40	356.70	507.90	518.80
			B	B		E	E

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

What gifts do you plan to spend the most money on during the holiday season this year?

	Age				Gener		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
BASE: Not No Plan Select In S1	1383	322	464	597	136	311	389
BASE: WEIGHTED	1376	396	431	549	192	316	361
Technology	173	84	67	22	42	60	52
	13%	21%	15%	4%	22%	19%	15%
Clothing	172	79	34	59	40	48	31
	12%	20%	8%	11%	21%	15%	9%
Toys	168	73	45	49	28	61	32
	12%	19%	10%	9%	15%	19%	9%
Beauty or Wellness products	70	38	20	12	28	12	18
	5%	10%	5%	2%	15%	4%	5%
Home decor	47	19	16	12	9	16	10
	3%	5%	4%	2%	5%	5%	3%
Other	312	44	94	174	18	47	82
	23%	11%	22%	32%	9%	15%	23%
Not sure	434	58	155	221	27	73	134
	32%	15%	36%	40%	14%	23%	37%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

Where do you research gift ideas?

	Age				Gener		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
BASE: All Respondents	1524	336	530	658	141	346	437

BASE: WEIGHTED	1524	418	496	610	201	352	410
Online shopping	699	243	245	211	115	205	190
	46%	58%	49%	35%	57%	58%	46%
		CD	D		HIJ	GHIJ	IJ
In store	637	189	214	233	90	158	175
	42%	45%	43%	38%	45%	45%	43%
Through friends/family recommendations	526	135	183	208	71	116	141
	35%	32%	37%	34%	35%	33%	35%
Flyers	375	57	131	188	14	78	113
	25%	14%	26%	31%	7%	22%	28%
			B	B		E	E
Online reviews	349	148	127	75	75	115	93
	23%	35%	26%	12%	37%	33%	23%
		CD	D		GHIJ	GHIJ	HIJ
Social media	270	168	64	38	90	104	48
	18%	40%	13%	6%	45%	30%	12%
		CD	D		FGHIJ	GHIJ	HIJ
Online articles	240	83	82	76	35	74	62
	16%	20%	17%	12%	18%	21%	15%
		D				HIJ	
TV/Radio	100	33	26	40	16	20	29
	7%	8%	5%	7%	8%	6%	7%
Magazines	83	29	28	26	13	24	23
	5%	7%	6%	4%	6%	7%	6%
Other	30	3	6	21	3	1	5
	2%	1%	1%	3%	2%	0%	1%
				BC			
I don't research gift ideas	290	38	96	156	15	53	81
	19%	9%	19%	26%	8%	15%	20%
			B	BC			E

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

Do you find yourself sleeping more or less than usual during the holiday season?

		Age		Gener
--	--	-----	--	-------

	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
	BASE: All Respondents	1524	336	530	658	141	346
BASE: WEIGHTED	1524	418	496	610	201	352	410
More	287	154	73	60	90	90	60
	19%	37%	15%	10%	45%	26%	15%
		CD	D		FGHIJ	GHIJ	HIJ
Less	280	101	85	93	50	68	77
	18%	24%	17%	15%	25%	19%	19%
		CD			IJ		
About the same	957	162	338	457	61	194	273
	63%	39%	68%	75%	30%	55%	67%
			B	BC		E	EF

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

How much does your sleep impact your mood during the holiday season?

	Total	Age			Gener		
		'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
		B	C	D	E	F	G
BASE: All Respondents	1524	336	530	658	141	346	437
BASE: WEIGHTED	1524	418	496	610	201	352	410
I sleep better and enjoy the season more	189	109	42	39	70	51	39
	12%	26%	8%	6%	35%	14%	10%
		CD			FGHIJ	HIJ	J
I sleep better but find the season exhausting	75	33	28	14	15	31	18
	5%	8%	6%	2%	7%	9%	4%
		D	D		HIJ	GHIJ	
I sleep worse and find the season exhausting	117	30	49	38	12	33	39
	8%	7%	10%	6%	6%	9%	9%
			D				
I sleep worse but still enjoy the season	136	46	45	44	23	35	38
	9%	11%	9%	7%	11%	10%	9%
I sleep the same but still enjoy the season	683	118	203	362	53	118	168
	45%	28%	41%	59%	27%	34%	41%
			B	BC			E

I sleep the same but find the season exhausting	323	81	128	113	29	83	107
	21%	19%	26%	19%	14%	24%	26%
			D			E	EI

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

ration			Gender		Province			
Boomers II (59 to 68)	Boomers I+ (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON
H	I	J	K	L	M	N	O	P
244	356	600	714	810	213	180	81	600
239	322	562	748	776	205	170	100*	581
28	46	74	113	81	32	28	6	62
12%	14%	13%	15%	10%	16%	16%	6%	11%
			L			O		
37	57	93	125	164	41	25	10	113
15%	18%	17%	17%	21%	20%	15%	11%	19%
59	78	137	187	191	44	33	32	147
25%	24%	24%	25%	25%	21%	19%	32%	25%
29	47	76	104	111	30	19	21	89
12%	15%	14%	14%	14%	14%	11%	21%	15%
25	21	45	58	58	16	16	6	56
10%	6%	8%	8%	8%	8%	10%	6%	10%
E					Q	Q		Q
25	23	47	49	59	11	22	7	39
10%	7%	8%	7%	8%	5%	13%	7%	7%
E	E	E				MPQ		
11	24	35	40	36	15	10	4	29
5%	7%	6%	5%	5%	7%	6%	4%	5%
					Q			
27	27	54	72	76	16	17	14	45
11%	9%	10%	10%	10%	8%	10%	14%	8%
548.80	518.70	531.30	494.00	502.50	498.20	563.00	546.20	513.50
E	E	E			Q	Q	Q	Q

ration			Gender		Province			
Boomers II (59 to 68)	Boomers I+ (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON
H	I	J	K	L	M	N	O	P
218	329	547	645	738	196	164	72	556
213	295	508	676	700	189	152	86*	536
6	13	19	120	53	18	15	16	82
3%	4%	4%	18%	8%	9%	10%	18%	15%
			L					
25	29	54	85	87	31	13	4	80
12%	10%	11%	13%	12%	16%	9%	4%	15%
					OQ			OQ
21	26	46	77	91	16	17	14	74
10%	9%	9%	11%	13%	9%	11%	16%	14%
4	8	11	19	51	7	5	1	36
2%	3%	2%	3%	7%	4%	3%	1%	7%
				K				
6	6	12	24	23	10	1	1	21
3%	2%	2%	4%	3%	5%	1%	1%	4%
					N			
59	106	165	134	178	37	37	27	96
28%	36%	33%	20%	25%	19%	24%	31%	18%
EF	EFG	EFG		K			P	
92	108	200	217	217	70	64	24	147
43%	37%	39%	32%	31%	37%	42%	29%	27%
EF	EF	EF			P	PQ		

ration			Gender		Province			
Boomers II (59 to 68)	Boomers I+ (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON
H	I	J	K	L	M	N	O	P
244	356	600	714	810	213	180	81	600

239	322	562	748	776	205	170	100*	581
95	94	189	320	379	98	79	43	310
40%	29%	34%	43%	49%	48%	47%	44%	53%
IJ		I		K	Q	Q		Q
89	124	213	312	324	92	67	36	251
37%	38%	38%	42%	42%	45%	39%	37%	43%
89	109	198	225	302	69	62	44	198
37%	34%	35%	30%	39%	34%	36%	44%	34%
				K				
73	97	170	182	193	45	42	23	137
30%	30%	30%	24%	25%	22%	25%	23%	24%
EF	EF	EF						
30	37	66	178	172	50	42	19	169
12%	11%	12%	24%	22%	24%	25%	19%	29%
					Q	Q		Q
15	13	28	110	160	39	37	20	116
6%	4%	5%	15%	21%	19%	22%	20%	20%
				K		Q		Q
29	40	69	125	116	30	22	15	84
12%	12%	12%	17%	15%	15%	13%	15%	15%
17	17	34	66	34	15	6	5	43
7%	5%	6%	9%	4%	7%	4%	5%	7%
			L					
11	12	23	35	48	20	5	2	30
5%	4%	4%	5%	6%	10%	3%	2%	5%
					NOP			
9	12	21	10	20	4	4	5	10
4%	4%	4%	1%	3%	2%	2%	5%	2%
F	FG	FG						
62	79	141	148	142	48	41	15	79
26%	25%	25%	20%	18%	24%	24%	15%	14%
EF	EF	EF			PR	PR		

ration	Gender	Province
--------	--------	----------

Boomers II (59 to 68)	Boomers I+ (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON
H	I	J	K	L	M	N	O	P
244	356	600	714	810	213	180	81	600
239	322	562	748	776	205	170	100*	581
19	27	46	138	149	39	32	15	137
8%	8%	8%	18%	19%	19%	19%	15%	24%
					R	R		QR
39	47	86	114	166	28	27	12	119
16%	15%	15%	15%	21%	13%	16%	12%	20%
				K				
181	248	430	496	461	138	111	73	325
76%	77%	77%	66%	59%	67%	65%	73%	56%
EFG	EFG	EFG	L		P		P	

ration			Gender		Province			
Boomers II (59 to 68)	Boomers I+ (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON
H	I	J	K	L	M	N	O	P
244	356	600	714	810	213	180	81	600
239	322	562	748	776	205	170	100*	581
13	17	30	113	76	16	17	10	94
5%	5%	5%	15%	10%	8%	10%	10%	16%
			L					M
5	7	11	33	42	14	5	7	24
2%	2%	2%	4%	5%	7%	3%	7%	4%
15	18	34	47	70	13	9	6	53
6%	6%	6%	6%	9%	7%	6%	6%	9%
19	20	39	58	78	14	10	5	66
8%	6%	7%	8%	10%	7%	6%	6%	11%
133	210	343	339	344	95	93	44	229
56%	65%	61%	45%	44%	47%	55%	44%	39%
EFG	EFGHJ	EFGH				P		

54	50	104	158	165	52	35	27	115
22%	16%	18%	21%	21%	25%	21%	27%	20%

		Income		
PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
Q	R	S	T	U
347	103	423	477	461
360	109*	530	474	375
58	8	112	52	15
16%	7%	21%	11%	4%
OP		TU	U	
79	20	160	72	37
22%	18%	30%	15%	10%
O		TU	U	
89	34	107	136	94
25%	31%	20%	29%	25%
			S	
45	11	51	81	65
13%	10%	10%	17%	17%
			S	S
11	11	14	47	49
3%	10%	3%	10%	13%
	Q		S	S
19	10	16	32	54
5%	9%	3%	7%	14%
			S	ST
11	7	7	19	40
3%	6%	1%	4%	11%
			S	ST
47	10	63	34	21
13%	9%	12%	7%	6%
P		TU		
411.20	551.00	317.10	516.40	715.90
	Q		S	ST

		Income		
PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
Q	R	S	T	U
302	93	371	443	438
314	100*	467	440	354
33	9	50	52	62
11%	9%	11%	12%	17%
				ST
26	19	57	62	47
8%	19%	12%	14%	13%
	NOO			
35	12	50	56	46
11%	12%	11%	13%	13%
18	3	18	30	21
6%	3%	4%	7%	6%
13	1	28	15	5
4%	1%	6%	3%	1%
		U		
95	22	127	100	58
30%	22%	27%	23%	16%
MP		U	U	
94	34	137	125	116
30%	34%	29%	28%	33%

		Income		
PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
Q	R	S	T	U
347	103	423	477	461

360	109*	530	474	375
111	57	227	225	188
31%	52%	43%	48%	50%
	Q			
141	49	221	202	161
39%	45%	42%	43%	43%
110	43	156	171	150
31%	39%	30%	36%	40%
				S
84	42	132	117	85
23%	39%	25%	25%	23%
	MNPQ			
41	28	105	96	118
11%	26%	20%	20%	31%
	Q			ST
45	14	95	79	81
12%	13%	18%	17%	22%
72	18	78	67	77
20%	16%	15%	14%	20%
				ST
23	7	34	36	22
6%	7%	6%	8%	6%
19	7	26	23	30
5%	6%	5%	5%	8%
5	1	8	7	10
1%	1%	2%	1%	3%
94	13	106	84	60
26%	12%	20%	18%	16%
PR				

	Income
--	--------

PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
Q	R	S	T	U
347	103	423	477	461
360	109*	530	474	375
55	8	102	82	95
15%	8%	19%	17%	25%
				T
74	21	94	94	65
20%	20%	18%	20%	17%
231	80	334	298	215
64%	73%	63%	63%	57%
P	P			

		Income		
PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
Q	R	S	T	U
347	103	423	477	461
360	109*	530	474	375
42	11	62	55	64
12%	10%	12%	12%	17%
				ST
19	6	19	26	27
5%	6%	4%	5%	7%
				S
31	4	44	30	30
8%	4%	8%	6%	8%
34	6	46	54	26
10%	6%	9%	11%	7%
			U	
165	57	222	229	158
46%	52%	42%	48%	42%
	P			

69	25	138	80	70
19%	23%	26%	17%	19%
		TU		