

Table 1

LANG - Would you prefer to complete the survey in English or French?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
English	1001	175	216	475	54	82	19	23	32
	81%	100%	100%	100%	19%	99%	100%	95%	100%
				E		E			
French	232	-	-	1	230	1	-	1	.
	19%			0%	81%	1%		5%	
					DF				

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 2

QD1 - In which province or territory do you currently reside?

	Total -----	REGION =====					ATLANTIC REGION =====		
		BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
British Columbia	172	172	-	-	-	-	-	-	-
	14%	98%							
Alberta	141	-	141	-	-	-	-	-	-
	11%		65%						
Saskatchewan	34	-	34	-	-	-	-	-	-
	3%		16%						
Manitoba	40	-	40	-	-	-	-	-	-
	3%		19%						
Ontario	476	-	-	476	-	-	-	-	-
	39%			100%					
Quebec	284	-	-	-	284	-	-	-	-
	23%				100%				
Newfoundland	19	-	-	-	-	19	19	-	-
	2%					23%	100%		
Prince Edward Island	8	-	-	-	-	8	-	-	-
	1%					9%			
New Brunswick	24	-	-	-	-	24	-	24	-
	2%					30%		100%	

Nova Scotia	32	-	-	-	-	32	-	-	32
	3%					39%			100%
Yukon	1	1	-	-	-	-	-	-	-
	0%	1%							

Northwest Territories	2	2	-	-	-	-	-	-	-
	0%	1%							
NET: Prairies	216	-	216	-	-	-	-	-	-
	18%		100%						
NET: Atlantic	83	-	-	-	-	83	19	24	32
	7%					100%	100%	100%	100%

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 3

QD3 - How old are you?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
18-34	329	46	62	131	70	19	6	3	8
	27%	27%	29%	28%	25%	23%	33%	13%	26%
							H		H
35-44	203	29	40	76	46	12	2	4	3
	16%	16%	19%	16%	16%	14%	10%	14%	9%
45-54	190	27	34	76	39	13	2	5	6
	15%	16%	16%	16%	14%	16%	12%	20%	19%
55-64	220	30	36	83	55	16	4	5	7
	18%	17%	17%	17%	20%	19%	24%	19%	20%
65-74	168	25	26	62	41	14	3	4	5
	14%	14%	12%	13%	15%	16%	15%	17%	16%
75+	123	18	18	47	31	9	1	4	3
	10%	10%	8%	10%	11%	11%	5%	17%	9%
								G	
NET: Gen Z	67	7	8	28	17	6	3	1	2
	5%	4%	4%	6%	6%	7%	14%	2%	8%
						c	H		H
NET: Millennials	262	39	54	103	53	14	4	3	6
	21%	22%	25%	22%	19%	16%	20%	11%	18%

		f	eF	f			h		h
NET: Gen X	393	56	75	152	85	25	4	8	9
	32%	32%	35%	32%	30%	30%	22%	34%	28%
NET: Boomer	511	73	79	192	128	39	8	13	15
	41%	42%	37%	40%	45%	47%	45%	53%	46%
						C			

MEAN	49.67	50.08	48.32	49.27	50.58	51.55	47.76	55.39	51.54
						Cd		Gi	
MEDIAN	49.00	48.00	47.00	50.00	50.00	52.00	49.00	57.00	53.00

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 4

QD4 - What is your gender?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Male	594	85	107	229	135	39	8	12	14
	48%	49%	49%	48%	48%	47%	44%	50%	43%
Female	632	90	109	245	145	43	10	12	18
	51%	51%	51%	52%	51%	52%	53%	50%	57%
Other	5	-	-	-	4	1	1	-	-
	0%				1%	1%	3%		
Prefer not to say	2	-	-	2	-	0	-	-	-
	0%			0%		0%			

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



Table 5

QD5A - Are you the principal or shared grocery shopper for your household?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total -----	BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Yes, I am the principal grocery shopper	881	120	138	357	207	60	12	16	26
	71%	68%	64%	75%	73%	72%	64%	67%	80%
				C	c	c			Gh
Yes, I have shared responsibility for grocery shopping	323	51	68	109	73	21	5	8	6
	26%	29%	31%	23%	26%	26%	28%	33%	19%
			D					I	
No, I am not involved in grocery shopping	29	4	10	10	3	2	2	-	0
	2%	2%	5%	2%	1%	2%	8%		1%
			dE				I		

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 6

QD6A - Which of the following best describes your ethnicity?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total -----	BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
South Asian (eg., Indian, Pakistani, Bangladeshi, Sri Lankan)	48	11	10	24	2	1	-	-	0
	4%	6%	5%	5%	1%	1%			2%
		EF	EF	EF					
Chinese	75	26	10	34	4	1	-	0	0
	6%	15%	5%	7%	1%	1%		1%	1%
		CDEF	eF	EF					
Southeast Asian (eg., Cambodian, Indonesian, Laotian, Vietnamese)	15	3	2	5	5	0	-	-	0
	1%	2%	1%	1%	2%	1%			2%
Japanese	6	1	4	-	-	-	-	-	-
	0%	1%	2%						
Korean	12	1	1	3	7	-	-	-	-
	1%	1%	1%	1%	2%				
					BCD				
West Asian (eg., Afghan, Iranian)	8	-	1	6	-	-	-	-	-
	1%		1%	1%					
Filipino	26	5	13	8	-	0	0	-	-
	2%	3%	6%	2%		1%	3%		
			DF						

Black/African origin	52	3	14	22	11	2	1	-	1
	4%	2%	7%	5%	4%	2%	3%		2%
			BF	bf					
Caucasian	872	105	139	326	230	73	17	21	28
	71%	60%	64%	68%	81%	88%	89%	88%	88%
				b	BCD	BCDE			

First Nations/Indigenous	26	2	11	9	3	1	1	0	-
	2%	1%	5%	2%	1%	2%	4%	2%	
			BdEF						
Latin American	20	5	3	7	4	1	-	1	-
	2%	3%	1%	1%	2%	1%		4%	
Arab	23	-	4	12	6	1	-	1	1
	2%		2%	2%	2%	1%		3%	2%
Other	42	10	2	17	11	2	-	1	1
	3%	6%	1%	3%	4%	2%		3%	4%
		C		c					
Prefer not to say	10	4	1	3	1	0	0	-	-
	1%	2%	0%	1%	0%	0%	1%		
		ef							

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 7

QZ1: Thinking about your total holiday spending budget for 2025, how are you dividing it between physical gifts (toys, clothes, tech) and experiences

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
100% Physical Gifts / 0% Experiences	393	62	55	163	77	36	10	10	13
	32%	36%	26%	34%	27%	43%	51%	42%	41%
		c		C		CDE			
75% Gifts / 25% Experiences	283	44	56	109	52	22	7	7	8
	23%	25%	26%	23%	18%	27%	35%	27%	24%
			e			E			
50% Gifts / 50% Experiences	310	27	52	128	90	13	2	3	5
	25%	16%	24%	27%	32%	15%	11%	13%	15%
			bF	BF	BF				
25% Gifts / 75% Experiences	119	16	25	47	26	5	0	2	2
	10%	9%	11%	10%	9%	6%	1%	7%	7%
			f	f				g	G
0% Gifts / 100% Experiences	128	26	27	29	39	7	0	3	4
	10%	15%	13%	6%	14%	9%	2%	10%	13%
		D	D		D			G	G

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 8

QZ2: Compared to last year (2024), are you spending more or less on shared experiences (e.g., family outings, dinners, trips)?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Significantly More (+20%)	105	14	21	58	7	5	1	1	2
	9%	8%	10%	12%	2%	6%	4%	2%	7%
		E	E	EF		e			
Slightly More	176	14	43	74	33	11	4	2	3
	14%	8%	20%	16%	12%	14%	19%	10%	10%
			BEf	B		b	i		
About the Same	547	72	83	204	151	36	8	12	14
	44%	41%	38%	43%	53%	44%	45%	50%	43%
					BCDf				
Less	227	36	33	88	51	20	3	6	9
	18%	20%	15%	18%	18%	24%	17%	25%	27%
						Cd			
I am not spending on experiences this year.	179	38	37	52	41	10	3	3	4
	14%	22%	17%	11%	15%	13%	15%	13%	14%
		DF	d						

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 9

QZ3: Which of the following statements best describes your gifting philosophy this year?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total -----	BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
I want to give things people can unwrap and hold.	501	81	71	206	104	39	10	10	15
	41%	46%	33%	43%	37%	47%	54%	42%	46%
		Ce		C		CE			
I want to give memories because people already have too much stuff.	419	59	95	151	97	18	4	6	6
	34%	34%	44%	32%	34%	21%	21%	22%	20%
		F	bDeF	F	F				
I am giving cash/gift cards so they can choose their own joy.	312	35	50	119	83	26	5	9	11
	25%	20%	23%	25%	29%	31%	25%	35%	35%
					b	Bcd			

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 10

QZ4: If you could give your family one unforgettable gift this year, regardless of budget, what would it be?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total -----	BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
A luxury vacation	631	85	119	243	149	36	9	10	14
	51%	48%	55%	51%	53%	43%	47%	42%	45%
			F	f	f				
Front-row tickets to a concert/sports event	182	31	32	73	35	11	1	2	4
	15%	18%	15%	15%	12%	13%	6%	10%	14%
A complete home makeover	235	19	43	91	57	25	7	8	9
	19%	11%	20%	19%	20%	30%	35%	32%	29%
			B	B	B	BCDE			
The latest high-end tech gadget	185	40	23	69	42	11	2	4	4
	15%	23%	11%	14%	15%	14%	12%	16%	13%
		CDeF							

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



Table 11

QZ5: Are you planning to gift any of the following Experience Vouchers this year..

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Airline/Hotel Travel Vouchers	135	13	29	56	31	5	1	2	1
	11%	7%	14%	12%	11%	6%	7%	7%	4%
			bF	F	F				
Restaurant Gift Cards (Fine Dining)	340	41	66	141	72	20	4	7	5
	28%	24%	30%	30%	26%	24%	19%	29%	17%
								i	
Concert / Theater / Sports Tickets	189	22	26	75	58	8	2	2	3
	15%	13%	12%	16%	20%	10%	8%	8%	8%
				F	bCF				
Spa / Wellness Packages	187	25	27	88	40	7	2	2	1
	15%	14%	13%	19%	14%	8%	13%	8%	2%
		f		cF	F		I	i	
Classes (Cooking, Art, MasterClass)	63	3	9	30	19	1	0	0	-
	5%	2%	4%	6%	7%	1%	1%	1%	
			f	BF	BF				
None of the above	723	114	130	257	166	56	14	15	24
	59%	65%	60%	54%	58%	68%	75%	63%	74%
		D				DE			

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 12

QZ6: Would you rather receive..

	Total ----- (A)	REGION =====					ATLANTIC REGION =====		
		BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
A \$300 Gift Card to your favorite retail store (e.g., Amazon, Sephora, Best Buy)	938 76%	130 74%	173 80%	360 76%	207 73%	69 83%	17 89%	20 82%	26 80%
						bDE			
A \$200 Voucher for a weekend getaway experience	295 24%	45 26%	43 20%	116 24%	77 27%	14 17%	2 11%	4 18%	6 20%
		f		F	F				

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 13

QZ7: Be honest: Do you feel that posting a Trip Reveal or Concert Ticket on social media gets a better reaction than posting a photo of a physical gift

	Total -----	REGION =====					ATLANTIC REGION =====		
		BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Yes, experiences are more shareable.	374	39	72	172	73	18	4	5	5
	30%	22%	33%	36%	26%	22%	22%	20%	17%
			BF	BEF					
No, physical gifts are more shareable.	126	14	19	54	29	9	3	3	2
	10%	8%	9%	11%	10%	11%	18%	13%	8%
							i		
I don't post gifts on social media.	733	122	125	250	181	55	11	16	24
	59%	70%	58%	52%	64%	67%	60%	67%	76%
		CD			D	cD			G

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 14

QZ8: If you are gifting travel or tickets, when do you expect the recipient to use them?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Immediately (December Holiday Break)	108	15	20	55	12	6	2	1	2
	9%	9%	9%	12%	4%	8%	12%	5%	6%
			e	Ef			h		
Early 2026 (Jan-Mar)	238	31	40	97	56	13	2	4	5
	19%	18%	19%	20%	20%	16%	10%	16%	15%
Summer 2026	114	13	17	44	33	8	2	2	3
	9%	7%	8%	9%	12%	9%	12%	9%	9%
Open-ended / No specific date	773	116	139	280	182	56	12	17	23
	63%	66%	65%	59%	64%	67%	65%	70%	70%
						D			

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 15

QD5 - Among the following categories, which one best reflects your total household INCOME before taxes in 2024?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Less than \$40,000	261	34	38	106	58	25	5	8	10
	21%	20%	17%	22%	20%	30%	28%	35%	31%
						BCDE			
\$40,000-\$59,999	196	29	34	62	57	15	5	3	7
	16%	16%	16%	13%	20%	18%	26%	11%	21%
					D		H		h
\$60,000-\$79,999	190	30	32	64	54	9	2	3	4
	15%	17%	15%	14%	19%	11%	11%	11%	14%
					F				
\$80,000-\$99,999	176	29	40	77	20	10	2	4	3
	14%	16%	19%	16%	7%	12%	10%	16%	10%
		E	Ef	E					
\$100,000-\$149,999	205	28	38	77	46	16	3	5	6
	17%	16%	18%	16%	16%	19%	15%	20%	18%
More than \$150,000	161	17	25	73	39	6	0	2	1
	13%	10%	12%	15%	14%	7%	3%	7%	5%
				F	F				
Prefer not to answer	44	7	8	16	10	3	1	0	1

	4%	4%	4%	3%	3%	3%	7%	2%	2%
NET: <\$60K	457	63	71	169	115	39	10	11	16
	37%	36%	33%	35%	40%	47%	55%	45%	52%
						BCD			
NET: \$60-100K	366	59	73	141	74	19	4	6	8
	30%	34%	34%	30%	26%	23%	21%	26%	24%
		F	F	F					

NET: \$100K+	366	45	64	150	85	22	3	7	7
	30%	26%	29%	31%	30%	26%	18%	27%	23%

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



Table 16

QD6 - What was the last level of schooling that you, yourself attended and completed?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
No formal schooling	1	-	1	-	-	0	-	0	-
	0%		0%			0%		1%	
Some Public/Grade school	11	2	8	1	-	0	0	-	-
	1%	1%	4%	0%		0%	1%		
			bDF						
Completed Public/Grade school	17	5	7	4	1	0	-	0	-
	1%	3%	3%	1%	0%	0%		1%	
		ef	dEF						
Some Secondary school	31	3	8	11	6	3	0	1	1
	2%	2%	4%	2%	2%	3%	2%	4%	3%
Completed Secondary school	206	22	46	79	44	15	4	4	6
	17%	13%	21%	17%	16%	18%	22%	16%	20%
			B						
Some College/CEGEP	130	26	20	43	37	4	1	1	2
	11%	15%	9%	9%	13%	5%	7%	6%	5%
		dF		f	F				
Completed College/CEGEP	300	45	44	123	64	25	4	8	10
	24%	26%	20%	26%	22%	30%	23%	34%	31%
						C			



Post graduate	143	19	20	65	30	9	1	3	3
	12%	11%	9%	14%	11%	11%	5%	11%	10%
Other	2	1	-	-	1	0	-	-	-
	0%	1%			0%	0%			
Refused	3	-	-	1	2	-	-	-	-
	0%			0%	1%				
NET: HS or less	267	32	71	95	51	18	5	5	7
	22%	18%	33%	20%	18%	22%	24%	21%	23%
NET: College	430	71	64	165	101	29	5	10	11
	35%	41%	29%	35%	36%	35%	29%	39%	36%
NET: University	530	70	82	215	128	36	9	10	13
	43%	40%	38%	45%	45%	43%	46%	39%	41%

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 17

QD7 - Do you own or rent your home?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total -----	BC/ North -----	Prairies -----	ON -----	QC -----	Atl -----	NL -----	NB -----	NS -----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Own	747	103	141	297	154	52	9	16	20
	61%	59%	65%	62%	54%	63%	50%	66%	64%
			E	e		e		G	g
Rent	444	65	59	169	123	27	7	7	11
	36%	37%	27%	35%	43%	33%	38%	30%	35%
		c		c	CdF				
Neither	41	6	15	10	7	4	2	1	0
	3%	4%	7%	2%	2%	4%	13%	3%	1%
			DE			d	HI		
Refused	1	-	1	-	-	0	-	0	-
	0%		0%			0%		1%	

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 18

QD8 - Do you have any children living at home?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Yes, I have children under the age of 18 living at home	344	48	70	144	68	14	2	4	6
	28%	27%	33%	30%	24%	17%	12%	15%	18%
		F	eF	F					
Yes, I have children over the age of 18 living at home	114	20	16	42	28	8	2	3	3
	9%	12%	7%	9%	10%	9%	9%	11%	8%
No, I do not have any children living at home but I have children	254	29	41	107	55	21	6	7	6
	21%	17%	19%	23%	19%	26%	34%	29%	19%
						B	i		
No, I do not have any children	521	77	88	183	133	39	8	11	17
	42%	44%	41%	38%	47%	47%	45%	45%	54%
					d	D			
NET: Have children living at home	458	68	87	186	95	22	4	6	8
	37%	39%	40%	39%	34%	27%	21%	26%	26%
		F	F	F					
NET: Have children	712	97	127	293	151	44	10	14	15
	58%	56%	59%	62%	53%	53%	55%	55%	46%
				eF					

Comparison Groups: BCDEF/GHI/JKLM/NO

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

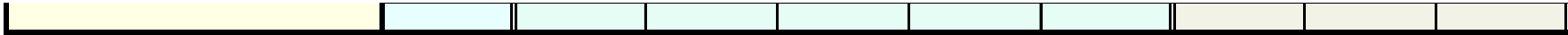
Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 19

QD9 - What is your relationship status?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Single, never married	373	59	61	127	100	26	7	7	11
	30%	34%	28%	27%	35%	32%	40%	29%	34%
					D				
Married or living common-law	683	93	126	278	142	44	9	13	16
	55%	53%	58%	59%	50%	53%	51%	53%	50%
				e					
Separated	33	7	5	14	6	1	-	-	1
	3%	4%	2%	3%	2%	1%			2%
		f		F					
Divorced	86	11	13	31	22	8	1	3	3
	7%	7%	6%	6%	8%	10%	8%	14%	9%
Widowed	55	5	11	22	13	4	0	1	2
	4%	3%	5%	5%	5%	4%	2%	3%	5%
Refused	4	-	-	3	-	0	-	0	0
	0%			1%		0%		1%	1%
NET: Co-habiting	1056	152	187	405	242	70	17	20	27
	86%	87%	87%	85%	85%	85%	90%	82%	84%



Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



Table 20

QD10 - Would you describe your employment status as?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Currently employed full-time	543	67	90	234	118	34	8	10	11
	44%	38%	42%	49%	42%	41%	43%	42%	35%
				BF					
Currently employed part-time	113	17	18	32	39	6	1	2	3
	9%	10%	8%	7%	14%	7%	5%	7%	10%
					DF				
Self employed	68	15	17	25	8	3	0	2	1
	6%	8%	8%	5%	3%	4%	1%	8%	4%
		e	e					G	
Currently unemployed	92	16	23	34	12	7	4	1	3
	7%	9%	11%	7%	4%	9%	19%	5%	8%
			E			e	Hi		
A homemaker	46	13	11	10	8	3	1	1	1
	4%	8%	5%	2%	3%	4%	4%	3%	5%
		De							
A student	20	1	2	14	2	0	-	-	0
	2%	1%	1%	3%	1%	1%			2%
				BCEF					
Retired	319	40	46	113	94	26	5	8	10

	26%	23%	21%	24%	33%	31%	28%	33%	32%
					bCD	bCD			
Other	28	6	5	12	2	2	-	-	2
	2%	4%	2%	3%	1%	2%			5%
Refused	5	-	3	1	-	1	-	1	-
	0%		2%	0%		1%		2%	

NET: Employed	724	98	125	291	165	44	9	14	16
	59%	56%	58%	61%	58%	53%	49%	57%	49%
				F					

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 21

QD11 - Would you describe your occupation primarily as...?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
Service	115	21	21	39	24	9	2	3	4
	9%	12%	10%	8%	9%	11%	11%	12%	12%
Sales	93	14	15	34	24	7	1	2	3
	8%	8%	7%	7%	8%	8%	6%	10%	9%
Clerical	124	17	15	43	42	7	1	3	3
	10%	10%	7%	9%	15%	9%	7%	10%	9%
					Cdf				
Manual labour	79	13	13	25	23	5	2	1	1
	6%	7%	6%	5%	8%	6%	11%	6%	3%
							i		
Semi-skilled trade	23	9	8	1	2	3	1	1	1
	2%	5%	4%	0%	1%	3%	5%	4%	3%
		DE	De			De			
Skilled trade	69	12	16	28	9	4	0	2	2
	6%	7%	7%	6%	3%	5%	2%	7%	6%
Technical	79	13	16	29	15	5	2	1	1
	6%	8%	7%	6%	5%	6%	8%	6%	4%

Supervisory	69	8	12	26	19	5	1	1	2
	6%	5%	5%	5%	7%	6%	6%	4%	7%
Managerial	136	17	22	63	28	6	1	1	3
	11%	9%	10%	13%	10%	8%	4%	5%	9%
				F					

Professional	200	18	35	91	42	14	4	4	5
	16%	10%	16%	19%	15%	17%	22%	16%	15%
				B		B			
Executive	34	5	3	18	7	1	0	0	0
	3%	3%	1%	4%	2%	1%	1%	1%	1%
				CF					
Refused	211	28	42	78	47	16	3	5	7
	17%	16%	19%	16%	17%	19%	17%	19%	20%
NET: Client-side	333	52	50	117	90	23	4	8	10
	27%	30%	23%	24%	32%	28%	23%	32%	31%
					cd				
NET: Labour/trade	250	47	53	83	50	17	5	6	5
	20%	27%	24%	17%	18%	21%	26%	23%	16%
		De	d						
NET: Office worker	439	47	71	198	96	26	6	6	11
	36%	27%	33%	42%	34%	32%	33%	26%	33%
				BCeF					

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

Table 22

QD15 - Which generation Canadian are you?

		REGION					ATLANTIC REGION		
		=====					=====		
	Total	BC/ North	Prairies	ON	QC	Atl	NL	NB	NS
	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total	1233	175	216	476	284	83	19	24	32
Unweighted Total	1233	141	179	387	221	305	68	95	114
New immigrant-arrived in Canada within last 10 years	62	10	22	22	5	2	1	1	1
	5%	6%	10%	5%	2%	3%	3%	4%	2%
		e	DEF	e					
Immigrant-arrived in Canada more than 10 years ago	215	46	38	97	30	5	1	1	2
	17%	26%	17%	20%	10%	6%	4%	6%	7%
		cEF	eF	EF					
2nd generation-born in Canada but at least one of my parents was born overseas	268	46	35	132	47	7	2	3	2
	22%	26%	16%	28%	17%	9%	8%	11%	7%
		CeF	F	CEF	F				
3rd+ generation-born in Canada and both my parents were born in Canada	688	73	121	225	202	68	16	19	27
	56%	42%	56%	47%	71%	82%	85%	79%	83%
			Bd		BCD	BCDE			

Comparison Groups: BCDEF/GHI/JKLM/NO

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

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table 1](#)

LANG - Would you prefer to comple

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
English	58	214	319	410	484	514
	88%	82%	81%	80%	82%	81%
	m					
French	8	49	74	101	110	118
	12%	18%	19%	20%	18%	19%
				j		

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (une  
 Uppercase letters indicate significant  
 Lowercase letters indicate significant



Table 2

QD1 - In which province or territory

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
British Columbia	7	37	55	73	85	87
	11%	14%	14%	14%	14%	14%
Alberta	4	40	50	47	71	70
	6%	15%	13%	9%	12%	11%
		JM	jm			
Saskatchewan	2	7	10	15	18	17
	3%	3%	3%	3%	3%	3%
Manitoba	2	7	14	17	18	23
	3%	3%	4%	3%	3%	4%
Ontario	28	103	152	192	229	245
	43%	39%	39%	38%	38%	39%
Quebec	17	53	85	128	135	145
	26%	20%	22%	25%	23%	23%
Newfoundland	3	4	4	8	8	10
	4%	1%	1%	2%	1%	2%
Prince Edward Island	-	2	4	2	5	2
		1%	1%	0%	1%	0%
New Brunswick	1	3	8	13	12	12
	1%	1%	2%	3%	2%	2%

Nova Scotia	2	6	9	15	14	18
	4%	2%	2%	3%	2%	3%
Yukon	-	-	1	-	-	1
			0%			0%

Northwest Territories	-	2	-	-	-	2
		1%				0%
NET: Prairies	8	54	75	79	107	109
	12%	21%	19%	16%	18%	17%
NET: Atlantic	6	14	25	39	39	43
	8%	5%	6%	8%	7%	7%

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant

Table 3

QD3 - How old are you?

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
	-----	-----	-----	-----	-----	-----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
18-34	67	262	-	-	162	162
	100%	100%			27%	26%
35-44	-	-	203	-	100	103
			52%		17%	16%
45-54	-	-	190	-	90	99
			48%		15%	16%
55-64	-	-	-	220	110	110
				43%	18%	17%
65-74	-	-	-	168	79	87
				33%	13%	14%
75+	-	-	-	123	53	70
				24%	9%	11%
NET: Gen Z	67	-	-	-	37	26
	100%				6%	4%
					0	
NET: Millennials	-	262	-	-	126	136
		100%			21%	22%

NET: Gen X	-	-	393	-	190	202
			100%		32%	32%
NET: Boomer	-	-	-	511	242	267
				100%	41%	42%

MEAN	21.93	30.01	44.28	67.53	49.16	50.33
		J	JK	JKL		
MEDIAN	23.00	31.00	44.00	66.00	49.00	50.00

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significar  
Lowercase letters indicate significar

Table 4

QD4 - What is your gender?

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Male	37	126	190	242	594	-
	55%	48%	48%	47%	100%	
Female	26	136	202	267	-	632
	39%	52%	51%	52%		100%
Other	4	1	-	-	-	-
	6%	0%				
	K					
Prefer not to say	-	-	1	1	-	-
			0%	0%		

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (une  
 Uppercase letters indicate significant  
 Lowercase letters indicate significant

Table 5

QD5A - Are you the principal or sha

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Yes, I am the principal grocery shopper	36	194	293	358	410	470
	55%	74%	74%	70%	69%	74%
		J	J	j		n
Yes, I have shared responsibility for grocery shopping	23	55	98	147	167	150
	34%	21%	25%	29%	28%	24%
				k		
No, I am not involved in grocery shopping	8	13	2	6	17	12
	12%	5%	1%	1%	3%	2%
	lm	LM				

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant



Table 6

QD6A - Which of the following best

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
South Asian (eg., Indian, Pakistani, Bangladeshi, Sri Lankan)	6 9%	11 4%	18 4%	14 3%	27 4%	22 3%
Chinese	7 10%	21 8%	36 9%	11 2%	42 7%	33 5%
		M	M			
Southeast Asian (eg., Cambodian, Indonesian, Laotian, Vietnamese)	- 1%	3 1%	7 2%	5 1%	12 2%	4 1%
					O	
Japanese	- 1%	2 1%	1 0%	2 0%	2 0%	4 1%
Korean	8 12%	-	2 1%	1 0%	9 2%	2 0%
	LM				O	
West Asian (eg., Afghan, Iranian)	4 6%	-	2 1%	1 0%	3 0%	5 1%
Filipino	4 6%	11 4%	9 2%	2 0%	14 2%	12 2%
		M	M			

Black/African origin	5	20	23	5	25	27
	7%	8%	6%	1%	4%	4%
		M	M			
Caucasian	27	151	255	439	409	458
	41%	58%	65%	86%	69%	73%
			J	JKL		

First Nations/Indigenous	2	11	8	5	9	17
	3%	4%	2%	1%	1%	3%
		m				
Latin American	2	6	9	4	9	11
	3%	2%	2%	1%	2%	2%
			m			
Arab	2	9	6	5	12	11
	3%	3%	2%	1%	2%	2%
Other	0	11	16	15	16	26
	1%	4%	4%	3%	3%	4%
Prefer not to say	-	6	2	1	5	2
		2%	1%	0%	1%	0%

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant

Table 7

QZ1: Thinking about your total holiday (tickets, travel, dining)?

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
	-----	-----	-----	-----	-----	-----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
100% Physical Gifts / 0% Experiences	14	42	115	222	187	207
	22%	16%	29%	43%	31%	33%
			K	JKL		
75% Gifts / 25% Experiences	16	77	104	87	129	149
	24%	29%	26%	17%	22%	24%
		M	M			
50% Gifts / 50% Experiences	30	94	107	79	165	144
	46%	36%	27%	15%	28%	23%
	LM	IM	M		o	
25% Gifts / 75% Experiences	6	26	38	49	63	55
	9%	10%	10%	10%	11%	9%
0% Gifts / 100% Experiences	-	24	30	74	51	77
		9%	8%	15%	9%	12%
				kL		n

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (unequal variances)  
 Uppercase letters indicate significant differences  
 Lowercase letters indicate significant differences

Table 8

QZ2: Compared to last year (2024),

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Significantly More (+20%)	5	58	30	12	72	33
	8%	22%	8%	2%	12%	5%
		JLM	M		O	
Slightly More	25	66	51	34	104	71
	37%	25%	13%	7%	18%	11%
	LM	LM	M		O	
About the Same	28	78	180	260	269	273
	42%	30%	46%	51%	45%	43%
			K	K		
Less	8	34	93	93	87	141
	12%	13%	24%	18%	15%	22%
			jKm			N
I am not spending on experiences this year.	0	27	39	112	62	115
	1%	10%	10%	22%	11%	18%
		J	J	JKL		N

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (unequal variances)  
 Uppercase letters indicate significant differences at the 5% level  
 Lowercase letters indicate significant differences at the 10% level

Table 9

QZ3: Which of the following statem

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
I want to give things people can unwrap and hold.	41	102	172	186	234	263
	62%	39%	44%	36%	39%	42%
	KIM		M			
I want to give memories because people already have too much stuff.	19	117	140	143	204	215
	29%	45%	36%	28%	34%	34%
		JIM	M			
I am giving cash/gift cards so they can choose their own joy.	6	43	81	182	157	154
	9%	16%	21%	36%	26%	24%
			i	JKL		

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant

Table 10

QZ4: If you could give your family or

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
	-----	-----	-----	-----	-----	-----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
A luxury vacation	33	135	198	265	278	353
	50%	52%	50%	52%	47%	56%
						N
Front-row tickets to a concert/sports event	11	50	59	63	110	72
	16%	19%	15%	12%	19%	11%
		m			O	
A complete home makeover	10	40	68	117	97	137
	15%	15%	17%	23%	16%	22%
				K		N
The latest high-end tech gadget	13	37	68	67	109	70
	19%	14%	17%	13%	18%	11%
			m		O	

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (unequal variances)  
 Uppercase letters indicate significant differences at the 5% level  
 Lowercase letters indicate significant differences at the 10% level

Table 11

QZ5: Are you planning to gift any of

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Airline/Hotel Travel Vouchers	11	53	53	18	91	44
	16%	20%	14%	4%	15%	7%
	M	IM	M		O	
Restaurant Gift Cards (Fine Dining)	26	97	127	90	201	139
	38%	37%	32%	18%	34%	22%
	M	M	M		O	
Concert / Theater / Sports Tickets	13	66	67	42	114	75
	20%	25%	17%	8%	19%	12%
	m	LM	M		O	
Spa / Wellness Packages	10	84	60	33	101	86
	15%	32%	15%	7%	17%	14%
		JLM	M			
Classes (Cooking, Art, MasterClass)	12	25	19	6	42	21
	19%	10%	5%	1%	7%	3%
	LM	IM	M		O	
None of the above	29	110	210	374	306	411
	44%	42%	53%	73%	51%	65%
			K	JKL		N

Comparison Groups: BCDEF/GHI/J



Independent T-Test for Means (une  
Uppercase letters indicate significar  
Lowercase letters indicate significar

Table 12

QZ6: Would you rather receive..

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
A \$300 Gift Card to your favorite retail store (e.g., Amazon, Sephora, Best Buy)	56 85%	191 73%	296 75%	395 77%	463 78%	468 74%
A \$200 Voucher for a weekend getaway experience	10 15%	72 27%	96 25%	116 23%	131 22%	163 26%

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (unequal variances)  
Uppercase letters indicate significant differences at the 0.05 level  
Lowercase letters indicate no significant difference

Table 13

QZ7: Be honest: Do you feel that pd?

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Yes, experiences are more shareable.	37	141	129	68	206	168
	55%	54%	33%	13%	35%	27%
	LM	LM	M		O	
No, physical gifts are more shareable.	4	35	43	44	71	55
	6%	13%	11%	9%	12%	9%
I don't post gifts on social media.	26	86	221	400	317	409
	39%	33%	56%	78%	53%	65%
			jK	JKL		N

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant

Table 14

QZ8: If you are gifting travel or ticke

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Immediately (December Holiday Break)	12	40	44	12	70	39
	18%	15%	11%	2%	12%	6%
	M	M	M		O	
Early 2026 (Jan-Mar)	9	85	82	61	138	99
	14%	32%	21%	12%	23%	16%
		JLM	M		O	
Summer 2026	2	20	51	41	61	53
	3%	8%	13%	8%	10%	8%
			JkM			
Open-ended / No specific date	43	117	216	397	325	442
	65%	45%	55%	78%	55%	70%
	K		K	KL		N

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (une  
 Uppercase letters indicate significant  
 Lowercase letters indicate significant

Table 15

QD5 - Among the following categori

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Less than \$40,000	22	30	64	145	103	158
	33%	11%	16%	28%	17%	25%
	KI			KL		N
\$40,000-\$59,999	10	35	47	105	85	111
	14%	13%	12%	21%	14%	18%
				KL		
\$60,000-\$79,999	10	53	49	78	94	96
	15%	20%	12%	15%	16%	15%
		L				
\$80,000-\$99,999	6	55	61	54	86	90
	9%	21%	15%	11%	14%	14%
		JM	m			
\$100,000-\$149,999	8	47	84	67	126	79
	12%	18%	21%	13%	21%	12%
			M		O	
More than \$150,000	10	34	71	46	92	64
	14%	13%	18%	9%	15%	10%
			M		O	
Prefer not to answer	1	8	18	16	8	34

	2%	3%	5%	3%	1%	5%
						N
NET: <\$60K	32	65	111	250	188	269
	48%	25%	28%	49%	32%	43%
	KL			KL		N
NET: \$60-100K	16	108	109	132	180	186
	24%	41%	28%	26%	30%	29%
		jLM				

NET: \$100K+	17	81	154	113	218	143
	26%	31%	39%	22%	37%	23%
		M	jkM		O	

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significar  
Lowercase letters indicate significar

Table 16

QD6 - What was the last level of scl

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
No formal schooling	-	-	1	-	1	-
			0%		0%	
Some Public/Grade school	-	9	1	1	11	0
		4%	0%	0%	2%	0%
		LM			O	
Completed Public/Grade school	3	6	5	3	7	11
	5%	2%	1%	1%	1%	2%
Some Secondary school	2	7	7	15	17	14
	3%	3%	2%	3%	3%	2%
Completed Secondary school	16	30	46	114	72	130
	24%	12%	12%	22%	12%	21%
				KL		N
Some College/CEGEP	9	25	38	58	69	61
	13%	9%	10%	11%	12%	10%
Completed College/CEGEP	8	55	101	136	132	167
	12%	21%	26%	27%	22%	26%
			J	J		



Some University/post graduate	14	12	14	31	40	31
	21%	5%	4%	6%	7%	5%
	KLM					
Completed University	14	72	118	112	171	143
	21%	28%	30%	22%	29%	23%
			M		O	

Post graduate	1	42	60	40	74	69
	2%	16%	15%	8%	12%	11%
		JM	JM	j		
Other	-	-	1	1	0	2
			0%	0%	0%	0%
Refused	-	3	-	-	-	3
		1%				1%
NET: HS or less	21	53	61	133	108	155
	31%	20%	15%	26%	18%	24%
	I			L		N
NET: College	17	80	139	194	201	228
	25%	30%	35%	38%	34%	36%
				k		
NET: University	29	127	192	183	285	243
	44%	48%	49%	36%	48%	38%
		M	M		O	

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant

Table 17

QD7 - Do you own or rent your hom

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Own	25	126	251	345	390	356
	37%	48%	64%	68%	66%	56%
			JK	JK	O	
Rent	29	124	130	160	189	254
	44%	47%	33%	31%	32%	40%
		LM				N
Neither	13	13	10	5	15	22
	19%	5%	3%	1%	2%	3%
	KLM	M	m			
Refused	-	-	1	0	1	0
			0%	0%	0%	0%

Comparison Groups: BCDEF/GHI/J  
 Independent T-Test for Means (une  
 Uppercase letters indicate significant  
 Lowercase letters indicate significant

Table 18

QD8 - Do you have any children livi

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Yes, I have children under the age of 18 living at home	10	120	184	30	193	151
	15%	46%	47%	6%	32%	24%
		JM	JM		O	
Yes, I have children over the age of 18 living at home	2	11	33	68	56	58
	3%	4%	8%	13%	9%	9%
			k	JKL		
No, I do not have any children living at home but I have children	-	7	30	217	104	150
		3%	8%	43%	17%	24%
			K	KL		N
No, I do not have any children	55	125	146	195	241	272
	82%	48%	37%	38%	41%	43%
	KLM	LM				
NET: Have children living at home	12	131	217	98	249	209
	18%	50%	55%	19%	42%	33%
		JM	JM		O	
NET: Have children	12	138	247	316	353	359
	18%	52%	63%	62%	59%	57%
		J	JK	JK		

Comparison Groups: BCDEF/GHI/J

Independent T-Test for Means (une  
Uppercase letters indicate significar  
Lowercase letters indicate significar

Table 19

QD9 - What is your relationship stat

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Single, never married	62	108	125	78	177	190
	92%	41%	32%	15%	30%	30%
	KLM	LM	M			
Married or living common-law	4	141	232	307	358	326
	6%	54%	59%	60%	60%	52%
		J	J	J	O	
Separated	-	7	10	16	19	14
		3%	2%	3%	3%	2%
Divorced	1	2	22	60	31	54
	2%	1%	6%	12%	5%	9%
			K	JKL		n
Widowed	-	3	4	48	9	46
		1%	1%	9%	2%	7%
				KL		N
Refused	-	-	1	3	-	2
			0%	1%		0%
NET: Co-habiting	65	250	357	385	535	516
	98%	95%	91%	75%	90%	82%



Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significar  
Lowercase letters indicate significar

Table 20

QD10 - Would you describe your en

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Currently employed full-time	24	168	262	89	320	223
	36%	64%	67%	17%	54%	35%
	M	JM	JM		O	
Currently employed part-time	18	32	30	33	50	58
	27%	12%	8%	6%	8%	9%
	kLM	M				
Self employed	2	10	22	34	27	40
	3%	4%	6%	7%	5%	6%
Currently unemployed	6	38	32	17	32	60
	9%	14%	8%	3%	5%	9%
		IM	M			N
A homemaker	-	9	25	11	3	43
		4%	6%	2%	0%	7%
			M			N
A student	17	-	3	-	6	13
	25%		1%		1%	2%
	L					
Retired	-	-	6	313	143	175



			2%	61%	24%	28%
				L		
Other	-	6	9	13	10	18
		2%	2%	3%	2%	3%
Refused	-	-	3	2	4	2
			1%	0%	1%	0%

NET: Employed	44	210	315	155	397	322
	66%	80%	80%	30%	67%	51%
	M	M	M		O	

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significar  
Lowercase letters indicate significar

Table 21

QD11 - Would you describe your oc

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
Service	12	25	40	39	42	73
	17%	9%	10%	8%	7%	11%
						N
Sales	12	21	24	37	42	47
	18%	8%	6%	7%	7%	7%
Clerical	-	33	36	56	23	102
		13%	9%	11%	4%	16%
						N
Manual labour	6	17	31	25	54	25
	9%	6%	8%	5%	9%	4%
			m		O	
Semi-skilled trade	-	4	5	14	17	5
		1%	1%	3%	3%	1%
					O	
Skilled trade	2	13	16	39	49	20
	3%	5%	4%	8%	8%	3%
				L	O	
Technical	12	14	36	17	56	22
	17%	5%	9%	3%	9%	4%

	kM		M		O	
Supervisory	1	17	18	33	43	26
	2%	6%	5%	7%	7%	4%
					O	
Managerial	8	38	51	38	92	44
	12%	15%	13%	7%	15%	7%
		M	M		O	

Professional	6	47	72	76	92	109
	10%	18%	18%	15%	15%	17%
			j			
Executive	1	4	15	13	19	15
	2%	2%	4%	3%	3%	2%
Refused	6	30	51	124	64	145
	10%	11%	13%	24%	11%	23%
				JKL		N
NET: Client-side	23	78	99	132	107	221
	35%	30%	25%	26%	18%	35%
						N
NET: Labour/trade	20	48	88	94	177	73
	30%	18%	22%	18%	30%	12%
					O	
NET: Office worker	17	106	155	160	246	193
	26%	40%	39%	31%	41%	31%
		jM	jM		O	

Comparison Groups: BCDEF/GHI/J  
Independent T-Test for Means (une  
Uppercase letters indicate significant  
Lowercase letters indicate significant

[Table 22](#)

QD15 - Which generation Canadian

	AGE				GENDER	
	=====				=====	
	18-24 (GEN Z) -----	25-34 (MILLENNIAL) -----	35-54 (GEN X) -----	55+ (BOOMER) -----	Male -----	Female -----
	(J)	(K)	(L)	(M)	(N)	(O)
Total	67	262	393	511	594	632
Unweighted Total	46	181	445	561	590	638
New immigrant-arrived in Canada within last 10 years	9	26	23	3	27	33
	13%	10%	6%	1%	5%	5%
	M	M	M			
Immigrant-arrived in Canada more than 10 years ago	11	39	76	89	114	96
	16%	15%	19%	18%	19%	15%
					o	
2nd generation-born in Canada but at least one of my parents was born overseas	29	59	94	86	148	119
	43%	22%	24%	17%	25%	19%
	KLM		M		O	
3rd+ generation-born in Canada and both my parents were born in Canada	18	139	199	332	304	383
	28%	53%	51%	65%	51%	61%
		J	J	JKL		N

Comparison Groups: BCDEF/GHI/J

Independent T-Test for Means (une

Uppercase letters indicate significant

Lowercase letters indicate significant