

2017new4_5. To what extent do you agree or disagree with the following: - Most of the gifts I get for the holidays are u

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2098	226	207	185	829
Base: All Respondents (wtd)	2098	282	223	137	803
Top 2 Box (Net)	503 24%	79 28%	52 23%	44 32%	199 25%
Strongly agree	119 6%	25 9%	9 4%	14 11%	47 6%
Somewhat agree	384 18%	54 19%	43 19%	29 22%	151 19%
Bottom 2 Box (Net)	1595 76%	202 72%	171 77%	93 68%	605 75%
Somewhat disagree	785 37%	101 36%	83 37%	51 37%	268 33%
Strongly disagree	811 39%	101 36%	87 39%	42 31%	336 42%
Sigma	2098 100%	282 100%	223 100%	137 100%	803 100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H/I, G/J/K/L/M, N/O/P/Q, R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H/I, G/J/K/L/M, N/O/P/Q, R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
N	O	P	Q	R	S
559	384	580	375	451	1647
669	402	516	290	431	1667
159	97	130	74	111	392
24%	24%	25%	26%	26%	24%
39	24	42	8	32	88
6%	6%	8%	3%	7%	5%
		Q			
120	73	89	67	79	304
18%	18%	17%	23%	18%	18%
510	306	385	216	320	1275
76%	76%	75%	74%	74%	76%
213	153	193	129	180	604
32%	38%	37%	44%	42%	36%
			N		
297	152	192	87	140	670
44%	38%	37%	30%	33%	40%
PQ					R
669	402	516	290	431	1667
100%	100%	100%	100%	100%	100%