

1_1. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - In the midst of the abundance of the holiday season, I think more about those less fortunate

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	804	370	434	216	270	318	129	216	268	192
	80%	76%	85%	77%	78%	85%	88%	78%	80%	79%
			A			D	*			
Strongly agree	220	118	102	72	69	79	53	45	68	54
	22%	24%	20%	26%	20%	21%	37%	16%	20%	22%
							GH*			
Somewhat agree	584	252	332	144	201	239	75	171	200	138
	58%	52%	65%	51%	58%	64%	51%	62%	60%	57%
			A			C	*			
Bottom 2 Box (Net)	197	119	77	65	76	55	18	61	67	51
	20%	24%	15%	23%	22%	15%	12%	22%	20%	21%
			B			E	*			
Somewhat disagree	170	104	66	50	69	51	18	49	58	45
	17%	21%	13%	18%	20%	14%	12%	18%	17%	18%
			B				*			
Strongly disagree	27	16	11	15	8	4	-	12	9	7
	3%	3%	2%	5%	2%	1%	-	4%	3%	3%
				E			*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1_2. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - I would prefer to receive a meaningful gift that would help someone else, rather than other traditional gifts like clothes or electronics

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	691	331	361	202	219	270	115	166	238	173
	69%	68%	71%	72%	63%	72%	78%	60%	71%	71%
						D	G*		G	G
Strongly agree	244	121	123	83	73	87	67	52	65	60
	24%	25%	24%	30%	21%	23%	46%	19%	19%	25%
							GHI*			
Somewhat agree	448	210	238	118	146	183	48	114	173	113
	45%	43%	47%	42%	42%	49%	33%	41%	52%	46%
							*		FG	
Bottom 2 Box (Net)	310	159	151	80	127	103	31	110	98	70
	31%	32%	29%	28%	37%	28%	22%	40%	29%	29%
					E		*	FHI		
Somewhat disagree	272	132	140	68	106	98	27	94	86	64
	27%	27%	27%	24%	30%	26%	19%	34%	26%	26%
							*			
Strongly disagree	38	27	11	12	21	5	4	17	11	6
	4%	5%	2%	4%	6%	1%	3%	6%	3%	2%
		B			E		*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1_3. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - We need to spend more time at Christmas focusing on those who need help

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	888	430	458	248	306	334	138	245	292	212
	89%	88%	90%	88%	88%	90%	94%	89%	87%	87%
							*			
Strongly agree	307	153	154	108	94	105	74	83	79	71
	31%	31%	30%	38%	27%	28%	51%	30%	23%	29%
				DE			GHI*			
Somewhat agree	581	276	304	140	212	229	64	162	213	141
	58%	56%	60%	50%	61%	61%	44%	59%	64%	58%
				C	C		*		F	
Bottom 2 Box (Net)	113	60	54	34	41	39	8	31	43	31
	11%	12%	10%	12%	12%	10%	6%	11%	13%	13%
							*			
Somewhat disagree	98	47	50	30	35	33	8	27	37	25
	10%	10%	10%	11%	10%	9%	6%	10%	11%	10%
							*			
Strongly disagree	16	13	3	4	6	6	-	4	6	6
	2%	3%	1%	1%	2%	2%	-	1%	2%	2%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1_4. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - Christmas is becoming too commercial

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	857	422	435	208	311	339	115	237	298	208
	86%	86%	85%	74%	90%	91%	79%	86%	89%	85%
					C	C	*			
Strongly agree	484	233	251	111	157	216	77	116	177	113
	48%	48%	49%	39%	45%	58%	53%	42%	53%	46%
						CD	*		G	
Somewhat agree	373	189	184	97	154	123	38	120	120	95
	37%	39%	36%	34%	44%	33%	26%	44%	36%	39%
					E		*			
Bottom 2 Box (Net)	144	68	76	74	36	35	31	40	38	35
	14%	14%	15%	26%	10%	9%	21%	14%	11%	15%
				DE			*			
Somewhat disagree	118	52	66	63	29	26	22	34	30	33
	12%	11%	13%	23%	8%	7%	15%	12%	9%	13%
				DE			*			H
Strongly disagree	26	16	10	10	7	9	9	5	8	3
	3%	3%	2%	4%	2%	2%	6%	2%	2%	1%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1_5. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - I want the gifts that I give to people to have a positive, lasting impact

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	951	461	490	265	329	357	143	260	320	229
	95%	94%	96%	94%	95%	96%	98%	94%	95%	94%
							*			
Strongly agree	370	163	207	143	114	112	78	83	121	88
	37%	33%	40%	51%	33%	30%	53%	30%	36%	36%
				DE			G*			
Somewhat agree	582	298	284	121	215	245	65	177	199	141
	58%	61%	55%	43%	62%	66%	44%	64%	59%	58%
				C	C		*	F		
Bottom 2 Box (Net)	50	28	21	17	17	16	3	17	15	14
	5%	6%	4%	6%	5%	4%	2%	6%	5%	6%
							*			
Somewhat disagree	43	24	19	14	13	15	3	17	10	13
	4%	5%	4%	5%	4%	4%	2%	6%	3%	5%
							*			
Strongly disagree	7	5	2	2	4	1	-	-	5	2
	1%	1%	*	1%	1%	*	-	-	1%	1%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1_6. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - I consider climate change when choosing the gifts I give to others

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	435	200	235	140	129	165	86	109	127	113
	43%	41%	46%	50%	37%	44%	59%	39%	38%	47%
				D			GH*			H
Strongly agree	91	48	42	36	28	27	21	14	26	29
	9%	10%	8%	13%	8%	7%	14%	5%	8%	12%
							*			GH
Somewhat agree	344	152	193	104	102	138	65	94	101	84
	34%	31%	38%	37%	29%	37%	45%	34%	30%	35%
							*			
Bottom 2 Box (Net)	566	289	277	141	217	208	60	168	208	130
	57%	59%	54%	50%	63%	56%	41%	61%	62%	53%
					C		*	F	FI	
Somewhat disagree	347	160	188	79	136	133	33	94	131	89
	35%	33%	37%	28%	39%	36%	23%	34%	39%	36%
					C		*			
Strongly disagree	219	130	89	62	81	76	27	74	77	41
	22%	26%	17%	22%	23%	20%	19%	27%	23%	17%
		B					*	I	I	
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
In the midst of the abundance of the holiday season, I think more about those less fortunate	804	370	434	216	270	318	129	216	268	192
	80%	76%	85%	77%	78%	85%	88%	78%	80%	79%
I would prefer to receive a meaningful gift that would help someone else, rather than other traditional gifts like clothes or electronics	691	331	361	202	219	270	115	166	238	173
	69%	68%	71%	72%	63%	72%	78%	60%	71%	71%
			A			D	*			
We need to spend more time at Christmas focusing on those who need help	888	430	458	248	306	334	138	245	292	212
	89%	88%	90%	88%	88%	90%	94%	89%	87%	87%
							*			
Christmas is becoming too commercial	857	422	435	208	311	339	115	237	298	208
	86%	86%	85%	74%	90%	91%	79%	86%	89%	85%
					C	C	*			
I want the gifts that I give to people to have a positive, lasting impact	951	461	490	265	329	357	143	260	320	229
	95%	94%	96%	94%	95%	96%	98%	94%	95%	94%
							*			
I consider climate change when choosing the gifts I give to others	435	200	235	140	129	165	86	109	127	113
	43%	41%	46%	50%	37%	44%	59%	39%	38%	47%
				D			GH*			H

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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1. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
In the midst of the abundance of the holiday season, I think more about those less fortunate	197	119	77	65	76	55	18	61	67	51
	20%	24%	15%	23%	22%	15%	12%	22%	20%	21%
I would prefer to receive a meaningful gift that would help someone else, rather than other traditional gifts like clothes or electronics		B			E		*			
	310	159	151	80	127	103	31	110	98	70
	31%	32%	29%	28%	37%	28%	22%	40%	29%	29%
We need to spend more time at Christmas focusing on those who need help					E		*	FHI		
	113	60	54	34	41	39	8	31	43	31
	11%	12%	10%	12%	12%	10%	6%	11%	13%	13%
Christmas is becoming too commercial							*			
	144	68	76	74	36	35	31	40	38	35
	14%	14%	15%	26%	10%	9%	21%	14%	11%	15%
I want the gifts that I give to people to have a positive, lasting impact				DE			*			
	50	28	21	17	17	16	3	17	15	14
	5%	6%	4%	6%	5%	4%	2%	6%	5%	6%
I consider climate change when choosing the gifts I give to others							*			
	566	289	277	141	217	208	60	168	208	130
	57%	59%	54%	50%	63%	56%	41%	61%	62%	53%
				C			*	F	FI	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2_1. How likely would you be to do one of the following this holiday season? - Donate to charity

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	755	372	383	208	256	292	115	204	247	188
	75%	76%	75%	74%	74%	78%	79%	74%	74%	77%
							*			
Very likely	288	151	137	81	85	122	53	74	86	75
	29%	31%	27%	29%	25%	33%	36%	27%	26%	31%
						D	*			
Somewhat likely	466	221	245	126	170	170	62	130	162	113
	47%	45%	48%	45%	49%	45%	42%	47%	48%	46%
							*			
Bottom 2 Box (Net)	246	117	129	74	91	82	31	72	88	55
	25%	24%	25%	26%	26%	22%	21%	26%	26%	23%
							*			
Not very likely	184	82	102	56	66	62	27	54	61	41
	18%	17%	20%	20%	19%	17%	19%	20%	18%	17%
							*			
Not at all likely	63	36	27	17	25	20	4	18	27	14
	6%	7%	5%	6%	7%	5%	3%	6%	8%	6%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2_2. How likely would you be to do one of the following this holiday season? - Volunteer for a charitable organization

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	449 45%	199 41%	250 49%	152 54%	159 46%	138 37%	85 58%	105 38%	131 39%	128 52%
			A	E	E		GH*			GH
Very likely	134 13%	62 13%	71 14%	58 21%	43 12%	32 9%	44 30%	20 7%	31 9%	39 16%
				DE			GH*			GH
Somewhat likely	316 32%	137 28%	179 35%	94 33%	116 34%	105 28%	41 28%	85 31%	100 30%	89 37%
							*			
Bottom 2 Box (Net)	552 55%	291 59%	261 51%	129 46%	187 54%	236 63%	61 42%	171 62%	204 61%	116 48%
		B				CD	*	FI	FI	
Not very likely	398 40%	189 39%	209 41%	93 33%	132 38%	173 46%	32 22%	122 44%	150 45%	94 39%
						C	*	F	F	
Not at all likely	154 15%	102 21%	52 10%	36 13%	55 16%	62 17%	29 20%	49 18%	54 16%	22 9%
		B					*	I	I	
Sigma	1001 100%	489 100%	512 100%	281 100%	346 100%	373 100%	146 100%	276 100%	335 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2_3. How likely would you be to do one of the following this holiday season? - Give a charitable gift in someone else's name

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	441 44%	221 45%	220 43%	130 46%	155 45%	156 42%	85 58%	114 41%	133 40%	110 45%
Very likely	114 11%	62 13%	52 10%	47 17%	37 11%	30 8%	35 24%	25 9%	25 7%	29 12%
Somewhat likely	327 33%	159 33%	168 33%	83 30%	117 34%	126 34%	50 34%	89 32%	108 32%	81 33%
Bottom 2 Box (Net)	560 56%	268 55%	292 57%	151 54%	192 55%	217 58%	61 42%	163 59%	203 60%	133 55%
Not very likely	424 42%	189 39%	235 46%	119 42%	137 40%	168 45%	46 32%	123 44%	151 45%	104 43%
Not at all likely	136 14%	80 16%	56 11%	32 11%	55 16%	49 13%	15 10%	40 15%	51 15%	30 12%
Sigma	1001 100%	489 100%	512 100%	281 100%	346 100%	373 100%	146 100%	276 100%	335 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2. How likely would you be to do one of the following this holiday season? - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Donate to charity	755	372	383	208	256	292	115	204	247	188
	75%	76%	75%	74%	74%	78%	79%	74%	74%	77%
							*			
Volunteer for a charitable organization	449	199	250	152	159	138	85	105	131	128
	45%	41%	49%	54%	46%	37%	58%	38%	39%	52%
			A	E	E		GH*			GH
Give a charitable gift in someone else's name	441	221	220	130	155	156	85	114	133	110
	44%	45%	43%	46%	45%	42%	58%	41%	40%	45%
							H*			

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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2. How likely would you be to do one of the following this holiday season? - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Donate to charity	246 25%	117 24%	129 25%	74 26%	91 26%	82 22%	31 21%	72 26%	88 26%	55 23%
Volunteer for a charitable organization	552 55%	291 59%	261 51%	129 46%	187 54%	236 63%	61 42%	171 62%	204 61%	116 48%
Give a charitable gift in someone else's name	560 56%	268 55%	292 57%	151 54%	192 55%	217 58%	61 42%	163 59%	203 60%	133 55%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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3. When buying gifts for people, which of the following are your priorities?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
That the gift positively impacts someone's life	577	273	303	155	201	220	88	137	204	148
	58%	56%	59%	55%	58%	59%	60%	50%	61%	61%
							*		G	G
That the gift helps to minimize the impact on the environment	119	63	56	36	32	52	21	36	30	33
	12%	13%	11%	13%	9%	14%	14%	13%	9%	13%
							*			
That the gift is educational	121	58	63	22	39	61	12	36	38	36
	12%	12%	12%	8%	11%	16%	8%	13%	11%	15%
						C	*			
That the gift is convenient to purchase	247	136	111	75	94	78	35	84	74	54
	25%	28%	22%	27%	27%	21%	24%	30%	22%	22%
							*	H		
That the gift will be well liked	790	387	403	227	271	293	135	207	262	187
	79%	79%	79%	81%	78%	78%	92%	75%	78%	77%
							GHI*			
That the gift is meaningful	782	373	409	198	286	297	96	221	272	192
	78%	76%	80%	70%	83%	80%	66%	80%	81%	79%
					C		*		F	
That the gift is not expensive	245	115	131	89	80	76	42	69	77	57
	25%	23%	26%	32%	23%	20%	29%	25%	23%	24%
				E			*			
That the gift appears expensive	36	21	16	23	9	4	6	4	17	10
	4%	4%	3%	8%	2%	1%	4%	1%	5%	4%
				DE			*		G	
Some other priority	85	42	43	19	28	39	5	35	32	14
	9%	9%	8%	7%	8%	10%	3%	13%	10%	6%
							*	I	I	
Sigma	3003	1468	1535	844	1039	1120	438	829	1006	730
	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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4. Have you ever received a gift from someone that had a positive, lasting impact on you?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Yes (Net)	751	367	384	221	262	268	115	186	251	198
	75%	75%	75%	79%	76%	72%	79%	67%	75%	82%
							*			GH
Yes - It inspired a hobby or passion of mine	248	135	113	91	98	59	26	57	89	76
	25%	28%	22%	32%	28%	16%	18%	21%	27%	31%
				E	E		*			G
Yes - It provided me with an experience I would have never done	174	78	96	50	55	70	11	39	61	62
	17%	16%	19%	18%	16%	19%	8%	14%	18%	26%
							*			FGH
Yes - It taught me something about myself that I didn't already know	68	35	34	23	29	16	8	18	22	21
	7%	7%	7%	8%	8%	4%	5%	6%	6%	9%
							*			
Yes - It gave me an opportunity that wouldn't have been available to me otherwise	142	72	70	48	52	42	23	31	46	41
	14%	15%	14%	17%	15%	11%	16%	11%	14%	17%
							*			
Yes - in some other way	250	110	140	63	83	104	51	67	78	54
	25%	23%	27%	22%	24%	28%	35%	24%	23%	22%
							*			
No	250	122	128	60	84	106	31	91	84	45
	25%	25%	25%	21%	24%	28%	21%	33%	25%	18%
							*	I	I	
Sigma	1132	552	580	334	401	397	150	303	380	299
	113%	113%	113%	119%	116%	106%	103%	110%	113%	123%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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5. Have you ever given a gift to someone that you felt would have a positive, lasting impact on them?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Yes	563	274	290	168	200	196	74	140	199	151
	56%	56%	57%	60%	58%	52%	50%	51%	59%	62%
							*			G
No	95	65	30	35	28	32	12	33	23	27
	9%	13%	6%	12%	8%	9%	8%	12%	7%	11%
		B					*			H
I don't know	343	151	192	78	118	146	60	104	114	65
	34%	31%	37%	28%	34%	39%	41%	38%	34%	27%
						C	*	I	I	
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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6. What is the most meaningful gift you remember receiving? Please be as specific as possible.

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Money/ check/ gift card	44 4%	20 4%	24 5%	20 7%	13 4%	11 3%	- *	15 5%	19 6%	10 4%
Book	43 4%	15 3%	28 5%	11 4%	16 5%	16 4%	5 3%	7 3%	13 4%	19 8%
Card	17 2%	7 2%	9 2%	3 1%	8 2%	5 1%	3 2%	7 3%	5 2%	1 *
Vehicle	6 1%	5 1%	1 *	2 1%	2 1%	2 1%	- *	- *	4 1%	3 1%
Vacation/ trip	45 4%	23 5%	21 4%	10 4%	14 4%	20 5%	9 6%	10 4%	15 4%	11 5%
Musical instrument	29 3%	18 4%	11 2%	12 4%	9 3%	8 2%	5 3%	9 3%	7 2%	8 3%
Bike	11 1%	9 2%	1 *	2 1%	5 1%	4 1%	- *	2 1%	5 2%	3 1%
Jewelry	70 7%	18 4%	52 10%	22 8%	22 6%	26 7%	17 11%	25 9%	19 6%	10 4%
Watch	14 1%	9 2%	5 1%	4 1%	5 1%	5 1%	- *	3 1%	5 1%	6 3%
Donation to a charity/ people less fortunate	18 2%	5 1%	13 3%	3 1%	8 2%	7 2%	- *	4 2%	5 2%	8 3%
Photo album/ scrapbook/ pictures	53 5%	29 6%	24 5%	20 7%	13 4%	20 5%	10 7%	10 3%	20 6%	14 6%
Homemade gift	61 6%	12 2%	49 10%	18 6%	16 5%	26 7%	13 9%	17 6%	16 5%	15 6%
Pet	11 1%	2 *	9 2%	6 2%	4 1%	1 *	- *	5 2%	4 1%	1 1%
Tickets for an event	18 2%	7 1%	11 2%	6 2%	4 1%	8 2%	- *	3 1%	6 2%	9 4%
Article of clothing	21 2%	14 3%	7 1%	5 2%	12 3%	4 1%	4 3%	7 3%	5 1%	4 2%
Sports equipment/ items	27 3%	20 4%	6 1%	3 1%	11 3%	12 3%	- *	10 4%	8 2%	8 3%
Spa treatment	8 1%	- *	8 2%	2 1%	2 1%	5 1%	- *	3 1%	3 1%	3 1%
Camera	11 1%	7 1%	4 1%	2 1%	2 1%	7 2%	4 3%	2 1%	3 1%	1 1%
Video games/ console	15 1%	14 3%	1 *	9 3%	5 1%	- *	6 4%	6 2%	1 *	1 *
Computer/ laptop/ mobile device	11 1%	7 1%	5 1%	2 1%	4 1%	5 1%	- *	3 1%	6 2%	2 1%
Electronic devices	14 1%	10 2%	4 1%	4 2%	2 1%	8 2%	- *	6 2%	6 2%	2 1%
Tools	10 1%	8 2%	2 *	2 1%	6 2%	2 1%	- *	2 1%	7 2%	1 1%
The gift of love/ life	37 4%	22 4%	15 3%	5 2%	16 5%	16 4%	15 11%	8 3%	5 2%	8 3%
Food	15 1%	11 2%	4 1%	9 3%	3 1%	3 1%	6 4%	6 2%	1 *	2 1%
Home appliance / kitchen products	20 2%	4 1%	16 3%	6 2%	5 1%	9 2%	5 3%	5 2%	7 2%	3 1%
Art supplies/ artwork	13 1%	3 1%	10 2%	4 2%	2 1%	7 2%	3 2%	4 1%	3 1%	3 1%
Plant/ flowers/ tree	6 1%	1 *	5 1%	3 1%	1 *	2 1%	- *	2 1%	2 1%	2 1%
Education	7 1%	2 *	5 1%	2 1%	3 1%	2 1%	- *	1 1%	1 *	4 2%
Other	143 14%	78 16%	65 13%	30 11%	52 15%	61 16%	19 13%	31 11%	63 19%	31 13%
Nothing	28 3%	12 2%	16 3%	4 2%	12 3%	12 3%	- *	15 5%	7 2%	6 3%
Dk/ns	177 18%	97 20%	79 16%	49 17%	69 20%	59 16%	22 15%	50 18%	63 19%	42 17%
Sigma	1001 100%	489 100%	512 100%	281 100%	346 100%	373 100%	146 100%	276 100%	335 100%	243 100%

Statistics:
 Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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GENDER

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Male	489	489	-	118	187	184	86	118	169	116
	49%	100%	-	42%	54%	49%	59%	43%	50%	48%
Female	512	-	512	163	159	189	60	158	166	127
	51%	-	100%	58%	46%	51%	41%	57%	50%	52%
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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AGE

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
18-34 (Net)	281	118	163	281	-	-	59	67	74	82
	28%	24%	32%	100%	-	-	40%	24%	22%	34%
			A	DE			H*			GH
18-24	79	46	33	79	-	-	17	29	21	12
	8%	9%	6%	28%	-	-	11%	10%	6%	5%
				DE			*	I		
25-34	203	73	130	203	-	-	42	38	53	70
	20%	15%	25%	72%	-	-	29%	14%	16%	29%
			A	DE			G*			GH
35-54 (Net)	346	187	159	-	346	-	24	100	121	101
	35%	38%	31%	-	100%	-	17%	36%	36%	42%
					CE		*	F	F	F
35-44	136	78	58	-	136	-	-	36	50	50
	14%	16%	11%	-	39%	-	-	13%	15%	20%
					CE		*	F	F	FGH
45-54	210	109	101	-	210	-	24	63	71	51
	21%	22%	20%	-	61%	-	17%	23%	21%	21%
					CE		*			
55+ (Net)	373	184	189	-	-	373	63	110	140	60
	37%	38%	37%	-	-	100%	43%	40%	42%	25%
						CD	I*	I	I	
55-64	215	97	118	-	-	215	35	54	89	37
	21%	20%	23%	-	-	58%	24%	19%	27%	15%
						CD	*		I	
65+	158	87	71	-	-	158	28	56	50	24
	16%	18%	14%	-	-	42%	19%	20%	15%	10%
						CD	*	I	I	
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	47.6	48.3	46.9	27.4	46	64.2	47	49.5	48.9	43.9
					C	CD	*	I	I	
STD. DEV.	15.87	15.67	16.05	4.76	5.98	6.26	17.45	17.1	14.79	14.28
STD. ERR.	0.5	0.75	0.68	0.32	0.3	0.32	3.04	1.32	0.7	0.76
Median	50	50	49	28	46.27	63	53	52.51	51.52	43

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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EDUCATION

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Primary School or less	4	4	-	-	-	4	4	-	-	-
	*	1%	-	-	-	1%	3%	-	-	-
							*			
Some high school	142	82	60	59	24	59	142	-	-	-
	14%	17%	12%	21%	7%	16%	97%	-	-	-
				D		D	GHI*			
Graduated high school	276	118	158	67	100	110	-	276	-	-
	28%	24%	31%	24%	29%	29%	-	100%	-	-
							*	FHI		
Some college / CEGEP / Trade School	76	35	41	20	29	27	-	-	76	-
	8%	7%	8%	7%	8%	7%	-	-	23%	-
							*		FGI	
Graduated from college / CEGEP / Trade School	193	96	97	36	75	82	-	-	193	-
	19%	20%	19%	13%	22%	22%	-	-	57%	-
					C	C	*		FGI	
Some university, but did not finish	67	39	28	18	18	31	-	-	67	-
	7%	8%	5%	6%	5%	8%	-	-	20%	-
							*		FGI	
University undergraduate degree	170	83	87	56	70	44	-	-	-	170
	17%	17%	17%	20%	20%	12%	-	-	-	70%
				E	E		*			FGH
University graduate degree	73	33	40	26	31	16	-	-	-	73
	7%	7%	8%	9%	9%	4%	-	-	-	30%
					E		*			FGH
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
<HS	146	86	60	59	24	63	146	-	-	-
	15%	18%	12%	21%	7%	17%	100%	-	-	-
		B		D		D	GHI*			
HS	276	118	158	67	100	110	-	276	-	-
	28%	24%	31%	24%	29%	29%	-	100%	-	-
							*	FHI		
Post Sec	335	169	166	74	121	140	-	-	335	-
	34%	35%	33%	26%	35%	37%	-	-	100%	-
						C	*		FGI	
Univ Grad	243	116	127	82	101	60	-	-	-	243
	24%	24%	25%	29%	29%	16%	-	-	-	100%
				E	E		*			FGH

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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REGION

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
BC	134	57	77	26	43	65	13	47	47	27
	13%	12%	15%	9%	12%	17%	9%	17%	14%	11%
						C	*			
AB	113	49	64	32	39	43	13	28	42	30
	11%	10%	13%	11%	11%	11%	9%	10%	12%	12%
							*			
SK/MB	62	25	37	18	20	24	3	18	28	13
	6%	5%	7%	6%	6%	7%	2%	6%	8%	5%
							*			
Ontario	385	191	194	116	125	144	70	91	121	103
	38%	39%	38%	41%	36%	39%	48%	33%	36%	43%
							*			G
Quebec	239	133	107	73	92	74	43	66	77	53
	24%	27%	21%	26%	26%	20%	30%	24%	23%	22%
							*			
Atlantic Canada	67	35	32	16	28	22	3	26	21	17
	7%	7%	6%	6%	8%	6%	2%	10%	6%	7%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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INCOME

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
<\$25K	186 19%	88 18%	99 19%	82 29%	54 16%	50 13%	67 46%	59 21%	44 13%	18 7%
				DE			GHI*	HI	I	
\$25K - <\$55K	297 30%	152 31%	145 28%	68 24%	84 24%	145 39%	42 29%	103 37%	106 32%	46 19%
						CD	*	I	I	
\$55K - <\$100K	251 25%	122 25%	129 25%	63 23%	92 26%	96 26%	13 9%	60 22%	102 31%	76 31%
							*		FG	FG
\$100K - <\$150K	142 14%	75 15%	67 13%	39 14%	66 19%	37 10%	5 4%	24 9%	47 14%	66 27%
					E		*			FGH
\$150K+	38 4%	24 5%	14 3%	4 2%	26 7%	8 2%	3 2%	6 2%	8 2%	20 8%
					CE		*			GH
Prefer not to answer	86 9%	29 6%	58 11%	25 9%	24 7%	38 10%	16 11%	25 9%	28 8%	17 7%
			A				*			
Sigma	1001 100%	489 100%	512 100%	281 100%	346 100%	373 100%	146 100%	276 100%	335 100%	243 100%
Summary										
Under \$50K	429 43%	210 43%	219 43%	139 50%	123 36%	167 45%	101 69%	146 53%	132 39%	50 21%
				D		D	HI*	HI	I	
\$50K+	485 48%	251 51%	234 46%	117 42%	199 57%	169 45%	29 20%	105 38%	175 52%	175 72%
					CE		*		FG	FGH
Under \$40K	333 33%	163 33%	171 33%	112 40%	92 27%	129 35%	90 62%	112 41%	98 29%	33 14%
				D		D	GHI*	HI	I	
\$40K to less than \$60K	181 18%	90 18%	91 18%	45 16%	55 16%	81 22%	18 12%	59 21%	64 19%	39 16%
							*			
\$60K to less than \$100K	221 22%	110 22%	111 22%	57 20%	83 24%	81 22%	13 9%	50 18%	91 27%	67 28%
							*		FG	FG
\$100K or more	180 18%	99 20%	81 16%	43 15%	92 27%	45 12%	8 6%	30 11%	55 17%	86 35%
					CE		*			FGH
Mean (,000)	65.1	67.2	62.9	55.7	78.3	59.5	39.5	55.1	65.2	90.7
					CE		**		G	GH
STD. DEV.	49.34	51.16	47.39	45.28	58.46	39.16	51.41	41.7	41.73	54.01
STD. ERR.	1.63	2.38	2.22	2.83	3.26	2.14	4.51	2.63	2.38	3.59

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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HOUSEHOLD COMPOSITION

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Kids	197	109	88	64	119	14	20	46	66	65
	20%	22%	17%	23%	34%	4%	14%	16%	20%	27%
No Kids	804	380	424	217	228	359	126	231	269	178
	80%	78%	83%	77%	66%	96%	86%	84%	80%	73%
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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HHCMP1. How many people are living or staying at your current address?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
1	251	119	133	61	85	105	48	61	87	54
	25%	24%	26%	22%	25%	28%	33%	22%	26%	22%
							*			
2	421	211	210	96	108	216	71	112	144	94
	42%	43%	41%	34%	31%	58%	49%	40%	43%	39%
						CD	*			
3	170	77	93	63	72	36	19	51	51	50
	17%	16%	18%	22%	21%	10%	13%	18%	15%	21%
				E	E		*			H
4	118	65	53	43	60	15	8	37	38	35
	12%	13%	10%	15%	17%	4%	5%	13%	11%	14%
				E	E		*			
5	32	15	17	11	19	2	-	11	12	9
	3%	3%	3%	4%	6%	*	-	4%	4%	4%
				E	E		*			
6	7	2	5	6	1	-	-	4	2	*
	1%	1%	1%	2%	*	-	-	2%	1%	*
				E			*			
7	2	1	1	1	1	-	-	-	1	1
	*	*	*	*	*	-	-	-	*	*
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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EMPLOYMENT STATUS

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Employed full-time	414 41%	231 47%	183 36%	141 50%	208 60%	66 18%	33 23%	98 36%	137 41%	145 60%
		B		E	E		*		F	FGH
Employed part-time	98 10%	32 7%	66 13%	35 12%	19 5%	45 12%	16 11%	22 8%	32 10%	28 11%
			A	D		D	*			
Self employed	63 6%	35 7%	28 5%	11 4%	24 7%	28 7%	13 9%	16 6%	18 5%	16 7%
							*			
Unemployed but looking for a job	54 5%	19 4%	35 7%	23 8%	23 7%	8 2%	17 12%	17 6%	15 4%	5 2%
				E	E		I*	I		
Unemployed and not looking for a job/Long-term sick or disabled	49 5%	25 5%	24 5%	11 4%	24 7%	15 4%	9 6%	10 4%	23 7%	6 3%
							*		I	
Full-time parent, homemaker	48 5%	9 2%	40 8%	12 4%	25 7%	11 3%	9 6%	19 7%	15 5%	4 2%
			A		E		*	I	I	
Retired	211 21%	109 22%	103 20%	1 *	11 3%	200 54%	28 19%	71 26%	79 23%	34 14%
						CD	*	I	I	
Student/Pupil	34 3%	18 4%	16 3%	33 12%	1 *	- -	- -	20 7%	10 3%	4 2%
				DE			*	HI		
Military	3 *	3 1%	1 *	- -	3 1%	1 *	- -	1 *	1 *	1 *
							*			
Prefer not to answer	26 3%	9 2%	17 3%	15 5%	9 3%	1 *	19 13%	3 1%	4 1%	- -
				E	E		GHI*		I	
Sigma	1001 100%	489 100%	512 100%	281 100%	346 100%	373 100%	146 100%	276 100%	335 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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USMAR2. What is your marital status?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Single, never married	303	157	147	169	92	43	59	73	96	75
	30%	32%	29%	60%	27%	11%	40%	27%	29%	31%
Living with partner	129	50	79	52	48	30	14	39	45	31
	13%	10%	16%	18%	14%	8%	10%	14%	14%	13%
Married	432	235	196	57	166	208	57	120	140	114
	43%	48%	38%	20%	48%	56%	39%	44%	42%	47%
Widowed	44	12	32	-	5	40	8	22	12	2
	4%	2%	6%	-	1%	11%	5%	8%	4%	1%
Divorced or separated	92	35	57	4	35	53	8	22	42	21
	9%	7%	11%	1%	10%	14%	5%	8%	13%	9%
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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PGS01. How much of your household's grocery shopping do you, yourself, do?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
All of it	560	242	318	161	200	200	90	154	182	134
	56%	49%	62%	57%	58%	54%	62%	56%	54%	55%
		A					*			
Almost all of it	195	83	111	54	73	68	16	50	73	55
	19%	17%	22%	19%	21%	18%	11%	18%	22%	23%
							*			
About half of it	194	129	65	42	59	92	34	54	65	42
	19%	26%	13%	15%	17%	25%	23%	19%	19%	17%
		B				CD	*			
Less than half of it	37	26	11	14	13	10	-	16	13	8
	4%	5%	2%	5%	4%	3%	-	6%	4%	3%
		B					*			
None	15	9	6	11	1	3	6	3	2	4
	2%	2%	1%	4%	*	1%	4%	1%	1%	2%
				D			*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ/Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	439	562	218	403	380	33	169	445	354
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
North American origins (Net)	466	239	227	121	176	169	73	141	160	92
	47%	49%	44%	43%	51%	45%	50%	51%	48%	38%
							*	I	I	
North American Aboriginal origins	29	6	23	5	10	15	7	8	12	2
	3%	1%	4%	2%	3%	4%	5%	3%	4%	1%
			A						I	
Canadian	454	234	219	118	169	167	73	137	154	90
	45%	48%	43%	42%	49%	45%	50%	49%	46%	37%
							*	I	I	
Other North American origins	7	2	6	-	5	3	-	1	3	2
	1%	*	1%	-	1%	1%	-	1%	1%	1%
							*			
British Isles origins (Net)	261	139	121	43	90	129	47	69	90	55
	26%	28%	24%	15%	26%	34%	32%	25%	27%	23%
				C	CD	*				
English	174	95	79	27	61	87	34	49	57	35
	17%	20%	15%	9%	18%	23%	23%	18%	17%	14%
					C					
Irish	119	58	61	18	41	60	20	32	42	24
	12%	12%	12%	6%	12%	16%	14%	11%	13%	10%
					C	*				
Scottish	140	74	66	28	51	61	22	41	47	29
	14%	15%	13%	10%	15%	16%	15%	15%	14%	12%
						*				
Other British Isles origins	14	8	6	-	6	8	-	5	5	5
	1%	2%	1%	-	2%	2%	-	2%	1%	2%
						*				
Western European origins (Net)	185	74	111	40	59	86	24	43	77	41
	18%	15%	22%	14%	17%	23%	16%	16%	23%	17%
			A			C			I	
French origins	74	30	44	19	27	28	15	15	28	16
	7%	6%	9%	7%	8%	8%	10%	5%	8%	7%
						*				
Dutch	27	9	17	6	9	12	-	9	12	6
	3%	2%	3%	2%	3%	3%	-	3%	4%	2%
						*				
German	80	29	51	14	25	41	9	19	35	18
	8%	6%	10%	5%	7%	11%	6%	7%	10%	7%
						C	*			
Other Western European origins	23	12	12	3	8	12	-	5	11	7
	2%	2%	2%	1%	2%	3%	-	2%	3%	3%
						*				
Eastern European origins (Net)	95	44	51	23	32	40	8	17	39	32
	9%	9%	10%	8%	9%	11%	5%	6%	12%	13%
						*		G	G	
Hungarian	2	2	1	-	1	2	-	2	-	1
	*	*	*	-	*	*	-	1%	-	*
						*				
Polish	29	9	21	11	7	11	-	5	13	11
	3%	2%	4%	4%	2%	3%	-	2%	4%	4%
						*				
Russian	14	4	9	6	5	3	-	2	6	6
	1%	1%	2%	2%	2%	1%	-	1%	2%	2%
						*				
Ukrainian	50	28	22	10	18	22	8	8	20	14
	5%	6%	4%	4%	5%	6%	5%	3%	6%	6%
						*				
Other Eastern European origins	20	10	10	2	9	9	-	1	8	10
	2%	2%	2%	1%	3%	2%	-	1%	2%	4%
						*			G	
Southern European origins (Net)	53	21	32	24	18	11	11	12	16	15
	5%	4%	6%	9%	5%	3%	8%	4%	5%	6%
			E			*				
Greek	12	5	7	6	5	1	-	4	6	2
	1%	1%	1%	2%	1%	*	-	1%	2%	1%
						*				
Italian	27	8	19	8	11	8	5	6	8	8
	3%	2%	4%	3%	3%	2%	4%	2%	2%	3%
						*				
Portuguese	12	9	3	8	2	1	6	2	1	3
	1%	2%	1%	3%	1%	*	4%	1%	*	1%
			E			*				
Spanish	5	1	4	1	3	1	-	1	1	2
	*	*	1%	*	1%	*	-	1%	*	1%
						*				
Other Southern European origins	6	-	6	6	-	-	5	-	-	1
	1%	-	1%	2%	-	-	4%	-	-	*
			DE			*				
Other European origins (Net)	19	9	10	6	4	9	-	6	11	2
	2%	2%	2%	2%	1%	2%	-	2%	3%	1%
						*				
Other Northern European origins (excl. British Isles Origins)	14	8	6	4	3	7	-	6	8	1
	1%	2%	1%	1%	1%	2%	-	2%	2%	*
						*			I	
Other European origins	5	1	4	2	1	1	-	-	3	1
	*	*	1%	1%	*	*	-	-	1%	1%
						*				
Caribbean origins (Net)	20	4	16	11	6	4	5	7	5	4
	2%	1%	3%	4%	2%	1%	3%	2%	1%	2%
			A			*				
Jamaican	7	2	5	4	3	-	-	2	2	3
	1%	*	1%	1%	1%	-	-	1%	1%	1%
						*				
Other Caribbean origins	14	2	12	7	4	4	5	5	3	2
	1%	1%	2%	3%	1%	1%	3%	2%	1%	1%
						*				
Latin, Central and South American origins (Net)	16	8	8	10	3	2	6	3	2	4
	2%	2%	2%	4%	1%	*	4%	1%	1%	2%
			E			*				
Latin, Central and South American origins	16	8	8	10	3	2	6	3	2	4
	2%	2%	2%	4%	1%	*	4%	1%	1%	2%
			E			*				
African origins (Net)	13	7	6	5	7	1	-	5	2	5
	1%	1%	1%	2%	2%	*	-	2%	1%	2%
				E		*				
African origins	13	7	6	5	7	1	-	5	2	5
	1%	1%	1%	2%	2%	*	-	2%	1%	2%
				E		*				
Asian origins (Net)	79	36	43	40	25	14	4	16	17	42
	8%	7%	8%	14%	7%	4%	3%	6%	5%	17%
			DE			*				FGH
West Central Asian and Middle Eastern origins	7	2	6	3	4	-	-	1	2	4
	1%	*	1%	1%	1%	-	-	1%	1%	1%
						*				
East Indian	12	6	7	10	1	1	-	2	3	8
	1%	1%	1%	4%	*	*	-	1%	1%	3%
			DE			*				H
Other South Asian origins	2	2	1	1	2	-	-	2	-	1
	*	*	*	*	*	-	-	1%	-	*
						*				
Chinese	45	20	25	21	13	11	4	9	5	26
	4%	4%	5%	7%	4%	3%	3%	3%	2%	11%
						*				GH
Filipino	3	1	2	-	2	1	-	-	1	2
	*	*	*	-	1%	*	-	-	*	1%
						*				
Other East and Southeast Asian origins	11	7	4	6	3	2	-	2	5	4
	1%	1%	1%	2%	1%	1%	-	1%	2%	1%
						*				
Oceania origins (Net)	2	1	1	1	1	-	-	-	1	1
	*	*	*	*	*	-	-	-	*	*
						*				
Oceania origins	2	1	1	1	1	-	-	-	1	1
	*	*	*	*	*	-	-	-	*	*
						*				
Prefer not to answer	53	19	34	26	17	10	14	14	16	8
	5%	4%	7%	9%	5%	3%	10%	5%	5%	3%
			E			*				
Sigma	1521	716	805	396	533	592	233	403	526	359
	152%	146%	157%	141%	154%	159%	159%	146%	157%	148%

Statistics:
 Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D,E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D,E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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