

HOLIDAY GIFTS

Thinking back to the holiday season, how many gifts did you get that you did not like, did not fit, or could not use?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	293	431	260	469	531
Weighted Base	1000	130	90	70	377	251	81	337	378	272	490	510
NONE	570	77	41	39	185	185	42	164	217	181	287	283
	57%	59%	45%	56%	49%	74%	52%	49%	57%	66%	59%	55%
1	103	15	12	11	38	15	11	44	36	22	43	61
	10%	12%	13%	16%	10%	6%	14%	13%	10%	8%	9%	12%
2	96	10	17	8	52	6	5	37	45	14	47	50
	10%	7%	19%	11%	14%	3%	6%	11%	12%	5%	10%	10%
3	58	15	7	2	24	5	5	30	21	7	27	31
	6%	12%	7%	3%	6%	2%	6%	9%	6%	3%	5%	6%
4	24	1	3	2	14	2	2	17	4	4	14	11
	2%	1%	3%	2%	4%	1%	3%	5%	1%	1%	3%	2%
5	22	3	1	0	12	1	4	10	7	5	13	9
	2%	3%	2%	-	3%	0	5%	3%	2%	2%	3%	2%
6+	30	3	3	4	12	1	5	13	10	6	11	18
	3%	3%	4%	6%	3%	0	6%	4%	3%	2%	2%	4%
Don't celebrate holiday season	72	6	6	3	31	22	4	16	31	22	34	38
	7%	4%	7%	5%	8%	9%	5%	5%	8%	8%	7%	7%
(DK/NS)	24	1	0	1	7	13	2	5	6	12	16	9
	2%	1%	-	1%	2%	5%	3%	2%	2%	4%	3%	2%
Summary												
Mean	1.1	1.1	1.5	1.4	1.3	0.3	1.6	1.5	0.9	0.7	1.0	1.1
Standard Deviation	2.1	2.1	2.6	3.1	2.0	0.9	2.7	2.4	1.7	1.8	1.9	2.3
Standard Error	0.1	0.2	0.3	0.3	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1
Median	0	0	0.1	0	0	0	0	0	0	0	0	0

detailed tables

HOLIDAY GIFTS

What do you typically do with gifts that you do not like, do not fit, or cannot use? Do you...?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1000	150	100	100	300	250	100	293	431	260	469	531
Weighted Base	1000	130	90	70	377	251	81	337	378	272	490	510
Return them	256 26%	47 36%	34 37%	23 33%	100 27%	26 10%	26 33%	100 30%	89 24%	62 23%	123 25%	133 26%
Store or put them away	218 22%	18 14%	21 23%	9 13%	83 22%	73 29%	15 18%	82 24%	85 22%	51 19%	115 23%	103 20%
Keep and use them anyway	230 23%	29 22%	19 21%	16 23%	76 20%	73 29%	17 21%	78 23%	92 24%	56 21%	101 21%	129 25%
Pass them along	254 25%	29 22%	15 17%	17 24%	102 27%	73 29%	19 23%	73 22%	95 25%	82 30%	120 25%	134 26%
Don't celebrate holiday season/Don't receive gifts	23 2%	4 3%	1 1%	2 3%	10 3%	3 1%	2 3%	2 0	10 3%	11 4%	18 4%	5 1%
(DK/NS)	18 2%	3 2%	1 1%	3 4%	7 2%	3 1%	2 3%	2 1%	6 2%	10 4%	13 3%	5 1%