

Detailed Tables

In the December Holiday season many Canadians buy gifts for family, friends, and others. Who do you expect to spend the most money on this upcoming holiday season ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	299	448	291	480	575
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Child/Children	435 43%	53 40%	37 39%	34 50%	154 41%	114 46%	43 55% ABD	88 30%	222 56% GI	118 40% G	157 33%	278 54% J
Spouse/Partner	219 22%	32 24%	26 27% F	13 19%	82 22%	54 22%	11 15%	59 20%	94 24%	63 21%	149 31% K	69 13%
Mom	87 9%	12 9%	5 6%	4 6%	36 10%	23 9%	7 9%	54 18% HI	28 7% I	5 2%	41 9%	46 9%
Other relative	75 8%	13 10% E	11 11% E	7 10% E	32 8% E	8 3%	5 6%	15 5%	19 5%	41 14% GH	32 7%	44 8%
Boyfriend/Girlfriend	36 4%	4 3%	6 6% E	4 6% E	11 3%	5 2%	6 7% E	32 11% HI	3 1%	1 0	24 5% K	12 2%
Brother/Sister	25 2%	3 2%	2 2%	2 4%	8 2%	7 3%	1 2%	12 4% H	5 1%	7 2%	17 4% K	7 1%
Friend	18 2%	2 2%	0 -	0 -	12 3%	4 2%	0 -	10 3% H	4 1%	4 1%	9 2%	9 2%
Dad	12 1%	3 2%	1 1%	0 -	4 1%	4 2%	0 -	10 4% HI	1 0	1 0	9 2% K	3 1%
Grandparent	9 1%	3 2% E	0 -	1 1%	5 1%	0 -	0 -	0 -	1 0	8 3% GH	3 1%	6 1%
In-Laws	4 0	1 1%	0 -	0 -	3 1%	0 -	0 -	0 -	2 1%	2 1%	3 1%	1 0
I don't give gifts	47 5%	0 -	3 4% A	1 2%	22 6% AF	20 8% ACF	0 -	9 3%	5 1%	32 11% GH	21 4%	26 5%
Don't know/Refused	33 3%	6 4%	4 4%	2 3%	9 2%	7 3%	5 6%	5 2%	15 4%	13 4% G	18 4%	15 3%

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Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1055	834	221	143	232	372	300	246	310	355
Weighted Base	1000	802	198	138	222	347	285	234	293	336
Child/Children	435 43%	341 42%	94 47%	54 39%	104 47%	161 46%	113 40%	91 39%	123 42%	163 49% G
Spouse/Partner	219 22%	174 22%	45 23%	19 14%	36 16%	78 22% C	82 29% CD	29 12%	76 26% G	89 26% G
Mom	87 9%	74 9%	13 6%	9 6%	17 8%	34 10%	27 10%	31 13% HI	23 8%	23 7%
Other relative	75 8%	60 7%	15 8%	13 10%	24 11% E	19 5%	20 7%	17 7%	28 10% I	12 4%
Boyfriend/Girlfriend	36 4%	34 4% B	2 1%	1 1%	7 3%	18 5% C	9 3%	9 4%	9 3%	14 4%
Brother/Sister	25 2%	21 3%	3 2%	4 3%	5 2%	11 3%	5 2%	10 4%	6 2%	7 2%
Friend	18 2%	17 2%	1 0	6 4% EF	4 2%	4 1%	4 1%	7 3%	6 2%	4 1%
Dad	12 1%	12 2%	0 -	2 1%	5 2% E	1 0	4 1%	7 3% H	1 0	5 1%
Grandparent	9 1%	6 1%	3 1%	2 1%	2 1%	4 1%	0 -	2 1%	2 1%	3 1%
In-Laws	4 0	4 1%	0 -	0 -	0 -	1 0	3 1%	2 1%	1 0	1 0
I don't give gifts	47 5%	39 5%	8 4%	18 13% DEF	9 4%	10 3%	11 4%	20 9% HI	11 4%	6 2%
Don't know/Refused	33 3%	19 2%	14 7% A	11 8% EF	9 4%	6 2%	7 2%	9 4%	7 3%	10 3%

Detailed Tables

How much will you spend on this person ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who don't give gifts												
Unweighted Base	1010	132	96	98	364	220	100	290	442	262	462	548
Weighted Base	953	132	93*	67*	357	227	77*	284	393	262	463	491
Less than \$25	16 2%	3 3%	2 2%	2 3%	6 2%	2 1%	1 1%	3 1%	8 2%	4 2%	9 2%	7 1%
\$25-<\$50	29 3%	8 6% D	4 4%	3 5%	6 2%	4 2%	4 5%	9 3% H	4 1%	15 6% H	13 3%	15 3%
\$50-<\$100	88 9%	12 9%	9 10%	4 5%	31 9%	28 12% F	4 5%	24 8%	26 7%	36 14% GH	33 7%	55 11% J
\$100-<\$250	329 35%	47 35%	34 36%	29 43% D	101 28%	97 43% DF	22 29%	129 45% HI	126 32%	71 27%	153 33%	175 36%
\$250-<\$500	163 17%	17 13%	11 12%	13 19%	73 20%	36 16%	13 16%	47 16%	73 18%	42 16%	88 19%	75 15%
\$500 or more	216 23%	24 18%	23 24%	10 15%	101 28% ACE	39 17%	20 26%	48 17%	110 28% G	56 21%	109 24%	107 22%
Don't know/Refused	113 12%	21 16% E	11 12%	7 11%	39 11%	20 9%	14 18% E	24 8%	46 12%	38 14% G	58 12%	55 11%
STATISTICS (Including 0)												
Mean	353.20	305.01	345.23	267.50	412.63 CE	275.90	481.26 E	302.31	393.74 G	352.49	362.08	344.93
Standard Deviation	482.1	384.9	392.5	300.0	532.0	302.0	880.9	373.2	410.9	665.1	410.4	540.7
Standard Error	16.2	36.7	42.8	32.2	29.5	21.3	96.7	23.0	20.8	44.4	20.4	24.5
Median	192.96	172.18	162.03	179.81	250.73	161.76	222.28	181.02	249.28	170.21	197.74	186.49
STATISTICS (Excluding 0)												
Mean	354.88	308.12	345.23	273.40	413.99 CE	275.90	485.43 E	303.53	396.36 G	353.50	364.61	345.87
Standard Deviation	482.6	385.7	392.5	300.6	532.3	302.0	883.6	373.5	411.0	665.8	410.7	541.1
Standard Error	16.2	36.9	42.8	32.6	29.6	21.3	97.6	23.0	20.8	44.6	20.5	24.6
Median	193.31	173.28	162.03	181.55	251.35	161.76	228.99	181.31	251.08	170.87	198.27	186.73

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How much will you spend on this person ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who don't give gifts										
Unweighted Base	1010	796	214	126	224	362	290	227	299	349
Weighted Base	953	763	190	120	214	338	274	214	282	330
Less than \$25	16 2%	12 2%	4 2%	4 3%	5 2%	3 1%	3 1%	9 4% HI	2 1%	1 0
\$25-<\$50	29 3%	24 3%	4 2%	8 7% DEF	4 2%	9 3%	7 3%	16 8% HI	4 1%	2 1%
\$50-<\$100	88 9%	76 10%	12 6%	19 15% EF	21 10%	26 8%	22 8%	34 16% I	33 12% I	12 3%
\$100-<\$250	329 35%	268 35%	61 32%	38 31%	66 31%	121 36%	103 38%	76 35%	103 37%	114 35%
\$250-<\$500	163 17%	128 17%	35 19%	17 14%	37 17%	55 16%	53 19%	22 10%	46 16%	72 22% G
\$500 or more	216 23%	174 23%	42 22%	17 14%	48 23%	90 27% C	59 21%	24 11%	64 23% G	103 31% GH
Don't know/Refused	113 12%	80 11%	32 17% A	18 15%	33 15% E	33 10%	27 10%	33 16% I	29 10%	26 8%
SATISTICS (Including 0)										
Mean	353.20	348.71	372.59	269.99	399.10	378.25	323.20	215.72	332.01 G	441.44 GH
Standard Deviation	482.1	451.5	597.9	658.1	601.5	442.1	319.3	281.3	365.1	538.6
Standard Error	16.2	16.9	44.6	63.6	43.8	24.5	19.7	20.4	22.3	30.1
Median	192.96	191.56	199.14	150.76	195.56	195.88	188.84	96.10	184.77	259.70
SATISTICS (Excluding 0)										
Mean	354.88	350.15	375.40	269.99	400.30	379.65	325.41	216.48	333.48 G	441.44 GH
Standard Deviation	482.6	451.8	599.3	658.1	602.0	442.3	319.3	281.5	365.2	538.6
Standard Error	16.2	17.0	44.9	63.6	43.9	24.6	19.8	20.4	22.3	30.1
Median	193.31	191.85	204.31	150.76	195.78	196.18	189.64	96.26	185.35	259.70

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What do you plan to buy this person ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who don't give gifts												
Unweighted Base	1010	132	96	98	364	220	100	290	442	262	462	548
Weighted Base	953	132	93*	67*	357	227	77*	284	393	262	463	491
Clothes	117 12%	12 9%	7 7%	4 6%	55 15%	26 11%	13 17%	25 9%	51 13%	40 15%	47 10%	70 14%
Toys	93 10%	14 11%	10 10%	4 6%	38 11%	24 11%	2 3%	41 14%	42 11%	10 4%	28 6%	65 13%
Electronics	42 4%	7 6%	7 7%	5 7%	10 3%	7 3%	6 8%	16 6%	17 4%	8 3%	12 3%	30 6%
Money	39 4%	5 4%	3 4%	5 7%	10 3%	15 6%	2 2%	1 0	5 1%	31 12%	12 3%	27 5%
Jewelry	34 4%	5 4%	2 2%	2 4%	15 4%	8 3%	1 1%	19 7%	11 3%	4 2%	27 6%	7 1%
Gift certificate	14 1%	1 1%	1 1%	1 1%	4 1%	5 2%	2 3%	2 1%	4 1%	6 2%	2 0	11 2%
Video games	10 1%	1 1%	0 -	1 1%	5 1%	3 1%	1 1%	1 0	8 2%	1 0	6 1%	5 1%
Sports equipment	10 1%	0 -	1 1%	1 2%	5 1%	3 1%	0 -	4 1%	5 1%	1 0	5 1%	5 1%
Books	10 1%	1 1%	1 1%	1 1%	2 1%	3 1%	2 3%	3 1%	3 1%	3 1%	4 1%	5 1%
Trip/ vacation	8 1%	0 -	0 -	1 1%	6 2%	1 0	1 1%	1 0	6 1%	1 0	6 1%	2 0
Tools/ power tools	7 1%	2 2%	1 1%	0 -	2 0	3 1%	0 -	4 1%	1 0	3 1%	1 0	6 1%
Digital camera/ camera	6 1%	1 1%	0 -	0 -	4 1%	2 1%	0 -	3 1%	4 1%	0 -	2 0	4 1%

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Furniture	6 1%	0 -	0 -	0 -	1 0	4 2% D	1 1%	2 1%	1 0	3 1%	3 1%	3 1%
Household things	5 1%	2 1%	1 1%	0 -	2 1%	0 -	0 -	1 0	1 0	3 1%	2 0	3 1%
Computer	5 1%	1 1%	0 -	0 -	2 1%	2 1%	0 -	0 -	3 1%	2 1%	1 0	4 1%
Other	60 6%	5 4%	5 6%	2 3%	27 7%	17 7%	5 6%	19 7%	21 5%	19 7%	29 6%	31 6%
Nothing	6 1%	3 2% E	1 1%	0 -	2 1%	0 -	0 -	1 0	3 1%	2 1%	3 1%	3 1%
Don't know/Refused	483 51%	71 54%	54 58%	41 61% DE	170 47%	104 46%	43 55%	140 49%	208 53%	125 48%	274 59% K	209 43%

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who don't give gifts										
Unweighted Base	1010	796	214	126	224	362	290	227	299	349
Weighted Base	953	763	190	120	214	338	274	214	282	330
Clothes	117 12%	91 12%	26 14%	23 19% EF	26 12%	39 12%	29 11%	26 12%	33 12%	46 14%
Toys	93 10%	74 10%	18 10%	7 6%	21 10%	34 10%	30 11%	21 10%	26 9%	38 11%
Electronics	42 4%	38 5%	4 2%	2 1%	13 6% C	15 4%	12 4%	10 4%	15 5%	17 5%
Money	39 4%	33 4%	6 3%	8 7%	10 5%	12 3%	8 3%	13 6% HI	7 3%	4 1%
Jewelry	34 4%	31 4%	3 1%	0 -	5 2%	16 5% C	13 5% C	3 1%	11 4%	17 5% G
Gift certificate	14 1%	12 2%	2 1%	3 2%	2 1%	5 2%	4 1%	6 3% I	3 1%	2 1%
Video games	10 1%	8 1%	3 1%	1 0	2 1%	5 1%	3 1%	2 1%	3 1%	6 2%
Sports equipment	10 1%	8 1%	2 1%	0 -	2 1%	2 1%	6 2%	1 0	2 1%	7 2%
Books	10 1%	8 1%	2 1%	0 -	2 1%	3 1%	5 2%	3 1%	3 1%	3 1%
Trip/ vacation	8 1%	6 1%	2 1%	0 -	2 1%	3 1%	3 1%	0 -	2 1%	5 1%
Tools/ power tools	7 1%	5 1%	3 1%	1 1%	3 1%	2 1%	2 1%	2 1%	4 1%	1 0

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Digital camera/ camera	6 1%	6 1%	0 -	0 -	0 -	3 1%	4 1%	2 1%	0 -	5 1% H
Furniture	6 1%	4 1%	2 1%	2 1%	2 1%	2 0	1 0	3 2% I	2 1%	0 -
Household things	5 1%	4 1%	1 1%	2 2% EF	3 1% EF	0 -	0 -	1 0	2 1%	2 1%
Computer	5 1%	5 1%	0 -	0 -	2 1%	1 0	2 1%	1 1%	1 0	2 1%
Other	60 6%	51 7%	9 5%	10 9%	15 7%	17 5%	16 6%	15 7%	18 6%	15 4%
Nothing	6 1%	6 1%	0 -	0 -	3 1%	3 1%	0 -	0 -	3 1%	2 1%
Don't know/Refused	483 51%	373 49%	110 58% A	62 52%	101 47%	177 52%	138 50%	107 50%	148 52%	160 48%

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
EXCLUDING DON'T KNOWS												
Base: Excludes respondents who don't give gifts												
Unweighted Base	496	59	42	41	192	118	44	148	209	133	185	311
Weighted Base	471	61*	39*	26*	187	122	35*	144	185	136	189	282
Clothes	117 25%	12 20%	7 17%	4 17%	55 29%	26 21%	13 39% ABCE	25 18%	51 27% G	40 29% G	47 25%	70 25%
Toys	93 20%	14 23% F	10 25% F	4 17%	38 20% F	24 20% F	2 6%	41 28% I	42 23% I	10 7%	28 15%	65 23% J
Electronics	42 9%	7 12%	7 18% DE	5 18% DE	10 5%	7 6%	6 17% DE	16 11%	17 9%	8 6%	12 6%	30 11%
Money	39 8%	5 8%	3 8%	5 19% DF	10 5%	15 12% D	2 4%	1 1%	5 3%	31 23% GH	12 6%	27 10%
Jewelry	34 7%	5 9%	2 6%	2 9%	15 8%	8 6%	1 2%	19 13% HI	11 6%	4 3%	27 14% K	7 2%
Gift certificate	14 3%	1 2%	1 2%	1 3%	4 2%	5 4%	2 6%	2 2%	4 2%	6 5%	2 1%	11 4%
Video games	10 2%	1 2%	0 -	1 2%	5 2%	3 2%	1 3%	1 1%	8 4% G	1 1%	6 3%	5 2%
Sports equipment	10 2%	0 -	1 3%	1 5%	5 3%	3 2%	0 -	4 3%	5 3%	1 1%	5 2%	5 2%
Books	10 2%	1 2%	1 2%	1 2%	2 1%	3 2%	2 7% D	3 2%	3 2%	3 2%	4 2%	5 2%
Trip/ vacation	8 2%	0 -	0 -	1 2%	6 3%	1 1%	1 2%	1 1%	6 3%	1 1%	6 3%	2 1%
Tools/ power tools	7 2%	2 3%	1 2%	0 -	2 1%	3 2%	0 -	4 3%	1 0	3 2%	1 1%	6 2%
Digital camera/ camera	6 1%	1 1%	0 -	0 -	4 2%	2 2%	0 -	3 2%	4 2%	0 -	2 1%	4 2%

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	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Furniture	6 1%	0 -	0 -	0 -	1 0	4 4% D	1 2%	2 2%	1 0	3 2%	3 2%	3 1%
Household things	5 1%	2 3%	1 2%	0 -	2 1%	0 -	0 -	1 1%	1 0	3 2%	2 1%	3 1%
Computer	5 1%	1 1%	0 -	0 -	2 1%	2 2%	0 -	0 -	3 2%	2 2%	1 1%	4 1%
Other	60 13%	5 8%	5 14%	2 7%	27 14%	17 14%	5 13%	19 13%	21 11%	19 14%	29 15%	31 11%
Nothing	6 1%	3 5% DE	1 2%	0 -	2 1%	0 -	0 -	1 1%	3 2%	2 1%	3 2%	3 1%

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
EXCLUDING DON'T KNOWS										
Base: Excludes respondents who don't give gifts										
Unweighted Base	496	407	89	59	117	172	146	113	141	180
Weighted Base	471	390	80*	58*	113	161	137	107	134	170
Clothes	117 25%	91 23%	26 32%	23 40% DEF	26 23%	39 24%	29 21%	26 24%	33 25%	46 27%
Toys	93 20%	74 19%	18 23%	7 12%	21 19%	34 21%	30 22%	21 19%	26 19%	38 22%
Electronics	42 9%	38 10%	4 5%	2 3%	13 12%	15 9%	12 9%	10 9%	15 11%	17 10%
Money	39 8%	33 8%	6 8%	8 15%	10 9%	12 7%	8 6%	13 12% I	7 5%	4 3%
Jewelry	34 7%	31 8%	3 3%	0 -	5 4%	16 10% C	13 9% C	3 3%	11 8%	17 10% G
Gift certificate	14 3%	12 3%	2 2%	3 5%	2 1%	5 3%	4 3%	6 6% I	3 2%	2 1%
Video games	10 2%	8 2%	3 3%	1 1%	2 2%	5 3%	3 2%	2 2%	3 2%	6 3%
Sports equipment	10 2%	8 2%	2 2%	0 -	2 2%	2 1%	6 4%	1 1%	2 2%	7 4%
Books	10 2%	8 2%	2 2%	0 -	2 2%	3 2%	5 3%	3 3%	3 2%	3 2%
Trip/ vacation	8 2%	6 2%	2 2%	0 -	2 1%	3 2%	3 2%	0 -	2 1%	5 3%
Tools/ power tools	7 2%	5 1%	3 4%	1 1%	3 3%	2 1%	2 1%	2 2%	4 3%	1 1%
Digital camera/ camera	6 1%	6 2%	0 -	0 -	0 -	3 2%	4 3%	2 2%	0 -	5 3%

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* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Furniture	6 1%	4 1%	2 2%	2 3%	2 2%	2 1%	1 1%	3 3% I	2 2%	0 -
Household things	5 1%	4 1%	1 2%	2 3% EF	3 3% E	0 -	0 -	1 1%	2 1%	2 1%
Computer	5 1%	5 1%	0 -	0 -	2 2%	1 1%	2 1%	1 1%	1 1%	2 1%
Other	60 13%	51 13%	9 11%	10 18%	15 14%	17 10%	16 12%	15 14%	18 13%	15 9%
Nothing	6 1%	6 2%	0 -	0 -	3 2%	3 2%	0 -	0 -	3 2%	2 1%

Detailed Tables

Who usually gives you the worst gifts ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	299	448	291	480	575
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
Friend	119 12%	16 12%	13 13%	7 10%	47 12%	29 12%	8 10%	41 14%	56 14%	21 7%	59 12%	61 12%
In-Laws	107 11%	12 9%	13 13%	12 17% E	41 11%	22 9%	7 9%	41 14%	53 13%	12 4%	55 11%	51 10%
Brother/Sister	77 8%	16 12% E	10 10%	5 8%	27 7%	13 5%	6 8%	38 13% HI	31 8%	7 2%	42 9%	35 7%
Mom	63 6%	14 11% E	5 5%	4 5%	25 7%	12 5%	3 4%	24 8%	31 8%	7 3%	35 7%	28 5%
Child/Children	61 6%	9 6%	3 3%	2 3%	23 6%	18 7%	6 8%	5 2%	23 6%	33 11% GH	36 7%	26 5%
Grandparent	50 5%	3 2%	6 6%	1 2%	25 6% E	6 2%	10 13% ACDE	35 12% HI	12 3%	2 1%	28 6%	23 4%
Spouse/Partner	45 5%	7 5%	4 4%	4 5%	18 5%	10 4%	2 2%	10 3%	18 4%	17 6%	14 3%	31 6% J
Other relative	44 4%	7 5%	4 4%	4 5%	19 5%	9 3%	3 3%	23 8% H	10 2%	12 4%	21 4%	23 4%
Boyfriend/Girlfriend	14 1%	2 2%	2 2%	1 1%	8 2%	1 0	0 -	5 2%	5 1%	3 1%	4 1%	9 2%
Dad	13 1%	1 1%	4 5% DE	1 2%	4 1%	2 1%	1 1%	9 3% HI	4 1%	0 -	7 1%	6 1%
I don't receive bad gifts	275 28%	24 18%	20 21%	14 20%	97 26%	95 39% ABCD	24 31% A	40 14%	107 27% G	121 41% GH	123 25%	153 30%
I don't receive gifts	53 5%	1 1%	3 3%	3 5% A	29 8% AF	16 7% AF	1 1%	6 2%	17 4%	29 10% GH	25 5%	28 5%
Don't know/Refused	79 8%	20 15% DE	10 10% D	11 16% DE	16 4%	15 6%	7 9%	17 6%	32 8%	29 10%	36 7%	43 8%

Detailed Tables

Who usually gives you the worst gifts ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1055	834	221	143	232	372	300	246	310	355
Weighted Base	1000	802	198	138	222	347	285	234	293	336
Friend	119 12%	100 12%	20 10%	10 7%	33 15% C	41 12%	36 13%	26 11%	32 11%	53 16%
In-Laws	107 11%	95 12% B	12 6%	3 2%	29 13% C	38 11% C	35 12% C	17 7%	31 10%	51 15% G
Brother/Sister	77 8%	69 9% B	8 4%	5 4%	15 7%	33 9% C	24 9%	19 8%	21 7%	32 9%
Mom	63 6%	47 6%	16 8%	8 6%	10 4%	28 8%	17 6%	9 4%	18 6%	31 9% G
Child/Children	61 6%	49 6%	13 6%	16 11% DF	11 5%	21 6%	10 4%	13 6%	18 6%	21 6%
Grandparent	50 5%	44 5%	7 3%	7 5%	11 5%	19 5%	13 5%	9 4%	13 5%	19 6%
Spouse/Partner	45 5%	31 4%	14 7%	3 2%	7 3%	17 5%	17 6%	9 4%	15 5%	16 5%
Other relative	44 4%	36 4%	9 4%	2 2%	10 5%	16 5%	16 6%	10 4%	12 4%	16 5%
Boyfriend/Girlfriend	14 1%	11 1%	3 1%	4 3% F	3 1%	6 2%	1 0	6 3%	3 1%	3 1%
Dad	13 1%	12 1%	1 1%	0 -	5 2%	5 1%	2 1%	3 1%	5 2%	4 1%
I don't receive bad gifts	275 28%	211 26%	64 32%	51 37% DEF	57 26%	94 27%	72 25%	71 30% I	76 26%	70 21%
I don't receive gifts	53 5%	42 5%	11 6%	15 11% DE	12 5%	8 2%	17 6% E	21 9% I	14 5%	9 3%
Don't know/Refused	79 8%	57 7%	22 11%	14 10%	20 9%	21 6%	24 9%	20 9% I	34 12% I	13 4%

Detailed Tables

Who usually gives you the worst gifts ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
EXCLUDING RESPONDENTS WHO DON'T RECIEVE BAD GIFTS / DON'T RECEIVE GIFTS												
Base: Excludes respondents who don't recieve bad gifts/ don't receive gifts												
Unweighted Base	716	106	74	75	259	135	67	252	311	145	340	376
Weighted Base	672	107	74*	51*	253	136	52*	247	274	143	336	336
Friend	119 18%	16 15%	13 17%	7 13%	47 19%	29 21%	8 15%	41 17%	56 20%	21 15%	59 17%	61 18%
In-Laws	107 16%	12 11%	13 18%	12 23% A	41 16%	22 17%	7 13%	41 16% I	53 19% I	12 8%	55 17%	51 15%
Brother/Sister	77 11%	16 15%	10 14%	5 11%	27 11%	13 9%	6 11%	38 15% I	31 11% I	7 5%	42 12%	35 10%
Mom	63 9%	14 13%	5 7%	4 7%	25 10%	12 9%	3 6%	24 10%	31 11% I	7 5%	35 10%	28 8%
Child/Children	61 9%	9 8%	3 5%	2 5%	23 9%	18 13%	6 12%	5 2%	23 8% G	33 23% GH	36 11%	26 8%
Grandparent	50 7%	3 3%	6 8%	1 2%	25 10% AC	6 4%	10 20% ABCDE	35 14% HI	12 4%	2 1%	28 8%	23 7%
Spouse/Partner	45 7%	7 7%	4 5%	4 7%	18 7%	10 8%	2 4%	10 4%	18 6%	17 12% G	14 4%	31 9% J
Other relative	44 7%	7 6%	4 5%	4 7%	19 7%	9 6%	3 5%	23 9% H	10 3%	12 8% H	21 6%	23 7%
Boyfriend/Girlfriend	14 2%	2 2%	2 3%	1 1%	8 3%	1 1%	0 -	5 2%	5 2%	3 2%	4 1%	9 3%
Dad	13 2%	1 1%	4 6% D	1 2%	4 1%	2 1%	1 1%	9 4% I	4 1%	0 -	7 2%	6 2%
Don't know/Refused	79 12%	20 19% D	10 13%	11 21% DE	16 6%	15 11%	7 13%	17 7%	32 12%	29 20% GH	36 11%	43 13%

Detailed Tables

Who usually gives you the worst gifts ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
EXCLUDING RESPONDENTS WHO DON'T RECIEVE BAD GIFTS / DON'T RECEIVE GIFTS										
Base: Excludes respondents who don't recieve bad gifts/ don't receive gifts										
Unweighted Base	716	577	139	79	158	263	210	150	217	273
Weighted Base	672	549	123	72*	154	245	196	142	203	258
Friend	119 18%	100 18%	20 16%	10 14%	33 21%	41 17%	36 18%	26 18%	32 16%	53 21%
In-Laws	107 16%	95 17% B	12 10%	3 5%	29 19% C	38 16% C	35 18% C	17 12%	31 15%	51 20%
Brother/Sister	77 11%	69 13%	8 6%	5 7%	15 10%	33 13%	24 12%	19 14%	21 10%	32 12%
Mom	63 9%	47 8%	16 13%	8 11%	10 6%	28 12%	17 9%	9 6%	18 9%	31 12%
Child/Children	61 9%	49 9%	13 10%	16 22% DEF	11 7%	21 9%	10 5%	13 9%	18 9%	21 8%
Grandparent	50 7%	44 8%	7 5%	7 10%	11 7%	19 8%	13 7%	9 6%	13 7%	19 7%
Spouse/Partner	45 7%	31 6%	14 11% A	3 5%	7 5%	17 7%	17 9%	9 6%	15 7%	16 6%
Other relative	44 7%	36 7%	9 7%	2 3%	10 7%	16 6%	16 8%	10 7%	12 6%	16 6%
Boyfriend/Girlfriend	14 2%	11 2%	3 2%	4 5% F	3 2%	6 2%	1 0	6 4% I	3 2%	3 1%
Dad	13 2%	12 2%	1 1%	0 -	5 3%	5 2%	2 1%	3 2%	5 3%	4 2%
Don't know/Refused	79 12%	57 10%	22 17% A	14 19% E	20 13%	21 8%	24 12%	20 14% I	34 17% I	13 5%

Detailed Tables

How many gifts do you usually receive each year that you really don't like ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who don't receive gifts												
Unweighted Base	716	106	74	75	259	135	67	252	311	145	340	376
Weighted Base	672	107	74*	51*	253	136	52*	247	274	143	336	336
None	142 21%	29 27% D	17 23%	10 21%	38 15%	35 26% D	13 24%	32 13%	53 19% G	57 40% GH	75 22%	67 20%
1 gift	212 32%	26 25%	20 27%	15 30%	84 33%	53 39% A	14 26%	80 33% I	100 37%	30 21%	98 29%	114 34%
2 gifts	192 29%	27 26%	27 37% E	17 34%	76 30%	29 22%	15 29%	80 32% I	82 30% I	28 19%	96 29%	96 29%
3 gifts	61 9%	13 13%	3 5%	4 7%	30 12% E	8 6%	3 5%	25 10%	21 8%	14 10%	33 10%	28 8%
4 gifts	17 3%	1 1%	1 1%	2 3%	11 4%	1 1%	2 4%	6 3%	6 2%	4 3%	6 2%	11 3%
5 gifts	15 2%	2 2%	2 3%	2 5%	7 3%	1 1%	1 3%	8 3%	3 1%	3 2%	8 3%	7 2%
6 gifts	3 0	1 1%	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	3 2% GH	2 1%	1 0
7 gifts	3 0	1 1%	0 -	0 -	2 1%	0 -	0 -	3 1%	0 -	0 -	0 -	3 1%
8 gifts	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 1%	1 0	0 -
9 gifts	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 0	0 -	0 -	1 0
10+ gifts	7 1%	0 -	1 2% D	1 1%	0 -	3 2% D	1 3% D	5 2% H	0 -	2 1%	4 1%	3 1%
Don't know/Refused	18 3%	6 6% D	2 3%	0 -	1 0	6 4% D	3 5% D	7 3%	9 3%	2 1%	13 4%	5 1%

Detailed Tables

How many gifts do you usually receive each year that you really don't like ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
SATISTICS (Including 0)												
Mean	1.61	1.47	1.56	1.64	1.75	1.42	1.73	1.91	1.39	1.46	1.61	1.61
								HI				
Standard Deviation	1.6	1.4	1.6	1.5	1.4	2.0	2.0	1.9	1.1	1.9	1.6	1.6
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1
Median	0.87	0.82	0.96	0.99	1.04	0.57	0.88	1.10	0.80	0.47	0.89	0.86
SATISTICS (Excluding 0)												
Mean	2.06	2.05	2.05	2.07	2.06	1.94	2.33	2.20	1.74	2.43	2.09	2.03
								H		H		
Standard Deviation	1.6	1.2	1.6	1.4	1.3	2.2	2.0	1.8	0.9	2.0	1.6	1.6
Standard Error	0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1
Median	1.23	1.35	1.28	1.30	1.30	1.00	1.31	1.30	1.07	1.44	1.28	1.18

Detailed Tables

How many gifts do you usually receive each year that you really don't like ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who don't receive gifts										
Unweighted Base	716	577	139	79	158	263	210	150	217	273
Weighted Base	672	549	123	72*	154	245	196	142	203	258
None	142 21%	104 19%	38 30% A	24 33% EF	38 25% F	48 20%	30 15%	37 26% I	43 21% I	37 14%
1 gift	212 32%	181 33%	31 25%	17 23%	48 31%	79 32%	67 34%	40 28%	64 32%	92 36%
2 gifts	192 29%	160 29%	32 26%	18 25%	36 23%	79 32%	57 29%	30 21%	61 30%	84 33% G
3 gifts	61 9%	54 10%	7 6%	4 6%	13 9%	18 7%	25 13%	13 9%	15 7%	28 11%
4 gifts	17 3%	14 3%	3 2%	3 4%	5 3%	7 3%	3 1%	7 5%	5 3%	4 2%
5 gifts	15 2%	13 2%	3 2%	2 2%	0 -	4 2%	8 4% D	2 2%	2 1%	8 3%
6 gifts	3 0	3 1%	0 -	1 1%	1 1%	0 -	1 1%	2 2% I	0 -	0 -
7 gifts	3 0	3 1%	0 -	1 1%	0 -	2 1%	0 -	1 1%	1 0	0 -
8 gifts	1 0	1 0	0 -	1 2% E	0 -	0 -	0 -	1 1%	0 -	0 -
9 gifts	1 0	0 -	1 0	0 -	0 -	1 0	0 -	1 0	0 -	0 -
10+ gifts	7 1%	3 1%	3 3% A	0 -	4 2%	2 1%	1 0	2 2%	2 1%	2 1%
Don't know/Refused	18 3%	12 2%	6 5%	1 1%	8 5%	5 2%	4 2%	6 4% I	9 4% I	2 1%

Detailed Tables

How many gifts do you usually receive each year that you really don't like ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
STATISTICS (Including 0)										
Mean	1.61	1.61	1.60	1.51	1.57	1.58	1.71	1.73	1.48	1.70
Standard Deviation	1.6	1.4	2.3	1.7	1.9	1.5	1.5	2.0	1.4	1.6
Standard Error	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1
Median	0.87	0.91	0.68	0.68	0.72	0.91	0.98	0.78	0.83	0.99
STATISTICS (Excluding 0)										
Mean	2.06	2.00	2.35	2.28	2.13	1.98	2.03	2.38 H	1.91	1.99
Standard Deviation	1.6	1.4	2.4	1.6	1.9	1.4	1.5	1.9	1.3	1.5
Standard Error	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1
Median	1.23	1.22	1.28	1.36	1.16	1.21	1.25	1.33	1.18	1.21

Detailed Tables

What do you do with unwanted gifts ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: Excludes respondents who don't receive gifts												
Unweighted Base	716	106	74	75	259	135	67	252	311	145	340	376
Weighted Base	672	107	74*	51*	253	136	52*	247	274	143	336	336
Put them in the closet	220 33%	32 30%	26 36%	19 36%	84 33%	46 34%	13 25%	95 38% I	90 33% I	31 21%	110 33%	110 33%
Use them anyway	208 31%	30 28%	29 39% E	19 38%	75 29%	35 26%	21 40% E	84 34%	79 29%	44 31%	115 34%	93 28%
Give them away	145 22%	21 19%	15 20%	10 19%	63 25%	24 18%	12 24%	42 17%	64 23%	38 26% G	60 18%	86 25% J
Give them to someone else as a present	77 12%	16 15%	4 6%	4 7%	27 11%	21 16% B	4 8%	20 8%	35 13%	21 15% G	38 11%	39 12%
Return them	64 10%	12 11%	7 10%	5 10%	27 11%	8 6%	4 9%	32 13%	22 8%	10 7%	28 8%	36 11%
Throw them out	13 2%	1 1%	0 -	1 1%	6 2%	4 3%	1 2%	5 2%	5 2%	3 2%	8 2%	5 2%
Sell them on eBay	11 2%	0 -	0 -	1 1%	9 4%	2 1%	0 -	3 1%	6 2%	2 2%	7 2%	5 1%
Don't know/Refused	21 3%	3 3%	2 2%	2 4%	4 2%	8 6% D	2 4%	3 1%	10 4%	6 4% G	12 4%	8 3%

Detailed Tables

What do you do with unwanted gifts ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Excludes respondents who don't receive gifts										
Unweighted Base	716	577	139	79	158	263	210	150	217	273
Weighted Base	672	549	123	72*	154	245	196	142	203	258
Put them in the closet	220 33%	191 35% B	29 23%	19 27%	50 33%	76 31%	74 38%	45 32%	71 35%	84 33%
Use them anyway	208 31%	161 29%	47 39% A	25 35%	50 32%	78 32%	53 27%	44 31%	59 29%	83 32%
Give them away	145 22%	121 22%	25 20%	13 19%	28 18%	57 23%	45 23%	29 20%	34 17%	65 25% H
Give them to someone else as a present	77 12%	61 11%	17 13%	13 19% F	16 11%	32 13%	16 8%	18 13%	24 12%	26 10%
Return them	64 10%	54 10%	10 8%	1 1%	12 8% C	25 10% C	25 13% C	10 7%	20 10%	27 10%
Throw them out	13 2%	11 2%	2 1%	2 2%	2 1%	6 2%	2 1%	2 1%	5 2%	5 2%
Sell them on eBay	11 2%	10 2%	1 1%	1 1%	3 2%	3 1%	3 2%	3 2%	2 1%	5 2%
Don't know/Refused	21 3%	15 3%	5 4%	6 8% EF	7 5% E	3 1%	5 3%	5 3%	6 3%	7 3%

Detailed Tables

What gift do you want most this year ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excludes respondents who don't receive gifts												
Unweighted Base	716	106	74	75	259	135	67	252	311	145	340	376
Weighted Base	672	107	74*	51*	253	136	52*	247	274	143	336	336
Clothes	66 10%	11 10%	8 11%	4 8%	30 12%	11 8%	2 4%	26 11%	28 10%	12 8%	28 8%	39 11%
Electronics	53 8%	14 13% D	8 10%	5 10%	13 5%	11 8%	3 5%	21 8%	25 9%	7 5%	38 11% K	16 5%
Money	50 7%	5 5%	3 4%	2 3%	23 9%	13 10%	3 7%	24 10%	17 6%	7 5%	20 6%	30 9%
Jewelry	33 5%	2 2%	4 6%	2 5%	15 6%	5 4%	5 9% A	15 6% I	15 5% I	2 1%	6 2%	27 8% J
Trip/ vacation	28 4%	5 5%	1 2%	3 5%	8 3%	10 7%	1 1%	7 3%	14 5%	7 5%	12 3%	16 5%
Car	25 4%	8 7%	5 6%	1 2%	8 3%	3 2%	1 1%	13 5%	6 2%	5 4%	13 4%	12 4%
Tools/ power tools	24 4%	3 3%	1 2%	2 3%	9 3%	7 5%	2 5%	7 3%	7 3%	9 6%	24 7% K	0 -
Sports equipment	18 3%	1 1%	2 3%	1 1%	11 4%	3 2%	0 -	6 2%	10 4%	3 2%	15 4% K	3 1%
TV	18 3%	1 1%	1 1%	1 3%	11 4%	4 3%	0 -	7 3%	7 3%	2 2%	11 3%	6 2%
Household appliances	16 2%	1 1%	2 2%	3 6%	6 2%	4 3%	1 1%	4 2%	6 2%	6 4%	1 0	15 5% J
Good health	16 2%	1 1%	5 7% AD	4 8% AD	2 1%	3 2%	1 2%	3 1%	4 1%	9 7% GH	8 3%	8 2%
Computer	12 2%	2 2%	1 2%	0 -	8 3% E	0 -	2 3% E	5 2%	5 2%	2 1%	8 2%	5 1%
DVD player	11 2%	3 3%	0 -	1 2%	4 2%	2 1%	1 2%	6 3%	5 2%	0 -	8 2%	3 1%

Detailed Tables

What gift do you want most this year ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Digital camera	11 2%	1 1%	1 1%	1 2%	6 2%	0 -	2 3% E	4 1%	6 2%	1 1%	6 2%	5 1%
Family	11 2%	2 2%	3 4%	0 -	3 1%	2 1%	1 2%	2 1%	5 2%	4 3%	4 1%	7 2%
Books	11 2%	1 1%	0 -	1 2%	2 1%	4 3%	2 4%	2 1%	3 1%	6 4% H	9 3%	2 1%
Gift certificate	10 1%	2 2%	1 1%	2 3%	3 1%	2 2%	0 -	4 2%	3 1%	3 2%	4 1%	6 2%
Furniture	10 1%	2 2%	0 -	1 1%	3 1%	4 3%	0 -	4 1%	3 1%	3 2%	1 0	8 3% J
Other	94 14%	14 13%	12 17%	4 8%	38 15%	19 14%	7 13%	37 15%	39 14%	18 13%	41 12%	53 16%
Nothing	23 3%	2 2%	4 6% E	4 8% AE	9 4%	1 1%	3 5% E	5 2%	8 3%	9 7% G	16 5%	7 2%
Don't know/Refused	132 20%	26 24%	10 13%	10 20%	40 16%	29 21%	17 33% BD	45 18%	58 21%	27 19%	64 19%	68 20%

Detailed Tables

What gift do you want most this year ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who don't receive gifts										
Unweighted Base	716	577	139	79	158	263	210	150	217	273
Weighted Base	672	549	123	72*	154	245	196	142	203	258
Clothes	66 10%	60 11%	7 5%	12 17% D	13 8%	24 10%	17 9%	14 10%	22 11%	24 9%
Electronics	53 8%	43 8%	11 9%	3 4%	12 8%	24 10%	14 7%	12 8%	17 9%	18 7%
Money	50 7%	47 9% B	3 2%	6 8%	10 6%	17 7%	17 8%	16 11% I	13 7%	14 6%
Jewelry	33 5%	27 5%	6 5%	1 1%	7 5%	13 5%	12 6%	4 3%	12 6%	14 5%
Trip/ vacation	28 4%	24 4%	3 3%	2 2%	6 4%	13 5%	7 4%	1 1%	11 6% G	12 5% G
Car	25 4%	18 3%	7 6%	4 5%	7 5%	7 3%	6 3%	7 5%	8 4%	7 3%
Tools/ power tools	24 4%	16 3%	8 6%	3 5%	5 3%	7 3%	8 4%	6 4%	5 3%	12 5%
Sports equipment	18 3%	15 3%	3 3%	1 1%	7 4%	3 1%	8 4%	2 1%	7 3%	10 4%
TV	18 3%	18 3% B	0 -	2 2%	3 2%	8 3%	5 2%	4 3%	8 4%	5 2%
Household appliances	16 2%	13 2%	3 3%	5 6% EF	3 2%	5 2%	4 2%	6 4%	4 2%	6 2%
Good health	16 2%	12 2%	4 3%	6 8% DEF	3 2%	3 1%	4 2%	4 3%	4 2%	6 2%
Computer	12 2%	11 2%	1 1%	2 3%	2 1%	7 3%	2 1%	3 2%	5 2%	3 1%

Detailed Tables

What gift do you want most this year ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
DVD player	11 2%	9 2%	2 2%	1 1%	6 4% E	2 1%	2 1%	4 3%	5 3%	2 1%
Digital camera	11 2%	10 2%	1 1%	0 -	3 2%	7 3%	1 1%	3 2%	2 1%	5 2%
Family	11 2%	9 2%	2 1%	2 3% E	3 2%	1 0	4 2%	2 1%	6 3%	2 1%
Books	11 2%	9 2%	2 2%	0 -	1 0	5 2%	4 2%	3 2%	3 1%	4 2%
Gift certificate	10 1%	6 1%	3 3%	0 -	2 1%	5 2%	3 1%	1 0	4 2%	5 2%
Furniture	10 1%	8 2%	1 1%	1 1%	0 -	6 2%	3 1%	3 2%	2 1%	3 1%
Other	94 14%	73 13%	20 17%	10 13%	25 16%	36 15%	23 12%	19 13%	21 10%	43 17% H
Nothing	23 3%	18 3%	5 4%	2 3%	7 5%	4 2%	10 5% E	4 3%	5 3%	12 5%
Don't know/Refused	132 20%	102 19%	30 25%	11 15%	30 19%	47 19%	42 22%	24 17%	38 19%	51 20%

Detailed Tables

What gift do you want most this year ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
EXCLUDING DON'T KNOWS												
Base: Excludes respondents who don't receive gifts												
Unweighted Base	571	79	64	60	218	106	44	204	243	118	272	299
Weighted Base	540	81*	64*	40*	212	107	35*	202	216	116	272	268
Clothes	66 12%	11 14%	8 13%	4 10%	30 14%	11 10%	2 6%	26 13%	28 13%	12 10%	28 10%	39 14%
Electronics	53 10%	14 17% D	8 12%	5 12%	13 6%	11 11%	3 8%	21 10%	25 12%	7 6%	38 14% K	16 6%
Money	50 9%	5 7%	3 5%	2 4%	23 11%	13 12%	3 10%	24 12%	17 8%	7 6%	20 7%	30 11%
Jewelry	33 6%	2 3%	4 7%	2 6%	15 7%	5 5%	5 14% A	15 7% I	15 7% I	2 2%	6 2%	27 10% J
Trip/ vacation	28 5%	5 6%	1 2%	3 6%	8 4%	10 9%	1 2%	7 3%	14 6%	7 6%	12 4%	16 6%
Car	25 5%	8 9%	5 7%	1 3%	8 4%	3 3%	1 2%	13 7%	6 3%	5 4%	13 5%	12 5%
Tools/ power tools	24 4%	3 3%	1 2%	2 4%	9 4%	7 6%	2 7%	7 3%	7 3%	9 8%	24 9% K	0 -
Sports equipment	18 3%	1 1%	2 4%	1 1%	11 5%	3 3%	0 -	6 3%	10 5%	3 2%	15 5% K	3 1%
TV	18 3%	1 1%	1 2%	1 3%	11 5%	4 3%	0 -	7 3%	7 3%	2 2%	11 4%	6 2%
Household appliances	16 3%	1 1%	2 3%	3 7%	6 3%	4 4%	1 2%	4 2%	6 3%	6 5%	1 0	15 6% J
Good health	16 3%	1 1%	5 8% D	4 10% AD	2 1%	3 3%	1 3%	3 1%	4 2%	9 8% GH	8 3%	8 3%
Computer	12 2%	2 2%	1 2%	0 -	8 4% E	0 -	2 5% E	5 2%	5 2%	2 2%	8 3%	5 2%
DVD player	11 2%	3 4%	0 -	1 3%	4 2%	2 2%	1 3%	6 3%	5 2%	0 -	8 3%	3 1%

Detailed Tables

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Digital camera	11 2%	1 1%	1 2%	1 3%	6 3%	0 -	2 5% E	4 2%	6 3%	1 1%	6 2%	5 2%
Family	11 2%	2 2%	3 5%	0 -	3 1%	2 2%	1 3%	2 1%	5 2%	4 4%	4 1%	7 3%
Books	11 2%	1 1%	0 -	1 3%	2 1%	4 4%	2 6% BD	2 1%	3 1%	6 5%	9 3%	2 1%
Gift certificate	10 2%	2 3%	1 1%	2 4%	3 1%	2 2%	0 -	4 2%	3 1%	3 2%	4 1%	6 2%
Furniture	10 2%	2 3%	0 -	1 1%	3 1%	4 4%	0 -	4 2%	3 1%	3 3%	1 0	8 3% J
Other	94 17%	14 17%	12 20%	4 10%	38 18%	19 17%	7 19%	37 18%	39 18%	18 15%	41 15%	53 20%
Nothing	23 4%	2 2%	4 7% E	4 10% AE	9 4%	1 1%	3 8% E	5 3%	8 4%	9 8% G	16 6%	7 3%

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
EXCLUDING DON'T KNOWS										
Base: Excludes respondents who don't receive gifts										
Unweighted Base	571	468	103	67	126	210	164	125	175	218
Weighted Base	540	447	93*	61*	124	198	153	119	164	207
Clothes	66 12%	60 13%	7 7%	12 20%	13 10%	24 12%	17 11%	14 11%	22 13%	24 11%
Electronics	53 10%	43 10%	11 11%	3 4%	12 10%	24 12%	14 9%	12 10%	17 11%	18 9%
Money	50 9%	47 10% B	3 3%	6 10%	10 8%	17 8%	17 11%	16 14%	13 8%	14 7%
Jewelry	33 6%	27 6%	6 6%	1 2%	7 6%	13 6%	12 8%	4 4%	12 7%	14 7%
Trip/ vacation	28 5%	24 5%	3 4%	2 3%	6 4%	13 7%	7 5%	1 1%	11 7% G	12 6% G
Car	25 5%	18 4%	7 8%	4 6%	7 6%	7 4%	6 4%	7 6%	8 5%	7 4%
Tools/ power tools	24 4%	16 4%	8 8% A	3 6%	5 4%	7 4%	8 5%	6 5%	5 3%	12 6%
Sports equipment	18 3%	15 3%	3 4%	1 2%	7 5%	3 2%	8 5%	2 2%	7 4%	10 5%
TV	18 3%	18 4% B	0 -	2 3%	3 2%	8 4%	5 3%	4 4%	8 5%	5 3%
Household appliances	16 3%	13 3%	3 3%	5 8% E	3 3%	5 2%	4 2%	6 5%	4 2%	6 3%
Good health	16 3%	12 3%	4 4%	6 10% DEF	3 2%	3 2%	4 2%	4 4%	4 3%	6 3%
Computer	12 2%	11 3%	1 1%	2 3%	2 1%	7 3%	2 1%	3 3%	5 3%	3 1%

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		A	B	C	D	E	F	G	H	I
DVD player	11 2%	9 2%	2 2%	1 1%	6 5% E	2 1%	2 1%	4 3%	5 3%	2 1%
Digital camera	11 2%	10 2%	1 1%	0 -	3 3%	7 3%	1 1%	3 3%	2 1%	5 2%
Family	11 2%	9 2%	2 2%	2 4% E	3 2%	1 0	4 2%	2 2%	6 4%	2 1%
Books	11 2%	9 2%	2 2%	0 -	1 0	5 2%	4 3%	3 3%	3 2%	4 2%
Gift certificate	10 2%	6 1%	3 4%	0 -	2 1%	5 3%	3 2%	1 1%	4 3%	5 2%
Furniture	10 2%	8 2%	1 1%	1 2%	0 -	6 3%	3 2%	3 2%	2 1%	3 2%
Other	94 17%	73 16%	20 22%	10 16%	25 20%	36 18%	23 15%	19 16%	21 13%	43 21% H
Nothing	23 4%	18 4%	5 6%	2 3%	7 6%	4 2%	10 7% E	4 3%	5 3%	12 6%