

Detailed Tables

Now turning to the upcoming holiday season, how important is it for you to exchange gifts with friends and/or family 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: All Respondents												
Unweighted Base	1000	132	97	68	379	247	77	259	404	290	459	541
Weighted Base	1000	132	97*	68*	379	247	77*	293	371	294	483	517
Very important	398 40%	50 38%	38 40% E	26 39%	178 47% E	70 28%	36 46% E	129 44%	143 39%	115 39%	183 38%	215 42%
Somewhat important	326 33%	50 38%	32 33%	24 36%	115 30%	73 30%	31 41%	94 32%	132 36%	87 30%	139 29%	187 36% J
Not very important	157 16%	15 12%	14 14%	8 11%	46 12%	66 27% ABCD	9 12%	51 17%	57 15%	42 14%	92 19% K	66 13%
Not at all important	38 4%	6 5%	5 5%	1 1%	9 2%	18 7% DF	0 -	3 1%	18 5% G	16 5% G	18 4%	20 4%
Do not plan to exchange gifts with friends or family this year	76 8%	10 7%	7 7%	9 13% F	30 8% F	19 8% F	1 1%	17 6%	19 5%	31 10% GH	48 10% K	28 5%
Don't know/Refused	4 0	1 1%	1 1%	0 -	2 0	1 1%	0 -	0 -	2 0	2 1%	4 1%	1 0
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	724 72%	100 76% E	71 73% E	51 74% E	293 77% E	143 58%	67 87% BE	223 76%	275 74%	202 69%	322 67%	402 78% J
Not important (Low2Box)	195 20%	22 16%	18 19%	9 13%	54 14%	84 34% ABCD	9 12%	54 18%	76 20%	58 20%	110 23% K	86 17%

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(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 Weighted Base	1000	801	198	111	214	362	302	230	312	301
	1000	803	196	110	216	361	302	239	312	296
Very important	398 40%	309 38%	89 46%	38 35%	98 46% F	151 42%	105 35%	88 37%	127 41%	119 40%
Somewhat important	326 33%	263 33%	63 32%	33 30%	59 28%	133 37% D	100 33%	70 29%	105 34%	102 35%
Not very important	157 16%	127 16%	29 15%	12 11%	34 16%	46 13%	63 21% CE	37 15%	50 16%	48 16%
Not at all important	38 4%	34 4%	4 2%	4 4%	7 3%	14 4%	13 4%	9 4%	13 4%	12 4%
Do not plan to exchange gifts with friends or family this year	76	66	9	22	16	18	19	35	16	14
	8%	8%	5%	20% DEF	8%	5%	6%	15% HI	5%	5%
Don't know/Refused	4 0	4 0	1 0	1 1%	1 0	0 -	2 1%	0 -	2 1%	0 -
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	724 72%	571 71%	153 78%	71 65%	158 73%	283 79% CF	205 68%	158 66%	232 74% G	221 75% G
	195 20%	161 20%	33 17%	16 14%	41 19%	59 16%	77 25% CE	46 19%	62 20%	60 20%

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In your opinion, which of the following reasons is THE MOST compelling reason to exchange gifts during the holidays ?

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 do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
To acknowledge love and respect for friends and family	557	70	58	38	234	107	50	187	204	151	250	307
	60%	58%	64% E	64% E	67% E	47%	65% E	68% HI	58%	58%	57%	63%
To follow tradition	232	33	19	16	84	65	16	62	95	67	120	112
	25%	27%	21%	28%	24%	28%	20%	22%	27%	26%	28%	23%
To feel good about yourself	72	11	5	0	19	30	7	20	29	21	39	33
	8%	9% C	5%	-	6%	13% CD	9% C	7%	8%	8%	9%	7%
To reciprocate for gifts you have received	40	7	4	3	6	17	3	6	18	14	15	25
	4%	5% D	5%	5%	2%	7% D	4%	2%	5%	5%	4%	5%
Don't know/Refused	23	1	4	2	6	10	1	2	6	10	12	11
	2%	1%	4%	3%	2%	4%	1%	1%	2%	4% G	3%	2%

In your opinion, which of the following reasons is THE MOST compelling reason to exchange gifts during the holidays ?

Proportions/Means: 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 do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
To acknowledge love and respect for friends and family	557	440	117	44	128	208	172	124	175	176
	60%	60%	63%	51%	64% C	61%	61%	61%	59%	63%
To follow tradition	232	188	44	19	44	93	73	38	81	79
	25%	25%	23%	21%	22%	27%	26%	19%	28% G	28% G
To feel good about yourself	72	58	14	17	17	18	19	26	23	13
	8%	8%	7%	19% DEF	9%	5%	7%	13% I	8%	5%
To reciprocate for gifts you have received	40	34	7	6	7	18	10	12	10	12
	4%	5%	4%	6%	3%	5%	4%	6%	3%	4%
Don't know/Refused	23	18	5	2	3	6	9	4	7	1
	2%	2%	3%	2%	2%	2%	3%	2%	2% I	0

Detailed Tables

When do you typically start your holiday shopping ?

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 do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
The night before	44 5%	9 7%	4 4%	2 3%	13 4%	14 6%	3 4%	15 5%	18 5%	9 4%	34 8% K	10 2%
The middle of December	178 19%	22 18%	25 28% CD	7 11%	54 16%	54 24% CD	15 20%	69 25% HI	63 18%	43 17%	112 26% K	65 13%
Early December	206 22%	30 25% F	19 21%	11 18%	79 23%	58 25% F	10 13%	75 27% I	80 23%	43 16%	121 28% K	85 17%
November	229 25%	33 27% B	8 9%	19 31% B	95 27% B	54 24% B	21 28% B	62 22%	93 27%	67 25%	85 20%	144 29% J
October	90 10%	13 11%	11 13%	9 14%	31 9%	16 7%	11 14% E	25 9%	30 9%	30 11%	26 6%	65 13% J
September	42 4%	3 2%	5 6%	3 6%	19 6%	7 3%	4 5%	9 3%	20 6%	9 4%	15 3%	27 5%
Earlier	116 13%	11 9%	16 18% E	8 14% E	54 15% E	14 6%	13 17% E	20 7%	44 13% G	51 19% GH	32 7%	84 17% J
Don't know/Refused	19 2%	1 1%	1 1%	1 1%	4 1%	12 5% DF	0 -	1 0	4 1%	10 4% GH	10 2%	9 2%

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When do you typically start your holiday shopping ?

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 do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
The night before	44 5%	34 5%	10 5%	4 4%	10 5%	19 5%	12 4%	12 6%	15 5%	15 5%
The middle of December	178 19%	144 20%	34 18%	15 17%	34 17%	63 18%	64 23%	45 22%	51 17%	63 22%
Early December	206 22%	166 22%	41 22%	11 12%	49 25% C	80 23% C	64 22% C	45 22%	64 22%	64 23%
November	229 25%	184 25%	44 24%	28 32%	58 29%	80 23%	61 21%	52 26%	73 25%	67 24%
October	90 10%	71 10%	19 10%	9 10%	19 10%	32 9%	29 10%	17 8%	39 13% I	19 7%
September	42 4%	30 4%	12 6%	7 8% F	8 4%	16 5%	9 3%	5 3%	15 5%	14 5%
Earlier	116 13%	94 13%	22 12%	11 12%	17 8%	48 14%	39 14%	24 12%	33 11%	39 14%
Don't know/Refused	19 2%	13 2%	5 3%	4 5% E	3 1%	4 1%	6 2%	4 2%	7 2%	1 0

Detailed Tables

How many people are on your gift/shopping list ?

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 do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
None	8 1%	1 1%	0 -	0 -	1 0	6 3% D	0 -	0 -	1 0	5 2% G	5 1%	3 1%
1-3 gifts	61 7%	5 4%	6 6%	2 4%	22 6%	24 11% F	2 2%	15 6%	25 7%	19 7%	45 10% K	16 3%
4-6 gifts	189 20%	26 21% F	17 19%	11 19%	65 19% F	64 28% DF	7 9%	59 21%	71 20%	52 20%	113 26% K	77 16%
7-9 gifts	126 14%	24 19% D	14 16%	12 20%	41 12%	28 12%	7 9%	44 16%	43 12%	38 15%	67 15% K	59 12%
10-12 gifts	245 27%	31 25%	26 29%	11 18%	92 26%	61 27%	25 33%	76 28%	94 27%	69 26%	108 25% K	138 28%
13-15 gifts	110 12%	14 11%	5 6%	10 18% B	48 14% B	21 9%	12 16% B	32 11%	44 12%	31 12%	34 8% J	76 16% J
16-19 gifts	10 1%	2 2%	1 1%	0 -	5 2%	0 -	1 1%	2 1%	2 1%	5 2%	4 1% J	6 1%
20+ gifts	159 17%	20 16% E	17 19% E	12 21% E	66 19% E	20 9%	23 30% ADE	47 17%	69 20%	36 14%	55 13% J	104 21% J
Don't know/Refused	16 2%	0 -	4 4% A	0 -	9 2%	3 1%	0 -	1 0	3 1%	7 3% G	4 1%	11 2%
STATISTICS												
Mean	11.62	11.82 E	11.61 E	13.39 E	11.95 E	9.20	15.59 ABDE	11.33	11.90	11.50	10.07	13.02 J

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How many people are on your gift/shopping list ?

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 do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
None	8 1%	6 1%	2 1%	1 1%	1 1%	2 1%	3 1%	2 1%	1 0	1 0
1-3 gifts	61 7%	47 6%	14 7%	7 8%	14 7%	16 5%	24 9%	12 6%	17 6%	21 7%
4-6 gifts	189 20%	151 21%	38 20%	14 16%	45 23%	66 19%	62 22%	49 24%	68 23%	54 19%
7-9 gifts	126 14%	103 14%	23 12%	10 11%	22 11%	54 16%	37 13%	35 17% H	31 10%	39 14%
10-12 gifts	245 27%	203 28%	43 23%	25 28%	54 27%	97 28%	69 24%	46 22%	82 28%	80 28%
13-15 gifts	110 12%	77 10%	33 18% A	15 17%	24 12%	42 12%	29 10%	24 12%	34 11%	33 12%
16-19 gifts	10 1%	5 1%	5 2% A	1 1%	1 0	6 2%	2 1%	1 1%	6 2%	3 1%
20+ gifts	159 17%	131 18%	27 15%	14 15%	35 18%	58 17%	52 18%	31 15%	55 19%	51 18%
Don't know/Refused	16 2%	13 2%	2 1%	1 1%	4 2%	2 1%	5 2%	5 2% I	2 1%	0 -
STATISTICS										
Mean	11.62	11.73	11.23	12.36	11.44	11.88	11.32	11.42	11.75	11.42

Detailed Tables

How many trips does it take you to do all of your holiday shopping ?

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 do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
None	30 3%	3 2%	1 1%	2 3%	13 4%	10 5%	2 2%	1 0	10 3% G	18 7% GH	17 4%	13 3%
1 trip	145 16%	18 15%	16 18%	6 10%	53 15%	42 18%	10 13%	46 17%	49 14%	43 16%	94 21% K	51 10%
2 trips	140 15%	18 15%	14 16%	5 9%	49 14%	46 20% CF	7 9%	48 17%	52 15%	37 14%	70 16%	70 14%
3 trips	156 17%	20 17%	20 22%	10 17%	49 14%	46 20%	11 14%	65 23% HI	50 14%	39 15%	82 19%	74 15%
4 trips	94 10%	14 12%	9 10%	9 15%	31 9%	22 10%	9 12%	22 8%	42 12%	27 10%	46 11%	48 10%
5 trips	85 9%	15 13%	4 5%	3 6%	37 10%	17 7%	8 11%	26 9%	39 11%	18 7%	42 10%	42 9%
6 trips	49 5%	3 3%	4 4%	4 7%	23 7%	8 3%	7 9%	14 5%	17 5%	16 6%	19 4%	30 6%
7 trips	12 1%	2 2%	0 -	1 2%	6 2%	3 1%	0 -	3 1%	7 2%	2 1%	3 1%	9 2%
8 trips	11 1%	2 1%	1 1%	2 3% E	5 2%	0 -	1 2% E	6 2%	3 1%	2 1%	2 1%	9 2%
10+ trips	168 18%	24 19%	16 17%	13 21%	68 19% E	29 13%	20 26% E	41 15%	76 22% G	47 18%	53 12%	115 24% J
Don't know/Refused	33 4%	3 2%	5 6%	5 8% E	14 4%	6 2%	1 1%	6 2%	6 2%	14 5% H	7 2%	26 5% J
STATISTICS												
Mean	5.39	5.49 E	4.76	5.78 E	6.10 E	4.07	6.41 E	5.33	5.53	5.36	3.92	6.75 J

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How many trips does it take you to do all of your holiday shopping ?

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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
Base: Excludes respondents who do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
None	30 3%	22 3%	8 4%	7 8% DE	4 2%	10 3%	9 3%	8 4%	14 5% I	3 1%
1 trip	145 16%	112 15%	32 17%	11 13%	46 23% CEF	50 15%	35 12%	36 17%	46 16%	43 15%
2 trips	140 15%	104 14%	36 19%	14 16%	18 9%	55 16% D	52 18% D	34 17%	43 15%	37 13%
3 trips	156 17%	123 17%	34 18%	16 19%	31 15%	58 17%	52 18%	38 19%	60 20%	43 15%
4 trips	94 10%	73 10%	22 12%	8 9%	25 13% E	24 7%	35 12% E	20 10%	27 9%	34 12%
5 trips	85 9%	77 11% B	7 4%	3 4%	18 9%	32 9%	31 11%	15 7%	31 10%	29 10%
6 trips	49 5%	37 5%	11 6%	4 5%	14 7%	21 6%	9 3%	10 5%	14 5%	20 7%
7 trips	12 1%	10 1%	2 1%	1 1%	6 3% E	2 0	4 1%	4 2%	3 1%	4 1%
8 trips	11 1%	10 1%	2 1%	0 -	2 1%	6 2%	3 1%	2 1%	2 1%	3 1%
10+ trips	168 18%	144 20% B	24 13%	16 18%	29 15%	79 23% DF	43 15%	28 14%	52 18%	62 22% G
Don't know/Refused	33 4%	24 3%	9 5%	6 7% E	6 3%	6 2%	11 4%	10 5% HI	3 1%	4 1%
STATISTICS										
Mean	5.39	5.74 B	4.02	4.57	5.11	6.26 F	4.81	4.53	5.19	5.70 G

Detailed Tables

Where do you typically do MOST of your holiday shopping ?

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 do not plan to exchange gifts												
Unweighted Base	927	123	89	60	350	229	76	245	384	260	414	513
Weighted Base	924	122	90*	59*	349	228	76*	277	352	263	435	489
The Mall or shopping centres	545 59%	73 60%	56 63%	29 49%	221 63% CE	125 55%	41 53%	191 69% HI	206 59% I	131 50%	270 62%	274 56%
Big box stores such as Wal Mart or Home Depot	178 19%	15 12%	17 19%	17 29% AD	53 15%	57 25% AD	19 25% AD	50 18%	73 21%	49 19%	68 16%	110 23% J
Small shops or boutiques	120 13%	21 18% C	9 10%	3 6%	40 12%	35 15%	10 13%	26 9%	47 13%	42 16% G	59 14%	61 12%
Online	15 2%	4 3% E	1 1%	1 2%	7 2%	1 0	1 2%	4 2%	8 2%	2 1%	9 2%	5 1%
Catalogue	20 2%	2 1%	1 1%	5 8% ABDE	9 3%	1 0	3 4% E	3 1%	6 2%	10 4%	6 1%	14 3%
Other	42 5%	7 5%	4 4%	3 5%	19 5%	7 3%	2 2%	2 1%	11 3% G	26 10% GH	18 4%	24 5%
Don't know/Refused	6 1%	1 1%	2 2% D	1 1% D	0 -	2 1%	0 -	0 -	0 -	3 1%	5 1%	1 0

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Where do you typically do MOST of your holiday shopping ?

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 do not plan to exchange gifts										
Unweighted Base	927	738	188	89	198	345	284	197	296	287
Weighted Base	924	736	187	88*	199	343	283	204	296	281
The Mall or shopping centres	545 59%	453 62% B	91 49%	37 42%	134 67% CE	200 58% C	168 59% C	113 56%	171 58%	175 62%
Big box stores such as Wal Mart or Home Depot	178 19%	127 17%	51 27% A	36 41% DEF	43 21% F	67 20% F	32 11%	53 26% I	65 22% I	39 14%
Small shops or boutiques	120 13%	96 13%	24 13%	6 7%	16 8%	42 12%	55 19% CDE	20 10%	33 11%	47 17% G
Online	15 2%	8 1%	6 3% A	0 -	1 1%	7 2%	6 2%	2 1%	7 2%	6 2%
Catalogue	20 2%	14 2%	6 3%	2 2%	1 0	9 3%	7 3%	6 3%	6 2%	5 2%
Other	42 5%	36 5%	5 3%	6 7%	5 2%	16 5%	14 5%	9 4%	14 5%	9 3%
Don't know/Refused	6 1%	3 0	3 2%	1 1%	0 -	2 1%	1 0	2 1%	0 -	1 0

Detailed Tables

Who is THE MOST difficult person on your list to shop for ?

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 do not plan to exchange gifts												
Unweighted Base	957	125	94	64	368	230	76	274	376	266	432	525
Weighted Base	956	125	93*	64*	369	228	77*	290	358	269	459	496
Spouse/partner/boyfriend/girlfriend	271 28%	33 27%	20 22%	17 27%	110 30%	62 27%	28 37% B	64 22%	118 33% G	85 32% G	173 38% K	98 20%
Mother	120 13%	19 15% E	16 17% E	8 13%	45 12%	17 7%	14 19% E	52 18% I	48 13% I	18 7%	60 13%	60 12%
Father	117 12%	21 17% F	12 13% F	8 13% F	40 11% F	33 15% F	2 3%	69 24% HI	40 11% I	6 2%	47 10%	69 14%
Child/Children	85 9%	9 7%	11 11%	6 9%	30 8%	23 10%	6 8%	8 3%	31 9% G	40 15% GH	33 7%	52 11%
Friends	20 2%	3 2%	0 -	0 -	10 3%	5 2%	2 3%	5 2%	10 3%	5 2%	6 1%	14 3%
Mother-in-law	19 2%	4 3%	2 2%	2 3%	8 2%	3 1%	0 -	6 2%	10 3%	3 1%	6 1%	13 3%
Sister	18 2%	3 2%	0 -	4 7% BDE	8 2%	2 1%	1 2%	9 3% H	3 1%	6 2%	10 2%	8 2%
Father in law	18 2%	1 1%	2 2%	1 2%	7 2%	4 2%	3 4%	8 3% I	10 3% I	0 -	6 1%	12 3%
Brother	18 2%	0 -	3 3% A	1 2%	11 3%	2 1%	1 1%	7 3%	7 2%	4 1%	8 2%	10 2%
Employer	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Other	148 15%	18 15%	15 16%	12 19%	49 13%	46 20% D	8 10%	44 15%	50 14%	47 17%	58 13%	89 18% J
No one	56 6%	8 7%	6 6%	1 2%	17 5%	15 6%	9 12% CD	10 4%	18 5%	21 8% G	21 5%	35 7%
Don't know/Refused	66 7%	5 4%	7 7%	2 4%	33 9%	17 7%	2 2%	7 2%	14 4%	35 13% GH	31 7%	35 7%

Detailed Tables

Who is THE MOST difficult person on your list to shop for ?

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 do not plan to exchange gifts										
Unweighted Base	957	751	205	94	217	341	290	219	295	314
Weighted Base	956	754	200	93*	215	338	295	218	297	316
Spouse/partner/boyfriend/girlfriend	271 28%	208 28%	63 32%	24 26%	67 31%	99 29%	79 27%	42 19%	79 26%	115 37% GH
Mother	120 13%	97 13%	23 12%	8 8%	25 12%	47 14%	39 13%	30 14%	38 13%	45 14%
Father	117 12%	100 13%	17 8%	5 6%	27 12%	42 12%	42 14% C	30 14%	35 12%	39 12%
Child/Children	85 9%	69 9%	17 8%	9 9%	22 10%	35 10%	18 6%	23 10%	29 10%	24 7%
Friends	20 2%	13 2%	7 4%	1 1%	6 3%	6 2%	5 2%	9 4% I	7 2% I	1 0
Mother-in-law	19 2%	15 2%	4 2%	1 1%	1 0	6 2%	10 3% D	1 0	6 2%	11 4% G
Sister	18 2%	16 2%	2 1%	1 1%	5 2%	8 2%	5 2%	6 3%	5 2%	5 2%
Father in law	18 2%	12 2%	6 3%	0 -	3 1%	10 3%	5 2%	1 1%	7 2%	10 3% G
Brother	18 2%	16 2%	2 1%	1 1%	0 -	8 2% D	9 3% D	2 1%	11 4% G	5 1%
Employer	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Other	148 15%	112 15%	35 17%	23 25% DE	28 13%	46 14%	49 16%	41 19% I	51 17% I	34 11%
No one	56 6%	43 6%	13 6%	10 11% E	14 7%	13 4%	16 6%	16 7%	11 4%	14 4%
Don't know/Refused	66 7%	54 7%	12 6%	9 10%	18 8%	18 5%	17 6%	18 8% I	18 6%	12 4%