

Z1. Thinking about this past Christmas, can you remember what your wife, husband or significant other gave you as a gift?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | 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 | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| Yes | 584 57% | 260 52% | 323 61% | 165 58% | 237 58% | 182 55% | 56 56% | 239 64% | 182 54% | 107 49% |
| No | 183 18% | 105 21% | 78 15% | 35 12% | 69 17% | 78 24% | 18 18% | 62 17% | 57 17% | 45 21% |
| I don't have a wife, husband or significant other | 258 25% | 131 26% | 127 24% | 85 30% | 101 25% | 72 22% | 27 26% | 72 19% | 95 28% | 65 30% |

YZ4. Thinking ahead to the holiday season, is there anything that you 'want' for Christmas this year?

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 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|-------------|------------------|-----------------|------------------|-----------|-----------------|-----------------|----------------|
| | | Male A | Female B | 18-34 C | 35-54 D | 55+ E | <HS F | HS G | Post Sec H | Univ Grad I |
| Base: All respondents | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| Yes | 484 47% | 231 47% | 253 48% | 172 60% DE | 197 48% E | 116 35% | 53 53% | 163 44% | 171 51% G | 97 45% |
| No | 540 53% | 264 53% | 276 52% | 114 40% C | 210 52% C | 216 65% CD | 48 47% | 210 56% H | 163 49% | 119 55% |

YZ5. Is there anything that you 'need' for Christmas this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|-------------|------------|------------|------------|-----------|------------|---------------|----------------|
| | | Male A | Female B | 18-34 C | 35-54 D | 55+ E | <HS F | HS G | Post Sec H | Univ Grad I |
| Base: All respondents | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| Yes | 305 30% | 141 28% | 164 31% | 105 37% | 128 32% | 72 22% | 40 39% | 109 29% | 103 31% | 53 24% |
| No | 719 70% | 355 72% | 364 69% | 181 63% | 278 68% | 260 78% | 62 61% | 264 71% | 231 69% | 163 76% |

Gift Catalogue

Detailed tables

YZ6_1. (I would prefer to receive a meaningful gift that would help someone else, rather than another traditional gift like a pair of socks or a sweater.) Thinking about giving and receiving of gifts, as well as charitable donations, to what extent do you agree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
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| | 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 | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| I would prefer to receive a meaningful gift that would help someone else, rather than another traditional gift like a pair of socks or a sweater. | | | | | | | | | | |
| Strongly agree | 302 29% | 122 25% | 180 34% | 74 26% | 110 27% | 118 36% | 40 40% | 108 29% | 89 27% | 64 30% |
| Somewhat agree | 473 46% | 221 45% | 252 48% | 126 44% | 197 48% | 151 45% | 42 42% | 191 51% | 156 47% | 84 39% |
| Somewhat disagree | 185 18% | 105 21% | 80 15% | 65 23% | 74 18% | 46 14% | 14 14% | 51 14% | 73 22% | 47 22% |
| Strongly disagree | 64 6% | 48 10% | 16 3% | 20 7% | 27 7% | 17 5% | 5 5% | 22 6% | 16 5% | 21 10% |
| Summary | | | | | | | | | | |
| Top2Box - Agree | 775 76% | 343 69% | 432 82% | 200 70% | 306 75% | 269 81% | 83 82% | 299 80% | 245 73% | 148 69% |
| Low2Box - Disagree | 249 24% | 152 31% | 96 18% | 85 30% | 100 25% | 63 19% | 19 18% | 73 20% | 89 27% | 68 31% |

YZ9. According to Statistics Canada, the average Canadian household spends 10% of their annual income on food. By comparison, the typical family in Nigeria, Africa, for example, spends 73% of their income on food. Keeping this in mind, does your understanding of this situation make you open to receiving a donation made in your name at Christmas to a charity that does humanitarian work overseas?

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|-----------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | 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 | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| Yes | 437 43% | 186 38% | 250 47% | 129 45% | 174 43% | 134 40% | 32 32% | 156 42% | 136 41% | 113 52% |
| No | 259 25% | 160 32% | 99 19% | 56 20% | 103 25% | 101 30% | 19 18% | 93 25% | 90 27% | 58 27% |
| (Dk/Ns) | 328 32% | 149 30% | 179 34% | 101 35% | 130 32% | 97 29% | 50 50% | 124 33% | 108 32% | 45 21% |

YZ10. Based on your understanding of the global food situation, how critical would you describe the situation to be for people living in developing countries in Africa, Asia and Latin America?

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|---|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | 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 | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| Very critical | 571 56% | 230 46% | 341 65% | 170 59% | 208 51% | 193 58% | 51 50% | 198 53% | 189 57% | 133 61% |
| Somewhat critical | 406 40% | 232 47% | 174 33% | 103 36% | 173 43% | 130 39% | 45 44% | 156 42% | 131 39% | 75 35% |
| Not very critical | 32 3% | 22 4% | 10 2% | 9 3% | 15 4% | 8 2% | 5 5% | 10 3% | 8 3% | 9 4% |
| Not at all critical | 15 1% | 12 2% | 3 1% | 3 1% | 10 3% | 1 0 | 1 1% | 9 2% | 5 2% | 0 - |
| Summary | | | | | | | | | | |
| Top2Box - Very/ Somewhat Critical | 977 95% | 462 93% | 515 97% | 273 96% | 381 94% | 323 97% | 95 94% | 354 95% | 320 96% | 207 96% |
| Low2Box - Not very/ Not at all Critical | 47 5% | 34 7% | 13 3% | 13 4% | 25 6% | 9 3% | 6 6% | 19 5% | 14 4% | 9 4% |

Gift Catalogue

Detailed tables

YZ11_1. (Donate to a charity or purchase a gift from a charity on behalf of someone else this Christmas that would help children and their families overseas) And does your understanding of the global food situation make you more likely, less likely, or about as likely to want to:

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|--|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | 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 | 1024 | 442 | 582 | 177 | 463 | 384 | 84 | 311 | 499 | 130 |
| Weighted | 1024 | 496 | 528 | 286 | 407 | 332 | 101* | 373 | 334 | 216 |
| Donate to a charity or purchase a gift from a charity on behalf of someone else this Christmas that would help children and their families overseas | | | | | | | | | | |
| More likely | 263 26% | 97 20% | 166 31% | 69 24% | 94 23% | 100 30% | 20 20% | 94 25% | 90 27% | 59 27% |
| About as likely | 643 63% | 327 66% | 315 60% | 203 71% | 256 63% | 183 55% | 68 67% | 224 60% | 214 64% | 137 63% |
| Less likely | 119 12% | 71 14% | 47 9% | 14 5% | 56 14% | 48 15% | 13 13% | 55 15% | 30 9% | 20 9% |