

**3\_1. (I would prefer to receive a meaningful gift that would help someone else, rather than receiving another traditional gift like a pair of socks or a sweater.) Thinking about giving and receiving 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 Overlap formulae used. \* small base

	Total Quebec	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	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
Strongly agree	123 25%	54 25%	70 25%	35 24%	74 25%	14 34%	18 27%	53 24%	36 26%	16 26%
Somewhat agree	246 50%	109 51%	137 50%	74 51%	152 50%	20 49%	32 47%	111 51%	68 49%	36 56%
Somewhat disagree	101 21%	42 19%	59 22%	35 24% E	62 21%	4 10%	16 24%	47 22%	30 21% I	8 13%
Strongly disagree	18 4%	11 5%	8 3%	2 2%	13 4%	3 7%	1 2%	8 4%	6 4%	3 5%
Summary										
Top2Box (Agree)	370 76%	163 76%	207 75%	109 75%	226 75%	35 83%	50 75%	164 75%	104 74%	52 82%
Low2Box (Disagree)	120 24%	52 24%	67 25%	37 25%	76 25%	7 17%	17 25%	55 25%	36 26%	11 18%

#### 4. Which member of your family would you say is the most difficult person to buy a gift for?

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

	Total Quebec	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	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
Spouse	139 28%	71 33% B	67 25%	31 21%	101 33% CE	7 17%	17 25%	67 31%	31 22%	23 36% H
Dad	90 18%	35 16%	55 20%	39 26% DE	48 16%	3 7%	11 16%	38 17%	31 22%	10 16%
Mom	67 14%	35 16%	33 12%	17 12%	44 15%	6 15%	3 4%	30 14%	26 18% F	9 14% F
Son	22 4%	7 3%	15 5%	4 3%	15 5%	3 7%	3 4%	13 6%	4 3%	3 4%
Brother	21 4%	4 2%	17 6% A	14 9% DE	7 2%	0 -	4 6%	11 5%	6 4%	1 1%
Daughter	18 4%	7 3%	11 4%	4 3%	10 3%	4 10% CD	5 8% G	4 2%	5 4%	4 6% G
Sister	8 2%	3 2%	5 2%	1 1%	7 2%	1 1%	3 4%	1 1%	3 2%	2 2%
Other (aunt, uncle, grandmother, cousin)	27 5%	8 4%	19 7%	17 12% D	6 2%	4 9% D	8 12% G	9 4%	8 5%	2 3%
None, they are all easy	98 20%	45 21%	54 20%	21 14%	64 21%	14 34% C	15 22%	45 20%	28 20%	11 18%

**5. Which of the following is closest to your point of view when it comes to receiving Christmas presents?**

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	Total Quebec	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	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
I think I'm an easy person to buy for	274 56%	114 53%	160 58%	82 56%	171 57%	21 50%	41 61%	123 56%	78 56%	32 51%
I think some people have difficulty buying for me, but I don't know why	126 26%	51 24%	75 27%	39 27%	75 25%	12 30%	18 27%	57 26%	34 24%	17 27%
I'm a difficult person to buy for and I know it	89 18%	50 23%	39 14%	25 17%	56 19%	9 20%	8 12%	40 18%	28 20%	14 22%

## 6. Whose gifts do you look forward to receiving the most?

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	Total Quebec	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	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
Spouse	214 44%	103 48%	111 41%	78 53% DE	125 41%	11 27%	36 53%	87 40%	63 45%	29 46%
Children	158 32%	64 30%	94 34%	24 16%	108 36% C	26 63% CD	20 29%	83 38% H	37 27%	18 28%
Mom	42 9%	12 6%	30 11% A	22 15% DE	19 6%	1 2%	7 10%	15 7%	14 10%	7 10%
Dad	16 3%	8 4%	9 3%	8 6%	8 3%	0 -	0 -	9 4%	6 4%	1 2%
Sister	13 3%	2 1%	11 4% A	4 3%	8 3%	1 1%	1 2%	7 3%	5 3% I	0 -
Brother	4 1%	2 1%	1 0%	1 1%	2 1%	0 -	0 -	3 1%	1 0%	1 1%
Other (aunt, uncle, grandmother, cousin)	7 1%	4 2%	3 1%	3 2%	4 1%	0 -	0 -	4 2%	3 2%	1 1%
None, they never get me what I want	35 7%	21 10%	15 5%	5 4%	28 9% C	3 6%	4 6%	12 5%	12 8%	8 12% G

**8. Do you prefer to give gifts or receive them?**

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	Total Quebec	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	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
Give	420 86%	184 85%	237 86%	123 84%	259 86%	39 92%	55 82%	190 87%	122 87%	53 84%
Receive	69 14%	31 15%	38 14%	23 16%	43 14%	3 8%	12 18%	29 13%	18 13%	10 16%

**9. Do you set limits on how much money you spend on Christmas gifts?**

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

	Total Quebec	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	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
I set a limit per person	243 50%	86 40%	157 57% A	76 52%	144 48%	22 53%	37 55% I	113 52% I	70 50% I	22 35%
I set an overall spending limit	159 32%	78 36%	81 29%	48 33%	96 32%	14 35%	21 31%	69 31%	45 32%	24 38%
I don't limit the amount of money I spend on Christmas gifts	88 18%	51 24% B	37 14%	22 15%	61 20%	5 12%	9 14%	37 17%	25 18%	17 27% GH

**10. Have the recent changes in the economy caused you to reevaluate this year's Christmas spending or traditions?**

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Base: All respondents	614	307	307	165	391	58	51	166	273	124
Weighted	489	215	274	146	302	42*	67*	219	140	63
Yes	270 55%	106 49%	164 60% A	78 54%	169 56%	23 55%	33 49%	135 61% I	74 53%	29 46%
No	219 45%	109 51% B	110 40%	68 46%	133 44%	19 45%	34 51%	84 39%	66 47%	34 54% G