

1. Have you ever 're-gifted' (i.e. given a gift that was given to you?)

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Yes	493 48%	179 36%	313 60% A	145 51%	205 51% E	142 43%	33 30%	188 48% F	169 51% F	102 55% F
No	523 52%	313 64% B	210 40%	138 49%	198 49%	187 57% D	78 70% GHI	201 52%	162 49%	82 45%

2. Do you typically re-gift at least one of the gifts you receive at Christmas?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Have re-gifted	495	196	299	104	167	224	27	135	233	100
Weighted	493	179	313	145*	205	142	33**	188	169	102*
Yes	118 24%	39 22%	79 25%	30 21%	56 27%	33 23%	9 27%	47 25%	41 25%	21 20%
No	374 76%	140 78%	234 75%	115 79%	149 73%	110 77%	24 73%	141 75%	128 75%	82 80%

2. Do you typically re-gift at least one of the gifts you receive at Christmas?

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Yes	118 12%	39 8%	79 15% A	30 11%	56 14%	33 10%	9 8%	47 12%	41 13%	21 11%
No	374 37%	140 28%	234 45% A	115 41%	149 37%	110 33%	24 22%	141 36% F	128 39% F	82 44% F
Don't Know	523 52%	313 64% B	210 40%	138 49%	198 49%	187 57% D	78 70% GHI	201 52%	162 49%	82 45%

3. How do you typically wrap your Christmas gifts?

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Wrapping paper	579 57%	278 56%	302 58%	180 63% E	231 57%	169 51%	58 52%	236 61%	183 55%	102 55%
Re-useable bags	245 24%	94 19%	151 29% A	50 18%	107 27% C	88 27% C	22 20%	94 24%	82 25%	46 25%
Recyclable wrapping paper	84 8%	46 9%	38 7%	25 9%	29 7%	30 9%	10 9%	26 7%	33 10%	15 8%
I'm giving gifts that don't require wrapping	60 6%	41 8% B	19 4%	9 3%	23 6%	27 8% C	12 11% H	21 5%	16 5%	11 6%
Other	48 5%	33 7% B	14 3%	18 6%	13 3%	16 5%	9 8%	12 3%	17 5%	11 6%

4. What do you do with gift wrap once the presents are opened?

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Recycle it	575 57%	272 55%	303 58%	161 57%	231 57%	183 55%	61 54%	228 59%	191 58%	95 52%
Throw it out	248 24%	126 26%	122 23%	76 27%	96 24%	77 23%	26 23%	92 24%	71 22%	59 32% H
Save it for future use	141 14%	65 13%	76 15%	33 12%	56 14%	53 16%	14 13%	49 13%	54 16%	24 13%
Burn it	51 5%	29 6%	22 4%	13 5%	20 5%	18 5%	11 9%	19 5%	15 4%	7 4%

5. How much time do you spend on Christmas day packing up trash?

Proportions/Means: 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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
10 - 30 minutes	754 74%	381 77% B	373 71%	198 70%	296 74%	259 79% C	82 73%	279 72%	249 75%	144 78%
At least 1 hour	184 18%	80 16%	103 20%	54 19%	75 19%	56 17%	21 19%	76 20%	57 17%	29 16%
2-3 hours	37 4%	13 3%	23 4%	14 5%	15 4%	8 2%	4 4%	13 3%	11 3%	8 4%
It seems like I'm cleaning up all day	42 4%	17 3%	24 5%	18 6% E	17 4%	7 2%	5 4%	20 5%	13 4%	4 2%

6. What do you think is more environmentally friendly - a real Christmas tree or a fake tree?

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Fake	602	280	322	176	234	191	63	252	187	100
	59%	57%	61%	62%	58%	58%	56%	65% HI	57%	54%
Real	414	212	202	107	168	139	49	137	144	84
	41%	43%	39%	38%	42%	42%	44%	35%	43% G	46% G

7. Did you know you could recycle Christmas trees? (Special recycling programs turn the trees into garden mulch)

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Yes	864 85%	426 86%	438 84%	203 72%	353 88% C	308 93% CD	96 85%	339 87%	278 84%	151 82%
No	152 15%	67 14%	85 16%	80 28% DE	50 12% E	22 7%	16 15%	50 13%	53 16%	34 18%

8. How do you plan to dispose of your Christmas tree 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	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Pack it away for next year - I use a fake tree	502 49%	219 45%	283 54% A	119 42%	196 49%	187 57% CD	39 34%	224 58% FHI	164 50% F	76 41%
Real Tree (Net)	256 25%	135 28%	120 23%	90 32% E	98 24%	67 20%	31 28%	73 19%	88 26% G	64 35% G
Have it recycled through a local Christmas Tree recycling program	193 19%	102 21%	91 17%	60 21%	79 20%	53 16%	26 23% G	51 13%	70 21% G	45 25% G
Leave it for standard garbage pick-up or take it to the dump	38 4%	23 5%	14 3%	17 6%	12 3%	9 3%	2 2%	18 5%	6 2%	12 6% H
Burn it	25 2%	10 2%	15 3%	13 5%	7 2%	6 2%	3 3%	4 1%	11 3% G	7 4% G
Not planning to have a Christmas tree	258 25%	137 28%	121 23%	74 26%	109 27%	76 23%	42 38% GHI	92 24%	79 24%	45 24%

8. (Rebased) How do you plan to dispose of your Christmas tree 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	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan to have a tree	770	377	393	145	244	381	60	221	354	135
Weighted	758	355	403	209	294	254	70*	296	251	140
Pack it away for next year - I use a fake tree	502 66%	219 62%	283 70% A	119 57%	196 67%	187 74% C	39 55%	224 75% FHI	164 65% I	76 54%
Real Tree (Net)	256 34%	135 38% B	120 30%	90 43% E	98 33%	67 26%	31 45% G	73 25%	88 35% G	64 46% GH
Have it recycled through a local Christmas Tree recycling program	193 25%	102 29%	91 23%	60 29%	79 27%	53 21%	26 37% G	51 17%	70 28% G	45 32% G
Leave it for standard garbage pick-up or take it to the dump	38 5%	23 7%	14 4%	17 8% E	12 4%	9 3%	2 3%	18 6%	6 2%	12 8% H
Burn it	25 3%	10 3%	15 4%	13 6%	7 2%	6 2%	3 4%	4 1%	11 5% G	7 5% G

8. (Rebased) How do you plan to dispose of your Christmas tree this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	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: Have real tree	249	127	122	60	83	106	24	50	117	58
Weighted	256	135*	120*	90*	98*	67*	31**	73*	88*	64*
Real Tree (Net)	256 100%	135 100%	120 100%	90 100%	98 100%	67 100%	31 100%	73 100%	88 100%	64 100%
Have it recycled through a local Christmas Tree recycling program	193 75%	102 75%	91 75%	60 67%	79 81%	53 79%	26 83%	51 70%	70 80%	45 71%
Leave it for standard garbage pick-up or take it to the dump	38 15%	23 17%	14 12%	17 19%	12 12%	9 13%	2 8%	18 24% H	6 7%	12 18%
Burn it	25 10%	10 7%	15 12%	13 14%	7 7%	6 8%	3 9%	4 5%	11 13%	7 11%

9. How long do you keep Christmas cards after receiving them?

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Until New Year's	329 32%	169 34%	160 31%	75 26%	122 30%	132 40% CD	29 26%	132 34%	110 33%	58 31%
For a few months	328 32%	174 35%	154 29%	97 34%	123 31%	109 33%	38 34%	118 30%	100 30%	72 39%
Forever	248 24%	93 19%	155 30% A	78 28% E	116 29% E	53 16%	29 26%	100 26%	87 26% I	32 17%
I toss them almost immediately	111 11%	56 11%	55 10%	34 12%	42 10%	36 11%	15 14%	39 10%	34 10%	23 13%

10. Is the Christmas letter:

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	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
A bit corny but a nice tradition	527 52%	246 50%	282 54%	156 55%	218 54% E	153 46%	61 54%	186 48%	179 54%	102 55%
An essential way to stay in touch with family and friends	279 27%	127 26%	151 29%	64 22%	113 28%	102 31% C	34 31%	127 33% HI	79 24%	38 21%
Cheesy, annoying and I wish people would stop sending them	210 21%	119 24% B	91 17%	64 23%	72 18%	75 23%	17 15%	76 20%	73 22%	44 24%

11. Are you planning on sending digital Christmas cards or letters instead of paper cards/letters 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	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1015	516	499	195	326	494	86	287	464	178
Weighted	1016	492	524	283	403	330	112*	389	331	185
Yes	237 23%	126 26%	110 21%	69 24%	102 25%	66 20%	28 25%	84 22%	75 23%	50 27%
No	779 77%	366 74%	413 79%	214 76%	301 75%	264 80%	84 75%	305 78%	256 77%	135 73%