

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Yes	493	83	66	33	181	99	29	90	162	241	79	413
	48%	62%	63%	51%	47%	40%	39%	45%	46%	52%	50%	48%
No	523	51	38	33	208	149	46	112	193	219	78	445
	52%	38%	37%	49%	53%	60%	61%	55%	54%	48%	50%	52%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have re-gifted	495	56	70	50	183	94	41	85	154	256	66	429
Weighted	493	83*	66*	33*	181	99*	29*	90*	162	241	79*	413
Yes	118	25	14	1	49	25	4	24	39	54	19	99
	24%	30%	21%	4%	27%	25%	14%	27%	24%	23%	24%	24%
		C	C		C	C						
No	374	58	52	32	132	74	25	66	122	186	60	314
	76%	70%	79%	96% ABDE	73%	75%	86%	73%	76%	77%	76%	76%

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Yes	118 12%	25 19% CF	14 13% C	1 2%	49 13% C	25 10% C	4 5%	24 12%	39 11%	54 12%	19 12%	99 12%
No	374 37%	58 43% E	52 50% DEF	32 49% DE	132 34%	74 30%	25 34%	66 33%	122 35%	186 41%	60 38%	314 37%
Don't Know	523 52%	51 38%	38 37%	33 49%	208 53% AB	149 60% AB	46 61% AB	112 55%	193 54%	219 48%	78 50%	445 52%

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Wrapping paper	579 57%	81 61% C	61 59% C	25 38% C	224 58% C	141 57% C	47 62% C	114 56%	197 55%	269 59%	92 59%	487 57%
Re-useable bags	245 24%	32 24%	27 26%	21 32% E	99 25%	48 19%	17 23%	31 15%	89 25% G	125 27% G	32 20%	213 25%
Recyclable wrapping paper	84 8%	6 4%	7 7%	12 18% ABDF	23 6%	33 13% ADF	3 4%	24 12%	30 8%	31 7%	19 12%	65 8%
I'm giving gifts that don't require wrapping	60 6%	8 6%	5 5%	3 5%	24 6%	13 5%	7 9%	16 8%	22 6%	22 5%	4 3%	56 7%
Other	48 5%	6 5%	4 4%	5 8%	18 5%	12 5%	2 2%	17 9% I	17 5%	13 3%	10 7%	37 4%

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Recycle it	575 57%	77 58%	53 52%	35 53%	211 54%	166 67% BCDF	33 43%	99 49%	211 59% G	265 58%	97 61%	478 56%
Throw it out	248 24%	24 18%	33 32% AE	20 31% E	106 27% E	41 16%	23 31% E	51 25%	68 19%	129 28% H	35 22%	213 25%
Save it for future use	141 14%	23 17%	14 13%	7 10%	53 14%	32 13%	11 15%	41 20% I	53 15%	47 10%	17 10%	125 15%
Burn it	51 5%	9 7%	3 3%	3 5%	19 5%	8 3%	8 10% BE	10 5%	23 7%	17 4%	9 6%	42 5%

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 - J/K Overlap formulae used. * small base

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
10 - 30 minutes	754 74%	116 87% E	86 83% E	57 86% E	306 79% E	132 53%	56 75% E	148 73%	254 72%	352 77%	98 62%	656 76% J
At least 1 hour	184 18%	13 10%	16 15%	7 11%	60 15%	74 30% ABCD	14 19%	37 18%	66 19%	80 18%	36 23%	147 17%
2-3 hours	37 4%	1 1%	1 1%	0 0%	8 2%	24 10% ABCD	2 3%	8 4%	15 4%	14 3%	14 9% K	22 3%
It seems like I'm cleaning up all day	42 4%	4 3%	2 1%	2 2%	14 4%	18 7% B	2 3%	10 5%	19 5%	13 3%	8 5%	33 4%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Fake	602	73	67	40	236	148	37	125	203	273	95	506
	59%	54%	65%	61%	61%	60%	49%	62%	57%	59%	61%	59%
			F									
Real	414	61	36	26	153	99	38	77	151	186	62	352
	41%	46%	35%	39%	39%	40%	51%	38%	43%	41%	39%	41%
							B					

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Yes	864	123	93	58	325	191	72	158	305	401	139	725
	85%	92%	90%	89%	84%	77%	96%	78%	86%	87%	88%	84%
		E	E	E			DE		G	G		
No	152	11	10	8	64	56	3	44	49	59	18	133
	15%	8%	10%	11%	16%	23%	4%	22%	14%	13%	12%	16%
					F	ABCF		HI				

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Pack it away for next year - I use a fake tree	502 49%	55 41%	60 58% AE	30 45%	212 55% AE	106 43%	39 52%	72 36%	174 49% G	256 56% G	86 55%	416 48%
Real Tree (Net)	256 25%	40 30%	24 23%	16 25%	87 22%	62 25%	27 35% D	53 26%	82 23%	120 26%	51 32%	205 24%
Have it recycled through a local Christmas Tree recycling program	193 19%	36 27% D	19 18%	14 21%	60 15%	45 18%	19 26% D	36 18%	63 18%	93 20%	40 25%	153 18%
Leave it for standard garbage pick-up or take it to the dump	38 4%	2 2%	1 1%	1 2%	18 5%	10 4%	6 8% AB	12 6%	10 3%	15 3%	4 2%	34 4%
Burn it	25 2%	2 1%	4 4%	1 1%	9 2%	7 3%	1 2%	5 2%	8 2%	12 3%	7 5%	18 2%
Not planning to have a Christmas tree	258 25%	39 29% F	20 19%	20 31% F	90 23% F	80 32% BDF	9 12%	77 38% HI	98 28% I	83 18%	21 13%	238 28% J

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan to have a tree	770	65	94	70	299	157	85	112	251	407	113	657
Weighted	758	95*	84*	46*	299	168	66*	125*	256	377	137*	621
Pack it away for next year - I use a fake tree	502 66%	55 58%	60 71%	30 64%	212 71%	106 63%	39 60%	72 57%	174 68%	256 68%	86 63%	416 67%
Real Tree (Net)	256 34%	40 42%	24 29%	16 36%	87 29%	62 37%	27 40%	53 43%	82 32%	120 32%	51 37%	205 33%
Have it recycled through a local Christmas Tree recycling program	193 25%	36 38% D	19 22%	14 31%	60 20%	45 27%	19 29%	36 29%	63 25%	93 25%	40 29%	153 25%
Leave it for standard garbage pick-up or take it to the dump	38 5%	2 2%	1 1%	1 3%	18 6%	10 6%	6 9% B	12 10% I	10 4%	15 4%	4 3%	34 5%
Burn it	25 3%	2 2%	4 5%	1 2%	9 3%	7 4%	1 2%	5 4%	8 3%	12 3%	7 5%	18 3%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have real tree	249	25	27	25	84	53	35	46	79	124	39	210
Weighted	256	40**	24**	16**	87*	62*	27**	53*	82*	120*	51*	205
Real Tree (Net)	256 100%	40 100%	24 100%	16 100%	87 100%	62 100%	27 100%	53 100%	82 100%	120 100%	51 100%	205 100%
Have it recycled through a local Christmas Tree recycling program	193 75%	36 90%	19 78%	14 87%	60 69%	45 72%	19 73%	36 68%	63 77%	93 77%	40 78%	153 75%
Leave it for standard garbage pick-up or take it to the dump	38 15%	2 5%	1 4%	1 7%	18 21%	10 16%	6 22%	12 23%	10 13%	15 13%	4 7%	34 17%
Burn it	25 10%	2 5%	4 18%	1 6%	9 11%	7 11%	1 5%	5 9%	8 10%	12 10%	7 15%	18 9%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Until New Year's	329 32%	52 39% E	34 32%	23 34%	131 34%	64 26%	26 35%	50 25%	116 33%	164 36% G	58 37%	271 32%
For a few months	328 32%	44 33%	30 29%	25 38%	125 32%	74 30%	30 40%	72 36%	104 29%	152 33%	41 26%	287 33%
Forever	248 24%	30 23%	30 29%	12 18%	91 23%	70 28%	14 19%	65 32% I	90 25%	93 20%	37 24%	210 24%
I toss them almost immediately	111 11%	8 6%	10 10%	6 9%	41 10%	40 16% AF	5 6%	15 7%	46 13%	51 11%	20 13%	91 11%

10. Is the Christmas letter:

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
A bit corny but a nice tradition	527 52%	69 51%	49 47%	29 44%	208 54%	138 56%	34 45%	92 45%	188 53%	248 54%	81 51%	446 52%
An essential way to stay in touch with family and friends	279 27%	41 30%	28 27%	23 35% E	105 27%	54 22%	27 36% E	81 40% HI	80 23%	118 26%	46 30%	232 27%
Cheesy, annoying and I wish people would stop sending them	210 21%	25 19%	26 25%	14 21%	75 19%	55 22%	14 18%	30 15%	86 24% G	94 20%	30 19%	180 21%

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 - J/K Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1015	88	117	99	390	224	96	184	339	492	128	887
Weighted	1016	134*	104*	66*	389	248	75*	202	355	459	157	859
Yes	237 23%	24 18%	21 20%	10 16%	73 19%	94 38% ABCD	14 19%	58 29% I	87 25%	92 20%	41 26%	196 23%
No	779 77%	110 82% E	83 80% E	55 84% E	316 81% E	154 62%	61 81% E	144 71%	268 75%	367 80% G	117 74%	662 77%