

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Yes	493 48%	493 100%	0 -	150 61% DEFG	272 47%	34 40%	20 33%	16 34%
No	523 52%	0 -	523 100%	94 39%	307 53% C	50 60% C	40 67% C	32 66% C

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: Have re-gifted	495	495	0	163	255	38	22	17
Weighted	493	493	.*	150	272	34**	20**	16**
Yes	118 24%	118 24%	0 -	39 26%	61 22%	6 18%	5 24%	8 50%
No	374 76%	374 76%	0 -	112 74%	212 78%	28 82%	15 76%	8 50%

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Yes	118 12%	118 24%	0 -	39 16%	61 10%	6 7%	5 8%	8 17%
No	374 37%	374 76%	0 -	112 46% DFG	212 37% G	28 33%	15 25%	8 17%
Don't Know	523 52%	0 -	523 100%	94 39%	307 53% C	50 60% C	40 67% C	32 66% C

3. How do you typically wrap your Christmas gifts?

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

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Wrapping paper	579 57%	272 55%	307 59%	0 -	579 100% CEFG	0 -	0 -	0 -
Re-useable bags	245 24%	150 31%	94 18%	245 100% DEFG	0 -	0 -	0 -	0 -
Recyclable wrapping paper	84 8%	34 7%	50 10%	0 -	0 -	84 100% CDFG	0 -	0 -
I'm giving gifts that don't require wrapping	60 6%	20 4%	40 8%	0 -	0 -	0 -	60 100% CDEG	0 -
Other	48 5%	16 3%	32 6%	0 -	0 -	0 -	0 -	48 100% CDEF

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Recycle it	575 57%	266 54%	309 59%	149 61%	311 54%	64 76% CDFG	30 49%	22 46%
Throw it out	248 24%	122 25%	126 24%	35 14% E	190 33% CEG	2 3%	15 25% E	6 13% E
Save it for future use	141 14%	83 17%	58 11%	51 21% D	54 9%	13 15%	11 18%	12 26% D
Burn it	51 5%	21 4%	30 6%	10 4%	25 4%	5 6%	4 7%	7 15% CD

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

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

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
10 - 30 minutes	754 74%	382 78%	372 71%	192 79% E	427 74% E	52 62%	45 74%	37 78%
At least 1 hour	184 18%	86 17%	98 19%	41 17%	103 18%	19 23%	14 23%	6 12%
2-3 hours	37 4%	11 2%	26 5%	6 2%	23 4%	7 8% C	1 2%	0 -
It seems like I'm cleaning up all day	42 4%	13 3%	28 5%	5 2%	26 4%	6 7% C	0 -	4 9% CF

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Fake	602 59%	294 60%	308 59%	127 52%	360 62% C	52 62%	40 67%	22 46%
Real	414 41%	199 40%	216 41%	117 48% D	220 38%	32 38%	20 33%	26 54%

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Yes	864 85%	439 89%	425 81%	222 91% D	475 82%	77 91%	51 85%	39 83%
No	152 15%	53 11%	99 19%	22 9% C	105 18%	8 9%	9 15%	8 17%

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Pack it away for next year - I use a fake tree	502 49%	244 49%	259 49%	124 51% FG	300 52% FG	47 56% FG	20 33%	11 24%
Real Tree (Net)	256 25%	120 24%	136 26%	67 27% F	153 26% F	21 25%	6 11%	9 20%
Have it recycled through a local Christmas Tree recycling program	193 19%	87 18%	105 20%	55 23% F	111 19% F	18 22% F	3 5%	5 10%
Leave it for standard garbage pick-up or take it to the dump	38 4%	15 3%	23 4%	8 3%	27 5%	0 -	1 1%	3 6%
Burn it	25 2%	17 3%	8 2%	3 1%	15 3%	2 3%	3 4%	2 4%
Not planning to have a Christmas tree	258 25%	129 26%	129 25%	55 22%	127 22%	16 19%	34 57% CDE	27 57% CDE

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: Plan to have a tree	770	374	396	209	435	75	29	22
Weighted	758	363	394	190	453	68*	26**	21**
Pack it away for next year - I use a fake tree	502 66%	244 67%	259 66%	124 65%	300 66%	47 70%	20 75%	11 55%
Real Tree (Net)	256 34%	120 33%	136 34%	67 35%	153 34%	21 30%	6 25%	9 45%
Have it recycled through a local Christmas Tree recycling program	193 25%	87 24%	105 27%	55 29%	111 25%	18 27%	3 12%	5 23%
Leave it for standard garbage pick-up or take it to the dump	38 5%	15 4%	23 6%	8 4%	27 6%	0 -	1 3%	3 13%
Burn it	25 3%	17 5%	8 2%	3 2%	15 3%	2 4%	3 10%	2 10%

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
		C	D	E	F	G		
Base: Have real tree	249	121	128	73	141	21	7	7
Weighted	256	120*	136*	67*	153	21**	6**	9**
Real Tree (Net)	256 100%	120 100%	136 100%	67 100%	153 100%	21 100%	6 100%	9 100%
Have it recycled through a local Christmas Tree recycling program	193 75%	87 73%	105 77%	55 83%	111 73%	18 88%	3 48%	5 51%
Leave it for standard garbage pick-up or take it to the dump	38 15%	15 13%	23 17%	8 12%	27 17%	0 -	1 10%	3 28%
Burn it	25 10%	17 14%	8 6%	3 5%	15 10%	2 12%	3 42%	2 21%

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 Overlap formulae used. * small base

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Until New Year's	329 32%	154 31%	175 33%	89 36% F	194 34% F	22 26%	11 19%	12 26%
For a few months	328 32%	156 32%	172 33%	73 30%	193 33%	23 28%	26 43%	12 26%
Forever	248 24%	123 25%	125 24%	57 23%	137 24%	31 36% CD	13 21%	10 22%
I toss them almost immediately	111 11%	60 12%	51 10%	25 10%	55 9%	8 10%	10 17%	13 27% CDE

10. Is the Christmas letter:

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

	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
A bit corny but a nice tradition	527 52%	269 55%	259 49%	127 52%	302 52%	48 57%	28 46%	23 48%
An essential way to stay in touch with family and friends	279 27%	121 25%	158 30%	63 26%	163 28%	25 30%	17 28%	9 20%
Cheesy, annoying and I wish people would stop sending them	210 21%	103 21%	107 20%	55 22%	114 20%	11 13%	15 25%	15 32% E

11. Are you planning on sending digital Christmas cards or letters instead of paper cards/letters this year?

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	Total	Q1 Re-gift		Q3 Wrapping				
		Yes	No	Re-useable bags	Wrapping paper	Recyclable wrapping paper	I'm giving gifts that don't require wrapping	Other
				C	D	E	F	G
Base: All respondents	1015	495	520	262	550	92	63	48
Weighted	1016	493	523	245	579	84*	60*	48*
Yes	237 23%	102 21%	135 26%	58 24%	123 21%	26 31%	22 36% D	8 18%
No	779 77%	391 79%	388 74%	187 76%	457 79% F	58 69%	38 64%	39 82%