

1. Which of the following best describes the way in which you and your family or friends go about selecting holiday gifts for one another?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1028	A	B	C	D	E	F	G	H	I
Weighted	1028	567	461	208	366	454	71	269	523	165
		497	531	287	408	333	105*	402	335	186
We choose gifts based on what we think the other person might want or like	502	248	254	141	195	166	50	197	170	84
	49%	50%	48%	49%	48%	50%	48%	49%	51%	45%
We drop hints to one another so that everyone will have an idea of what to get	205	93	112	64	93	47	17	78	65	45
	20%	19%	21%	22%	23%	14%	17%	19%	19%	24%
				E	E					
We provide lists to one another so that it is clear what everyone would like to receive as a gift	212	89	124	69	79	65	20	84	65	44
	21%	18%	23%	24%	19%	19%	19%	21%	19%	23%
I don't participate in gift-giving	109	67	41	12	41	56	17	43	35	13
	11%	14%	8%	4%	10%	17%	16%	11%	11%	7%
		B			C	CD				

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

3. Thinking of when you give gifts to family or friends, which of the following describes how you feel about the process of obtaining the gift?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
I enjoy buying gifts for family or friends and find it to be an enjoyable experience	432	181	251	143	152	137	49	158	147	79
	47%	42%	51%	52%	42%	49%	55%	44%	49%	46%
			A	D						
I sometimes like the process of buying gifts, but sometimes it can be difficult and stressful	403	199	204	111	181	110	33	169	122	78
	44%	46%	42%	41%	49%	40%	38%	47%	41%	45%
					E					
I hardly ever enjoy buying gifts for family or friends - it is usually difficult and stressful	84	50	34	20	33	31	6	32	31	15
	9%	12%	7%	7%	9%	11%	6%	9%	10%	9%
		B								

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

4_1. (Parents/Step-parents/Guardians) Thinking of gifts that you have received in the past, which of the following people have usually given you gifts that you most liked or enjoyed?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Yes	626	254	372	238	263	125	58	227	206	135
	68%	59%	76%	87%	72%	45%	66%	63%	69%	78%
No		A	DE	E						GH
	78	49	30	22	35	21	5	25	25	24
	9%	11%	6%	8%	10%	7%	6%	7%	8%	14%
Not applicable		B								G
	215	127	88	14	69	132	24	108	69	14
	23%	30%	18%	5%	19%	48%	28%	30%	23%	8%
		B			C	CD	I	I	I	

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

4_2. (Brother(s) or Sister(s)) Thinking of gifts that you have received in the past, which of the following people have usually given you gifts that you most liked or enjoyed?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Yes	579	237	342	203	231	144	49	222	187	121
	63%	55%	70%	74%	63%	52%	56%	62%	62%	70%
No		A	DE	E						
	120	73	48	42	48	30	18	32	35	36
	13%	17%	10%	15%	13%	11%	21%	9%	12%	21%
Not applicable		B					G		GH	
	220	120	100	30	87	103	20	106	78	16
	24%	28%	20%	11%	24%	37%	23%	29%	26%	9%
		B			C	CD	I	I	I	

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

4_3. (Grandparents) Thinking of gifts that you have received in the past, which of the following people have usually given you gifts that you most liked or enjoyed?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Yes	250	107	143	132	78	40	23	79	83	64
	27%	25%	29%	48%	21%	14%	27%	22%	28%	37%
No				DE	E					GH
	119	60	59	50	43	26	16	25	41	38
Not applicable	13%	14%	12%	18%	12%	9%	18%	7%	14%	22%
				E			G		G	GH
	550	263	287	93	245	212	48	256	176	70
	60%	61%	59%	34%	67%	76%	55%	71%	59%	41%
				C		CD		FHI	I	

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

4_4. (Aunts or Uncles) Thinking of gifts that you have received in the past, which of the following people have usually given you gifts that you most liked or enjoyed?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Yes	241	105	137	123	73	46	24	82	71	64
	26%	24%	28%	45%	20%	16%	27%	23%	24%	37%
				DE						GH
No	198	105	93	76	77	45	21	56	67	54
	22%	24%	19%	27%	21%	16%	24%	16%	22%	31%
				E						GH
Not applicable	479	220	259	77	217	186	43	221	162	54
	52%	51%	53%	28%	59%	67%	49%	61%	54%	31%
				C	C		I	I	I	

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

4_5. (Significant other) Thinking of gifts that you have received in the past, which of the following people have usually given you gifts that you most liked or enjoyed?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Yes	723	328	395	204	292	227	74	297	225	127
	79%	76%	81%	74%	80%	82%	84%	83%	75%	73%
No	52	24	29	24	19	9	6	11	18	18
	6%	6%	6%	9%	5%	3%	7%	3%	6%	10%
Not applicable	144	78	66	47	56	41	8	51	57	28
	16%	18%	14%	17%	15%	15%	9%	14%	19%	16%

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

4_6. (Friends) Thinking of gifts that you have received in the past, which of the following people have usually given you gifts that you most liked or enjoyed?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Yes	598	235	363	189	251	158	53	232	199	115
	65%	55%	74%	69%	69%	57%	60%	65%	66%	67%
No		A	E	E						
	131	80	50	48	44	38	20	37	38	35
	14%	19%	10%	18%	12%	14%	23%	10%	13%	20%
Not applicable		B	G							
	190	115	76	38	71	81	15	90	63	22
	21%	27%	15%	14%	19%	29%	17%	25%	21%	13%
		B	CD					I	I	

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

5. And thinking of Future Shop as a retailer, how would you rate it in terms of stocking holiday gifts that are suitable for your friends and family, that is, the extent to which it sells gifts you think they would like to receive? In providing your answer, please think in terms of Future Shop's stores and website

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I
Weighted	919	493	418	197	327	387	59	239	465	148
		430	489	275	367	277	88*	359	300	173
Excellent	78	41	36	42	22	13	12	17	22	27
	8%	10%	7%	15%	6%	5%	14%	5%	7%	15%
				DE			G			GH
Very Good	238	107	131	67	96	75	18	92	84	43
	26%	25%	27%	24%	26%	27%	20%	26%	28%	25%
Good	347	166	180	106	135	105	23	143	118	63
	38%	39%	37%	39%	37%	38%	26%	40%	39%	36%
Fair	146	68	78	37	64	45	14	53	52	26
	16%	16%	16%	13%	17%	16%	16%	15%	17%	15%
Poor	36	15	20	7	18	11	7	12	9	7
	4%	4%	4%	2%	5%	4%	8%	3%	3%	4%
Very Poor	22	5	17	8	11	3	0	14	5	4
	2%	1%	3%	3%	3%	1%	-	4%	2%	2%
Not aware of Future Shop	53	26	27	8	21	25	14	27	10	2
	6%	6%	5%	3%	6%	9%	16%	8%	3%	1%
						C	HI	HI		
Summary										
Top2Box (Excellent/very good)	315	148	167	109	118	89	30	109	106	70
	34%	35%	34%	40%	32%	32%	34%	30%	35%	41%
Low2Box (Poor/very poor)	58	21	37	15	29	14	7	26	14	11
	6%	5%	8%	5%	8%	5%	8%	7%	5%	6%

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