

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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1028	A	B	C	D	E	F	G	H	I	J	K
Weighted	1028	59	139	67	461	218	84	233	335	460	132	896
		136*	105	67*	394	251	76*	245	371	412	149*	879
We choose gifts based on what we think the other person might want or like	502 49%	69 51%	45 43%	25 38%	206 52%	115 46%	42 56%	127 52%	179 48%	197 48%	65 44%	437 50%
We drop hints to one another so that everyone will have an idea of what to get	205 20%	27 20%	26 24% E	20 29% E	87 22% E	31 12%	14 19%	39 16%	63 17%	103 25% GH	37 25%	168 19%
We provide lists to one another so that it is clear what everyone would like to receive as a gift	212 21%	34 25%	24 23%	11 17%	73 18%	56 22%	15 20%	37 15%	90 24% G	86 21%	42 28%	170 19%
I don't participate in gift-giving	109 11%	6 4%	11 10%	11 16% AD	28 7%	49 19%	5 6%	43 18% HI	39 10%	27 7%	5 3%	104 12% J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	55	127	58	420	172	79	186	295	430	127	784
		130*	94*	56*	366	202	71*	202	332	385	144*	775
I enjoy buying gifts for family or friends and find it to be an enjoyable experience	432 47%	72 56%	40 42%	21 38%	176 48%	97 48%	26 37%	106 52%	147 44%	180 47%	77 53%	355 46%
I sometimes like the process of buying gifts, but sometimes it can be difficult and stressful	403 44%	51 39%	43 46%	30 54%	169 46%	76 38%	33 47%	82 40%	148 45%	173 45%	58 41%	344 44%
I hardly ever enjoy buying gifts for family or friends - it is usually difficult and stressful	84 9%	7 5%	12 12%	5 8%	20 6%	29 15%	12 16%	15 7%	37 11%	33 8%	9 6%	76 10%
			D			D	D					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Yes	626	92	57	31	265	135	46	139	224	262	122	504
	68%	71%	60%	55%	72%	67%	65%	69%	67%	68%	85%	65%
No	78	13	9	5	27	15	10	16	25	37	7	71
	9%	10%	10%	10%	7%	7%	13%	8%	8%	10%	5%	9%
Not applicable	215	25	28	20	74	52	16	47	83	85	15	200
	23%	20%	30%	35%	20%	26%	22%	23%	25%	22%	10%	26%
			D	D								J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Yes	579	103	51	30	221	129	45	126	225	228	94	484
	63%	79%	54%	53%	60%	64%	64%	62%	68%	59%	66%	62%
No	120	BCD							I			
	13%	12%	15%	21%	15%	8%	13%	13%	10%	16%	14%	13%
Not applicable	220	11	29	15	92	57	17	49	74	97	29	191
	24%	9%	31%	26%	25%	28%	23%	24%	22%	25%	20%	25%
			A	A	A	A	A					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Yes	250	28	21	7	123	50	21	69	85	96	50	200
	27%	21%	22%	13%	34%	25%	30%	34%	26%	25%	35%	26%
No	119	15	10	7	58	18	11	26	35	58	24	95
	13%	11%	10%	13%	16%	9%	16%	13%	11%	15%	17%	12%
Not applicable	550	87	64	41	185	134	39	107	212	231	69	481
	60%	67%	68%	74%	51%	66%	54%	53%	64%	60%	48%	62%
			D	DF		D						J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Yes	241	43	19	10	113	38	19	70	93	79	48	193
	26%	33%	20%	17%	31%	19%	26%	34%	28%	21%	34%	25%
No	198	24	18	12	84	37	23	43	60	96	35	163
	22%	18%	19%	21%	23%	18%	32%	21%	18%	25%	24%	21%
Not applicable	479	63	58	35	168	126	30	90	180	210	60	419
	52%	49%	61%	62%	46%	62%	42%	44%	54%	55%	42%	54%
			DF	DF		DF						J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Yes	723	104	73	44	268	171	62	127	271	325	123	599
	79%	80%	77%	79%	73%	85%	87%	63%	82%	84%	86%	77%
No	52	6	8	4	26	9	0	16	20	16	13	40
	6%	5%	8%	6%	7%	4%	-	8%	6%	4%	9%	5%
Not applicable	144	19	14	8	72	22	9	59	40	45	8	136
	16%	15%	15%	15%	20%	11%	13%	29%	12%	12%	5%	18%
					E			HI				J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Yes	598	99	57	40	249	112	42	129	232	237	96	502
	65%	76%	60%	71%	68%	55%	59%	64%	70%	62%	67%	65%
No	131	E			E							
	14%	14%	14%	14%	12%	16%	19%	15%	11%	17%	15%	14%
Not applicable	190	13	24	8	71	58	16	42	65	84	27	163
	21%	10%	26%	15%	20%	28%	22%	21%	20%	22%	19%	21%
		A				AD						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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

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Base: Participate in gift giving	911	A	B	C	D	E	F	G	H	I	J	K
Weighted	919	130*	94*	56*	366	202	71*	202	332	385	144*	775
Excellent	78 8%	8 6%	4 4%	5 8%	45 12%	12 6%	5 6%	31 15%	24 7%	23 6%	13 9%	65 8%
Very Good	238 26%	33 25%	25 27%	5 9%	94 26%	61 30%	20 28%	40 20%	87 26%	111 29%	42 29%	196 25%
Good	347 38%	34 26%	36 38%	23 42%	145 40%	81 40%	27 38%	66 33%	127 38%	154 40%	62 43%	285 37%
Fair	146 16%	36 28%	17 18%	14 25%	50 14%	21 10%	8 11%	22 11%	56 17%	68 18%	23 16%	123 16%
Poor	36 4%	5 4%	8 8%	2 4%	12 3%	6 3%	3 4%	9 4%	8 3%	19 5%	3 2%	33 4%
Very Poor	22 2%	10 8%	1 1%	0 -	5 1%	5 3%	1 1%	14 7%	6 2%	3 1%	0 -	22 3%
Not aware of Future Shop	53 6%	4 3%	4 4%	7 12%	14 4%	17 8%	8 11%	21 10%	24 7%	9 2%	2 1%	52 7%
Summary												
Top2Box (Excellent/very good)	315 34%	41 31%	29 30%	10 17%	139 38%	73 36%	24 34%	71 35%	111 33%	133 35%	55 38%	260 34%
Low2Box (Poor/very poor)	58 6%	16 12%	9 9%	2 4%	17 5%	11 5%	4 5%	22 11%	14 4%	21 6%	3 2%	55 7%

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