

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
I pretend to be overjoyed to receive the gift	472	203	269	154	175	143	40	168	178	86
	47%	42%	52%	55%	44%	44%	39%	43%	54%	47%
			A	DE					FG	
I display it every time the gift giver is present	55	25	30	23	21	11	2	23	17	14
	5%	5%	6%	8%	5%	3%	2%	6%	5%	7%
				E						
I have bought a similar gift for the gift giver to show my appreciation	27	14	14	8	11	9	3	8	14	1
	3%	3%	3%	3%	3%	3%	3%	2%	4%	1%
I brag about the gift to others hoping the gift giver will hear about it	29	12	17	12	9	8	4	6	9	10
	3%	2%	3%	4%	2%	3%	4%	2%	3%	6%
										G
I sent photos of me using/wearing the gift to the gift giver	20	10	10	10	6	5	2	7	5	6
	2%	2%	2%	3%	1%	1%	2%	2%	2%	4%
Other	321	161	160	66	142	114	38	132	100	52
	32%	33%	31%	23%	36%	35%	37%	33%	30%	28%
				C	C					
Nothing -- I actually told the person I didn't like it	145	92	53	38	61	46	15	69	30	32
	14%	19%	10%	13%	15%	14%	15%	18%	9%	17%
		B						H		H

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

5. In general, how long do you tend to hold on to unwanted holiday gifts before getting rid of them?

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
Forever	91	52	39	30	33	29	16	31	34	10
	9%	11%	7%	10%	8%	9%	16%	8%	10%	5%
More than 5 years	90	49	41	28	29	33	12	32	24	22
	9%	10%	8%	10%	7%	10%	12%	8%	7%	12%
Between 1 and 5 years	321	137	185	103	126	93	25	109	109	79
	32%	28%	36%	37%	31%	28%	25%	28%	33%	43%
Less than a year	191	84	107	51	73	67	24	78	64	25
	19%	17%	21%	18%	18%	21%	24%	20%	19%	13%
Less than a month	85	42	43	29	31	26	5	36	31	13
	8%	9%	8%	10%	8%	8%	5%	9%	9%	7%
I don't hold on to bad or unwanted holiday gifts	229	124	105	41	109	79	19	109	67	35
	23%	25%	20%	15%	27%	24%	19%	28%	20%	19%
					C	C		H		

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

6. Why do you hold on to unwanted holiday gifts?

	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: Hold on to unwanted holiday gifts	774	380	394	186	291	297	75	250	366	83
Weighted	779	364	415	240	291	247	83*	286	262	148*
I usually don't know what to do with it	262	119	143	112	77	72	14	87	92	69
	34%	33%	34%	47%	26%	29%	16%	30%	35%	47%
				DE				F	F	FG
I feel guilty not keeping it	256	95	161	102	91	63	19	83	91	63
	33%	26%	39%	42%	31%	26%	23%	29%	35%	43%
			A	DE						FG
I would be ashamed to admit to the person that I didn't keep their gift	166	63	102	66	57	43	14	59	54	39
	21%	17%	25%	28%	20%	17%	17%	20%	20%	27%
			A	E						
I usually just forget I have it	282	132	149	92	97	92	36	105	95	46
	36%	36%	36%	38%	33%	37%	43%	37%	36%	31%
I have an emotional attachment to the gift	62	28	34	22	26	15	7	23	23	8
	8%	8%	8%	9%	9%	6%	9%	8%	9%	6%
I don't know why I hold onto it	75	44	31	16	30	29	11	23	29	11
	10%	12%	7%	7%	10%	12%	13%	8%	11%	8%
		B								

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

7. Why do you think people in general hold onto unwanted holiday gifts?

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
They're not thinking about the situation practically	73	38	36	36	26	12	6	19	24	25
	7%	8%	7%	13%	6%	4%	6%	5%	7%	14%
				DE						GH
They probably feel guilty about getting rid of it	619	276	343	200	233	187	56	238	203	123
	61%	57%	66%	71%	58%	57%	54%	60%	62%	67%
			A	DE						
Perhaps they just don't know the best way to get rid of it	279	130	149	83	98	98	26	104	93	56
	28%	27%	29%	30%	24%	30%	25%	26%	28%	31%
They're also holding onto other unwanted items, not just gifts	214	98	117	73	72	69	20	71	72	51
	21%	20%	22%	26%	18%	21%	20%	18%	22%	28%
				D						G
Some other reason	78	40	39	15	47	17	9	25	29	15
	8%	8%	7%	5%	12%	5%	9%	6%	9%	8%
					CE					
Don't know	129	64	65	22	59	47	18	56	42	14
	13%	13%	13%	8%	15%	14%	17%	14%	13%	8%
					C	C	I			

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

10. If the gift giver never found out, ideally what would you do with an unwanted holiday gift?

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
Exchange the item for something I want or need	309	155	153	82	131	95	23	131	92	63
	31%	32%	29%	29%	33%	29%	22%	33%	28%	35%
								F		
Re-gift the item to someone who will want or need the item	258	111	147	76	96	86	21	88	81	68
	26%	23%	28%	27%	24%	26%	21%	22%	25%	37%
										FGH
Sell the item for cash	73	44	29	41	24	8	3	26	26	18
	7%	9%	6%	14%	6%	2%	3%	7%	8%	10%
				DE	E					
Give the item to charity	234	99	134	53	93	88	25	96	87	25
	23%	20%	26%	19%	23%	27%	24%	24%	27%	14%
						C		I	I	
Store the item but never use it	83	46	37	21	30	31	17	34	26	6
	8%	9%	7%	7%	8%	10%	17%	9%	8%	3%
							GHI			
Other	53	33	20	10	26	17	13	19	16	3
	5%	7%	4%	3%	6%	5%	13%	5%	5%	2%
							GHI			

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

11_3. (Unwanted gifts become a burden after the holidays are over) When it comes to receiving unwanted holiday gifts, to what extent do you agree or disagree with the following statements?

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
Strongly agree	137	56	81	34	49	54	15	43	46	33
	14%	11%	16%	12%	12%	16%	14%	11%	14%	18%
Somewhat agree	465	230	236	132	184	149	46	185	151	84
	46%	47%	45%	47%	46%	46%	45%	47%	46%	46%
Somewhat disagree	295	148	147	86	123	86	29	115	105	47
	29%	30%	28%	31%	31%	26%	29%	29%	32%	26%
Strongly disagree	111	54	56	29	44	38	12	52	27	19
	11%	11%	11%	10%	11%	12%	12%	13%	8%	10%
Summary										
Top2Box (Agree)	602	286	317	166	233	203	61	227	197	117
	60%	59%	61%	59%	58%	62%	59%	58%	60%	64%
Low2Box (Disagree)	406	202	203	115	167	124	42	167	132	66
	40%	41%	39%	41%	42%	38%	41%	42%	40%	36%

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

12_1. (I could use some extra cash after the holidays to pay for my holiday shopping) To what extent do you agree or disagree with the following statements:

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
Strongly agree	217	88	129	91	83	43	17	91	65	45
	22%	18%	25%	32%	21%	13%	17%	23%	20%	24%
Somewhat agree	401	223	178	136	149	117	34	144	146	76
	40%	46%	34%	48%	37%	36%	33%	37%	45%	42%
Somewhat disagree	233	117	116	33	114	87	36	87	66	44
	23%	24%	22%	12%	28%	27%	35%	22%	20%	24%
Strongly disagree	156	60	97	22	55	80	15	72	51	18
	15%	12%	19%	8%	14%	24%	15%	18%	16%	10%
Summary										
Top2Box (Agree)	619	311	307	227	232	160	51	235	211	121
	61%	64%	59%	81%	58%	49%	50%	60%	64%	66%
Low2Box (Disagree)	389	177	213	55	168	167	51	159	118	61
	39%	36%	41%	19%	42%	51%	50%	40%	36%	34%

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

12_2. (Selling an unwanted gift means the gift giver's money doesn't go to waste) To what extent do you agree or disagree with the following statements:

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
Strongly agree	128	54	74	48	50	30	11	52	39	26
	13%	11%	14%	17%	12%	9%	10%	13%	12%	14%
Somewhat agree	484	251	233	149	193	142	40	187	154	104
	48%	51%	45%	53%	48%	43%	39%	47%	47%	57%
Somewhat disagree	270	131	139	65	109	96	37	104	94	35
	27%	27%	27%	23%	27%	29%	36%	26%	29%	19%
Strongly disagree	127	52	74	20	48	59	15	51	42	18
	13%	11%	14%	7%	12%	18%	15%	13%	13%	10%
Summary										
Top2Box (Agree)	611	304	307	197	243	171	50	239	192	130
	61%	62%	59%	70%	61%	52%	49%	61%	59%	71%
Low2Box (Disagree)	397	184	213	85	157	155	52	156	136	53
	39%	38%	41%	30%	39%	48%	51%	39%	41%	29%

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

12_4. (Not using an unwanted holiday gift is worse than giving it away or selling it) To what extent do you agree or disagree with the following statements:

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
Strongly agree	124	50	74	46	48	30	12	39	40	33
	12%	10%	14%	16%	12%	9%	11%	10%	12%	18%
Somewhat agree	357	175	182	98	150	109	40	139	117	60
	35%	36%	35%	35%	38%	33%	39%	35%	36%	33%
Somewhat disagree	377	193	183	105	149	123	38	156	117	67
	37%	40%	35%	37%	37%	38%	37%	39%	35%	36%
Strongly disagree	151	70	81	33	52	65	13	61	55	22
	15%	14%	15%	12%	13%	20%	12%	15%	17%	12%
Summary										
Top2Box (Agree)	481	224	256	143	199	139	52	178	157	94
	48%	46%	49%	51%	50%	42%	51%	45%	48%	51%
Low2Box (Disagree)	527	264	264	138	201	188	51	217	171	89
	52%	54%	51%	49%	50%	58%	49%	55%	52%	49%

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

14. What's the worst holiday gift you've ever received?

	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	1008	520	488	217	398	393	94	346	465	103
Weighted	1008	488	520	281	400	327	103*	394	329	182*
A sweater	71	37	34	20	24	26	10	25	22	13
	7%	8%	6%	7%	6%	8%	10%	6%	7%	7%
Clothing (unspecified)	39	19	20	15	11	13	0	16	17	5
	4%	4%	4%	5%	3%	4%	-	4%	5%	3%
Socks	27	21	6	10	11	6	0	13	8	6
	3%	4%	1%	4%	3%	2%	-	3%	3%	3%
A shirt	25	15	10	5	13	7	1	12	6	6
	2%	3%	2%	2%	3%	2%	1%	3%	2%	3%
An appliance	23	3	20	5	11	7	0	10	7	6
	2%	1%	4%	2%	3%	2%	-	3%	2%	3%
Christmas ornaments/ decorations	23	11	12	8	8	6	1	4	10	7
	2%	2%	2%	3%	2%	2%	1%	1%	3%	4%
A tie	22	22	0	0	10	12	2	12	5	3
	2%	4%	-	-	2%	4%	2%	3%	2%	2%
Underwear	18	6	12	6	10	2	1	8	6	2
	2%	1%	2%	2%	3%	1%	1%	2%	2%	1%
Slippers	14	4	10	4	6	5	2	5	4	3
	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%
Perfume/ cologne	13	9	4	1	4	7	2	6	3	3
	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%
Tools	13	9	3	3	4	6	2	5	4	2
	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%
A book	11	3	8	6	4	2	0	0	5	7
	1%	1%	2%	2%	1%	1%	-	-	2%	4%
Chocolate	10	4	6	3	3	3	1	3	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

14. What's the worst holiday gift you've ever received?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Soap/ lotions	10 1%	1 0	9 2%	1 0	3 1%	6 2%	1 1%	5 1%	1 0	3 1%
Jewelry	9 1%	0 -	9 2%	3 1%	3 1%	4 1%	1 1%	0 -	7 2%	2 1%
Gift cards/ certificates	9 1%	6 1%	3 0	4 1%	3 1%	2 1%	0 -	4 1%	3 1%	2 1%
Alcohol	8 1%	4 1%	4 1%	0 -	6 1%	2 1%	1 1%	5 1%	1 0	0 -
A coffee mug	8 1%	6 1%	1 0	1 0	2 0	4 1%	2 2%	4 1%	2 1%	0 -
A vase	7 1%	1 0	6 1%	2 1%	1 0	3 1%	2 2%	1 0	1 0	2 1%
Pants	7 1%	3 1%	4 1%	3 1%	3 1%	1 0	0 -	3 1%	4 1%	0 -
Candy	7 1%	5 1%	2 0	2 1%	2 1%	3 1%	1 1%	2 1%	1 0	2 1%
A doll/ Barbie	6 1%	1 0	6 1%	3 1%	2 1%	1 0	1 1%	5 1%	1 0	0 -
Bible	6 1%	4 1%	2 0	2 1%	4 1%	0 -	0 -	3 1%	1 0	1 1%
Shoes/ boots	5 1%	2 0	3 1%	1 0	3 1%	1 0	2 2%	1 0	2 1%	0 -
A watch/ clock	5 1%	2 0	4 1%	0 -	1 0	5 1%	1 1%	3 1%	2 1%	0 -
Cigarettes	5 1%	5 1%	1 0	0 -	3 1%	3 1%	3 3%	2 0	1 0	0 -
	5	2	3	2	2	1	0	1	2	2

14. What's the worst holiday gift you've ever received?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Pajamas	0	0	1%	1%	0	0	-	0	1%	1%
Other	352	144	208	111	128	113	32	140	114	65
	35%	29%	40%	39%	32%	35%	31%	36%	35%	36%
			A							
Nothing	83	49	34	17	40	26	11	29	28	15
	8%	10%	7%	6%	10%	8%	11%	7%	9%	8%
Don't know	167	89	77	42	76	48	20	67	57	23
	17%	18%	15%	15%	19%	15%	19%	17%	17%	13%

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