

4. To what extent have you gone to pretend that you actually liked an unwanted holiday gift?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
I pretend to be overjoyed to receive the gift	472	60	39	25	168	140	40	91	142	240	100	372
	47%	45%	38%	39%	44%	57%	54%	42%	45%	50%	49%	46%
						ABCD	B					
I display it every time the gift giver is present	55	3	6	6	30	6	4	18	11	26	4	51
	5%	2%	6%	9%	8%	2%	5%	8%	4%	5%	2%	6%
				E	AE			H				J
I have bought a similar gift for the gift giver to show my appreciation	27	8	2	0	8	5	4	15	7	6	8	19
	3%	6%	2%	-	2%	2%	5%	7%	2%	1%	4%	2%
		D						HI				
I brag about the gift to others hoping the gift giver will hear about it	29	5	2	2	13	6	2	13	4	13	8	21
	3%	3%	2%	4%	3%	2%	2%	6%	1%	3%	4%	3%
								H				
I sent photos of me using/wearing the gift to the gift giver	20	2	1	4	9	2	2	8	2	10	1	19
	2%	2%	1%	6%	2%	1%	2%	4%	1%	2%	1%	2%
				E				H				
Other	321	42	38	29	133	61	18	56	116	149	63	259
	32%	32%	37%	45%	34%	25%	24%	26%	37%	31%	31%	32%
			E	EF	E			G				
Nothing -- I actually told the person I didn't like it	145	23	19	7	52	33	11	39	43	63	27	119
	14%	17%	18%	11%	14%	13%	14%	18%	14%	13%	13%	15%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
Forever	91	10	8	5	30	30	8	22	33	36	20	72
	9%	8%	8%	7%	8%	12%	10%	10%	11%	8%	10%	9%
More than 5 years	90	7	10	2	36	30	4	26	27	36	12	78
	9%	5%	10%	3%	9%	12%	6%	12%	9%	8%	6%	10%
Between 1 and 5 years	321	36	35	29	130	63	28	50	99	172	67	255
	32%	27%	34%	45%	34%	26%	37%	23%	31%	36%	33%	32%
Less than a year	191	35	20	10	73	40	14	32	56	102	49	142
	19%	26%	19%	16%	19%	16%	18%	15%	18%	21%	24%	18%
Less than a month	85	14	8	3	35	19	5	21	26	38	21	64
	8%	11%	8%	4%	9%	8%	7%	10%	8%	8%	11%	8%
I don't hold on to bad or unwanted holiday gifts	229	30	22	16	82	63	16	65	72	92	33	196
	23%	22%	21%	25%	21%	26%	21%	30%	23%	19%	17%	24%
								I				J

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Hold on to unwanted holiday gifts	774	93	84	38	288	202	69	149	244	381	149	625
Weighted	779	103*	81*	49*	304	183	59*	151	241	386	168	611
I usually don't know what to do with it	262	45	30	16	95	53	22	48	72	142	55	206
	34%	44%	37%	33%	31%	29%	37%	32%	30%	37%	33%	34%
I feel guilty not keeping it	256	28	28	22	99	56	22	49	69	138	57	199
	33%	27%	35%	45%	33%	31%	38%	33%	28%	36%	34%	33%
I would be ashamed to admit to the person that I didn't keep their gift	166	22	16	14	71	29	13	26	50	90	34	132
	21%	22%	20%	28%	23%	16%	23%	17%	21%	23%	20%	22%
I usually just forget I have it	282	40	31	18	108	64	20	58	90	133	67	215
	36%	39%	39%	37%	35%	35%	34%	39%	37%	34%	40%	35%
I have an emotional attachment to the gift	62	7	6	6	26	16	2	17	21	24	7	55
	8%	7%	7%	12%	9%	9%	3%	12%	9%	6%	4%	9%
I don't know why I hold onto it	75	7	4	1	35	23	4	12	29	34	11	64
	10%	7%	5%	3%	12%	13%	7%	8%	12%	9%	7%	10%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
They're not thinking about the situation practically	73	15	3	5	25	21	5	21	26	27	19	54
	7%	11%	3%	7%	7%	8%	7%	10%	8%	6%	10%	7%
They probably feel guilty about getting rid of it	619	81	69	42	248	137	43	116	182	322	124	495
	61%	61%	67%	63%	64%	56%	58%	53%	58%	67%	62%	61%
Perhaps they just don't know the best way to get rid of it	279	43	35	18	114	43	26	62	91	126	53	226
	28%	33%	34%	28%	30%	17%	34%	29%	29%	26%	26%	28%
They're also holding onto other unwanted items, not just gifts	214	32	22	16	73	51	19	42	73	99	39	175
	21%	24%	22%	25%	19%	21%	26%	19%	23%	21%	19%	22%
Some other reason	78	10	8	6	33	19	3	20	26	32	14	64
	8%	7%	8%	9%	9%	8%	4%	9%	8%	7%	7%	8%
Don't know	129	15	14	9	38	40	13	30	45	54	25	104
	13%	11%	14%	13%	10%	16%	17%	14%	14%	11%	12%	13%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
Exchange the item for something I want or need	309	43	32	39	121	48	26	47	100	162	59	249
	31%	32%	31%	59%	31%	20%	35%	22%	32%	34%	29%	31%
		E	E	ABDEF	E		E		G	G		
Re-gift the item to someone who will want or need the item	258	30	28	11	90	79	19	61	70	127	57	200
	26%	22%	27%	18%	23%	32%	26%	28%	22%	26%	29%	25%
						CD						
Sell the item for cash	73	7	9	5	22	24	7	26	16	30	14	59
	7%	5%	9%	7%	6%	10%	9%	12%	5%	6%	7%	7%
								HI				
Give the item to charity	234	46	24	6	97	46	15	51	74	108	43	191
	23%	35%	23%	9%	25%	19%	20%	23%	24%	23%	21%	24%
		CEF	C		C							
Store the item but never use it	83	6	8	4	32	27	7	18	30	34	17	66
	8%	4%	8%	5%	8%	11%	9%	8%	10%	7%	8%	8%
						A						
Other	53	2	2	1	24	21	1	14	23	16	11	41
	5%	1%	2%	2%	6%	9%	2%	6%	7%	3%	6%	5%
					A	ABF			I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
Strongly agree	137	15	11	16	58	25	11	35	36	66	30	107
	14%	12%	11%	25%	15%	10%	14%	16%	11%	14%	15%	13%
Somewhat agree	465	61	53	28	173	113	38	100	142	223	93	373
	46%	46%	51%	42%	45%	46%	51%	46%	45%	47%	46%	46%
Somewhat disagree	295	43	27	17	121	68	18	53	93	149	64	231
	29%	33%	26%	26%	31%	28%	24%	25%	30%	31%	32%	29%
Strongly disagree	111	13	12	4	33	40	8	28	42	41	14	96
	11%	10%	11%	7%	9%	16%	11%	13%	13%	8%	7%	12%
<b>Summary</b>												
Top2Box (Agree)	602	76	64	44	231	138	49	136	178	289	123	479
	60%	57%	62%	67%	60%	56%	65%	63%	57%	60%	61%	59%
Low2Box (Disagree)	406	57	39	21	155	108	26	81	136	189	78	327
	40%	43%	38%	33%	40%	44%	35%	37%	43%	40%	39%	41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
Strongly agree	217	21	19	15	88	56	18	59	60	98	53	165
	22%	16%	18%	23%	23%	23%	25%	27%	19%	21%	26%	20%
Somewhat agree	401	49	36	25	165	98	29	78	130	194	80	321
	40%	37%	35%	38%	43%	40%	38%	36%	41%	41%	40%	40%
Somewhat disagree	233	37	33	15	70	61	18	51	75	107	49	184
	23%	28%	32%	23%	18%	25%	24%	24%	24%	22%	24%	23%
Strongly disagree	156	26	15	11	64	31	10	29	49	78	19	137
	15%	20%	15%	16%	17%	12%	13%	13%	16%	16%	10%	17%
J												
<b>Summary</b>												
Top2Box (Agree)	619	70	55	40	252	154	47	137	190	292	133	486
	61%	53%	54%	61%	65%	63%	63%	63%	60%	61%	66%	60%
Low2Box (Disagree)					AB							
	389	63	48	26	134	92	28	80	124	186	68	321
	39%	47%	46%	39%	35%	37%	37%	37%	40%	39%	34%	40%
		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

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
Strongly agree	128	19	13	10	40	36	11	39	35	53	33	94
	13%	14%	13%	15%	10%	15%	14%	18%	11%	11%	17%	12%
Somewhat agree	484	63	48	39	188	113	31	101	148	235	86	398
	48%	48%	47%	60%	49%	46%	42%	47%	47%	49%	43%	49%
Somewhat disagree	270	35	28	11	98	70	27	49	89	132	60	210
	27%	27%	28%	17%	25%	28%	37%	23%	28%	28%	30%	26%
Strongly disagree	127	16	13	6	60	26	6	27	42	57	22	105
	13%	12%	13%	9%	16%	11%	8%	13%	13%	12%	11%	13%
<b>Summary</b>												
Top2Box (Agree)	611	82	61	49	228	150	42	140	183	288	119	492
	61%	62%	60%	75%	59%	61%	56%	65%	58%	60%	59%	61%
Low2Box (Disagree)	397	51	42	17	158	96	33	77	130	190	82	314
	39%	38%	40%	25%	41%	39%	44%	35%	42%	40%	41%	39%
				DF								
				C			C					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
Strongly agree	124	24	10	7	48	25	9	35	38	51	42	81
	12%	18%	10%	11%	12%	10%	12%	16%	12%	11%	21%	10%
Somewhat agree	357	46	41	30	136	67	37	77	108	172	71	286
	35%	35%	40%	45%	35%	27%	49%	35%	35%	36%	35%	35%
Somewhat disagree	377	43	41	22	141	108	22	70	113	193	65	312
	37%	32%	40%	33%	36%	44%	30%	32%	36%	40%	32%	39%
Strongly disagree	151	19	11	7	61	46	7	35	54	62	23	128
	15%	15%	10%	10%	16%	19%	9%	16%	17%	13%	11%	16%
<b>Summary</b>												
Top2Box (Agree)	481	71	51	37	184	92	45	112	147	222	114	367
	48%	53%	50%	57%	48%	37%	61%	52%	47%	47%	56%	46%
Low2Box (Disagree)	527	62	51	28	202	154	29	105	167	256	88	439
	52%	47%	50%	43%	52%	63%	39%	48%	53%	53%	44%	54%
					F	ABCDF						J

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1008	124	105	51	369	273	86	215	318	475	181	827
Weighted	1008	133	103*	66*	386	246	75*	217	313	478	201	807
A sweater	71	11	5	2	31	12	9	16	19	36	16	54
	7%	8%	4%	3%	8%	5%	12%	7%	6%	8%	8%	7%
Clothing (unspecified)	39	5	2	2	18	7	5	7	9	22	9	30
	4%	4%	2%	3%	5%	3%	6%	3%	3%	5%	4%	4%
Socks	27	8	2	2	7	6	3	9	5	14	7	21
	3%	6%	2%	4%	2%	2%	4%	4%	2%	3%	3%	3%
A shirt	25	3	3	1	10	4	2	8	4	12	6	19
	2%	2%	3%	2%	3%	2%	3%	4%	1%	3%	3%	2%
An appliance	23	6	3	3	9	1	1	4	6	13	3	20
	2%	4%	3%	5%	2%	0	2%	2%	2%	3%	1%	2%
Christmas ornaments/ decorations	23	2	3	1	12	3	1	5	5	13	6	17
	2%	2%	3%	1%	3%	1%	2%	2%	2%	3%	3%	2%
A tie	22	1	5	4	8	5	0	6	6	10	1	21
	2%	1%	4%	5%	2%	2%	-	3%	2%	2%	1%	3%
Underwear	18	1	3	2	10	0	1	2	9	6	6	11
	2%	1%	3%	4%	3%	-	2%	1%	3%	1%	3%	1%
Slippers	14	1	4	0	4	4	1	1	1	13	3	12
	1%	1%	4%	-	1%	2%	2%	0	0	3%	1%	1%
Perfume/ cologne	13	3	3	1	4	1	1	4	4	6	1	12
	1%	2%	3%	1%	1%	1%	2%	2%	1%	1%	0	1%
Tools	13	4	2	2	0	3	2	1	5	6	2	11
	1%	3%	2%	4%	-	1%	2%	0	2%	1%	1%	1%
A book	11	0	1	1	3	7	0	4	2	6	6	5
	1%	-	1%	2%	1%	3%	-	2%	1%	1%	3%	1%
Chocolate	10	3	1	0	3	3	0	3	3	4	2	8
	1%	2%	1%	-	1%	1%	-	1%	1%	1%	1%	1%
Soap/ lotions	10	0	0	3	3	4	0	1	2	6	2	7
	1%	-	-	4%	1%	2%	-	1%	1%	1%	1%	1%
	9	0	1	1	6	0	1	1	2	6	1	9

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Jewelry	1%	-	1%	2%	2%	-	1%	1%	1%	1%	0	1%
Gift cards/ certificates	9	0	3	0	3	3	0	2	3	3	4	5
	1%	-	2%	-	1%	1%	-	1%	1%	1%	2%	1%
Alcohol	8	0	0	3	5	1	0	0	4	4	1	7
	1%	-	-	4%	1%	0	-	-	1%	1%	1%	1%
A coffee mug	8	0	0	1	5	1	0	1	3	3	1	6
	1%	-	-	2%	1%	1%	-	1%	1%	1%	1%	1%
A vase	7	0	0	1	4	2	0	1	2	3	2	5
	1%	-	-	2%	1%	1%	-	1%	1%	1%	1%	1%
Pants	7	0	0	0	4	1	2	0	1	6	2	5
	1%	-	-	-	1%	1%	2%	-	0	1%	1%	1%
Candy	7	3	0	0	4	0	0	0	2	5	2	5
	1%	2%	-	-	1%	-	-	-	1%	1%	1%	1%
A doll/ Barbie	6	0	0	0	0	5	1	1	2	3	2	4
	1%	-	-	-	-	2%	1%	1%	1%	1%	1%	1%
Bible	6	0	0	0	0	5	1	1	3	2	4	2
	1%	-	-	-	-	2%	1%	1%	1%	0	2%	0
Shoes/ boots	5	0	0	0	3	1	2	2	2	2	2	4
	1%	-	-	-	1%	0	2%	1%	1%	0	1%	0
A watch/ clock	5	0	1	0	2	1	2	0	3	2	1	5
	1%	-	1%	-	0	0	2%	-	1%	0	0	1%
Cigarettes	5	0	0	0	2	3	1	1	3	1	1	5
	1%	-	-	-	1%	1%	1%	0	1%	0	0	1%
Pajamas	5	0	1	1	0	3	0	2	0	3	1	4
	0	-	1%	1%	-	1%	-	1%	-	1%	1%	0
Other	352	60	38	17	128	89	19	74	113	165	72	280
	35%	45%	37%	26%	33%	36%	26%	34%	36%	35%	36%	35%
Nothing	83	11	6	5	21	32	9	25	32	26	14	70
	8%	8%	6%	7%	5%	13%	12%	12%	10%	5%	7%	9%
Don't know	167	13	17	12	77	37	11	33	58	76	22	144
	17%	9%	16%	18%	20%	15%	15%	15%	18%	16%	11%	18%
					A							J

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids

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