



# Canadian Online Omni December 20 - December 26, 2011

## Holiday Campaign Survey Questions Banner 1

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3B. How many of last year's unwanted holiday gifts have you re-gifted?

	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: Received unwanted holiday gift(s) last year	201	91	110	74	79	48	11	35	79	76
Weighted	199	80*	119*	80*	78*	42*	19**	67*	67*	47*
0	149 75%	61 77%	87 74%	63 79%	56 72%	30 71%	15 79%	54 81%	51 76%	29 62%
1	31 16%	11 13%	20 17%	12 15%	12 16%	7 17%	4 21%	5 8%	12 18%	10 21%
2	11 6%	5 6%	6 5%	2 2%	5 6%	5 11%	0 -	4 6%	3 5%	4 8%
3	4 2%	3 3%	1 1%	1 1%	3 3%	0 -	0 -	2 2%	0 -	2 4%
5	3 2%	0 -	3 3%	1 1%	2 3%	0 1%	0 -	2 2%	0 -	2 4%
7	1 0	1 1%	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -
<b>Summary</b>										
Mean	0.4	0.4	0.5	0.4	0.5	0.4	0.2	0.4	0.4	0.7

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Forever	124	66	58	28	48	48	16	60	31	17
	12%	14%	11%	10%	12%	15%	14%	16%	9%	9%
More than 5 years	78	44	34	19	33	25	7	34	25	12
	8%	9%	7%	7%	8%	8%	6%	9%	8%	6%
Between 1 and 5 years	276	115	161	89	109	79	26	90	107	53
	27%	24%	31%	32%	27%	24%	24%	23%	33%	29%
Less than a year	209	94	115	67	83	59	12	84	70	43
	21%	19%	22%	24%	21%	18%	11%	22%	21%	24%
Less than a month	85	45	40	30	30	25	14	30	23	18
	8%	9%	8%	11%	7%	8%	13%	8%	7%	10%
I don't hold on to bad or unwanted holiday gifts	234	124	111	47	96	91	35	87	72	40
	23%	25%	21%	17%	24%	28%	32%	23%	22%	22%

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?

	GENDER		AGE			EDUCATION				
	Total	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	766	409	357	225	285	256	45	162	309	250
Weighted	773	364	409	234	303	235	76*	299	256	142
I usually don't know what to do with it	256	116	140	84	97	75	17	105	80	54
	33%	32%	34%	36%	32%	32%	22%	35%	31%	38%
I feel guilty not keeping it	220	90	130	96	75	49	19	72	76	54
	29%	25%	32%	41%	25%	21%	25%	24%	29%	38%
I would be ashamed to admit to the person that I didn't keep their gift	132	57	75	59	39	35	8	54	47	24
	17%	16%	18%	25%	13%	15%	10%	18%	18%	17%
I usually just forget I have it	280	126	154	100	102	79	26	103	98	53
	36%	35%	38%	43%	34%	33%	34%	35%	38%	38%
I have an emotional attachment to the gift	59	30	30	16	25	18	3	28	14	14
	8%	8%	7%	7%	8%	8%	4%	9%	6%	10%
I don't know why I hold onto it	91	53	38	16	43	32	14	36	31	11
	12%	15%	9%	7%	14%	13%	18%	12%	12%	7%
		B			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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Exchange the item for something I want or need	249	115	134	72	105	72	18	98	84	49
	25%	24%	26%	25%	26%	22%	16%	25%	26%	27%
Re-gift the item to someone who will want or need the item	236	94	142	67	94	75	22	87	76	50
	23%	19%	27%	24%	24%	23%	20%	23%	23%	27%
Sell the item for cash	76	47	29	44	25	7	5	33	17	20
	8%	10%	6%	16%	6%	2%	5%	9%	5%	11%
Give the item to charity	267	130	136	58	100	108	28	95	100	43
	26%	27%	26%	21%	25%	33%	25%	25%	31%	24%
Store the item but never use it	85	45	40	13	37	35	18	32	24	10
	8%	9%	8%	4%	9%	11%	17%	8%	7%	6%
Other	95	57	38	28	39	28	19	39	26	11
	9%	12%	7%	10%	10%	9%	17%	10%	8%	6%

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

11\_1. (On average, I receive at least one unwanted holiday gift each year) 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	87	34	52	42	29	16	1	43	25	18
	9%	7%	10%	15%	7%	5%	1%	11%	7%	10%
Somewhat agree				DE				F	F	F
	238	101	137	86	91	61	27	75	80	57
	24%	21%	26%	31%	23%	19%	24%	19%	24%	31%
Somewhat disagree				E						GH
	347	196	151	106	144	97	39	126	122	60
	34%	40%	29%	38%	36%	30%	35%	33%	37%	33%
Strongly disagree		B								
	335	156	179	47	137	152	44	142	102	48
	33%	32%	35%	17%	34%	46%	39%	37%	31%	26%
Summary					C	CD	I	I		
	325	136	189	128	120	78	28	118	104	74
	32%	28%	36%	45%	30%	24%	25%	31%	32%	41%
Top2Box (Agree)			A	DE						FGH
	682	352	330	153	280	249	83	267	224	108
	68%	72%	64%	55%	70%	76%	75%	69%	68%	59%
Low2Box (Disagree)		B			C	C	I	I	I	

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

11\_2. (I have never thought about selling unwanted holiday gifts) 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	428	177	250	70	167	191	52	170	141	65
	42%	36%	48%	25%	42%	58%	47%	44%	43%	36%
Somewhat agree	263	136	126	88	102	73	31	97	87	49
	26%	28%	24%	31%	26%	22%	28%	25%	26%	27%
Somewhat disagree	186	115	71	78	74	33	13	66	63	43
	18%	24%	14%	28%	19%	10%	12%	17%	19%	23%
Strongly disagree	131	59	72	45	56	30	15	52	37	26
	13%	12%	14%	16%	14%	9%	14%	14%	11%	14%
<b>Summary</b>										
Top2Box (Agree)	690	314	377	158	269	264	83	267	227	114
	69%	64%	73%	56%	67%	81%	75%	69%	69%	62%
Low2Box (Disagree)	317	174	143	123	131	63	28	119	101	69
	31%	36%	27%	44%	33%	19%	25%	31%	31%	38%

Proportions/Means: 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	149	77	72	55	52	41	15	59	42	32
	15%	16%	14%	20%	13%	12%	14%	15%	13%	18%
Somewhat agree	411	189	222	118	160	132	35	160	141	76
	41%	39%	43%	42%	40%	41%	31%	41%	43%	42%
Somewhat disagree	278	144	134	75	109	94	38	100	91	49
	28%	30%	26%	27%	27%	29%	35%	26%	28%	27%
Strongly disagree	169	78	92	33	78	59	23	67	55	25
	17%	16%	18%	12%	20%	18%	20%	17%	17%	14%
<b>Summary</b>										
Top2Box (Agree)	560	266	294	174	213	173	50	219	183	108
	56%	55%	57%	62%	53%	53%	45%	57%	56%	59%
Low2Box (Disagree)	447	222	226	107	187	153	61	166	146	74
	44%	45%	43%	38%	47%	47%	55%	43%	44%	41%

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



11\_4. (I have thought about giving an unwanted gift back to the gift giver) 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	63	31	32	26	26	11	4	32	16	11
	6%	6%	6%	9%	6%	3%	4%	8%	5%	6%
Somewhat agree	121	59	62	51	41	29	19	32	45	25
	12%	12%	12%	18%	10%	9%	17%	8%	14%	14%
Somewhat disagree	248	138	110	73	99	76	24	106	82	36
	25%	28%	21%	26%	25%	23%	21%	27%	25%	20%
Strongly disagree	576	260	316	131	234	211	64	216	186	110
	57%	53%	61%	46%	59%	65%	57%	56%	57%	60%
<b>Summary</b>										
Top2Box (Agree)	184	90	94	77	67	40	23	64	60	36
	18%	18%	18%	27%	17%	12%	21%	16%	18%	20%
Low2Box (Disagree)	823	397	426	204	333	287	88	322	268	146
	82%	82%	82%	73%	83%	88%	79%	84%	82%	80%

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

11\_5. (I think re-gifting an unwanted holiday gift is unacceptable) 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	187	110	76	40	70	77	39	69	52	27
	19%	23%	15%	14%	17%	24%	35%	18%	16%	15%
Somewhat agree	268	137	131	74	105	90	28	101	93	46
	27%	28%	25%	26%	26%	28%	25%	26%	28%	25%
Somewhat disagree	327	156	171	102	125	100	27	134	113	53
	33%	32%	33%	36%	31%	31%	24%	35%	34%	29%
Strongly disagree	225	84	141	65	100	59	17	81	70	57
	22%	17%	27%	23%	25%	18%	15%	21%	21%	31%
<b>Summary</b>			A		E					FGH
Top2Box (Agree)	455	247	208	114	174	167	67	170	146	72
	45%	51%	40%	40%	44%	51%	60%	44%	44%	40%
Low2Box (Disagree)	552	240	312	167	226	159	44	215	183	110
	55%	49%	60%	60%	56%	49%	40%	56%	56%	60%
			A	E				F	F	F

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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	231	110	121	97	95	39	23	83	78	47
	23%	23%	23%	34%	24%	12%	21%	22%	24%	26%
Somewhat agree	402	213	189	130	159	113	50	151	126	75
	40%	44%	36%	46%	40%	35%	45%	39%	38%	41%
Somewhat disagree	192	89	103	33	77	82	18	69	72	32
	19%	18%	20%	12%	19%	25%	17%	18%	22%	18%
Strongly disagree	181	74	107	22	68	91	20	82	51	28
	18%	15%	21%	8%	17%	28%	18%	21%	16%	15%
<b>Summary</b>										
Top2Box (Agree)	633	323	310	226	255	153	73	234	205	122
	63%	66%	60%	81%	64%	47%	65%	61%	62%	67%
Low2Box (Disagree)	374	164	210	55	145	174	38	151	124	60
	37%	34%	40%	19%	36%	53%	35%	39%	38%	33%
					C	CD				

Proportions/Means: 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	133	74	59	51	56	26	16	49	39	30
	13%	15%	11%	18%	14%	8%	14%	13%	12%	16%
Somewhat agree	448	212	235	136	198	114	47	165	156	80
	44%	44%	45%	48%	50%	35%	42%	43%	48%	44%
Somewhat disagree	277	136	142	68	93	116	26	120	83	48
	28%	28%	27%	24%	23%	35%	24%	31%	25%	26%
Strongly disagree	149	65	84	26	51	71	22	52	51	25
	15%	13%	16%	9%	13%	22%	20%	13%	15%	13%
<b>Summary</b>										
Top2Box (Agree)	581	286	294	186	255	140	63	214	195	110
	58%	59%	57%	66%	64%	43%	57%	55%	59%	60%
Low2Box (Disagree)	426	201	225	95	145	187	48	172	133	73
	42%	41%	43%	34%	36%	57%	43%	45%	41%	40%
						CD				

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

12\_3. (It's okay to sell an unwanted holiday gift) 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	124	76	48	52	48	25	16	32	44	33
	12%	16%	9%	18%	12%	8%	14%	8%	13%	18%
Somewhat agree		B		DE						G
	378	180	198	126	168	84	32	144	127	75
	38%	37%	38%	45%	42%	26%	29%	37%	39%	41%
Somewhat disagree				E	E					
	306	142	165	69	121	117	33	128	101	44
	30%	29%	32%	25%	30%	36%	30%	33%	31%	24%
Strongly disagree						C		I	I	
	198	90	109	34	64	100	30	81	57	30
	20%	18%	21%	12%	16%	31%	27%	21%	17%	17%
						CD				
<b>Summary</b>										
Top2Box (Agree)	502	256	246	177	216	109	48	176	170	108
	50%	53%	47%	63%	54%	33%	43%	46%	52%	59%
Low2Box (Disagree)				DE	E					FGH
	505	231	273	103	184	217	63	210	158	74
	50%	47%	53%	37%	46%	67%	57%	54%	48%	41%
					C	CD	I	I	I	

Proportions/Means: 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	104	45	59	37	43	24	11	26	40	27
	10%	9%	11%	13%	11%	7%	10%	7%	12%	15%
Somewhat agree	338	169	169	109	127	102	40	125	109	64
	34%	35%	32%	39%	32%	31%	36%	32%	33%	35%
Somewhat disagree	364	176	188	96	149	119	27	159	122	57
	36%	36%	36%	34%	37%	37%	24%	41%	37%	31%
Strongly disagree	201	96	104	39	81	80	33	75	58	34
	20%	20%	20%	14%	20%	25%	30%	20%	18%	19%
<b>Summary</b>										
Top2Box (Agree)	442	215	228	146	170	126	51	151	149	92
	44%	44%	44%	52%	42%	39%	46%	39%	45%	50%
Low2Box (Disagree)	565	273	292	135	230	200	60	235	179	91
	56%	56%	56%	48%	58%	61%	54%	61%	55%	50%

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

12\_5. (If you keep an unwanted holiday gift, you may find you need or want it later on) 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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Strongly agree	92	44	48	33	32	27	17	39	26	10
	9%	9%	9%	12%	8%	8%	15%	10%	8%	5%
Somewhat agree	554	281	272	165	212	177	68	217	173	97
	55%	58%	52%	59%	53%	54%	61%	56%	53%	53%
Somewhat disagree	264	126	137	59	114	91	17	99	96	52
	26%	26%	26%	21%	29%	28%	15%	26%	29%	29%
Strongly disagree	97	36	62	25	42	31	9	31	33	24
	10%	7%	12%	9%	10%	10%	8%	8%	10%	13%
<b>Summary</b>			A						F	F
Top2Box (Agree)	646	326	320	198	244	204	85	256	199	107
	64%	67%	62%	70%	61%	63%	76%	66%	61%	58%
Low2Box (Disagree)	361	162	199	83	156	122	26	130	129	76
	36%	33%	38%	30%	39%	37%	24%	34%	39%	42%
				C			HI		F	F

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

15. In your experience, who tends to be the worst gift giver?

	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	1007	561	446	270	375	362	67	209	406	325
Weighted	1007	487	520	281	400	326	111*	385	328	182
Partner	34	7	27	7	18	10	7	15	8	5
	3%	2%	5%	2%	4%	3%	6%	4%	2%	3%
Parents	71	36	35	23	42	6	15	23	17	16
	7%	7%	7%	8%	10%	2%	13%	6%	5%	9%
In-laws (mother-in-law or father-in-law)	111	47	64	20	45	46	15	37	38	20
	11%	10%	12%	7%	11%	14%	14%	10%	12%	11%
Friends	81	35	46	20	25	35	11	30	27	13
	8%	7%	9%	7%	6%	11%	10%	8%	8%	7%
Siblings	73	42	31	15	31	27	8	31	27	7
	7%	9%	6%	5%	8%	8%	7%	8%	8%	4%
Co-workers	178	83	95	41	77	60	14	79	53	33
	18%	17%	18%	15%	19%	18%	12%	20%	16%	18%
Extended family (grandparents, aunts, uncles, cousins etc.)	251	127	124	114	84	53	18	92	96	46
	25%	26%	24%	41%	21%	16%	16%	24%	29%	25%
Other	207	109	98	41	78	89	24	79	63	41
	21%	22%	19%	14%	19%	27%	21%	21%	19%	23%

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