



# Canadian Online Omni December 20 - December 26, 2011

## Holiday Campaign Survey Questions Banner 2

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: Received unwanted holiday gift(s) last year	201	38	30	13	77	29	14	43	64	94	30	171
Weighted	199	30**	30**	15**	75*	30**	19**	44*	68*	88*	34**	165
0	149	22	23	13	52	23	16	32	50	67	28	121
	75%	73%	77%	90%	69%	75%	84%	72%	74%	77%	82%	73%
1	31	4	6	0	13	5	2	10	12	10	4	27
	16%	14%	21%	-	17%	18%	12%	23%	17%	11%	12%	16%
2	11	1	1	1	7	1	1	1	5	5	1	10
	6%	4%	2%	6%	9%	2%	4%	2%	8%	5%	2%	6%
3	4	1	0	1	1	2	0	0	0	3	1	3
	2%	3%	-	4%	1%	5%	-	1%	-	4%	3%	2%
5	3	2	0	0	2	0	0	0	1	3	0	3
	2%	6%	-	-	2%	-	-	-	1%	3%	-	2%
7	1	0	0	0	1	0	0	1	0	0	0	1
	0	-	-	-	1%	-	-	2%	-	-	-	1%
Summary												
Mean	0.4	0.6	0.3	0.2	0.6	0.4	0.2	0.4	0.4	0.5	0.3	0.5

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Forever	124	14	10	8	45	36	11	50	40	34	15	109
	12%	11%	9%	12%	12%	15%	14%	18%	11%	9%	12%	12%
								HI				
More than 5 years	78	5	6	8	30	24	5	25	33	20	8	70
	8%	3%	6%	12%	8%	10%	7%	9%	9%	5%	6%	8%
				A		A						
Between 1 and 5 years	276	35	29	18	116	61	18	64	81	131	30	247
	27%	26%	28%	28%	30%	25%	24%	23%	23%	35%	24%	28%
										GH		
Less than a year	209	39	21	9	86	40	13	49	76	85	24	185
	21%	29%	21%	14%	22%	16%	18%	18%	21%	22%	19%	21%
		CE										
Less than a month	85	7	5	9	35	20	8	21	36	28	12	73
	8%	5%	5%	14%	9%	8%	11%	8%	10%	7%	10%	8%
I don't hold on to bad or unwanted holiday gifts	234	33	32	13	73	64	20	65	88	82	36	198
	23%	25%	31%	20%	19%	26%	27%	24%	25%	21%	29%	22%
			D									

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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	766	135	72	52	294	166	47	203	237	326	83	683
Weighted	773	100	71*	53*	313	182	54*	208	265	299	87*	685
I usually don't know what to do with it	256	39	31	10	112	47	18	61	91	103	25	231
	33%	38%	43%	19%	36%	26%	33%	29%	34%	35%	28%	34%
		CE	CE		C							
I feel guilty not keeping it	220	29	15	18	91	52	15	56	82	82	31	190
	29%	29%	22%	33%	29%	29%	27%	27%	31%	28%	35%	28%
I would be ashamed to admit to the person that I didn't keep their gift	132	20	12	10	57	21	12	43	41	49	19	113
	17%	20%	17%	20%	18%	11%	22%	20%	15%	16%	21%	17%
I usually just forget I have it	280	40	27	24	107	60	21	65	101	113	40	240
	36%	40%	38%	45%	34%	33%	39%	31%	38%	38%	46%	35%
I have an emotional attachment to the gift	59	6	3	3	25	21	2	24	13	23	5	54
	8%	6%	4%	6%	8%	12%	3%	11%	5%	8%	6%	8%
								H				
I don't know why I hold onto it	91	8	7	6	35	26	9	30	31	30	10	81
	12%	8%	9%	12%	11%	14%	17%	14%	12%	10%	11%	12%

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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Exchange the item for something I want or need	249	33	25	19	106	47	19	49	102	98	31	218
	25%	24%	25%	29%	27%	19%	26%	18%	29%	26%	25%	25%
					E				G	G		
Re-gift the item to someone who will want or need the item	236	37	28	9	82	64	15	65	76	95	32	204
	23%	28%	27%	14%	21%	26%	20%	24%	22%	25%	26%	23%
Sell the item for cash	76	6	1	6	40	18	4	23	28	25	18	58
	8%	5%	1%	9%	10%	7%	6%	8%	8%	7%	14%	7%
				B	B	B					K	
Give the item to charity	267	38	31	19	99	57	22	74	88	105	24	243
	26%	29%	30%	29%	26%	23%	30%	27%	25%	28%	19%	28%
Store the item but never use it	85	13	6	7	32	18	9	22	36	27	4	81
	8%	9%	6%	11%	8%	8%	12%	8%	10%	7%	3%	9%
Other	95	7	11	5	27	41	4	40	24	30	16	79
	9%	5%	11%	7%	7%	17%	6%	15%	7%	8%	13%	9%
						AD		HI				

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	87	13	8	7	33	14	11	20	30	37	15	72
	9%	10%	8%	11%	9%	6%	15%	7%	9%	10%	12%	8%
							E					
Somewhat agree	238	30	31	21	100	41	14	48	101	89	36	202
	24%	23%	30%	33%	26%	17%	19%	18%	28%	23%	29%	23%
			E	E	E				G			
Somewhat disagree	347	45	34	19	135	88	26	90	103	153	51	296
	34%	34%	33%	28%	35%	36%	35%	33%	29%	40%	41%	34%
										H		
Strongly disagree	335	44	30	18	117	103	23	115	120	101	22	313
	33%	33%	29%	28%	30%	42%	31%	42%	34%	27%	18%	35%
						D		I				J
Summary												
Top2Box (Agree)	325	44	39	29	133	55	25	68	131	126	51	274
	32%	33%	38%	44%	35%	22%	34%	25%	37%	33%	41%	31%
		E	E	E	E				G	G		
Low2Box (Disagree)	682	89	64	37	252	191	49	205	223	254	72	610
	68%	67%	62%	56%	65%	78%	66%	75%	63%	67%	59%	69%
						ABCD		HI				

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	428	60	37	33	161	104	33	121	152	154	33	394
	42%	45%	36%	51%	42%	42%	44%	44%	43%	41%	27%	45%
												J
Somewhat agree	263	38	25	8	98	75	19	63	103	97	38	225
	26%	29%	25%	12%	25%	31%	25%	23%	29%	25%	30%	25%
		C			C	C						
Somewhat disagree	186	27	29	21	63	29	17	45	55	85	30	156
	18%	20%	28%	32%	16%	12%	22%	17%	16%	22%	24%	18%
		E	DE	DE						H		
Strongly disagree	131	8	12	3	64	37	6	44	43	44	23	108
	13%	6%	12%	5%	17%	15%	9%	16%	12%	12%	19%	12%
					AC	A						
Summary												
Top2Box (Agree)	690	98	62	41	259	179	51	184	255	251	71	620
	69%	74%	60%	63%	67%	73%	69%	67%	72%	66%	57%	70%
		B				B						J
Low2Box (Disagree)	317	35	41	24	127	67	23	89	98	129	53	264
	31%	26%	40%	37%	33%	27%	31%	33%	28%	34%	43%	30%
			AE								K	

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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	149	19	15	16	43	41	15	39	52	57	22	127
	15%	14%	15%	24%	11%	17%	20%	14%	15%	15%	17%	14%
				D								
Somewhat agree	411	54	51	22	169	91	25	103	149	159	50	361
	41%	40%	49%	34%	44%	37%	33%	38%	42%	42%	40%	41%
Somewhat disagree	278	46	23	15	97	72	25	73	99	106	35	243
	28%	34%	23%	22%	25%	29%	34%	27%	28%	28%	28%	28%
Strongly disagree	169	15	13	13	76	42	10	59	52	58	18	152
	17%	11%	13%	19%	20%	17%	13%	21%	15%	15%	14%	17%
				A								
Summary												
Top2Box (Agree)	560	72	66	38	212	132	40	142	202	216	71	488
	56%	54%	64%	58%	55%	54%	53%	52%	57%	57%	58%	55%
Low2Box (Disagree)	447	61	37	27	173	114	35	131	151	165	52	395
	44%	46%	36%	42%	45%	46%	47%	48%	43%	43%	42%	45%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	63	9	2	7	27	12	6	13	26	24	10	53
	6%	7%	2%	10%	7%	5%	8%	5%	7%	6%	8%	6%
				B								
Somewhat agree	121	14	17	10	44	29	8	37	44	40	22	99
	12%	10%	16%	15%	11%	12%	10%	13%	13%	11%	18%	11%
Somewhat disagree	248	29	27	18	88	69	15	54	94	100	38	210
	25%	22%	26%	28%	23%	28%	21%	20%	27%	26%	30%	24%
Strongly disagree	576	81	57	31	226	135	45	170	189	216	54	521
	57%	61%	56%	47%	59%	55%	61%	62%	54%	57%	44%	59%
												J
Summary												
Top2Box (Agree)	184	22	19	16	71	41	14	49	70	64	32	152
	18%	17%	18%	25%	19%	17%	18%	18%	20%	17%	26%	17%
Low2Box (Disagree)	823	111	84	49	314	205	61	224	283	316	92	731
	82%	83%	82%	75%	81%	83%	82%	82%	80%	83%	74%	83%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	187	22	17	17	71	44	16	55	64	68	20	167
	19%	16%	17%	26%	18%	18%	21%	20%	18%	18%	16%	19%
Somewhat agree	268	38	26	15	86	84	19	74	97	97	35	234
	27%	28%	26%	23%	22%	34%	26%	27%	28%	25%	28%	26%
						D						
Somewhat disagree	327	41	33	26	130	77	21	76	123	129	46	282
	33%	31%	32%	40%	34%	31%	28%	28%	35%	34%	37%	32%
Strongly disagree	225	33	26	7	99	42	18	68	69	87	24	201
	22%	25%	25%	11%	26%	17%	24%	25%	20%	23%	19%	23%
		C			CE							
Summary												
Top2Box (Agree)	455	59	44	32	157	128	35	129	161	164	55	400
	45%	45%	43%	49%	41%	52%	47%	47%	46%	43%	44%	45%
						D						
Low2Box (Disagree)	552	74	59	34	229	118	39	144	192	216	69	483
	55%	55%	57%	51%	59%	48%	53%	53%	54%	57%	56%	55%
					E							

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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	231	33	17	15	77	66	23	76	89	66	34	198
	23%	25%	17%	23%	20%	27%	31%	28%	25%	17%	27%	22%
								I	I			
Somewhat agree	402	50	48	19	170	91	24	106	147	150	62	340
	40%	38%	47%	30%	44%	37%	32%	39%	41%	39%	50%	39%
					C						K	
Somewhat disagree	192	25	19	18	75	43	12	50	53	89	19	174
	19%	19%	18%	28%	19%	17%	16%	18%	15%	23%	15%	20%
										H		
Strongly disagree	181	25	19	13	64	45	16	42	64	75	10	172
	18%	19%	18%	19%	17%	18%	21%	15%	18%	20%	8%	19%
												J
Summary												
Top2Box (Agree)	633	83	65	34	247	157	47	181	236	216	95	538
	63%	62%	63%	53%	64%	64%	63%	66%	67%	57%	77%	61%
Low2Box (Disagree)								I	I		K	
	374	50	38	31	139	88	28	92	117	164	28	345
	37%	38%	37%	47%	36%	36%	37%	34%	33%	43%	23%	39%
										GH		J

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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	133	16	11	7	45	41	13	47	50	36	19	114
	13%	12%	10%	11%	12%	17%	18%	17%	14%	10%	16%	13%
								I				
Somewhat agree	448	59	50	35	186	90	28	122	151	175	73	375
	44%	44%	48%	53%	48%	37%	38%	44%	43%	46%	59%	42%
				E	E						K	
Somewhat disagree	277	43	31	18	101	76	9	56	104	117	25	252
	28%	32%	30%	27%	26%	31%	13%	20%	29%	31%	20%	29%
		F	F		F	F			G	G		
Strongly disagree	149	15	11	6	54	39	23	49	48	52	7	142
	15%	11%	11%	9%	14%	16%	31%	18%	13%	14%	5%	16%
							ABCDE					J
Summary												
Top2Box (Agree)	581	75	60	42	231	131	42	168	202	211	92	489
	58%	56%	59%	64%	60%	53%	56%	61%	57%	56%	75%	55%
Low2Box (Disagree)											K	
	426	58	43	23	155	114	33	105	152	169	31	395
	42%	44%	41%	36%	40%	47%	44%	39%	43%	44%	25%	45%
												J

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	124	14	15	7	50	30	8	38	42	44	18	106
	12%	11%	15%	10%	13%	12%	11%	14%	12%	12%	15%	12%
Somewhat agree	378	48	41	28	159	71	32	97	133	147	70	308
	38%	36%	40%	42%	41%	29%	43%	36%	38%	39%	56%	35%
					E						K	
Somewhat disagree	306	49	32	13	111	86	17	67	119	121	26	280
	30%	37%	31%	19%	29%	35%	22%	25%	34%	32%	21%	32%
		C				C			G			
Strongly disagree	198	22	15	18	65	59	18	71	59	68	9	189
	20%	17%	15%	28%	17%	24%	24%	26%	17%	18%	8%	21%
								HI				J
Summary												
Top2Box (Agree)	502	62	56	34	209	101	40	135	176	192	88	414
	50%	47%	54%	52%	54%	41%	54%	49%	50%	50%	71%	47%
			E		E						K	
Low2Box (Disagree)	505	71	47	31	177	145	35	138	178	189	36	469
	50%	53%	46%	48%	46%	59%	46%	51%	50%	50%	29%	53%
						BD						J

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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	104	14	11	13	36	22	9	29	38	37	13	91
	10%	10%	11%	20%	9%	9%	12%	11%	11%	10%	11%	10%
				DE								
Somewhat agree	338	55	35	17	139	70	24	82	114	142	53	285
	34%	41%	34%	27%	36%	28%	32%	30%	32%	37%	43%	32%
		E										
Somewhat disagree	364	43	44	26	125	105	19	109	122	132	43	321
	36%	33%	43%	40%	33%	43%	26%	40%	35%	35%	35%	36%
			F			DF						
Strongly disagree	201	21	13	9	86	49	23	53	79	68	15	186
	20%	16%	12%	13%	22%	20%	31%	19%	22%	18%	12%	21%
							ABC					J
Summary												
Top2Box (Agree)	442	68	45	31	174	91	32	111	152	180	66	376
	44%	51%	44%	47%	45%	37%	43%	41%	43%	47%	53%	43%
		E										
Low2Box (Disagree)	565	65	57	35	211	155	42	163	201	201	58	507
	56%	49%	56%	53%	55%	63%	57%	59%	57%	53%	47%	57%
						A						

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Strongly agree	92	7	6	4	37	30	7	36	35	21	14	79
	9%	6%	6%	6%	10%	12%	10%	13%	10%	6%	11%	9%
								I				
Somewhat agree	554	70	56	36	212	139	41	151	187	216	68	485
	55%	53%	55%	55%	55%	57%	55%	55%	53%	57%	55%	55%
Somewhat disagree	264	46	26	21	98	57	15	61	91	111	33	231
	26%	35%	25%	32%	25%	23%	21%	22%	26%	29%	26%	26%
		DE										
Strongly disagree	97	9	15	5	39	20	11	26	39	32	9	89
	10%	7%	14%	7%	10%	8%	15%	10%	11%	8%	7%	10%
Summary												
Top2Box (Agree)	646	78	62	40	249	169	48	186	223	237	82	564
	64%	59%	61%	61%	65%	69%	65%	68%	63%	62%	66%	64%
Low2Box (Disagree)	361	55	40	26	137	77	26	87	130	143	42	319
	36%	41%	39%	39%	35%	31%	35%	32%	37%	38%	34%	36%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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	1007	181	104	68	363	226	65	265	318	424	109	898
Weighted	1007	133	103*	65*	386	246	75*	273	353	380	124*	883
Partner	34	4	6	6	12	5	1	7	15	12	5	30
	3%	3%	6%	9%	3%	2%	2%	3%	4%	3%	4%	3%
				E								
Parents	71	8	5	2	24	24	8	21	21	29	7	64
	7%	6%	5%	4%	6%	10%	11%	8%	6%	8%	5%	7%
In-laws (mother-in-law or father-in-law)	111	18	13	7	52	14	8	26	39	47	15	96
	11%	14%	12%	11%	14%	6%	10%	9%	11%	12%	12%	11%
		E			E							
Friends	81	13	7	5	37	13	7	24	32	25	12	69
	8%	10%	6%	8%	10%	5%	9%	9%	9%	7%	10%	8%
Siblings	73	8	13	8	23	17	6	24	21	28	1	72
	7%	6%	12%	12%	6%	7%	9%	9%	6%	7%	1%	8%
			D									J
Co-workers	178	18	19	9	70	51	12	50	57	71	22	156
	18%	14%	18%	13%	18%	21%	15%	18%	16%	19%	18%	18%
Extended family (grandparents, aunts, uncles, cousins etc.)	251	30	25	14	97	67	17	56	98	97	42	209
	25%	23%	25%	22%	25%	27%	23%	21%	28%	25%	34%	24%
											K	
Other	207	34	16	15	70	56	16	65	71	72	21	186
	21%	26%	16%	23%	18%	23%	21%	24%	20%	19%	17%	21%

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