

1_1. [Donate to charity]

How likely would you be to do one of the following this Holiday season?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Donate to charity											
Very likely	336	45	40	20	145	55	30	94	64	91	46
	33%	33%	37%	30%	37%	22%	41%	28%	34%	36%	37%
		*	E*	*	E		E*				
Somewhat likely	422	66	32	36	166	93	30	124	84	109	53
	41%	48%	29%	54%	42%	38%	40%	37%	45%	43%	43%
		B*	*	BE*	B		*				
Not very likely	176	16	27	7	55	64	8	68	26	38	18
	17%	11%	24%	11%	14%	26%	11%	20%	14%	15%	15%
		*	ACDF*	*		ACDF	*				
Not at all likely	96	11	11	4	30	35	6	49	12	14	5
	9%	8%	10%	6%	7%	14%	8%	15%	6%	6%	4%
		*	*	*		CD	*	HIJ			
Summary											
Top2Box (Very/ Somewhat Likely)	759	111	72	56	311	148	60	218	147	200	99
	74%	81%	66%	84%	79%	60%	82%	65%	80%	79%	81%
		BE*	*	BE*	BE		BE*		G	G	G
Low2Box (Not Very/ Not At All Likely)	272	27	37	11	84	99	13	117	38	52	24
	26%	19%	34%	16%	21%	40%	18%	35%	20%	21%	19%
		*	ACDF*	*		ACDF	*	HIJ			

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

1_2. [Give a charitable gift]

How likely would you be to do one of the following this Holiday season?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Give a charitable gift											
Very likely	214	37	28	12	98	22	17	67	37	53	27
	21%	27%	26%	18%	25%	9%	23%	20%	20%	21%	22%
		E*	E*	E*	E		E*				
Somewhat likely	382	47	44	30	162	68	31	109	84	92	47
	37%	34%	40%	45%	41%	28%	42%	33%	46%	36%	38%
		*	E*	E*	E		E*		G		
Not very likely	315	45	23	20	99	107	20	107	51	79	38
	31%	33%	21%	30%	25%	43%	27%	32%	27%	31%	31%
		*	*	*		BCDF	*				
Not at all likely	121	9	15	5	36	50	6	51	13	29	11
	12%	7%	13%	7%	9%	20%	8%	15%	7%	12%	9%
		*	*	*		ACDF	*	H			
Summary											
Top2Box (Very/ Somewhat Likely)	596	84	72	42	260	90	48	176	121	144	73
	58%	61%	66%	63%	66%	36%	65%	53%	66%	57%	60%
		E*	E*	E*	E		E*		G		
Low2Box (Not Very/ Not At All Likely)	435	54	37	25	135	158	26	159	63	108	49
	42%	39%	34%	37%	34%	64%	35%	47%	34%	43%	40%
		*	*	*		ABCDF	*	H			

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

1_3. [Volunteer for a charitable organization]

How likely would you be to do one of the following this Holiday season?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Volunteer for a charitable organization											
Very likely	169	41	14	8	64	28	14	62	28	42	19
	16%	30%	13%	12%	16%	11%	19%	18%	15%	17%	16%
		BCDE*	*	*			*				
Somewhat likely	283	35	38	22	114	56	17	80	54	76	38
	27%	25%	35%	33%	29%	23%	23%	24%	29%	30%	31%
		*	E*	*			*				
Not very likely	399	45	29	28	160	109	28	129	78	95	43
	39%	33%	26%	42%	40%	44%	38%	39%	42%	38%	35%
		*	*	B*	B	B	*				
Not at all likely	180	17	28	9	57	54	15	64	25	39	22
	17%	12%	26%	14%	15%	22%	20%	19%	14%	15%	18%
		*	AD*	*		D	*				
Summary											
Top2Box (Very/ Somewhat Likely)	452	76	52	30	178	85	31	141	82	119	57
	44%	55%	48%	44%	45%	34%	42%	42%	44%	47%	47%
		E*	E*	*	E		*				
Low2Box (Not Very/ Not At All Likely)	579	62	57	37	217	163	42	193	103	134	66
	56%	45%	52%	56%	55%	66%	58%	58%	56%	53%	53%
		*	*	*		ABD	*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

1_4. [Give a group donation to a charity, instead of a traditional gift exchange]

How likely would you be to do one of the following this Holiday season?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Give a group donation to a charity, instead of a traditional gift exchange											
Very likely	117	21	13	9	46	14	13	38	22	30	16
	11%	16%	12%	13%	12%	6%	18%	11%	12%	12%	13%
		E*	*	E*	E		E*				
Somewhat likely	302	40	30	22	124	62	24	94	60	68	41
	29%	29%	27%	32%	31%	25%	33%	28%	32%	27%	34%
		*	*	*			*				
Not very likely	430	59	48	28	156	113	26	130	82	112	48
	42%	43%	44%	42%	39%	46%	36%	39%	45%	44%	39%
		*	*	*			*				
Not at all likely	182	17	19	9	69	59	9	73	20	43	17
	18%	13%	17%	13%	17%	24%	13%	22%	11%	17%	14%
		*	*	*		ACF	*	H			
Summary											
Top2Box (Very/ Somewhat Likely)	419	62	43	30	171	76	38	132	82	98	58
	41%	45%	39%	45%	43%	31%	51%	39%	45%	39%	47%
		E*	*	E*	E		E*				
Low2Box (Not Very/ Not At All Likely)	612	76	67	37	224	172	36	203	102	155	65
	59%	55%	61%	55%	57%	69%	49%	61%	55%	61%	53%
		*	*	*		ACDF	*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

6_11. [Meaningful gifts]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Meaningful gifts											
Like	969	133	102	63	372	228	71	316	168	238	117
	94%	96%	93%	94%	94%	92%	97%	94%	91%	94%	95%
		*	*	*			*				
Don't like	62	5	7	4	23	20	2	19	17	14	6
	6%	4%	7%	6%	6%	8%	3%	6%	9%	6%	5%
		*	*	*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

6_12. [Extravagant gifts]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Extravagant gifts											
Like	318	43	28	15	123	90	19	111	55	73	33
	31%	31%	26%	22%	31%	36%	26%	33%	30%	29%	27%
		*	*	*		C	*				
Don't like	713	95	81	52	273	158	54	224	130	180	89
	69%	69%	74%	78%	69%	64%	74%	67%	70%	71%	73%
		*	*	E*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)