

1_1. [Have you ever given a charitable gift in someone's name?

Please answer 'Yes' or 'No' to the following questions:

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
Have you ever given a charitable gift in someone's name?																									
Yes	429	200	229	108	148	174	37	138	178	75	149	94	66	120	407	20	1	1	248	62	42	77	171	105	153
	42%	40%	43%	37%	39%	48%	39%	37%	44%	47%	46%	51%	39%	34%	42%	40%	26%	10%	42%	42%	48%	38%	49%	39%	37%
						CD	*			G	M	LM			*	**	**				*		WX		
No	602	300	302	180	234	188	59	233	226	84	176	91	102	232	561	31	4	6	345	85	45	127	175	161	265
	58%	60%	57%	63%	61%	52%	61%	63%	56%	53%	54%	49%	61%	66%	58%	60%	74%	90%	58%	58%	52%	62%	51%	61%	63%
				E	E		*	I					K	JK		*	**	**			*		V	V	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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1_2_ [There is something you want for Christmas]

Please answer 'Yes' or 'No' to the following questions:

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
There is something you want for Christmas:																									
Yes	535	236	299	197	212	126	55	189	208	83	205	104	82	143	504	26	4	1	360	72	35	67	231	140	163
	52%	47%	56%	68%	55%	35%	57%	51%	52%	52%	63%	56%	49%	40%	52%	50%	74%	10%	61%	49%	41%	33%	67%	53%	39%
			A	DE	E		*				LM	M				*	**	**	STU	U	*	WX	X		
No	496	264	232	91	170	236	42	183	196	76	120	81	86	210	463	25	1	6	234	75	51	137	115	126	256
	48%	53%	44%	32%	45%	65%	43%	49%	48%	48%	37%	44%	51%	60%	48%	50%	26%	90%	39%	51%	59%	67%	33%	47%	61%
		B			C	CD	*						J	JK		*	**	**	R	R*	RS		V	VW	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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1_3. [There is something you need for Christmas

Please answer 'Yes' or 'No' to the following questions:

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
There is something you need for Christmas																									
Yes	399	182	216	162	163	73	46	148	151	54	156	80	63	101	374	19	4	1	268	61	24	46	179	99	121
	39%	36%	41%	56%	43%	20%	48%	40%	37%	34%	48%	43%	37%	29%	39%	38%	86%	10%	45%	41%	28%	22%	52%	37%	29%
				DE	E		*				LM	M				*	**	**	TU	TU	*		WX	X	
No	632	318	315	125	218	289	51	223	253	105	170	105	105	252	594	32	1	6	326	86	63	158	167	168	298
	61%	64%	59%	44%	57%	80%	52%	60%	63%	66%	52%	57%	63%	71%	61%	62%	14%	90%	55%	59%	72%	78%	48%	63%	71%
					C	CD	*						J	JK		*	**	**			RS*	RS		V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_1. [I'd rather receive no gift at all than receive one I don't need

What is the extent to which you agree or disagree with the following statements?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times a week	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
I'd rather receive no gift at all than receive one I don't need																									
Strongly agree	379	163	216	79	135	164	31	137	160	52	118	61	52	148	355	15	4	5	197	54	34	94	124	87	168
	37%	33%	41%	28%	35%	45%	32%	37%	40%	33%	36%	33%	31%	42%	37%	30%	73%	68%	33%	37%	40%	46%	36%	33%	40%
Somewhat agree	449	243	206	128	170	151	35	168	170	75	151	97	67	147	423	25	1	1	260	70	39	80	145	129	175
	44%	49%	39%	45%	44%	42%	37%	45%	42%	47%	42%	53%	40%	42%	44%	48%	12%	10%	44%	48%	45%	39%	42%	49%	42%
		B					*					ILM				**	**	**		*					
Somewhat disagree	152	71	82	55	61	36	18	47	60	27	47	25	33	48	144	9	-	-	102	14	14	23	55	38	59
	15%	14%	15%	19%	16%	10%	19%	13%	15%	17%	14%	14%	20%	14%	15%	17%	-	-	17%	10%	16%	11%	16%	14%	14%
				E	E		*									*	**	**	S		*				
Strongly disagree	51	24	27	25	16	10	12	19	14	5	23	2	16	10	46	2	1	2	35	8	-	7	22	11	17
	5%	5%	5%	9%	4%	3%	13%	5%	3%	3%	7%	1%	9%	3%	5%	5%	15%	22%	6%	6%	-	4%	6%	4%	4%
				DE			HI*				KM		KM			*	**	**	T	T	*				
Summary																									
Top2Box (Agree)	828	406	422	207	305	315	66	305	330	127	255	158	119	295	778	40	4	6	457	125	73	174	269	217	342
	80%	81%	80%	72%	80%	87%	68%	82%	82%	80%	79%	85%	71%	84%	80%	78%	85%	78%	77%	85%	84%	85%	78%	81%	82%
				F	C	CD	F	F	F			L				*	**	*	R	*	*				
Low2Box (Disagree)	203	94	109	80	76	46	31	66	74	32	70	27	49	57	189	11	1	2	137	22	14	30	77	50	76
	20%	19%	20%	28%	20%	13%	32%	18%	18%	20%	21%	15%	29%	16%	20%	22%	15%	22%	23%	15%	16%	15%	22%	19%	18%
				DE	E		GH*						KM			*	**	**	U		*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2_2. [I'd rather receive a gift that helps someone in need, rather than myself

What is the extent to which you agree or disagree with the following statements?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
[I'd rather receive a gift that helps someone in need, rather than myself]																									
Strongly agree	291	128	163	62	112	118	35	98	123	35	115	46	37	93	275	12	2	3	175	42	17	57	114	68	110
	28%	26%	31%	21%	29%	33%	36%	26%	30%	22%	35%	25%	22%	26%	28%	23%	29%	42%	29%	29%	20%	28%	33%	25%	26%
					C	C	I*		I		KLM				*	**	**				*				
Somewhat agree	492	237	254	131	175	185	40	186	185	81	140	95	91	165	467	22	3	-	273	77	44	98	153	129	210
	48%	47%	48%	46%	46%	51%	41%	50%	46%	51%	43%	51%	54%	47%	48%	43%	59%	-	46%	52%	51%	48%	44%	49%	50%
					*	*	*	*	*	*	*	*	J	*	*	*	**	**	*	*	*	*	*	*	*
Somewhat disagree	210	112	98	79	81	49	18	73	84	34	60	39	35	76	197	12	-	1	126	24	24	36	68	63	79
	20%	22%	18%	28%	21%	13%	19%	20%	21%	22%	18%	21%	21%	22%	20%	23%	-	10%	21%	16%	27%	18%	20%	24%	19%
					E		*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*
Strongly disagree	38	23	16	15	13	10	3	14	12	9	10	5	5	18	29	5	1	3	20	4	1	13	11	7	20
	4%	5%	3%	5%	4%	3%	4%	4%	3%	5%	3%	3%	3%	5%	3%	10%	12%	48%	3%	3%	1%	6%	3%	3%	5%
					*	*	*	*	*	*	*	*	*	*	*	N*	**	**	*	*	*	*	*	*	*
Summary																									
Top2Box (Agree)	783	366	418	193	287	303	75	284	308	116	255	141	128	258	742	34	5	3	448	119	62	155	266	197	320
	76%	73%	79%	67%	75%	84%	78%	76%	76%	73%	79%	76%	76%	73%	77%	66%	88%	42%	75%	81%	71%	76%	77%	74%	76%
					C	CD	*	*	*	*	*	*	CD	*	*	*	*	*	*	*	*	*	*	*	*
Low2Box (Disagree)	248	134	113	95	95	59	21	87	96	43	70	44	40	94	226	17	1	4	146	28	25	49	79	70	99
	24%	27%	21%	33%	25%	16%	22%	24%	24%	27%	21%	24%	24%	27%	23%	34%	12%	58%	25%	19%	29%	24%	23%	26%	24%
				DE	E		*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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