

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

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

		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
Have you ever given a charitable gift in someone's name?											
Yes	429	68	39	31	204	52	34	114	85	114	56
	42%	50%	36%	46%	52%	21%	46%	34%	46%	45%	46%
		E*	E*	E*	BE		E*		G	G	G
No	602	70	70	36	191	195	40	221	100	139	66
	58%	50%	64%	54%	48%	79%	54%	66%	54%	55%	54%
		*	D*	*		ABCDF	*	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 (*)

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1_2. [There is something you want for Christmas]

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

		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
There is something you want for Christmas											
Yes	535	84	56	38	185	132	39	188	95	127	58
	52%	61%	51%	57%	47%	53%	53%	56%	51%	50%	47%
		D*	*	*			*				
No	496	54	54	29	210	116	34	146	90	126	65
	48%	39%	49%	43%	53%	47%	47%	44%	49%	50%	53%
		*	*	*	A		*				

- 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 (*)

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1_3. [There is something you need for Christmas]

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

		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
There is something you need for Christmas											
Yes	399	57	44	21	138	111	27	152	74	91	39
	39%	41%	40%	31%	35%	45%	37%	45%	40%	36%	32%
		*	*	*		CD	*	IJ			
No	632	81	66	46	257	136	46	183	111	162	84
	61%	59%	60%	69%	65%	55%	63%	55%	60%	64%	68%
		*	*	E*	E		*			G	G

- 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 (*)

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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?

		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
I'd rather receive no gift at all than receive one I don't need											
Strongly agree	379	50	39	22	155	88	25	109	73	97	49
	37%	36%	36%	33%	39%	35%	34%	33%	40%	38%	40%
		*	*	*			*				
Somewhat agree	449	62	47	33	158	117	32	152	88	99	51
	44%	45%	43%	49%	40%	47%	43%	45%	47%	39%	42%
		*	*	*			*				
Somewhat disagree	152	19	18	10	63	31	11	44	21	47	19
	15%	14%	16%	15%	16%	13%	14%	13%	11%	19%	16%
		*	*	*			*			H	
Strongly disagree	51	6	6	2	18	12	6	30	3	9	3
	5%	5%	5%	4%	5%	5%	8%	9%	2%	4%	3%
		*	*	*			*	HIJ			
Summary											
Top2Box (Agree)	828	113	86	55	313	205	57	261	161	196	100
	80%	81%	79%	81%	79%	83%	77%	78%	87%	78%	82%
		*	*	*			*		GI		
Low2Box (Disagree)	203	26	23	12	82	43	17	74	24	56	22
	20%	19%	21%	19%	21%	17%	23%	22%	13%	22%	18%
		*	*	*			*	H		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 (*)

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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?

		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
I'd rather receive a gift that helps someone in need, rather than myself											
Strongly agree	291	39	40	17	114	53	29	97	56	71	29
	28%	28%	36%	26%	29%	21%	39%	29%	30%	28%	23%
		*	E*	*	E		E*				
Somewhat agree	492	73	41	34	197	115	31	160	91	112	60
	48%	53%	38%	51%	50%	46%	42%	48%	49%	44%	49%
		*	*	*	B		*				
Somewhat disagree	210	23	26	12	66	70	12	65	32	62	27
	20%	17%	23%	19%	17%	28%	17%	19%	17%	25%	22%
		*	*	*		ADF	*				
Strongly disagree	38	3	2	3	18	10	2	12	6	7	7
	4%	2%	2%	5%	5%	4%	2%	4%	3%	3%	6%
		*	*	*			*				
Summary											
Top2Box (Agree)	783	113	81	51	311	168	59	258	147	183	88
	76%	81%	74%	77%	79%	68%	81%	77%	79%	73%	72%
		E*	*	*	E		E*				
Low2Box (Disagree)	248	26	28	16	84	80	14	77	38	69	34
	24%	19%	26%	23%	21%	32%	19%	23%	21%	27%	28%
		*	*	*		ADF	*				

- 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
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