

1. What makes a gift meaningful? When it's...

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1010	125	105	103	355	235	87	284	142	247	203	252	758
Weighted	1010	135	107	66	387	243	72	339	155	220	170	261	749
Carefully chosen with the recipient's taste and/or values in mind	740	102	82	50	293	171	42	219	116	178	132	172	568
	73%	76%	76%	76%	76%	71%	59%	65%	75%	81%	77%	66%	76%
		F	F*	F*	F		*			G	G		K
Sentimental	361	45	31	20	144	91	30	120	59	75	59	112	249
	36%	33%	29%	30%	37%	38%	42%	35%	38%	34%	35%	43%	33%
			*	*			*					L	
Hand made by you	206	32	18	9	101	32	13	81	35	34	32	73	133
	20%	24%	17%	14%	26%	13%	19%	24%	22%	15%	19%	28%	18%
		E	*	*	CE		*	I				L	
Hand made but not necessarily by you	151	27	8	4	72	28	12	54	25	30	18	46	105
	15%	20%	7%	6%	19%	11%	17%	16%	16%	14%	11%	18%	14%
		BC	*	*	BCE		C*						
Beneficial to others, not just the recipient (charitable component)	140	20	7	7	66	23	16	52	19	25	22	46	94
	14%	15%	7%	11%	17%	10%	23%	15%	13%	11%	13%	18%	13%
			*	*	BE		BE*						
Fair trade and/or environmentally friendly	98	20	5	6	43	17	7	37	16	18	11	34	63
	10%	15%	4%	9%	11%	7%	10%	11%	11%	8%	6%	13%	8%
		BE	*	*			*						
Other	50	7	1	3	21	12	5	17	9	4	5	6	44
	5%	5%	1%	5%	6%	5%	7%	5%	6%	2%	3%	2%	6%
			*	*			*						K

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

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

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2_1. [Have you ever given a charitable gift in someone's name?]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1010	125	105	103	355	235	87	284	142	247	203	252	758
Weighted	1010	135	107	66	387	243	72	339	155	220	170	261	749
Have you ever given a charitable gift in someone's name?													
Yes	480	76	54	36	192	80	42	145	81	95	96	113	368
	48%	56%	50%	54%	50%	33%	58%	43%	52%	43%	56%	43%	49%
		E	E*	E*	E		E*				GI		
No	530	59	53	30	195	163	30	194	74	125	75	149	381
	52%	44%	50%	46%	50%	67%	42%	57%	48%	57%	44%	57%	51%
			*	*		ABCDF	*	J		J			

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

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3. For what occasions have you given a charitable gift?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents Who Given A Charitable Gift In Someone's Name	513	73	57	62	189	81	51	125	74	121	123	118	395
Weighted	480	76	54	36	192	80	42	145	81	95	96	113	368
Christmas	238	39	28	15	88	40	28	75	42	45	49	64	174
	50%	51%	52%	43%	46%	50%	67%	52%	52%	47%	51%	57%	47%
		*	*	*		*	CD*		*	*	*	*	
Birthday	152	20	19	13	57	33	9	47	29	27	31	44	108
	32%	26%	35%	36%	30%	42%	23%	32%	36%	29%	33%	39%	29%
		*	*	*		*	*		*	*	*	*	
Wedding	76	9	9	8	30	15	5	19	12	16	22	20	55
	16%	11%	17%	22%	16%	19%	11%	13%	15%	17%	23%	18%	15%
		*	*	*		*	*		*	*	*	*	
Anniversary	64	10	6	8	28	8	3	13	19	12	13	12	52
	13%	13%	11%	22%	15%	11%	8%	9%	23%	12%	14%	11%	14%
		*	*	*		*	*		G*	*	*	*	
Retirement	47	6	5	6	20	9	1	8	12	10	11	11	36
	10%	8%	9%	16%	10%	11%	3%	5%	15%	10%	11%	10%	10%
		*	*	F*		*	*		G*	*	*	*	
Teacher's gift	45	5	6	6	22	4	2	16	7	9	9	19	26
	9%	7%	11%	17%	11%	5%	4%	11%	8%	9%	9%	17%	7%
		*	*	EF*		*	*		*	*	*	L*	
Valentine's Day	45	8	5	3	16	10	2	17	12	3	11	15	30
	9%	11%	9%	8%	9%	12%	5%	12%	14%	3%	11%	13%	8%
		*	*	*		*	*	I	I*	*	I*	*	
Other	189	31	20	17	85	24	11	49	33	37	40	35	154
	39%	41%	37%	48%	44%	31%	26%	34%	41%	38%	42%	31%	42%
		*	*	F*	F	*	*		*	*	*	*	

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

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

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4_1. [I'd prefer to give a gift that helps someone in need]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1010	125	105	103	355	235	87	284	142	247	203	252	758
Weighted	1010	135	107	66	387	243	72	339	155	220	170	261	749
I'd prefer to give a gift that helps someone in need													
Strongly agree	250	31	29	15	99	53	22	101	40	43	36	81	169
	25%	23%	27%	24%	26%	22%	30%	30%	26%	20%	21%	31%	23%
			*	*			*	I				L	
Somewhat agree	534	76	55	37	193	134	39	161	78	129	98	128	406
	53%	56%	52%	56%	50%	55%	54%	48%	51%	59%	58%	49%	54%
			*	*			*			G			
Somewhat disagree	185	25	22	10	74	45	10	63	26	38	34	42	144
	18%	18%	20%	16%	19%	18%	14%	19%	17%	17%	20%	16%	19%
			*	*			*						
Strongly disagree	41	4	1	3	21	11	2	13	10	10	2	10	31
	4%	3%	1%	4%	5%	4%	2%	4%	7%	4%	1%	4%	4%
			*	*			*		J				
Summary													
Top2Box (Agree)	784	107	85	52	292	187	61	262	118	173	135	210	574
	78%	79%	79%	80%	75%	77%	84%	77%	76%	78%	79%	80%	77%
			*	*			*						
Low2Box (Disagree)	226	29	23	13	95	55	11	76	37	48	36	52	175
	22%	21%	21%	20%	25%	23%	16%	23%	24%	22%	21%	20%	23%
			*	*			*						

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

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

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4_2. [In the midst of the abundance of the holiday season, I think more about those less fortunate]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1010	125	105	103	355	235	87	284	142	247	203	252	758
Weighted	1010	135	107	66	387	243	72	339	155	220	170	261	749
In the midst of the abundance of the holiday season, I think more about those less fortunate													
Strongly agree	198	27	21	11	75	42	24	73	39	31	28	61	137
	20%	20%	19%	16%	19%	17%	33%	21%	25%	14%	17%	24%	18%
			*	*			ACDE*	I	I				
Somewhat agree	564	78	66	41	209	132	38	188	81	124	101	138	425
	56%	58%	62%	62%	54%	54%	52%	55%	52%	56%	59%	53%	57%
			*	*			*						
Somewhat disagree	199	28	16	11	81	55	9	62	28	51	35	48	150
	20%	20%	15%	16%	21%	23%	12%	18%	18%	23%	20%	19%	20%
			*	*			*						
Strongly disagree	49	3	4	4	22	14	2	16	7	15	6	13	36
	5%	2%	4%	5%	6%	6%	3%	5%	4%	7%	4%	5%	5%
			*	*			*						
Summary													
Top2Box (Agree)	762	105	87	51	284	173	61	260	120	155	129	200	562
	75%	77%	81%	78%	73%	71%	85%	77%	78%	70%	76%	76%	75%
			*	*			DE*						
Low2Box (Disagree)	248	30	20	14	103	69	11	78	35	65	41	61	187
	25%	23%	19%	22%	27%	29%	15%	23%	22%	30%	24%	24%	25%
			*	*	F	F	*						

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

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

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4_3. [I would prefer that the companies I deal would give a charitable gift in my name rather than a tangible gift

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Employed And Self-Employed	537	59	49	50	191	140	48	125	78	142	146	171	366
Weighted	498	59	46	30	192	135	35	149	75	119	116	169	330
I would prefer that the companies I deal would give a charitable gift in my name rather than a tangible gift													
Strongly agree	68	10	5	3	28	17	6	19	16	9	20	26	42
	14%	17%	11%	10%	15%	12%	16%	13%	21%	8%	17%	15%	13%
		*	*	*			*		I*		I		
Somewhat agree	225	28	30	18	83	49	16	68	34	55	51	81	144
	45%	47%	66%	61%	43%	36%	46%	45%	45%	46%	44%	48%	44%
		*	DE*	E*			*		*				
Somewhat disagree	148	16	9	5	56	54	8	45	18	35	36	48	100
	30%	27%	19%	18%	29%	40%	24%	30%	24%	29%	31%	28%	30%
		*	*	*		BC	*		*				
Strongly disagree	57	5	2	3	25	16	5	17	7	20	9	13	43
	11%	9%	5%	11%	13%	12%	13%	11%	10%	17%	8%	8%	13%
		*	*	*			*		*	J			
Summary													
Top2Box (Agree)	294	38	35	21	111	66	22	87	49	64	71	107	186
	59%	64%	76%	71%	58%	49%	63%	58%	66%	54%	61%	64%	57%
		*	DE*	E*			*		*				
Low2Box (Disagree)	205	21	11	9	81	69	13	62	26	54	45	62	143
	41%	36%	24%	29%	42%	51%	37%	42%	34%	46%	39%	36%	43%
		*	*	*	B	BC	*		*				

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

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

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4_4. [I would prefer if my employer would give a charitable gift in my name, rather than a tangible gift

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Employed	465	48	45	42	165	124	41	102	67	133	127	151	314
Weighted	431	50	41	25	163	121	30	119	66	112	104	144	287
I would prefer if my employer would give a charitable gift in my name, rather than a tangible gift													
Strongly agree	66	7	5	3	34	12	6	22	11	14	17	27	39
	15%	14%	12%	11%	21%	10%	21%	18%	17%	13%	17%	19%	14%
		*	*	*	E		*	*	*	*	*		
Somewhat agree	166	22	27	13	51	40	13	39	24	41	46	55	111
	39%	44%	65%	53%	31%	33%	45%	33%	36%	37%	44%	38%	39%
		*	DE*	DE*			*	*	*	*	*		
Somewhat disagree	135	16	8	6	49	49	7	43	22	32	31	41	94
	31%	32%	19%	23%	30%	41%	24%	36%	33%	29%	29%	28%	33%
		*	*	*		B	*	*	*	*	*		
Strongly disagree	63	5	2	3	30	20	3	15	9	24	10	21	42
	15%	10%	4%	13%	18%	17%	10%	13%	14%	22%	10%	15%	15%
		*	*	*	B		*	*	*	J*	*		
Summary													
Top2Box (Agree)	233	29	32	16	84	52	20	61	35	56	64	83	150
	54%	58%	77%	64%	52%	43%	65%	51%	53%	50%	61%	57%	52%
		*	DE*	E*			E*	*	*	*	*		
Low2Box (Disagree)	198	21	10	9	79	70	10	58	31	57	41	62	137
	46%	42%	23%	36%	48%	57%	35%	49%	47%	50%	39%	43%	48%
		*	*	*	B	BCF	*	*	*	*	*		

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

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

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4_5. [As a result of the current economic climate, I will spend less money on holiday gifts this year]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1010	125	105	103	355	235	87	284	142	247	203	252	758
Weighted	1010	135	107	66	387	243	72	339	155	220	170	261	749
As a result of the current economic climate, I will spend less money on holiday gifts this year													
Strongly agree	185	21	17	9	79	49	9	92	33	27	13	56	130
	18%	16%	16%	14%	20%	20%	12%	27%	22%	12%	7%	21%	17%
			*	*			*	IJ	IJ				
Somewhat agree	447	65	44	27	168	107	36	151	61	113	68	117	330
	44%	48%	41%	42%	43%	44%	50%	45%	40%	51%	40%	45%	44%
			*	*			*			HJ			
Somewhat disagree	298	38	38	19	106	75	22	73	48	63	72	73	226
	30%	28%	36%	29%	27%	31%	30%	22%	31%	29%	42%	28%	30%
			*	*			*				GI		
Strongly disagree	79	11	8	10	34	11	5	23	12	17	17	16	64
	8%	8%	8%	15%	9%	5%	7%	7%	8%	8%	10%	6%	8%
			*	E*			*						
Summary													
Top2Box (Agree)	632	86	61	37	247	157	45	243	95	141	81	173	460
	63%	64%	57%	56%	64%	65%	62%	72%	61%	64%	48%	66%	61%
			*	*			*	HJ	J	J			
Low2Box (Disagree)	378	49	47	29	140	86	27	96	60	80	89	89	289
	37%	36%	43%	44%	36%	35%	38%	28%	39%	36%	52%	34%	39%
			*	*			*		G		GHI		

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

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

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5_1. [Give a charitable gift]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1010	125	105	103	355	235	87	284	142	247	203	252	758
Weighted	1010	135	107	66	387	243	72	339	155	220	170	261	749
Give a charitable gift													
Very likely	175	30	30	14	65	23	12	51	36	30	37	54	121
	17%	22%	28%	22%	17%	10%	17%	15%	23%	14%	22%	21%	16%
Somewhat likely		E	DE*	E*	E		*		I		I		
	419	64	40	30	169	81	35	132	62	93	71	116	303
	41%	47%	38%	45%	44%	33%	49%	39%	40%	42%	41%	44%	40%
Not very likely		E	*	*	E		E*						
	283	31	23	13	102	100	15	103	41	63	45	60	224
	28%	23%	21%	20%	26%	41%	21%	30%	26%	29%	27%	23%	30%
Not at all likely			*	*		ABCDF	*						
	134	11	14	9	52	39	9	52	16	33	17	32	102
	13%	8%	13%	14%	13%	16%	13%	15%	10%	15%	10%	12%	14%
			*	*			*						
Summary													
Top2Box (Likely)	593	94	70	44	234	104	47	183	98	124	108	170	423
	59%	70%	66%	67%	60%	43%	66%	54%	63%	56%	63%	65%	57%
		E	E*	E*	E		E*					L	
Low2Box (Unlikely)	417	41	37	22	154	139	25	155	57	97	62	91	325
	41%	30%	34%	33%	40%	57%	34%	46%	37%	44%	37%	35%	43%
			*	*		ABCDF	*						K

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

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

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