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

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1010	475	535	247	404	359	53	208	437	312
Weighted	1010	490	520	282	374	355	92	366	396	156
Carefully chosen with the recipient's taste	740	334	406	195	273	272	50	264	294	132
and/or values in mind	73%	68%	78%	69%	73%	77%	54%	72%	74%	85%
			A				*	F	F	FGH
Sentimental	361	166	195	154	124	83	22	137	139	62
	36%	34%	37%	55%	33%	23%	24%	37%	35%	40%
				DE	E		*			F
Hand made by you	206	86	120	94	72	40	12	74	82	38
	20%	17%	23%	33%	19%	11%	13%	20%	21%	24%
			A	DE	E		*			
Hand made but not necessarily by you	151	63	88	68	49	34	8	59	52	32
	15%	13%	17%	24%	13%	10%	9%	16%	13%	21%
				DE			*			FH
Beneficial to others, not just the recipient	140	62	79	55	45	40	5	40	62	32
(charitable component)	14%	13%	15%	20%	12%	11%	6%	11%	16%	21%
				DE			*			FG
Fair trade and/or environmentally friendly	98	39	59	42	28	28	5	31	37	25
	10%	8%	11%	15%	7%	8%	5%	9%	9%	16%
				DE			*			FGH
Other	50	30	20	13	22	15	7	11	23	9
	5%	6%	4%	4%	6%	4%	8%	3%	6%	6%
							*			

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

2_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			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1010	475	535	247	404	359	53	208	437	312
Weighted	1010	490	520	282	374	355	92	366	396	156
Have you ever given a charitable gift in someone's name?										
Yes	480	219	261	119	156	206	42	154	196	88
	48%	45%	50%	42%	42%	58%	46%	42%	49%	56%
						CD	*			G
No	530	271	259	163	218	149	50	212	200	68
	52%	55%	50%	58%	58%	42%	54%	58%	51%	44%
				E	E		*	I		

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

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Respondents Who Given A Charitable Gift In Someone's Name	513	229	284	103	186	224	24	89	220	180
Weighted	480	219	261	119	156	206	42	154	196	88
Christmas	238	106	132	76	75	87	24	67	99	48
	50%	48%	51%	64%	48%	43%	57%	43%	51%	55%
				DE*			**	*		
Birthday	152	75	77	61	46	45	11	44	65	31
	32%	34%	30%	51%	29%	22%	27%	29%	33%	35%
				DE*			**	*		
Wedding	76	48	28	30	23	22	5	33	26	12
	16%	22%	11%	25%	15%	11%	12%	21%	13%	14%
		B		E*			**	*		
Anniversary	64	40	24	28	11	25	-	31	22	11
	13%	18%	9%	23%	7%	12%	-	20%	11%	12%
		B		DE*			**	H*		
Retirement	47	32	15	13	11	23	5	17	16	9
	10%	15%	6%	11%	7%	11%	12%	11%	8%	10%
		B		*			**	*		
Teacher's gift	45	23	22	23	16	6	5	15	18	7
	9%	11%	8%	19%	10%	3%	11%	10%	9%	9%
				E*	E		**	*		
Valentine's Day	45	30	15	26	11	7	4	25	10	6
	9%	13%	6%	22%	7%	3%	9%	17%	5%	6%
		B		DE*			**	HI*		
Other	189	81	108	19	65	105	14	61	80	35
	39%	37%	41%	16%	42%	51%	32%	40%	41%	40%
				*	C	C	**	*		

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

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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1010	475	535	247	404	359	53	208	437	312
Weighted	1010	490	520	282	374	355	92	366	396	156
I'd prefer to give a gift that helps someone in need										
Strongly agree	250	98	152	81	80	89	30	79	102	38
	25%	20%	29%	29%	21%	25%	33%	22%	26%	24%
			A				*			
Somewhat agree	534	269	265	146	188	200	44	191	217	82
	53%	55%	51%	52%	50%	56%	48%	52%	55%	53%
							*			
Somewhat disagree	185	97	88	42	84	59	15	75	62	33
	18%	20%	17%	15%	23%	17%	17%	20%	16%	21%
					C		*			H
Strongly disagree	41	26	15	13	21	7	3	21	15	2
	4%	5%	3%	5%	6%	2%	3%	6%	4%	1%
					E		*		I	
Summary										
Top2Box (Agree)	784	366	418	227	268	289	74	270	319	120
	78%	75%	80%	81%	72%	81%	81%	74%	81%	77%
				D		D	*			
Low2Box (Disagree)	226	124	103	55	105	66	18	96	77	36
	22%	25%	20%	19%	28%	19%	19%	26%	19%	23%
					CE		*			

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

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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1010	475	535	247	404	359	53	208	437	312
Weighted	1010	490	520	282	374	355	92	366	396	156
In the midst of the abundance of the holiday season, I think more about those less fortunate										
Strongly agree	198	68	130	57	62	79	20	77	71	30
	20%	14%	25%	20%	17%	22%	21%	21%	18%	19%
			A				*			
Somewhat agree	564	269	295	143	211	210	50	195	227	92
	56%	55%	57%	51%	56%	59%	54%	53%	57%	59%
							*			
Somewhat disagree	199	124	75	66	82	51	18	75	78	27
	20%	25%	14%	23%	22%	14%	20%	20%	20%	17%
		B		E	E		*			
Strongly disagree	49	29	20	15	20	14	4	19	20	6
	5%	6%	4%	5%	5%	4%	5%	5%	5%	4%
							*			
Summary										
Top2Box (Agree)	762	336	425	200	272	289	69	272	298	123
	75%	69%	82%	71%	73%	82%	75%	74%	75%	79%
			A			CD	*			
Low2Box (Disagree)	248	153	95	81	101	65	23	94	98	33
	25%	31%	18%	29%	27%	18%	25%	26%	25%	21%
		B		E	E		*			

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

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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Employed And Self-Employed	537	298	239	156	294	87	15	89	223	210
Weighted	498	293	205	164	263	72	28	160	204	107
I would prefer that the companies I deal would give a charitable gift in my name rather than a tangible gift										
Strongly agree	68	29	39	23	32	14	-	30	26	12
	14%	10%	19%	14%	12%	19%	-	18%	13%	12%
			A			*	**	*		
Somewhat agree	225	135	90	82	104	39	13	80	85	48
	45%	46%	44%	50%	40%	54%	47%	50%	42%	45%
						D*	**	*		
Somewhat disagree	148	95	53	44	89	15	12	33	65	39
	30%	33%	26%	27%	34%	21%	42%	21%	32%	37%
						*	**	*		G
Strongly disagree	57	33	23	16	37	4	3	18	28	8
	11%	11%	11%	10%	14%	5%	10%	11%	14%	7%
						*	**	*	I	
Summary										
Top2Box (Agree)	294	165	129	105	136	53	13	109	111	60
	59%	56%	63%	64%	52%	73%	47%	68%	55%	56%
				D		D*	**	H*		
Low2Box (Disagree)	205	129	76	59	126	19	15	51	92	47
	41%	44%	37%	36%	48%	27%	53%	32%	45%	44%
					CE	*	**	*	G	

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

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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Employed	465	256	209	137	261	67	11	78	196	180
Weighted	431	255	176	138	236	57	20	140	180	92
I would prefer if my employer would give a charitable gift in my name, rather than a tangible gift										
Strongly agree	66	26	40	23	33	10	2	24	29	11
	15%	10%	23%	16%	14%	18%	10%	17%	16%	12%
			A			*	**	*		
Somewhat agree	166	104	62	59	76	32	9	58	65	34
	39%	41%	35%	43%	32%	55%	47%	41%	36%	38%
						D*	**	*		
Somewhat disagree	135	84	51	41	86	8	3	40	58	34
	31%	33%	29%	30%	36%	15%	17%	28%	32%	37%
				E	E	*	**	*		
Strongly disagree	63	40	23	16	40	7	5	18	28	12
	15%	16%	13%	11%	17%	12%	27%	13%	15%	13%
						*	**	*		
Summary										
Top2Box (Agree)	233	130	102	82	109	42	11	82	94	46
	54%	51%	58%	59%	46%	73%	56%	59%	52%	50%
				D		D*	**	*		
Low2Box (Disagree)	198	125	74	57	126	16	9	58	86	46
	46%	49%	42%	41%	54%	27%	44%	41%	48%	50%
					CE	*	**	*		

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

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?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1010	475	535	247	404	359	53	208	437	312
Weighted	1010	490	520	282	374	355	92	366	396	156
As a result of the current economic climate, I will spend less money on holiday gifts this year										
Strongly agree	185	77	108	49	63	73	26	66	76	16
	18%	16%	21%	17%	17%	21%	28%	18%	19%	11%
							I*	I	I	
Somewhat agree	447	224	223	124	163	161	32	158	183	73
	44%	46%	43%	44%	44%	45%	35%	43%	46%	47%
							*			
Somewhat disagree	298	146	152	83	121	94	22	107	115	55
	30%	30%	29%	30%	32%	27%	23%	29%	29%	36%
							*			
Strongly disagree	79	43	37	26	27	27	12	35	22	10
	8%	9%	7%	9%	7%	8%	13%	10%	6%	7%
							H*			
Summary										
Top2Box (Agree)	632	301	332	173	226	234	58	225	259	90
	63%	61%	64%	61%	60%	66%	63%	61%	65%	58%
							*		I	
Low2Box (Disagree)	378	189	189	109	148	121	34	142	137	66
	37%	39%	36%	39%	40%	34%	37%	39%	35%	42%
							*			H

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

5_1. [Give a charitable gift]

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1010	475	535	247	404	359	53	208	437	312
Weighted	1010	490	520	282	374	355	92	366	396	156
Give a charitable gift										
Very likely	175	69	106	57	49	69	12	68	61	33
	17%	14%	20%	20%	13%	19%	13%	19%	15%	21%
			A	D		D	*			H
Somewhat likely	419	199	220	114	148	156	34	147	172	66
	41%	41%	42%	41%	40%	44%	37%	40%	43%	42%
							*			
Not very likely	283	150	133	74	118	91	30	99	112	42
	28%	31%	26%	26%	32%	26%	32%	27%	28%	27%
							*			
Not at all likely	134	72	62	36	59	39	16	52	51	15
	13%	15%	12%	13%	16%	11%	18%	14%	13%	9%
							*			
Summary										
Top2Box (Likely)	593	267	326	172	197	224	46	215	233	99
	59%	55%	63%	61%	53%	63%	50%	59%	59%	63%
			A			D	*			
Low2Box (Unlikely)	417	222	194	110	177	130	46	151	163	57
	41%	45%	37%	39%	47%	37%	50%	41%	41%	37%
		B			E		*			

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