What percent of your holiday gift giving is done by purchasing gifts "at the last minute" or within a day of giving the gift?

| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic |
|---|---|---|---|---|---|---|---|
| | | | | REGION | | | |
| | | A | B | C | D | E | F |
| | | | | | | | |
| Base: All Respondents | 1006 | 122 | 102 | 83 | 365 | 242 | 92 |
| Weighted | 1006 | 135 | 107 | 65 | 386 | 242 | 72 |
| 0 | 239 | 51 | 22 | 17 | 78 | 56 | 15 |
| | 24% | 38% | 21% | 26% | 20% | 23% | 21% |
| | | BDEF* | * | * | | | * |
| 1 - 5 | 168 | 21 | 18 | 9 | 77 | 36 | 8 |
| | 17% | 15% | 17% | 13% | 20% | 15% | 11% |
| | | * | * | * | | | * |
| 6 - 10 | 134 | 13 | 14 | 11 | 57 | 32 | 8 |
| | 13% | 10% | 13% | 16% | 15% | 13% | 11% |
| | | * | * | * | | | * |
| 11 - 15 | 15 | 3 | 1 | 1 | 6 | 2 | 3 |
| | 2% | 2% | 1% | 1% | 2% | 1% | 4% |
| | | * | * | * | | | E* |
| 16-20 | 67 | 2 | 8 | 3 | 26 | 23 | 4 |
| | 7% | 2% | 7% | 5% | 7% | 10% | 6% |
| | | * | * | * | | A | * |
| 21-30 | 82 | 10 | 7 | 9 | 35 | 14 | 6 |
| | 8% | 7% | 7% | 14% | 9% | 6% | 9% |
| | | * | * | E* | | | * |
| 31-40 | 33 | 3 | 4 | 2 | 18 | 6 | - |
| | 3% | 2% | 3% | 3% | 5% | 3% | - |
| | | * | * | * | | | * |
| 41-50 | 85 | 6 | 18 | 5 | 24 | 24 | 8 |
| | 8% | 4% | 17% | 8% | 6% | 10% | 11% |
| | | * | AD* | * | | | * |
| 51-60 | 25 | 6 | 2 | 1 | 9 | 5 | 3 |
| | 3% | 5% | 2% | 1% | 2% | 2% | 4% |
| | | * | * | * | | | * |
| 61-70 | 25 | 5 | 1 | 1 | 11 | 5 | 2 |
| | 2% | 3% | 1% | 2% | 3% | 2% | 3% |
| | | * | * | * | | | * |
| 71-80 | 54 | 6 | 3 | 1 | 25 | 16 | 3 |
| | 5% | 5% | 3% | 2% | 6% | 6% | 5% |
| | | * | * | * | | | * |
| 81-90 | 33 | 5 | 7 | 2 | 8 | 9 | 2 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 3% | 4% | 6% | 4% | 2% | 4% | 3% |
| | * | D* | * | | | * |
| **91-100** 46 | 4 | 3 | 4 | 13 | 13 | 9 |
| 5% | 3% | 2% | 5% | 3% | 5% | 13% |
| | * | * | * | | | ABDE* |

**Summary**

| | | | | | | |
|---|---|---|---|---|---|---|
| Mean (Incl. 0) 25.84 | 22.08 | 26.96 | 23.65 | 24.46 | 27.71 | 34.42 |
| | * | * | * | | | AD* |
| Std. Dev. 30.4 | 30.41 | 29.35 | 29.46 | 28.75 | 31.56 | 35.85 |
| Std. Err. 0.96 | 2.62 | 2.84 | 3.64 | 1.46 | 2.03 | 4.24 |
| Mean (Excl. 0) 33.9 | 35.39 | 34.01 | 31.99 | 30.69 | 36.07 | 43.52 |
| | * | * | * | | | D* |
| Std. Dev. 30.64 | 31.81 | 29.1 | 30.13 | 29.09 | 31.55 | 35.04 |
| Std. Err. 1.11 | 3.47 | 3.16 | 4.33 | 1.66 | 2.32 | 4.66 |

- 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 (*)

[I like the convenience of being able to buy gifts online]

To what extent do you agree or disagree with the following statements:

| | Total | REGION | | | | | | HOUSEHOLD COMPOSITION | |
|---|---|---|---|---|---|---|---|---|---|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | Kids | No Kids |
| | | A | B | C | D | E | F | K | L |
| | | | | | | | | | |
| Base: All Respondents | 1006 | 122 | 102 | 83 | 365 | 242 | 92 | 279 | 727 |
| Weighted | 1006 | 135 | 107 | 65 | 386 | 242 | 72 | 267 | 739 |
| **I like the convenience of being able to buy gifts online** | | | | | | | | | |
| Strongly agree | 304 | 43 | 25 | 21 | 121 | 70 | 25 | 99 | 205 |
| | 30% | 32% | 23% | 32% | 31% | 29% | 35% | 37% | 28% |
| | | * | * | * | | | * | L | |
| Somewhat agree | 429 | 59 | 49 | 25 | 166 | 108 | 22 | 128 | 301 |
| | 43% | 44% | 46% | 38% | 43% | 45% | 31% | 48% | 41% |
| | | * | * | * | | F | * | | |
| Somewhat disagree | 162 | 16 | 21 | 11 | 56 | 40 | 18 | 27 | 135 |
| | 16% | 12% | 20% | 17% | 15% | 17% | 25% | 10% | 18% |
| | | * | * | * | | | AD* | | K |
| Strongly disagree | 111 | 17 | 12 | 8 | 43 | 24 | 7 | 13 | 98 |
| | 11% | 13% | 11% | 12% | 11% | 10% | 9% | 5% | 13% |
| | | * | * | * | | | * | | K |
| **Summary** | | | | | | | | | |
| Top2Box (Agree) | 733 | 102 | 74 | 46 | 287 | 178 | 47 | 227 | 506 |
| | 73% | 76% | 69% | 70% | 74% | 74% | 65% | 85% | 68% |
| | | * | * | * | | | * | L | |
| Low2Box (Disagree) | 273 | 33 | 33 | 19 | 99 | 64 | 25 | 39 | 233 |
| | 27% | 24% | 31% | 30% | 26% | 26% | 35% | 15% | 32% |
| | | * | * | * | | | * | | K |

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  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 (*)

[I worry the last-minute gifts I purchase are going to disappoint the recipient]

To what extent do you agree or disagree with the following statements:

| | Total | REGION | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic |
| | | A | B | C | D | E | F |
| | | | | | | | |
| Base: All Respondents | 1006 | 122 | 102 | 83 | 365 | 242 | 92 |
| Weighted | 1006 | 135 | 107 | 65 | 386 | 242 | 72 |
| **I worry the last-minute gifts I purchase are going to disappoint the recipient** | | | | | | | |
| Strongly agree | 89 | 17 | 11 | 5 | 34 | 13 | 10 |
| | 9% | 13% | 10% | 8% | 9% | 5% | 14% |
| | | E* | * | * | | | E* |
| Somewhat agree | 378 | 50 | 43 | 25 | 132 | 102 | 26 |
| | 38% | 37% | 41% | 38% | 34% | 42% | 37% |
| | | * | * | * | | | * |
| Somewhat disagree | 327 | 36 | 32 | 17 | 128 | 92 | 22 |
| | 32% | 26% | 30% | 26% | 33% | 38% | 30% |
| | | * | * | * | | A | * |
| Strongly disagree | 213 | 32 | 21 | 18 | 92 | 35 | 14 |
| | 21% | 24% | 20% | 28% | 24% | 14% | 20% |
| | | E* | * | E* | E | | * |
| **Summary** | | | | | | | |
| Top2Box (Agree) | 467 | 67 | 54 | 30 | 166 | 114 | 36 |
| | 46% | 50% | 51% | 46% | 43% | 47% | 50% |
| | | * | * | * | | | * |
| Low2Box (Disagree) | 539 | 68 | 53 | 35 | 220 | 127 | 36 |
| | 54% | 50% | 49% | 54% | 57% | 53% | 50% |
| | | * | * | * | | | * |

- 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 (*)

[I plan on donating to a charity or volunteering my time this holiday season]

To what extent do you agree or disagree with the following statements:

| | Total | REGION | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic |
| | | A | B | C | D | E | F |
| | | | | | | | |
| Base: All Respondents | 1006 | 122 | 102 | 83 | 365 | 242 | 92 |
| Weighted | 1006 | 135 | 107 | 65 | 386 | 242 | 72 |
| **I plan on donating to a charity or volunteering my time this holiday season** | | | | | | | |
| Strongly agree | 189 | 19 | 30 | 11 | 89 | 28 | 12 |
| | 19% | 14% | 28% | 17% | 23% | 11% | 16% |
| | | * | AE* | * | E | | * |
| Somewhat agree | 384 | 60 | 40 | 21 | 142 | 96 | 26 |
| | 38% | 44% | 37% | 32% | 37% | 40% | 36% |
| | | * | * | * | | | * |
| Somewhat disagree | 300 | 35 | 26 | 21 | 109 | 87 | 22 |
| | 30% | 26% | 25% | 32% | 28% | 36% | 30% |
| | | * | * | * | | | * |
| Strongly disagree | 134 | 21 | 11 | 12 | 45 | 32 | 12 |
| | 13% | 16% | 10% | 19% | 12% | 13% | 17% |
| | | * | * | * | | | * |
| **Summary** | | | | | | | |
| Top2Box (Agree) | 572 | 79 | 69 | 32 | 231 | 123 | 38 |
| | 57% | 58% | 65% | 49% | 60% | 51% | 53% |
| | | * | E* | * | | | * |
| Low2Box (Disagree) | 434 | 56 | 37 | 33 | 155 | 118 | 34 |
| | 43% | 42% | 35% | 51% | 40% | 49% | 47% |
| | | * | * | * | | B | * |

- 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 (*)

[I would prefer to receive a charitable gift that would help someone else, rather than a traditional gift like a pair of socks or a sweater]

To what extent do you agree or disagree with the following statements:

| | Total | REGION | | | | | |
|---|---|---|---|---|---|---|---|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic |
| | | A | B | C | D | E | F |
| | | | | | | | |
| Base: All Respondents | 1006 | 122 | 102 | 83 | 365 | 242 | 92 |
| Weighted | 1006 | 135 | 107 | 65 | 386 | 242 | 72 |
| I would prefer to receive a charitable gift that would help someone else, rather than a traditional gift like a pair of socks or a sweater | | | | | | | |
| Strongly agree | 173 | 19 | 14 | 17 | 70 | 41 | 11 |
| | 17% | 14% | 13% | 26% | 18% | 17% | 16% |
| | | * | * | B* | | | * |
| Somewhat agree | 425 | 66 | 49 | 21 | 150 | 115 | 23 |
| | 42% | 49% | 46% | 33% | 39% | 48% | 32% |
| | | CF* | * | * | | CF | * |
| Somewhat disagree | 315 | 38 | 35 | 16 | 131 | 68 | 26 |
| | 31% | 28% | 33% | 24% | 34% | 28% | 36% |
| | | * | * | * | | | * |
| Strongly disagree | 94 | 11 | 8 | 11 | 35 | 17 | 11 |
| | 9% | 8% | 8% | 18% | 9% | 7% | 16% |
| | | * | * | DE* | | | E* |
| Summary | | | | | | | |
| Top2Box (Agree) | 597 | 85 | 63 | 38 | 220 | 157 | 34 |
| | 59% | 63% | 59% | 59% | 57% | 65% | 48% |
| | | * | * | * | | F | * |
| Low2Box (Disagree) | 409 | 50 | 44 | 27 | 166 | 85 | 37 |
| | 41% | 37% | 41% | 41% | 43% | 35% | 52% |
| | | * | * | * | | | E* |

- 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 (*)