

YouGov NY
Re-gifting

US_nat Sample: 6th - 9th January 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift I did not like

Unweighted base	1153	527	626	320	380	453	228	271	444	210	799	130	124	100
Base: All US adults	1142	567	575	364	358	421	221	269	445	207	726	141	172	104
I returned the gift for cash	11%	10%	11%	15%	11%	6%	14%	6%	11%	12%	9%	12%	12%	15%
I returned the gift for store credit	14%	13%	14%	20%	14%	7%	19%	9%	15%	11%	12%	16%	15%	16%
I exchanged the gift for another item of similar value	13%	13%	12%	16%	16%	7%	18%	8%	15%	11%	11%	18%	16%	15%
I threw the gift in the garbage	10%	10%	10%	17%	8%	6%	16%	6%	8%	13%	8%	9%	13%	22%
I gave the gift to someone else	14%	13%	15%	18%	16%	9%	19%	11%	14%	13%	13%	13%	14%	22%
I gave the gift to charity/Goodwill	11%	10%	13%	14%	14%	7%	14%	9%	11%	13%	11%	7%	12%	18%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	13%	12%	14%	18%	13%	10%	20%	10%	13%	10%	13%	11%	14%	20%
Other	7%	8%	6%	11%	5%	4%	13%	3%	6%	6%	6%	6%	6%	16%
Not applicable - I did not receive a gift I didn't like / that didn't fit	66%	68%	65%	55%	64%	78%	58%	74%	67%	64%	69%	66%	62%	55%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift that did not fit

Unweighted base	1153	527	626	320	380	453	228	271	444	210	799	130	124	100
Base: All US adults	1142	567	575	364	358	421	221	269	445	207	726	141	172	104
I returned the gift for cash	12%	12%	11%	17%	12%	7%	13%	11%	12%	11%	10%	14%	17%	12%
I returned the gift for store credit	13%	13%	13%	14%	15%	10%	13%	13%	13%	11%	11%	16%	14%	16%
I exchanged the gift for another item of similar value	15%	16%	15%	20%	18%	9%	17%	12%	17%	14%	14%	14%	22%	17%
I threw the gift in the garbage	6%	8%	5%	9%	6%	5%	5%	5%	7%	9%	5%	9%	11%	6%
I gave the gift to someone else	12%	13%	11%	13%	13%	10%	14%	9%	13%	11%	9%	17%	16%	13%
I gave the gift to charity/Goodwill	11%	11%	11%	13%	12%	8%	12%	8%	12%	11%	9%	14%	14%	15%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	10%	11%	10%	16%	11%	5%	12%	8%	10%	12%	8%	19%	11%	13%
Other	6%	8%	4%	6%	6%	6%	9%	3%	6%	6%	5%	6%	7%	10%
Not applicable - I did not receive a gift I didn't like / that didn't fit	67%	67%	67%	57%	63%	79%	63%	74%	66%	65%	71%	63%	56%	61%

In general, how acceptable or unacceptable do you believe it is to re-gift an item you received (i.e., give it to someone else)?

Unweighted base	1153	527	626	320	380	453	228	271	444	210	799	130	124	100
Base: All US adults	1142	567	575	364	358	421	221	269	445	207	726	141	172	104
Very acceptable	20%	21%	20%	19%	22%	20%	16%	16%	22%	27%	21%	19%	18%	21%
Somewhat acceptable	39%	35%	43%	38%	39%	40%	39%	42%	41%	30%	42%	39%	39%	36%
Somewhat unacceptable	18%	20%	15%	22%	17%	15%	20%	18%	16%	18%	17%	22%	16%	20%
Very unacceptable	14%	15%	14%	12%	12%	19%	14%	16%	14%	13%	12%	25%	17%	13%
Don't know	9%	9%	9%	10%	10%	7%	11%	7%	8%	12%	8%	10%	10%	10%
Net: Acceptable	59%	56%	62%	57%	61%	60%	55%	59%	62%	57%	63%	43%	56%	57%
Net: Unacceptable	32%	35%	29%	34%	29%	33%	34%	35%	30%	31%	29%	47%	34%	33%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift I did not like

Unweighted base	1153	455	380	206	112	552	29	107	65	335	65
Base: All US adults	1142	480	362	195	105	525	28	100	57	369	64
I returned the gift for cash	11%	11%	13%	7%	8%	9%	17%	11%	9%	12%	12%
I returned the gift for store credit	14%	15%	14%	8%	14%	11%	14%	13%	9%	16%	19%
I exchanged the gift for another item of similar value	13%	13%	16%	9%	11%	13%	21%	17%	8%	12%	12%
I threw the gift in the garbage	10%	13%	10%	6%	7%	9%	14%	9%	7%	12%	14%
I gave the gift to someone else	14%	13%	15%	13%	21%	13%	7%	13%	7%	16%	23%
I gave the gift to charity/Goodwill	11%	10%	11%	12%	20%	12%	14%	8%	6%	10%	24%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	13%	12%	15%	16%	13%	13%	21%	13%	10%	16%	8%
Other	7%	9%	5%	5%	5%	6%	14%	7%	6%	7%	8%
Not applicable - I did not receive a gift I didn't like / that didn't fit	66%	70%	65%	68%	57%	67%	70%	72%	76%	64%	57%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift that did not fit

Unweighted base	1153	455	380	206	112	552	29	107	65	335	65
Base: All US adults	1142	480	362	195	105	525	28	100	57	369	64
I returned the gift for cash	12%	13%	12%	8%	10%	10%	14%	6%	7%	15%	21%
I returned the gift for store credit	13%	14%	11%	13%	13%	13%	13%	6%	16%	13%	17%
I exchanged the gift for another item of similar value	15%	15%	15%	14%	22%	16%	13%	8%	11%	16%	26%
I threw the gift in the garbage	6%	7%	6%	6%	4%	6%	6%	7%	3%	6%	8%
I gave the gift to someone else	12%	12%	13%	8%	11%	12%	16%	6%	12%	11%	15%
I gave the gift to charity/Goodwill	11%	12%	10%	11%	9%	11%	10%	9%	9%	12%	14%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	10%	10%	12%	8%	11%	9%	18%	4%	3%	14%	16%
Other	6%	6%	7%	3%	6%	6%	11%	4%	6%	5%	9%
Not applicable - I did not receive a gift I didn't like / that didn't fit	67%	67%	67%	72%	59%	67%	73%	79%	77%	63%	58%

In general, how acceptable or unacceptable do you believe it is to re-gift an item you received (i.e., give it to someone else)?

Unweighted base	1153	455	380	206	112	552	29	107	65	335	65
Base: All US adults	1142	480	362	195	105	525	28	100	57	369	64
Very acceptable	20%	18%	21%	18%	30%	23%	16%	22%	22%	17%	12%
Somewhat acceptable	39%	35%	40%	46%	42%	41%	40%	33%	42%	38%	38%
Somewhat unacceptable	18%	19%	18%	18%	13%	17%	15%	16%	11%	21%	19%
Very unacceptable	14%	19%	12%	10%	9%	13%	22%	18%	20%	14%	15%
Don't know	9%	10%	9%	7%	6%	7%	6%	11%	5%	10%	17%
Net: Acceptable	59%	53%	61%	64%	72%	64%	56%	55%	64%	55%	50%
Net: Unacceptable	32%	38%	30%	28%	22%	29%	38%	34%	31%	35%	33%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift I did not like

Unweighted base	1153	321	832	420	320	230	183
Base: All US adults	1142	316	826	418	306	224	194
I returned the gift for cash	11%	15%	9%	13%	9%	11%	7%
I returned the gift for store credit	14%	20%	11%	17%	10%	15%	9%
I exchanged the gift for another item of similar value	13%	19%	10%	14%	12%	14%	11%
I threw the gift in the garbage	10%	14%	9%	12%	7%	13%	6%
I gave the gift to someone else	14%	17%	13%	17%	13%	15%	8%
I gave the gift to charity/Goodwill	11%	16%	10%	13%	8%	17%	7%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	13%	17%	12%	13%	13%	16%	11%
Other	7%	8%	7%	7%	5%	8%	8%
Not applicable - I did not receive a gift I didn't like / that didn't fit	66%	56%	70%	65%	68%	59%	76%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift that did not fit

Unweighted base	1153	321	832	420	320	230	183
Base: All US adults	1142	316	826	418	306	224	194
I returned the gift for cash	12%	15%	10%	13%	10%	12%	10%
I returned the gift for store credit	13%	17%	11%	15%	12%	9%	12%
I exchanged the gift for another item of similar value	15%	22%	13%	19%	13%	15%	13%
I threw the gift in the garbage	6%	7%	6%	7%	5%	5%	9%
I gave the gift to someone else	12%	14%	11%	15%	8%	14%	9%
I gave the gift to charity/Goodwill	11%	13%	10%	11%	8%	14%	11%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	10%	13%	10%	14%	7%	11%	7%
Other	6%	5%	6%	7%	5%	6%	5%
Not applicable - I did not receive a gift I didn't like / that didn't fit	67%	58%	71%	62%	71%	66%	72%

In general, how acceptable or unacceptable do you believe it is to re-gift an item you received (i.e., give it to someone else)?

Unweighted base	1153	321	832	420	320	230	183
Base: All US adults	1142	316	826	418	306	224	194
Very acceptable	20%	24%	19%	21%	21%	23%	14%
Somewhat acceptable	39%	39%	39%	37%	40%	43%	36%
Somewhat unacceptable	18%	16%	18%	17%	19%	17%	17%
Very unacceptable	14%	12%	15%	14%	16%	11%	16%
Don't know	9%	10%	9%	10%	5%	6%	16%
Net: Acceptable	59%	63%	58%	58%	60%	66%	50%
Net: Unacceptable	32%	27%	34%	31%	35%	28%	34%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift I did not like

Unweighted base	1153	928	446	339	449	85	329	93	362	36	218	24	57	9	137
Base: All US adults	1142	914	436	335	456	86	317	100	366	37	228	28	58	9	138
I returned the gift for cash	11%	11%	13%	10%	12%	12%	11%	16%	15%	33%	19%	13%	8%	-	6%
I returned the gift for store credit	14%	15%	17%	12%	14%	20%	13%	15%	21%	17%	20%	18%	8%	-	10%
I exchanged the gift for another item of similar value	13%	13%	16%	11%	15%	17%	12%	14%	19%	22%	15%	18%	4%	22%	12%
I threw the gift in the garbage	10%	11%	11%	9%	12%	17%	10%	15%	16%	26%	18%	9%	3%	12%	5%
I gave the gift to someone else	14%	15%	18%	14%	17%	16%	15%	25%	20%	22%	22%	18%	5%	11%	8%
I gave the gift to charity/Goodwill	11%	13%	13%	12%	15%	10%	11%	21%	15%	23%	20%	15%	10%	33%	8%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	13%	14%	18%	12%	16%	14%	15%	14%	20%	16%	16%	16%	13%	11%	6%
Other	7%	8%	8%	5%	11%	9%	5%	7%	9%	11%	6%	4%	7%	23%	3%
Not applicable - I did not receive a gift I didn't like / that didn't fit	66%	65%	61%	67%	60%	60%	65%	54%	56%	47%	57%	68%	69%	67%	74%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column. - A gift that did not fit

Unweighted base	1153	928	446	339	449	85	329	93	362	36	218	24	57	9	137
Base: All US adults	1142	914	436	335	456	86	317	100	366	37	228	28	58	9	138
I returned the gift for cash	12%	11%	14%	10%	14%	12%	10%	10%	15%	18%	14%	7%	7%	22%	6%
I returned the gift for store credit	13%	14%	13%	13%	15%	10%	13%	17%	16%	21%	16%	25%	7%	11%	10%
I exchanged the gift for another item of similar value	15%	17%	18%	15%	18%	15%	16%	22%	21%	20%	23%	25%	12%	22%	9%
I threw the gift in the garbage	6%	7%	7%	5%	9%	10%	6%	8%	8%	15%	9%	-	3%	22%	4%
I gave the gift to someone else	12%	13%	14%	13%	15%	16%	13%	12%	13%	28%	14%	22%	15%	11%	10%
I gave the gift to charity/Goodwill	11%	11%	14%	9%	14%	14%	11%	8%	14%	19%	14%	-	13%	11%	8%
I stored the gift away (e.g., back of a closet, cupboard, etc.)	10%	11%	13%	8%	15%	11%	8%	13%	13%	23%	14%	4%	3%	11%	11%
Other	6%	6%	6%	6%	7%	8%	6%	6%	5%	17%	5%	9%	6%	-	2%
Not applicable - I did not receive a gift I didn't like / that didn't fit	67%	66%	64%	70%	60%	64%	65%	58%	59%	53%	57%	63%	69%	78%	73%

In general, how acceptable or unacceptable do you believe it is to re-gift an item you received (i.e., give it to someone else)?

Unweighted base	1153	928	446	339	449	85	329	93	362	36	218	24	57	9	137
Base: All US adults	1142	914	436	335	456	86	317	100	366	37	228	28	58	9	138
Very acceptable	20%	20%	23%	21%	22%	30%	22%	23%	20%	20%	18%	14%	13%	-	27%
Somewhat acceptable	39%	39%	41%	43%	38%	32%	46%	42%	39%	31%	39%	31%	52%	24%	33%
Somewhat unacceptable	18%	18%	17%	15%	18%	19%	16%	20%	21%	36%	23%	44%	20%	11%	15%
Very unacceptable	14%	14%	12%	14%	13%	11%	10%	14%	12%	7%	14%	7%	11%	21%	14%
Don't know	9%	8%	8%	7%	9%	9%	6%	1%	8%	6%	6%	4%	5%	45%	12%
Net: Acceptable	59%	59%	64%	64%	60%	62%	68%	66%	59%	51%	57%	44%	65%	24%	59%
Net: Unacceptable	32%	32%	28%	29%	32%	29%	26%	33%	33%	43%	37%	51%	30%	31%	28%

YouGov NY
Re-gifting

US_nat Sample: 6th - 9th January 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift I did not like

	Unweighted base	375	160	215	143	134	98	92	75	136	72	240	46	49	40
Base: All US adults who received at least one gift they didn't like		383	183	200	164	127	91	92	71	146	74	224	48	64	46
I returned the gift for cash		31%	31%	32%	33%	32%	26%	33%	23%	34%	33%	30%	35%	32%	33%
I returned the gift for store credit		40%	41%	40%	44%	41%	33%	46%	33%	45%	30%	40%	48%	39%	37%
I exchanged the gift for another item of similar value		38%	42%	36%	36%	45%	34%	43%	30%	44%	30%	36%	53%	42%	33%
I threw the gift in the garbage		30%	31%	29%	38%	22%	28%	40%	23%	25%	36%	26%	27%	35%	49%
I gave the gift to someone else		42%	40%	44%	40%	46%	42%	46%	42%	43%	36%	43%	38%	36%	49%
I gave the gift to charity/Goodwill		34%	32%	36%	32%	38%	33%	34%	35%	32%	38%	36%	22%	31%	41%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		40%	38%	42%	40%	37%	44%	48%	40%	41%	29%	41%	34%	37%	45%
Other		20%	25%	16%	25%	14%	20%	32%	12%	19%	17%	19%	18%	15%	36%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift that did not fit

	Unweighted base	354	154	200	129	135	90	80	73	133	68	221	50	48	35
Base: All US adults who received at least one gift that did not fit		376	189	187	155	131	90	81	70	153	72	208	52	76	40
I returned the gift for cash		35%	36%	34%	40%	33%	31%	35%	43%	34%	31%	34%	40%	39%	32%
I returned the gift for store credit		39%	39%	39%	33%	40%	46%	36%	51%	37%	33%	40%	44%	31%	41%
I exchanged the gift for another item of similar value		47%	48%	46%	48%	49%	42%	46%	48%	51%	40%	49%	39%	49%	45%
I threw the gift in the garbage		19%	24%	15%	20%	17%	22%	13%	18%	20%	26%	17%	25%	24%	15%
I gave the gift to someone else		36%	38%	33%	30%	35%	46%	38%	33%	37%	32%	33%	47%	36%	32%
I gave the gift to charity/Goodwill		33%	33%	33%	31%	33%	37%	32%	31%	35%	31%	31%	37%	33%	38%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		32%	34%	30%	38%	30%	22%	33%	32%	30%	34%	29%	52%	26%	33%
Other		18%	24%	12%	15%	17%	26%	23%	13%	18%	16%	18%	16%	15%	25%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift I did not like

	Unweighted base	375	131	133	68	43	178	8	28	16	119	26
Base: All US adults who received at least one gift they didn't like		383	146	128	63	46	173	8	28	14	133	27
I returned the gift for cash		31%	36%	36%	21%	18%	28%	55%	42%	37%	32%	28%
I returned the gift for store credit		40%	51%	38%	26%	32%	34%	46%	49%	39%	46%	43%
I exchanged the gift for another item of similar value		38%	41%	46%	27%	25%	39%	68%	63%	32%	34%	29%
I threw the gift in the garbage		30%	42%	28%	17%	17%	27%	46%	33%	31%	32%	34%
I gave the gift to someone else		42%	43%	41%	40%	47%	41%	22%	48%	31%	43%	54%
I gave the gift to charity/Goodwill		34%	34%	30%	36%	46%	37%	46%	28%	26%	27%	56%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		40%	38%	41%	50%	29%	38%	69%	48%	42%	43%	18%
Other		20%	29%	14%	17%	12%	19%	48%	27%	27%	19%	20%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift that did not fit

	Unweighted base	354	141	121	52	40	168	8	22	16	115	25
Base: All US adults who received at least one gift that did not fit		376	158	120	54	43	171	8	21	13	136	27
I returned the gift for cash		35%	40%	36%	27%	25%	30%	53%	26%	28%	40%	50%
I returned the gift for store credit		39%	42%	33%	48%	33%	40%	46%	30%	68%	35%	40%
I exchanged the gift for another item of similar value		47%	46%	44%	49%	54%	50%	47%	37%	45%	42%	61%
I threw the gift in the garbage		19%	22%	19%	21%	9%	20%	23%	35%	12%	17%	20%
I gave the gift to someone else		36%	38%	40%	28%	27%	38%	58%	29%	51%	31%	36%
I gave the gift to charity/Goodwill		33%	36%	30%	39%	23%	33%	35%	43%	37%	31%	34%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		32%	31%	36%	28%	27%	27%	66%	17%	13%	39%	39%
Other		18%	19%	22%	10%	14%	19%	42%	19%	27%	14%	22%

YouGov NY

Re-gifting

US_nat Sample: 6th - 9th January 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift I did not like

	Unweighted base	375	143	232	139	101	92	43
Base: All US adults who received at least one gift they didn't like		383	139	244	147	98	92	47
I returned the gift for cash		31%	35%	30%	37%	29%	27%	29%
I returned the gift for store credit		40%	46%	37%	50%	30%	37%	38%
I exchanged the gift for another item of similar value		38%	44%	35%	39%	38%	35%	45%
I threw the gift in the garbage		30%	32%	29%	35%	23%	32%	25%
I gave the gift to someone else		42%	40%	44%	49%	42%	36%	34%
I gave the gift to charity/Goodwill		34%	36%	33%	37%	26%	42%	27%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		40%	38%	41%	38%	41%	38%	46%
Other		20%	17%	22%	21%	15%	19%	31%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift that did not fit

	Unweighted base	354	130	224	143	88	75	48
Base: All US adults who received at least one gift that did not fit		376	134	241	158	88	75	55
I returned the gift for cash		35%	35%	36%	36%	34%	37%	35%
I returned the gift for store credit		39%	40%	38%	41%	42%	28%	42%
I exchanged the gift for another item of similar value		47%	52%	44%	50%	44%	44%	46%
I threw the gift in the garbage		19%	17%	21%	20%	16%	14%	31%
I gave the gift to someone else		36%	32%	37%	39%	27%	42%	32%
I gave the gift to charity/Goodwill		33%	30%	35%	30%	27%	41%	39%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		32%	30%	33%	37%	26%	32%	26%
Other		18%	12%	21%	18%	18%	18%	18%

YouGov NY
Re-gifting

US_nat Sample: 6th - 9th January 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift I did not like

	Unweighted base	375	316	171	111	179	33	113	42	158	19	96	9	17	3	30
Base: All US adults who received at least one gift they didn't like		383	317	171	109	184	35	111	46	161	19	98	9	18	3	36
I returned the gift for cash		31%	31%	34%	32%	30%	30%	31%	35%	33%	63%	43%	40%	26%	-	25%
I returned the gift for store credit		40%	43%	44%	37%	35%	49%	38%	32%	48%	33%	46%	56%	24%	-	38%
I exchanged the gift for another item of similar value		38%	38%	40%	32%	38%	43%	34%	31%	43%	42%	34%	56%	14%	67%	47%
I threw the gift in the garbage		30%	32%	29%	27%	30%	43%	28%	32%	37%	49%	41%	29%	10%	35%	21%
I gave the gift to someone else		42%	44%	45%	44%	41%	40%	43%	54%	46%	43%	52%	57%	15%	32%	32%
I gave the gift to charity/Goodwill		34%	36%	33%	38%	37%	26%	32%	44%	34%	44%	46%	47%	31%	100%	31%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		40%	42%	45%	38%	40%	36%	43%	31%	45%	31%	37%	48%	42%	33%	25%
Other		20%	22%	21%	15%	27%	23%	15%	15%	21%	20%	14%	13%	21%	68%	13%

For the following question, if you did not receive any gifts this holiday season that you didn't like or that didn't fit, please select the "not applicable" option. In which, if any, of the following ways did you respond to receiving a gift you did not like or that did not fit? Please select all that apply on each column.

- A gift that did not fit

	Unweighted base	354	295	155	98	172	27	105	34	143	16	90	10	16	2	28
Base: All US adults who received at least one gift that did not fit		376	307	158	102	181	31	111	42	152	17	99	10	18	2	37
I returned the gift for cash		35%	34%	38%	33%	36%	32%	30%	23%	36%	38%	33%	19%	21%	100%	22%
I returned the gift for store credit		39%	41%	37%	43%	37%	27%	37%	39%	40%	44%	36%	66%	22%	49%	36%
I exchanged the gift for another item of similar value		47%	50%	48%	50%	45%	41%	46%	52%	50%	43%	53%	67%	38%	100%	33%
I threw the gift in the garbage		19%	21%	19%	17%	22%	28%	17%	20%	20%	32%	20%	-	10%	100%	14%
I gave the gift to someone else		36%	39%	39%	43%	37%	45%	38%	29%	31%	60%	32%	59%	47%	49%	37%
I gave the gift to charity/Goodwill		33%	34%	37%	31%	35%	40%	31%	19%	34%	41%	32%	-	41%	49%	31%
I stored the gift away (e.g., back of a closet, cupboard, etc.)		32%	31%	35%	27%	37%	31%	23%	31%	32%	48%	32%	12%	10%	49%	40%
Other		18%	18%	18%	19%	19%	22%	17%	14%	12%	35%	12%	23%	20%	-	7%