

Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - I'm hopeful that my family can still celebrate a great holiday season

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	876	115	101	56	332	214	58	257	137	208	147	211	665
	87%	86%	89%	90%	86%	89%	87%	86%	88%	87%	92%	93%	86%
		*	*	*			*					L	
Strongly agree	406	47	45	34	141	101	38	112	71	89	74	119	287
	40%	35%	39%	54%	37%	42%	56%	37%	45%	38%	46%	52%	37%
		*	*	AD*			ABDE*					L	
Somewhat agree	470	68	56	22	190	113	20	145	66	118	73	92	378
	47%	51%	50%	35%	49%	47%	30%	48%	42%	50%	46%	41%	49%
		CF*	F*	*	CF	F	*						
Bottom 2 Box (Net)	127	19	12	7	54	26	9	42	19	31	12	16	111
	13%	14%	11%	10%	14%	11%	13%	14%	12%	13%	8%	7%	14%
		*	*	*			*					K	
Somewhat disagree	89	16	4	4	36	21	6	23	14	26	7	11	78
	9%	12%	4%	7%	9%	9%	10%	8%	9%	11%	4%	5%	10%
		*	*	*			*			J			K
Strongly disagree	39	3	8	2	18	5	2	20	6	5	5	5	34
	4%	3%	7%	4%	5%	2%	4%	7%	4%	2%	3%	2%	4%
		*	*	*			*	I					
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - I'm expecting to feel lonely this Christmas/holiday :

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	438	54	49	25	157	126	27	154	76	92	55	86	352
	44%	40%	43%	40%	41%	53%	40%	52%	49%	38%	35%	38%	45%
Strongly agree	125	18	13	8	42	35	8	50	31	19	13	31	94
	12%	13%	12%	13%	11%	15%	11%	17%	20%	8%	8%	14%	12%
Somewhat agree	313	36	35	17	115	91	19	105	45	73	42	55	258
	31%	27%	31%	27%	30%	38%	28%	35%	29%	30%	27%	24%	33%
Bottom 2 Box (Net)	565	80	65	37	229	113	41	145	80	147	104	141	425
	56%	60%	57%	60%	59%	47%	60%	48%	51%	62%	65%	62%	55%
Somewhat disagree	326	50	28	24	127	78	20	87	47	81	50	71	255
	33%	37%	25%	38%	33%	32%	30%	29%	30%	34%	32%	31%	33%
Strongly disagree	239	31	37	14	102	36	21	58	33	66	53	70	170
	24%	23%	32%	22%	26%	15%	31%	19%	21%	28%	33%	31%	22%
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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Minimum Base: 30 (**), Small Base: 100 (*)

Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - I think this Christmas/holiday season will be very d

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	895	120	98	52	348	215	62	261	143	214	142	203	692
	89%	89%	86%	84%	90%	90%	92%	87%	92%	90%	89%	89%	89%
	*	*	*				*						
Strongly agree	481	61	52	31	196	113	28	113	79	124	88	127	354
	48%	45%	46%	49%	51%	47%	42%	38%	51%	52%	56%	56%	46%
	*	*	*				*		G	G	G	L	
Somewhat agree	414	59	46	21	152	102	33	148	63	90	54	75	338
	41%	44%	40%	34%	39%	43%	49%	49%	41%	38%	34%	33%	44%
	*	*	*				*	IJ					K
Bottom 2 Box (Net)	108	14	15	10	38	25	6	39	13	24	17	24	84
	11%	11%	14%	16%	10%	10%	8%	13%	8%	10%	11%	11%	11%
	*	*	*				*						
Somewhat disagree	77	8	10	6	30	18	5	27	8	15	13	23	53
	8%	6%	9%	9%	8%	8%	7%	9%	5%	6%	8%	10%	7%
	*	*	*				*						
Strongly disagree	32	6	5	4	8	6	1	12	6	9	4	1	31
	3%	5%	5%	7%	2%	3%	1%	4%	4%	4%	2%	*	4%
	*	*	*	D*			*						K
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - I'm worried that many Canadians who have been fi

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	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	872	117	99	55	334	206	61	253	138	210	137	201	671
	87%	87%	88%	88%	87%	86%	90%	85%	89%	88%	86%	89%	86%
Strongly agree	*	*	*				*						
	316	39	40	19	132	69	18	78	50	89	54	85	230
	31%	29%	35%	30%	34%	29%	27%	26%	32%	37%	34%	38%	30%
Somewhat agree	*	*	*				*			G			
	556	78	60	36	203	138	43	175	89	121	84	115	441
	55%	58%	53%	57%	52%	57%	63%	58%	57%	51%	53%	51%	57%
Bottom 2 Box (Net)	*	*	*				*						
	131	18	14	8	52	33	6	46	18	28	22	26	105
	13%	13%	12%	12%	13%	14%	10%	15%	11%	12%	14%	11%	14%
Somewhat disagree	*	*	*				*						
	109	13	11	6	48	25	5	42	11	23	16	21	88
	11%	10%	10%	10%	13%	10%	7%	14%	7%	10%	10%	9%	11%
Strongly disagree	*	*	*				*						
	22	4	3	1	3	9	2	5	7	5	5	5	18
	2%	3%	3%	2%	1%	4%	2%	2%	4%	2%	3%	2%	2%
Sigma	*	*	*			D	*						
	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - My family will do everything it can to keep the Chri

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	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	845	116	94	53	324	200	60	250	126	206	141	211	634
	84%	86%	83%	85%	84%	83%	89%	83%	81%	86%	89%	93%	82%
Strongly agree		*	*	*			*					L	
	332	35	39	29	134	70	25	90	45	75	70	111	221
	33%	26%	34%	47%	35%	29%	37%	30%	29%	32%	44%	49%	28%
Somewhat agree		*	*	AE*			*				GHI	L	
	513	81	55	24	189	130	34	160	81	131	71	100	413
	51%	60%	49%	38%	49%	54%	51%	53%	52%	55%	45%	44%	53%
Bottom 2 Box (Net)		C*	*	*		C	*						K
	158	18	20	9	63	40	8	50	30	32	18	16	142
	16%	14%	17%	15%	16%	17%	11%	17%	19%	14%	11%	7%	18%
Somewhat disagree		*	*	*			*						K
	108	12	15	8	43	28	2	28	21	25	14	10	98
	11%	9%	13%	12%	11%	12%	3%	9%	13%	10%	9%	4%	13%
Strongly disagree		*	F*	F*	F	F	*						K
	50	6	5	2	20	12	6	21	9	8	4	6	44
	5%	5%	4%	3%	5%	5%	8%	7%	6%	3%	2%	3%	6%
Sigma		*	*	*			*						
	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)

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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 (*)

Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - Christmas 2020 will be the worst Christmas I've ever

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	427	62	32	26	146	142	19	138	81	90	62	105	322
	43%	46%	28%	42%	38%	59%	28%	46%	52%	38%	39%	46%	41%
	BF*	*	*			ABCD	*		IJ				
Strongly agree	108	13	8	8	29	46	4	45	17	22	17	25	83
	11%	10%	7%	14%	7%	19%	6%	15%	11%	9%	11%	11%	11%
		*	*	*		ABDF	*						
Somewhat agree	319	49	24	18	117	97	15	93	64	67	44	80	239
	32%	36%	21%	29%	30%	40%	22%	31%	41%	28%	28%	35%	31%
		BF*	*	*		BDF	*		IJ				
Bottom 2 Box (Net)	576	73	81	36	241	97	49	161	75	149	97	122	455
	57%	54%	72%	58%	62%	41%	72%	54%	48%	62%	61%	54%	59%
		E*	AE*	E*	E		AE*			H	H		
Somewhat disagree	394	47	50	27	167	70	33	114	47	108	55	90	304
	39%	35%	44%	44%	43%	29%	49%	38%	30%	45%	35%	40%	39%
		*	E*	E*	E		E*			HJ			
Strongly disagree	182	26	31	9	74	27	16	47	28	41	42	31	151
	18%	19%	27%	14%	19%	11%	24%	16%	18%	17%	26%	14%	19%
		*	E*	*	E		E*				GI		
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - Top 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
I'm hopeful that my family can still celebrate a great Christmas/holiday season this year	876	115	101	56	332	214	58	257	137	208	147	211	665
	87%	86%	89%	90%	86%	89%	87%	86%	88%	87%	92%	93%	86%
	*	*	*				*					L	
I'm expecting to feel lonely this Christmas/holiday season	438	54	49	25	157	126	27	154	76	92	55	86	352
	44%	40%	43%	40%	41%	53%	40%	52%	49%	38%	35%	38%	45%
	*	*	*			D	*	IJ	J				
I think this Christmas/holiday season will be very different from last year's	895	120	98	52	348	215	62	261	143	214	142	203	692
	89%	89%	86%	84%	90%	90%	92%	87%	92%	90%	89%	89%	89%
	*	*	*				*						
I'm worried that many Canadians who have been financially impacted by COVID-19 are not going to have a joyous Christmas/holiday season this year	872	117	99	55	334	206	61	253	138	210	137	201	671
	87%	87%	88%	88%	87%	86%	90%	85%	89%	88%	86%	89%	86%
	*	*	*				*						
My family will do everything it can to keep the Christmas/holiday spirit alive this year	845	116	94	53	324	200	60	250	126	206	141	211	634
	84%	86%	83%	85%	84%	83%	89%	83%	81%	86%	89%	93%	82%
	*	*	*				*					L	
Christmas 2020 will be the worst Christmas I've ever had	427	62	32	26	146	142	19	138	81	90	62	105	322
	43%	46%	28%	42%	38%	59%	28%	46%	52%	38%	39%	46%	41%
		BF*	*	*		ABCD	*		IJ				

Statistics:

Overlap formulae used

- 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 (*)

Thinking about the holidays this year in the midst of the COVID-19 pandemic, to what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
I'm hopeful that my family can still celebrate a great Christmas/holiday season this year	127	19	12	7	54	26	9	42	19	31	12	16	111
	13%	14%	11%	10%	14%	11%	13%	14%	12%	13%	8%	7%	14%
	*	*	*				*						K
I'm expecting to feel lonely this Christmas/holiday season	565	80	65	37	229	113	41	145	80	147	104	141	425
	56%	60%	57%	60%	59%	47%	60%	48%	51%	62%	65%	62%	55%
	*	*	*	E			*			G	GH		
I think this Christmas/holiday season will be very different from last year's	108	14	15	10	38	25	6	39	13	24	17	24	84
	11%	11%	14%	16%	10%	10%	8%	13%	8%	10%	11%	11%	11%
	*	*	*				*						
I'm worried that many Canadians who have been financially impacted by COVID-19 are not going to have a joyous Christmas/holiday season this year	131	18	14	8	52	33	6	46	18	28	22	26	105
	13%	13%	12%	12%	13%	14%	10%	15%	11%	12%	14%	11%	14%
	*	*	*				*						
My family will do everything it can to keep the Christmas/holiday spirit alive this year	158	18	20	9	63	40	8	50	30	32	18	16	142
	16%	14%	17%	15%	16%	17%	11%	17%	19%	14%	11%	7%	18%
	*	*	*				*						K
Christmas 2020 will be the worst Christmas I've ever had	576	73	81	36	241	97	49	161	75	149	97	122	455
	57%	54%	72%	58%	62%	41%	72%	54%	48%	62%	61%	54%	59%
		E*	AE*	E*	E		AE*			H	H		

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - I would prefer to receive a meaningful gift that would help someone else, rather than another traditional gift like cloth

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	755	93	83	48	287	189	55	219	116	183	122	168	587
	75%	69%	73%	78%	74%	79%	82%	73%	75%	77%	77%	74%	76%
	*	*	*				*						
Strongly agree	217	28	31	12	81	45	20	55	49	46	38	44	173
	22%	21%	28%	19%	21%	19%	29%	18%	31%	19%	24%	20%	22%
	*	*	*				*		GI				
Somewhat agree	537	64	51	37	206	144	35	164	68	137	84	124	414
	54%	48%	45%	59%	53%	60%	52%	55%	43%	58%	53%	55%	53%
	*	*	*			B	*			H			
Bottom 2 Box (Net)	248	42	31	14	99	51	12	80	40	55	37	59	190
	25%	31%	27%	22%	26%	21%	18%	27%	25%	23%	23%	26%	24%
	*	*	*				*						
Somewhat disagree	211	32	27	13	87	41	11	70	32	47	29	47	164
	21%	24%	24%	21%	22%	17%	17%	23%	21%	20%	18%	21%	21%
	*	*	*				*						
Strongly disagree	38	10	4	1	12	10	1	10	7	8	8	12	26
	4%	7%	3%	1%	3%	4%	2%	3%	5%	3%	5%	5%	3%
	*	*	*				*						
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - We need to spend more time at Christmas focusing on those who need help

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	886	108	98	57	352	210	61	269	140	211	139	210	676
	88%	81%	87%	91%	91%	87%	91%	90%	90%	89%	88%	93%	87%
		*	*	*	A		*					L	
Strongly agree	260	32	24	23	101	52	28	77	45	53	45	60	200
	26%	24%	21%	37%	26%	22%	41%	26%	29%	22%	29%	27%	26%
		*	*	BE*			ABDE*						
Somewhat agree	626	76	75	34	251	157	34	192	95	158	94	150	476
	62%	57%	66%	54%	65%	66%	50%	64%	61%	66%	59%	66%	61%
		*	F*	*	F	F	*						
Bottom 2 Box (Net)	117	26	15	6	34	30	6	31	16	27	20	16	100
	12%	19%	13%	9%	9%	13%	9%	10%	10%	11%	12%	7%	13%
		D*	*	*			*						K
Somewhat disagree	98	20	14	5	30	23	6	27	13	23	14	11	87
	10%	15%	12%	8%	8%	10%	9%	9%	8%	9%	9%	5%	11%
		*	*	*			*						K
Strongly disagree	18	6	1	*	4	7	-	3	3	5	6	5	13
	2%	5%	1%	1%	1%	3%	-	1%	2%	2%	4%	2%	2%
		D*	*	*			*						
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - In the midst of the abundance of the holiday season, I think more about those less fortunate

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	820	103	95	50	323	193	56	242	129	195	136	192	628
	82%	77%	84%	81%	84%	80%	83%	81%	83%	82%	86%	85%	81%
Strongly agree		*	*	*			*						
	213	26	34	14	80	41	18	64	38	41	35	46	166
	21%	20%	30%	22%	21%	17%	27%	21%	25%	17%	22%	20%	21%
Somewhat agree		*	E*	*			*						
	607	77	61	37	243	152	38	178	91	154	101	146	461
	61%	57%	54%	59%	63%	63%	57%	59%	58%	65%	63%	64%	59%
Bottom 2 Box (Net)		*	*	*			*						
	183	31	19	12	64	47	11	58	27	43	23	35	149
	18%	23%	16%	19%	16%	20%	17%	19%	17%	18%	14%	15%	19%
Somewhat disagree		*	*	*			*						
	150	22	17	11	55	33	11	49	23	31	17	25	124
	15%	17%	15%	18%	14%	14%	17%	16%	14%	13%	11%	11%	16%
Strongly disagree		*	*	*			*						
	34	9	2	1	8	14	-	9	4	12	6	9	25
	3%	7%	2%	1%	2%	6%	-	3%	3%	5%	4%	4%	3%
Sigma		DF*	*	*		DF	*						
	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - The holiday-season will be a much-needed distraction from the challenges of 2020

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	756	98	76	48	292	185	57	223	120	181	118	187	569
	75%	73%	67%	78%	76%	77%	85%	74%	77%	76%	74%	82%	73%
	*	*	*				B*					L	
Strongly agree	209	21	34	12	83	40	19	50	33	58	37	59	150
	21%	15%	30%	19%	21%	17%	29%	17%	21%	24%	23%	26%	19%
	*	AE*	*				AE*						
Somewhat agree	548	78	42	36	209	144	38	173	87	123	81	128	419
	55%	58%	37%	58%	54%	60%	57%	58%	56%	52%	51%	57%	54%
		B*	*	B*	B	B	B*						
Bottom 2 Box (Net)	247	36	37	14	94	55	10	77	36	57	41	40	207
	25%	27%	33%	22%	24%	23%	15%	26%	23%	24%	26%	18%	27%
	*	F*	*				*						K
Somewhat disagree	192	27	37	11	65	45	8	50	28	48	34	29	163
	19%	20%	32%	17%	17%	19%	12%	17%	18%	20%	21%	13%	21%
	*		CDEF*	*			*						K
Strongly disagree	55	10	1	3	30	10	2	27	8	9	7	11	44
	5%	7%	1%	5%	8%	4%	2%	9%	5%	4%	4%	5%	6%
		B*	*	*	B		*						
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - I am optimistic that 2021 will be a better year

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	802	100	87	52	305	198	59	232	123	189	138	185	616
	80%	75%	77%	84%	79%	83%	88%	78%	79%	79%	87%	82%	79%
	*	*	*	*	*	*	A*	*	*	*	G	*	*
Strongly agree	291	24	35	18	118	73	22	94	40	64	58	82	209
	29%	18%	31%	29%	31%	30%	32%	31%	26%	27%	37%	36%	27%
	*	*	*	*	A	A	A*	*	*	*	HI	L	*
Somewhat agree	511	76	52	34	187	125	38	138	83	124	79	103	408
	51%	57%	45%	54%	48%	52%	56%	46%	53%	52%	50%	45%	53%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Bottom 2 Box (Net)	201	34	27	10	81	42	8	67	33	50	21	41	160
	20%	25%	23%	16%	21%	17%	12%	22%	21%	21%	13%	18%	21%
	F*	*	*	*	*	*	*	J	*	*	*	*	*
Somewhat disagree	163	25	23	8	66	33	7	57	25	41	15	31	131
	16%	19%	21%	13%	17%	14%	10%	19%	16%	17%	9%	14%	17%
	*	*	*	*	*	*	*	J	*	J	*	*	*
Strongly disagree	39	9	3	2	15	9	1	10	8	9	6	10	29
	4%	7%	3%	3%	4%	4%	1%	3%	5%	4%	4%	4%	4%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - Top 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
I would prefer to receive a meaningful gift that would help someone else, rather than another traditional gift like clothes or electronics	755	93	83	48	287	189	55	219	116	183	122	168	587
	75%	69%	73%	78%	74%	79%	82%	73%	75%	77%	77%	74%	76%
	*	*	*	*	*	*	*	*	*	*	*	*	*
We need to spend more time at Christmas focusing on those who need help	886	108	98	57	352	210	61	269	140	211	139	210	676
	88%	81%	87%	91%	91%	87%	91%	90%	90%	89%	88%	93%	87%
	*	*	*	*	A	*	*	*	*	*	*	L	*
In the midst of the abundance of the holiday season, I think more about those less fortunate	820	103	95	50	323	193	56	242	129	195	136	192	628
	82%	77%	84%	81%	84%	80%	83%	81%	83%	82%	86%	85%	81%
	*	*	*	*	*	*	*	*	*	*	*	*	*
The holiday-season will be a much-needed distraction from the challenges of 2020	756	98	76	48	292	185	57	223	120	181	118	187	569
	75%	73%	67%	78%	76%	77%	85%	74%	77%	76%	74%	82%	73%
	*	*	*	*	*	*	B*	*	*	*	*	L	*
I am optimistic that 2021 will be a better year	802	100	87	52	305	198	59	232	123	189	138	185	616
	80%	75%	77%	84%	79%	83%	88%	78%	79%	79%	87%	82%	79%
	*	*	*	*	*	*	A*	*	*	*	G	*	*

Statistics:

Overlap formulae used

- 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 (*)

What is the extent to which you agree or disagree with the following statements? - Bottom 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
I would prefer to receive a meaningful gift that would help someone else, rather than another traditional gift like clothes or electronics	248	42	31	14	99	51	12	80	40	55	37	59	190
	25%	31%	27%	22%	26%	21%	18%	27%	25%	23%	23%	26%	24%
		*	*	*			*						
We need to spend more time at Christmas focusing on those who need help	117	26	15	6	34	30	6	31	16	27	20	16	100
	12%	19%	13%	9%	9%	13%	9%	10%	10%	11%	12%	7%	13%
		D*	*	*			*					K	
In the midst of the abundance of the holiday season, I think more about those less fortunate	183	31	19	12	64	47	11	58	27	43	23	35	149
	18%	23%	16%	19%	16%	20%	17%	19%	17%	18%	14%	15%	19%
		*	*	*			*						
The holiday-season will be a much-needed distraction from the challenges of 2020	247	36	37	14	94	55	10	77	36	57	41	40	207
	25%	27%	33%	22%	24%	23%	15%	26%	23%	24%	26%	18%	27%
		*	F*	*			*					K	
I am optimistic that 2021 will be a better year	201	34	27	10	81	42	8	67	33	50	21	41	160
	20%	25%	23%	16%	21%	17%	12%	22%	21%	21%	13%	18%	21%
		F*	*	*			*	J					

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Donate to charity

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	677	79	74	43	271	156	53	177	110	167	128	160	517
	67%	59%	65%	69%	70%	65%	79%	59%	70%	70%	80%	71%	67%
		*	*	*			AE*			G	GI		
Very likely	224	27	28	16	95	42	15	46	45	61	40	44	180
	22%	20%	25%	26%	25%	18%	22%	15%	29%	26%	25%	19%	23%
		*	*	*			*		G	G	G		
Somewhat likely	453	52	45	27	176	114	38	131	65	106	88	116	337
	45%	39%	40%	43%	46%	47%	57%	44%	42%	44%	55%	51%	43%
		*	*	*			AB*				GHI		
Bottom 2 Box (Net)	326	55	39	19	115	83	14	123	46	71	31	67	260
	33%	41%	35%	31%	30%	35%	21%	41%	30%	30%	20%	29%	33%
		F*	*	*		F	*	IJ		J			
Not very likely	232	34	28	15	85	58	12	89	29	44	22	43	188
	23%	25%	24%	25%	22%	24%	18%	30%	19%	19%	14%	19%	24%
		*	*	*			*	HIJ					
Not at all likely	95	21	12	4	30	25	2	34	17	27	9	23	71
	9%	16%	11%	6%	8%	11%	3%	11%	11%	11%	6%	10%	9%
		DF*	*	*			*						
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Volunteer for a charitable organization

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	326	42	41	30	110	75	27	109	56	70	52	93	232
	32%	31%	36%	48%	28%	31%	41%	36%	36%	29%	32%	41%	30%
		*	*	ADE*			D*					L	
Very likely	78	13	16	5	25	13	6	25	11	15	17	21	56
	8%	10%	14%	7%	6%	5%	9%	8%	7%	6%	11%	9%	7%
		*	DE*	*			*						
Somewhat likely	248	29	25	25	85	62	21	84	45	55	35	72	176
	25%	22%	22%	41%	22%	26%	32%	28%	29%	23%	22%	32%	23%
		*	*	ABDE*			*					L	
Bottom 2 Box (Net)	677	92	72	32	277	165	40	190	100	168	107	133	544
	68%	69%	64%	52%	72%	69%	59%	64%	64%	71%	68%	59%	70%
		C*	*	*	CF	C	*						K
Not very likely	514	61	59	22	228	112	32	151	69	118	87	95	420
	51%	45%	52%	36%	59%	47%	47%	50%	44%	50%	54%	42%	54%
		*	C*	*	ACE		*						K
Not at all likely	163	31	13	10	48	53	8	39	31	50	21	39	124
	16%	23%	11%	16%	13%	22%	12%	13%	20%	21%	13%	17%	16%
		BD*	*	*		BD	*			G			
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Give a charitable gift in someone else's name

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	421	59	55	30	150	90	37	114	71	106	78	108	312
	42%	44%	48%	48%	39%	38%	55%	38%	45%	44%	49%	48%	40%
		*	*	*			DE*				G		
Very likely	110	19	17	7	43	16	7	21	23	26	24	34	76
	11%	14%	15%	11%	11%	7%	11%	7%	15%	11%	15%	15%	10%
		E*	E*	*			*		G		G		
Somewhat likely	311	40	37	23	107	75	30	93	47	80	54	75	236
	31%	29%	33%	37%	28%	31%	44%	31%	30%	33%	34%	33%	30%
		*	*	*			ADE*						
Bottom 2 Box (Net)	582	75	59	32	236	149	30	185	85	133	81	118	464
	58%	56%	52%	52%	61%	62%	45%	62%	55%	56%	51%	52%	60%
		*	*	*	F	F	*	J					
Not very likely	439	46	44	25	187	109	28	146	63	93	57	80	359
	44%	34%	39%	40%	48%	45%	42%	49%	40%	39%	36%	35%	46%
		*	*	*	A		*	J					K
Not at all likely	144	30	14	8	49	41	2	39	22	40	24	39	105
	14%	22%	13%	12%	13%	17%	3%	13%	14%	17%	15%	17%	14%
		DF*	F*	F*	F	F	*						
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Reduce your holiday spending

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	782	109	92	46	304	175	54	221	132	189	117	191	590
	78%	81%	81%	75%	79%	73%	81%	74%	85%	79%	73%	84%	76%
		*	*	*			*		GJ			L	
Very likely	311	50	54	15	120	52	20	86	55	76	44	70	241
	31%	37%	47%	24%	31%	22%	30%	29%	35%	32%	27%	31%	31%
		E*	CDEF*	*	E		*						
Somewhat likely	470	59	38	31	184	124	34	135	77	113	73	122	349
	47%	44%	34%	50%	48%	52%	51%	45%	49%	47%	46%	54%	45%
		*	*	B*	B	B	B*						
Bottom 2 Box (Net)	221	25	21	16	82	65	13	79	24	50	42	35	186
	22%	19%	19%	25%	21%	27%	19%	26%	15%	21%	27%	16%	24%
		*	*	*			*	H			H		K
Not very likely	182	23	18	11	64	55	12	68	19	40	33	32	150
	18%	17%	16%	18%	16%	23%	18%	23%	12%	17%	21%	14%	19%
		*	*	*			*	H			H		
Not at all likely	39	2	4	5	18	10	1	11	5	10	10	3	36
	4%	1%	3%	8%	5%	4%	1%	4%	3%	4%	6%	1%	5%
		*	*	AF*			*						K
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Avoid in-person holiday events or gatherings this year

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Top 2 Box (Net)	801	122	80	47	300	205	46	218	130	196	130	179	622
	80%	91%	71%	75%	78%	86%	69%	73%	83%	82%	82%	79%	80%
		BCDF *	*	*		BCDF	*		G	G			
Very likely	375	61	31	16	149	97	20	99	70	80	58	81	294
	37%	46%	27%	26%	39%	40%	30%	33%	45%	33%	37%	36%	38%
		BCF *	*	*		BC	*		GI				
Somewhat likely	426	60	50	30	151	108	26	119	60	116	72	98	328
	42%	45%	44%	49%	39%	45%	39%	40%	39%	49%	46%	43%	42%
		*	*	*			*						
Bottom 2 Box (Net)	202	13	33	16	86	34	21	81	26	43	29	47	155
	20%	9%	29%	25%	22%	14%	31%	27%	17%	18%	18%	21%	20%
		*	AE *	AE *	AE		AE *	HI					
Not very likely	149	6	23	13	66	28	15	64	16	30	18	32	117
	15%	4%	20%	20%	17%	12%	22%	21%	11%	13%	11%	14%	15%
		*	A *	A *	A	A	AE *	HIJ					
Not at all likely	53	7	10	3	20	6	6	17	10	12	11	15	37
	5%	5%	9%	5%	5%	3%	9%	6%	6%	5%	7%	7%	5%
		*	E *	*			E *						
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Top 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Donate to charity	677	79	74	43	271	156	53	177	110	167	128	160	517
	67%	59%	65%	69%	70%	65%	79%	59%	70%	70%	80%	71%	67%
		*	*	*			AE*			G	GI		
Volunteer for a charitable organization	326	42	41	30	110	75	27	109	56	70	52	93	232
	32%	31%	36%	48%	28%	31%	41%	36%	36%	29%	32%	41%	30%
		*	*	ADE*			D*					L	
Give a charitable gift in someone else's name	421	59	55	30	150	90	37	114	71	106	78	108	312
	42%	44%	48%	48%	39%	38%	55%	38%	45%	44%	49%	48%	40%
		*	*	*			DE*				G		
Reduce your holiday spending	782	109	92	46	304	175	54	221	132	189	117	191	590
	78%	81%	81%	75%	79%	73%	81%	74%	85%	79%	73%	84%	76%
		*	*	*			*		GJ			L	
Avoid in-person holiday events or gatherings this year	801	122	80	47	300	205	46	218	130	196	130	179	622
	80%	91%	71%	75%	78%	86%	69%	73%	83%	82%	82%	79%	80%
		BCDF*	*	*		BCDF	*		G	G			

Statistics:

Overlap formulae used

- 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 (*)

How likely would you be to do one of the following this holiday season? - Bottom 2 Box Summary

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Donate to charity	326	55	39	19	115	83	14	123	46	71	31	67	260
	33%	41%	35%	31%	30%	35%	21%	41%	30%	30%	20%	29%	33%
		F*	*	*		F	*	IJ		J			
Volunteer for a charitable organization	677	92	72	32	277	165	40	190	100	168	107	133	544
	68%	69%	64%	52%	72%	69%	59%	64%	64%	71%	68%	59%	70%
		C*	*	*	CF	C	*						K
Give a charitable gift in someone else's name	582	75	59	32	236	149	30	185	85	133	81	118	464
	58%	56%	52%	52%	61%	62%	45%	62%	55%	56%	51%	52%	60%
		*	*	*	F	F	*	J					
Reduce your holiday spending	221	25	21	16	82	65	13	79	24	50	42	35	186
	22%	19%	19%	25%	21%	27%	19%	26%	15%	21%	27%	16%	24%
		*	*	*			*	H			H		K
Avoid in-person holiday events or gatherings this year	202	13	33	16	86	34	21	81	26	43	29	47	155
	20%	9%	29%	25%	22%	14%	31%	27%	17%	18%	18%	21%	20%
		*	AE*	AE*	AE		AE*	HI					

Statistics:

Overlap formulae used

- 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 (*)

Which of the following best describes the spirit of the Christmas season to you:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Helping those less fortunate	71	12	14	5	21	13	6	20	19	19	8	21	50
	7%	9%	13%	9%	5%	5%	8%	7%	12%	8%	5%	9%	6%
		*	D*	*			*		J				
Bringing family together	503	61	49	32	210	124	27	135	73	121	92	132	371
	50%	45%	43%	52%	54%	52%	40%	45%	47%	51%	58%	58%	48%
		*	*	*	F		*				G	L	
Demonstrating love and caring	170	24	15	11	59	47	15	58	26	42	28	30	141
	17%	18%	13%	18%	15%	20%	22%	19%	17%	18%	17%	13%	18%
		*	*	*			*						
Giving gifts to those you care about	107	12	18	7	39	24	7	34	12	30	12	17	91
	11%	9%	16%	11%	10%	10%	11%	12%	8%	13%	8%	7%	12%
		*	*	*			*						
Celebrating spiritual and religious traditions	99	19	11	3	42	16	7	28	20	21	15	22	77
	10%	14%	9%	5%	11%	7%	11%	9%	13%	9%	10%	10%	10%
		E*	*	*			*						
Other	53	6	6	3	16	16	5	24	6	5	4	5	48
	5%	5%	6%	5%	4%	7%	8%	8%	4%	2%	3%	2%	6%
		*	*	*			*	I					
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

Have the recent changes in the economy caused you to reevaluate this year's Christmas spending or traditions?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Yes	638	92	82	37	231	152	44	185	104	167	91	164	473
	64%	69%	73%	60%	60%	63%	65%	62%	67%	70%	57%	72%	61%
		*	D*	*			*			J		L	
No	365	42	31	25	155	88	24	114	52	72	68	62	303
	36%	31%	27%	40%	40%	37%	35%	38%	33%	30%	43%	28%	39%
		*	*	*	B		*				I		K
Sigma	1003	134	113	62	386	240	67	299	156	238	159	227	776
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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 (*)

What changes will you make this year to your spending or traditions?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	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 (unwtd)	1003	120	100	100	351	232	100	244	162	264	198	233	770
Base: All Respondents (wtd)	1003	134	113	62	386	240	67	299	156	238	159	227	776
Giving out fewer gifts	309	55	50	20	112	51	21	60	50	93	62	88	222
	31%	41%	44%	32%	29%	21%	32%	20%	32%	39%	39%	39%	29%
		DE*	DE*	*			*		G	G	G	L	
Buying less expensive gifts	329	51	53	21	119	59	27	97	45	90	60	95	234
	33%	38%	47%	34%	31%	24%	40%	32%	29%	38%	38%	42%	30%
		E*	DE*	*			E*					L	
Buying gifts for fewer people / one smaller gift for the whole family	240	41	41	17	93	32	15	62	36	63	42	72	168
	24%	31%	36%	28%	24%	13%	23%	21%	23%	27%	26%	32%	22%
		E*	DE*	E*	E		*					L	
Buy significantly more gifts online	240	31	27	19	99	42	21	48	31	74	56	75	164
	24%	23%	24%	30%	26%	17%	32%	16%	20%	31%	35%	33%	21%
		*	*	E*	E		E*			GH	GH	L	
Making more homemade gifts	169	27	25	14	54	38	11	42	25	50	23	50	119
	17%	20%	22%	22%	14%	16%	17%	14%	16%	21%	14%	22%	15%
		*	*	*			*						
Giving more to charity	154	17	17	5	71	35	8	43	32	38	28	41	112
	15%	13%	15%	9%	18%	15%	12%	14%	21%	16%	18%	18%	14%
		*	*	*	C		*						
Staying home instead of traveling to see friends or family	437	60	53	22	180	95	28	100	75	123	78	101	336
	44%	45%	47%	35%	47%	40%	41%	33%	48%	52%	49%	45%	43%
		*	*	*			*		G	G	G		
Some other changes	84	9	9	4	38	18	5	26	12	19	11	16	68
	8%	7%	8%	7%	10%	8%	8%	9%	8%	8%	7%	7%	9%
		*	*	*			*						
No changes/nothing	170	23	15	8	74	44	6	64	19	31	21	16	154
	17%	17%	13%	13%	19%	18%	8%	21%	12%	13%	13%	7%	20%
		*	*	*	F		*	I					K
Sigma	2131	314	289	131	841	413	143	543	325	582	382	554	1577
	212%	234%	255%	210%	218%	172%	213%	181%	209%	244%	240%	245%	203%

Statistics:

Overlap formulae used

- 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 (*)