

Who from the following would you expect to be on Santa's naughty list 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	
<b>Base: All Respondents (unwtd)</b>	1001	125	118	109	385	161	103	275	178	281	209	265	736
<b>Base: All Respondents (wtd)</b>	1001	134	113	62	385	239	67	302	185	262	191	259	742
Justin Trudeau	401	59	63	33	161	56	30	108	69	115	84	97	304
	40%	44%	56%	53%	42%	23%	44%	36%	37%	44%	44%	38%	41%
		E*	DE*	E*	E		E*						
Dr. Theresa Tam	124	13	23	12	55	14	8	36	19	35	27	36	87
	12%	10%	20%	19%	14%	6%	11%	12%	10%	13%	14%	14%	12%
		*	AE*	E*	E		*						
Dr. Anthony Fauci	122	18	21	10	52	12	9	31	21	39	21	33	89
	12%	14%	19%	16%	14%	5%	13%	10%	11%	15%	11%	13%	12%
		E*	E*	E*	E		E*						
Joe Biden	236	29	46	18	99	31	13	81	47	56	36	59	177
	24%	22%	41%	29%	26%	13%	20%	27%	26%	21%	19%	23%	24%
		*	ADEF*	E*	E		*						
Christia Freeland	105	17	22	7	44	9	6	24	16	31	26	23	83
	11%	12%	19%	12%	11%	4%	9%	8%	9%	12%	13%	9%	11%
		E*	DE*	E*	E		*						
Boris Johnson	167	32	19	13	69	23	11	42	36	47	31	41	126
	17%	24%	17%	21%	18%	9%	16%	14%	20%	18%	16%	16%	17%
		E*	*	E*	E		*						
Vladimir Putin	441	69	56	30	176	78	30	107	85	135	91	93	348
	44%	52%	50%	48%	46%	33%	45%	35%	46%	51%	48%	36%	47%
		E*	E*	E*	E		*			G	G		K
Healthcare staff (doctors, nurses, etc.)	53	4	2	1	26	20	2	21	11	9	8	13	40
	5%	3%	1%	2%	7%	8%	3%	7%	6%	4%	4%	5%	5%
		*	*	*	B		B	*					
Sidney Crosby	49	4	5	3	19	16	2	19	8	9	12	15	34
	5%	3%	5%	5%	5%	7%	2%	6%	5%	3%	6%	6%	5%
		*	*	*			*						
Andre De Grasse	30	1	5	*	18	1	3	13	5	8	4	8	22
	3%	1%	5%	1%	5%	1%	5%	4%	3%	3%	2%	3%	3%
		*	E*	*	E		E*						
The Queen	92	9	11	6	42	18	8	31	19	29	11	30	62
	9%	7%	9%	10%	11%	7%	11%	10%	10%	11%	6%	12%	8%
		*	*	*			*						
Greta Thunberg	104	8	30	13	34	11	8	28	30	24	19	24	80
	10%	6%	26%	21%	9%	5%	12%	9%	16%	9%	10%	9%	11%
		*	ADEF*	ADE*			E*						
Prince Harry and Meghan Markle	166	28	27	12	71	16	12	47	25	51	31	30	136
	17%	21%	24%	20%	18%	7%	18%	15%	13%	19%	16%	12%	18%
		E*	E*	E*	E		E*						K
Dan Levy	29	-	7	-	17	3	2	8	7	7	6	11	18
	3%	-	6%	-	4%	1%	3%	3%	4%	3%	3%	4%	2%
		*	ACE*	*	A		*						
Simu Liu	36	2	5	2	18	7	2	12	8	8	6	10	26
	4%	1%	5%	3%	5%	3%	3%	4%	4%	3%	3%	4%	4%
		*	*	*			*						
Ryan Reynolds	54	5	10	2	22	14	1	23	14	7	6	25	29
	5%	4%	9%	4%	6%	6%	2%	8%	7%	3%	3%	10%	4%
		*	*	*			*						
Julie Payette	216	32	23	13	71	62	14	47	32	67	59	45	171
	22%	24%	21%	21%	19%	26%	21%	15%	17%	26%	31%	17%	23%
		*	*	*			*			G	GH		
Mary Simon	30	-	8	1	13	5	3	15	3	6	3	11	19
	3%	-	7%	2%	3%	2%	4%	5%	2%	2%	2%	4%	2%
		*	AE*	*			A*						
Doug Ford	291	39	32	15	149	36	20	79	64	76	54	65	226
	29%	29%	28%	24%	30%	15%	30%	26%	35%	29%	28%	25%	30%
		E*	E*	*	CE		E*						
Jason Kenney	189	36	57	12	48	21	15	35	40	61	44	40	148
	19%	27%	50%	19%	12%	9%	23%	12%	22%	23%	23%	16%	20%
		DE*	ACDEF*	E*			DE*		G	G	G		
Jagmeet Singh	112	19	21	11	39	11	11	29	23	30	24	25	87
	11%	14%	18%	17%	10%	5%	17%	10%	12%	12%	13%	10%	12%
		E*	DE*	E*			E*						
Annemie Paul	93	13	17	3	41	14	6	22	12	36	21	24	69
	9%	9%	15%	4%	11%	6%	9%	7%	6%	14%	11%	9%	9%
		*	CE*	*			*			GH			
Erin O' Toole	220	30	29	15	94	29	24	64	45	61	34	42	179
	22%	22%	26%	24%	24%	12%	36%	21%	24%	23%	18%	16%	24%
		E*	E*	E*	E		ADE*						K
Justin Bieber	170	24	23	13	60	39	11	55	38	43	26	44	126
	17%	18%	20%	21%	16%	16%	16%	18%	20%	17%	14%	17%	17%
		*	*	*			*						
Drake	141	20	21	12	57	24	8	39	38	33	23	34	108
	14%	15%	19%	19%	15%	10%	11%	13%	21%	13%	12%	13%	15%
		*	*	*			*						
Elon Musk	217	33	29	14	86	45	10	47	47	63	50	56	161
	22%	25%	25%	23%	22%	19%	16%	16%	25%	24%	26%	22%	22%
		*	*	*			*		G	G	G		
Jeff Bezos	257	41	37	16	110	37	15	66	51	75	56	70	186
	26%	31%	33%	26%	28%	15%	23%	22%	28%	29%	29%	27%	25%
		E*	E*	E*	E		*						
Xi Jinping	262	56	29	12	101	45	19	65	45	80	62	57	205
	26%	42%	26%	19%	26%	19%	28%	21%	24%	30%	33%	22%	28%
		BCDE*	*	*			*			G	G		
Mark Zuckerberg	325	55	38	26	132	49	25	73	70	101	66	88	237
	32%	41%	33%	41%	34%	21%	38%	24%	38%	38%	35%	34%	32%
		E*	E*	E*	E		E*		G	G	G		
Maxime Bernier	203	28	25	16	71	51	12	48	34	62	48	46	157
	20%	21%	22%	26%	18%	21%	18%	16%	18%	24%	25%	18%	21%
		*	*	*			*			G			
Sigma	4936	724	741	340	1992	796	342	1314	962	1405	990	1195	3740
	493%	540%	655%	549%	517%	333%	510%	435%	519%	536%	518%	462%	504%

Who from the following would you expect to be on Santa's nice list 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	
<b>Base: All Respondents (unwtd)</b>	1001	125	118	109	385	161	103	275	178	281	209	265	736
<b>Base: All Respondents (wtd)</b>	1001	134	113	62	385	239	67	302	185	262	191	259	742
Justin Trudeau	181	18	9	8	77	58	12	68	29	42	38	47	134
	18%	14%	8%	12%	20%	24%	18%	23%	15%	16%	20%	18%	18%
	*	*	*	B	BC	B*							
	227	41	19	16	85	46	19	62	38	66	53	62	165
Dr. Theresa Tam	23%	31%	16%	26%	22%	19%	29%	21%	21%	25%	28%	24%	22%
	BE*	*	*				B*						
	194	38	13	14	67	43	19	48	34	63	41	44	150
Dr. Anthony Fauci	19%	28%	11%	22%	17%	18%	29%	16%	18%	24%	22%	17%	20%
	BD*	*	B*			BD*		G					
	159	18	10	10	56	53	12	50	31	41	32	43	115
Joe Biden	16%	13%	9%	15%	14%	22%	18%	17%	17%	16%	17%	17%	16%
	*	*	*		B	*							
	102	12	7	8	43	23	9	26	17	33	22	25	76
Christy Freeland	10%	9%	6%	12%	11%	9%	13%	9%	9%	13%	12%	10%	10%
	*	*	*			*							
	58	13	3	10	24	8	-	23	11	13	11	16	41
Boris Johnson	6%	10%	2%	16%	6%	3%	-	8%	6%	5%	6%	6%	6%
	BEF*	*	BDEF*	F									
	38	4	1	3	16	11	2	10	10	7	9	17	21
Vladimir Putin	4%	3%	1%	6%	4%	5%	3%	3%	5%	3%	5%	7%	3%
	*	*	*			*						L	
	536	83	69	37	206	99	42	157	89	146	112	137	399
Healthcare workers (doctors, nurses, etc.)	54%	62%	61%	59%	54%	41%	63%	52%	48%	56%	59%	53%	54%
	E*	E*	E*	E	E*								
	203	22	30	12	84	35	20	59	30	55	50	52	151
Sidney Crosby	20%	16%	27%	19%	22%	15%	29%	19%	16%	21%	26%	20%	20%
	*	E*	*			AE*				H			
	125	19	11	7	65	18	5	32	14	39	31	27	98
Andre De Grasse	13%	14%	10%	11%	17%	7%	7%	10%	8%	15%	16%	10%	13%
	*	*	*	EF		*				H			
	245	33	28	15	111	42	17	79	38	65	52	60	186
The Queen	25%	24%	24%	25%	29%	18%	25%	26%	21%	25%	27%	23%	25%
	*	*	*	E	*								
	222	33	17	9	85	62	16	57	35	69	53	58	164
Greta Thunberg	22%	25%	15%	14%	22%	26%	24%	19%	19%	26%	28%	22%	22%
	*	*	*			*				G			
	165	15	19	11	65	44	12	53	29	40	35	48	117
Prince Harry and Meghan Markle	16%	11%	16%	17%	17%	18%	18%	18%	16%	15%	18%	18%	16%
	*	*	*			*							
	105	12	19	8	50	9	7	22	13	29	34	30	75
Dan Levy	10%	9%	17%	12%	13%	4%	11%	7%	7%	11%	18%	11%	10%
	*	E*	E*	E		E*				GH			
	76	10	8	5	38	14	2	21	14	20	15	19	58
Simu Liu	8%	7%	7%	8%	10%	6%	3%	7%	8%	8%	8%	7%	8%
	*	*	*			*							
	294	46	39	15	131	44	19	73	58	85	64	68	227
Ryan Reynolds	29%	34%	34%	24%	34%	18%	29%	24%	31%	32%	33%	26%	31%
	E*	E*	*	E		*							
	36	3	1	2	12	18	1	12	11	8	5	15	21
Julie Payette	4%	2%	1%	4%	3%	7%	1%	4%	6%	3%	3%	6%	3%
	*	*	*			B							
	71	13	6	5	30	11	6	23	10	19	15	15	56
Mary Simon	7%	10%	5%	7%	8%	5%	9%	8%	5%	7%	8%	6%	8%
	*	*	*	*		*							
	101	15	6	4	57	16	3	29	14	24	26	26	75
Doug Ford	10%	11%	6%	7%	15%	7%	4%	10%	8%	9%	14%	10%	10%
	*	*	*	BEF		*							
	39	5	7	2	15	9	-	17	1	7	12	15	23
Jason Kenney	4%	4%	7%	3%	4%	4%	-	6%	1%	3%	7%	6%	3%
	*	F*	*			*		H		H			
	194	29	22	8	83	35	17	54	28	57	48	51	143
Jagmeet Singh	19%	22%	19%	13%	21%	15%	25%	18%	15%	22%	25%	20%	19%
	*	*	*			*				H			
	48	8	4	2	26	5	4	18	8	9	12	20	29
Annamie Paul	5%	6%	3%	3%	7%	2%	6%	6%	4%	4%	6%	8%	4%
	*	*	*	E		*						L	
	68	13	8	6	26	12	3	22	8	18	16	19	49
Erin O' Toole	7%	10%	7%	9%	7%	5%	5%	7%	4%	7%	8%	7%	7%
	*	*	*			*							
	139	20	22	4	67	18	7	47	26	37	24	43	96
Justin Bieber	14%	15%	20%	7%	17%	8%	11%	15%	14%	14%	13%	17%	13%
	*	CE*	*	CE		*							
	73	8	5	3	35	18	4	27	10	17	16	24	49
Drake	7%	6%	4%	4%	9%	8%	7%	9%	5%	6%	8%	9%	7%
	*	*	*			*							
	107	15	13	10	46	18	5	24	16	34	24	43	64
Elon Musk	11%	11%	11%	16%	12%	8%	7%	8%	8%	13%	13%	16%	9%
	*	*	E*			*						L	
	51	1	5	3	22	16	4	15	6	11	18	22	29
Jeff Bezos	5%	1%	4%	5%	6%	7%	6%	5%	3%	4%	9%	9%	4%
	*	*	A*	A	A	A*				H		L	
	27	1	1	2	13	8	2	10	5	5	5	12	15
Xi Jinping	3%	1%	1%	3%	3%	3%	3%	3%	3%	2%	3%	5%	2%
	*	*	*			*						L	
	47	9	-	6	20	11	1	13	15	7	7	17	30
Mark Zuckerberg	5%	7%	-	10%	5%	4%	1%	4%	8%	3%	4%	7%	4%
	B*	*	BF*	B		*							
	48	5	6	3	15	12	6	19	6	10	12	24	24
Maxime Bernier	5%	4%	6%	5%	4%	5%	9%	6%	3%	4%	6%	9%	3%
	*	*	*			D*						L	
	3980	561	406	246	1672	816	278	1168	654	1075	897	1098	2881
Sigma	398%	419%	359%	397%	434%	341%	414%	387%	352%	410%	469%	424%	388%