

Who from the following would you expect to be on Santa's naughty list this year? Please select all that apply.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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)	1502	179	178	167	470	343	165	322	228	378	461	391	1111
Base: All Respondents (wtd)	1502	201	170	93	578	359	101	415	244	354	386	378	1124
Justin Trudeau	460	68	69	37	179	86	21	143	76	100	114	98	363
	31%	34%	41%	40%	31%	24%	21%	34%	31%	28%	29%	26%	32%
	F	EF	EF	F	E	F	F	G	H	I	J	K	L
Mark Carney	324	47	45	28	131	59	15	105	52	64	75	80	244
	22%	23%	26%	30%	23%	16%	15%	26%	21%	38%	20%	21%	22%
	EF	EF	EF	F	E	F	F	G	H	I	J	K	L
Vladimir Putin	872	121	104	64	307	208	68	204	141	202	253	170	702
	58%	60%	61%	69%	53%	58%	67%	49%	58%	57%	65%	45%	62%
	D	D	D	D	D	D	D	G	H	I	J	K	L
Donald Trump	1087	158	112	76	386	276	79	281	171	268	284	241	846
	72%	79%	66%	82%	67%	77%	78%	68%	70%	75%	74%	64%	75%
	BD	BD	BD	BD	BD	BD	BD	G	H	I	J	K	L
King Charles III	138	30	11	9	57	24	7	49	19	33	32	38	99
	9%	15%	7%	10%	10%	7%	7%	12%	8%	9%	8%	10%	9%
	BE	F	F	F	F	F	F	G	H	I	J	K	L
Healthcare staff (doctors, nurses, etc.)	54	7	5	3	15	22	2	25	9	11	8	7	47
	4%	4%	3%	3%	3%	6%	2%	6%	4%	3%	2%	2%	4%
	D	F	F	F	F	F	F	G	H	I	J	K	L
Sidney Crosby	34	3	1	1	12	16	1	14	2	10	7	9	25
	2%	2%	1%	1%	2%	4%	1%	3%	1%	3%	2%	2%	2%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Ryan Reynolds	60	12	7	4	20	13	4	17	10	17	13	17	42
	4%	6%	4%	4%	4%	3%	4%	4%	4%	5%	3%	5%	4%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Diddy	752	122	98	50	305	123	53	198	95	186	218	176	576
	50%	60%	58%	54%	53%	34%	52%	48%	39%	52%	56%	47%	51%
	E	E	E	E	E	E	E	G	H	I	J	K	L
Volodymyr Zelenskyy	138	21	18	12	49	34	5	41	20	29	41	31	107
	9%	10%	11%	12%	8%	10%	5%	10%	8%	8%	11%	8%	10%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Pierre Pollivier	411	59	52	32	141	86	42	101	70	103	101	72	339
	27%	29%	30%	34%	24%	24%	42%	24%	29%	29%	26%	19%	30%
	D	D	D	D	D	D	D	G	H	I	J	K	L
Taylor Swift	100	19	12	3	42	18	6	43	10	22	18	19	80
	7%	9%	7%	3%	7%	5%	6%	10%	4%	6%	5%	5%	7%
	H	H	H	H	H	H	H	G	H	I	J	K	L
Travis Kelce	48	11	9	3	14	8	3	17	10	10	7	6	42
	3%	6%	5%	3%	2%	2%	3%	4%	4%	3%	2%	1%	4%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Duke	184	30	25	11	80	27	12	58	20	38	50	44	141
	12%	15%	15%	11%	14%	8%	11%	14%	8%	11%	13%	12%	12%
	E	E	E	E	E	E	E	G	H	I	J	K	L
Kendrick Lamar	102	15	13	6	51	11	6	35	13	19	30	30	72
	7%	7%	8%	7%	9%	3%	6%	8%	5%	5%	8%	8%	6%
	E	F	F	F	F	F	F	G	H	I	J	K	L
Elon Musk	697	95	81	49	257	168	47	178	113	158	187	127	570
	46%	47%	47%	53%	44%	47%	47%	43%	46%	44%	49%	34%	51%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Jeff Bezos	332	50	40	23	126	73	20	86	43	86	90	57	275
	22%	25%	23%	25%	22%	20%	20%	21%	18%	24%	23%	15%	24%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Elizabeth Mary	82	12	14	10	25	15	6	34	6	30	18	12	71
	5%	6%	8%	11%	4%	4%	6%	6%	2%	9%	5%	3%	6%
	DE	F	F	F	F	F	F	G	H	I	J	K	L
Yves-Francois Blanchet	80	10	10	6	20	28	7	31	13	18	15	12	68
	5%	5%	6%	6%	3%	8%	7%	7%	5%	5%	4%	3%	6%
	D	D	D	D	D	D	D	G	H	I	J	K	L
Luigi Mangione	204	23	21	15	91	33	20	42	24	43	66	32	172
	14%	11%	13%	16%	16%	9%	20%	10%	10%	12%	17%	8%	15%
	E	E	E	E	E	E	E	G	H	I	J	K	L
Charlie Kirk	279	46	34	17	110	45	27	68	49	55	81	56	223
	19%	23%	20%	18%	19%	12%	27%	16%	20%	16%	21%	15%	20%
	E	F	F	F	F	F	F	G	H	I	J	K	L
Sydney Sweeney	125	28	15	6	54	18	4	44	21	24	26	30	94
	8%	14%	9%	6%	9%	5%	4%	11%	8%	7%	7%	8%	8%
	EF	F	F	F	F	F	F	G	H	I	J	K	L
Prince Andrew	495	73	65	47	184	84	41	114	69	114	154	83	411
	33%	36%	38%	51%	32%	24%	41%	27%	28%	32%	40%	22%	37%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Katy Perry	150	25	20	15	58	26	6	59	16	36	30	34	116
	10%	13%	12%	16%	10%	7%	6%	14%	7%	10%	8%	9%	10%
	EF	EF	EF	F	E	F	F	G	H	I	J	K	L
Lauren Sanchez	76	9	8	6	36	11	5	19	12	17	20	13	63
	5%	4%	5%	7%	6%	3%	5%	5%	5%	5%	5%	3%	6%
	F	F	F	F	F	F	F	G	H	I	J	K	L
Prince Harry	128	21	13	13	54	22	4	41	26	28	29	26	102
	9%	11%	8%	14%	9%	6%	4%	10%	11%	8%	8%	7%	9%
	EF	F	F	F	F	F	F	G	H	I	J	K	L
Sigma	7412	1114	899	547	2804	1536	512	2037	1110	1718	1867	1521	5890
	493%	554%	529%	588%	485%	428%	507%	491%	455%	485%	510%	403%	524%

Who from the following would you expect to be on Santa's nice list this year? Please select all that apply.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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)	1502	179	178	167	470	343	165	322	228	378	461	391	1111
Base: All Respondents (wtd)	1502	201	170	93	578	359	101	415	244	354	386	378	1124
Justin Trudeau	136	16	15	6	47	44	8	48	12	38	35	37	99
	9%	8%	9%	7%	8%	12%	8%	12%	5%	11%	9%	10%	9%
Mark Carney	292	47	22	24	108	56	35	70	48	57	95	62	230
	19%	24%	13%	26%	19%	16%	35%	17%	20%	16%	25%	16%	20%
Vladimir Putin	50	7	4	2	21	15	2	19	5	13	11	12	38
	3%	3%	2%	2%	4%	4%	2%	4%	2%	4%	3%	3%	3%
Donald Trump	80	7	15	7	30	17	4	27	11	16	23	24	57
	5%	4%	9%	8%	5%	5%	4%	7%	5%	5%	6%	6%	5%
King Charles III	176	31	26	17	56	32	13	53	17	47	54	43	133
	12%	16%	16%	18%	10%	9%	13%	13%	7%	13%	14%	11%	12%
Healthcare staff (doctors, nurses, etc.)	770	102	80	58	281	180	70	186	124	177	208	164	606
	51%	51%	47%	62%	49%	50%	70%	45%	51%	50%	54%	43%	54%
Sidney Crosby	366	39	46	23	129	92	38	72	53	95	118	82	284
	24%	19%	27%	25%	22%	26%	38%	17%	22%	27%	31%	22%	25%
Ryan Reynolds	384	82	55	26	134	54	32	81	55	97	117	78	306
	26%	41%	32%	28%	23%	15%	32%	19%	22%	27%	30%	21%	27%
Diddy	22	5	2	*	11	1	2	7	1	6	7	4	18
	1%	2%	1%	*	2%	*	2%	2%	*	2%	2%	1%	2%
Volodymyr Zelenskyy	292	40	31	22	100	81	18	49	54	80	82	50	243
	19%	20%	18%	23%	17%	23%	18%	12%	22%	23%	21%	13%	22%
Pierre Poilievre	187	26	29	12	72	38	11	65	27	36	50	48	139
	12%	13%	17%	13%	12%	10%	11%	16%	11%	10%	13%	13%	12%
Taylor Swift	439	73	54	33	171	76	33	84	66	121	131	103	336
	29%	36%	32%	35%	30%	21%	32%	20%	27%	34%	34%	27%	30%
Travis Kelce	166	20	20	13	73	26	15	26	20	46	56	43	123
	11%	10%	12%	14%	13%	7%	15%	6%	8%	13%	14%	11%	11%
Drake	94	14	7	4	47	19	3	22	22	24	23	29	65
	6%	7%	4%	4%	8%	5%	3%	5%	9%	7%	6%	8%	6%
Kendrick Lamar	92	25	6	3	40	13	4	35	10	23	21	35	57
	6%	12%	4%	4%	7%	4%	4%	8%	4%	7%	5%	9%	5%
Elon Musk	91	14	7	5	41	20	4	34	12	19	24	29	62
	6%	7%	4%	5%	7%	5%	4%	8%	5%	5%	6%	8%	5%
Jeff Bezos	42	9	3	1	15	12	2	17	3	11	11	9	33
	3%	5%	2%	1%	3%	3%	2%	4%	1%	3%	3%	2%	3%
Elizabeth May	136	25	8	11	56	23	13	30	27	28	38	32	103
	9%	13%	5%	11%	10%	6%	13%	7%	11%	8%	10%	9%	9%
Yves-Francois Blanchet	65	5	1	3	12	44	2	19	9	22	14	14	51
	4%	2%	*	3%	2%	12%	2%	5%	4%	6%	4%	4%	5%
Luigi Mangione	70	7	6	3	31	19	4	21	4	25	18	23	48
	5%	4%	3%	3%	5%	5%	4%	5%	2%	7%	5%	6%	4%
Charlie Kirk	135	25	13	7	58	19	13	56	13	26	34	48	87
	9%	12%	8%	8%	10%	5%	13%	13%	6%	7%	9%	13%	8%
Sydney Sweeney	130	22	18	8	53	16	13	20	25	37	41	35	95
	9%	11%	10%	8%	9%	4%	13%	5%	10%	10%	11%	9%	8%
Prince Andrew	53	4	9	4	22	13	2	19	3	14	13	15	38
	4%	2%	5%	4%	4%	4%	2%	5%	1%	4%	3%	4%	3%
Katy Perry	154	20	14	7	49	51	13	46	16	52	35	38	116
	10%	10%	8%	8%	8%	14%	13%	11%	6%	15%	9%	10%	10%
Lauren Sanchez	30	2	7	1	16	1	2	9	8	5	7	11	20
	2%	1%	4%	1%	3%	*	2%	2%	3%	2%	2%	3%	2%
Prince Harry	181	32	22	11	65	37	14	45	22	50	50	53	127
	12%	16%	13%	12%	11%	10%	14%	11%	9%	14%	13%	14%	11%
Sigma	4635	700	518	310	1737	1000	370	1162	669	1166	1317	1121	3514
	309%	348%	305%	333%	300%	279%	367%	280%	274%	329%	341%	297%	312%