# Detailed Tables

*If you could do any of the following activities on Christmas day, which would you most be interested in doing? Using a scale from 1 to 10 with 1 being the least interested and 10 being the most interesting, how would you rate the following Christmas day activities? How about ...? [TOP3BOX SUMMARY - (Interesting)]*

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used.  * small base

| | Total | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | BC | AB | SK/MN | ON | QC | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| **Base: All respondents** | | | | | | | | | | | | |
| Unweighted Base | 1058 | 132 | 100 | 101 | 385 | 240 | 100 | 320 | 426 | 291 | 473 | 585 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 395 | 294 | 483 | 517 |
| Eat a turkey dinner with your relatives | 714 71% | 86 65% | 62 64% | 51 75% | 277 73% | 179 73% | 60 77% B | 200 68% | 269 68% | 231 79% GH | 315 65% | 399 77% J |
| Make a snowman | 374 37% | 56 43% C | 33 34% | 17 25% | 140 37% C | 90 36% C | 37 48% BCDE | 121 41% I | 162 41% I | 85 29% | 145 30% | 229 44% J |
| Go caroling in the your neighbourhood | 199 20% | 22 16% | 16 17% | 15 22% | 70 18% | 64 26% ADF | 12 16% | 37 13% | 77 19% G | 81 28% GH | 67 14% | 131 25% J |
| Create lasting memories playing board games with family and friends | 474 47% | 57 43% | 46 48% | 35 51% | 163 43% | 135 55% AD | 38 50% | 132 45% | 193 49% | 142 48% | 182 38% | 292 57% J |
| Listen to holiday music | 393 39% | 34 26% | 26 27% | 30 44% AB | 158 42% AB | 107 43% AB | 38 49% AB | 80 27% | 155 39% G | 148 50% GH | 138 29% | 255 49% J |

*If you could do any of the following activities on Christmas day, which would you most be interested in doing? Using a scale from 1 to 10 with 1 being the least interested and 10 being the most interesting, how would you rate the follwoing Christmas day activities? How about ...? [TOP3BOX SUMMARY - (Interesting)]*

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

| | Total | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|
| | | <HS | HS | Post Sec | Univ Grad | <$30K | $30K-$59K | $60K+ |
| | | A | B | C | D | E | F | G |
| **Base: All respondents** | | | | | | | | |
| Unweighted Base | 1058 | 112 | 241 | 411 | 285 | 235 | 352 | 364 |
| Weighted Base | 1000 | 108 | 227 | 384 | 271 | 216 | 332 | 354 |
| Eat a turkey dinner with your relatives | 714 71% | 86 80% D | 168 74% | 274 71% | 178 66% | 163 76% | 226 68% | 254 72% |
| Make a snowman | 374 37% | 38 35% | 84 37% | 147 38% | 102 37% | 78 36% | 133 40% | 128 36% |
| Go caroling in the your neighbourhood | 199 20% | 30 28% D | 46 20% | 74 19% | 47 17% | 55 26% G | 62 19% | 52 15% |
| Create lasting memories playing board games with family and friends | 474 47% | 56 52% D | 118 52% D | 193 50% D | 103 38% | 103 48% | 163 49% | 151 43% |
| Listen to holiday music | 393 39% | 53 49% CD | 98 43% | 137 36% | 98 36% | 96 44% | 122 37% | 131 37% |

# Detailed Tables

*If you could do any of the following activities on Christmas day, which would you most be interested in doing? Using a scale from 1 to 10 with 1 being the least interested and 10 being the most interesting, how would you rate the following Christmas day activities? How about ...? [LOW3BOX SUMMARY - (Not Interesting)]*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used.  * small base

| | Total | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | BC | AB | SK/MN | ON | QC | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| **Base: All respondents** | | | | | | | | | | | | |
| Unweighted Base | 1058 | 132 | 100 | 101 | 385 | 240 | 100 | 320 | 426 | 291 | 473 | 585 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 395 | 294 | 483 | 517 |
| Eat a turkey dinner with your relatives | 43 | 6 | 7 | 1 | 20 | 9 | 0 | 14 | 17 | 13 | 22 | 21 |
| | 4% | 4% | 8% | 2% | 5% | 4% | - | 5% | 4% | 4% | 5% | 4% |
| | | F | | F | F | | | | | | | |
| Make a snowman | 197 | 24 | 16 | 13 | 82 | 46 | 15 | 38 | 67 | 87 | 119 | 79 |
| | 20% | 18% | 17% | 20% | 22% | 19% | 20% | 13% | 17% | 30% | 25% | 15% |
| | | | | | | | | | | GH | K | |
| Go caroling in the your neighbourhood | 444 | 62 | 41 | 31 | 185 | 95 | 31 | 154 | 166 | 118 | 267 | 177 |
| | 44% | 47% | 42% | 45% | 49% | 38% | 40% | 52% | 42% | 40% | 55% | 34% |
| | | | | | E | | | HI | | | K | |
| Create lasting memories playing board games with family and friends | 149 | 17 | 12 | 8 | 73 | 23 | 15 | 40 | 55 | 48 | 87 | 62 |
| | 15% | 13% | 13% | 12% | 19% | 9% | 19% | 14% | 14% | 17% | 18% | 12% |
| | | | | | E | | E | | | | K | |
| Listen to holiday music | 192 | 34 | 21 | 12 | 75 | 42 | 9 | 74 | 80 | 35 | 120 | 72 |
| | 19% | 26% | 22% | 18% | 20% | 17% | 11% | 25% | 20% | 12% | 25% | 14% |
| | | F | F | | | | | I | I | | K | |

*If you could do any of the following activities on Christmas day, which would you most be interested in doing? Using a scale from 1 to 10 with 1 being the least interested and 10 being the most interesting, how would you rate the follwoing Christmas day activities? How about ...? [LOW3BOX SUMMARY - (Not Interesting)]*

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| | | A | B | C | D | E | F | G |
| **Base: All respondents** | | | | | | | | |
| Unweighted Base | 1058 | 112 | 241 | 411 | 285 | 235 | 352 | 364 |
| Weighted Base | 1000 | 108 | 227 | 384 | 271 | 216 | 332 | 354 |
| Eat a turkey dinner with your relatives | 43 | 6 | 11 | 15 | 10 | 10 | 18 | 12 |
| | 4% | 5% | 5% | 4% | 4% | 5% | 5% | 3% |
| Make a snowman | 197 | 25 | 48 | 68 | 52 | 48 | 58 | 66 |
| | 20% | 23% | 21% | 18% | 19% | 22% | 17% | 19% |
| Go caroling in the your neighbourhood | 444 | 48 | 96 | 177 | 120 | 81 | 147 | 182 |
| | 44% | 44% | 42% | 46% | 44% | 38% | 44% | 51% |
| | | | | | | | | E |
| Create lasting memories playing board games with family and friends | 149 | 17 | 27 | 56 | 49 | 27 | 45 | 65 |
| | 15% | 16% | 12% | 14% | 18% | 12% | 14% | 18% |
| Listen to holiday music | 192 | 20 | 34 | 80 | 58 | 36 | 58 | 82 |
| | 19% | 19% | 15% | 21% | 21% | 17% | 18% | 23% |

# Detailed Tables

*And thinking of your family members which one do you have the most fun with? Would you say it is your...*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
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| | Total | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | BC | AB | SK/MN | ON | QC | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| **Base: All respondents** | | | | | | | | | | | | |
| Unweighted Base | 1058 | 132 | 100 | 101 | 385 | 240 | 100 | 320 | 426 | 291 | 473 | 585 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 395 | 294 | 483 | 517 |
| Partner or Spouse | 438<br>44% | 58<br>44% | 34<br>35% | 34<br>50%<br>B | 162<br>43% | 118<br>48%<br>B | 32<br>41% | 114<br>39% | 187<br>47%<br>G | 128<br>44% | 241<br>50%<br>K | 197<br>38% |
| Children | 281<br>28% | 28<br>22% | 25<br>25% | 20<br>29% | 119<br>31%<br>A | 60<br>24% | 29<br>37%<br>AE | 33<br>11% | 117<br>30%<br>G | 127<br>43%<br>GH | 96<br>20% | 184<br>36%<br>J |
| Brothers or sisters | 173<br>17% | 30<br>23%<br>D | 20<br>21% | 13<br>18% | 56<br>15% | 43<br>18% | 12<br>15% | 97<br>33%<br>HI | 50<br>13% | 25<br>9% | 78<br>16% | 95<br>18% |
| Mom | 39<br>4% | 4<br>3% | 8<br>9%<br>C | 1<br>1% | 15<br>4% | 9<br>4% | 2<br>2% | 19<br>7%<br>I | 18<br>4%<br>I | 2<br>1% | 19<br>4% | 20<br>4% |
| Dad | 27<br>3% | 6<br>5%<br>E | 4<br>4% | 1<br>1% | 12<br>3% | 3<br>1% | 2<br>2% | 21<br>7%<br>HI | 5<br>1% | 0<br>- | 18<br>4%<br>K | 9<br>2% |
| Grandparents | 4<br>0 | 0<br>- | 1<br>1% | 0<br>- | 2<br>1% | 1<br>0 | 0<br>- | 4<br>1%<br>H | 0<br>- | 0<br>- | 3<br>1% | 1<br>0 |
| None | 22<br>2% | 3<br>2% | 2<br>2% | 1<br>1% | 6<br>2% | 9<br>4% | 1<br>1% | 5<br>2% | 9<br>2% | 6<br>2% | 16<br>3%<br>K | 7<br>1% |
| (DK/NS) | 16<br>2% | 2<br>1% | 3<br>3% | 0<br>- | 7<br>2% | 3<br>1% | 1<br>1% | 1<br>0 | 9<br>2%<br>G | 5<br>2% | 12<br>2%<br>K | 4<br>1% |

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*And thinking of your family members which one do you have the most fun with? Would you say it is your...*

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| Partner or Spouse | 438 | 29 | 101 | 160 | 146 | 51 | 149 | 198 |
| | 44% | 26% | 44% | 42% | 54% | 24% | 45% | 56% |
| | | | A | A | ABC | | E | EF |
| Children | 281 | 49 | 72 | 97 | 60 | 85 | 90 | 71 |
| | 28% | 45% | 32% | 25% | 22% | 40% | 27% | 20% |
| | | BCD | D | | | FG | G | |
| Brothers or sisters | 173 | 16 | 26 | 92 | 35 | 48 | 64 | 52 |
| | 17% | 15% | 12% | 24% | 13% | 22% | 19% | 15% |
| | | | | ABD | | G | | |
| Mom | 39 | 6 | 6 | 13 | 14 | 13 | 10 | 14 |
| | 4% | 6% | 3% | 3% | 5% | 6% | 3% | 4% |
| Dad | 27 | 2 | 10 | 10 | 4 | 8 | 9 | 7 |
| | 3% | 2% | 4% | 3% | 1% | 4% | 3% | 2% |
| | | | D | | | | | |
| Grandparents | 4 | 1 | 2 | 0 | 1 | 1 | 2 | 1 |
| | 0 | 1% | 1% | - | 0 | 0 | 1% | 0 |
| None | 22 | 3 | 8 | 4 | 6 | 6 | 8 | 3 |
| | 2% | 2% | 4% | 1% | 2% | 3% | 3% | 1% |
| | | | C | | | | | |
| (DK/NS) | 16 | 3 | 2 | 7 | 4 | 4 | 1 | 8 |
| | 2% | 3% | 1% | 2% | 2% | 2% | 0 | 2% |
| | | | | | | F | | F |