

Santa Claus Study

Thinking of Santa Claus, do you generally approve of disapprove of his overall performance over the last year or so?

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

	REGION							AGE			GENDER	
	Total	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	1001	132	97	68	380	247	77	241	387	303	503	498
Weighted Base	1001	132	97*	68*	379	247	77*	294	352	294	484	517
Strongly approve	414 41%	62 47% E	46 47% E	22 32% E	168 44% E	84 34% B	32 42% A	130 44% A	162 46% A	113 38% A	203 42% A	212 41% A
Somewhat approve	289 29%	39 29%	20 20%	21 30%	105 28%	82 33% B	23 30% A	96 33% A	91 26% A	91 31% A	137 28% A	152 29% A
Somewhat disapprove	85 9%	4 3%	8 9%	12 17% AD	32 8% A	22 9% A	8 10% A	20 7% A	27 8% A	26 9% A	43 9% A	43 8% A
Strongly disapprove	86 9%	14 10%	6 6%	4 6%	27 7%	28 11%	7 9%	29 10%	30 9%	24 8%	46 9%	40 8%
(DK/NS)	127 13%	14 11%	17 17%	10 15%	47 12%	32 13%	7 10%	19 6%	42 12% G	40 14% G	56 11%	71 14%
Summary												
Top2box (Approve)	703 70%	101 76%	66 68%	42 62%	273 72%	166 67%	55 72%	226 77%	252 72%	204 69%	340 70%	363 70%
Low2box (Disapprove)	171 17%	18 13%	15 15%	16 23%	59 16%	49 20%	15 19%	49 17%	58 16%	50 17%	89 18%	83 16%

Do you personally believe in Santa Claus?

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

	REGION							AGE			GENDER	
	Total	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	1001	132	97	68	380	247	77	241	387	303	503	498
Weighted Base	1001	132	97*	68*	379	247	77*	294	352	294	484	517
Yes	286 29%	40 30% E	27 28% E	20 30% E	133 35% E	48 19% AD	18 23% D	74 25% A	107 30% A	93 32% A	114 24% A	172 33% J
No	702 70%	92 70%	68 70%	47 69%	239 63%	197 80% AD	60 77% D	220 75% A	240 68% A	199 68% A	361 75% K	342 66% K
(DK/NS)	12 1%	0 -	2 2%	1 1%	7 2%	3 1%	0 -	0 -	6 2% G	2 1%	8 2%	4 1%