

THE 2006 NORTH POLL: THREE-QUARTERS (73%, UP FROM 70% LAST YEAR) APPROVE OF SANTA'S OVERALL PERFORMANCE OVER PAST YEAR

Approximately 7,200,000 Canadian Adults (30%, Unchanged from 29% In 2005) Admit To Personally Believing In Santa Claus

One In Ten Canadians (11%) Have Been "Naughty" This Year Vs. 86% Who Have Been "Nice"



Ipsos Reid

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One In Ten Canadians (11%) Have Been "Naughty" This Year vs. 86% Who Have Been "Nice"

Toronto, ON – Do you believe in Santa Clause? If so, a new Ipsos Reid survey reveals that you're not alone as three in ten Canadians (30%, or approximately 7,200,000 adults – essentially unchanged from 29% in 2005) admit to personally believing in Santa Claus. Most (70%), however, don't hold faith that Ol' Saint Nick exists.

Regardless of whether or not they personally believe in Santa, when it comes to how they would rate Kris Kringle's overall performance over the last year or so, three-quarters of Canadians (73%, up slightly from 70% last year) say they approve (with 37% saying they strongly approve).

But some Canadians might be expecting a lump of coal in their stocking this year, as one in ten think that over the past year they have been "naughty" (11%) versus 86% who say they've been "nice".

These are the findings of an Ipsos Reid survey fielded from December 12th to December 14th 2006. For the survey, a representative randomly selected sample of 1,000 adult Canadians were interviewed by telephone. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.



Three In Ten Canadians (30%, Unchanged From 29% In 2005) Admit To Believing In Santa...

Three in ten Canadians (30%) admit to personally believing in Santa Claus. Most (70%), however, don't hold faith that Ol' Saint Nick exists.

- Residents of Alberta (41%) are the most likely to admit to believing in Santa Claus, followed by residents of Atlantic Canada (37%), Ontario (36%), British Columbia (29%), Saskatchewan/Manitoba (23%), and Quebec (15%).
- Those aged 35-54 (33%) and those with household incomes of \$60,000 or more (34%) are the most likely to believe in Santa Claus.

Three-quarters (73%, Up Slightly From 70% Last Year) Approve Of Santa's Performance...

Three-quarters of Canadians (73%) say they either "somewhat approve" (36%) or "strongly approve" (37%) of Santa's Claus overall performance over the last year or so. Fifteen percent disapprove of Santa's performance.

- Santa's approval rating is highest in Alberta (83%), followed by Saskatchewan/Manitoba and Atlantic Canada (both at 76%), Ontario (75%), British Columbia (73%) and Quebec (63%).
- Those ages 18-34 are the most likely to approve of his performance (77% vs. 72% among those age 35 and older).
- Those with higher household incomes of \$60,000 or more are the most likely to approve of Santa's performance (78% vs. 69% among those with incomes of less than \$60,000).



One In Ten Canadians (11%) Have Been “Naughty” This Year Vs. 86% Who Have Been “Nice”...

One in ten Canadians think that over the past year they have been “naughty” (11%) versus 86% who say they’ve been “nice” – a further 4% “don’t know”.

- Residents of Saskatchewan/Manitoba (16%) are the most likely to have been “naughty”, followed by those in Ontario (12%), British Columbia (11%), Quebec (10%), Alberta and Atlantic Canada (8% in both).
- Men are much more likely than women to have been “naughty” (16% vs. 6%).
- Those in rural areas are more likely to have been “naughty” (15% vs. 10% among those in urban areas).

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