

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

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	263	393	306	498	502
Weighted Base	1000	139	96*	67*	385	237	76*	294	365	308	490	510
Strongly approve	373 37%	40 29%	46 48% AE	29 44% AE	155 40% AE	72 31%	31 40%	122 41% I	144 39% I	97 31%	196 40%	176 35%
Somewhat approve	357 36%	61 44% E	34 35%	22 33%	135 35%	78 33%	27 35%	105 36%	121 33%	120 39%	159 32%	198 39% J
Somewhat disapprove	77 8%	13 9%	7 7%	4 6%	20 5%	31 13% DF	2 3%	19 6%	25 7%	30 10%	36 7%	40 8%
Strongly disapprove	72 7%	6 4%	4 4%	4 7%	24 6%	27 11% ABD	7 10%	19 7%	31 8%	21 7%	39 8%	34 7%
Don't know/Refused	121 12%	19 14%	6 6%	7 11%	51 13%	29 12%	9 12%	30 10%	44 12%	41 13%	60 12%	61 12%
TOPBOX & LOWBOX SUMMARY												
Approve (Top2Box)	729 73%	101 73%	80 83% E	51 76% E	290 75% E	150 63%	57 76%	226 77%	264 73%	217 70%	355 72%	374 73%
Disapprove (Low2Box)	149 15%	19 14%	10 11%	8 13%	44 11%	58 25% ABCDF	10 13%	38 13%	56 15%	50 16%	75 15%	74 15%

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	801	199	92	195	342	328	175	293	382
Weighted Base	1000	797	203	95*	195	347	324	177	295	378
Strongly approve	373 37%	299 38%	73 36%	24 26%	83 42% C	119 34%	136 42% CE	52 29%	103 35%	172 45% GH
Somewhat approve	357 36%	282 35%	75 37%	45 48% DF	64 33%	133 38%	101 31%	67 38%	107 36%	123 32%
Somewhat disapprove	77 8%	59 7%	18 9%	12 13% E	18 9%	19 6%	25 8%	19 11%	23 8%	28 7%
Strongly disapprove	72 7%	52 7%	20 10%	5 5%	17 9%	28 8%	20 6%	16 9%	31 11% I	19 5%
Don't know/Refused	121 12%	105 13%	16 8%	8 8%	14 7%	48 14% D	42 13% D	23 13%	31 11%	37 10%
TOPBOX & LOWBOX SUMMARY										
Approve (Top2Box)	729 73%	581 73%	148 73%	69 73%	147 75%	252 73%	238 73%	119 67%	210 71%	294 78% GH
Disapprove (Low2Box)	149 15%	111 14%	38 19%	17 18%	35 18%	48 14%	45 14%	36 20% I	54 18% I	47 12%

Do you personally believe in Santa Claus?

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Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	263	393	306	498	502
Weighted Base	1000	139	96*	67*	385	237	76*	294	365	308	490	510
Yes	299	40	40	15	140	36	28	75	121	94	136	163
	30%	29%	41%	23%	36%	15%	37%	25%	33%	30%	28%	32%
No	E	CE	CE	CE	CE	E	E	G	G	G	G	G
	697	98	56	51	244	199	48	218	242	214	353	344
Don't know/Refused	70%	71%	59%	77%	63%	84%	63%	74%	66%	70%	72%	68%
	4	1	0	0	1	2	0	1	2	0	1	3
	0	1%	-	-	0	1%	-	0	1%	-	0	1%

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		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	801	199	92	195	342	328	175	293	382
Weighted Base	1000	797	203	95*	195	347	324	177	295	378
Yes	299	234	65	21	66	105	98	41	84	130
	30%	29%	32%	22%	34%	30%	30%	23%	29%	34%
No	697	560	137	73	128	241	225	134	210	248
	70%	70%	68%	78%	66%	69%	69%	76%	71%	66%
Don't know/Refused	4	4	0	0	1	1	1	2	1	0
	0	0	-	-	1%	0	0	1%	0	-

And, over the past year do you think you have been naughty or nice?

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Weighted Base	1000	139	96*	67*	385	237	76*	294	365	308	490	510
Naughty	109 11%	16 11%	8 8%	11 16%	45 12%	24 10%	6 8%	46 16% HI	35 10%	24 8%	78 16% K	32 6%
Nice	855 86%	116 83%	86 90%	56 84%	321 83%	207 87%	69 90%	241 82%	323 89% G	269 87%	401 82%	455 89% J
Don't know/Refused	35 4%	8 5%	2 2%	0 -	19 5%	6 2%	1 1%	7 2%	6 2%	16 5% H	11 2%	24 5% J

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Nice	855 86%	687 86%	168 83%	76 80%	170 87%	311 90% CF	273 84%	152 85%	260 88%	320 85%
Don't know/Refused	35 4%	31 4%	4 2%	4 4%	2 1%	7 2%	17 5% DE	2 1%	11 4%	10 3%