

1. I'm now going to read to you a series of statements and I want you to tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 1) The festive holidays in December and early January are the most stressful times for me during the year?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		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	1001	131	104	65	381	250	70	244	412	329	489	512
Weighted Base	1001	132	102*	65*	383	244	74*	279	379	324	484	517
Strongly agree	214 21%	23 17%	19 18%	17 27%	95 25%	42 17%	18 25%	63 23%	87 23%	59 18%	95 20%	119 23%
Somewhat agree	235 23%	30 23%	34 33%	20 31%	91 24%	40 16%	20 27%	62 22%	95 25%	72 22%	107 22%	128 25%
Somewhat disagree	245 24%	38 29%	22 21%	11 17%	74 19%	84 34%	16 22%	70 25%	90 24%	82 25%	133 27%	111 22%
Strongly disagree	306 31%	42 31%	28 27%	16 25%	121 32%	79 32%	20 26%	85 30%	107 28%	110 34%	149 31%	157 30%
Don't know/Refused	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -
TOPBOX & LOWBIX SUMMARY												
Agree (Top2Box)	449 45%	53 40%	53 51%	38 58%	187 49%	82 33%	38 51%	125 45%	182 48%	131 40%	201 42%	248 48%
Disagree (Low2Box)	550 55%	79 60%	50 49%	27 42%	195 51%	163 67%	36 49%	154 55%	197 52%	192 59%	282 58%	269 52%

1. I'm now going to read to you a series of statements and I want you to tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 2) During the festive holidays in December and early January I love visiting with family and friends?

Proportions/Means: 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	1001	131	104	65	381	250	70	244	412	329	489	512
Weighted Base	1001	132	102*	65*	383	244	74*	279	379	324	484	517
Strongly agree	753 75%	94 71%	75 74%	58 90% ABDE	296 77%	173 71%	56 76%	217 78%	276 73%	245 76%	354 73%	399 77%
Somewhat agree	183 18%	30 22% C	20 20% C	4 7%	63 16%	52 21% C	14 19%	46 17%	81 21%	54 17%	98 20%	85 16%
Somewhat disagree	29 3%	3 2%	3 3%	2 4%	8 2%	10 4%	3 4%	8 3%	12 3%	8 2%	16 3%	12 2%
Strongly disagree	34 3%	5 4%	3 3%	0 -	15 4%	10 4%	1 1%	8 3%	10 3%	16 5%	15 3%	20 4%
Don't know/Refused	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 0	1 0	2 0	0 -
TOPBOX & LOWBIX SUMMARY												
Agree (Top2Box)	936 94%	124 94%	96 94%	63 96%	359 94%	225 92%	70 95%	263 94%	357 94%	299 92%	452 93%	485 94%
Disagree (Low2Box)	63 6%	8 6%	6 6%	2 4%	23 6%	19 8%	4 5%	16 6%	21 6%	24 7%	31 6%	32 6%

5. Do you celebrate Christmas?

Proportions/Means: 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	1001	131	104	65	381	250	70	244	412	329	489	512
Weighted Base	1001	132	102*	65*	383	244	74*	279	379	324	484	517
Yes	944 94%	119 90%	95 93%	63 97%	367 96%	227 93%	73 99%	262 94%	358 95%	306 94%	444 92%	500 97%
No	56 6%	13 10%	8 7%	2 3%	16 4%	17 7%	1 1%	17 6%	20 5%	19 6%	41 8%	16 3%
Don't know/Refused	0 0	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 0

6. Which of the following four descriptions describes best what your Christmas is about?

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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
A time for family	563 60%	72 60%	44 47%	33 52%	209 57%	163 72%	41 57%	159 61%	218 61%	175 57%	278 63%	285 57%
A time to reflect on the birth of Jesus Christ	219	30	39	24	84	20	21	47	77	91	85	133
	23%	25% E	41% ADE	39% DE	23% E	9%	29% E	18%	22%	30% GH	19% J	27% J
A time for sharing and gift-giving	96 10%	9 7%	8 8%	4 6%	47 13%	22 10%	6 8%	35 14% I	38 11%	19 6%	48 11%	47 9%
A nice festive season in the middle of winter	64	9	4	2	24	22	4	20	24	18	30	34
	7%	7%	4%	3%	6%	10%	6%	8%	7%	6%	7%	7%
Don't know/Refused	4 0	0 -	0 -	0 1%	3 1%	0 -	0 -	0 -	1 0	3 1%	2 1%	1 0

7. YES SUMMARY TABLE

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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
1) You will have a real Christmas tree in your home	333	52	33	16	117	80	36	108	133	86	168	166
	35%	43% CD	34%	26%	32%	35%	49% CD	41% I	37% I	28%	38%	33%
2) You will have an artificial Christmas tree in your home	565	58	66	45	225	134	37	147	214	193	268	297
	60%	49%	69% AF	72% AF	61% A	59%	51%	56%	60%	63%	60%	59%
3) You will have turkey for Christmas dinner	767	106	78	57	312	144	70	210	289	254	370	397
	81%	89% E	83% E	90% E	85% E	63%	96% BDE	80%	81%	83%	83%	79%
4) You will have tourtière for Christmas dinner	322	13	37	34	69	155	14	101	118	94	160	162
	34%	11%	39% ADF	54% ADF	19%	68% ABDF	19%	39%	33%	31%	36%	32%
5) You will be putting up stockings on Christmas Eve	563	81	59	36	232	99	55	173	219	162	275	288
	60%	68% E	63% E	58%	63% E	44%	76% CE	66% I	61% I	53%	62%	57%
6) You will go to church either on Christmas eve or on Christmas day	456	48	51	26	185	100	47	131	160	159	197	259
	48%	40%	53%	41%	50%	44%	64% ACE	50%	45%	52%	44%	52% J
7) You will have a nativity scene in your home this Christmas	447	49	46	30	148	127	46	109	183	146	190	257
	47%	41%	48%	48%	40%	56% AD	64% AD	42%	51% G	48%	43%	51% J

7. NO SUMMARY TABLE

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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
1) You will have a real Christmas tree in your home	610	67	62	47	249	148	37	154	224	218	275	334
	65%	57%	66%	74% AF	68% AF	65%	51%	59%	63%	71% GH	62%	67%
2) You will have an artificial Christmas tree in your home	376	61	29	16	140	94	36	114	143	111	174	202
	40%	51% BCD	31%	26%	38%	41% C	49% BC	43%	40%	36%	39%	40%
3) You will have turkey for Christmas dinner	164	12	16	5	50	78	3	50	66	43	69	95
	17%	10%	17% F	8%	14% F	34% ABCDF	4%	19%	19%	14%	15%	19%
4) You will have tourtière for Christmas dinner	602	101	55	26	293	69	58	159	228	206	271	331
	64%	85% BCE	58% CE	40%	80% BCE	30%	79% BCE	61%	64%	67%	61%	66%
5) You will be putting up stockings on Christmas Eve	381	38	35	27	135	128	18	89	139	144	169	213
	40%	32%	37%	42% F	37%	56% ABDF	24%	34%	39%	47% GH	38%	43%
6) You will go to church either on Christmas eve or on Christmas day	478	71	44	36	179	123	24	131	195	142	240	238
	51%	60% F	47%	57% F	49% F	54% F	33%	50%	55% I	46%	54%	48%
7) You will have a nativity scene in your home this Christmas	490	68	49	33	214	99	27	151	172	156	249	241
	52%	57% EF	52%	52%	58% EF	44%	36%	58% H	48%	51%	56% K	48%

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 1) You will have a real Christmas tree in your home?

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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	333 35%	52 43% CD	33 34%	16 26%	117 32%	80 35%	36 49% CD	108 41% I	133 37% I	86 28%	168 38%	166 33%
No	610 65%	67 57%	62 66%	47 74% AF	249 68% AF	148 65%	37 51%	154 59%	224 63%	218 71% GH	275 62%	334 67%
Don't know/Refused	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 0	1 0	1 0	0 0

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 2) You will have an artificial Christmas tree in your home?

Proportions/Means: 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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	565 60%	58 49%	66 69% AF	45 72% AF	225 61% A	134 59%	37 51%	147 56%	214 60%	193 63%	268 60%	297 59%
No	376 40%	61 51% BCD	29 31%	16 26%	140 38%	94 41% C	36 49% BC	114 43%	143 40%	111 36%	174 39%	202 40%
Don't know/Refused	4 0	0 -	0 -	2 2% E	2 1%	0 -	0 -	2 1%	0 0	1 0	3 1%	2 0

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 3) You will have turkey for Christmas dinner?

Proportions/Means: 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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	767	106	78	57	312	144	70	210	289	254	370	397
	81%	89%	83%	90%	85%	63%	96%	80%	81%	83%	83%	79%
No	164	12	16	5	50	78	3	50	66	43	69	95
	17%	10%	17%	8%	14%	34%	4%	19%	19%	14%	15%	19%
Don't know/Refused	13	1	0	1	5	6	0	2	3	9	5	8
	1%	0	0	2%	1%	2%	-	1%	1%	3%	1%	2%

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 4) You will have tourtière for Christmas dinner?

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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	322 34%	13 11%	37 39% ADF	34 54% ADF	69 19%	155 68% ABDF	14 19%	101 39%	118 33%	94 31%	160 36%	162 32%
No	602 64%	101 85% BCE	55 58% CE	26 40%	293 80% BCE	69 30%	58 79% BCE	159 61%	228 64%	206 67%	271 61%	331 66%
Don't know/Refused	20 2%	5 4%	2 3%	3 6%	6 2%	3 1%	2 2%	2 1%	12 3%	5 2%	13 3%	7 1%

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 5) You will be putting up stockings on Christmas Eve?

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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	563 60%	81 68%	59 63%	36 58%	232 63%	99 44%	55 76%	173 66%	219 61%	162 53%	275 62%	288 57%
No	381 40%	38 32%	35 37%	27 42%	135 37%	128 56%	18 24%	89 34%	139 39%	144 47%	169 38%	213 43%
				F		ABDF				GH		

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 6) You will go to church either on Christmas eve or on Christmas day?

Proportions/Means: 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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	456 48%	48 40%	51 53%	26 41%	185 50%	100 44%	47 64% ACE	131 50%	160 45%	159 52%	197 44%	259 52% J
No	478 51%	71 60% F	44 47%	36 57% F	179 49% F	123 54% F	24 33%	131 50%	195 55% I	142 46%	240 54%	238 48%
Don't know/Refused	10 1%	0 -	0 -	1 2%	4 1%	4 2%	2 2%	0 -	3 1%	5 2%	7 2%	3 1%

7. There are lots of things that Canadians do when they celebrate the Christmas season. Please tell me if you do any of the following: 7) You will have a nativity scene in your home this Christmas?

Proportions/Means: 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: Celebrate Christmas												
Unweighted Base	944	120	95	62	366	232	69	229	390	309	450	494
Weighted Base	944	119*	95*	63*	367	227	73*	262	358	306	444	500
Yes	447 47%	49 41%	46 48%	30 48%	148 40%	127 56%	46 64%	109 42%	183 51%	146 48%	190 43%	257 51%
No	490 52%	68 57%	49 52%	33 52%	214 58%	99 44%	27 36%	151 58%	172 48%	156 51%	249 56%	241 48%
Don't know/Refused	8 1%	2 1%	0 -	0 -	5 1%	2 1%	0 -	2 1%	3 1%	3 1%	5 1%	3 1%