

## SANTA CLAUS

## 1. Thinking of Santa Claus, do you generally approve or 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         | 1001       | 131        | 105       | 65        | 380        | 250        | 70        | 232        | 413        | 352        | 480        | 521        |
| Weighted Base           | 1001       | 132        | 102*      | 65*       | 383        | 244        | 74*       | 279        | 393        | 324        | 484        | 517        |
| Strongly approve        | 427<br>43% | 64<br>48%  | 42<br>41% | 28<br>43% | 167<br>43% | 96<br>39%  | 30<br>41% | 127<br>45% | 180<br>46% | 118<br>36% | 208<br>43% | 219<br>42% |
| Somewhat approve        | 332<br>33% | 39<br>29%  | 38<br>37% | 19<br>30% | 113<br>29% | 96<br>39%  | 28<br>37% | 87<br>31%  | 134<br>34% | 111<br>34% | 158<br>33% | 175<br>34% |
| Somewhat disapprove     | 69<br>7%   | 4<br>3%    | 5<br>5%   | 2<br>3%   | 34<br>9%   | 20<br>8%   | 5<br>7%   | 20<br>7%   | 25<br>6%   | 24<br>7%   | 38<br>8%   | 31<br>6%   |
| Strongly disapprove     | 51<br>5%   | 4<br>3%    | 7<br>6%   | 4<br>6%   | 22<br>6%   | 13<br>5%   | 1<br>2%   | 19<br>7%   | 15<br>4%   | 17<br>5%   | 24<br>5%   | 26<br>5%   |
| Don't know/Refused      | 122<br>12% | 22<br>17%  | 11<br>11% | 12<br>18% | 48<br>13%  | 19<br>8%   | 10<br>13% | 28<br>10%  | 39<br>10%  | 53<br>16%  | 57<br>12%  | 65<br>13%  |
| TOPBOX & LOWBOX SUMMARY |            |            |           |           |            |            |           |            |            |            |            |            |
| Approve (Top2Box)       | 759<br>76% | 103<br>78% | 80<br>78% | 47<br>73% | 280<br>73% | 192<br>79% | 58<br>78% | 213<br>76% | 314<br>80% | 229<br>71% | 366<br>75% | 393<br>76% |
| Disapprove (Low2Box)    | 119<br>12% | 8<br>6%    | 11<br>11% | 6<br>9%   | 55<br>14%  | 33<br>13%  | 6<br>8%   | 38<br>14%  | 39<br>10%  | 42<br>13%  | 62<br>13%  | 58<br>11%  |

## SANTA CLAUS

## 2. 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

\* 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       | 105       | 65        | 380        | 250        | 70        | 232        | 413        | 352        | 480        | 521        |
| Weighted Base         | 1001       | 132       | 102*      | 65*       | 383        | 244        | 74*       | 279        | 393        | 324        | 484        | 517        |
| Yes                   | 313<br>31% | 49<br>37% | 28<br>28% | 16<br>25% | 127<br>33% | 66<br>27%  | 27<br>36% | 60<br>22%  | 146<br>37% | 104<br>32% | 142<br>29% | 172<br>33% |
| No                    | 679<br>68% | 83<br>63% | 72<br>71% | 45<br>69% | 253<br>66% | 178<br>73% | 47<br>64% | 217<br>78% | 245<br>62% | 215<br>66% | 335<br>69% | 344<br>67% |
| Don't know/Refused    | 9<br>1%    | 0<br>-    | 1<br>1%   | 4<br>6%   | 3<br>1%    | 0<br>-     | 0<br>-    | 2<br>1%    | 2<br>1%    | 5<br>1%    | 8<br>2%    | 1<br>0     |
|                       |            |           |           | ADE       |            |            |           |            |            |            | K          |            |

## SANTA CLAUS

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

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             | 105            | 65               | 380              | 250              | 70        | 232        | 413        | 352           | 480            | 521             |
| Weighted Base         | 1001       | 132             | 102*           | 65*              | 383              | 244              | 74*       | 279        | 393        | 324           | 484            | 517             |
| Naughty               | 98<br>10%  | 7<br>5%         | 5<br>5%        | 10<br>16%<br>ABE | 55<br>14%<br>ABE | 12<br>5%         | 8<br>11%  | 32<br>11%  | 35<br>9%   | 31<br>10%     | 61<br>13%<br>K | 37<br>7%        |
| Nice                  | 859<br>86% | 115<br>87%<br>C | 92<br>90%<br>C | 48<br>74%        | 315<br>82%       | 227<br>93%<br>CD | 63<br>85% | 242<br>87% | 344<br>88% | 271<br>84%    | 399<br>82%     | 460<br>89%<br>J |
| Don't know/Refused    | 44<br>4%   | 11<br>8%<br>DE  | 5<br>5%        | 6<br>10%<br>DE   | 13<br>3%         | 6<br>2%          | 3<br>4%   | 6<br>2%    | 14<br>4%   | 22<br>7%<br>G | 25<br>5%       | 19<br>4%        |