

7. Christmas means different things to different people. Which one of the following is closest to what you think is the most important thing about Christmas:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
A time for family	619	84	61	45	228	166	35	127	205	287	127	492
	59%	61%	57%	67%	57%	65%	45%	58%	59%	60%	62%	59%
		F		F		F						
A time to reflect on the birth of Jesus Christ	200	23	32	10	86	21	27	48	67	85	28	172
	19%	17%	30%	15%	22%	8%	35%	22%	19%	18%	14%	20%
		E	ACE		E		ACDE					J
A time for sharing and gift giving	99	15	6	6	42	25	5	18	34	47	26	73
	9%	11%	6%	9%	10%	10%	7%	8%	10%	10%	13%	9%
A nice festive season in the middle of winter	126	16	7	6	44	43	10	27	41	58	24	102
	12%	12%	7%	9%	11%	17%	13%	12%	12%	12%	12%	12%
						BD						

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

8. People follow all sorts of different traditions at Christmas time. We'd like to get an idea of the kinds of things people do. This Christmas, will you:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
Have a Christmas tree	812	104	87	53	319	181	67	153	268	391	183	629
	78%	76%	81%	79%	80%	71%	86%	69%	77%	82%	89%	75%
Have turkey for Christmas dinner					E		E			G	K	
	784	116	88	55	322	138	64	148	262	373	152	632
Hang stockings										G		
	544	80	65	35	217	98	49	101	156	287	140	403
Go to church										G		
	52%	58%	61%	51%	54%	39%	63%	46%	45%	60%	69%	48%
Have a nativity scene in home					E		E			GH	K	
	318	29	36	22	128	69	35	71	104	143	60	258
None of the above												
	30%	21%	33%	33%	32%	27%	45%	32%	30%	30%	29%	31%
None of the above			A		A		ADE					
	307	36	39	16	110	79	28	63	97	147	59	248
None of the above												
	29%	26%	36%	24%	27%	31%	36%	29%	28%	31%	29%	29%
None of the above												
	85	13	3	6	27	32	4	26	25	34	9	76
None of the above												
	8%	9%	3%	9%	7%	13%	5%	12%	7%	7%	5%	9%
None of the above												
		B				BD						

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

9. Which of the following statements is closest to your point of view?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
I think we should refer to the end of the year as the 'Christmas Season' because that is the original meaning and purpose of the holiday												
	739	98	82	50	295	162	52	144	238	357	140	599
	71%	71%	77%	74%	74%	63%	68%	65%	68%	75%	68%	71%
			E		E					G		
I think we should refer to the end of the year as the 'Holiday Season' because not everyone celebrates Christmas and it's important to be inclusive of other religions and cultures.												
	305	39	25	17	105	93	25	76	109	119	65	240
	29%	29%	23%	26%	26%	37%	32%	35%	32%	25%	32%	29%
						BD		I				

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

10\_1. (I practise a form of religion) Please indicate whether any of the following apply to you

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
Yes	481	55	54	40	204	87	41	98	156	227	86	395
	46%	40%	51%	59%	51%	34%	53%	44%	45%	48%	42%	47%
			E	AE	AE		E					
No	563	83	52	28	196	167	36	122	191	250	119	444
	54%	60%	49%	41%	49%	66%	47%	56%	55%	52%	58%	53%
		CD				BCDF						

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

10\_2. (I am a Christian) Please indicate whether any of the following apply to you

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
Yes	748	88	68	48	283	200	61	156	237	354	142	606
	72%	64%	64%	70%	71%	79%	79%	71%	68%	74%	70%	72%
						ABD	AB					
No	296	50	38	20	117	55	16	64	110	122	62	234
	28%	36%	36%	30%	29%	21%	21%	29%	32%	26%	30%	28%
		EF	EF		E							

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

10\_3. (I attend Christmas mass/service) Please indicate whether any of the following apply to you

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
Yes	327	27	38	25	124	78	35	75	105	147	59	267
	31%	20%	36%	37%	31%	31%	45%	34%	30%	31%	29%	32%
			A	A	A	A	ADE					
No	717	111	69	42	276	177	43	145	242	330	145	573
	69%	80%	64%	63%	69%	69%	55%	66%	70%	69%	71%	68%
		BCDEF			F	F						

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

10\_4. (I attend my church's service/mass on a regular basis (at least a few times a month)) Please indicate whether any of the following apply to you

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1044	165	90	78	358	281	72	207	353	484	178	866
Weighted	1044	138	106*	68*	400	255	77*	220	347	477	204	840
Yes	178	20	16	16	72	32	22	45	56	77	28	150
	17%	15%	15%	24%	18%	13%	29%	20%	16%	16%	14%	18%
				E			ABDE					
No	866	117	91	52	328	223	55	175	291	400	176	690
	83%	85%	85%	76%	82%	87%	71%	80%	84%	84%	86%	82%
		F	F		F	CF						

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