5. 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	535	486	329	424	268	88	328	486	119
Weighted	1021	494	527	285	405	331	106*	397	333	185
A time for family	570	257	312	169	211	189	63	229	183	95
	56%	52%	59%	59%	52%	57%	59%	58%	55%	51%
			A							
A time to reflect on the birth of Jesus Christ	192	90	101	38	79	74	23	84	63	22
	19%	18%	19%	13%	20%	22%	22%	21%	19%	12%
					C	C		I		
A time for sharing and gift giving	142	71	71	46	59	37	17	47	47	31
	14%	14%	13%	16%	14%	11%	16%	12%	14%	17%
A nice festive season in the middle of winter	118	76	42	31	56	31	3	37	40	37
	12%	15%	8%	11%	14%	9%	3%	9%	12%	20%
		B							F	FGH

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

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	535	486	329	424	268	88	328	486	119
Weighted	1021	494	527	285	405	331	106*	397	333	185
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	750	352	398	187	297	266	72	321	237	119
	73%	71%	75%	66%	73%	80%	68%	81%	71%	64%
					C	CD		FHI		
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.	271	142	129	98	108	65	34	76	95	66
	27%	29%	25%	34%	27%	20%	32%	19%	29%	36%
				DE	E		G		G	G

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