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	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
					REGION				HOUSEHOLD INCOME		HOUSEHOLD COMPOSITION	
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	105	74	380	252	59	278	303	440	187	834
Weighted	1021	135	104*	66*	391	249	76*	273	301	447	175	846
A time for family	570	74	57	37	220	148	33	125	177	268	96	474
	56%	55%	55%	56%	56%	59%	44%	46%	59%	60%	55%	56%
									G	G		
A time to reflect on the birth of Jesus Christ	192	20	29	21	81	14	26	63	59	69	29	163
	19%	15%	28%	31%	21%	6%	35%	23%	20%	15%	16%	19%
		E	AE	AE	E		ADE	I				
A time for sharing and gift giving	142	23	7	4	45	53	10	43	33	66	33	109
	14%	17%	7%	5%	12%	21%	14%	16%	11%	15%	19%	13%
		BC				BCD					K	
A nice festive season in the middle of winter	118	18	12	5	45	34	5	43	32	43	17	101
	12%	13%	11%	7%	11%	14%	7%	16%	11%	10%	10%	12%
								I				

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

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

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		REGION						**HOUSEHOLD INCOME**			**HOUSEHOLD COMPOSITION**	
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	105	74	380	252	59	278	303	440	187	834
Weighted	1021	135	104*	66*	391	249	76*	273	301	447	175	846
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	105	80	53	303	153	56	184	227	338	118	631
	73%	78%	77%	80%	77%	61%	74%	68%	75%	76%	68%	75%
		E	E	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.	271	29	24	13	88	97	20	89	74	108	57	214
	27%	22%	23%	20%	23%	39%	26%	32%	25%	24%	32%	25%
						ABCD		I				

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