

1. Which of the following activities do you feel takes up most of your time when it comes to preparing for the holidays?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Shopping for gifts	442	51	55	30	165	112	29	127	89	110	63	121	298
	43.0%	38.0%	51.0%	45.0%	42.0%	46.0%	40.0%	40.0%	52.0%	49.0%	46.0%	48.0%	42.0%
			A						G				
Preparing meals	136	13	12	5	46	54	7	38	26	22	25	35	94
	13.0%	9.0%	11.0%	7.0%	12.0%	22.0%	9.0%	12.0%	15.0%	10.0%	18.0%	14.0%	13.0%
						ABCD					I		
Communicating with friends/families/loved ones (writing letters, cards, etc.)	133	25	19	11	65	6	7	47	22	24	7	18	106
	13.0%	18.0%	18.0%	16.0%	17.0%	3.0%	9.0%	15.0%	13.0%	10.0%	5.0%	7.0%	15.0%
		E	E	E	E		E	J	J				K
Decorating	120	18	8	7	41	32	14	38	11	37	19	35	82
	12.0%	13.0%	8.0%	10.0%	10.0%	13.0%	20.0%	12.0%	6.0%	16.0%	14.0%	14.0%	11.0%
							BD			H	H		
Making do-it-yourself gifts	63	13	5	6	22	13	4	23	10	9	9	17	41
	6.0%	10.0%	4.0%	9.0%	6.0%	5.0%	5.0%	7.0%	6.0%	4.0%	7.0%	7.0%	6.0%
Wrapping gifts	51	8	3	2	23	11	4	14	8	10	4	12	33
	5.0%	6.0%	2.0%	2.0%	6.0%	4.0%	6.0%	5.0%	4.0%	5.0%	3.0%	5.0%	5.0%
Other	75	7	7	7	29	16	8	28	6	15	11	13	60
	7.0%	5.0%	6.0%	11.0%	7.0%	7.0%	12.0%	9.0%	3.0%	7.0%	8.0%	5.0%	8.0%
								H					

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

2_1. [Spending time with friends/families/loved ones] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Spending time with friends/families/loved ones													
Very important	753	113	79	55	292	158	56	227	121	166	107	196	517
	74.0%	83.0%	73.0%	82.0%	75.0%	64.0%	78.0%	72.0%	72.0%	73.0%	78.0%	78.0%	72.0%
		E		E	E		E						
Somewhat important	225	21	27	10	80	74	14	71	47	48	26	48	162
	22.0%	15.0%	25.0%	16.0%	20.0%	30.0%	19.0%	22.0%	28.0%	21.0%	19.0%	19.0%	23.0%
						ACD							
Not very important	24	2	2	1	10	9	0	10	1	9	1	3	21
	2.0%	1.0%	2.0%	1.0%	3.0%	4.0%	-	3.0%	0	4.0%	1.0%	1.0%	3.0%
										H			
Not at all important	17	1	0	1	9	5	2	9	0	4	2	4	14
	2.0%	1.0%	-	1.0%	2.0%	2.0%	3.0%	3.0%	-	2.0%	1.0%	1.0%	2.0%
								H					
Summary													
Top2Box (Very/ Somewhat important)	979	134	106	65	372	232	71	297	169	214	134	244	679
	96.0%	98.0%	98.0%	98.0%	95.0%	95.0%	97.0%	94.0%	100.0%	94.0%	98.0%	97.0%	95.0%
									GI				
Low2Box (Not Very/ Not at all important)	41	3	2	1	19	13	2	19	1	13	3	6	35
	4.0%	2.0%	2.0%	2.0%	5.0%	5.0%	3.0%	6.0%	0	6.0%	2.0%	3.0%	5.0%
								H		H			

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

2_2. [Hearing from friends/families/loved ones] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Hearing from friends/families/loved ones													
Very important	620	102	64	36	251	118	48	191	100	140	81	146	442
	61.0%	75.0%	59.0%	55.0%	64.0%	48.0%	66.0%	60.0%	59.0%	62.0%	59.0%	58.0%	62.0%
		BCDE			E		E						
Somewhat important	333	27	39	26	118	105	19	97	61	76	47	94	220
	33.0%	20.0%	36.0%	38.0%	30.0%	43.0%	26.0%	31.0%	36.0%	34.0%	35.0%	38.0%	31.0%
			A	A	A	ADF							
Not very important	52	7	5	4	15	19	3	20	7	8	6	8	40
	5.0%	5.0%	4.0%	6.0%	4.0%	8.0%	5.0%	6.0%	4.0%	4.0%	5.0%	3.0%	6.0%
						D							
Not at all important	15	1	0	1	8	3	3	8	1	2	2	3	12
	1.0%	1.0%	-	1.0%	2.0%	1.0%	4.0%	2.0%	1.0%	1.0%	1.0%	1.0%	2.0%
							B						
Summary													
Top2Box (Very/ Somewhat important)	953	129	104	62	369	223	66	288	161	217	129	240	661
	93.0%	94.0%	96.0%	93.0%	94.0%	91.0%	92.0%	91.0%	95.0%	95.0%	94.0%	96.0%	93.0%
Low2Box (Not Very/ Not at all important)	67	8	5	5	22	22	6	28	8	10	8	11	52
	7.0%	6.0%	4.0%	7.0%	6.0%	9.0%	8.0%	9.0%	5.0%	5.0%	6.0%	4.0%	7.0%

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

2_3. [Enjoying down time to unwind and relax] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Enjoying down time to unwind and relax													
Very important	524	61	61	36	214	114	39	145	94	114	83	139	351
	51.0%	44.0%	56.0%	54.0%	55.0%	46.0%	54.0%	46.0%	56.0%	50.0%	61.0%	55.0%	49.0%
Somewhat important					A						G		
	369	59	39	25	134	96	17	115	58	91	45	90	262
	36.0%	43.0%	36.0%	37.0%	34.0%	39.0%	23.0%	36.0%	34.0%	40.0%	33.0%	36.0%	37.0%
Not very important		F				F							
	97	13	6	6	33	27	13	38	17	17	8	17	74
	9.0%	9.0%	5.0%	9.0%	8.0%	11.0%	17.0%	12.0%	10.0%	8.0%	6.0%	7.0%	10.0%
Not at all important						BD							
	31	4	3	0	10	9	4	18	1	5	1	5	26
	3.0%	3.0%	3.0%	-	3.0%	4.0%	6.0%	6.0%	0	2.0%	1.0%	2.0%	4.0%
Summary								HJ					
	893	120	100	60	348	209	56	260	152	205	128	229	613
	88.0%	88.0%	92.0%	91.0%	89.0%	85.0%	77.0%	82.0%	90.0%	90.0%	93.0%	91.0%	86.0%
Top2Box (Very/ Somewhat important)		F	F	F	F				G	G	G	L	
	127	17	9	6	43	36	17	56	18	22	9	22	100
	12.0%	12.0%	8.0%	9.0%	11.0%	15.0%	23.0%	18.0%	10.0%	10.0%	7.0%	9.0%	14.0%
Low2Box (Not Very/ Not at all important)							ABCD	HIJ					K

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

2_4. [Receiving the gift I want] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Receiving the gift I want													
Very important	56	5	4	1	18	15	13	15	10	9	6	13	37
	5.0%	4.0%	3.0%	1.0%	5.0%	6.0%	18.0%	5.0%	6.0%	4.0%	4.0%	5.0%	5.0%
Somewhat important							ABCDE						
	227	34	29	12	99	44	8	65	38	45	40	47	153
	22.0%	25.0%	26.0%	19.0%	25.0%	18.0%	12.0%	21.0%	23.0%	20.0%	29.0%	19.0%	21.0%
Not very important		F	F		EF								
	444	51	47	31	156	128	31	136	73	114	54	115	312
	44.0%	38.0%	43.0%	46.0%	40.0%	52.0%	43.0%	43.0%	43.0%	50.0%	39.0%	46.0%	44.0%
Not at all important						AD				J			
	293	47	29	22	117	58	20	100	48	58	38	76	212
	29.0%	34.0%	27.0%	34.0%	30.0%	24.0%	28.0%	32.0%	28.0%	26.0%	28.0%	30.0%	30.0%
		E											
Summary													
Top2Box (Very/ Somewhat important)	283	39	32	13	118	59	21	80	49	54	46	60	190
	28.0%	28.0%	30.0%	20.0%	30.0%	24.0%	29.0%	25.0%	29.0%	24.0%	33.0%	24.0%	27.0%
Low2Box (Not Very/ Not at all important)													
	737	98	76	53	273	186	51	236	121	173	92	191	524
	72.0%	72.0%	70.0%	80.0%	70.0%	76.0%	71.0%	75.0%	71.0%	76.0%	67.0%	76.0%	73.0%

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

2_5. [Giving gifts that I know my family/friends/loved ones will enjoy] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Giving gifts that I know my family/friends/loved ones will enjoy													
Very important	458	71	49	32	174	95	37	143	67	96	66	126	299
	45.0%	52.0%	45.0%	48.0%	45.0%	39.0%	51.0%	45.0%	40.0%	42.0%	48.0%	50.0%	42.0%
		E										L	
Somewhat important	408	50	45	28	155	103	27	115	82	99	54	98	292
	40.0%	37.0%	42.0%	42.0%	40.0%	42.0%	37.0%	36.0%	49.0%	44.0%	40.0%	39.0%	41.0%
								G					
Not very important	113	10	9	5	44	39	6	37	18	24	14	20	88
	11.0%	8.0%	8.0%	8.0%	11.0%	16.0%	8.0%	12.0%	11.0%	11.0%	10.0%	8.0%	12.0%
						A							
Not at all important	42	6	5	2	18	8	3	21	2	8	3	6	35
	4.0%	4.0%	5.0%	3.0%	4.0%	3.0%	5.0%	7.0%	1.0%	3.0%	2.0%	3.0%	5.0%
								H					
Summary													
Top2Box (Very/ Somewhat important)	865	121	94	59	329	198	64	258	149	195	120	224	591
	85.0%	88.0%	87.0%	90.0%	84.0%	81.0%	88.0%	82.0%	88.0%	86.0%	88.0%	89.0%	83.0%
												L	
Low2Box (Not Very/ Not at all important)	155	16	14	7	62	47	9	58	20	32	17	27	123
	15.0%	12.0%	13.0%	10.0%	16.0%	19.0%	12.0%	18.0%	12.0%	14.0%	12.0%	11.0%	17.0%
													K

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

2_6. [Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)													
Very important	246	30	28	14	101	46	27	77	35	51	42	74	157
	24.0%	22.0%	26.0%	21.0%	26.0%	19.0%	37.0%	24.0%	20.0%	22.0%	30.0%	29.0%	22.0%
							AE					L	
Somewhat important	480	63	52	33	185	124	22	132	81	126	65	121	335
	47.0%	46.0%	48.0%	50.0%	47.0%	51.0%	31.0%	42.0%	48.0%	56.0%	48.0%	48.0%	47.0%
		F	F	F	F	F				G			
Not very important	222	31	17	18	80	61	15	78	46	39	25	45	169
	22.0%	22.0%	16.0%	27.0%	20.0%	25.0%	21.0%	25.0%	27.0%	17.0%	18.0%	18.0%	24.0%
								I	I				
Not at all important	72	13	10	1	26	14	8	29	8	11	5	11	53
	7.0%	10.0%	10.0%	1.0%	7.0%	6.0%	11.0%	9.0%	5.0%	5.0%	4.0%	4.0%	7.0%
		C	C				C						
Summary													
Top2Box (Very/ Somewhat important)	726	93	81	48	286	170	49	209	116	177	107	195	492
	71.0%	68.0%	75.0%	72.0%	73.0%	69.0%	67.0%	66.0%	68.0%	78.0%	78.0%	78.0%	69.0%
										GH	G	L	
Low2Box (Not Very/ Not at all important)	294	44	28	19	105	75	24	107	54	50	30	56	222
	29.0%	32.0%	25.0%	28.0%	27.0%	31.0%	33.0%	34.0%	32.0%	22.0%	22.0%	22.0%	31.0%
								IJ	I				K

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

2. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Spending time with friends/families/loved ones	979	134	106	65	372	232	71	297	169	214	134	244	679
	96.0%	98.0%	98.0%	98.0%	95.0%	95.0%	97.0%	94.0%	100.0%	94.0%	98.0%	97.0%	95.0%
									GI				
Hearing from friends/families/loved ones	953	129	104	62	369	223	66	288	161	217	129	240	661
	93.0%	94.0%	96.0%	93.0%	94.0%	91.0%	92.0%	91.0%	95.0%	95.0%	94.0%	96.0%	93.0%
Enjoying down time to unwind and relax	893	120	100	60	348	209	56	260	152	205	128	229	613
	88.0%	88.0%	92.0%	91.0%	89.0%	85.0%	77.0%	82.0%	90.0%	90.0%	93.0%	91.0%	86.0%
		F	F	F	F				G	G	G	L	
Giving gifts that I know my family/friends/loved ones will enjoy	865	121	94	59	329	198	64	258	149	195	120	224	591
	85.0%	88.0%	87.0%	90.0%	84.0%	81.0%	88.0%	82.0%	88.0%	86.0%	88.0%	89.0%	83.0%
												L	
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)	726	93	81	48	286	170	49	209	116	177	107	195	492
	71.0%	68.0%	75.0%	72.0%	73.0%	69.0%	67.0%	66.0%	68.0%	78.0%	78.0%	78.0%	69.0%
										GH	G	L	
Receiving the gift I want	283	39	32	13	118	59	21	80	49	54	46	60	190
	28.0%	28.0%	30.0%	20.0%	30.0%	24.0%	29.0%	25.0%	29.0%	24.0%	33.0%	24.0%	27.0%

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

2. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following experiences to you this holiday season?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Receiving the gift I want	737	98	76	53	273	186	51	236	121	173	92	191	524
	72.0%	72.0%	70.0%	80.0%	70.0%	76.0%	71.0%	75.0%	71.0%	76.0%	67.0%	76.0%	73.0%
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)	294	44	28	19	105	75	24	107	54	50	30	56	222
	29.0%	32.0%	25.0%	28.0%	27.0%	31.0%	33.0%	34.0%	32.0%	22.0%	22.0%	22.0%	31.0%
								IJ	I				K
Giving gifts that I know my family/friends/loved ones will enjoy	155	16	14	7	62	47	9	58	20	32	17	27	123
	15.0%	12.0%	13.0%	10.0%	16.0%	19.0%	12.0%	18.0%	12.0%	14.0%	12.0%	11.0%	17.0%
													K
Enjoying down time to unwind and relax	127	17	9	6	43	36	17	56	18	22	9	22	100
	12.0%	12.0%	8.0%	9.0%	11.0%	15.0%	23.0%	18.0%	10.0%	10.0%	7.0%	9.0%	14.0%
							ABCD	HIJ					K
Hearing from friends/families/loved ones	67	8	5	5	22	22	6	28	8	10	8	11	52
	7.0%	6.0%	4.0%	7.0%	6.0%	9.0%	8.0%	9.0%	5.0%	5.0%	6.0%	4.0%	7.0%
Spending time with friends/families/loved ones	41	3	2	1	19	13	2	19	1	13	3	6	35
	4.0%	2.0%	2.0%	2.0%	5.0%	5.0%	3.0%	6.0%	0	6.0%	2.0%	3.0%	5.0%
								H		H			

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

3_1. [I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.													
Strongly agree	253	29	26	18	98	64	17	80	34	51	41	70	162
	25.0%	21.0%	24.0%	28.0%	25.0%	26.0%	24.0%	25.0%	20.0%	23.0%	30.0%	28.0%	23.0%
Somewhat agree	474	63	46	29	189	115	32	131	91	112	65	127	324
	46.0%	46.0%	42.0%	44.0%	48.0%	47.0%	45.0%	41.0%	54.0%	50.0%	47.0%	51.0%	45.0%
Somewhat disagree	205	32	25	14	67	49	18	71	36	49	23	43	155
	20.0%	23.0%	23.0%	21.0%	17.0%	20.0%	25.0%	22.0%	21.0%	22.0%	17.0%	17.0%	22.0%
Strongly disagree	87	13	11	5	37	17	5	33	9	14	8	11	72
	9.0%	9.0%	10.0%	8.0%	9.0%	7.0%	7.0%	11.0%	5.0%	6.0%	6.0%	4.0%	10.0%
Summary													
Top2Box (Agree)	728	92	72	47	287	179	50	211	125	164	106	197	487
	71.0%	67.0%	67.0%	71.0%	73.0%	73.0%	69.0%	67.0%	74.0%	72.0%	77.0%	79.0%	68.0%
Low2Box (Disagree)	292	45	36	19	104	66	23	104	45	63	31	54	227
	29.0%	33.0%	33.0%	29.0%	27.0%	27.0%	31.0%	33.0%	26.0%	28.0%	23.0%	21.0%	32.0%

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

3_2. [I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.													
Strongly agree	306	58	29	18	117	58	25	96	53	61	44	84	195
	30.0%	42.0%	27.0%	27.0%	30.0%	24.0%	34.0%	30.0%	31.0%	27.0%	32.0%	34.0%	27.0%
		BCDE											
Somewhat agree	545	61	64	44	212	129	34	165	91	130	75	128	395
	53.0%	45.0%	59.0%	66.0%	54.0%	53.0%	47.0%	52.0%	54.0%	57.0%	55.0%	51.0%	55.0%
			A	AF									
Somewhat disagree	119	11	11	4	42	43	8	36	22	27	13	34	81
	12.0%	8.0%	10.0%	6.0%	11.0%	18.0%	11.0%	11.0%	13.0%	12.0%	10.0%	14.0%	11.0%
						ACD							
Strongly disagree	50	6	4	1	20	14	5	19	4	8	5	5	42
	5.0%	5.0%	3.0%	1.0%	5.0%	6.0%	7.0%	6.0%	2.0%	4.0%	3.0%	2.0%	6.0%
													K
Summary													
Top2Box (Agree)	851	119	94	62	330	188	59	261	143	192	119	212	590
	83.0%	87.0%	86.0%	93.0%	84.0%	77.0%	81.0%	83.0%	85.0%	84.0%	87.0%	84.0%	83.0%
		E	E	E	E								
Low2Box (Disagree)	169	17	15	5	62	57	14	55	26	35	18	39	123
	17.0%	13.0%	14.0%	7.0%	16.0%	23.0%	19.0%	17.0%	15.0%	16.0%	13.0%	16.0%	17.0%
						ABCD							

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

3_3. [I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.													
Strongly agree	145	19	14	7	51	43	11	60	17	24	16	32	102
	14.0%	14.0%	13.0%	11.0%	13.0%	18.0%	15.0%	19.0%	10.0%	11.0%	12.0%	13.0%	14.0%
Somewhat agree								HI					
	407	57	51	27	144	101	27	127	69	96	57	110	279
	40.0%	42.0%	47.0%	41.0%	37.0%	41.0%	37.0%	40.0%	41.0%	42.0%	41.0%	44.0%	39.0%
Somewhat disagree													
	359	51	35	23	149	76	25	86	72	85	52	88	246
	35.0%	37.0%	32.0%	35.0%	38.0%	31.0%	35.0%	27.0%	42.0%	37.0%	38.0%	35.0%	34.0%
Strongly disagree									G	G	G		
	109	10	8	9	47	25	9	42	11	22	12	21	87
	11.0%	8.0%	8.0%	14.0%	12.0%	10.0%	13.0%	13.0%	7.0%	10.0%	9.0%	8.0%	12.0%
Summary								H					
	552	76	65	34	195	144	38	187	86	120	73	142	381
	54.0%	55.0%	60.0%	51.0%	50.0%	59.0%	52.0%	59.0%	51.0%	53.0%	53.0%	57.0%	53.0%
Low2Box (Disagree)						D							
	468	61	43	32	196	101	35	129	83	107	64	109	333
	46.0%	45.0%	40.0%	49.0%	50.0%	41.0%	48.0%	41.0%	49.0%	47.0%	47.0%	43.0%	47.0%
					E								

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

3_4. [I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.													
Strongly agree	44	4	4	2	14	17	4	16	9	6	6	13	24
	4.0%	3.0%	4.0%	2.0%	4.0%	7.0%	5.0%	5.0%	5.0%	3.0%	4.0%	5.0%	3.0%
Somewhat agree	171	26	23	14	61	35	12	49	20	45	26	47	112
	17.0%	19.0%	21.0%	21.0%	16.0%	14.0%	16.0%	16.0%	12.0%	20.0%	19.0%	19.0%	16.0%
Somewhat disagree	466	57	50	34	171	123	32	132	83	118	64	111	329
	46.0%	41.0%	46.0%	50.0%	44.0%	50.0%	44.0%	42.0%	49.0%	52.0%	47.0%	44.0%	46.0%
Strongly disagree	340	51	32	17	145	70	25	119	57	58	41	80	248
	33.0%	37.0%	29.0%	26.0%	37.0%	29.0%	35.0%	38.0%	34.0%	26.0%	30.0%	32.0%	35.0%
Summary													
Top2Box (Agree)	215	29	27	16	75	52	15	66	29	51	32	60	137
	21.0%	21.0%	25.0%	24.0%	19.0%	21.0%	21.0%	21.0%	17.0%	22.0%	24.0%	24.0%	19.0%
Low2Box (Disagree)	805	107	81	50	316	193	57	250	141	176	105	190	577
	79.0%	79.0%	75.0%	76.0%	81.0%	79.0%	79.0%	79.0%	83.0%	78.0%	76.0%	76.0%	81.0%

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

3_5. [I don't do anything special to prepare for the holidays.] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I don't do anything special to prepare for the holidays.													
Strongly agree	105	14	9	6	40	26	9	48	10	13	11	12	85
	10.0%	10.0%	9.0%	8.0%	10.0%	11.0%	12.0%	15.0%	6.0%	6.0%	8.0%	5.0%	12.0%
Somewhat agree	258	31	27	18	106	65	12	90	50	61	16	50	188
	25.0%	23.0%	25.0%	27.0%	27.0%	26.0%	17.0%	29.0%	29.0%	27.0%	12.0%	20.0%	26.0%
Somewhat disagree	336	46	33	15	122	94	26	89	65	84	60	97	225
	33.0%	34.0%	31.0%	22.0%	31.0%	38.0%	36.0%	28.0%	38.0%	37.0%	44.0%	39.0%	32.0%
Strongly disagree	321	46	38	28	123	60	25	88	44	68	50	93	215
	31.0%	34.0%	35.0%	43.0%	32.0%	24.0%	35.0%	28.0%	26.0%	30.0%	37.0%	37.0%	30.0%
Summary													
Top2Box (Agree)	363	45	37	23	146	91	21	138	60	75	27	62	273
	36.0%	33.0%	34.0%	35.0%	37.0%	37.0%	29.0%	44.0%	36.0%	33.0%	20.0%	25.0%	38.0%
Low2Box (Disagree)	657	92	71	43	245	154	51	178	109	152	110	189	440
	64.0%	67.0%	66.0%	65.0%	63.0%	63.0%	71.0%	56.0%	64.0%	67.0%	80.0%	75.0%	62.0%

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

3. [SUMMARY - TOP2BOX (AGREE)] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.	851	119	94	62	330	188	59	261	143	192	119	212	590
	83.0%	87.0%	86.0%	93.0%	84.0%	77.0%	81.0%	83.0%	85.0%	84.0%	87.0%	84.0%	83.0%
		E	E	E	E								
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.	728	92	72	47	287	179	50	211	125	164	106	197	487
	71.0%	67.0%	67.0%	71.0%	73.0%	73.0%	69.0%	67.0%	74.0%	72.0%	77.0%	79.0%	68.0%
											G	L	
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.	552	76	65	34	195	144	38	187	86	120	73	142	381
	54.0%	55.0%	60.0%	51.0%	50.0%	59.0%	52.0%	59.0%	51.0%	53.0%	53.0%	57.0%	53.0%
						D							
I don't do anything special to prepare for the holidays.	363	45	37	23	146	91	21	138	60	75	27	62	273
	36.0%	33.0%	34.0%	35.0%	37.0%	37.0%	29.0%	44.0%	36.0%	33.0%	20.0%	25.0%	38.0%
								IJ	J	J			K
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.	215	29	27	16	75	52	15	66	29	51	32	60	137
	21.0%	21.0%	25.0%	24.0%	19.0%	21.0%	21.0%	21.0%	17.0%	22.0%	24.0%	24.0%	19.0%

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

3. [SUMMARY - LOW2BOX (DISAGREE)] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.	805	107	81	50	316	193	57	250	141	176	105	190	577
	79.0%	79.0%	75.0%	76.0%	81.0%	79.0%	79.0%	79.0%	83.0%	78.0%	76.0%	76.0%	81.0%
I don't do anything special to prepare for the holidays.	657	92	71	43	245	154	51	178	109	152	110	189	440
	64.0%	67.0%	66.0%	65.0%	63.0%	63.0%	71.0%	56.0%	64.0%	67.0%	80.0%	75.0%	62.0%
										G	GHI	L	
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.	468	61	43	32	196	101	35	129	83	107	64	109	333
	46.0%	45.0%	40.0%	49.0%	50.0%	41.0%	48.0%	41.0%	49.0%	47.0%	47.0%	43.0%	47.0%
					E								
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.	292	45	36	19	104	66	23	104	45	63	31	54	227
	29.0%	33.0%	33.0%	29.0%	27.0%	27.0%	31.0%	33.0%	26.0%	28.0%	23.0%	21.0%	32.0%
								J					K
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.	169	17	15	5	62	57	14	55	26	35	18	39	123
	17.0%	13.0%	14.0%	7.0%	16.0%	23.0%	19.0%	17.0%	15.0%	16.0%	13.0%	16.0%	17.0%
						ABCD							

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

4. Which mode of communication are you most likely to use to express your holiday wishes this year?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
In-person greetings	312	28	30	17	122	93	22	102	56	65	37	77	215
	31.0%	21.0%	28.0%	25.0%	31.0%	38.0%	30.0%	32.0%	33.0%	29.0%	27.0%	31.0%	30.0%
					A	A							
Written cards/letters	299	49	27	30	123	46	24	83	41	73	46	67	227
	29.0%	36.0%	25.0%	45.0%	31.0%	19.0%	33.0%	26.0%	24.0%	32.0%	34.0%	27.0%	32.0%
		E		BDE	E		E						
Phone calls	225	39	35	12	68	57	14	69	37	54	37	55	155
	22.0%	29.0%	32.0%	18.0%	18.0%	23.0%	20.0%	22.0%	22.0%	24.0%	27.0%	22.0%	22.0%
		D	CD										
Social media channels (e.g. Facebook, Twitter)	87	6	10	2	39	27	3	39	16	16	4	34	49
	9.0%	5.0%	9.0%	3.0%	10.0%	11.0%	4.0%	12.0%	9.0%	7.0%	3.0%	13.0%	7.0%
						A		J	J			L	
E-cards	57	7	4	4	20	19	2	11	17	13	8	12	41
	6.0%	5.0%	4.0%	6.0%	5.0%	8.0%	3.0%	4.0%	10.0%	6.0%	6.0%	5.0%	6.0%
									G				
Video chats (e.g. Skype)	14	2	2	1	6	0	4	4	2	2	1	3	10
	1.0%	1.0%	2.0%	1.0%	2.0%	-	5.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
			E				E						
Other	25	5	0	1	13	3	3	7	0	4	4	4	17
	2.0%	4.0%	-	1.0%	3.0%	1.0%	5.0%	2.0%	-	2.0%	3.0%	1.0%	2.0%
							BE			H			

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

5. What form of greetings would you most prefer to receive from friends, families, and other loved ones?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
In-person greetings	395	43	33	22	146	118	33	127	66	97	44	97	276
	39.0%	31.0%	31.0%	33.0%	37.0%	48.0%	45.0%	40.0%	39.0%	43.0%	32.0%	39.0%	39.0%
						ABCD	AB						
Written cards / letters	309	46	31	26	133	52	22	98	42	70	42	78	226
	30.0%	33.0%	28.0%	39.0%	34.0%	21.0%	30.0%	31.0%	25.0%	31.0%	31.0%	31.0%	32.0%
		E		E	E								
Phone calls	182	31	30	11	58	45	8	50	36	34	34	43	126
	18.0%	23.0%	28.0%	16.0%	15.0%	18.0%	12.0%	16.0%	21.0%	15.0%	25.0%	17.0%	18.0%
		D	DF								GI		
Social media channels (e.g. Facebook, Twitter)	47	4	8	1	18	15	1	17	11	8	2	15	27
	5.0%	3.0%	7.0%	2.0%	5.0%	6.0%	1.0%	5.0%	7.0%	4.0%	2.0%	6.0%	4.0%
			F										
E-cards	41	7	2	3	14	13	2	9	11	10	6	9	28
	4.0%	5.0%	2.0%	4.0%	4.0%	5.0%	3.0%	3.0%	7.0%	5.0%	4.0%	4.0%	4.0%
Video chats (e.g. Skype)	24	3	4	3	9	1	4	9	2	2	7	7	14
	2.0%	2.0%	3.0%	5.0%	2.0%	0	5.0%	3.0%	1.0%	1.0%	5.0%	3.0%	2.0%
			E	E			E				I		
Other	22	4	1	1	13	1	3	7	0	5	2	3	17
	2.0%	3.0%	1.0%	1.0%	3.0%	0	4.0%	2.0%	-	2.0%	1.0%	1.0%	2.0%
		E			E		E						

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

6. What type of holiday gift do you consider to be the most meaningful?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1020	151	119	64	335	266	85	310	163	236	140	260	721
Weighted	1020	137	108	66*	391	245	72*	316	169	227	137	251	713
Purchased items that I wanted but didn't expect to receive	396	40	39	29	146	114	27	118	74	87	67	111	268
	39.0%	30.0%	36.0%	43.0%	37.0%	47.0%	38.0%	37.0%	44.0%	38.0%	49.0%	44.0%	38.0%
						AD					G		
Something made for me that cannot be purchased (such as a do-it-yourself craft, photo book, etc).	232	42	18	17	98	38	19	65	33	62	21	63	155
	23.0%	31.0%	17.0%	25.0%	25.0%	16.0%	26.0%	21.0%	19.0%	27.0%	16.0%	25.0%	22.0%
		BE			E		E			J			
A donation to a charity	71	15	15	2	29	7	4	19	15	16	11	14	51
	7.0%	11.0%	14.0%	3.0%	7.0%	3.0%	5.0%	6.0%	9.0%	7.0%	8.0%	6.0%	7.0%
		E	CDE		E								
Items on my wish list purchased from a merchant	57	5	5	7	18	17	5	19	9	9	11	9	42
	6.0%	4.0%	5.0%	11.0%	5.0%	7.0%	7.0%	6.0%	5.0%	4.0%	8.0%	3.0%	6.0%
Other	61	6	8	4	29	10	4	17	8	12	8	14	45
	6.0%	4.0%	7.0%	6.0%	8.0%	4.0%	5.0%	5.0%	5.0%	5.0%	6.0%	6.0%	6.0%
I don't want a gift	203	28	23	8	71	59	14	77	31	41	19	41	153
	20.0%	21.0%	21.0%	12.0%	18.0%	24.0%	19.0%	25.0%	18.0%	18.0%	14.0%	16.0%	21.0%
								J					

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