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

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	T-11-1	вс	AB	SK/MB	Outsuis	Outline	Allende	<40k	401- 001/	001- 4001-	4001-	Kids	No Kids
	Total	A A	В	C	Ontario D	Quebec	Atlantic	<40K	40k-<60K H	60k-<100k	100k+ J	Kids	No Kids
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
	442	51	55	30	165	112	29	127	89	110	63	121	298
Shopping for gifts	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%
			Α						G				
	136	13	12	5	46	54	7	38	26	22	25	35	94
Preparing meals	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%
						ABCDF					ı		
Communicating with friends/families/loved ones	133	25	19	11	65	6	7	47	22	24	7	18	106
(writing letters, cards, etc.)	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%
(	10.070	E	E	E	E	0.070	E	J	J	10.070	0.070	7.070	K
	120	18	8	7	41	32	14	38	11	37	19	35	82
Decorating	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			Н	Ι		
	63	13	5	6	22	13	4	23	10	9	9	17	41
Making do-it-yourself gifts	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%
	51	8	3	2	23	11	4	14	8	10	4	12	33
Wrapping gifts	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%
			_	_	00	10				4-		40	
Othor	75	7	7	7	29	16	8	28	6	15	11	13	60
Other	7.0%	5.0%	6.0%	11.0%	7.0%	7.0%	12.0%	9.0% H	3.0%	7.0%	8.0%	5.0%	8.0%
				1	1			П	1				

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

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	Total	A	В	C	D	E	Atlantic	<40K	40K-<60K	60K-<100K	J J	Kids	No Kias
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													
-	753	113	79	55	292	158	56	227	121	166	107	196	517
Very important	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		Е	E		E						
	225	21	27	10	80	74	14	71	47	48	26	48	162
Somewhat important	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							
	24	2	2	1	10	9	0	10	1	9	1	3	21
Not very important	2.0%	1.0%	2.0%	1.0%	3.0%	4.0%	-	3.0%	0	4.0%	1.0%	1.0%	3.0%
										Н			
	17	1	0	1	9	5	2	9	0	4	2	4	14
Not at all important	2.0%	1.0%	-	1.0%	2.0%	2.0%	3.0%	3.0%	-	2.0%	1.0%	1.0%	2.0%
								Н					
Summary	070	101	400	0.5	070	200	7.4	207	400	24.4	101	0.14	070
Tan 2Day (Var. / Carray hat improved and)	979	134	106	65	372	232	71	297	169	214	134	244	679
Top2Box (Very/ Somewhat important)	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%
		<u> </u>							GI				
	41	3	2	1	19	13	2	19	1	13	3	6	35
Low2Box (Not Very/ Not at all important)	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%
	070	2.070	2.070	2.070	3.370	2.070	2.370	H		H	2.570	2.070	2.070

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

				REC	SION				HOUSEHO	LD INCOME			SEHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	lotai	A	В	C	D	Quebec	Atlantic	<40K	40K-<60K	OUK-<100K	100K+ J	Kids	NO KIGS
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
Troigined	.020			00	00.	2.0		0.0	.00			20.	7.10
Hearing from friends/families/loved ones													
	620	102	64	36	251	118	48	191	100	140	81	146	442
Very important	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						
	333	27	39	26	118	105	19	97	61	76	47	94	220
Somewhat important	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%
			Α	Α	Α	ADF							
	52	7	5	4	15	19	3	20	7	8	6	8	40
Not very important	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							
	15	1	0	1	8	3	3	8	1	2	2	3	12
Not at all important	1.0%	1.0%	-	1.0%	2.0%	1.0%	4.0%	2.0%	1.0%	1.0%	1.0%	1.0%	2.0%
							В						
Summary		,											
	953	129	104	62	369	223	66	288	161	217	129	240	661
Top2Box (Very/ Somewhat important)	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%
													1
Law OD as (Nat ) (am / Nat at all important)	67	8	5	5	22	22	6	28	8	10	8	11	52
Low2Box (Not Very/ Not at all important)	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%

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

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic	<b>&lt;40k</b> G	40k-<60K H	60k-<100k	100k+ J	Kids K	No Kids
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													
	524	61	61	36	214	114	39	145	94	114	83	139	351
Very important	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%
					Α						G		
	369	59	39	25	134	96	17	115	58	91	45	90	262
Somewhat important	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%
		F				F							
	97	13	6	6	33	27	13	38	17	17	8	17	74
Not very important	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%
							BD						
No. 10 No	31	4	3	0	10	9	4	18	1	5	1	5	26
Not at all important	3.0%	3.0%	3.0%	-	3.0%	4.0%	6.0%	6.0%	0	2.0%	1.0%	2.0%	4.0%
0								HJ					
Summary	000	400	400	00	0.40	000	56	000	450	005	128	000	040
Top2Box (Very/ Somewhat important)	893	120	100	60	348	209		260	152	205		229	613
10P2D0X (Very/ Somewhat important)	88.0%	88.0% F	92.0% F	91.0% F	89.0% F	85.0%	77.0%	82.0%	90.0% G	90.0% G	93.0% G	91.0%	86.0%
		Г	Г	Г	Г				G	G	G	L	
Law ODay (Nat Vary) Nat at all iron arts.	127	17	9	6	43	36	17	56	18	22	9	22	100
Low2Box (Not Very/ Not at all important)	12.0%	12.0%	8.0%	9.0%	11.0%	15.0%	23.0% ABCD	18.0% HIJ	10.0%	10.0%	7.0%	9.0%	14.0% K

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

				REC	SION				HOUSEHO	LD INCOME			EHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	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													
	56	5	4	1	18	15	13	15	10	9	6	13	37
Very important	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%
							ABCDE						
	227	34	29	12	99	44	8	65	38	45	40	47	153
Somewhat important	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%
		F	F		EF								
	444	51	47	31	156	128	31	136	73	114	54	115	312
Not very important	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%
						AD				J			
	293	47	29	22	117	58	20	100	48	58	38	76	212
Not at all important	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%
		Е											
Summary													
	283	39	32	13	118	59	21	80	49	54	46	60	190
Top2Box (Very/ Somewhat important)	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%
		ļ											
Louis Doy (Not Vow) Not at all imports = 1	737	98	76	53	273	186	51	236	121	173	92	191	524
Low2Box (Not Very/ Not at all important)	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%

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?

				REC	SION				HOUSEHO	LD INCOME			SEHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		А	В	С	D	E	F	G	Н	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													
	458	71	49	32	174	95	37	143	67	96	66	126	299
Very important	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%
		Е										L	
	408	50	45	28	155	103	27	115	82	99	54	98	292
Somewhat important	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				
	113	10	9	5	44	39	6	37	18	24	14	20	88
Not very important	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%
						Α							
	42	6	5	2	18	8	3	21	2	8	3	6	35
Not at all important	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%
								Н					
Summary													
	865	121	94	59	329	198	64	258	149	195	120	224	591
Top2Box (Very/ Somewhat important)	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	
	155	16	14	7	62	47	9	58	20	32	17	27	123
Low2Box (Not Very/ Not at all important)	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%
	10.070	12.070	10.070	10.070	10.070	13.070	12.070	10.070	12.070	14.070	12.070	11.070	K

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?

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	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 holid celebration (e.g. Shopping, cooking, etc.)	ay												
	246	30	28	14	101	46	27	77	35	51	42	74	157
Very important	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	
	480	63	52	33	185	124	22	132	81	126	65	121	335
Somewhat important	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			
	222	31	17	18	80	61	15	78	46	39	25	45	169
Not very important	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%
	70	40	40		00	4.4		I no	ı			4.4	50
Not at all important	72	13	10	1	26	14	8	29	8	11	5	11	53
Not at all important	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%
Summani		С	С				С						
Summary	726	93	81	48	286	170	49	209	116	177	107	195	492
Top2Box (Very/ Somewhat important)	726	68.0%	75.0%	72.0%	73.0%	69.0%	67.0%		68.0%	78.0%	78.0%	78.0%	69.0%
Topzbox (very/ Somewhat important)	11.0%	00.0%	15.0%	12.0%	13.0%	09.0%	67.0%	66.0%	00.0%	78.0% GH	78.0% G	7 o.0%	09.0%
										OII	9	L .	
	294	44	28	19	105	75	24	107	54	50	30	56	222
Low2Box (Not Very/ Not at all important)	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

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

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	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 96.0%	134 98.0%	106 98.0%	65 98.0%	372 95.0%	232 95.0%	71 97.0%	297 94.0%	169 100.0% GI	214 94.0%	134 98.0%	244 97.0%	679 95.0%
Hearing from friends/families/loved ones	953 93.0%	129 94.0%	104 96.0%	62 93.0%	369 94.0%	223 91.0%	66 92.0%	288 91.0%	161 95.0%	217 95.0%	129 94.0%	240 96.0%	661 93.0%
Enjoying down time to unwind and relax	893 88.0%	120 88.0% F	100 92.0% F	60 91.0% F	348 89.0% F	209 85.0%	56 77.0%	260 82.0%	152 90.0% G	205 90.0% G	128 93.0% G	229 91.0% L	613 86.0%
Giving gifts that I know my family/friends/loved ones will enjoy	865 85.0%	121 88.0%	94 87.0%	59 90.0%	329 84.0%	198 81.0%	64 88.0%	258 82.0%	149 88.0%	195 86.0%	120 88.0%	224 89.0% L	591 83.0%
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)	726 71.0%	93 68.0%	81 75.0%	48 72.0%	286 73.0%	170 69.0%	49 67.0%	209 66.0%	116 68.0%	177 78.0% GH	107 78.0% G	195 78.0% L	492 69.0%
Receiving the gift I want	283 28.0%	39 28.0%	32 30.0%	13 20.0%	118 30.0%	59 24.0%	21 29.0%	80 25.0%	49 29.0%	54 24.0%	46 33.0%	60 24.0%	190 27.0%

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

				REG	SION				HOUSEHO	LD INCOME			SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	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
	737	98	76	53	273	186	51	236	121	173	92	191	524
Receiving the gift I want	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 29.0%	44 32.0%	28 25.0%	19 28.0%	105 27.0%	75 31.0%	24 33.0%	107 34.0%	54 32.0%	50 22.0%	30 22.0%	56 22.0%	222 31.0%
								IJ	'				K
Giving gifts that I know my family/friends/loved ones	155	16	14	7	62	47	9	58	20	32	17	27	123
will enjoy	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
	127	17	9	6	43	36	17	56	18	22	9	22	100
Enjoying down time to unwind and relax	12.0%	12.0%	8.0%	9.0%	11.0%	15.0%	23.0% ABCD	18.0% HIJ	10.0%	10.0%	7.0%	9.0%	14.0% K
							ABCD	1113					- K
	67	8	5	5	22	22	6	28	8	10	8	11	52
Hearing from friends/families/loved ones	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%
													+
Con an aliana timo a suith faire ale /famailia a /lossa de	41	3	2	1	19	13	2	19	1	13	3	6	35
Spending time with friends/families/loved ones	4.0%	2.0%	2.0%	2.0%	5.0%	5.0%	3.0%	6.0% H	0	6.0% H	2.0%	3.0%	5.0%

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:

				REG	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	К	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.													
	253	29	26	18	98	64	17	80	34	51	41	70	162
Strongly agree	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%
	474	63	46	29	189	115	32	131	91	112	65	127	324
Somewhat agree	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%
									G				
	205	32	25	14	67	49	18	71	36	49	23	43	155
Somewhat disagree	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%
	87	13	11	5	37	17	5	33	9	14	8	11	72
Strongly disagree	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%
5g., 2g. 22	3.070	3.070	10.070	0.070	3.070	7.070	7.070	11.070	3.070	0.070	0.070	4.070	K
Summary													
	728	92	72	47	287	179	50	211	125	164	106	197	487
Top2Box (Agree)	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	
	292	45	36	19	104	66	23	104	45	63	31	54	227
Low2Box (Disagree)	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

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:

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k-<60K H	60k-<100k	<b>100k+</b> J	Kids K	No Kids 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.													
	306	58	29	18	117	58	25	96	53	61	44	84	195
Strongly agree	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											
	545	61	64	44	212	129	34	165	91	130	75	128	395
Somewhat agree	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%
			Α	AF			-						
	119	11	11	4	42	43	8	36	22	27	13	34	81
Somewhat disagree	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	_			_		_	
	50	6	4	1	20	14	5	19	4	8	5	5	42
Strongly disagree	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													
T 0D (4 )	851	119	94	62	330	188	59	261	143	192	119	212	590
Top2Box (Agree)	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								
	169	17	15	5	62	57	14	55	26	35	18	39	123
Low2Box (Disagree)	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							

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:

				REC	SION				HOUSEHO	LD INCOME			SEHOLD OSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	Total	A	В	C	D	E	F	G <40K	40K-<60K	60K-<100K	J	K	NO KIUS
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.													
	145	19	14	7	51	43	11	60	17	24	16	32	102
Strongly agree	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	407 40.0%	57 42.0%	51 47.0%	27 41.0%	144 37.0%	101 41.0%	27 37.0%	HI 127 40.0%	69 41.0%	96 42.0%	57 41.0%	110 44.0%	279 39.0%
Somewhat disagree	359 35.0%	51 37.0%	35 32.0%	23 35.0%	149 38.0%	76 31.0%	25 35.0%	86 27.0%	72 42.0% G	85 37.0% G	52 38.0% G	88 35.0%	246 34.0%
	109	10	8	9	47	25	9	42	11	22	12	21	87
Strongly disagree	11.0%	8.0%	8.0%	14.0%	12.0%	10.0%	13.0%	13.0% H	7.0%	10.0%	9.0%	8.0%	12.0%
Summary		<u> </u>											
Top2Box (Agree)	552 54.0%	76 55.0%	65 60.0%	34 51.0%	195 50.0%	144 59.0% D	38 52.0%	187 59.0%	86 51.0%	120 53.0%	73 53.0%	142 57.0%	381 53.0%
Low2Box (Disagree)	468 46.0%	61 45.0%	43 40.0%	32 49.0%	196 50.0% E	101 41.0%	35 48.0%	129 41.0%	83 49.0%	107 47.0%	64 47.0%	109 43.0%	333 47.0%

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:

				REC	SION				HOUSEHO	HOUSEHOLD COMPOSITION			
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	Total	A	В	C	D	E	F	G	H		J	K	No Rius
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.													
	44	4	4	2	14	17	4	16	9	6	6	13	24
Strongly agree	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%
	171	26	23	14	61	35	12	49	20	45	26	47	112
Somewhat agree	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%
Como mar agree	17.070	10.070	21.070	21.070	10.070	11.070	10.070	10.070	12.070	20.070	10.070	10.070	10.070
	466	57	50	34	171	123	32	132	83	118	64	111	329
Somewhat disagree	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%
										G			
	340	51	32	17	145	70	25	119	57	58	41	80	248
Strongly disagree	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%
					Е			I					
Summary	215	29	27	16	75	52	15	66	29	51	32	60	137
Top2Box (Agree)	21.0%	29 21.0%	25.0%	24.0%	19.0%	21.0%	21.0%	66 21.0%	17.0%	22.0%	24.0%	24.0%	19.0%
TOPEDOX (AGIGG)	21.070	21.070	23.076	24.070	19.0%	Z1.U70	Z1.U70	Z1.U70	17.070	22.070	24.070	24.070	19.0%
	805	107	81	50	316	193	57	250	141	176	105	190	577
Low2Box (Disagree)	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%

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:

				REC	SION			HOUSEHO	HOUSEHOLD COMPOSITION				
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	Total	A	В	C	D	E	F	G <40K	40K-<00K	OUK-< TOUK	J J	Kius	NO KIUS
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	1020	107	100	00	001	210	12	010	100	ELI	107	201	7.10
holidays.													
Hondays.	105	14	9	6	40	26	9	48	10	13	11	12	85
Strongly agree	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%
0, 0	101070	10.070	0.070	0.070	10.070	111070	12.070	HIJ	0.070	0.070	0.070	0.070	K
	258	31	27	18	106	65	12	90	50	61	16	50	188
Somewhat agree	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%
								J	J	J			K
	336	46	33	15	122	94	26	89	65	84	60	97	225
Somewhat disagree	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%
						С			G	G	G		
	321	46	38	28	123	60	25	88	44	68	50	93	215
Strongly disagree	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%
			Е	Е									
Summary													
	363	45	37	23	146	91	21	138	60	75	27	62	273
Top2Box (Agree)	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
	657	92	71	43	245	154	51	178	109	152	110	189	440
Low2Box (Disagree)	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	

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

		REGION							HOUSEHO		HOUSEHOLD COMPOSITION		
				REC	JION				поозено	LD INCOME		COMP	Janion
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	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	851	119	94	62	330	188	59	261	143	192	119	212	590
friends and family.	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	Е	Е	Е								
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.	728 71.0%	92 67.0%	72 67.0%	47 71.0%	287 73.0%	179 73.0%	50 69.0%	211 67.0%	125 74.0%	164 72.0%	106 77.0% G	197 79.0% L	487 68.0%
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.	552 54.0%	76 55.0%	65 60.0%	34 51.0%	195 50.0%	144 59.0%	38 52.0%	187 59.0%	86 51.0%	120 53.0%	73 53.0%	142 57.0%	381 53.0%
	34.070	33.0 %	00.076	31.076	50.076	59.0 % D	32.076	59.0%	31.076	55.0%	33.0 %	37.0%	33.076
I don't do anything special to prepare for the holidays.	363 36.0%	45 33.0%	37 34.0%	23 35.0%	146 37.0%	91 37.0%	21 29.0%	138 44.0% IJ	60 36.0% J	75 33.0% J	27 20.0%	62 25.0%	273 38.0% K
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.	215 21.0%	29 21.0%	27 25.0%	16 24.0%	75 19.0%	52 21.0%	15 21.0%	66 21.0%	29 17.0%	51 22.0%	32 24.0%	60 24.0%	137 19.0%

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

			REGION						HOUSEHO		HOUSEHOLD COMPOSITION		
									HOUSEHO	COMP	COMI COTTON		
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	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%
	657	92	71	43	245	154	51	178	109	152	110	189	440
I don't do anything special to prepare for the holidays.	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%
	01.070	07.070	00.070	00.070	00.070	00.070	71.070	00.070	01.070	G	GHI	L	02.070
I would rather spend time with friends and families than preparing for the holidays, but I am responsible	468	61	43	32	196	101	35	129	83	107	64	109	333
for making the holiday special.	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%
	40.070	40.070	40.070	43.070	E	41.070	40.070	41.070	40.070	47.070	47.070	40.070	47.070
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%
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with	169	17	15	5	62	57	14	J 55	26	35	18	39	123
friends and family.	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							

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

				REC	SION				HOUSEHO	HOUSEHOLD COMPOSITION			
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	rotar	A	В	C	D	E	F	G	H	John Clock	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
	312	28	30	17	122	93	22	102	56	65	37	77	215
In-person greetings	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%
					Α	Α							
	299	49	27	30	123	46	24	83	41	73	46	67	227
Written cards/letters	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%
		Е		BDE	E		E						
	225	39	35	12	68	57	14	69	37	54	37	55	155
Phone calls	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										
Control word to absorbe (a.g. Frank and Turitura)	87	6	10	2	39	27	3	39	16	16	4	34	49
Social media channels (e.g. Facebook, Twitter)	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%
						Α		J	J			L	
	57	7	4	4	20	19	2	11	17	13	8	12	41
E-cards	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				
	14	2	2	1	6	0	4	4	2	2	1	3	10
Video chats (e.g. Skype)	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				Е						
	25	5	0	1	13	3	3	7	0	4	4	4	17
Other	2.0%	4.0%	-	1.0%	3.0%	1.0%	5.0%	2.0%	-	2.0%	3.0%	1.0%	2.0%
							BE				Н		

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

			REGION							HOUSEHOLD INCOME					
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids		
	Total	A	В	C	D	E	F	G	H	00K-<100K	J	K	No Rius		
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		
	395	43	33	22	146	118	33	127	66	97	44	97	276		
In-person greetings	39.0%	31.0%	31.0%	33.0%	37.0%	48.0% ABCD	45.0% AB	40.0%	39.0%	43.0%	32.0%	39.0%	39.0%		
	309	46	31	26	133	52	22	98	42	70	42	78	226		
Written cards / letters	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			0.11070			0.10,0	0.1.0,0			
	182	31	30	11	58	45	8	50	36	34	34	43	126		
Phone calls	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		
Social media charmers (e.g. Facebook, Twitter)	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												
	41	7	2	3	14	13	2	9	11	10	6	9	28		
E-cards	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%		
	24	3	4	3	9	1	4	9	2	2	7	7	14		
Video chats (e.g. Skype)	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%		
, , ,	2.070	,	E	E			E	2.070	1.070		I	2.070	_,0,0		
	22	4	1	1	13	1	3	7	0	5	2	3	17		
Other	2.0%	3.0%	1.0%	1.0%	3.0%	0	4.0%	2.0%	-	2.0%	1.0%	1.0%	2.0%		
		Е			E		E								

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

				REC	SION				HOUSEHO	LD INCOME			EHOLD DSITION
	Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
	Total	A	В	C	D	E	F	G	H	JOK CIOOK	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 39.0%	40 30.0%	39 36.0%	29 43.0%	146 37.0%	114 47.0%	27 38.0%	118 37.0%	74 44.0%	87 38.0%	67 49.0%	111 44.0%	268 38.0%
						AD					G		
Something made for me that cannot be purchased (such as a do-it-yourself craft, photo book, etc).	232	42 31.0%	18 17.0%	17 25.0%	98 25.0%	38 16.0%	19 26.0%	65 21.0%	33 19.0%	62 27.0%	21 16.0%	63 25.0%	155 22.0%
	20.070	BE	111070	20.070	E	10.070	E	2.1070	10.070	J	10.070	20.070	22.070
	71	15	15	2	29	7	4	19	15	16	11	14	51
A donation to a charity	7.0%	11.0% E	14.0% CDE	3.0%	7.0% E	3.0%	5.0%	6.0%	9.0%	7.0%	8.0%	6.0%	7.0%
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%
	61	6	8	4	29	10	4	17	8	12	8	14	45
Other	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%
	203	28	23	8	71	59	14	77	31	41	19	41	153
I don't want a gift	20.0%	21.0%	21.0%	12.0%	18.0%	24.0%	19.0%	25.0% J	18.0%	18.0%	14.0%	16.0%	21.0%