

1_1. [The joy of the season]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
The joy of the season											
Like	933	132	98	58	353	222	69	298	165	233	113
	90%	96%	90%	86%	89%	89%	95%	89%	89%	92%	92%
		C*	*	*			*				
Don't like	98	6	11	9	42	26	4	37	20	19	9
	10%	4%	10%	14%	11%	11%	5%	11%	11%	8%	8%
		*	*	A*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. [Shopping]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Shopping											
Like	493	62	58	24	180	138	31	158	80	108	59
	48%	45%	53%	35%	46%	56%	42%	47%	43%	43%	48%
		*	C*	*		CDF	*				
Don't like	538	76	51	44	215	109	42	177	104	144	63
	52%	55%	47%	65%	54%	44%	58%	53%	57%	57%	52%
		*	*	BE*	E		E*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. [Spending time with family]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Spending time with family											
Like	967	132	104	63	367	229	71	316	172	233	119
	94%	95%	95%	94%	93%	92%	98%	94%	93%	92%	97%
		*	*	*			*				
Don't like	64	7	5	4	28	19	2	19	13	20	3
	6%	5%	5%	6%	7%	8%	2%	6%	7%	8%	3%
		*	*	*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. [Eating]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Eating											
Like	963	129	106	62	368	231	65	313	171	235	116
	93%	94%	97%	93%	93%	93%	89%	93%	93%	93%	95%
		*	F*	*			*				
Don't like	68	9	3	5	27	16	8	22	14	18	6
	7%	6%	3%	7%	7%	7%	11%	7%	7%	7%	5%
		*	*	*			B*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. [Cooking]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Cooking											
Like	753	98	83	49	276	193	53	252	120	186	90
	73%	71%	76%	72%	70%	78%	73%	75%	65%	74%	73%
		*	*	*		D	*	H			
Don't like	278	40	26	19	119	55	20	82	65	66	33
	27%	29%	24%	28%	30%	22%	27%	25%	35%	26%	27%
		*	*	*	E		*		G		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. [Feeling good about giving to charity]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Feeling good about giving to charity											
Like	898	126	94	60	347	200	71	296	162	218	106
	87%	91%	86%	89%	88%	81%	97%	88%	88%	86%	87%
		E*	*	*	E		BDE*				
Don't like	133	12	15	7	48	48	3	39	23	35	16
	13%	9%	14%	11%	12%	19%	3%	12%	12%	14%	13%
		*	F*	*	F	ADF	*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_7. [Giving presents]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Giving presents											
Like	896	120	97	55	334	221	68	294	150	223	106
	87%	87%	89%	81%	84%	89%	93%	88%	81%	89%	86%
		*	*	*			CD*			H	
Don't like	135	18	12	12	61	27	5	41	35	29	17
	13%	13%	11%	19%	16%	11%	7%	12%	19%	11%	14%
		*	*	F*	F		*		I		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_8. [Receiving presents]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Receiving presents											
Like	836	113	91	55	317	203	57	274	139	202	100
	81%	82%	83%	82%	80%	82%	78%	82%	75%	80%	82%
		*	*	*			*				
Don't like	195	26	18	12	78	45	16	61	46	50	23
	19%	18%	17%	18%	20%	18%	22%	18%	25%	20%	18%
		*	*	*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_9. [Being outside in winter weather]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Being outside in winter weather											
Like	515	67	45	31	198	142	32	171	90	129	63
	50%	49%	41%	46%	50%	57%	43%	51%	49%	51%	51%
		*	*	*		BF	*				
Don't like	516	71	65	36	197	105	42	164	95	123	60
	50%	51%	59%	54%	50%	43%	57%	49%	51%	49%	49%
		*	E*	*			E*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_10. [Driving in winter weather]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Driving in winter weather											
Like	203	27	18	13	66	71	8	69	32	50	25
	20%	19%	16%	20%	17%	29%	11%	21%	17%	20%	20%
		*	*	*		BDF	*				
Don't like	828	111	92	54	329	177	65	265	153	202	98
	80%	81%	84%	80%	83%	71%	89%	79%	83%	80%	80%
		*	E*	*	E		E*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_11. [Meaningful gifts]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Meaningful gifts											
Like	969	133	102	63	372	228	71	316	168	238	117
	94%	96%	93%	94%	94%	92%	97%	94%	91%	94%	95%
		*	*	*			*				
Don't like	62	5	7	4	23	20	2	19	17	14	6
	6%	4%	7%	6%	6%	8%	3%	6%	9%	6%	5%
		*	*	*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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1_12. [Extravagant gifts]

Which aspects of the Holiday season do you like? Which don't you like?

		REGION						HOUSEHOLD INCOME			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1031	90	101	95	384	267	94	294	186	272	153
Weighted	1031	138	109	67	395	248	73	335	185	252	123
Extravagant gifts											
Like	318	43	28	15	123	90	19	111	55	73	33
	31%	31%	26%	22%	31%	36%	26%	33%	30%	29%	27%
		*	*	*		C	*				
Don't like	713	95	81	52	273	158	54	224	130	180	89
	69%	69%	74%	78%	69%	64%	74%	67%	70%	71%	73%
		*	*	E*			*				

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J
Minimum Base: 30 (**), Small Base: 100 (*)

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