

1. Thinking of Santa Claus, do you generally approve or disapprove of his performance over the last year or so?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	2535	123	101	105	1873	231	102	632	401	591	516	647	1888
Weighted	2535	340	269	165	972	609	180	754	444	530	413	677	1858
Strongly approve	1060	130	113	57	445	240	75	274	156	239	209	291	770
	42%	38%	42%	35%	46%	39%	41%	36%	35%	45%	51%	43%	41%
			*	*	C		*			GH	GH		
Somewhat approve	1143	162	120	77	407	291	86	363	214	223	173	296	847
	45%	48%	45%	46%	42%	48%	48%	48%	48%	42%	42%	44%	46%
			*	*			*						
Somewhat disapprove	176	28	16	18	71	35	7	57	32	42	25	52	123
	7%	8%	6%	11%	7%	6%	4%	7%	7%	8%	6%	8%	7%
			*	*			*						
Strongly disapprove	156	20	20	13	48	43	13	61	41	27	6	38	118
	6%	6%	7%	8%	5%	7%	7%	8%	9%	5%	2%	6%	6%
			*	*			*	J	J	J			
Summary													
Top2Box (Strongly/ Somewhat approve)	2203	292	233	134	853	532	160	637	370	462	382	587	1617
	87%	86%	86%	81%	88%	87%	89%	84%	83%	87%	93%	87%	87%
			*	*			*				GHI		
Low2Box (Somewhat/ Strongly disapprove)	332	48	36	31	119	77	20	117	74	68	31	91	241
	13%	14%	14%	19%	12%	13%	11%	16%	17%	13%	7%	13%	13%
			*	*			*	J	J	J			

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M,N/O/P/Q/R,S/T/U,V/W/X/Y,Z/a/b/c,d/e/f/g/h
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M,N/O/P/Q/R,S/T/U,V/W/X/Y,Z/a/b/c,d/e/f/g/h
 Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2. Do you personally believe in Santa Claus?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	2535	123	101	105	1873	231	102	632	401	591	516	647	1888
Weighted	2535	340	269	165	972	609	180	754	444	530	413	677	1858
Yes	728	110	86	39	309	121	63	204	115	150	126	182	546
	29%	32%	32%	24%	32%	20%	35%	27%	26%	28%	31%	27%	29%
		E	E*	*	E		E*						
No	1807	230	183	126	663	488	117	551	329	379	286	495	1311
	71%	68%	68%	76%	68%	80%	65%	73%	74%	72%	69%	73%	71%
			*	*		ABDF	*						

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M,N/O/P/Q/R,S/T/U,V/W/X/Y,Z/a/b/c,d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M,N/O/P/Q/R,S/T/U,V/W/X/Y,Z/a/b/c,d/e/f/g/h

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)