

**More Canadian Adults Believe in Santa Claus This Year (29%)
than Last (25%)**

Santa's Approval Rating Nudges Higher to 87% (Up 2 Points)

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Toronto, ON – Christmas cheer appears to be building heading into the final days before Christmas, with more Canadians this year than last year believing in Santa Claus, according to a new Ipsos Reid poll conducted on behalf of CTV News.

Three in ten (29%) Canadian adults say that they personally believe in Santa Claus, up from 25% last year. Conversely, seven in ten (71%) adults don't believe in Santa, down 4 points.

Adults in Atlantic Canada are most likely (35%) to believe, while fewer in Alberta (32%), British Columbia (32%), Ontario (32%), Saskatchewan and Manitoba (24%) and Quebec (20%) believe in Santa. Interestingly, those without kids in their household are more likely (29%) than those with kids (27%) to say they believe in Santa.

Not only do more people believe in Santa, but his approval rating is higher this year than last year as well. Nine in ten (87%) Canadians say they 'approve' (42% strongly/45% somewhat) of his performance over the last year, while just 13% 'disapprove' (6% strongly/7% somewhat). Santa's approval rating is highest in Atlantic Canada (89%), followed by Ontario (88%), Quebec (87%), British Columbia (86%), Alberta (86%) and Saskatchewan and Manitoba (81%). Interestingly, Santa's approval rating goes up the more money one makes.



These are some of the findings of an Ipsos Reid poll conducted between December 9th to 13th, 2013, on behalf of CTV News. For this survey, a sample of 2,535 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 2.2 percentage points of the entire Canadian adult population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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