1. Christmas means different things to different people. Which one of the following is closest to what you think is the most important thing about Christmas:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	470	535	244	399	362	43	197	443	322
Weighted	1005	487	518	280	372	353	82	374	394	155
A time for family	567	271	296	162	211	194	40	237	220	70
	56%	56%	57%	58%	57%	55%	49%	64%	56%	45%
							*	I	I	
A time to reflect on the birth of Jesus Christ	205	93	112	39	57	109	28	65	78	33
	20%	19%	22%	14%	15%	31%	34%	17%	20%	21%
						CD	GH*			
A nice festive season in the middle of winter	138	72	66	47	60	32	8	41	60	29
	14%	15%	13%	17%	16%	9%	10%	11%	15%	19%
				E	E		*			G
A time for sharing and gift giving	95	51	44	33	43	19	6	31	36	23
	9%	11%	9%	12%	12%	5%	7%	8%	9%	15%
				E	E		*			GH

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

2. People follow all sorts of different traditions at Christmas time. We'd like to get an idea of the kinds of things people do. This Christmas, will you:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	470	535	244	399	362	43	197	443	322
Weighted	1005	487	518	280	372	353	82	374	394	155
Exchange gifts	801	369	432	222	286	294	59	305	318	120
	80%	76%	83%	79%	77%	83%	71%	82%	81%	77%
			A				*			
Have a Christmas tree	734	337	396	194	264	276	53	283	290	107
	73%	69%	77%	69%	71%	78%	64%	76%	74%	69%
			A			CD	*			
Have turkey for Christmas dinner	656	314	342	161	246	249	47	263	260	85
	65%	64%	66%	57%	66%	71%	57%	70%	66%	55%
						C	*	I	I	
Hang stockings	452	206	246	141	166	145	22	162	198	69
	45%	42%	47%	50%	45%	41%	27%	43%	50%	45%
							*	F	F	F
Go to church	286	141	145	68	94	125	30	104	99	53
	28%	29%	28%	24%	25%	35%	36%	28%	25%	34%
						CD	*			H
Have a nativity scene in home	236	99	137	46	61	130	21	89	88	39
	23%	20%	27%	16%	16%	37%	25%	24%	22%	25%
			A			CD	*			
Have Tourtière	204	104	100	46	67	90	18	92	72	22
	20%	21%	19%	17%	18%	26%	21%	25%	18%	14%
						CD	*	I		
None of the above	74	42	32	27	29	19	7	22	30	16
	7%	9%	6%	10%	8%	5%	8%	6%	8%	10%
							*			

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

3. Which of the following statements is closest to your point of view?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	470	535	244	399	362	43	197	443	322
Weighted	1005	487	518	280	372	353	82	374	394	155
I think we should refer to the end of the year as	730	342	388	183	255	292	54	300	279	97
the 'Christmas Season' because that is the	73%	70%	75%	65%	68%	83%	65%	80%	71%	63%
original meaning and purpose of the holiday						CD	*	FHI	I	
I think we should refer to the end of the year as	275	145	130	97	117	61	29	74	115	58
the 'Holiday Season' because not everyone	27%	30%	25%	35%	32%	17%	35%	20%	29%	37%
celebrates Christmas and it's important to be				E	E		G*		G	GH

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