

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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	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	1005	130	110	81	350	241	93	287	176	252	169	237	768
Weighted	1005	135	107	65	385	241	71	349	188	216	132	231	774
A time for family	567	74	64	30	200	159	40	183	111	133	69	142	424
	56%	55%	60%	46%	52%	66%	56%	52%	59%	61%	52%	62%	55%
			*	*		CD	*						
A time to reflect on the birth of Jesus Christ	205	25	23	25	90	21	20	81	36	43	24	38	167
	20%	19%	22%	39%	23%	9%	28%	23%	19%	20%	18%	16%	22%
		E	E*	ABDE*	E		E*						
A nice festive season in the middle of winter	138	25	10	5	52	41	5	44	30	22	23	26	112
	14%	18%	9%	8%	14%	17%	6%	13%	16%	10%	17%	11%	14%
		F	*	*		F	*						
A time for sharing and gift giving	95	10	10	5	44	20	7	41	12	18	17	25	71
	9%	8%	9%	7%	11%	8%	10%	12%	6%	8%	13%	11%	9%
			*	*			*						

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

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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:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	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	1005	130	110	81	350	241	93	287	176	252	169	237	768
Weighted	1005	135	107	65	385	241	71	349	188	216	132	231	774
Exchange gifts	801	111	83	53	311	178	65	242	156	187	117	198	603
	80%	82%	77%	80%	81%	74%	92%	69%	83%	86%	89%	86%	78%
			*	*			BDE*		G	G	G	L	
Have a Christmas tree	734	109	77	45	281	158	64	213	147	175	113	182	551
	73%	81%	72%	68%	73%	66%	89%	61%	78%	81%	85%	79%	71%
		E	*	*			BCDE*		G	G	G	L	
Have turkey for Christmas dinner	656	94	69	46	254	128	64	206	123	150	99	149	507
	65%	70%	65%	70%	66%	53%	90%	59%	66%	70%	75%	64%	66%
		E	*	E*	E		ABCDE*			G	G		
Hang stockings	452	71	49	29	185	71	46	115	83	121	74	135	317
	45%	53%	46%	44%	48%	30%	65%	33%	44%	56%	56%	58%	41%
		E	E*	E*	E		BCDE*		G	GH	GH	L	
Go to church	286	27	28	22	118	65	26	102	55	61	30	67	219
	28%	20%	27%	34%	31%	27%	37%	29%	29%	28%	23%	29%	28%
			*	A*	A		A*						
Have a nativity scene in home	236	29	16	16	93	61	20	71	39	61	30	49	187
	23%	22%	15%	24%	24%	25%	28%	20%	21%	28%	23%	21%	24%
			*	*			*						
Have Tourtière	204	12	9	6	45	128	3	76	47	47	15	42	162
	20%	9%	8%	9%	12%	53%	5%	22%	25%	22%	11%	18%	21%
			*	*		ABCDF	*	J	J	J			
None of the above	74	11	14	4	27	15	3	36	11	8	5	9	65
	7%	8%	13%	6%	7%	6%	5%	10%	6%	3%	4%	4%	8%
			*	*			*	IJ					K

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- Column Means:  
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3. Which of the following statements is closest to your point of view?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	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	1005	130	110	81	350	241	93	287	176	252	169	237	768
Weighted	1005	135	107	65	385	241	71	349	188	216	132	231	774
I think we should refer to the end of the year as the 'Christmas Season' because that is the original meaning and purpose of the holiday	730	102	71	50	286	171	51	248	135	161	97	167	563
I think we should refer to the end of the year as the 'Holiday Season' because not everyone celebrates Christmas and it's important to be	73%	76%	66%	76%	74%	71%	71%	71%	72%	74%	74%	72%	73%
			*	*			*						
	275	33	36	16	100	70	20	101	53	55	35	64	211
	27%	24%	34%	24%	26%	29%	29%	29%	28%	26%	26%	28%	27%
			*	*			*						

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