

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

		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
Strongly approve	416	53	45	30	170	80	38	120	72	105	68	103	313
	41%	39%	42%	46%	44%	33%	54%	34%	38%	49%	52%	45%	40%
			*	*	E		E*			G	GH		
Somewhat approve	435	62	46	21	158	120	27	161	91	83	52	95	340
	43%	46%	43%	33%	41%	50%	38%	46%	48%	38%	39%	41%	44%
			*	*		C	*						
Somewhat disapprove	91	12	11	9	23	31	3	33	19	21	7	16	74
	9%	9%	11%	14%	6%	13%	4%	10%	10%	10%	5%	7%	10%
			*	D*		D	*						
Strongly disapprove	63	7	5	5	34	10	2	35	6	8	5	16	47
	6%	5%	5%	7%	9%	4%	3%	10%	3%	4%	4%	7%	6%
			*	*			*	HU					
Summary													
Top2Box (Strongly/ Somewhat Approve)	851	115	90	52	328	200	66	281	162	187	120	199	652
	85%	85%	85%	79%	85%	83%	92%	81%	86%	87%	91%	86%	84%
			*	*			C*				G		
Low2Box (Somewhat/ Strongly Disapprove)	154	20	16	14	57	41	6	68	26	29	12	33	121
	15%	15%	15%	21%	15%	17%	8%	19%	14%	13%	9%	14%	16%
			*	F*			*	J					

- 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. Do you personally believe in Santa Claus?

		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
Yes	281	48	23	18	130	37	24	100	57	60	34	61	220
	28%	36%	21%	28%	34%	15%	34%	29%	30%	28%	26%	26%	28%
		,	*	E*	BE		E*						
No	724	86	84	47	255	204	47	249	131	156	98	170	554
	72%	64%	79%	72%	66%	85%	66%	71%	70%	72%	74%	74%	72%
			AD*	*		ACDF	*						

- 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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