

[Santa Claus' performance]

Overall, do you approve or disapprove of the following?

		Gender		AGE			EDUCATION			
	Total	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	2002	824	1178	463	725	814	120	411	917	554
Weighted	2002	971	1031	559	741	703	207	702	785	308
Santa Claus' performance										
Strongly approve	792	377	415	194	294	304	67	272	334	119
	40%	39%	40%	35%	40%	43%	33%	39%	43%	38%
						C			F	
Somewhat approve	774	374	400	227	275	272	82	283	285	124
	39%	39%	39%	41%	37%	39%	40%	40%	36%	40%
Somewhat disapprove	258	137	121	84	97	77	31	91	93	43
	13%	14%	12%	15%	13%	11%	15%	13%	12%	14%
Strongly disapprove	178	83	95	54	75	50	27	56	72	23
	9%	9%	9%	10%	10%	7%	13%	8%	9%	7%
Summary										
Top2Box (Strongly/ Somewhat Approve)	1566	751	815	421	569	576	149	555	620	242
	78%	77%	79%	75%	77%	82%	72%	79%	79%	79%
						CD				
Low2Box (Somewhat/ Strongly Disapprove)	436	220	216	138	172	126	58	147	165	66
	22%	23%	21%	25%	23%	18%	28%	21%	21%	21%
				E	E					

- 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 (*)

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Overall, do you approve or disapprove of the following?

	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	2002	232	198	113	770	525	164	550	389	509	285	411	1591
Weighted	2002	269	212	130	768	481	142	628	380	476	251	437	1565
Santa Claus' performance													
Strongly approve	792	119	94	45	308	170	57	225	152	205	99	177	615
	40%	44%	44%	34%	40%	35%	40%	36%	40%	43%	39%	41%	39%
		E		*						G			
Somewhat approve	774	105	79	52	289	192	57	248	146	173	97	175	598
	39%	39%	37%	40%	38%	40%	40%	39%	38%	36%	39%	40%	38%
				*									
Somewhat disapprove	258	25	24	19	111	59	20	83	46	55	41	58	200
	13%	9%	11%	15%	14%	12%	14%	13%	12%	11%	16%	13%	13%
				*									
Strongly disapprove	178	20	14	15	60	60	9	72	36	43	14	27	152
	9%	7%	7%	11%	8%	13%	6%	11%	10%	9%	5%	6%	10%
				*		D		J					K
Summary													
Top2Box (Strongly/ Somewhat Approve)	1566	224	174	96	597	362	114	473	298	378	196	353	1213
	78%	83%	82%	74%	78%	75%	80%	75%	78%	79%	78%	81%	78%
		E		*									
Low2Box (Somewhat/ Strongly Disapprove)	436	45	39	34	171	119	29	156	82	98	55	84	352
	22%	17%	18%	26%	22%	25%	20%	25%	22%	21%	22%	19%	22%
				*		A							

- 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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