



Global News: Christmas Poll 2015

IPSOS PUBLIC AFFAIRS

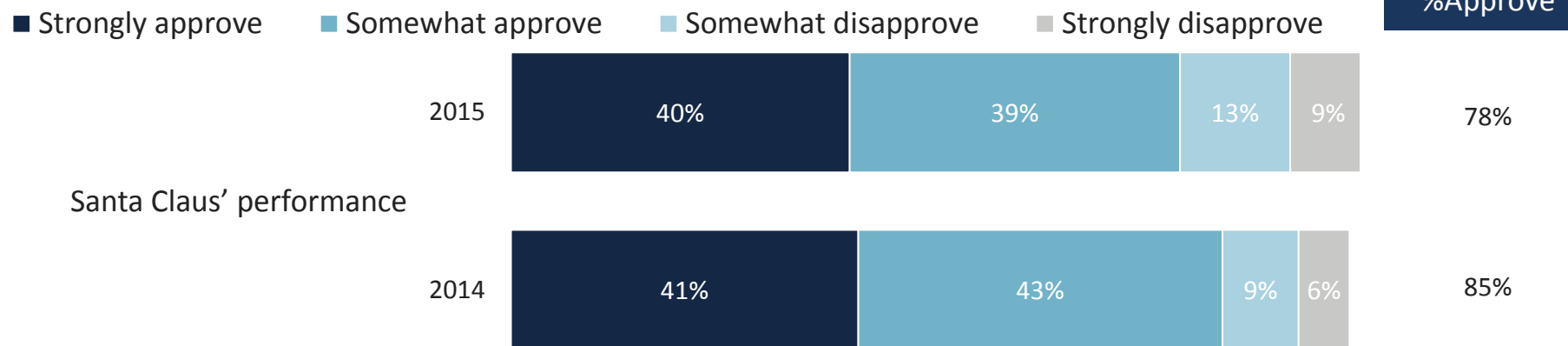


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- These are the findings of an Ipsos poll conducted on behalf of Global News.
- For the survey, a sample of 2,002 Canadians from the Ipsos I-Say panel was interviewed from December 16 to 18, 2015.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled.

SANTA'S APPROVAL RATING HAS DECREASED COMPARED TO 2014.

Canadians are slightly more critical of Santa Claus this year, with approval ratings of his performance slipping 7 points compared to 2014.

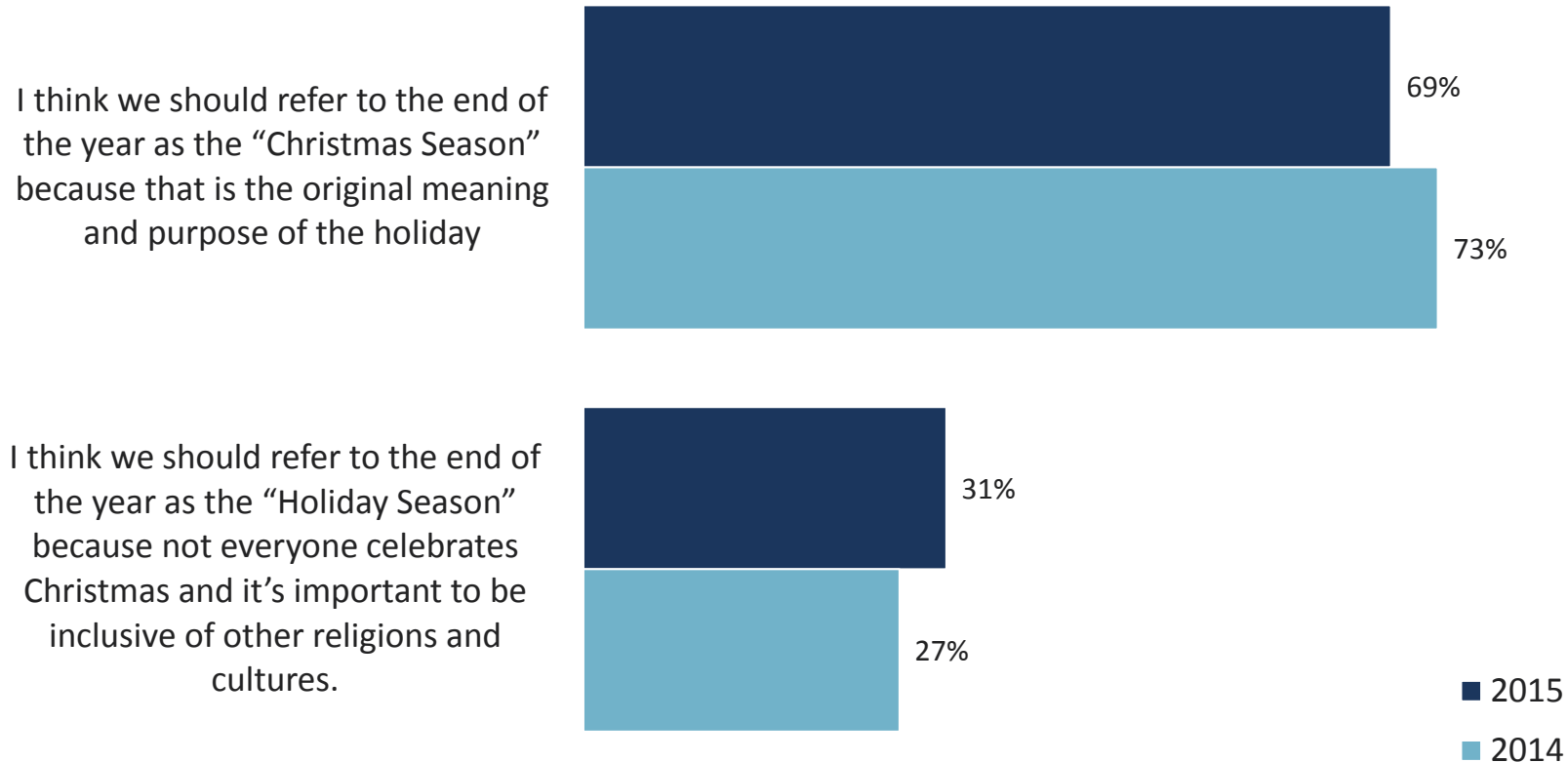


%Strongly/ Somewhat Approve	Total	Region					
		BC	AB	SK/MB	ON	QC	Atlantic
		A	B	C	D	E	F
Base: All respondents	n=2002	n=232	n=198	n=113	n=770	n=525	n=164
Santa Claus' performance	78%	83% _E	82%	74%	78%	75%	80%

NX2. Overall, do you approve or disapprove of the following?
 Base: All respondents: 2015 (n=2002); 2014 (n=1005)

MAJORITY STILL BELIEVE END OF YEAR SHOULD BE REFERRED TO AS THE 'CHRISTMAS SEASON'

While the majority (69%) still think the end of the year should be referred to as the 'Christmas Season', this has decreased four points compared to 2014. Subsequently, three in ten (31%) think the end of the year should be referred to as the 'Holiday Season', and this has increased by four points compared to last year.



NX12. Which of the following statements is closest to your point of view?

Base: All respondents: 2015 (n=2002); 2014 (n=1005)

QUEBEC RESIDENTS MORE LIKELY TO REFER AS 'HOLIDAY SEASON'

Quebec residents (37%) are more likely to refer to the end of the season as the 'Holiday Season' compared to Albertans (24%), Saskatchewan/Manitoba (24%), and Ontarians (29%).

	Total	Region					
		BC	AB	SK/MB	ON	QC	Atlantic
		A	B	C	D	E	F
Base: All respondents	n=2002	n=232	n=198	n=113	n=770	n=525	n=164
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	69%	68%	76% _E	76% _E	71% _E	63%	68%
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 inclusive of other religions and cultures.	31%	32%	24%	24%	29%	37% _{BCD}	32%

NX12. Which of the following statements is closest to your point of view?

Base: All respondents (n=2002)

Questions?

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