

	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Sample Size	5003	3327	1676	4071	932	4112	891

All sample sizes, including column totals, are weighted to census data. Cells containing “**%” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.

QX1. We’re about a month away from December 25. Which of the following names do you prefer for this time of year?

	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Christmas	80%	77%	84%	78%	87%	78%	88%
Holiday Season	20%	23%	16%	22%	13%	22%	12%

QX2. And do you celebrate Christmas, either as a religious or festive/fun time of year?

	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Yes	89%	89%	89%	90%	89%	89%	90%
No	11%	11%	11%	10%	11%	11%	10%

QX3. When you think about this holiday season, do you consider this occasion primarily a religious celebration or something that is generally more of a festive and fun occasion?

Sample Size (Base: Celebrate Christmas)	4471	2971	1500	3645	826	3671	800
	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Primarily religious	10%	9%	11%	9%	14%	9%	14%
Primarily festive/fun	58%	58%	58%	59%	53%	59%	53%
Both equally	30%	31%	29%	30%	31%	30%	31%
Neither	1%	1%	2%	1%	2%	1%	2%

QX4. Would you say that as Christmas and the holiday season approaches, this is a time of year that you are...

Sample Size	5003	3327	1676	4071	932	4112	891
	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Really looking forward to	29%	28%	31%	29%	30%	29%	31%
A little excited about	42%	41%	42%	42%	42%	42%	42%
Don't really care about it	19%	19%	20%	19%	22%	19%	22%
Dreading	10%	11%	6%	10%	6%	10%	6%

QX5. In a “normal” year, before the COVID-19 pandemic, did you:

	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Have a family dinner	88%	90%	86%	90%	83%	90%	84%
Visit relative/friends locally	81%	81%	80%	81%	78%	81%	78%
Put up Christmas lights	73%	74%	72%	74%	70%	74%	71%
Hang stockings at your home	57%	57%	58%	58%	56%	57%	57%
Visit relatives/friends in another community or out of province	51%	50%	52%	50%	51%	50%	51%
Attend a workplace party	50%	49%	53%	51%	50%	50%	50%
Send out cards to friends/family	47%	49%	45%	48%	45%	48%	45%
Donate to a charitable organization	47%	49%	43%	48%	42%	48%	41%
Go to church	26%	25%	27%	25%	28%	25%	29%
Have a nativity scene in your home	23%	23%	22%	23%	22%	23%	22%
None of these	3%	2%	3%	2%	4%	2%	4%

QX6. And this year – will you:

Sample Size (Base: Exclude "none of these" in normal year)	4876	3247	1629	3982	894	4022	854
	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Put up Christmas lights	68%	68%	68%	68%	66%	68%	67%
Have a family dinner	58%	53%	67%	55%	69%	55%	70%
Hang stockings at your home	51%	49%	55%	50%	54%	50%	54%
Send out cards to friends/family	43%	44%	40%	44%	38%	44%	38%
Donate to a charitable organization	40%	42%	36%	41%	34%	41%	34%
Visit relative/friends locally	30%	22%	45%	25%	51%	25%	51%
Have a nativity scene in your home	20%	20%	20%	19%	21%	19%	21%
Go to church if restrictions allow it	11%	9%	16%	9%	20%	9%	21%
Visit relatives/friends in another community or out of province	10%	6%	19%	7%	23%	7%	23%
Attend a workplace party	2%	1%	5%	2%	6%	2%	6%
None of these	6%	6%	5%	6%	4%	6%	4%

QX7. To what extent will this upcoming holy period be more or less meaningful for you?

Sample Size (Base: Say Christmas is primarily religious or attend church service for it)	1408	924	484	1118	290	1125	283
	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
More meaningful	20%	19%	23%	19%	24%	19%	24%
The same as always	63%	63%	64%	64%	60%	64%	60%
Less meaningful	17%	18%	13%	17%	16%	17%	16%

QX8. How are you planning to mark or celebrate your upcoming holy period?

	Total	Concern - self		Concern-Friends/ Family		Concern - self/ Friends family	
		Concerned	Not concerned	Concerned	Not Concerned	Total Concerned	Not Concerned
Follow a religious service online	45%	44%	46%	45%	44%	45%	45%
Pray at home on your own, just relying on scripture or holy texts	44%	43%	47%	45%	44%	45%	44%
Pray with family/other members of your faith using video chat (Skype, Zoom, etc.)	16%	16%	16%	16%	15%	16%	15%
Use an app for prayer, religious guidance or meditation	9%	9%	10%	9%	10%	9%	10%
Other (specify):	6%	4%	10%	4%	13%	4%	14%
Speak to a priest, cleric or other religious leader over the phone	5%	4%	5%	4%	6%	4%	6%
None of the above	29%	31%	26%	31%	24%	30%	24%