

INSIGHTS WEST

Survey on Christmas in Alberta - December 22, 2014.

Below are several things that people do to celebrate Christmas. Are you planning to do these things this year? Please select all that apply.

	Alberta	Gender		Age			Region		
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB
Have a special dinner with family or friends	85%	88%	81%	82%	83%	89%	79%	86%	90%
Attend a religious service	34%	40%	26%	30%	34%	36%	30%	35%	36%
Have a Christmas tree at home	70%	77%	61%	68%	71%	70%	68%	74%	67%
Buy gifts for friends or family	83%	88%	77%	82%	86%	82%	75%	81%	91%
Send Christmas or holiday cards	57%	67%	44%	54%	57%	59%	57%	54%	60%
Do something to help those less fortunate (donation, volunteering)	57%	63%	50%	55%	52%	63%	53%	55%	63%
None of these	5%	2%	8%	7%	3%	5%	10%	3%	1%

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What are the best aspects of the holiday season for you? Please select up to three.

	Alberta	Gender		Age			Region		
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB
Being together with family and friends	81%	86%	75%	79%	76%	87%	79%	80%	85%
Enjoying how much fun children have	38%	41%	35%	25%	41%	44%	33%	42%	40%
Decorating the home and/or office	24%	31%	16%	26%	22%	24%	29%	22%	20%
Getting time off school or work	24%	28%	18%	39%	33%	8%	28%	24%	21%
Giving and receiving presents	27%	35%	18%	38%	27%	22%	30%	26%	29%
Eating special food	35%	41%	28%	45%	29%	33%	36%	40%	30%
Relaxing	45%	42%	48%	55%	46%	37%	44%	47%	44%
None of these	7%	6%	8%	7%	8%	5%	7%	5%	7%

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This Christmas, how often do you expect to...

		Alberta	Gender		Age			Region		
			Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB
Exchange Christmas gifts you received because you did not like them	Regularly	2%	2%	3%	2%	2%	2%	3%	2%	1%
	Occasionally	10%	13%	7%	18%	10%	6%	17%	11%	4%
	Rarely	36%	37%	33%	23%	43%	38%	30%	39%	38%
	Never	48%	45%	53%	55%	41%	49%	46%	43%	56%
	Not sure	4%	4%	5%	3%	3%	6%	5%	5%	3%
Re-gift Christmas gifts to other people	Regularly	3%	3%	2%	5%	2%	1%	6%	1%	1%
	Occasionally	12%	14%	9%	8%	15%	12%	12%	13%	12%
	Rarely	30%	33%	26%	31%	31%	29%	30%	33%	27%
	Never	52%	48%	59%	51%	50%	55%	48%	49%	60%
	Not sure	3%	3%	5%	5%	1%	4%	4%	5%	1%
Receive gifts that you don't like	Regularly	5%	5%	5%	8%	7%	2%	9%	6%	1%
	Occasionally	27%	27%	28%	29%	29%	24%	34%	25%	24%
	Rarely	38%	41%	35%	29%	39%	42%	28%	46%	41%
	Never	24%	22%	28%	30%	20%	23%	26%	18%	28%
	Not sure	5%	6%	5%	3%	3%	7%	4%	5%	6%

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How much do you personally believe in the Christmas story of Mary, Joseph and baby Jesus? Would you say you...

	Alberta	Gender		Age			Region		
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB
Believe it completely	34%	40%	26%	24%	35%	40%	31%	32%	40%
Believe it somewhat	28%	29%	28%	18%	33%	31%	30%	25%	30%
Disbelieve it somewhat	8%	5%	12%	4%	9%	10%	5%	12%	8%
Disbelieve it completely	22%	19%	26%	48%	16%	11%	26%	23%	18%
Not sure	7%	7%	8%	6%	8%	8%	9%	8%	5%

How much is the religious part (Christmas story of Jesus) of Christmas a part of your holiday celebration?

	Alberta	Gender		Age			Region		
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB
A significant part	29%	37%	19%	23%	29%	33%	26%	29%	31%
A moderate part	23%	22%	24%	8%	29%	27%	23%	16%	29%
Not much of a part	16%	17%	15%	11%	15%	21%	17%	16%	16%
Not at all a part	30%	23%	39%	57%	26%	16%	34%	35%	23%
Not sure	2%	2%	3%	0%	3%	2%	1%	4%	2%