

INSIGHTS WEST

Survey on Christmas in British Columbia - 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.**

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Have a special dinner with family or friends	87%	88%	85%	87%	88%	84%	88%	85%	84%
Attend a religious service	26%	26%	25%	21%	28%	26%	27%	20%	25%
Have a Christmas tree at home	68%	70%	65%	62%	74%	66%	68%	66%	71%
Buy gifts for friends or family	84%	86%	81%	83%	86%	82%	85%	79%	84%
Send Christmas or holiday cards	59%	63%	54%	55%	57%	63%	58%	59%	61%
Do something to help those less fortunate (donation, volunteering)	60%	65%	55%	53%	61%	64%	60%	60%	62%
None of these	5%	4%	6%	7%	4%	5%	5%	6%	5%

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

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Being together with family and friends	83%	84%	82%	82%	82%	85%	84%	80%	83%
Enjoying how much fun children have	31%	28%	34%	17%	37%	34%	30%	33%	31%
Decorating the home and/or office	18%	23%	13%	20%	17%	19%	20%	15%	17%
Getting time off school or work	24%	25%	24%	38%	31%	7%	29%	16%	17%
Giving and receiving presents	23%	25%	22%	27%	21%	22%	23%	22%	25%
Eating special food	30%	30%	29%	31%	29%	31%	29%	34%	31%
Relaxing	44%	41%	47%	51%	42%	40%	44%	44%	45%
None of these	4%	3%	5%	3%	3%	6%	4%	8%	2%

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

		British Columbia	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Exchange Christmas gifts you received because you did not like them	Regularly	4%	3%	4%	7%	4%	1%	4%	2%	1%
	Occasionally	17%	17%	16%	19%	20%	11%	19%	11%	12%
	Rarely	41%	41%	40%	38%	40%	43%	42%	36%	40%
	Never	36%	34%	38%	32%	34%	41%	31%	49%	43%
	Not sure	3%	4%	3%	5%	3%	3%	3%	3%	5%
Re-gift Christmas gifts to other people	Regularly	4%	4%	4%	7%	4%	2%	5%	3%	1%
	Occasionally	17%	19%	13%	20%	19%	12%	17%	11%	19%
	Rarely	34%	35%	33%	34%	35%	34%	35%	31%	33%
	Never	42%	38%	46%	34%	39%	50%	38%	52%	46%
	Not sure	3%	3%	3%	5%	3%	2%	4%	3%	2%
Receive gifts that you don't like	Regularly	6%	5%	6%	8%	7%	3%	8%	2%	2%
	Occasionally	35%	36%	33%	39%	37%	28%	38%	25%	32%
	Rarely	42%	42%	43%	39%	40%	47%	40%	45%	46%
	Never	13%	13%	14%	9%	12%	17%	11%	24%	14%
	Not sure	4%	4%	4%	5%	3%	5%	4%	4%	5%

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

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Believe it completely	21%	22%	19%	14%	22%	24%	20%	19%	25%
Believe it somewhat	26%	25%	27%	20%	26%	30%	25%	25%	30%
Disbelieve it somewhat	14%	15%	13%	14%	14%	13%	14%	15%	12%
Disbelieve it completely	29%	27%	31%	38%	28%	22%	30%	31%	24%
Not sure	11%	11%	12%	14%	10%	10%	12%	10%	9%

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

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
A significant part	18%	19%	17%	12%	19%	21%	18%	13%	21%
A moderate part	18%	19%	18%	16%	17%	22%	17%	19%	21%
Not much of a part	21%	21%	22%	18%	22%	23%	21%	23%	21%
Not at all a part	40%	39%	41%	51%	40%	33%	41%	41%	36%
Not sure	2%	2%	2%	3%	3%	2%	2%	4%	1%