

Poll conducted by Research Co. on Religion in Canada - December 15, 2020

How important is each of the following to you personally?



	GENDER						AGE					REGION					VOTE IN 2019 FEDERAL ELECTION		
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP				
Country																			
Very important	54%	51%	57%	39%	45%	64%	54%	59%	56%	56%	41%	64%	58%	58%	51%				
Moderately important	36%	38%	35%	42%	41%	32%	37%	32%	36%	36%	44%	27%	36%	34%	34%				
Not too important	8%	9%	6%	16%	10%	4%	5%	8%	7%	7%	12%	8%	5%	6%	9%				
Not important at all	2%	2%	2%	3%	4%	1%	4%	2%	1%	1%	2%	2%	1%	2%	6%				
Family																			
Very important	80%	76%	84%	77%	75%	84%	79%	82%	83%	80%	75%	85%	83%	82%	79%				
Moderately important	15%	17%	12%	17%	18%	12%	14%	12%	13%	14%	20%	13%	13%	13%	15%				
Not too important	4%	5%	3%	5%	4%	3%	6%	6%	2%	4%	3%	2%	3%	5%	5%				
Not important at all	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	2%	0%	1%	0%	1%				
Religion																			
Very important	24%	21%	27%	31%	23%	22%	25%	26%	29%	25%	17%	18%	26%	29%	14%				
Moderately important	24%	25%	23%	19%	27%	24%	22%	22%	23%	21%	32%	30%	27%	25%	23%				
Not too important	23%	24%	21%	20%	23%	23%	21%	23%	24%	25%	23%	18%	21%	21%	26%				
Not important at all	29%	30%	28%	30%	26%	31%	32%	28%	24%	29%	28%	33%	26%	25%	37%				
Friends																			
Very important	54%	50%	59%	58%	47%	58%	57%	57%	52%	55%	53%	46%	56%	54%	59%				
Moderately important	38%	42%	34%	36%	43%	35%	36%	34%	40%	39%	37%	46%	39%	37%	37%				
Not too important	6%	8%	5%	4%	7%	7%	7%	6%	7%	5%	9%	6%	4%	7%	4%				
Not important at all	1%	1%	2%	2%	2%	0%	1%	3%	0%	2%	1%	2%	1%	2%	1%				
Career																			
Very important	29%	26%	33%	52%	37%	18%	36%	34%	31%	25%	30%	23%	35%	24%	19%				
Moderately important	34%	38%	30%	35%	40%	30%	30%	33%	30%	35%	38%	39%	34%	35%	39%				
Not too important	18%	19%	17%	9%	16%	22%	16%	17%	19%	18%	17%	22%	15%	18%	24%				
Not important at all	19%	17%	20%	4%	7%	30%	18%	17%	19%	22%	15%	16%	16%	24%	19%				
Affluence																			
Very important	11%	10%	13%	21%	16%	6%	14%	10%	16%	9%	14%	7%	14%	9%	7%				
Moderately important	39%	40%	37%	43%	44%	34%	36%	41%	31%	40%	47%	26%	40%	40%	33%				
Not too important	36%	36%	36%	28%	25%	45%	37%	37%	42%	35%	24%	51%	33%	39%	40%				
Not important at all	14%	14%	14%	8%	15%	15%	13%	12%	11%	16%	15%	16%	13%	12%	21%				

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On the issue of spirituality, how would you describe yourself—would you say you are...



	GENDER			AGE			REGION					VOTE IN 2019 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Very spiritual	15%	10%	20%	14%	19%	13%	16%	18%	17%	17%	11%	10%	14%	18%	12%
Moderately spiritual	37%	37%	38%	44%	33%	38%	36%	34%	41%	36%	41%	36%	41%	40%	31%
Not too spiritual	21%	23%	19%	18%	22%	21%	21%	21%	16%	22%	22%	22%	21%	19%	22%
Not spiritual at all	23%	27%	18%	19%	22%	24%	22%	27%	21%	21%	23%	28%	20%	22%	31%
Not sure	4%	3%	4%	5%	4%	3%	5%	0%	4%	4%	3%	4%	3%	1%	3%

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Which of the following best describes your religious faith?



	GENDER			AGE			REGION					VOTE IN 2019 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Christian (including Catholic and Protestant)	57%	57%	56%	33%	50%	67%	49%	54%	62%	51%	68%	70%	59%	65%	46%
Muslim	3%	4%	3%	13%	4%	0%	3%	4%	2%	4%	4%	0%	5%	1%	3%
Hindu	2%	2%	2%	6%	3%	1%	2%	4%	3%	4%	0%	1%	3%	1%	2%
Sikh	1%	0%	1%	1%	1%	1%	4%	1%	0%	0%	0%	0%	0%	2%	0%
Buddhist	1%	1%	1%	0%	2%	0%	1%	1%	2%	0%	1%	0%	0%	2%	1%
Jewish	2%	2%	2%	2%	2%	2%	1%	1%	0%	5%	1%	0%	3%	2%	3%
Atheist	9%	9%	8%	16%	9%	6%	7%	11%	7%	8%	10%	8%	6%	8%	14%
Agnostic	7%	9%	4%	5%	7%	7%	8%	3%	6%	10%	2%	3%	8%	5%	9%
Other	3%	2%	4%	4%	2%	4%	3%	3%	2%	3%	3%	4%	4%	2%	4%
None of these	16%	13%	19%	20%	20%	12%	22%	18%	16%	15%	10%	15%	12%	14%	19%

How often do you attend religious gatherings (e.g. church, temple, synagogue etc.)?



	GENDER			AGE			REGION					VOTE IN 2019 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
More than once a week	5%	5%	4%	9%	6%	3%	5%	4%	8%	5%	3%	5%	5%	6%	4%
Once a week	11%	10%	11%	10%	10%	12%	10%	15%	11%	14%	4%	9%	12%	20%	5%
Monthly	5%	6%	4%	7%	5%	5%	3%	4%	6%	6%	5%	6%	7%	4%	5%
Less than monthly	11%	11%	10%	8%	11%	11%	14%	11%	8%	9%	11%	10%	13%	11%	8%
Only for special events (e.g. weddings, funerals, baptisms, etc.)	39%	38%	40%	30%	40%	41%	37%	35%	44%	38%	44%	39%	36%	37%	42%
Never	30%	29%	30%	37%	29%	28%	31%	31%	23%	28%	32%	31%	28%	23%	36%

Poll conducted by Research Co. on the Holiday Season in Canada - December 15, 2020

Which of these greetings is the one you personally prefer for this season?



	GENDER			AGE			REGION					VOTE IN 2019 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Merry Christmas	68%	66%	71%	54%	65%	74%	70%	75%	75%	68%	58%	73%	65%	87%	60%
Happy Holidays	14%	15%	13%	20%	15%	12%	12%	11%	10%	15%	21%	11%	18%	6%	17%
Not sure / Don't care either way	18%	19%	16%	26%	20%	14%	19%	14%	15%	17%	21%	16%	17%	7%	22%

Poll conducted by Research Co. on the Holiday Season in Canada - December 15, 2020

How do you expect the current holiday season to be for you, personally?



	GENDER			AGE			REGION					VOTE IN 2019 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
More fun than stressful	30%	30%	30%	33%	33%	27%	31%	32%	21%	31%	29%	32%	33%	33%	22%
More stressful than fun	37%	35%	39%	47%	35%	36%	37%	34%	45%	37%	37%	34%	40%	35%	46%
Not sure	33%	34%	31%	20%	32%	37%	31%	34%	34%	32%	34%	34%	27%	33%	32%