

Methodology:

Results are based on an online survey conducted from December 1 to December 3, 2023, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

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

Merry Christmas - 61% (-3)
Happy Holidays – 21% (=)
Not sure / Don't care either way – 18% (+3)

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

More fun than stressful – 56% (+4)
More stressful than fun – 27% (-2)
Not sure – 17% (-2)

Almost Half of Canadians Keep Tight Holiday Season Budget

Egg nog remains a favourite beverage in every Canadian region, with the exception of Quebec.

Vancouver, BC [December 13, 2023] – Most Canadians do not plan to splurge excessively as the year draws to a close, a new Research Co. poll has found.

In the online survey of a representative national sample, almost half of Canadians (47%) say they will not personally spend more than \$500 on gifts, food and decorations during this holiday season.

“Just over two-in-five Canadians (42%) say their expected expenditures during the holiday season will be higher than \$500,” says Mario Canseco, President of Research Co. “The proportion climbs to 49% in British Columbia and to 58% in Atlantic Canada.”

More than three-in-five Canadians (63%) say they will be spending about the same amount on gifts, food and decorations as they did in 2022. Just under one-in-four (23%) plan to spend less than last year, while 13% expect to spend more.

Across the country, 56% of Canadians expect this year's holiday season to be “more fun than stressful”, up four points since a similar Research Co. poll [conducted in December 2022](#).

More than a quarter of Canadians (27%) believe this year's holiday season will be “more stressful than fun”—including 32% of residents of Saskatchewan and Manitoba and 29% of Ontarians.

More than three-in-five Canadians (61%, -3) select “Merry Christmas” as their preferred greeting for the season, while 21% (=) choose “Happy Holidays” and 18% (+3) are not sure or do not care either way.

Almost three-in-ten Canadians aged 18-to-34 (28%) prefer “Happy Holidays” as a greeting. The proportions are lower among their counterparts aged 35-to-54 (22%) aged 55 and over (13%).

As was the case in 2022, three traditional dishes of the season remain popular across the country. More than four-in-five Canadians (83%, -1) like turkey, while majorities also enjoy cranberry sauce (65%, +1) and Brussels sprouts (60%, =).

Almost three-in-five Canadians (58%, +3) like fruit cake, while the rating is lower for mince pies (50%, +2) and plum pudding (47%, -5). Egg nog (56%, +1) is a more popular holiday beverage than mulled wine (37%, +1).



In Quebec, only 41% of residents like egg nog. Preferences are significantly higher in Ontario (56%), Saskatchewan and Manitoba (also 56%), Atlantic Canada (61%), British Columbia (65%) and Alberta (67%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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