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Methodology:

Methodology: Results are based on an online survey conducted from December 5 to December 7, 2024, among a representative sample of 1,004 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty

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

Merry Christmas - 62% (+1)
Happy Holidays – 24% (+3)
Not sure / Don't care either way – 14% (-4)

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

More fun than stressful – 53% (-3)
More stressful than fun – 31% (+4)
Not sure – 15% (-2)

Majority of Canadians Expect Fun, Not Stressful, Holiday Season

There is no clear consensus about the proper age to disclose “the truth” about Santa Claus to children.

Vancouver, BC [December 18, 2024] – The proportion of Canadians who foresee a tense holiday season increased since last year, even as more than half predict a relatively carefree time in the next few weeks, a new Research Co. poll has found.

In the online survey of a representative national sample, 53% of Canadians expect the current holiday season to be “more fun than stressful” (-3 since a similar Research Co. poll conducted in [December 2023](#)), while 31% (+4) believe it will be “more stressful than fun.”

“About a third of Canadians aged 18-to-34 and aged 35-to-54 (both at 34%) think the holiday season will be stressful,” says Mario Canseco, President of Research Co. “Only 27% of Canadians aged 55 and over share this view.”

“Merry Christmas” remains the preferred greeting for Canadians (62%, +1), while just under one-in-four (24%, +3) like “Happy Holidays” and 14% (-2) are not sure or do not care either way.

More than two thirds of Atlantic Canadians (73%) and Albertans (67%) choose “Merry Christmas” as their greeting. The proportions are lower in Ontario (64%), Saskatchewan and Manitoba (63%), British Columbia (62%) and Quebec (52%).

Three staples of the holiday season remain popular across the country. At least three-in-five Canadians say they like turkey (85%, +2), cranberry sauce (68%, +3) and Brussels sprouts (60%, =).

The rating is lower for egg nog (59%, +3), fruit cake (58%, =), mince pies (49%, -1), plum pudding (47%, =) and mulled wine (40%, +3).

Quebec remains the province with the smallest proportion of residents who like egg nog (49%). The numbers are higher in Ontario (63%), Saskatchewan and Manitoba (also 63%), Atlantic Canada (also 63%), British Columbia (59%) and Alberta (55%).

Respondents to this survey were also asked how old they were when they learned “the truth” about Santa Claus. More than half of Canadians (56%) say they found out at age 9 or younger, while fewer than three-in-ten (28%) realized at age 10 or older.

Just over a third of Canadians aged 18-to-34 (34%) found out “the truth” about Santa Claus after their 10th birthday. The proportions



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are lower among their counterparts aged 35-to-54 (30%) and aged 55 and over (20%).

Half of Canadians (50%) think the appropriate age for children to be told “the truth” about Santa Claus is age 9 or younger, while more than a third (36%) believe this should happen at age 10 or older.

Almost half of Atlantic Canadians (48%) think “the truth” about Santa Claus should be discussed with children after they turn 10. The proportions are lower in Ontario (42%), Alberta (40%), British Columbia (35%), Saskatchewan and Manitoba (34%) and Quebec (24%).

Just over seven-in-ten Canadians (71%) say they are satisfied with the way their parents and/or caregivers handled conversations about “the truth” about Santa Claus, while 15% are dissatisfied.

The level of dissatisfaction with these conversations is highest among Canadians aged 18-to-34 (20%), Canadians of South Asian descent (19%), Ontarians (18%), Conservative Party voters in the 2021 federal election (16%) and Canadians in the highest. Income bracket (also 16%).

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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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