

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



	GENDER			AGE			GENERATION				REGION					VOTE IN 2025 FEDERAL ELECTION				ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
Merry Christmas	67%	68%	66%	66%	65%	69%	69%	65%	64%	68%	68%	72%	66%	67%	59%	77%	63%	79%	51%	68%	63%	64%	53%
Happy Holidays	18%	19%	17%	17%	19%	18%	17%	18%	21%	13%	18%	10%	13%	18%	26%	10%	21%	15%	19%	14%	23%	16%	36%
Not sure / Don't care either way	16%	13%	17%	17%	16%	14%	14%	16%	15%	19%	15%	18%	21%	15%	15%	13%	16%	6%	30%	18%	15%	19%	11%

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



		GENDER			AGE			GENERATION				REGION						VOTE IN 2025 FEDERAL ELECTION				ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian		
More fun than stressful	52%	54%	51%	55%	50%	51%	51%	47%	54%	56%	52%	51%	51%	48%	59%	51%	54%	52%	52%	54%	62%	45%	66%		
More stressful than fun	30%	28%	32%	31%	34%	27%	27%	34%	31%	29%	30%	34%	24%	33%	23%	38%	28%	34%	26%	27%	31%	34%	23%		
Not sure	18%	17%	17%	15%	16%	23%	22%	19%	15%	15%	17%	15%	26%	19%	17%	11%	18%	14%	23%	19%	7%	21%	12%		

We have a question about food and drink during the holiday season. Do you personally like or dislike each of the following dishes and beverages?



	GENDER		AGE			GENERATION				REGION						VOTE IN 2025 FEDERAL ELECTION				ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
<i>Plum pudding</i>																							
Definitely like	19%	21%	17%	16%	14%	25%	26%	17%	15%	16%	25%	17%	14%	18%	16%	21%	23%	19%	14%	16%	15%	20%	26%
Probably like	25%	28%	22%	25%	24%	24%	24%	25%	26%	23%	20%	27%	23%	25%	26%	23%	26%	25%	26%	26%	31%	22%	26%
Probably dislike	19%	20%	18%	22%	18%	17%	17%	18%	20%	21%	20%	16%	17%	21%	18%	16%	19%	19%	19%	22%	40%	17%	16%
Definitely dislike	22%	19%	25%	21%	28%	18%	18%	25%	23%	23%	18%	27%	24%	21%	23%	24%	17%	25%	27%	16%	8%	24%	19%
Not sure	16%	13%	18%	16%	16%	15%	15%	14%	16%	18%	17%	13%	21%	15%	16%	16%	14%	12%	15%	19%	5%	17%	13%
<i>Egg nog</i>																							
Definitely like	29%	31%	28%	30%	27%	31%	31%	26%	35%	23%	31%	42%	36%	28%	20%	39%	29%	33%	31%	33%	17%	34%	12%
Probably like	26%	29%	23%	26%	26%	25%	25%	26%	27%	25%	24%	22%	27%	28%	27%	19%	27%	22%	25%	30%	30%	25%	32%
Probably dislike	16%	17%	16%	16%	17%	15%	16%	16%	15%	18%	19%	10%	10%	17%	20%	10%	17%	16%	12%	11%	32%	14%	22%
Definitely dislike	22%	16%	27%	19%	23%	23%	22%	26%	17%	23%	23%	22%	18%	20%	22%	29%	21%	24%	27%	16%	16%	24%	20%
Not sure	7%	7%	6%	8%	7%	6%	6%	6%	6%	10%	3%	4%	9%	7%	12%	2%	6%	5%	6%	10%	5%	3%	15%
<i>Fruit cake</i>																							
Definitely like	30%	32%	29%	26%	22%	41%	42%	28%	26%	23%	32%	34%	25%	28%	31%	32%	36%	30%	22%	30%	33%	27%	44%
Probably like	28%	29%	26%	33%	25%	25%	26%	25%	26%	35%	30%	29%	23%	29%	25%	28%	26%	27%	36%	32%	44%	26%	34%
Probably dislike	14%	14%	14%	14%	18%	10%	11%	12%	16%	15%	11%	12%	11%	15%	16%	11%	14%	13%	14%	13%	14%	14%	10%
Definitely dislike	24%	20%	26%	19%	31%	22%	19%	32%	26%	16%	24%	25%	31%	22%	22%	25%	21%	27%	22%	18%	8%	29%	6%
Not sure	5%	4%	5%	8%	4%	3%	2%	3%	5%	11%	2%	1%	11%	6%	6%	3%	3%	3%	6%	8%	1%	4%	5%
<i>Cranberry sauce</i>																							
Definitely like	37%	34%	41%	29%	32%	49%	51%	36%	33%	25%	46%	41%	34%	34%	32%	45%	42%	37%	36%	45%	34%	43%	21%
Probably like	28%	33%	24%	30%	30%	24%	20%	32%	33%	27%	26%	29%	26%	30%	27%	23%	30%	29%	27%	22%	38%	23%	37%
Probably dislike	15%	15%	15%	21%	14%	11%	12%	11%	15%	24%	16%	14%	14%	14%	17%	13%	14%	16%	19%	13%	23%	14%	22%
Definitely dislike	15%	15%	15%	14%	20%	13%	14%	16%	14%	16%	9%	16%	17%	16%	15%	18%	11%	17%	11%	11%	1%	17%	9%
Not sure	5%	4%	6%	7%	4%	4%	4%	4%	5%	8%	3%	0%	9%	6%	8%	2%	3%	2%	8%	9%	4%	3%	11%

We have a question about food and drink during the holiday season. Do you personally like or dislike each of the following dishes and beverages?



	GENDER		AGE			GENERATION				REGION						VOTE IN 2025 FEDERAL ELECTION				ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
<i>Mulled wine</i>																							
Definitely like	12%	13%	12%	14%	12%	12%	11%	11%	14%	14%	20%	14%	6%	9%	15%	14%	15%	13%	9%	18%	8%	13%	10%
Probably like	24%	27%	22%	30%	25%	18%	18%	22%	33%	23%	30%	24%	24%	23%	26%	15%	28%	27%	19%	28%	42%	22%	27%
Probably dislike	19%	20%	18%	16%	18%	22%	22%	19%	17%	18%	13%	26%	19%	18%	18%	22%	20%	16%	24%	20%	26%	19%	22%
Definitely dislike	28%	24%	31%	22%	31%	31%	30%	34%	25%	21%	25%	23%	26%	32%	23%	35%	24%	31%	24%	16%	17%	28%	30%
Not sure	17%	16%	17%	18%	15%	17%	20%	15%	11%	24%	13%	13%	26%	17%	19%	15%	14%	13%	24%	17%	7%	18%	11%
<i>Brussels sprouts</i>																							
Definitely like	31%	28%	34%	25%	31%	36%	36%	33%	30%	23%	45%	29%	31%	30%	26%	28%	29%	35%	34%	40%	12%	35%	14%
Probably like	28%	29%	27%	27%	29%	29%	30%	27%	32%	21%	26%	32%	26%	28%	29%	27%	34%	28%	21%	22%	48%	28%	32%
Probably dislike	15%	18%	13%	19%	15%	12%	12%	14%	16%	21%	9%	18%	17%	16%	16%	14%	17%	12%	15%	12%	28%	12%	22%
Definitely dislike	20%	19%	20%	18%	21%	20%	19%	21%	18%	21%	17%	20%	16%	20%	19%	27%	17%	20%	20%	16%	6%	21%	21%
Not sure	6%	6%	6%	10%	5%	4%	3%	5%	4%	14%	3%	1%	10%	6%	10%	5%	3%	5%	9%	10%	6%	3%	12%
<i>Mince pies</i>																							
Definitely like	21%	24%	17%	21%	15%	25%	25%	18%	21%	17%	28%	22%	18%	19%	17%	27%	22%	20%	19%	24%	25%	22%	17%
Probably like	28%	30%	26%	24%	32%	27%	28%	27%	30%	26%	27%	27%	20%	30%	32%	18%	33%	23%	18%	28%	32%	26%	31%
Probably dislike	17%	16%	18%	19%	17%	15%	16%	16%	15%	21%	14%	15%	12%	17%	19%	16%	15%	19%	17%	16%	33%	14%	11%
Definitely dislike	23%	18%	28%	20%	25%	25%	24%	27%	24%	17%	22%	29%	31%	23%	17%	28%	22%	27%	24%	16%	7%	26%	27%
Not sure	12%	12%	11%	17%	11%	8%	8%	11%	11%	20%	8%	6%	19%	12%	15%	11%	9%	10%	22%	17%	4%	11%	14%
<i>Turkey</i>																							
Definitely like	58%	59%	57%	52%	55%	67%	67%	58%	56%	49%	63%	67%	61%	56%	46%	80%	61%	62%	47%	64%	38%	65%	32%
Probably like	24%	23%	25%	28%	25%	19%	18%	22%	27%	28%	22%	20%	15%	27%	27%	13%	24%	23%	22%	18%	47%	19%	29%
Probably dislike	7%	8%	7%	10%	7%	4%	5%	7%	8%	10%	6%	4%	7%	7%	11%	4%	7%	7%	11%	6%	11%	5%	14%
Definitely dislike	8%	7%	8%	6%	11%	6%	6%	11%	7%	8%	7%	9%	10%	7%	10%	2%	6%	7%	17%	6%	4%	8%	16%
Not sure	3%	3%	3%	4%	2%	4%	4%	2%	3%	5%	1%	0%	8%	3%	6%	2%	2%	1%	4%	7%	0%	3%	9%

How old were you when you learned “the truth” about each of the following?



	GENDER			AGE			REGION					VOTE IN 2025 FEDERAL ELECTION					ETHNICITY		
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
<i>Santa Claus</i>																			
Age 5 or younger	14%	12%	15%	14%	13%	14%	15%	16%	9%	13%	17%	9%	17%	14%	10%	17%	11%	13%	9%
Age 6	8%	9%	8%	6%	8%	11%	7%	8%	9%	7%	12%	5%	7%	8%	10%	6%	10%	9%	6%
Age 7	11%	11%	11%	11%	12%	10%	14%	9%	12%	10%	11%	11%	11%	12%	11%	11%	12%	12%	11%
Age 8	13%	15%	12%	14%	14%	13%	15%	14%	8%	16%	12%	15%	10%	15%	16%	15%	12%	14%	14%
Age 9	10%	8%	11%	12%	9%	8%	7%	1%	16%	10%	11%	10%	6%	10%	14%	8%	11%	7%	13%
Age 10	14%	16%	13%	14%	17%	11%	9%	20%	15%	16%	10%	19%	14%	17%	11%	14%	16%	13%	26%
Age 11	4%	4%	4%	6%	3%	3%	2%	5%	2%	6%	3%	5%	4%	4%	3%	4%	3%	5%	1%
Age 12	5%	5%	5%	7%	5%	3%	4%	4%	3%	7%	4%	4%	5%	4%	7%	4%	7%	2%	10%
Age 13 or older	5%	5%	5%	6%	6%	3%	7%	5%	5%	5%	3%	9%	6%	6%	4%	6%	5%	6%	0%
Not sure	15%	15%	15%	11%	12%	22%	20%	16%	21%	11%	16%	13%	21%	11%	13%	15%	14%	18%	9%
<i>The Tooth Fairy</i>																			
Age 5 or younger	15%	13%	16%	13%	14%	17%	17%	20%	11%	13%	17%	10%	17%	14%	14%	16%	13%	15%	14%
Age 6	9%	9%	9%	10%	8%	10%	11%	11%	5%	8%	12%	7%	9%	9%	11%	9%	10%	8%	11%
Age 7	11%	10%	11%	11%	12%	9%	8%	5%	12%	13%	10%	13%	9%	13%	8%	12%	8%	16%	15%
Age 8	12%	13%	11%	14%	11%	12%	12%	10%	13%	11%	16%	9%	9%	13%	17%	12%	13%	15%	15%
Age 9	9%	10%	8%	12%	10%	6%	6%	7%	13%	10%	8%	12%	9%	11%	7%	9%	10%	4%	12%
Age 10	14%	15%	13%	16%	16%	11%	10%	20%	12%	20%	6%	19%	12%	15%	15%	13%	19%	7%	19%
Age 11	3%	3%	4%	3%	4%	1%	3%	0%	3%	4%	3%	4%	2%	3%	4%	3%	3%	4%	4%
Age 12	3%	4%	3%	6%	3%	1%	2%	5%	1%	3%	4%	2%	4%	3%	3%	3%	3%	2%	2%
Age 13 or older	3%	3%	3%	3%	4%	2%	6%	2%	4%	3%	0%	4%	4%	2%	4%	3%	3%	6%	1%
Not sure	20%	19%	22%	13%	18%	30%	25%	19%	25%	14%	24%	20%	25%	17%	17%	20%	19%	22%	7%
<i>The Easter Bunny</i>																			
Age 5 or younger	15%	14%	15%	16%	14%	15%	17%	15%	9%	12%	21%	9%	17%	14%	15%	17%	13%	16%	14%
Age 6	10%	10%	9%	8%	10%	10%	12%	15%	6%	9%	10%	7%	8%	10%	11%	8%	11%	10%	14%
Age 7	12%	11%	13%	11%	11%	13%	10%	8%	16%	13%	11%	12%	10%	13%	11%	13%	11%	13%	11%
Age 8	13%	15%	10%	14%	13%	11%	10%	9%	11%	15%	13%	13%	10%	12%	17%	13%	12%	12%	13%
Age 9	8%	8%	9%	8%	10%	8%	9%	6%	12%	8%	8%	10%	9%	10%	5%	8%	9%	7%	13%
Age 10	11%	11%	12%	12%	13%	9%	7%	15%	15%	14%	6%	17%	12%	13%	8%	11%	14%	11%	12%
Age 11	4%	5%	4%	6%	5%	2%	1%	4%	3%	7%	2%	6%	3%	5%	5%	5%	5%	3%	5%
Age 12	3%	3%	3%	5%	3%	1%	3%	2%	1%	6%	1%	4%	2%	2%	5%	3%	3%	3%	5%
Age 13 or older	5%	6%	3%	5%	5%	3%	7%	7%	3%	4%	2%	7%	6%	4%	4%	5%	5%	5%	5%
Not sure	20%	18%	22%	14%	17%	28%	24%	19%	24%	12%	26%	17%	24%	16%	19%	18%	17%	20%	7%

At what age do you think it is appropriate for children to be told “the truth” about each of the following?



	GENDER		AGE			REGION						VOTE IN 2025 FEDERAL ELECTION					ETHNICITY		
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
<i>Santa Claus</i>																			
Age 5 or younger	11%	13%	9%	13%	10%	11%	12%	11%	8%	9%	18%	3%	14%	10%	9%	11%	10%	7%	5%
Age 6	8%	9%	7%	6%	7%	11%	13%	9%	6%	6%	9%	5%	8%	8%	7%	9%	8%	4%	5%
Age 7	11%	11%	11%	10%	11%	10%	6%	15%	10%	8%	16%	8%	11%	10%	12%	10%	12%	10%	12%
Age 8	12%	15%	10%	12%	12%	12%	12%	10%	12%	14%	12%	13%	10%	14%	14%	13%	11%	14%	12%
Age 9	10%	8%	11%	11%	11%	7%	6%	10%	10%	10%	11%	12%	7%	10%	12%	9%	11%	7%	8%
Age 10	17%	17%	16%	18%	16%	16%	12%	16%	22%	18%	11%	29%	14%	19%	16%	17%	16%	18%	25%
Age 11	5%	4%	6%	6%	5%	3%	3%	6%	2%	8%	2%	6%	4%	6%	4%	5%	5%	4%	3%
Age 12	7%	6%	7%	8%	8%	4%	9%	6%	3%	10%	5%	5%	5%	6%	11%	7%	6%	6%	12%
Age 13 or older	8%	7%	8%	9%	10%	4%	8%	11%	10%	7%	5%	9%	10%	6%	8%	7%	8%	10%	10%
Not sure	13%	11%	14%	6%	11%	20%	19%	6%	17%	11%	12%	10%	17%	11%	8%	11%	12%	19%	8%
<i>The Tooth Fairy</i>																			
Age 5 or younger	11%	12%	10%	11%	9%	12%	11%	15%	7%	7%	17%	3%	14%	10%	8%	9%	10%	7%	7%
Age 6	10%	11%	8%	8%	9%	11%	15%	12%	5%	8%	10%	7%	8%	10%	11%	11%	9%	9%	12%
Age 7	11%	10%	11%	10%	12%	10%	9%	7%	14%	10%	15%	6%	8%	10%	14%	12%	10%	10%	9%
Age 8	14%	17%	11%	15%	15%	12%	10%	12%	14%	16%	16%	12%	10%	17%	15%	13%	15%	16%	17%
Age 9	10%	8%	12%	13%	10%	6%	7%	10%	10%	9%	9%	14%	8%	11%	9%	9%	12%	6%	8%
Age 10	17%	18%	17%	21%	14%	18%	14%	15%	17%	21%	13%	27%	19%	17%	17%	21%	15%	18%	24%
Age 11	4%	4%	5%	5%	4%	3%	4%	6%	3%	6%	2%	6%	2%	5%	5%	4%	5%	4%	1%
Age 12	5%	5%	6%	5%	8%	3%	6%	5%	3%	8%	3%	6%	4%	5%	8%	5%	7%	4%	7%
Age 13 or older	6%	5%	6%	6%	7%	3%	4%	10%	10%	5%	3%	7%	8%	4%	6%	6%	5%	8%	9%
Not sure	13%	11%	15%	7%	11%	21%	19%	6%	17%	11%	13%	13%	18%	11%	8%	11%	13%	18%	7%
<i>The Easter Bunny</i>																			
Age 5 or younger	11%	13%	10%	12%	10%	12%	12%	13%	7%	8%	19%	3%	15%	9%	10%	12%	9%	9%	6%
Age 6	9%	11%	8%	8%	8%	12%	17%	12%	5%	8%	10%	5%	7%	11%	9%	11%	9%	7%	13%
Age 7	11%	10%	12%	11%	12%	10%	9%	10%	12%	9%	16%	6%	9%	10%	16%	11%	12%	10%	11%
Age 8	13%	14%	11%	12%	15%	11%	10%	10%	15%	13%	13%	15%	11%	15%	11%	13%	11%	16%	14%
Age 9	9%	9%	10%	14%	8%	7%	5%	9%	12%	11%	7%	11%	6%	11%	9%	9%	10%	6%	8%
Age 10	18%	19%	16%	18%	18%	17%	12%	18%	17%	20%	14%	27%	15%	19%	18%	18%	19%	16%	21%
Age 11	5%	4%	5%	6%	4%	4%	4%	5%	2%	6%	3%	8%	6%	4%	3%	4%	5%	3%	1%
Age 12	6%	5%	6%	6%	7%	4%	7%	5%	3%	9%	2%	5%	5%	5%	8%	6%	6%	5%	7%
Age 13 or older	6%	5%	6%	5%	8%	4%	6%	9%	10%	5%	3%	7%	7%	4%	7%	5%	5%	9%	9%
Not sure	13%	11%	15%	8%	11%	20%	18%	9%	17%	11%	13%	12%	18%	11%	8%	11%	13%	18%	10%

Looking back at your childhood, are you satisfied or dissatisfied with the way your parents/caregivers handled conversations about “the truth” about each of the following?



	GENDER			AGE			REGION					VOTE IN 2025 FEDERAL ELECTION					ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian	
<i>Santa Claus</i>																				
Very satisfied	42%	44%	40%	39%	40%	48%	46%	44%	39%	41%	43%	41%	38%	45%	43%	45%	42%	36%	49%	
Moderately satisfied	30%	31%	29%	34%	31%	25%	27%	27%	29%	34%	28%	30%	27%	32%	30%	30%	29%	40%	21%	
Moderately dissatisfied	8%	9%	8%	12%	9%	3%	5%	8%	6%	10%	9%	10%	7%	10%	7%	6%	11%	10%	8%	
Very dissatisfied	5%	5%	6%	8%	5%	4%	5%	6%	3%	6%	6%	4%	8%	4%	6%	5%	6%	4%	10%	
Not sure	14%	11%	18%	7%	14%	20%	18%	15%	22%	9%	14%	15%	19%	10%	13%	14%	12%	11%	13%	
<i>The Tooth Fairy</i>																				
Very satisfied	38%	39%	38%	36%	35%	44%	41%	44%	33%	34%	39%	40%	36%	41%	35%	39%	39%	38%	42%	
Moderately satisfied	33%	35%	30%	38%	35%	25%	31%	20%	32%	40%	29%	34%	27%	35%	36%	33%	34%	36%	30%	
Moderately dissatisfied	8%	9%	7%	13%	9%	3%	5%	13%	4%	10%	6%	8%	7%	9%	8%	7%	7%	10%	9%	
Very dissatisfied	5%	5%	6%	6%	5%	4%	3%	5%	7%	5%	7%	2%	8%	3%	6%	4%	6%	2%	8%	
Not sure	16%	13%	20%	8%	17%	24%	19%	18%	24%	11%	18%	15%	21%	13%	16%	16%	14%	14%	11%	
<i>The Easter Bunny</i>																				
Very satisfied	39%	40%	38%	37%	36%	46%	41%	42%	39%	37%	40%	39%	37%	41%	40%	41%	40%	38%	41%	
Moderately satisfied	30%	31%	28%	34%	30%	25%	32%	21%	28%	35%	26%	31%	26%	33%	29%	31%	28%	37%	26%	
Moderately dissatisfied	9%	11%	8%	14%	11%	3%	5%	12%	5%	12%	9%	11%	7%	11%	10%	7%	12%	7%	7%	
Very dissatisfied	5%	5%	6%	7%	6%	4%	3%	7%	3%	6%	7%	2%	9%	3%	7%	5%	6%	4%	10%	
Not sure	17%	13%	20%	8%	18%	23%	18%	18%	24%	11%	19%	17%	21%	12%	15%	16%	14%	14%	16%	