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IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

Report

CHRISTMAS GREETINGS

December 2022

DATE 12/19/2022 PROJECT NUMBER 82823-004/5

Leger

We know Canadians



METHODOLOGY

Methodology



Web survey using computer-assisted Web interviewing (CAWI) technology.



From December 9-11, 2022



1526 Canadian residents, 18 years of age or older, randomly recruited from LEO's online panel.



Using data from the 2021 Census, results were weighted according to region, age and gender within Canada, as well as by education and presence of children in the household in order to ensure a representative sample of the population.



For comparison purposes, a probability sample of 1526 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements. For additional information regarding this poll please contact Andrew Enns with Leger at aenns@leger360.com

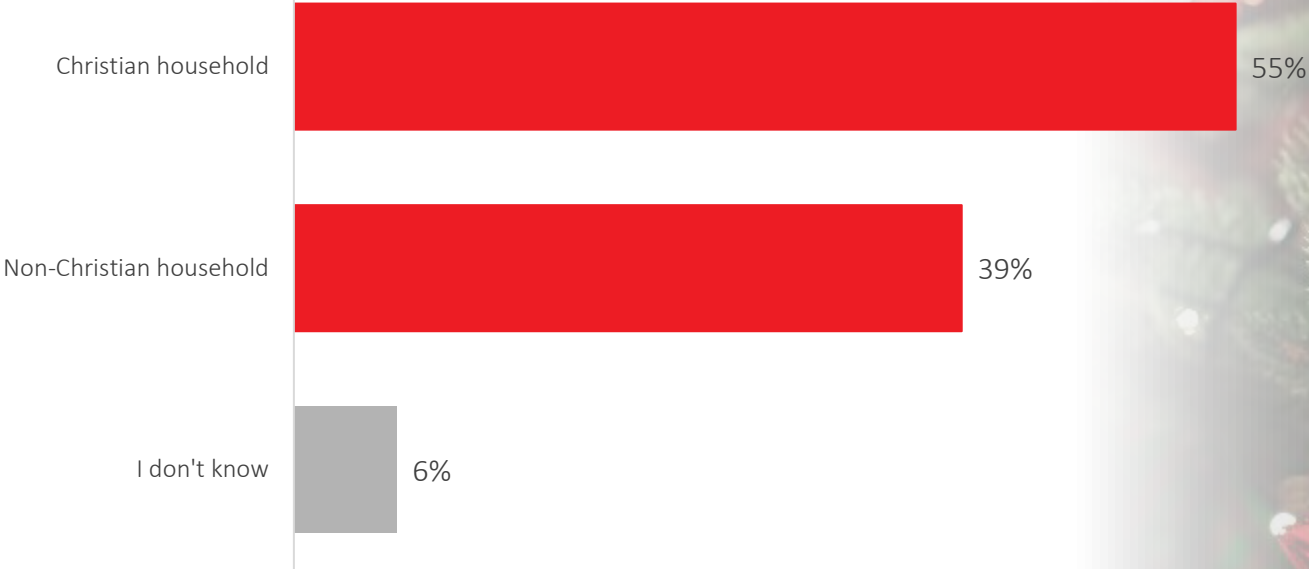


Christmas Greetings

Over half of Canadians would describe their household growing up as culturally or religiously Christian, while four-in-ten say they grew up in a non-Christian household.

As seen on the following slide, older Canadians (aged 55+ vs. <55) and those living in Eastern Canada (vs. those in the West) are significantly more likely to say that they grew up in a culturally or religiously Christian household. Younger Canadians (18-54 vs. 55+) and those living in the West, particularly those in British Columbia (vs. all other provinces), are significantly more likely to say they grew up in a non-Christian household.

Q1. Thinking back to when you were growing up as a child, would you describe your household as a culturally or religiously Christian or non-Christian household? Base: All respondents (n=1526)



Demographic breakdown of culturally or religiously Christian or non-Christian households.

Q1. Thinking back to when you were growing up as a child, would you describe your household as a culturally or religiously Christian or non-Christian household? Base: *All respondents (n=1526)*

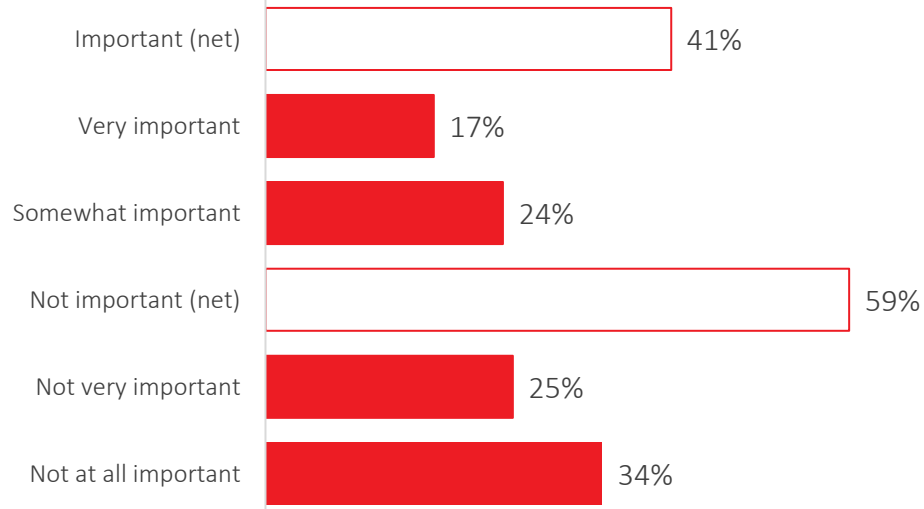
	Gender		Age			Region								
	Total	Male	Female	18-34	35-54	55+	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1526	762	764	401	558	567	416	162	129	125	1110	602	408	100
Christian	55%	54%	57%	39%	48%	72%	49%	39%	58%	57%	58%	54%	65%	59%
Non-Christian	39%	41%	37%	54%	47%	23%	46%	55%	39%	36%	36%	40%	29%	36%
I don't know	6%	6%	5%	7%	5%	5%	5%	6%	3%	8%	6%	6%	6%	5%

Six-in-ten say that religion, including observing special religious days, is not important in their household today, with one-third say it is not at all important. However, four-in-ten say religion is important, but over half of those say it is only somewhat important.

As seen on the following slide, those who grew up in a Christian household are more likely to say that religion is important in their household today (vs. those from non-Christian households), while those who grew up in a non-Christian household and Quebecers are more likely to say that religion is not important (vs. those from Christian households and the rest of Canada, respectively).

Q2. How important is religion, including observing special religious days, in your household today?

Base: All respondents (n=1526)



Demographic breakdown of the importance of religion, including observing special religious days, in their household today.

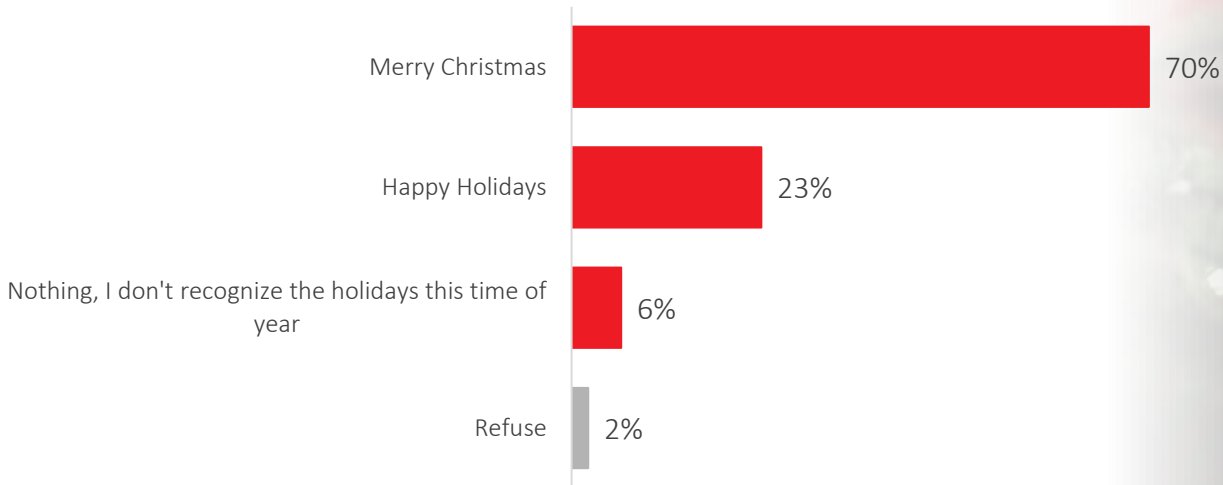
Q2. How important is religion, including observing special religious days, in your household today? Base: All respondents (n=1526)

	Gender		Age			Childhood Household Religion		Region								
	Total	Male	Female	18-34	35-54	55+	Christian	Non-Christian	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1526	762	764	401	558	567	846	591	416	162	129	125	1110	602	408	100
Important (net)	41%	39%	44%	41%	42%	41%	52%	27%	40%	34%	42%	52%	42%	49%	27%	51%
Not important (net)	59%	61%	56%	59%	58%	59%	48%	73%	60%	66%	58%	48%	58%	51%	73%	49%

Seven-in-ten Canadians are more likely to say “Merry Christmas” when they greet people this time of year, while only two-in-ten are more likely to say “Happy Holidays”.

Those who grew up in a Christian household, those who feel observing religious days is important, and those aged 35 and up are more likely to say “Merry Christmas” than their counterparts, while those who feel observing religious days is not important are more likely to say “Happy Holidays”. Those who grew up in a non-Christian household (vs. Christian household) are more likely to say “Happy Holidays” or nothing at all.

Q3. When you greet people this time of year, are you more likely to say “Merry Christmas” or “Happy Holidays”? Base: All respondents (n=1526)



Demographic breakdown of the likelihood to say “Merry Christmas” or “Happy Holidays” when greeting people this time of year.

Q3. When you greet people this time of year, are you more likely to say “Merry Christmas” or “Happy Holidays”? Base: All respondents (n=1526)

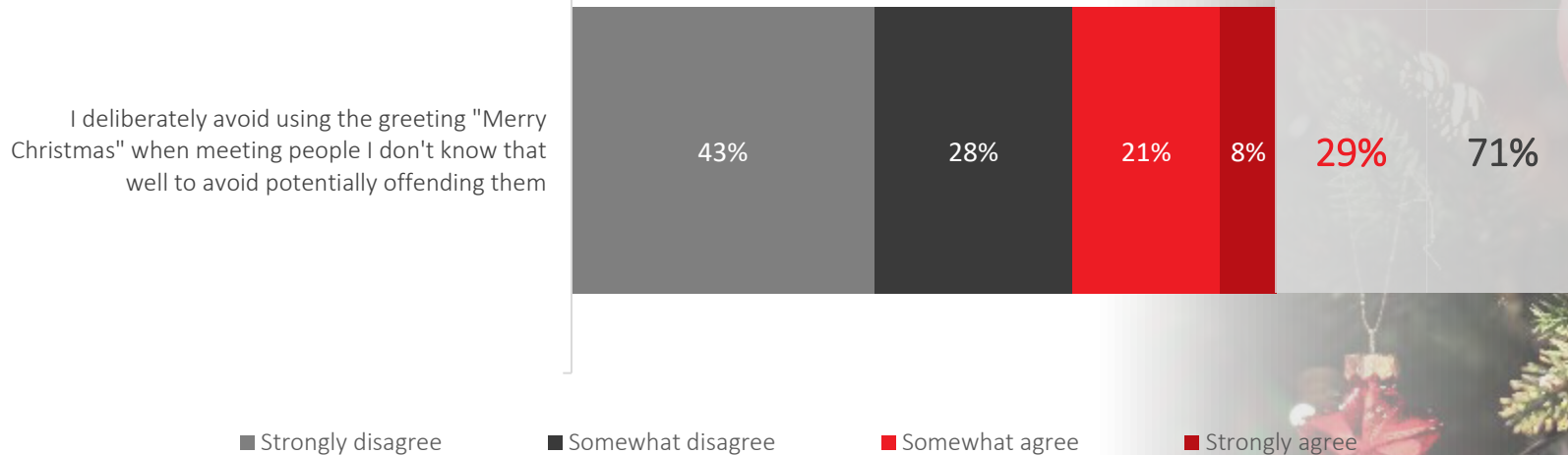
	Gender		Age			Childhood Household Religion		Importance of Observing Religious Days		Region								
	Total	Male	Female	18-34	35-54	55+	Christian	Non-Christian	Important	Not important	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1526	762	764	401	558	567	846	591	633	893	416	162	129	125	1110	602	408	100
Merry Christmas	70%	70%	69%	60%	70%	76%	77%	62%	74%	67%	74%	70%	78%	75%	68%	74%	53%	83%
Happy Holidays	23%	22%	24%	29%	23%	19%	19%	27%	19%	25%	17%	17%	16%	21%	25%	18%	41%	13%
Nothing, I don't recognize the holidays this time of year	6%	6%	5%	8%	6%	4%	4%	8%	5%	6%	6%	10%	4%	3%	5%	7%	4%	1%
Refuse	2%	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%	3%	2%	1%	2%	1%	2%	3%

Seven-in-ten Canadians who grew up in a culturally or religiously Christian household disagree that they deliberately avoid using the greeting “Merry Christmas” when meeting people they don’t know that well to avoid potentially offending them.

Among Canadians who grew up in a Christian household, women and younger Canadians (18-34) are significantly more likely to agree that they deliberately avoid using “Merry Christmas” when meeting people they don’t know that well to avoid potentially offending them, while men and those 35 and up are more likely to disagree that they avoid using “Merry Christmas”.

Q4a. Please indicate whether you agree or disagree with the following statements?

Base: *Those who grew up in a culturally or religiously Christian household (n=846)*



Demographic breakdown of those who deliberately avoid using the greeting "Merry Christmas" when meeting people they don't know that well to avoid potentially offending them.

Q4a. Please indicate whether you agree or disagree with the following statements?

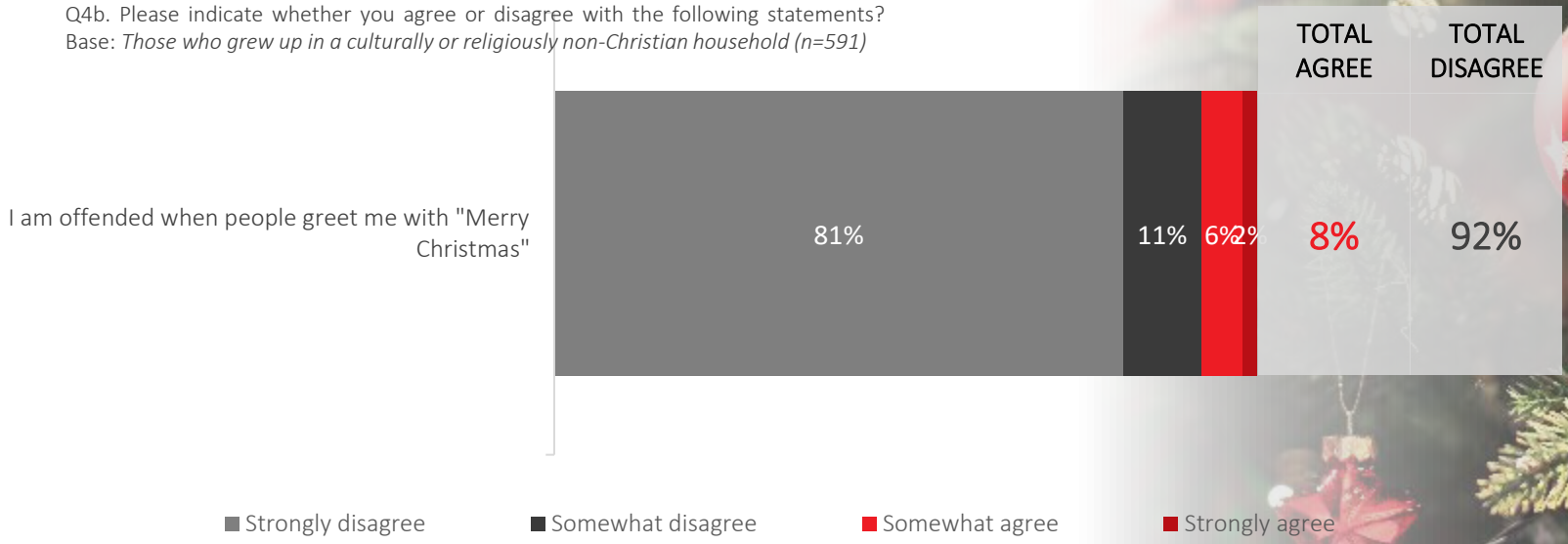
Base: Those who grew up in a culturally or religiously Christian household (n=846)

	Gender		Age			Importance of Observing Religious Days		Region								
	Total	Male	Female	18-34	35-54	55+	Important	Not important	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	846	405	441	160	285	401	442	404	220	71	76	73	626	318	248	60
Agree (net)	29%	25%	33%	46%	29%	23%	32%	26%	29%	31%	34%	17%	29%	30%	31%	16%
Disagree (net)	71%	75%	67%	54%	71%	77%	68%	74%	71%	69%	66%	83%	71%	70%	69%	84%

Wishing a non-Christian Merry Christmas is unlikely to offend. The vast majority of Canadians who grew up in a culturally or religiously non-Christian household disagree that they are offended when people greet them with "Merry Christmas".

Among Canadians who grew up in a non-Christian household, men and those to whom observing religious days is important are significantly more likely to agree that they are offended if someone greets them with "Merry Christmas", while women and those to whom observing religious days is not important are more likely to disagree.

Q4b. Please indicate whether you agree or disagree with the following statements?
Base: Those who grew up in a culturally or religiously non-Christian household (n=591)



Demographic breakdown of those who are offended when people greet them with “Merry Christmas”.

Q4b. Please indicate whether you agree or disagree with the following statements?

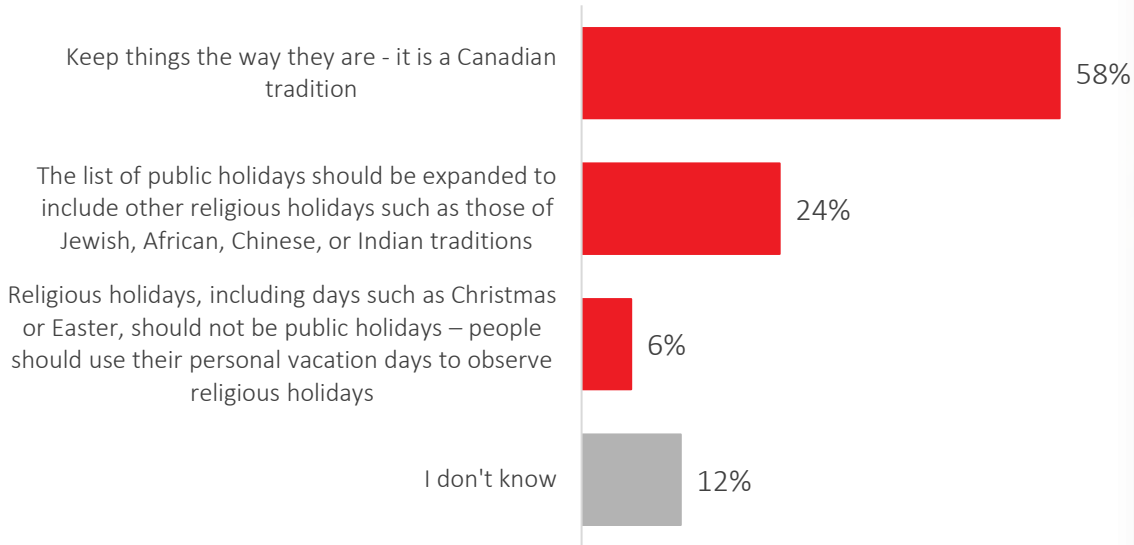
Base: Those who grew up in a culturally or religiously non-Christian household (n=591)

	Gender		Age			Importance of Observing Religious Days		Region								
	Total	Male	Female	18-34	35-54	55+	Important	Not important	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	591	310	281	210	242	139	160	431	134	81	48	44	418	249	134	35
Agree (net)	7%	11%	4%	11%	6%	4%	16%	4%	7%	9%	3%	10%	8%	11%	2%	2%
Disagree (net)	93%	89%	96%	89%	94%	96%	84%	96%	93%	91%	97%	90%	92%	89%	98%	98%

Six-in-ten Canadians feel things should be kept the way they are when it comes to observing significant religious days, but a quarter feel the list of public holidays should be expanded to include other religious holidays.

Older Canadians (55+ vs. <55), those who grew up in a Christian household (vs. non-Christian), and Quebecers (vs. the rest of Canada) are more likely to feel that things should be kept the way they are, as it is a Canadian tradition. Younger Canadians (18-34 vs. 35+) and those who grew up in a non-Christian household (vs. Christian) are more likely to feel that the list of public holidays should be expanded to include other religious holidays. Men (vs. women) are more likely to hold the belief that religious holidays should not be public holidays.

Q5. As Canada's population becomes more multi-cultural, which of the statements below best describes how you feel we should observe significant religious days in future? Base: *All respondents (n=1526)*



Demographic breakdown of opinion on how Canada should observe significant religious days in future.

Q5. As Canada's population becomes more multi-cultural, which of the statements below best describes how you feel we should observe significant religious days in future? Base: All respondents (n=1526)

	Gender		Age			Childhood Household Religion		Importance of Observing Religious Days		Region								
	Total	Male	Female	18-34	35-54	55+	Christian	Non-Christian	Important	Not important	WEST (NET)	BC	Alberta	MB/SK	EAST (NET)	Ontario	Quebec	Atlantic Canada
n=	1526	762	764	401	558	567	846	591	633	893	416	162	129	125	1110	602	408	100
Keep things the way they are - it is a Canadian tradition	58%	59%	57%	38%	59%	69%	65%	48%	59%	57%	55%	53%	56%	57%	59%	52%	71%	60%
The list of public holidays should be expanded to include other religious holidays such as those of Jewish, African, Chinese, or Indian traditions	24%	23%	25%	40%	23%	15%	19%	33%	26%	23%	27%	28%	22%	31%	23%	29%	14%	24%
Religious holidays, including days such as Christmas or Easter, should not be public holidays – people should use their personal vacation days to observe religious holidays	6%	8%	5%	5%	7%	7%	6%	6%	5%	7%	8%	9%	10%	2%	5%	6%	5%	3%
I don't know	12%	10%	13%	17%	11%	9%	10%	12%	10%	13%	11%	10%	13%	10%	12%	13%	10%	13%

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