

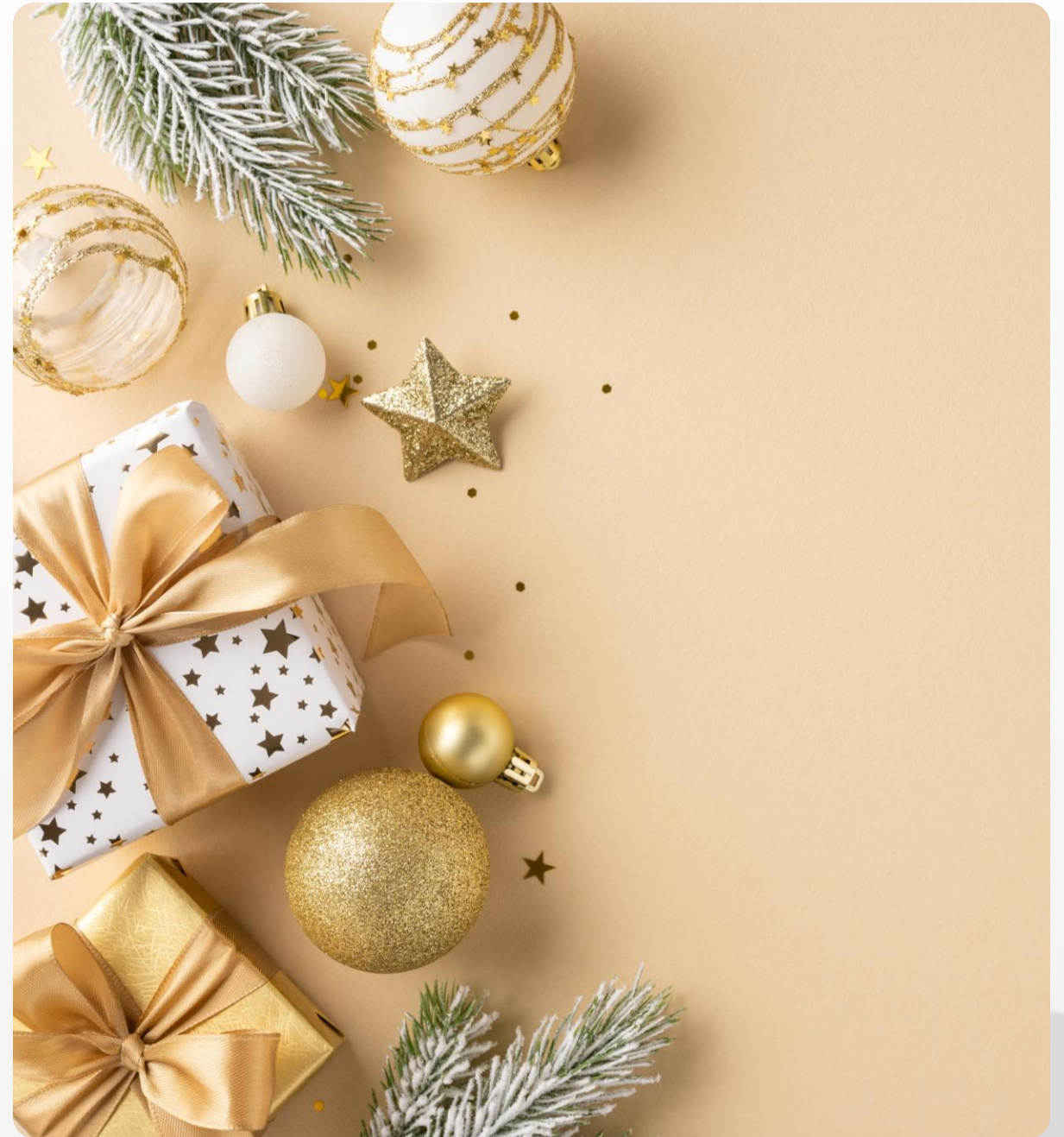


Report

# Canadians' Perspectives on the Holiday Season

## *Survey of Canadians*

Date: 16 / 12 / 2024  
Project: 16811-125



# Methodology

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada.

## Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,515**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

## ➔ Notes

A more detailed methodology is presented in the Appendix.

## When

Data collection from **December 13<sup>th</sup> to December 16<sup>th</sup>, 2024**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.52%** (19 times out of 20) for the Canadian sample.

## Significant Differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

## Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: [aenns@leger360.com](mailto:aenns@leger360.com)

# The **most accurate** polling firm in Canada

## CANADA 2021

**LEGER POLL**  
Published on  
September 18, 2021

**OFFICIALS RESULTS**  
2021 Canada  
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

## BRITISH COLUMBIA 2024

**LEGER POLL**  
Published on  
October 18, 2024

**OFFICIALS RESULTS**  
2024 British Columbia  
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

## UNITED STATES 2024

**LEGER POLL**  
Published on  
November 4, 2024

**OFFICIALS RESULTS**  
2024 United States  
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

## Key highlights

Some of **the key highlights** of our survey **about Canadians' Perspective on the Holiday Season include...**

### **FEELINGS TOWARD THE HOLIDAYS**

- Canadians are divided on the holiday season: 35% can't wait as it's their favourite time of the year, while an equal 35% find it fine but are glad when it's over. Respondents with a household income below \$40K are more likely to dislike the commercialization of Christmas (19%) and experience stress during the holiday season (15%). Presence of children in the household makes one more appreciative of the Holidays.

### **FAVOURITE ASPECTS OF THE HOLIDAYS**

- The top joys of the holidays include seeing family (65%), enjoying food (60%) and decorations/lights (48%), followed by seeing friends (42%) and gift-giving (35%).

### **LEAST FAVOURITE ASPECTS OF THE HOLIDAYS**

- On the other hand, gift buying (31%) is the biggest inconvenience, followed by travelling over the holidays (22%) and preparing food (18%).

### **OBSERVING RELIGIOUS HOLIDAYS**

- A majority (68%) believe Christmas and Easter should remain recognized holidays as part of Canadian tradition, while 18% suggest expanding public holidays to include other religious days. This represents a 10-point increase from when Leger asked this question in 2022.

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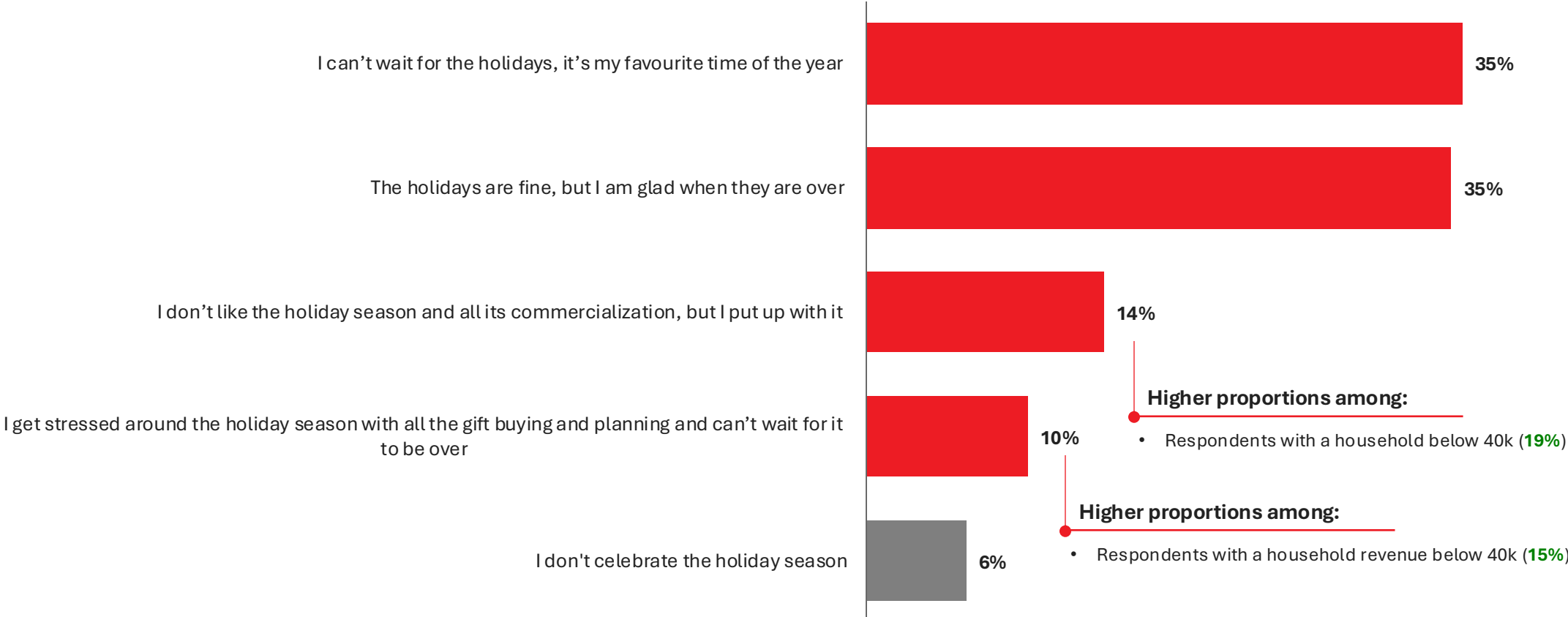
Detailed Results



# Feelings and Attitudes Toward the Holiday Season (1/2)

**Q1.** Which of the following descriptions of how people feel about the holiday season best applies to you?

Base: All respondents (n=1,515)



## Feelings and Attitudes Toward the Holiday Season (2/2)

**Q1.** Which of the following descriptions of how people feel about the holiday season best applies to you?

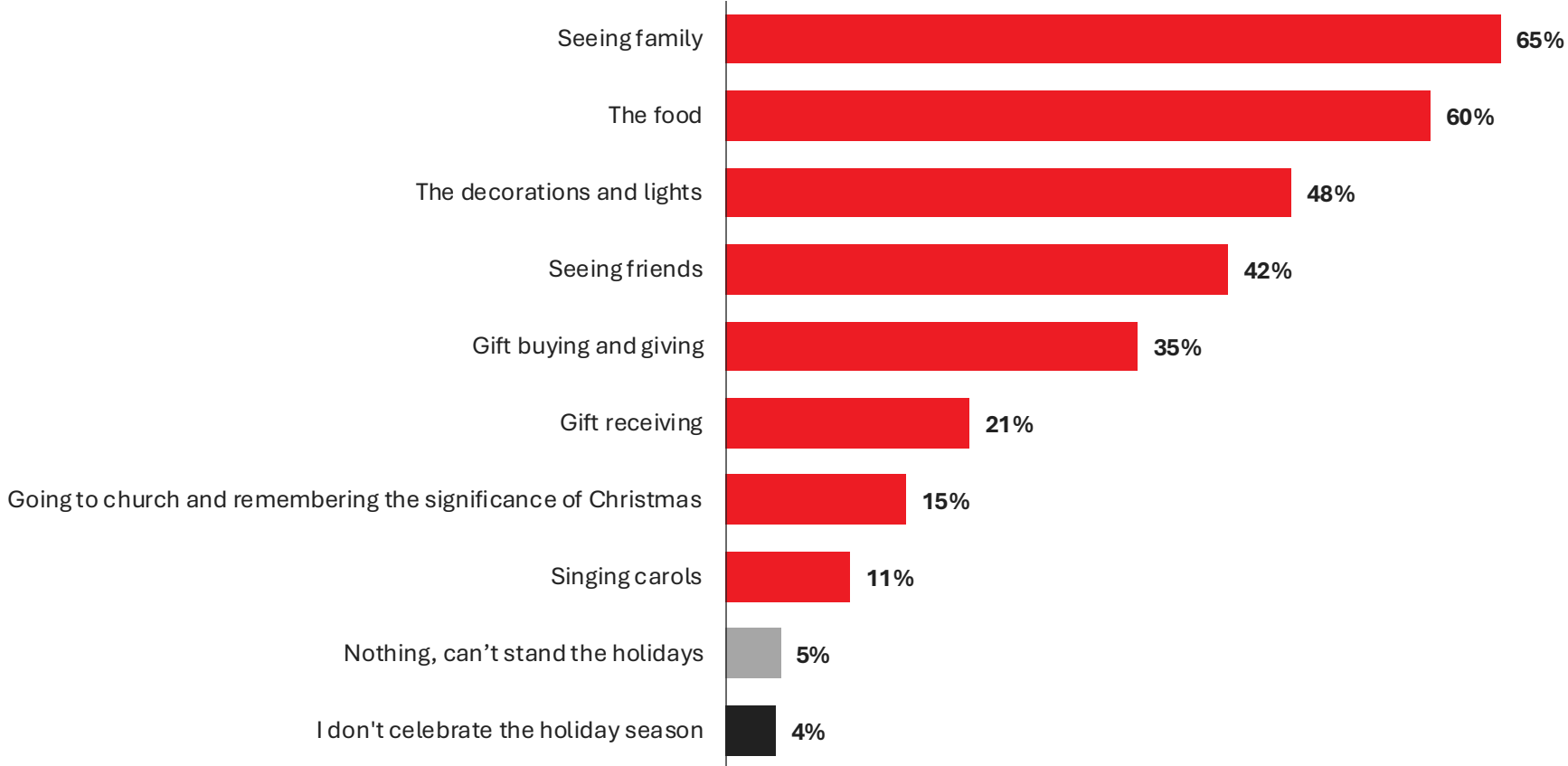
Base: All respondents (n=1,515)

	Total	Province						Gender		Age			Kids in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
<i>Weighted n=</i>	<b>1,515</b>	<b>103</b>	<b>352</b>	<b>590</b>	<b>98</b>	<b>170</b>	<b>203</b>	<b>743</b>	<b>772</b>	<b>407</b>	<b>490</b>	<b>618</b>	<b>412</b>	<b>1100</b>
<i>Unweighted n=</i>	<b>1,515</b>	<b>100</b>	<b>409</b>	<b>602</b>	<b>125</b>	<b>128</b>	<b>151</b>	<b>754</b>	<b>761</b>	<b>394</b>	<b>493</b>	<b>628</b>	<b>434</b>	<b>1078</b>
I can't wait for the holidays, it's my favourite time of the year	<b>35%</b>	<b>24%</b>	<b>31%</b>	38%	37%	40%	38%	<b>33%</b>	<b>38%</b>	<b>50%</b>	36%	<b>25%</b>	<b>45%</b>	<b>32%</b>
The holidays are fine, but I am glad when they are over	<b>35%</b>	<b>50%</b>	37%	34%	30%	30%	33%	36%	33%	<b>25%</b>	32%	<b>43%</b>	<b>29%</b>	<b>37%</b>
I don't like the holiday season and all its commercialization, but I put up with it	<b>14%</b>	13%	15%	13%	14%	17%	15%	<b>17%</b>	<b>12%</b>	<b>9%</b>	14%	<b>17%</b>	<b>10%</b>	<b>16%</b>
I get stressed around the holiday season with all the gift buying and planning and can't wait for it to be over	<b>10%</b>	9%	11%	10%	12%	9%	6%	<b>7%</b>	<b>12%</b>	9%	<b>13%</b>	<b>7%</b>	11%	9%
I don't celebrate the holiday season	<b>6%</b>	3%	5%	6%	7%	4%	8%	7%	5%	6%	4%	7%	6%	6%

# Favourite Aspects of the Holiday Season (1/2)

**Q2A.** What is/are your **favourite** part(s) of the holiday season? *Select all that apply\**

Base: All respondents (n=1,515)



\*Multiple mentions. The total may exceed 100%.



## Favourite Aspects of the Holiday Season (2/2)

**Q2A.** What is/are your **favourite** part(s) of the holiday season? *Select all that apply\**

Base: All respondents (n=1,515)

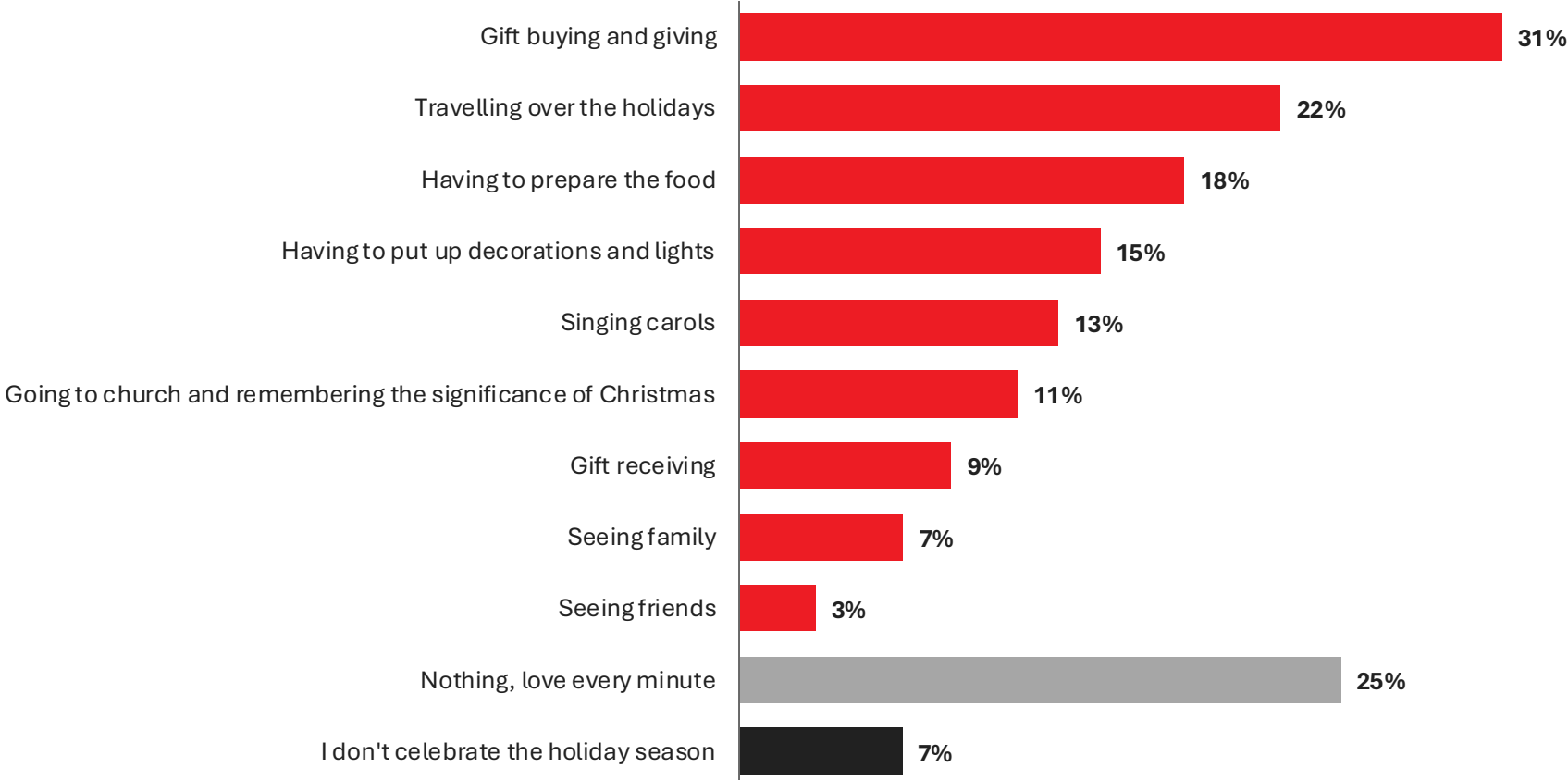
	Total	Province						Gender		Age		
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	<b>1,515</b>	<b>103</b>	<b>352</b>	<b>590</b>	<b>98</b>	<b>170</b>	<b>203</b>	<b>743</b>	<b>772</b>	<b>407</b>	<b>490</b>	<b>618</b>
Unweighted n=	<b>1,515</b>	<b>100</b>	<b>409</b>	<b>602</b>	<b>125</b>	<b>128</b>	<b>151</b>	<b>754</b>	<b>761</b>	<b>394</b>	<b>493</b>	<b>628</b>
Seeing family	<b>65%</b>	61%	68%	67%	65%	66%	60%	<b>61%</b>	<b>69%</b>	61%	62%	<b>71%</b>
The food	<b>60%</b>	56%	<b>51%</b>	63%	66%	61%	63%	<b>56%</b>	<b>62%</b>	63%	61%	56%
The decorations and lights	<b>48%</b>	46%	44%	51%	52%	42%	48%	<b>38%</b>	<b>57%</b>	<b>54%</b>	45%	46%
Seeing friends	<b>42%</b>	33%	<b>36%</b>	<b>47%</b>	<b>33%</b>	42%	50%	40%	45%	44%	<b>36%</b>	<b>46%</b>
Gift buying and giving	<b>35%</b>	25%	35%	37%	36%	31%	35%	<b>29%</b>	<b>40%</b>	<b>45%</b>	33%	<b>29%</b>
Gift receiving	<b>21%</b>	<b>11%</b>	22%	20%	21%	24%	23%	21%	21%	<b>33%</b>	18%	<b>14%</b>
Going to church and remembering the significance of Christmas	<b>15%</b>	20%	<b>8%</b>	<b>19%</b>	16%	17%	13%	14%	16%	15%	<b>12%</b>	<b>18%</b>
Singing carols	<b>11%</b>	10%	<b>8%</b>	12%	17%	13%	8%	<b>8%</b>	<b>13%</b>	9%	<b>8%</b>	<b>14%</b>
Nothing, can't stand the holidays	<b>5%</b>	8%	5%	<b>3%</b>	5%	5%	5%	6%	4%	<b>2%</b>	<b>7%</b>	5%
I don't celebrate the holiday season	<b>4%</b>	4%	4%	4%	2%	4%	6%	<b>6%</b>	<b>3%</b>	3%	<b>2%</b>	<b>7%</b>

\*Multiple mentions. The total may exceed 100%.

# Least Favourite Aspects of the Holiday Season (1/2)

**Q2B.** What is/are your **least favourite** part(s) of the holiday season? *Select all that apply\**

Base: All respondents (n=1,515)



\*Multiple mentions. The total may exceed 100%.

## Least Favourite Aspects of the Holiday Season (2/2)

**Q2B.** What is/are your **least favourite** part(s) of the holiday season? *Select all that apply\**

Base: All respondents (n=1,515)

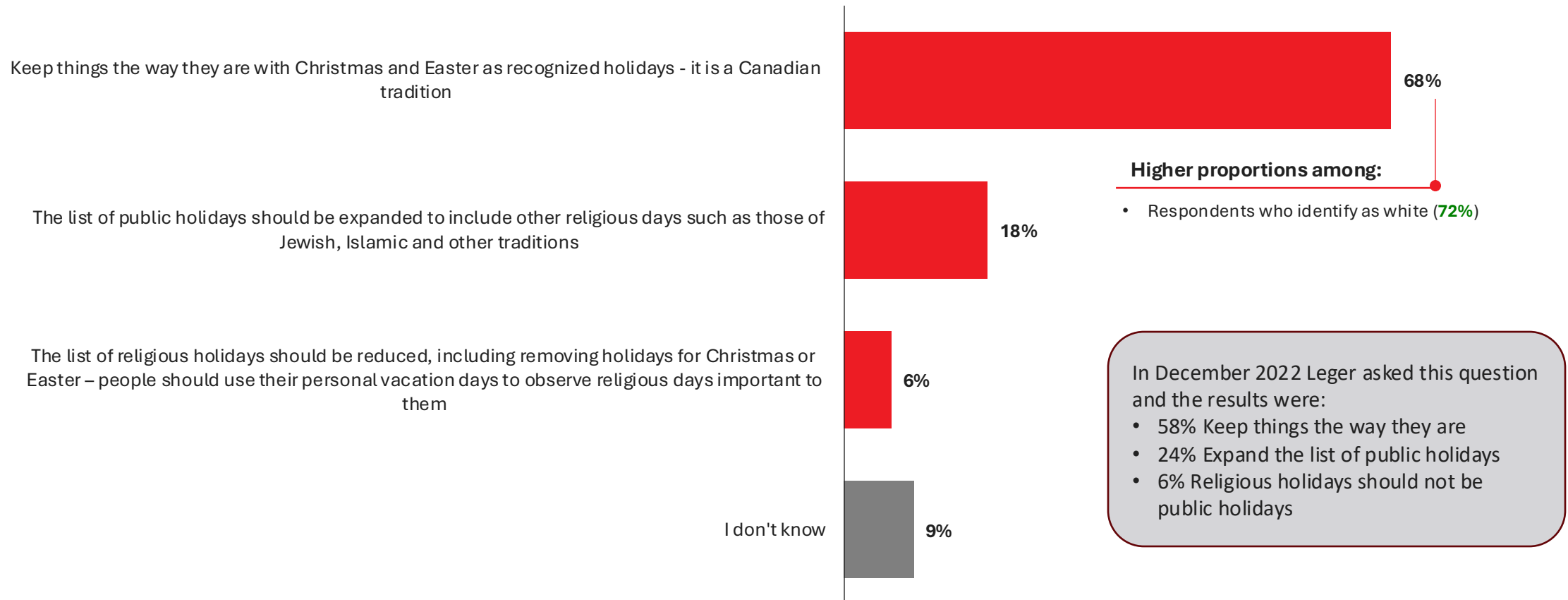
	Total	Province						Gender		Age		
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	<b>1,515</b>	<b>103</b>	<b>352</b>	<b>590</b>	<b>98</b>	<b>170</b>	<b>203</b>	<b>743</b>	<b>772</b>	<b>407</b>	<b>490</b>	<b>618</b>
Unweighted n=	<b>1,515</b>	<b>100</b>	<b>409</b>	<b>602</b>	<b>125</b>	<b>128</b>	<b>151</b>	<b>754</b>	<b>761</b>	<b>394</b>	<b>493</b>	<b>628</b>
Gift buying and giving	<b>31%</b>	<b>46%</b>	<b>26%</b>	30%	33%	33%	37%	32%	31%	27%	<b>38%</b>	29%
Travelling over the holidays	<b>22%</b>	26%	22%	21%	28%	25%	19%	22%	22%	<b>17%</b>	25%	24%
Having to prepare the food	<b>18%</b>	13%	19%	17%	24%	20%	19%	<b>15%</b>	<b>22%</b>	<b>22%</b>	17%	17%
Having to put up decorations and lights	<b>15%</b>	15%	15%	14%	<b>23%</b>	15%	12%	16%	13%	15%	14%	16%
Singing carols	<b>13%</b>	12%	<b>17%</b>	12%	20%	11%	<b>8%</b>	<b>15%</b>	<b>11%</b>	15%	13%	13%
Going to church and remembering the significance of Christmas	<b>11%</b>	10%	<b>19%</b>	<b>9%</b>	13%	<b>7%</b>	8%	<b>13%</b>	<b>10%</b>	11%	14%	10%
Gift receiving	<b>9%</b>	11%	<b>5%</b>	10%	8%	10%	11%	8%	9%	7%	<b>11%</b>	8%
Seeing family	<b>7%</b>	6%	7%	7%	8%	<b>3%</b>	7%	7%	6%	5%	<b>9%</b>	6%
Seeing friends	<b>3%</b>	<b>1%</b>	4%	3%	4%	2%	4%	3%	3%	3%	2%	4%
Nothing, love every minute	<b>25%</b>	<b>11%</b>	26%	26%	27%	22%	29%	22%	27%	28%	22%	25%
I don't celebrate the holiday season	<b>7%</b>	7%	6%	7%	5%	6%	9%	8%	5%	<b>4%</b>	5%	<b>10%</b>

\*Multiple mentions. The total may exceed 100%.

## Opinions on Observing Religious Holidays in a Multicultural Canada (1/2)

**Q3.** As Canada’s population becomes more multicultural, some organizations have suggested singling out certain important Christian religious days as “holidays” can make some people of non-Christian faiths feel less welcome. Which of the statements below best describes how you feel we should observe significant religious days in future?

Base: All respondents (n=1,515)



## Opinions on Observing Religious Holidays in a Multicultural Canada (2/2)

**Q3.** As Canada’s population becomes more multicultural, some organizations have suggested singling out certain important Christian religious days as “holidays” can make some people of non-Christian faiths feel less welcome. Which of the statements below best describes how you feel we should observe significant religious days in future?

Base: All respondents (n=1,515)

	Total	Province						Gender		Age		
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	<b>1,515</b>	<b>103</b>	<b>352</b>	<b>590</b>	<b>98</b>	<b>170</b>	<b>203</b>	<b>743</b>	<b>772</b>	<b>407</b>	<b>490</b>	<b>618</b>
<i>Unweighted n=</i>	<b>1,515</b>	<b>100</b>	<b>409</b>	<b>602</b>	<b>125</b>	<b>128</b>	<b>151</b>	<b>754</b>	<b>761</b>	<b>394</b>	<b>493</b>	<b>628</b>
Keep things the way they are with Christmas and Easter as recognized holidays - it is a Canadian tradition	<b>68%</b>	69%	70%	64%	68%	72%	68%	69%	67%	<b>50%</b>	66%	<b>81%</b>
The list of public holidays should be expanded to include other religious days such as those of Jewish, Islamic and other traditions	<b>18%</b>	19%	<b>13%</b>	20%	17%	19%	18%	17%	19%	<b>30%</b>	18%	<b>10%</b>
The list of religious holidays should be reduced, including removing holidays for Christmas or Easter – people should use their personal vacation days to observe religious days important to them	<b>6%</b>	5%	7%	5%	6%	4%	7%	7%	5%	6%	7%	5%
I don't know	<b>9%</b>	8%	9%	10%	9%	5%	7%	7%	10%	<b>14%</b>	10%	<b>4%</b>

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# Respondent Profile

## Respondent profiles

(Base n=1,515)

The table below presents the Canadian geographic distribution of respondents before weighting.

### Gender

	Unweighted	Weighted
Male	754	743
Female	761	772

### Language (Mother Tongue)

	Unweighted	Weighted
French	353	301
English	1,017	1,087
Other	143	126

### Age

	Unweighted	Weighted
18 to 34	394	407
35 to 54	493	490
55+	628	618

### Province

	Unweighted	Weighted
British Columbia	151	203
Alberta	128	170
Manitoba/Saskatchewan	125	98
Ontario	602	590
Quebec	409	352
Atlantic	100	103

## Our Credentials



### Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



### Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



### America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



### International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.



## Our services

### Leger

Marketing research and polling

### Customer Experience (CX)

Strategic and operational customer experience consulting services

### Leger Analytics (LEA)

Data modelling and analysis

### Leger Opinion (LEO)

Panel management

### Leger Communities

Online community management

### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

300  
employees

185  
consultants

8  
offices

MONTREAL | QUEBEC |  
TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK

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