![Leger logo]

Report

# Holiday Season Celebrations

*Survey of Canadians*

December 15, 2025

# Methodology

This week, we surveyed Canadians about their attitudes toward the holiday season.

### Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,519**)

Respondents had the option of completing the survey in French and English 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.

### When

Data collection from **December 12 to December 14, 2025**.

### Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.51%**, (19 times out of 20) for the 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 or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

## ➲ Notes

A more detailed methodology is presented in the Appendix.

# The Most Accurate Polling Firm in Canada

## CANADA 2025

| | LEGER POLL<br>Published on<br>April 26, 2025 | OFFICIALS<br>RESULTS<br>2025 Canada<br>Federal Election |
|---|---|---|
| L | 43% | 43.7% |
| C | 39% | 41.3% |
| NDP | 8% | 6.3% |
| | 6% | 6.3% |
| GREEN PARTY | 2% | 1.2% |

## BRITISH COLUMBIA 2024

| | LEGER POLL<br>Published on<br>October 18, 2024 | OFFICIALS RESULTS<br>2024 British Columbia<br>Provincial Election |
|---|---|---|
| BC NDP | 46% | 45% |
| C | 42% | 43% |
| greens | 9% | 8% |
| Others | 3% | 4% |

## UNITED STATES 2024

| | LEGER POLL<br>Published on<br>November 4, 2024 | OFFICIALS RESULTS<br>2024 United States<br>Presidential Election |
|---|---|---|
| | 49% | 50% |
| | 49% | 48% |
| Others | 2% | 2% |

# Key Highlights

Some of **the key highlights** of our survey...

**Feelings about the holiday season and sources of stress**

- Canadians are divided in their feelings: one-third (33%) are very enthusiastic about the holidays, while the largest share (38%) enjoy the season but are glad when it ends. Smaller groups dislike the commercialization (14%) or feel stressed by planning and gift buying (9%), and 6% do not celebrate.

- Most Canadians who celebrate during Holidays (79%) experience at least one source of stress, with financial pressure being the most common (34%), followed by family obligations (15%) and lack of time (12%). One in five (21%) say they are not stressed during the holidays. Women (83%), respondents aged 18-34 (89%) and 35-54 (83%) are more likely to experience at least one source of stress during the holiday season.

**Planned holiday activities, tree display and new year's resolutions**

- Holiday participation remains high, with 74% planning a special dinner and 64% decorating their homes. About one-third (31%) expect to travel, and 19% will attend a religious service. Only 8% do not plan any of these activities.

- Three-quarters (74%) of Canadians who celebrate will put up a tree this year, most commonly artificial (62%). Only 10% will put up a real tree, while 26% will not display a tree at all.

- A quarter of Canadians plan to make New Year's resolutions this year, while 44% do not. Another 21% typically do not make resolutions, and 12% are unsure.

**Views on religious public holidays and preferred holiday greeting**

- A strong majority (67%) want to keep Christmas and Easter as public holidays, while 20% support adding holidays from other religious traditions. Only 6% favour reducing the number of religious holidays. Support for keeping Christmas and Easter as public holidays is particularly strong among Quebec respondents (76%) and Canadians aged 55 and older (78%).

- In addition, just over half (53%) believe people should say "Merry Christmas," while 20% prefer "Happy Holidays" for inclusivity. One-quarter (25%) have no preference. While 63% of Canadians aged 55+ favour saying "Merry Christmas," younger respondents (18–34) lean more toward "Happy Holidays" (33%).
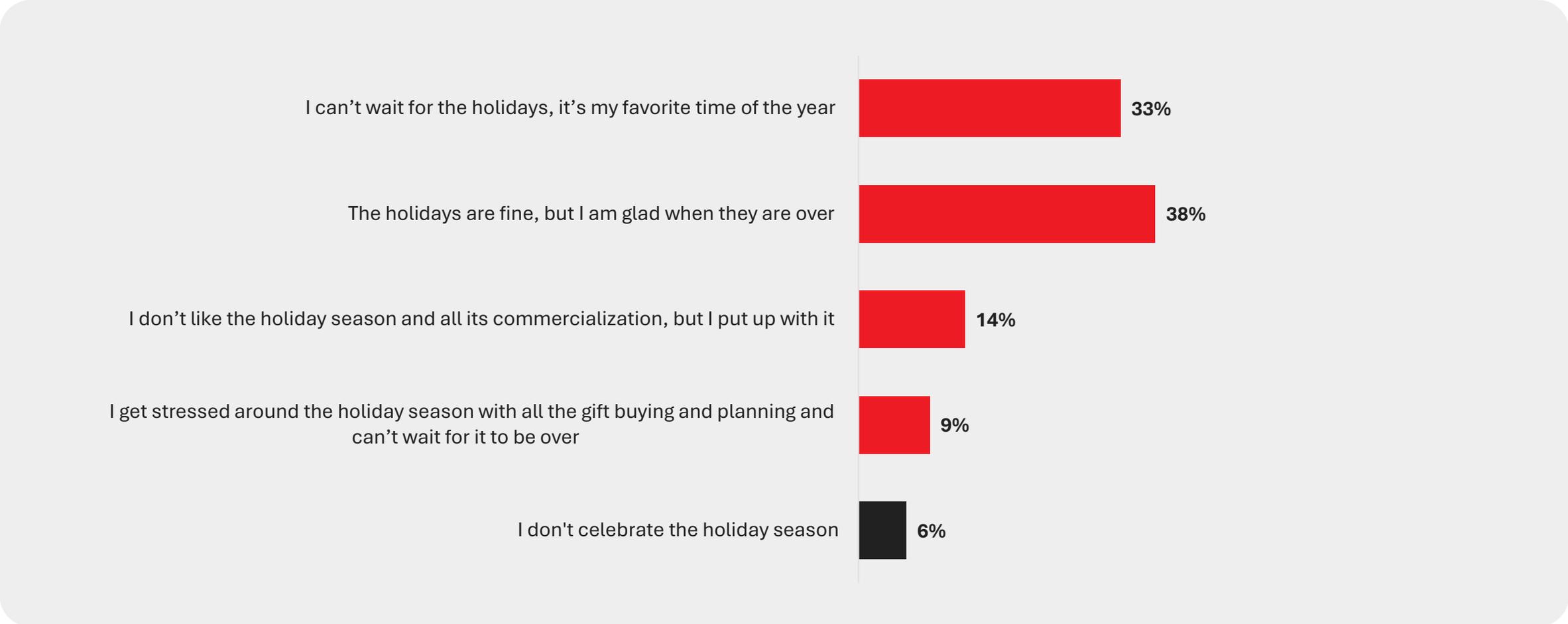
# Detailed Results

# Personal Reactions to 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=1,519)

| Response | Percentage |
|---|---|
| I can't wait for the holidays, it's my favorite time of the year | 33% |
| The holidays are fine, but I am glad when they are over | 38% |
| I don't like the holiday season and all its commercialization, but I put up with it | 14% |
| I get stressed around the holiday season with all the gift buying and planning and can't wait for it to be over | 9% |
| I don't celebrate the holiday season | 6% |

# Personal Reactions to the Holiday Season (2/2)

**Q1.** Which of the following descriptions of how people feel about the holiday season best applies to you?
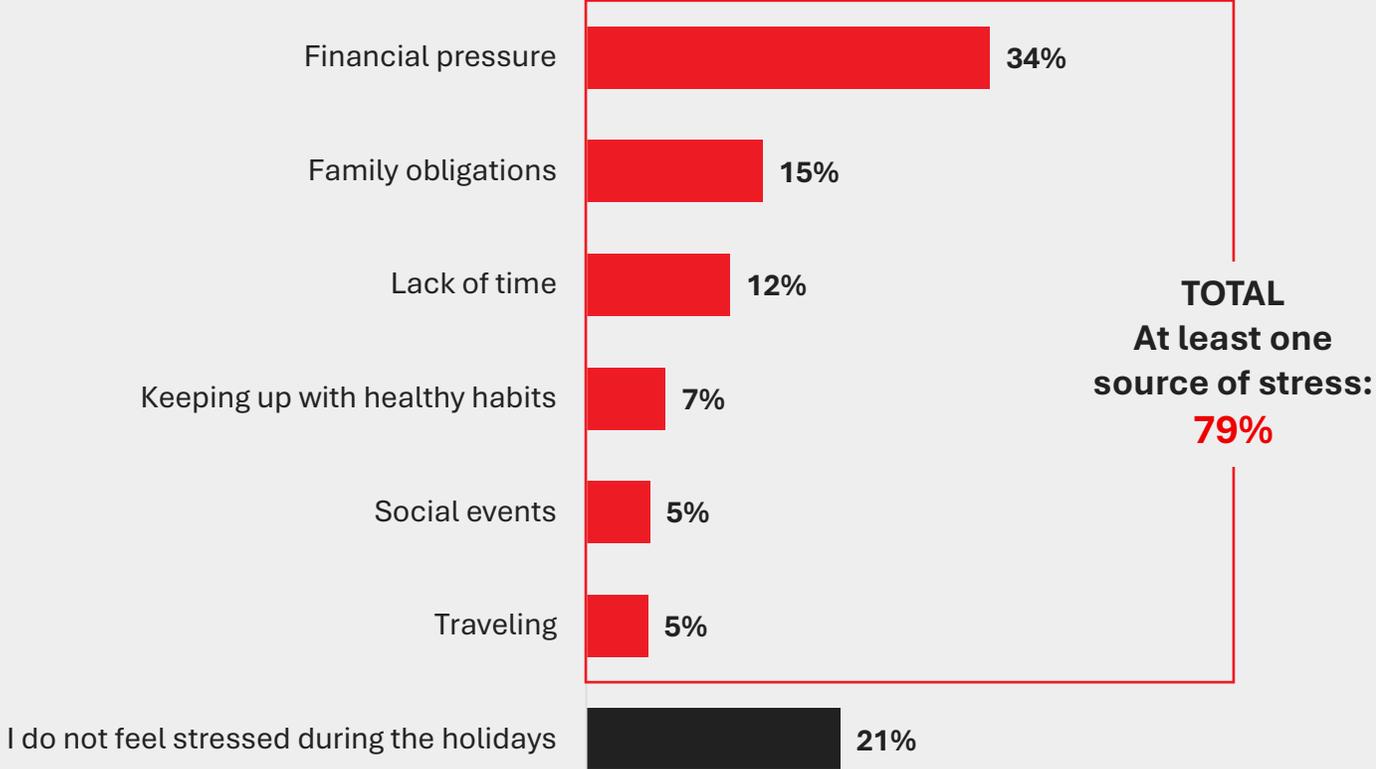
Base: All respondents (n=1,519)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Weighted n= | 1,519 | 103 | 352 | 590 | 98 | 165 | 212 | 743 | 776 | 402 | 490 | 627 |
| Unweighted n= | 1,519 | 101 | 410 | 603 | 125 | 128 | 152 | 760 | 759 | 320 | 481 | 718 |
| I can't wait for the holidays, it's my favorite time of the year | 33% | 36% | 29% | 35% | 29% | 36% | 33% | 31% | 36% | 45% | 35% | 24% |
| The holidays are fine, but I am glad when they are over | 38% | 30% | 42% | 36% | 41% | 40% | 38% | 40% | 36% | 30% | 34% | 45% |
| I don't like the holiday season and all its commercialization, but I put up with it | 14% | 19% | 14% | 14% | 12% | 10% | 13% | 16% | 11% | 10% | 15% | 15% |
| I get stressed around the holiday season with all the gift buying and planning and can't wait for it to be over | 9% | 14% | 8% | 8% | 14% | 10% | 10% | 7% | 11% | 8% | 12% | 8% |
| I don't celebrate the holiday season | 6% | 2% | 7% | 8% | 3% | 4% | 5% | 7% | 5% | 7% | 4% | 7% |

# Biggest Source of Stress During the Holiday Season (1/2)

**Q2.** What is your biggest source of stress during the holiday season?

Base: Respondents who celebrate the holiday season (n=1,427)



| Source | Percentage |
|---|---|
| Financial pressure | 34% |
| Family obligations | 15% |
| Lack of time | 12% |
| Keeping up with healthy habits | 7% |
| Social events | 5% |
| Traveling | 5% |
| I do not feel stressed during the holidays | 21% |

**TOTAL
At least one
source of stress:
79%**

# Biggest Source of Stress During the Holiday Season (2/2)

**Q2.** What is your biggest source of stress during the holiday season?
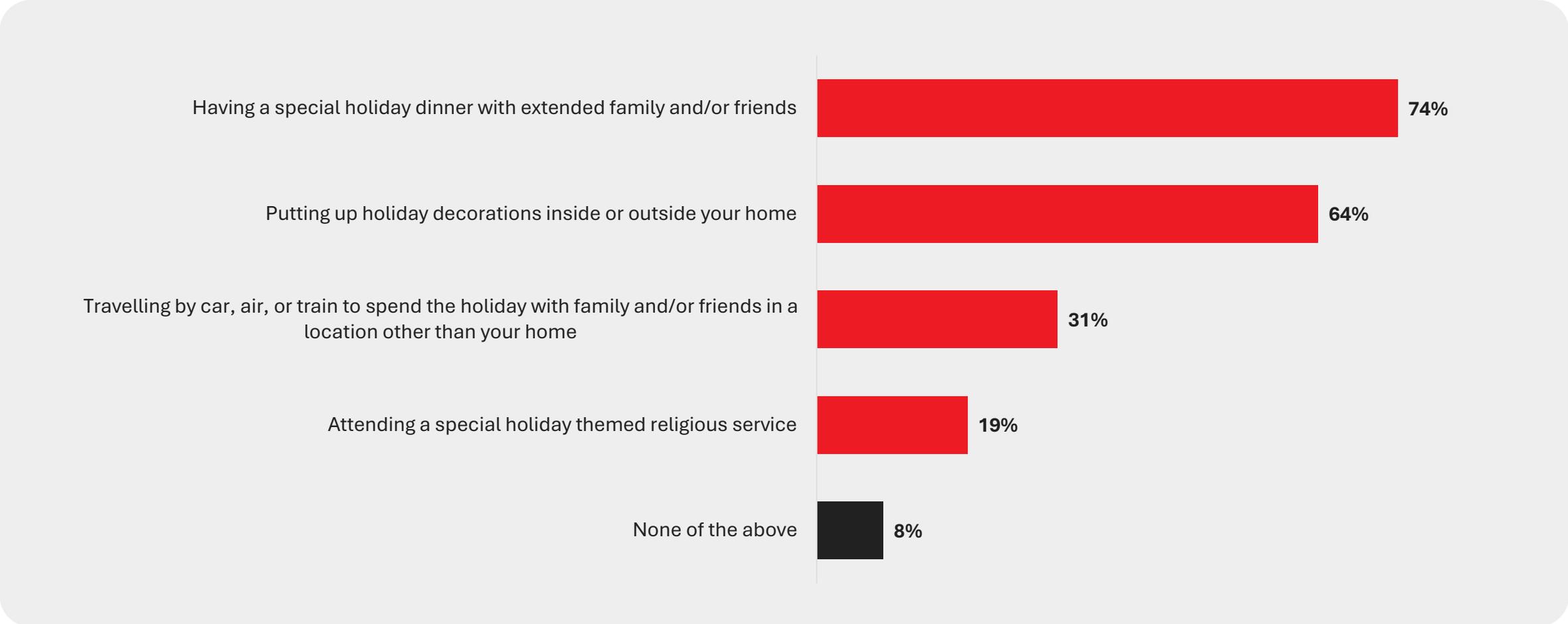Base: Respondents who celebrate the holiday season (n=1,427)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Weighted n= | 1,426 | 100 | 327 | 544 | 95 | 159 | 201 | 692 | 734 | 373 | 472 | 582 |
| Unweighted n= | 1,427 | 98 | 381 | 560 | 122 | 123 | 143 | 708 | 719 | 299 | 463 | 665 |
| **TOTAL At least one source of stress** | **79%** | 77% | 76% | 82% | **87%** | 76% | 73% | **74%** | **83%** | **89%** | **83%** | **69%** |
| Financial pressure | **34%** | 37% | **28%** | **39%** | 33% | 31% | 33% | **31%** | **37%** | 35% | **44%** | **25%** |
| Family obligations | **15%** | 11% | 16% | 14% | 18% | 20% | 12% | 16% | 14% | 18% | 13% | 15% |
| Lack of time | **12%** | 12% | 13% | 12% | 19% | 9% | 13% | 12% | 13% | **16%** | 11% | 10% |
| Keeping up with healthy habits | **7%** | 6% | 5% | 7% | 10% | 7% | 7% | 5% | 8% | 6% | 7% | 7% |
| Social events | **5%** | 3% | 7% | 5% | **2%** | 6% | 6% | 4% | 6% | **9%** | 5% | **4%** |
| Traveling | **5%** | 8% | 8% | 4% | 6% | 4% | **2%** | 6% | 5% | 4% | **3%** | **7%** |
| **I do not feel stressed during the holidays** | **21%** | 23% | 24% | 18% | **13%** | 24% | 27% | **26%** | **17%** | **11%** | **17%** | **31%** |

# Holiday Season Activities Planned (1/2)

**Q3.** This holiday season, will you be doing any of the following listed below? *Please select all that apply.*
Base: Respondents who celebrate the holiday season (n=1,427)

| Activity | Percentage |
|---|---|
| Having a special holiday dinner with extended family and/or friends | 74% |
| Putting up holiday decorations inside or outside your home | 64% |
| Travelling by car, air, or train to spend the holiday with family and/or friends in a location other than your home | 31% |
| Attending a special holiday themed religious service | 19% |
| None of the above | 8% |

# Holiday Season Activities Planned (2/2)

**Q3.** This holiday season, will you be doing any of the following listed below? *Please select all that apply.*
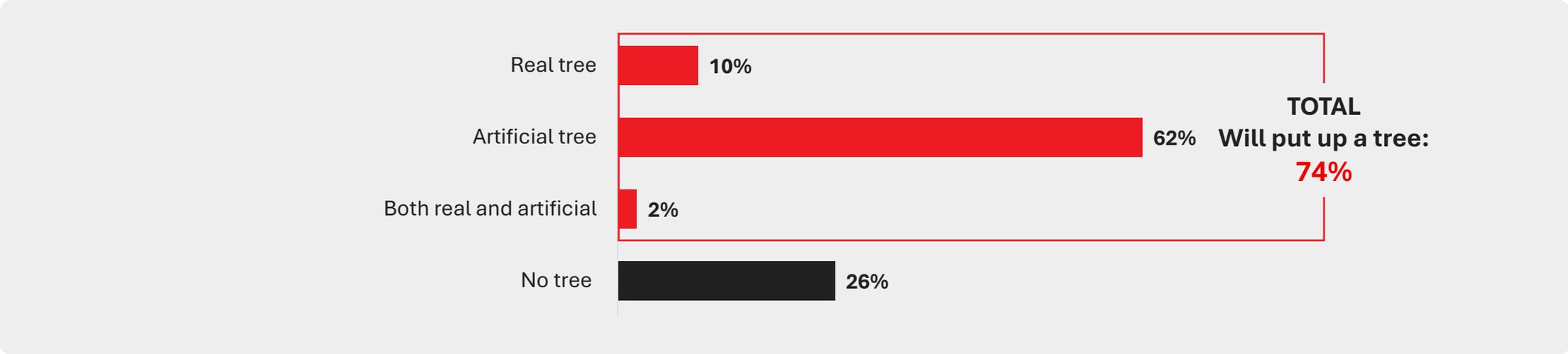
Base: Respondents who celebrate the holiday season (n=1,427)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Weighted n= | *1,426* | *100* | *327* | *544* | *95* | *159* | *201* | *692* | *734* | *373* | *472* | *582* |
| Unweighted n= | *1,427* | *98* | *381* | *560* | *122* | *123* | *143* | *708* | *719* | *299* | *463* | *665* |
| Having a special holiday dinner with extended family and/or friends | **74%** | 72% | 74% | 74% | 72% | 75% | 75% | **70%** | **78%** | **67%** | 77% | 76% |
| Putting up holiday decorations inside or outside your home | **64%** | 73% | 62% | 61% | 65% | **74%** | 60% | **59%** | **69%** | 62% | 65% | 64% |
| Travelling by car, air, or train to spend the holiday with family and/or friends in a location other than your home | **31%** | 31% | 29% | 34% | 28% | 30% | 27% | 29% | 33% | 32% | **35%** | **26%** |
| Attending a special holiday themed religious service | **19%** | **31%** | **10%** | 22% | 22% | 24% | 16% | 18% | 21% | 22% | 20% | 17% |
| None of the above | **8%** | 8% | 11% | 7% | 10% | 7% | 8% | **11%** | **6%** | 6% | 8% | **10%** |

# Type of Holiday Tree Displayed This Year

**Q4.** This year, did/will you put up a real tree, artificial or did not put up any tree?

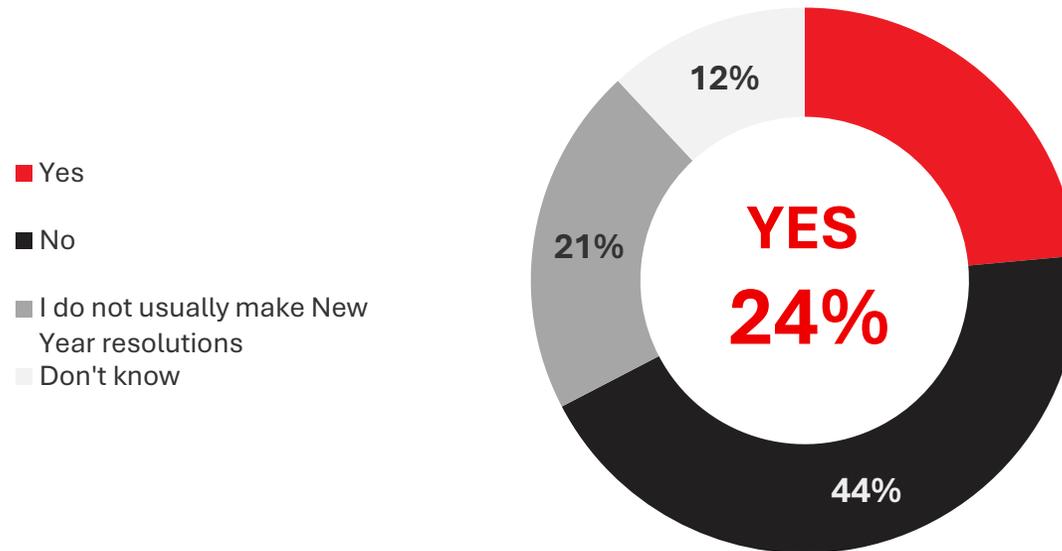Base: Respondents who celebrate the holiday season (n=1,427)

Real tree **10%**

Artificial tree **62%**

Both real and artificial **2%**

No tree **26%**

**TOTAL**
**Will put up a tree:**
**74%**

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Weighted n= | 1,426 | 100 | 327 | 544 | 95 | 159 | 201 | 692 | 734 | 373 | 472 | 582 |
| Unweighted n= | 1,427 | 98 | 381 | 560 | 122 | 123 | 143 | 708 | 719 | 299 | 463 | 665 |
| TOTAL Will put a tree | 74% | 84% | 69% | 75% | 73% | 80% | 70% | 71% | 77% | 83% | 78% | 66% |
| Real tree | 10% | 17% | 9% | 10% | 6% | 5% | 10% | 11% | 8% | 10% | 11% | 8% |
| Artificial tree | 62% | 65% | 59% | 61% | 66% | 75% | 57% | 58% | 67% | 69% | 65% | 56% |
| Both real and artificial | 2% | 2% | 1% | 4% | 1% | 0% | 3% | 2% | 2% | 4% | 2% | 2% |
| No tree | 26% | 16% | 31% | 25% | 27% | 20% | 30% | 29% | 23% | 17% | 22% | 34% |

# Plans to Make New Year's Resolutions for the Upcoming Year

**Q5.** Will you be making any New Year resolutions for the upcoming year?
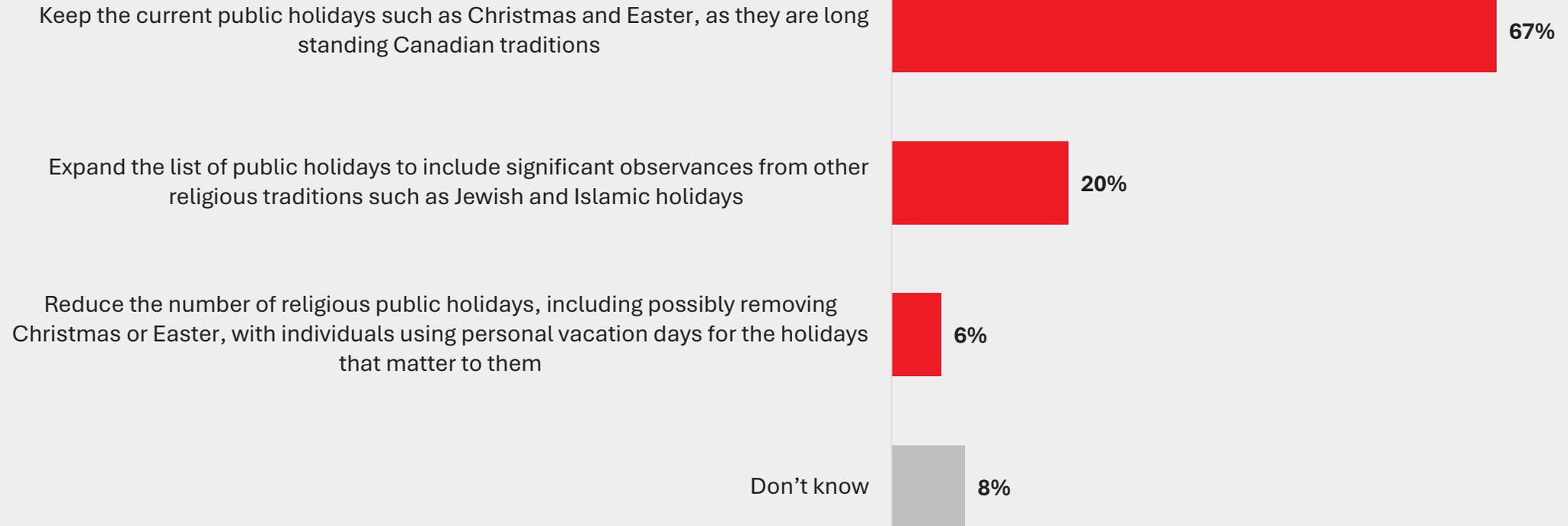Base: All respondents (n=1,519)

Legend:
- Yes
- No
- I do not usually make New Year resolutions
- Don't know

**YES 24%**

12% / 44% / 21% (donut chart)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Weighted n=* | **1,519** | *103* | *352* | *590* | *98* | *165* | *212* | *743* | *776* | *402* | *490* | *627* |
| *Unweighted n=* | **1,519** | *101* | *410* | *603* | *125* | *128* | *152* | *760* | *759* | *320* | *481* | *718* |
| Yes | **24%** | 17% | 22% | 24% | 18% | 21% | 32% | 23% | 24% | 34% | 28% | 14% |
| No | **44%** | 40% | 46% | 42% | 43% | 57% | 36% | 47% | 41% | 31% | 42% | 53% |
| I do not usually make New Year resolutions | **21%** | 29% | 19% | 21% | 25% | 15% | 20% | 19% | 22% | 21% | 17% | 24% |
| Don't know | **12%** | 14% | 12% | 12% | 14% | 7% | 13% | 11% | 13% | 14% | 12% | 10% |

# Views on the Future of Religious Holidays in a Religiously Diverse Canada (1/2)

**Q6.** Canada recognizes certain Christian religious days as public holidays. As the country becomes more culturally diverse, opinions vary on how religious holidays should be observed in the future. Which of the following statements best reflects your view?
Base: All respondents (n=1,519)

| | |
|---|---|
| Keep the current public holidays such as Christmas and Easter, as they are long standing Canadian traditions | 67% |
| Expand the list of public holidays to include significant observances from other religious traditions such as Jewish and Islamic holidays | 20% |
| Reduce the number of religious public holidays, including possibly removing Christmas or Easter, with individuals using personal vacation days for the holidays that matter to them | 6% |
| Don't know | 8% |

# Views on the Future of Religious Holidays in a Religiously Diverse Canada (2/2)

**Q6.** Canada recognizes certain Christian religious days as public holidays. As the country becomes more culturally diverse, opinions vary on how religious holidays should be observed in the future. Which of the following statements best reflects your view?
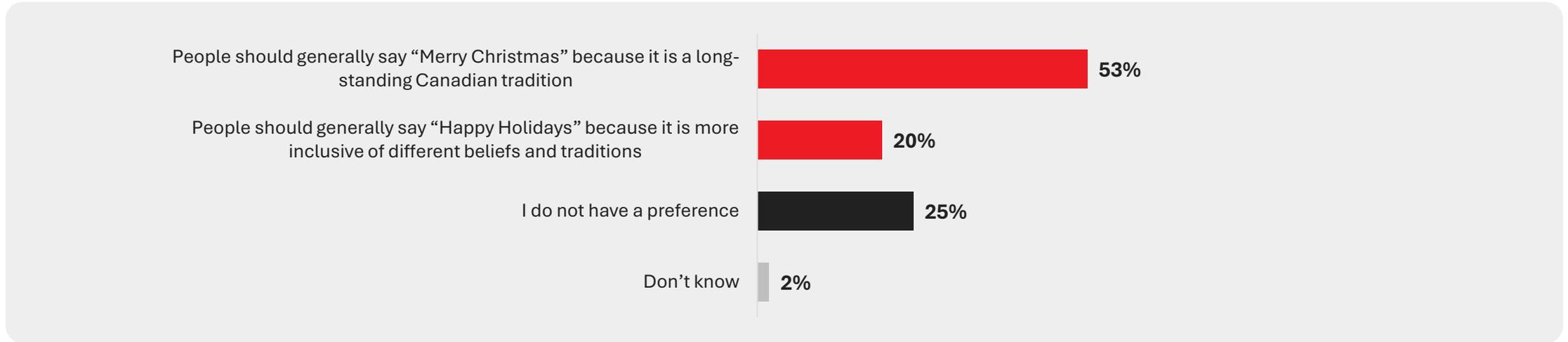Base: All respondents (n=1,519)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Weighted n=* | **1,519** | **103** | **352** | **590** | **98** | **165** | **212** | **743** | **776** | **402** | **490** | **627** |
| *Unweighted n=* | **1,519** | **101** | **410** | **603** | **125** | **128** | **152** | **760** | **759** | **320** | **481** | **718** |
| Keep the current public holidays such as Christmas and Easter, as they are long standing Canadian traditions | **67%** | 53% | 76% | 63% | 73% | 66% | 68% | 68% | 66% | 49% | 68% | 78% |
| Expand the list of public holidays to include significant observances from other religious traditions such as Jewish and Islamic holidays | **20%** | 25% | 13% | 22% | 19% | 25% | 16% | 18% | 21% | 35% | 19% | 10% |
| Reduce the number of religious public holidays, including possibly removing Christmas or Easter, with individuals using personal vacation days for the holidays that matter to them | **6%** | 10% | 5% | 5% | 4% | 5% | 7% | 7% | 4% | 6% | 5% | 5% |
| Don't know | **8%** | 12% | 6% | 10% | 4% | 4% | 10% | 7% | 9% | 10% | 8% | 7% |

# Public Opinion on Using Inclusive Language During the Holiday Season

**Q7.** In recent years, some people have preferred using the term "holidays" instead of "Christmas" to be more inclusive of different traditions. Which of the following statements best reflects your view?

Base: All respondents (n=1,519)

People should generally say "Merry Christmas" because it is a long-standing Canadian tradition — **53%**

People should generally say "Happy Holidays" because it is more inclusive of different beliefs and traditions — **20%**

I do not have a preference — **25%**

Don't know — **2%**

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Weighted n=* | *1,519* | *103* | *352* | *590* | *98* | *165* | *212* | *743* | *776* | *402* | *490* | *627* |
| *Unweighted n=* | *1,519* | *101* | *410* | *603* | *125* | *128* | *152* | *760* | *759* | *320* | *481* | *718* |
| People should generally say "Merry Christmas" because it is a long-standing Canadian tradition | 53% | 52% | 55% | 54% | 54% | 51% | 49% | 56% | 51% | 36% | 54% | 63% |
| People should generally say "Happy Holidays" because it is more inclusive of different beliefs and traditions | 20% | 19% | 24% | 19% | 19% | 19% | 20% | 19% | 21% | 33% | 19% | 13% |
| I do not have a preference | 25% | 28% | 20% | 25% | 25% | 29% | 30% | 24% | 27% | 27% | 26% | 23% |
| Don't know | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 5% | 1% | 1% |

# Respondent Profile

# Respondent profiles

(Base n=1,519)

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

## Gender

| | Unweighted | Weighted |
|---|---|---|
| Male | 760 | 743 |
| Female | 759 | 776 |

## Language (Mother Tongue)

| | Unweighted | Weighted |
|---|---|---|
| French | 381 | 300 |
| English | 1,004 | 1,098 |
| Other | 134 | 120 |

## Age

| | Unweighted | Weighted |
|---|---|---|
| 18 to 34 | 320 | 402 |
| 35 to 54 | 481 | 490 |
| 55+ | 718 | 627 |

## Province

| | Unweighted | Weighted |
|---|---|---|
| British Columbia | 152 | 212 |
| Alberta | 128 | 165 |
| Manitoba/Saskatchewan | 125 | 98 |
| Ontario | 603 | 590 |
| Quebec | 410 | 352 |
| Atlantic | 101 | 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

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