



Celebrating Christmas in Canada

Public Opinion Research

Crosstabulations

December 2 to 4, 2011

n=1,004 Canadians, 18 years of age and older

Methodology

The survey was conducted online with 1,004 respondents in English and French using an internet survey platform licensed by Abacus Data. A random sample of panelists was invited to participate in the survey from a larger internet representative panel of 150,000 Canadians. The survey was completed from December 2 to 4, 2011.

Steps were taken to ensure that the survey respondents were representative of the population over 18 years of age. The sample distribution was balanced to match the distribution of actual census data for age, gender, education, and province. Moreover, statistical weighting was applied to the data after the completion of the survey for age, gender, education, region, and previous federal vote.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The margin of error for a survey of 1,004 respondents using a probability sample is +/- 3.1%, 19 times out of 20.

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study
National Survey - n=1,004, December 2 to 4, 2011

		Which of the following greetings are you most likely to use when you greet someone at this time of year?				
		Merry Christmas	Happy Holidays	Seasons greetings	Neither	Count
		Percentage	Percentage	Percentage	Percentage	Unweighted Count
Gender	Canada	76%	17%	3%	5%	1004
	Male	76%	15%	3%	6%	499
	Female	75%	18%	3%	4%	505
Age group	18 to 29	76%	17%	2%	5%	141
	30 to 44	70%	20%	2%	8%	222
	45 to 60	79%	15%	4%	3%	359
	60 and over	78%	15%	4%	4%	282
Province/Region	Alberta	84%	7%	6%	3%	112
	British Columbia	86%	6%	3%	5%	126
	Central	87%	1%	7%	5%	73
	Ontario	81%	13%	2%	5%	333
	Quebec	53%	38%	4%	6%	280
	Atlantic	84%	9%	1%	5%	80
Educational Attainment	HS or less	76%	16%	3%	5%	408
	College or some university	77%	17%	3%	3%	369
	University degree	73%	18%	3%	7%	227
Religiosity	Very important	82%	10%	3%	5%	181
	Somewhat important	78%	15%	4%	3%	316
	Somewhat unimportant	74%	23%	3%	1%	242
	Very unimportant	71%	17%	2%	10%	265
Immigration Status	Born in Canada	76%	16%	3%	5%	883
	Born outside of Canada	70%	21%	3%	5%	121

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		Do you celebrate Christmas in your family?		
		Yes	No	Count
		Percentage	Percentage	Unweighted Count
Gender	Canada	92%	8%	1004
	Male	91%	9%	499
	Female	92%	8%	505
Age group	18 to 29	90%	10%	141
	30 to 44	90%	10%	222
	45 to 60	94%	6%	359
	60 and over	92%	8%	282
Province/Region	Alberta	94%	6%	112
	British Columbia	95%	5%	126
	Central	93%	7%	73
	Ontario	92%	8%	333
	Quebec	88%	12%	280
	Atlantic	97%	3%	80
Educational Attainment	HS or less	90%	10%	408
	College or some university	94%	6%	369
	University degree	90%	10%	227
Religiosity	Very important	88%	12%	181
	Somewhat important	93%	7%	316
	Somewhat unimportant	93%	7%	242
	Very unimportant	91%	9%	265
Immigration Status	Born in Canada	93%	7%	883
	Born outside of Canada	86%	14%	121

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		Do you celebrate Christmas primarily as a religious holiday or as a secular holiday? (only those who celebrate Christmas)			
		Religious holiday	Secular holiday	Unsure	Count
		Percentage	Percentage	Percentage	Unweighted Count
Gender	Canada	40%	52%	8%	923
	Male	36%	56%	8%	455
	Female	45%	47%	8%	468
Age group	18 to 29	35%	52%	13%	128
	30 to 44	33%	57%	9%	199
	45 to 60	41%	53%	6%	336
	60 and over	53%	42%	5%	260
Province/Region	Alberta	45%	48%	8%	105
	British Columbia	32%	55%	13%	119
	Central	43%	52%	5%	68
	Ontario	39%	54%	6%	307
	Quebec	41%	48%	11%	246
Educational Attainment	Atlantic	50%	46%	4%	78
	HS or less	42%	47%	10%	371
	College or some university	40%	52%	8%	349
Religiosity	University degree	37%	60%	4%	203
	Very important	91%	7%	2%	162
	Somewhat important	56%	36%	8%	296
	Somewhat unimportant	21%	65%	14%	226
Immigration Status	Very unimportant	8%	85%	7%	239
	Born in Canada	40%	52%	8%	817
	Born outside of Canada	44%	48%	9%	106

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		Will you decorate your house this Christmas season? (only those who celebrate Christmas)		
		Yes	No	Count
		Percentage	Percentage	Unweighted Count
Gender	Canada	84%	16%	923
	Male	79%	21%	455
Age group	Female	89%	11%	468
	18 to 29	85%	15%	128
	30 to 44	85%	15%	199
	45 to 60	83%	17%	336
	60 and over	86%	14%	260
Province/Region	Alberta	83%	17%	105
	British Columbia	84%	16%	119
	Central	89%	11%	68
	Ontario	84%	16%	307
	Quebec	82%	18%	246
Educational Attainment	Atlantic	93%	7%	78
	HS or less	84%	16%	371
	College or some university	86%	14%	349
Religiosity	University degree	81%	19%	203
	Very important	88%	12%	162
	Somewhat important	89%	11%	296
	Somewhat unimportant	81%	19%	226
Immigration Status	Very unimportant	80%	20%	239
	Born in Canada	84%	16%	817
	Born outside of Canada	84%	16%	106

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study
National Survey - n=1,004, December 2 to 4, 2011

Question:

From the following list, which song is your favourite Christmas carol? (Outside Quebec, only those who celebrate Christmas, n=705)

Silent Night	32%
White Christmas	18%
Drummer Boy	10%
Rudolph the Red Nosed Reindeer	7%
We Wish You a Merry Christmas	7%
Feliz Navidad	6%
Jingle Bells	6%
Let It Snow	6%
Others	8%

Question:

From the following list, which song is your favourite Christmas movie? (only those who celebrate Christmas, n=923)

Miracle on 34 th Street	19%
How the Grinch Stole Christmas	14%
It's a Wonderful Life	12%
National Lampoon's Christmas Vacation	12%
Home Alone	10%
A Christmas Story	9%
White Christmas	6%
Love Actually	4%
Scrooged	4%
Elf	4%
The Muppet Christmas Carol	4%
Die Hard	4%

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		In your opinion, on what day is it most appropriate to start putting up Christmas lights outside and decorating your home? (only those who celebrate Christmas)						Count
		After Thanksgiving	November 15th	December 1st	December 15th	December 23rd	It's never appropriate	
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
Gender	Canada	5%	14%	63%	16%	1%	1%	923
	Male	4%	13%	62%	18%	2%	1%	455
	Female	6%	14%	64%	14%	1%	1%	468
Age group	18 to 29	9%	16%	57%	17%	1%	1%	128
	30 to 44	6%	18%	63%	11%	0%	2%	199
	45 to 60	3%	12%	64%	18%	2%	1%	336
	60 and over	3%	8%	67%	20%	2%	1%	260
Province/Region	Alberta	3%	7%	72%	15%	1%	2%	105
	British Columbia	5%	10%	67%	16%	1%	1%	119
	Central	16%	21%	47%	13%	0%	2%	68
	Ontario	5%	17%	61%	15%	1%	1%	307
	Quebec	2%	12%	64%	18%	2%	1%	246
Educational Attainment	Atlantic	3%	11%	63%	19%	3%	0%	78
	HS or less	6%	16%	60%	16%	1%	1%	371
	College or some university	6%	13%	61%	17%	2%	1%	349
Religiosity	University degree	1%	11%	72%	14%	1%	2%	203
	Very important	9%	18%	56%	12%	1%	2%	162
	Somewhat important	6%	13%	61%	17%	2%	1%	296
	Somewhat unimportant	4%	14%	67%	14%	1%	1%	226
Immigration Status	Very unimportant	2%	11%	65%	20%	1%	1%	239
	Born in Canada	5%	14%	64%	15%	1%	1%	817
	Born outside of Canada	6%	11%	55%	21%	3%	3%	106

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		In your opinion, on what day is it most appropriate to stop turning Christmas lights on outside?					
		December 26th	January 1st	January 15th	February 1st	Keep them shining until spring	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
Gender	Canada	3%	45%	44%	5%	3%	923
	Male	4%	46%	44%	3%	3%	455
	Female	2%	44%	44%	6%	4%	468
Age group	18 to 29	2%	49%	38%	6%	5%	128
	30 to 44	4%	38%	46%	7%	5%	199
	45 to 60	3%	50%	43%	3%	1%	336
	60 and over	2%	42%	49%	4%	3%	260
Province/Region	Alberta	2%	56%	39%	2%	0%	105
	British Columbia	4%	50%	41%	2%	3%	119
	Central	1%	35%	53%	3%	7%	68
	Ontario	4%	47%	38%	8%	3%	307
	Quebec	1%	31%	61%	3%	3%	246
Educational Attainment	Atlantic	3%	61%	29%	0%	8%	78
	HS or less	5%	42%	44%	5%	4%	371
	College or some university	2%	48%	42%	4%	3%	349
Religiosity	University degree	2%	44%	48%	4%	2%	203
	Very important	3%	43%	46%	2%	6%	162
	Somewhat important	3%	44%	45%	5%	3%	296
	Somewhat unimportant	2%	43%	47%	4%	3%	226
Immigration Status	Very unimportant	3%	49%	39%	6%	2%	239
	Born in Canada	3%	45%	45%	4%	3%	817
	Born outside of Canada	6%	45%	39%	6%	4%	106

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		Will you be travelling out of town this holiday season?			
		Yes	No	Unsure	Count
		Percentage	Percentage	Percentage	Unweighted Count
Gender	Canada	21%	72%	7%	1004
	Male	22%	70%	8%	499
	Female	20%	74%	6%	505
Age group	18 to 29	29%	58%	13%	141
	30 to 44	25%	68%	7%	222
	45 to 60	16%	79%	5%	359
	60 and over	18%	76%	5%	282
Province/Region	Alberta	15%	77%	9%	112
	British Columbia	19%	75%	6%	126
	Central	29%	66%	5%	73
	Ontario	25%	69%	6%	333
	Quebec	13%	80%	7%	280
	Atlantic	31%	55%	14%	80
Educational Attainment	HS or less	15%	78%	7%	408
	College or some university	21%	71%	7%	369
Religiosity	University degree	31%	62%	7%	227
	Very important	24%	67%	8%	181
	Somewhat important	19%	73%	9%	316
	Somewhat unimportant	20%	75%	5%	242
Immigration Status	Very unimportant	22%	72%	6%	265
	Born in Canada	21%	72%	7%	883
	Born outside of Canada	20%	71%	9%	121

ABACUS DATA POLL

Celebrating Christmas in Canada: A Public Opinion Study National Survey - n=1,004, December 2 to 4, 2011

		This holiday season, will you be spending more, less, or about the same on gifts as you did last year?					
		More	About the same	Less	I don't exchange gifts	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
Gender	Canada	9%	54%	30%	6%	2%	1004
	Male	11%	58%	25%	4%	2%	499
	Female	7%	51%	34%	7%	2%	505
Age group	18 to 29	19%	41%	31%	7%	3%	141
	30 to 44	9%	51%	31%	7%	3%	222
	45 to 60	6%	58%	31%	4%	1%	359
	60 and over	5%	65%	25%	5%	0%	282
Province/Region	Alberta	9%	56%	27%	5%	3%	112
	British Columbia	6%	53%	35%	2%	5%	126
	Central	11%	63%	22%	3%	0%	73
	Ontario	9%	53%	31%	6%	1%	333
	Quebec	8%	57%	27%	9%	0%	280
Educational Attainment	Atlantic	15%	47%	34%	3%	2%	80
	HS or less	7%	54%	30%	6%	3%	408
	College or some university	10%	56%	29%	4%	1%	369
Religiosity	University degree	10%	53%	29%	6%	2%	227
	Very important	11%	55%	22%	9%	3%	181
	Somewhat important	6%	56%	32%	4%	2%	316
	Somewhat unimportant	12%	51%	32%	4%	2%	242
Immigration Status	Very unimportant	9%	55%	30%	6%	0%	265
	Born in Canada	9%	55%	30%	5%	2%	883
	Born outside of Canada	11%	53%	26%	8%	2%	121