

CANADIAN PRESS/ LEGER MARKETING

## How Canadians Feel About Christmas Parties

Report



## 1.0 Study Highlights

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- More than nine out of ten Canadians will attend a Christmas party this year.

Question : *This year will you be going to a Christmas party... ?*

n=1529	YES	NO	Don't know / Refusal
Canada	91%	8%	1%

- Most Canadians enjoy family Christmas gatherings.

Question : *Do you like or dislike family Christmas gatherings?*

n=1529	YES	NO
Canada	92%	7%

- Half of Canadians like office parties.

Question : *Do you like or dislike office Christmas parties?*

n=1529	YES	NO	Don't know / Refusal
Canada	55%	33%	12%

- Alcohol and sexual harassment are Christmas party staples.

Question : *Do you think that at office parties ... ?*

n=1529	
... people drink too much alcohol	27%
... people are sexually harassed	1%
Both	28%
Neither one nor the other	31%
Don't know / Refusal	12%

Note : The percentages represent affirmative answers.

## 2. Results

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### 2.1 More than nine out of ten Canadians will attend a Christmas party this year

91% will be going to at least one party this Christmas. 87% will be attending at least one office party and one family gathering, 46% will only be going to a family gathering, 4% will only attend an office party, and 8% will go to neither.

More 25-44 years olds (57%) will be going to office parties than any other age group.

Question : *This year, will you be going to a Christmas party... ?*

n=1529	YES	NO	Don't know / Refusal
Atlantic Provinces	89%	11%	0%
Quebec	94%	5%	1%
Ontario	90%	8%	2%
Prairies	92%	7%	1%
Alberta	96%	4%	1%
British Columbia	82%	14%	4%
Canada	91%	8%	1%

## 2.2 Most Canadians enjoy family Christmas gatherings

92% of the population say they like family Christmas gatherings.

Question : ... *Do you like or dislike family Christmas gatherings?*

n=1529	YES	NO
Atlantic Provinces	88%	10%
Quebec	89%	11%
Ontario	93%	6%
Prairies	89%	9%
Alberta	95%	4%
British Columbia	93%	3%
Canada	92%	7%

Note : The difference at 100% represents those who do not know or who refused to answer.

58% of Canadians who live with a partner go to their own family gathering and feel obligated to also attend their partner's family Christmas gathering, while 42% feel no such obligation. 25-34 year olds (65%) and Ontarians (65%) feel this obligation most strongly, followed by 63% of anglophones, and 62% of 35-44 year olds.

On the other hand 55% of those over 65, 57% of francophones, and 59% of Quebeckers feel no such sense of duty.

8% more men than women say they feel the obligation, while 8% more women than men feel no such compunction.

23% of Canadians who have a mother-in-law do not like going to the parties she organises. There was no significant difference between men and women as far as this question was concerned. However, 39% of 18-24 year olds are more likely to not like going a party organised by their mother-in-law.

Question : *When you go to your family's Christmas gathering, do you have to go to your spouse's as well?*

n=1529	YES	NO
Atlantic Provinces	70%	30%
Quebec	41%	59%
Ontario	65%	35%
Prairies	68%	32%
Alberta	62%	38%
British Columbia	58%	42%
Canada	58%	42%

## 2.3 Half of Canadians like office parties

55% of Canadians say they like office Christmas parties while 33% don't.

As far as the working population is concerned, 60% like this kind of party, while 31% don't and 8% don't have an opinion. Working Albertans like Christmas office parties the most, while Quebecers (39%) seem to be the least attached to them.

Question : *Do you like or dislike office Christmas parties?*

n=1529	YES	NO	Don't know/ Refusal
In the workforce	60%	31%	8%
Outside the workforce	46%	36%	18%
Canada	55%	33%	12%

## 2.4 Alcohol and sexual harassment are office party staples

53% of *employed* Canadians feel people drink too much at office Christmas parties, and 26% feel there is a certain degree of sexual harassment as well. However, 37% of the population didn't observe either of these kinds of behaviour.

The percentages are similar for the general population. 55% felt there was too much drinking, 29% were aware of sexual harassment, and 31% hadn't observed either of the two.

The table below shows a difference between those who like or dislike office parties, those in the workforce and the general population.

Question : *Do you think that at office parties...?*

<i>Do you like or dislike office parties... ?</i>	Yes	No
Workforce		
... people drink too much alcohol	49%	65%
... people are sexually harassed	21%	39%
Neither one nor the other	45%	27%
General population		
... people drink too much	55%	57%
... people are sexually harassed	23%	42%
Neither one nor the other	41%	21%

### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1529 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between December 3 and December 8, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1529 respondents is of  $\pm 2.5$ , 19 times out of 20.