

CANADIAN PRESS/LEGER MARKETING

Canadians and the Christmas Season

Report



1. Study Highlights

- Christmas is the favourite holiday of Canadians.

Question : *Among the following holidays, which one do you prefer?*

N=1509	Christmas	New Year	Easter	Halloween	Mother's Day	St-Valentine	Father's Day	None/DNK/Refusal
Canada	63%	11%	6%	5%	5%	3%	2%	5%

- On average, each Canadian will give 11 gifts during the Christmas season.

Question : *How many gifts will you be giving during the holiday season?*

N=1509	Average	None	1-10	11-20	More than 20	Do not know / Refusal
Canada	11	5%	44%	26%	14%	12%

- On average, Canadians will spend \$575 on gifts for the holiday season.

Question : *Approximately how much do you plan on spending on GIFTS during the holiday season?*

n=1441	Average in \$
Canada	\$575

- Boxing Day: a day devoted to discounts on products.

Question: *Do you take advantage of Boxing Day on December 26th mainly to return gifts or to take advantage of discounts?*

N=1509	Exchange	Discounts	Both	Does not shop on the 26th	Do not know / Refusal
Canada	3%	29%	4%	62%	2%

2. Results

2.1 Christmas is the favourite holiday of Canadians

More than 6 out of 10 Canadians say that Christmas is their favourite annual holiday. Other annual holidays are not as valued: New Year (11%), Easter (6%), Halloween and Mother's Day (5% each), St-Valentine (3%) and Father's Day (2%).

Anglophones (65%) appreciate this holiday significantly more than Allophones (62%) and Francophones (56%). Conversely, in Quebec (55%) and in British Columbia (54%) the proportions are not as high as elsewhere in the country. In fact, Quebeckers are among those who enjoy celebrating the New Year the most (16%), and British-Columbians are highest among those preferring Halloween (11%). Also, compared to the rest of Canada (2%), a significantly higher proportion of Quebeckers (6%) is fond of St-Valentine.

Question: *Among the following holidays, which one do you prefer?*

N= 1509	Christmas	New Year	Easter	Halloween	Mother's Day	St-Valentine	Father's Day	None / DKN / Refusal
Atlantic Provinces	65%	5%	9%	8%	9%	2%	1%	2%
Quebec	55%	16%	5%	6%	6%	6%	2%	5%
Ontario	67%	10%	5%	4%	5%	3%	2%	5%
Prairies	70%	7%	7%	2%	7%	1%	2%	5%
Alberta	68%	5%	7%	5%	6%	-	3%	6%
British Columbia	54%	14%	5%	11%	4%	4%	3%	6%
Canada	63%	11%	6%	5%	5%	3%	2%	5%

2.2 On average Canadians will give 11 gifts during the holiday season

On average, each Canadian will give 11 gifts during the holiday season this year. 5% of respondents claim they will not give any gifts.

Women will give 13 gifts and men will give 10. People from the Atlantic Provinces will give the most gifts, on average 14, and people in Quebec will give least gifts, on average 9.

Question: *How many gifts will you be giving during the holiday season?*

N=1509	Average	None	1-10	11-20	More than 20	Do not know / Refusal
Women	13%	4%	37%	29%	17%	12%
Men	10%	5%	52%	22%	10%	11%
Atlantic Provinces	14	7%	29%	29%	31%	4%
Quebec	9	5%	63%	17%	5%	11%
Ontario	12	5%	39%	27%	16%	13%
Prairies	12	5%	37%	29%	17%	12%
Alberta	12	3%	38%	31%	14%	14%
British Columbia	12	4%	43%	31%	11%	11%
Canada	11	5%	44%	26%	14%	12%

2.3 Gift-giving Canadians will spend \$575 this year

Apart from those who will not give any gifts during the holidays (5%), Canadians who do give gifts will spend on average \$575. 23% will spend less than \$250, 20% between \$250 and \$499, 23% between \$500 and \$999, 20% \$1,000 or more, and 13% could not say or abstained.

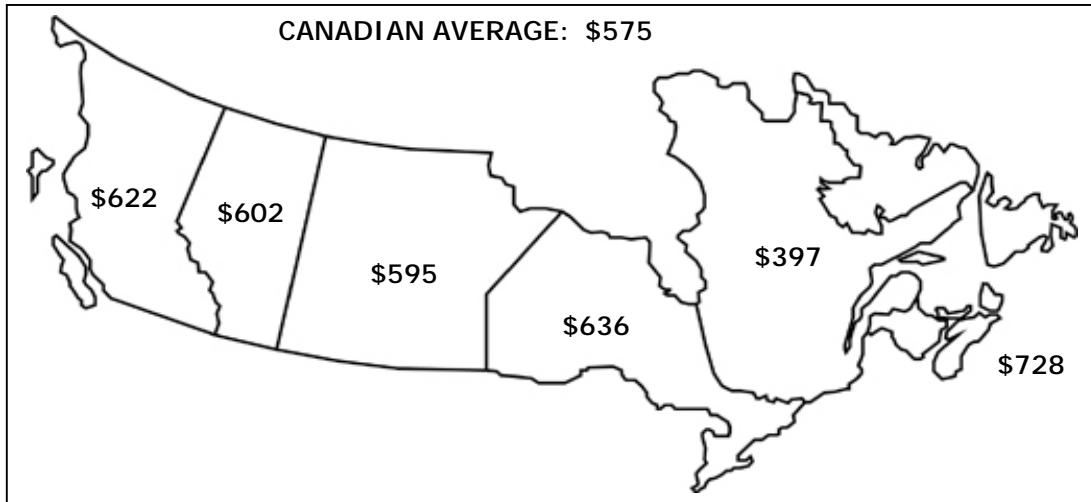
The amount of money allocated for gifts is proportional to income. Thus, people with an income below \$20,000 will spend on average \$375 while those whose income is \$60,000 and over will spend on average twice as much, about \$758.

In the Atlantic Provinces the average amount spent on gifts is highest (\$728) and it is lowest in Quebec (\$397). On the other hand, men will spend \$600 and women \$552.

Question: *Approximately how much do you plan on spending for GIFTS during the holiday season?*

n=1441	Average in \$
Annual income less than \$20,000	\$375
\$20,000 to \$39,999	\$449
\$40,000 to \$59,999\$	\$524
\$60,000 and more	\$758
Canada	\$575

Average amount spent on gifts by Canadians during the holiday season



2.4 Clothing is the preferred gift

When asked what they would most like to receive as a gift, 21% of Canadians said clothing, followed by books, electronic equipment, tools (with 13% each), jewellery (9%), household appliances (5%), compact discs (4%) and cosmetics (3%).

It comes as no surprise that one out of 4 men (24%) prefer tools as a gift whereas a quarter of women (25%) prefer clothing.

Question: *What gift would you MOST like to receive? Is it...?*

	TOTAL Canada (n=1509)	Men	Women
... clothing	21%	17%	25%
... books	13%	11%	15%
... electronic equipment	13%	19%	7%
... tools	13%	24%	2%
... jewellery	9%	2%	17%
... household appliance	5%	3%	8%
... compact disks	4%	5%	4%
... cosmetics	3%	1%	5%
Other	12%	11%	12%
Do not know / Refusal	7%	9%	6%

2.4 Canadians take advantage of Boxing Day sales rather than exchange their gifts

Although 62% of Canadians say they do not shop on Boxing Day, among those who do shop on December 26th, more than 8 out of 10 do so to take advantage of discounts rather than to exchange their gifts (8%) while 9% both exchange gifts and take advantage of rebates.

The tendency to go shopping on Boxing Day is directly related to age. The majority of respondents aged 18 to 24 years old (58%) take advantage of Boxing Day, including many respondents in 24 to 34 age group (46%), compared to 61% of the 35-44 year olds, 72% of 45-54 year olds and 70% of respondents 55 years old and over who do not shop on Boxing Day.

Quebec has the highest proportion of shoppers on December 26th with 40%, of which 7% go to exchange gifts, 29% go for discount prices, and 5% for both.

Question: *Do you take advantage of Boxing Day on December 26th mainly to return gifts or to take advantage of discounts?*

N=1509	Exchange	Discounts	Both	Do not shop on December 26 th	Do not know / Refusal
18-24 year olds	9%	44%	5%	42%	-
25-34 year olds	3%	38%	6%	51%	3%
35-44 year olds	2%	30%	4%	61%	3%
45-54 year olds	2%	21%	2%	72%	3%
55-64 year olds	-	25%	3%	70%	1%
65 years old and over	3%	21%	3%	70%	3%
Canada	3%	29%	4%	62%	2%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1509 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from November 18 to November 23, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, 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 1509 respondents is of $\pm 2.6\%$, 19 times out of 20.