

CANADIAN PRESS / LEGER MARKETING

Canadians and the Christmas
Season

Report



1. Study Highlights

By the end of November, a quarter of Canadians had started to put up their Christmas decorations.

Question: *Have you started putting up your Christmas decorations?*

N=1502	Yes	No	Doesn't decorate
Canada	25%	74%	1%

By the end of November, half of Canadians had started their Christmas shopping.

Question: *Have you started purchasing your Christmas presents?*

N=1502	Yes	No	Doesn't give any
Canada	51%	47%	1%

On average, each Canadian will give 12 gifts during the Christmas season.

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

N=1502	Average	None	1-10	11-20	More than 20	Don't know / Refusal
Canada	12	3%	44%	28%	16%	8%

Books and clothing are the most appreciated gifts.

Question: *What gift would you MOST like to receive? Is it...? (one answer only)*

TOTAL Canada (n=1502)	
... books	14%
... an article of clothing	14%
... an electronic appliance	12%
... tools	10%
... jewellery	9%
... a household appliance	6%
... CDs	5%
... a beauty product	2%
Other	19%
Don't know / Refusal	9%

In Canada, we prefer family Christmas gatherings to office Christmas parties.

Question : Do you like or dislike...

n=1502	YES	NO	Don't know/Refusal
Family Christmas gatherings?	86%	10%	4%
Office Christmas parties?	52%	35%	13%

2. Results

2.1 One Canadian out of four had started to put up Christmas decorations in November

In November, when the interviews for this survey were conducted, a quarter of Canadians had already started to decorate for the Christmas season. Although 74% of respondents interviewed had not yet started to put up decorations and 1% had no intention of doing so.

People with an annual household income between \$60,000 and \$79,999 (31%) are significantly more numerous to have started putting up decorations for Christmas in November, as well as residents from the Prairies (35%). Inversely, the proportion of Canadians who have not started putting up Christmas decorations is higher in the Maritimes (88%) and among university graduates (77%).

Question: *Have you started putting up your Christmas decorations?*

N= 1502	YES	NO	Doesn't decorate
Atlantic Provinces	12%	88%	0%
Quebec	21%	77%	1%
Ontario	26%	72%	1%
Prairies	35%	64%	1%
Alberta	29%	70%	2%
British Columbia	26%	73%	1%
Canada	25%	74%	1%

2.2 Half of Canadians had started their Christmas shopping in November

As early as November, Christmas shopping had begun for one Canadian out of two (51%) while 47% had still not purchased any presents.

Canadians who started to purchase their Christmas presents in November include mainly women (59%), Anglophones (59%), residents of the Atlantic Provinces (71%), Ontarians (56%), those with an annual household income above \$60,000 (59%), workers in the service or sales sectors and office workers (58%), those with employment (54%), and those with a college education (56%). On the other hand, there are proportionately more men (55%), Francophones (60%), Allophones (55%), Quebeckers (64%), Canadians with an annual household income below \$40,000 (56%), students (59%), the unemployed (61%) and those with an elementary education (61%) who have not started purchasing their Christmas presents in November.

Question: *Have you started purchasing your Christmas presents?*

N= 1502	YES	NO	Doesn't give any
Women	59%	43%	1%
Men	43%	55%	2%
Francophones	39%	60%	1%
Anglophones	59%	40%	1%
Other	42%	55%	2%
Atlantic Provinces	71%	27%	1%
Quebec	34%	64%	1%
Ontario	56%	42%	2%
Prairies	56%	43%	1%
Alberta	55%	43%	2%
British Columbia	51%	48%	1%
Canada	51%	47%	1%

2.3 An average of 12 gifts per Canadian

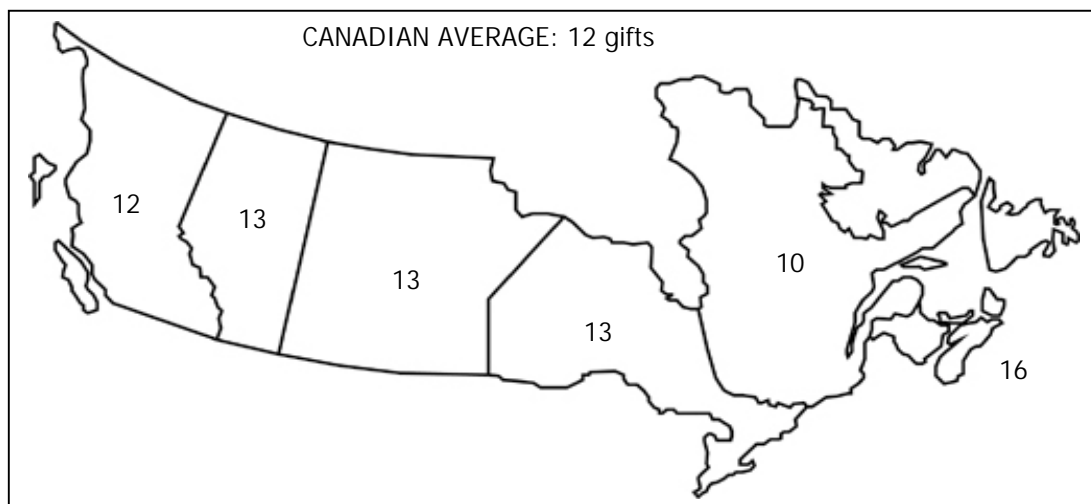
On average, each Canadian will give 12 gifts during the holiday season this year. A proportion of 3% claim they will not give any gifts.

Women will give 14 gifts and men 10. Atlantic Province residents will give the most gifts, on average 16, and Quebec residents will give the least gifts (10).

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

N=1502	Average	None	1-10	11-20	More than 20	Don't know / Refusal
Women	14	2%	36%	34%	20%	8%
Men	10	5%	53%	22%	12%	8%
Atlantic Provinces	16	3%	21%	39%	29%	8%
Quebec	10	3%	68%	18%	7%	4%
Ontario	13	4%	36%	31%	19%	10%
Prairies	13	2%	42%	31%	19%	7%
Alberta	13	6%	37%	33%	17%	6%
British Columbia	12	2%	46%	26%	14%	12%
Canada	12	3%	44%	28%	16%	8%

Average Number of Christmas Gifts Given by Canadians



2.4 Books or clothing are the preferred gifts

When asked what they would most like to receive as a gift, 14% of Canadians said books, and the same proportion said clothing. These gifts are followed by electronic appliances (12%), tools (10%), jewellery (9%), a household appliance (6%), CDs (5%), and beauty products (2%).

Men have a marked preference for electronic appliances (15%) and tools (19%), while women are more inclined to mention jewellery (17%), a household appliance (8%) or a beauty product (3%).

Question: What gift would you MOST like to receive? Is it...(one answer only)

	TOTAL Canada (n=1502)	Men	Women
... books	14%	13%	14%
... an article of clothing	14%	12%	16%
... an electric appliance	12%	15%	9%
... tools	10%	19%	2%
... jewellery	9%	1%	17%
... a household appliance	6%	4%	8%
... CDs	5%	6%	5%
... a beauty product	2%	0%	3%
Other	19%	20%	18%
Don't know / Refusal	9%	10%	8%

2.5 In Canada, we prefer family Christmas gatherings to office Christmas parties

Eighty-six percent (86%) of Canadians like family Christmas gatherings whereas 52% like office Christmas parties. More than a third of the population (35%) claims not to like office Christmas parties.

In the Atlantic Provinces, almost the entire population (95%) likes family Christmas gatherings. On the other hand, Quebecers (18%) are more likely not to like these gatherings. As for office Christmas parties, once again, Quebecers are among the Canadians who do not like these parties in the highest proportion (47%).

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

n= 1502	YES	NO	Don't know /Refusal
Atlantic Provinces	95%	2%	3%
Quebec	81%	18%	1%
Ontario	86%	9%	5%
Prairies	89%	6%	5%
Alberta	86%	8%	6%
British Columbia	87%	10%	3%
Canada	86%	10%	4%

Question : *Do you like or dislike... Office Christmas parties*

n= 1502	YES	NO	Don't know /Refusal
Atlantic Provinces	53%	27%	19%
Quebec	44%	47%	9%
Ontario	51%	33%	15%
Prairies	60%	25%	15%
Alberta	58%	32%	10%
British Columbia	57%	30%	14%
Canada	52%	35%	13%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from November 16 to November 21, 2004. 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 1502 respondents is of $\pm 2.6\%$, 19 times out of 20.