



FACTUM

Most Canadians Who Celebrate Plan to Keep the Holidays Low-Key This Year; Eight in Ten (86%) to Limit Festive Gatherings

Seven in Ten Will Skip the Travel and Stay Closer to Home

Toronto, ON, December 1, 2020 – As December approaches, Canadians are coming to terms with the fact that the holidays won't be the same this year. A new Ipsos poll for Stella Artois finds that the COVID-19 pandemic has made many Canadians reconsider their holiday plans.

Most Canadians - nearly eight in ten (78%) - typically celebrate the holidays. Most of those who do are having to rethink what this year's celebrations should look like.

Expect smaller gatherings, closer to home: nearly all those who celebrate (86%) say they plan to limit the size or scale of their holiday gatherings this year. At the same time, very few (28%) feel comfortable travelling for the holidays this year, leaving a majority (72%) who think it best to skip the travels this December.

About the Study

These are some of the findings of an Ipsos poll conducted between November 12-13, 2020, on behalf of Stella Artois. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Mitra Thompson
Senior Account Manager, Ipsos Public Affairs
+1 514 904 4329
mitra.thompson@ipsos.com

© 2020, Ipsos Limited Partnership

This polling release and the data contained in it are the sole and exclusive property of Ipsos. They are NOT designed to support any election outcome or prediction model and no license to use the polling release or the data is either granted or implied by their publication. Ipsos does not endorse, and has no responsibility for the accuracy of, the result of any predictive model that incorporates this polling data. Furthermore, any use of this information to produce polling aggregations or election models without Ipsos' written permission will be considered a violation of our intellectual property, and Ipsos reserves the right to take appropriate legal action.



FACTUM

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com