FACTUM

Holiday Spirit Persists as Canadians Balance Tradition and Affordability

Most Canadians Plan to Maintain Holiday Traditions by Adapting Spending Habits, While Many Continue to Support Their Communities

Toronto, Canada, November 18, 2026 — Just over three-quarters of Canadians (76%) are determined to maintain their usual holiday celebrations this year despite affordability pressures, according to the most recent survey by CIBC conducted by Ipsos. Further, over half of Canadians (57%) plan to support their communities during the holidays through donating to charitable causes, food banks, toy drives or volunteering.

Affordability Tops the List of Holiday Concerns

As Canadians prepare for the holiday season, affordability continues to weigh heavily on their plans. Nearly half (48%) say the cost of living and their household financial situation will have the greatest influence on their holiday decisions this year, while family obligations and expectations (29%) are also shaping how they approach the season. Despite these pressures, maintaining holiday traditions remains important to many Canadians (23%). To make celebrations possible, one-quarter (25%) say they are focused on finding deals and discounts to help manage costs.

Canadians Adjust Their Spending to Preserve Holiday Traditions

Amid persistent affordability pressures, Canadians are finding practical ways to preserve their holiday traditions. Many are making adjustments to their holiday spending plans, with around three in ten Canadians planning to look more actively for deals and discounts (31%), shop earlier to take advantage of sales (27%), save money or budget carefully during the holidays (27%) or choose lower-cost gift options (26%). More than one in five Canadians (22%) say they will reduce spending in other areas of their household budget to help make their holiday traditions possible.

Canadians Prioritize Connection and Togetherness This Holiday Season

Connection and togetherness remain at the heart of Canadians' holiday celebrations this year. More than seven in ten (71%) plan to celebrate with immediate family, with many also expecting to spend time with friends (41%) and extended family (35%). Family meals are a cornerstone of holiday celebrations, with nearly three-quarters (72%) planning to gather around the table, alongside holiday parties with friends (38%). While Canadians may be making adjustments to their holiday plans, spending time with family and friends remains a defining part of the season.

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About the Study

These are the findings of an Ipsos survey conducted on behalf of CIBC that was fielded between October 1-13, 2026. A total of n=1500 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 3.1 per cent 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed.

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