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## **CTV/NATIONAL ANGUS REID GROUP POLL**

### **- THE CHRISTMAS SEASON -**

**- A Majority (51%) Say They are Better Off this Christmas than Last –**

**- Most (52%) Plan to Spend the Same Amount as Last Christmas -**

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This Canada-wide poll was conducted by telephone between November 20th and 25th, 1997, among a representative cross-section of 1,516 adult Canadians.

The data were statistically weighted to ensure the sample's age composition reflects that of the actual Canadian population according to the 1996 Census data.

With a national sample of 1,516, one can say with 95 percent certainty that the results are within  $\pm 2.5$  percentage points of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within the various sub-groupings of the survey population.

## **- THE CHRISTMAS SEASON -**

### **- A Majority (51%) Say They are Better Off this Christmas than Last – - Most (52%) Plan to Spend the Same Amount as Last Christmas -**

A slim majority (51%) of Canadians believe that they, personally, are better off this Christmas season than they were last Christmas. One third (34%) *somewhat agree* that they are better off this year, and another one in six (17%) *strongly agree*. However, forty-six percent (46%) believe they are not any better off this year – almost one in three (27%) *somewhat disagree* that they are better off this year, and a further one in five (19%) *strongly disagree*. (Table 1)

Respondents with a household income of at least \$60K stand out as the group most likely to report being better off this year (65%). Also likely to feel they are better off than they were last Christmas are Albertans (60%), British Columbians (58%), respondents aged 18 to 34 (60%), and men (60%). Least likely to report an improvement over last year are residents of Quebec (43%), women (44%) and those over the age of 55 (44%).

When it comes to spending intentions, the majority of Canadians (52%) plan to spend about the same amount of money as they spent last year. One third (34%) say they will be spending less this year, while only about one in seven (14%) think they may spend more money this year. (Table 2)

In line with their feeling of being better off than they were a year ago, Albertans (20%) and those aged 18 to 34 (20%) are the groups most likely to report that they expect to spend more money this year. Residents of the Atlantic provinces (44%), those with an income of less than \$30K (42%), and women (40%) are the most likely to spend less than they did last Christmas season.

These are the findings of a CTV/National Angus Reid Group Poll conducted among a representative sample of 1,516 adult Canadians between November 20<sup>th</sup> and 25<sup>th</sup>, 1997. A sample of this size has an associated margin of error of +/- 2.5 percentage points, nineteen times out of twenty.

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