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Immigrants – Say Call it “Christmas”,  
While Three in Ten (29%) Prefer “Holiday Season”  
*Just Three in Ten (Down 18 Points) Will Go  
To Church for Christmas***

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**Ipsos Reid**

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**Toronto, ON** – Is that a “Holiday Tree” or a “Christmas Tree” in front of City Hall? Canadians have weighed in on the debate, and a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television has revealed that most Canadians believe the name for the season should be: Christmas.

Seven in ten (71%) Canadians – including seven in ten (70%) English or French-speaking immigrants – are closer to the opinion that ‘we should refer to the end of the year as the “Christmas Season” because that is the original meaning and purpose of the holiday’. On the other side of the debate, three in ten (29%) Canadians more closely believe that ‘we should refer to the end of the year as the “Holiday Season” because not everyone celebrates Christmas and it’s important to be inclusive of other religions and cultures’.

Canadians over the age of 55 (79%) are most likely to believe that the season should be called Christmas, while those aged 35 to 54 (74%) are slightly less likely, and those aged 18 to 34 (56%) are much less likely. Further, Albertans (77%) are most inclined to believe the season should be called the Christmas Season, while those living in Ontario (74%), Saskatchewan and Manitoba (74%), British Columbia (71%), Atlantic Canada (68%) and Quebec (63%) are less inclined.



Even though most Canadians believe the season name should be Christmas, for most (59%) Canadians the most important thing about Christmas is that it's 'a time for family'. Just two in ten (19%) believe that the most important thing about Christmas is reflecting on the birth of Jesus Christ, while others believe it is mostly 'a time for sharing and gift giving' (9%) or its simply 'a nice festive season in the middle of winter'.

Canadians appear to be getting away from some of the more traditional activities associated with Christmas. While eight in ten (78%) Canadians will have a Christmas Tree this year, only three quarters (75%) will have a turkey for Christmas dinner (down 6 points from 2007), and only a slim majority (52%) will hang stockings (down 8 points). Just three in ten (30%) Canadians will go to church for Christmas (down 18 points from 3 years ago), while a similar proportion (29%) will have a nativity scene in their home (down 18 points). One in ten (8%) Canadians won't do any of these Christmas-related activities.

Examining the religious practices of Canadians on the whole, seven in ten (72%) Canadians describe themselves as a Christian, while just 46% practise some form of religion. Still, churches around the country will have a better chance of filling their pews for the Christmas services: while only two in ten (17%) attend church's services or masses on a regular basis (at least a few times a month), three in ten (31%) will attend a Christmas service or mass.

*These are some of the findings of an Ipsos Reid poll conducted between December 9 and 14, 2010, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,044 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire*

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*population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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