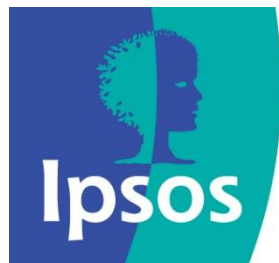


Christmas in Canada: Fewer Trees and Less Turkey as Holiday Traditions Less Widespread

Public Release Date: Monday, December 23, 2013



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Christmas in Canada: Fewer Trees and Less Turkey as Holiday Traditions Less Widespread

Toronto, ON – Christmas in Canada continues to evolve, as traditions become less widespread in Canada, according to a new Ipsos Reid poll conducted for CTV News. While seven in ten (72%) Canadians will have a Christmas tree this year, this is down 3 points since last year, and only two in three (66%) will have turkey for Christmas dinner (also down 2 points since last year, or 9 points from 2010).

Bucking the trend of declining traditions, fully one half (50%) of Canadians will hang stockings this year, which is up 2 points since last year.

Religious traditions continue to be less popular than secular ones: three in ten (29%) will have a nativity scene in their home (up 1 point since last year), while 29% will go to church for Christmas, down 1 point.

Reflecting the changing demographics of Canada – particularly immigrants coming from non-Christian countries – fourteen (14%) percent of those living in Canada won't do any of these traditions, religious or secular, up from 11% last year.

By the Demos...

Those with kids in the household are much more likely (84%) to have a Christmas tree than those without (67%) kids. They're also more likely to hang stockings (66%) than those

without kids (44%), and those with kids are also more likely to have a nativity scene in their home (33% vs. 27%) and go to church on Christmas (32% vs. 27%).

- Those most likely to have a Christmas tree? Atlantic Canadians (87%), while Quebecers (65%) are least likely.
- Those most likely to have turkey? Atlantic Canadians (82%), while Quebecers (47%) are least likely.
- Those most likely to hang stockings? Atlantic Canadians (62%), while Quebecers (39%) are least likely.
- Those most likely to have a nativity scene? Atlantic Canadians (35%), while Albertans (22%) are the least likely.
- Those most likely to go to church at Christmas? Atlantic Canadians (33%), while British Columbians (24%) are least likely.

These are some of the findings of an Ipsos Reid poll conducted between December 9th to 13th, 2013, on behalf of CTV News. For this survey, a sample of 2,535 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to 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. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 2.2 percentage points of the entire Canadian adult population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



Ipsos Reid

-30-

For more information on this news release, please contact:

*John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*