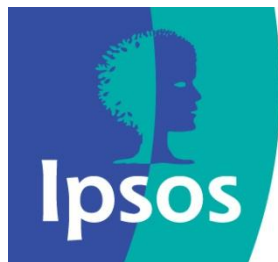


**Holiday Traditions on the Decline, but Canadians Emphatic it  
Remains the “Christmas Season” (73%),  
not “Holiday Season” (27%)**

*Just 28% of Canadians will Go to Church for Christmas*

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**Ipsos Reid**

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## **Holiday Traditions on the Decline, but Canadians Emphatic it Remains the “Christmas Season” (73%), not “Holiday Season” (27%)**

***Just 28% of Canadians will Go to Church for Christmas***

**Toronto, ON** – Holiday traditions may be on the decline in Canada, but most Canadians believe the season should still be referred to as Christmas and not the holiday season, according to a new Ipsos Reid poll conducted on behalf of Global News.

Some traditions are more widely observed than others, and Ipsos has been tracking many of these traditions over the years. Eight in ten (80%) Canadians will exchange gifts at Christmas time, and three quarters (73%) will have a Christmas Tree, down 2 points in 2 years. Fewer than half (45%) of Canadians will hang stockings, down from 48% in 2012 and 60% in 2007.

Focusing on food, two in three (65%) will have turkey for Christmas dinner (down 3 points in 2 years, and down 16 points since 2007). Two in ten (20%) Canadians will have Tourtière, including 53% of Quebecers, although this is down significantly from the 34% of Canadians and 68% of Quebecers who said they would have Tourtière in 2007.

When it comes to the religious aspect of Christmas, just 28% of Canadians will go to Church as part of their tradition, down from 30% in 2012 and 48% in 2007. Fewer than a quarter (23%) of Canadians will have a nativity scene in their home, down from 28% in 2012 and 47% in 2007.

### *Christmas vs. the Holiday Season...*

Despite the fact that the observance of many Christmas traditions in Canada is declining, most (73%) believe 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’, a sentiment that is statistically unchanged (up 1 point) since 2012. On the other hand, one quarter (27%) 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’ (down 1 point).

There isn’t any significant regional or gender variation on this topic, however, older Canadians aged 55+ are most likely to believe it should be called the Christmas Season (83%) compared to those aged 35 to 54 (68%) and 18 to 34 (65%). Younger people are more inclined to use the more inclusive Holiday Season moniker (35%) compared to middle-aged (32%) and older (17%) Canadians.

### *The Meaning of Christmas...*

With traditions on the decline, Christmas is slowly becoming less about family and religion. A majority (56%) of Canadians believe the most important thing about Christmas is that it’s a time for family, down 4 points since 2007. Only two in ten (20%) say it’s a time to reflect on the birth of Jesus Christ (down 3 points).

Twice as many Canadians now compared to 2007 believe it’s simply a nice festive season in the middle of winter (14%, up 7 points), while 9% think the most important thing about Christmas is that it’s a time for sharing and gift giving (down 1 point).



- Quebecers are most likely (66%) to describe it as **a time for family**, ahead of those in Alberta (60%), Atlantic Canada (56%), BC (55%), Ontario (52%) and Saskatchewan and Manitoba (46%).
- Residents of Saskatchewan and Manitoba (39%) are most likely to say it's a time to **reflect on the birth of Jesus Christ** compared to Atlantic Canadians (28%), Ontarians (23%), Albertans (22%), British Columbians (19%) and Quebecers (9%).
- British Columbians (18%) and Quebecers (17%) are more likely than those in Ontario (14%), Alberta (9%), the Prairies (8%) and Atlantic Canada (6%) to say it's **a nice festive season in the middle of winter**.

*These are some of the findings of an Ipsos Reid poll conducted between December 16 to 19, 2014 on behalf of Global News. For this survey, a sample of 1,005 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 within +/- 3.5 percentage points had all Canadians adults 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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