

Canadians are four times more likely to say they will spend less rather than more this holiday season.

Key Findings

1

Canadians are four times more likely to spend less rather than more this holiday season

While nearly one in two Canadians ([46%](#)) say they will spend about the same amount this holiday season compared to last year, four in ten ([43%](#)) say they will spend less and one in ten say they will spend more ([10%](#)).

2

Canadians are most likely to say they will socialize about that same amount this year as they did before the pandemic

One in two Canadians ([50%](#)) say they will socialize about the same this year during the holidays as they did before the pandemic. About one in four say they will either socialize less ([26%](#)) or socialize more ([23%](#)).

3

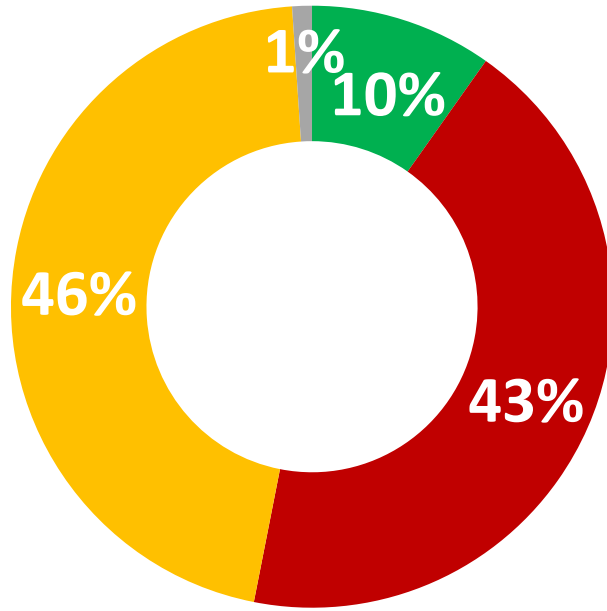
Younger Canadians more likely to say they will spend more and socialize more this holiday season than older Canadians

Compared to older Canadians (55 plus), younger Canadians (18-34) are more likely to say they will spend more ([17% compared to 8%](#)) and socialize more ([32% compared to 18%](#)) this holiday season.

Spending this holiday season compared to last year

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Q – This holiday season will you spend more, less or about the same compared to last year?



■ Spend more ■ Spend less ■ Spend about the same ■ Unsure

4 in 10 Canadians

Say they will spend less this holiday season compared to last year, more than four times greater than those who say they will spend more. Nearly one in two say they will spend about the same amount.

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Spending this holiday season compared to last year by demographics

Q – This holiday season will you spend more, less or about the same compared to last year?

Spend more				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
7.7%	9.8%	8.9%	11.4%	11.4%
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
10.3%	9.3%	17.3%	6.3%	7.7%
Spend less				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
45.5%	38.0%	45.9%	44.3%	42.3%
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
42.1%	44.4%	44.1%	47.7%	39.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Spending this holiday season compared to last year by demographics

Q – This holiday season will you spend more, less or about the same compared to last year?

About the same

Atlantic
(n=98)

45.0%

Quebec
(n=239)

51.9%

Ontario
(n=325)

44.3%

Prairies
(n=206)

43.1%

BC
(n=157)

44.0%

Men
(n=529)

47.0%

Women
(n=496)

44.8%

18 to 34
(n=163)

37.6%

35 to 54
(n=395)

44.5%

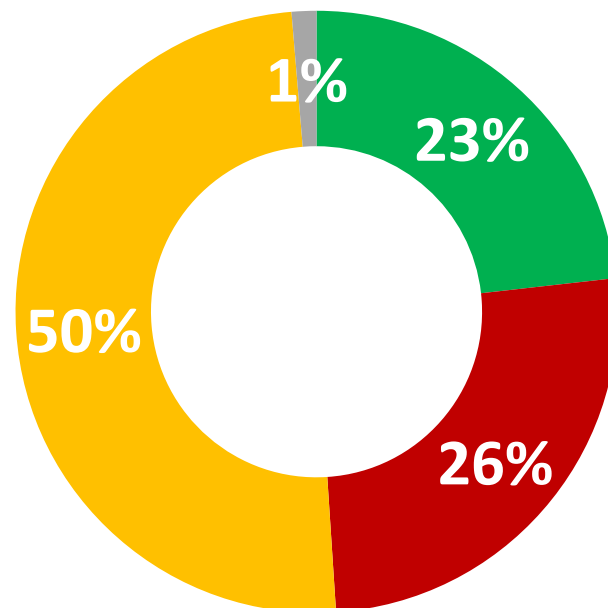
55 plus
(n=467)

52.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Socialization with friends and family compared to before the pandemic

Q – This holiday season will you be socializing with friends and family more, less or about the same compared to before the pandemic?



- Socialize more
- Socialize less
- Socialize about the same amount
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

1 in 2 Canadians

Say they will socialize about the same this holiday season compared to before the pandemic. Factoring those who will socialize more and less, overall activity will likely be the same this holiday season compared to before the pandemic.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Socialization with friends and family compared to before the pandemic by demographics

Q – This holiday season will you be socializing with friends and family more, less or about the same compared to before the pandemic?

Socialize more				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
13.8%	27.0%	22.4%	25.4%	21.0%
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
24.9%	21.6%	31.9%	22.9%	17.8%
Socialize less				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
22.0%	26.6%	25.9%	26.3%	24.9%
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
22.5%	28.9%	20.6%	26.1%	28.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Socialization with friends and family compared to before the pandemic by demographics

Q – This holiday season will you be socializing with friends and family more, less or about the same compared to before the pandemic?

About the same amount				
Atlantic (n=98)	Quebec (n=239)	Ontario (n=325)	Prairies (n=206)	BC (n=157)
63.4%	45.6%	49.9%	46.5%	53.4%
Men (n=529)	Women (n=496)	18 to 34 (n=163)	35 to 54 (n=395)	55 plus (n=467)
51.1%	48.3%	46.2%	49.4%	52.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2022, n=1025, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1025 Canadians, 18 years of age or older, between November 27th and 29th, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,025 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and the Freedom Convoy.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 27 th to 29 th , 2022.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS



2022-2268 – CTV/Nanos Survey – November Omni - STAT SHEET - Holidays

			Region					Gender		Age			
			Canada 2022-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - This holiday season will you spend more, less or about the same compared to last year?	Total	Unwgt N	1025	98	239	325	206	157	529	496	163	395	467
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Spend more	%	9.8	7.7	9.8	8.9	11.4	11.4	10.3	9.3	17.3	6.3	7.7
	Spend less	%	43.3	45.5	38.0	45.9	44.3	42.3	42.1	44.4	44.1	47.7	39.3
	Spend about the same	%	45.8	45.0	51.9	44.3	43.1	44.0	47.0	44.8	37.6	44.5	52.2
	Unsure	%	1.1	1.8	0.3	0.9	1.2	2.2	0.6	1.5	1.1	1.4	0.8

			Region					Gender		Age			
			Canada 2022-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - This holiday season will you be socializing with friends and family more, less or about the same compared to before the pandemic?	Total	Unwgt N	1025	98	239	325	206	157	529	496	163	395	467
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Socialize more	%	23.2	13.8	27.0	22.4	25.4	21.0	24.9	21.6	31.9	22.9	17.8
	Socialize less	%	25.7	22.0	26.6	25.9	26.3	24.9	22.5	28.9	20.6	26.1	28.8
	Socialize about the same amount	%	49.7	63.4	45.6	49.9	46.5	53.4	51.1	48.3	46.2	49.4	52.3
	Unsure	%	1.3	0.9	0.8	1.8	1.7	0.6	1.4	1.2	1.3	1.5	1.2