



More Canadians are saying they will spend less this holiday season compared to last year – Spending likely to go down on gifts and going out.



The research gauged views of Canadians on their likely spending for this upcoming holiday season, including on gifts, food and going to social events.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 2023.

The margin of error for a random survey of 1,069 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

Key Findings

1

Spending this holiday season compared to last year will be less than the previous wave

Over one in two Canadians ([54%](#)) say they will spend less this holiday season compared to last year which is higher than the previous wave in 2022 ([43%](#)). Over two in five Canadians will spend about the same ([42%](#)), similar with the 2022 wave ([46%](#)).

2

The spending on gifts will be less this season compared to last year

One in two Canadians say they will spend less on gifts this holiday season compared to last year ([53%](#)). Canadians aged 35 to 54 are the most likely to spend less on gifts ([62%](#)). Less than one in two Ontarians say they will spend less, making them the region the least likely to spend less ([49%](#))

3

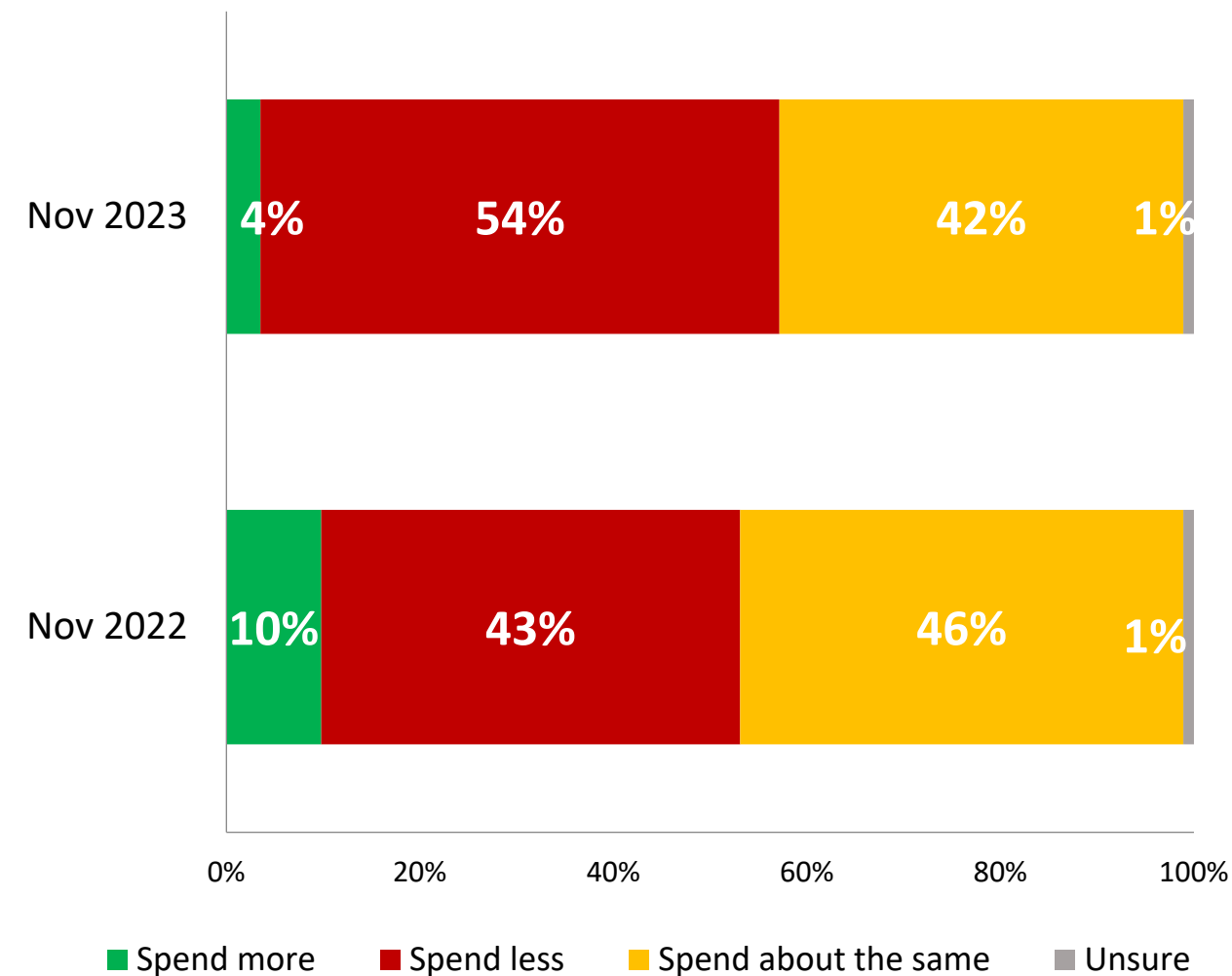
Canadians are most likely to spend about the same as they did last year on food at home

Compared to last year, nearly one in two Canadians will spend about the same on food at home ([49%](#)). About one in four say they will either spend more ([23%](#)) or spend less ([27%](#)). Canadians aged 35 to 54 are more likely to spend more ([28%](#)) as well as Ontarians ([27%](#)).

4

Canadians of all ages say they will spend less on going out to social events

More than three in five Canadians aged 18 to 34 ([62%](#)) and 35 to 54 ([63%](#)) will be spending less on going out to social event. One in two Canadians of 55 years of age and plus will also be spending less ([50%](#)).



*Weighted to the true population proportion.

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

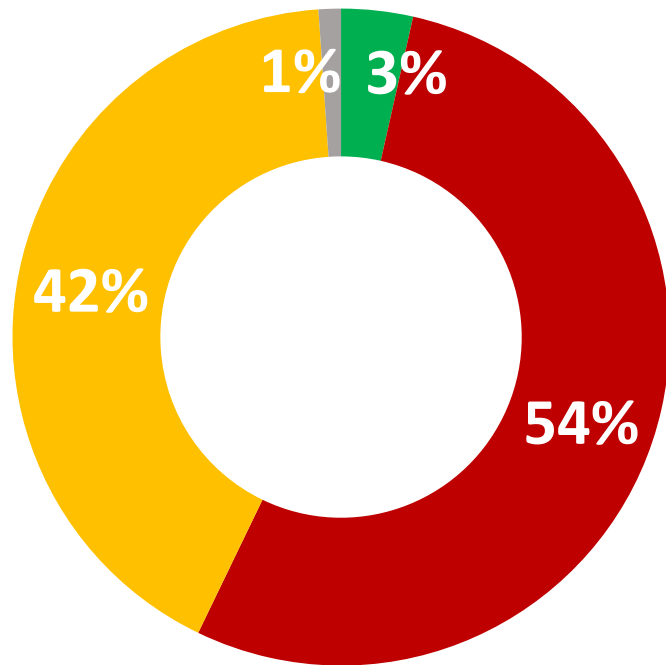
Q – This holiday season will you spend more, less or about the same compared to last year?

Spending this holiday season compared to last year

Canadians are **13** times more likely to spend less than more

Over one in two Canadians say they will spend less this holiday season compared to last year which mark a 9-point rise compared to the previous wave. Similar to the 2022 wave, about two in five Canadians will spend about the same this holiday season compared to last year. Canadians who will spend more has decreased from one in ten in 2022 to less than one in twenty in 2023.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.



- Spend more
- Spend less
- Spend about the same
- Unsure

Spending this holiday season compared to last year

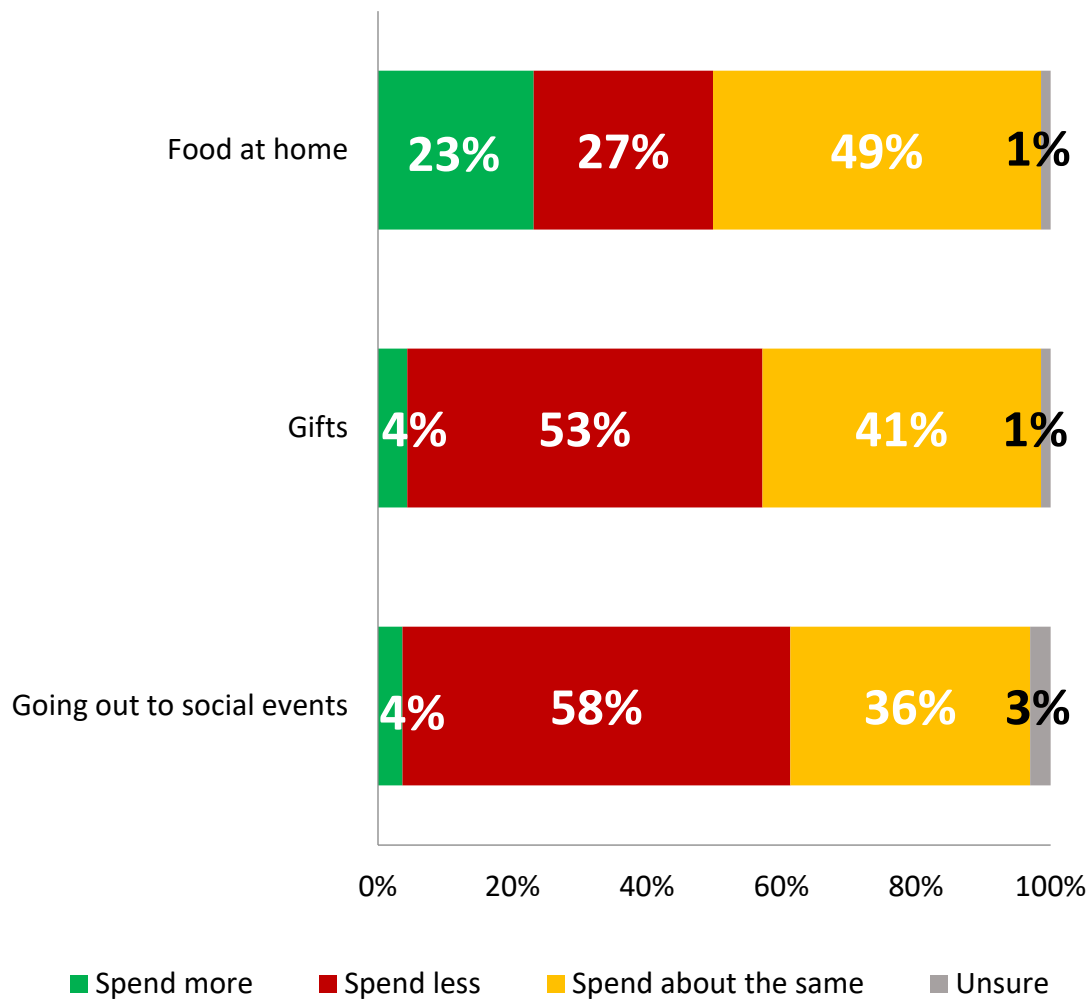
	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
Spend more	5.1%	2.5%	4.1%	2.6%	4.1%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	4.1%	3.0%	5.3%	3.4%	2.5%
Spend less	58.6%	54.9%	48.0%	60.6%	56.0%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	53.2%	53.8%	55.4%	63.0%	45.1%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on gifts, food at home and social events



Nearly **3 in 5** Canadians

Say they will spend less on social events this holiday season compared to last year. Nearly one in two Canadians say they will also spend less on gifts. On the other hand, Canadians are more likely to spend more on food at home than gifts and social events.

*Weighted to the true population proportion.

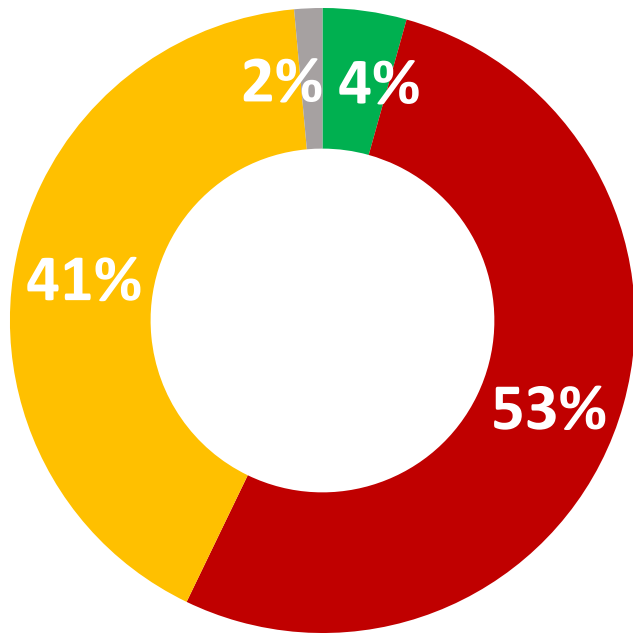
*Charts may not add up to 100 due to rounding.

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following:
[RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on gifts this holiday season compared to last year

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Gifts



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

Canadians are **13** times more likely to spend less than more

Over one in two Canadians say they will spend less on gifts this holiday season compared to last year while two in five Canadians will spend about the same. Canadians between 35 and 54 years old are the most likely to say that they will spend less (62%) as well as Canadian from the Atlantic region (59%).

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Spending on gifts this holiday season compared to last year – demographics

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Gifts

Spend more				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
4.6%	4.4%	4.6%	3.1%	4.8%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
6.0%	2.7%	7.5%	3.5%	3.0%
Spend less				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
58.6%	53.5%	48.4%	57.4%	55.4%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
51.5%	53.8%	54.6%	61.7%	44.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on gifts this holiday season compared to last year - demographics continued

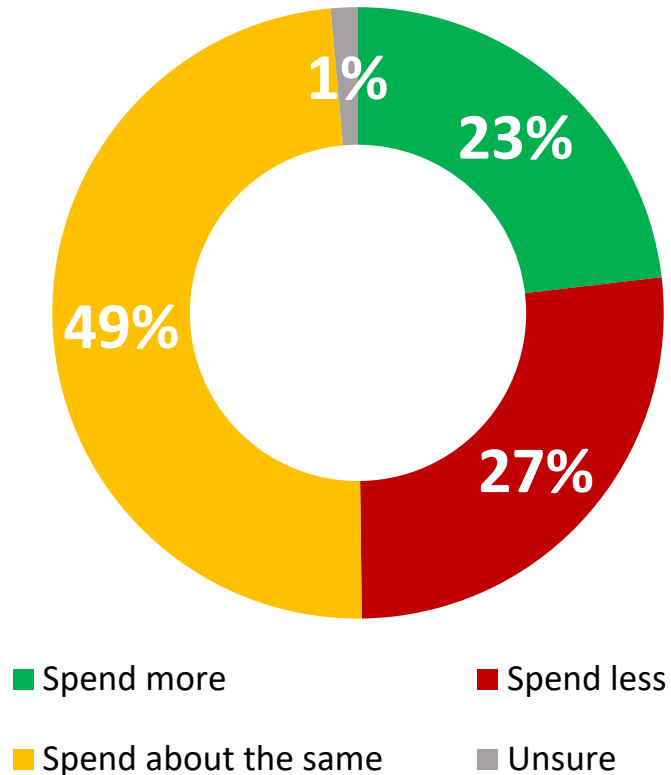
Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Gifts

About the same				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
33.3%	40.8%	45.5%	38.0%	39.1%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
41.2%	41.9%	37.4%	33.7%	50.0%
Unsure				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
3.5%	1.4%	1.5%	1.4%	0.6%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
1.3%	1.6%	0.5%	1.1%	2.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on food at home this holiday season compared to last year

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Food at home



Spending is overall awash

Nearly one in two Canadians say they will spend about the same on food at home this holiday season compared to last year. Factoring those who will spend more and less, overall spending on food at home will likely be the same this holiday season compared to last year. Canadians over 55 years old are most likely to spend about the same ([59%](#)); as well as Quebecer ([58%](#)).

*Weighted to the true population proportion.

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

Spending on food at home this holiday season compared to last year - demographics

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Food at home

Spend more				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
22.2%	18.8%	26.8%	24.7%	18.6%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
24.8%	21.7%	24.3%	28.2%	18.4%
Spend less				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
36.8%	22.2%	24.2%	32.6%	28.5%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
23.4%	29.3%	33.5%	28.2%	21.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on food at home this holiday season compared to last year - demographics continued

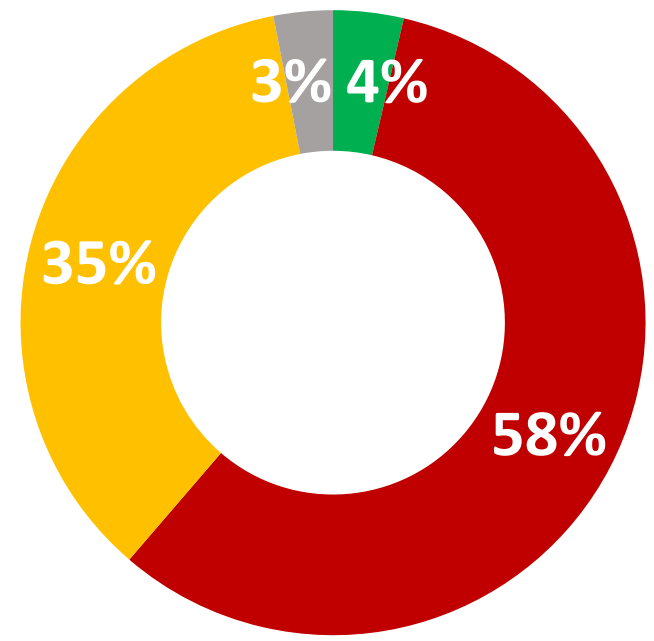
Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Food at home

About the same				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
38.1%	57.6%	47.6%	41.6%	51.6%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
50.1%	47.8%	41.2%	42.2%	58.9%
Unsure				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
2.9%	1.4%	1.3%	1.1%	1.3%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
1.8%	1.1%	1.0%	1.4%	1.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on social events this holiday season compared to last year

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Going out to social events

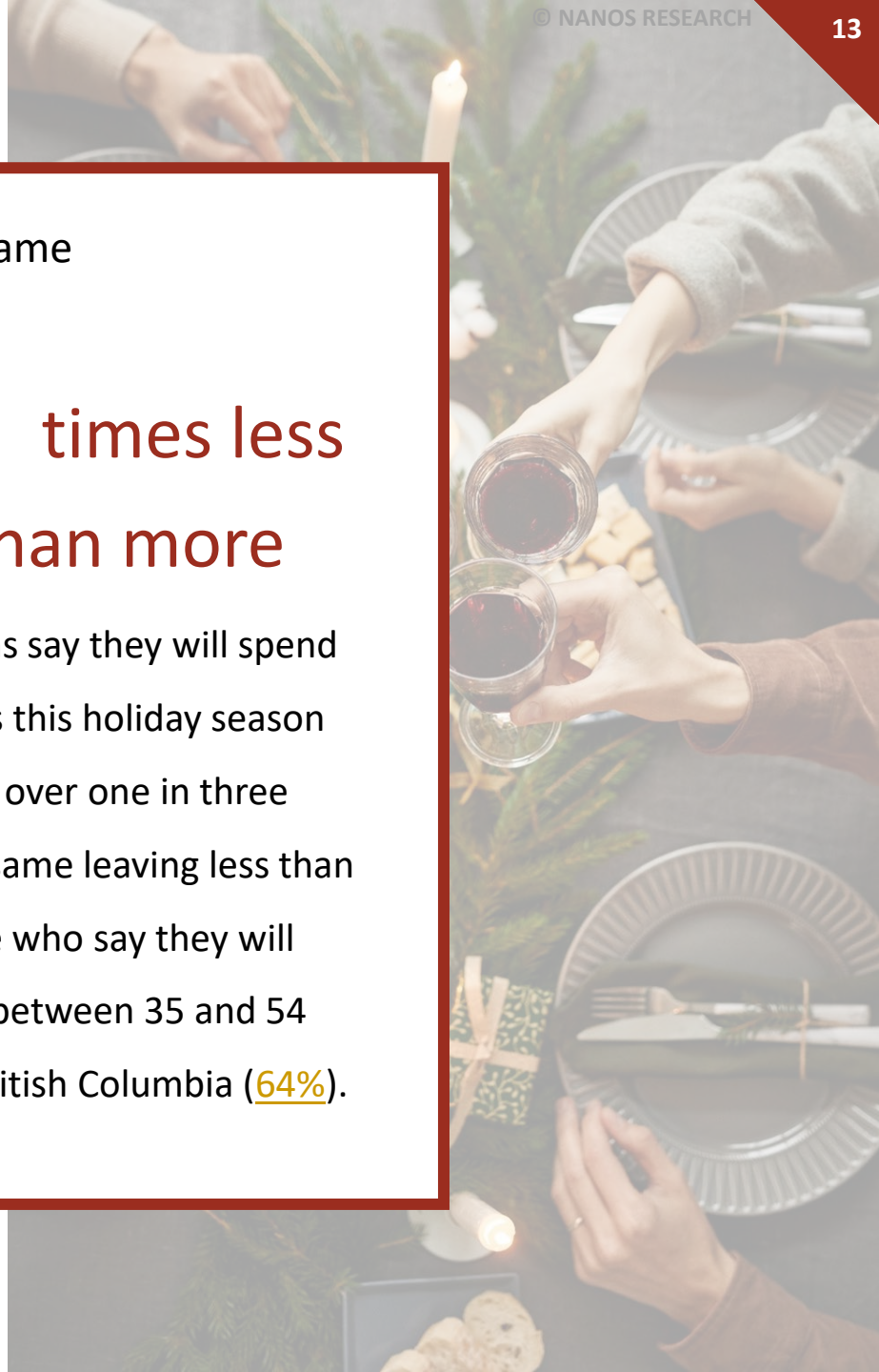


■ Spend more ■ Spend less
■ Spend about the same ■ Unsure

Canadians are 14 times less likely to spend less than more

Just under three in five Canadians say they will spend less on going out to social events this holiday season compared to last year, while just over one in three Canadians will spend about the same leaving less than one in ten spending more. Those who say they will spend less are more likely to be between 35 and 54 years old (63%) or to reside in British Columbia (64%).

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.



Spending on social events this holiday season compared to last year - demographics

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Going out to social events

Spend more				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
3.9%	3.9%	3.1%	3.8%	4.2%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
3.7%	3.6%	3.8%	3.9%	3.3%
Spend less				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
62.2%	58.3%	53.5%	59.4%	63.7%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
54.4%	60.6%	62.0%	63.3%	50.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on social events this holiday season compared to last year - demographics continued

Q – More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE] Going out to social events

About the same				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
31.5%	35.6%	38.5%	36.2%	29.2%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
38.9%	32.7%	32.7%	29.4%	42.5%
Unsure				
Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
2.3%	2.2%	4.9%	0.6%	2.8%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
3.0%	3.1%	1.5%	3.3%	3.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,069 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Nanos Research	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. See tables for full weighting disclosure.
Population and Final Sample Size	1,069 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	15 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, preferred leaders of Canadian political parties, carbon tax and Ontario Culture Days Festival.
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 30 th to December 2 nd , 2023.		
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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Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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TABULATIONS



2023-2502 – Holiday Spending – STAT SHEET

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Spend more	%	3.5	5.1	2.5	4.1	2.6	4.1	4.1	3.0		5.3	3.4	2.5
	Spend less	%	53.6	58.6	54.9	48.0	60.6	56.0	53.2	53.8		55.4	63.0	45.1
	Spend about the same	%	41.7	35.7	40.8	47.0	36.8	37.9	42.1	41.7		38.8	32.4	51.0
	Unsure	%	1.1	0.7	1.8	0.9	0.0	1.9	0.7	1.5		0.5	1.2	1.4

More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE]

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Gifts	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Spend more	%	4.3	4.6	4.4	4.6	3.1	4.8	6.0	2.7		7.5	3.5	3.0
	Spend less	%	52.8	58.6	53.5	48.4	57.4	55.4	51.5	53.8		54.6	61.7	44.7
	Spend about the same	%	41.4	33.3	40.8	45.5	38.0	39.1	41.2	41.9		37.4	33.7	50.0
	Unsure	%	1.4	3.5	1.4	1.5	1.4	0.6	1.3	1.6		0.5	1.1	2.4

More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE]

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Food at home	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Spend more	%	23.1	22.2	18.8	26.8	24.7	18.6	24.8	21.7		24.3	28.2	18.4
	Spend less	%	26.7	36.8	22.2	24.2	32.6	28.5	23.4	29.3		33.5	28.2	21.0
	Spend about the same	%	48.8	38.1	57.6	47.6	41.6	51.6	50.1	47.8		41.2	42.2	58.9
	Unsure	%	1.4	2.9	1.4	1.3	1.1	1.3	1.8	1.1		1.0	1.4	1.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Responses with n value under 30 have been shaded



2023-2502 – Holiday Spending – STAT SHEET

More specifically, this holiday season will you spend more, less or about the same compared to last year on the following: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Going out to social events	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Spend more	%	3.6	3.9	3.9	3.1	3.8	4.2	3.7	3.6	3	3.8	3.9	3.3
	Spend less	%	57.7	62.2	58.3	53.5	59.4	63.7	54.4	60.6	3	62.0	63.3	50.4
	Spend about the same	%	35.6	31.5	35.6	38.5	36.2	29.2	38.9	32.7	3	32.7	29.4	42.5
	Unsure	%	3.1	2.3	2.2	4.9	0.6	2.8	3.0	3.1	3	1.5	3.3	3.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Responses with n value under 30 have been shaded

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