

One in 20 Canadians say they are spending more this holiday season.

National Survey released December 2024
Field: November 30th to December 4th, 2024
Submission 2024-2731





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 1084 Canadians, 18 years of age or older, between November 30th and December 4th, 2024.

The margin of error for a random survey of 1,084 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

KEY FINDINGS

1

FEWER CANADIANS SAY THEY WILL SPEND LESS THIS HOLIDAY SEASON COMPARED TO LAST YEAR

Canadians are nine times more likely to say they will spend less this holiday season ([48%](#)) rather than more ([five per cent](#)) compared to last year, which has declined from December 2023 ([54%](#)) but remains higher than 2022 ([43%](#)). Over two in five Canadians say they will spend about the same ([45%](#)). There has been a decline in the proportion of younger Canadians (18-34) who plan to spend more since 2022 ([2024: six per cent; 2022: 17%](#)).

2

CANADIANS ARE MORE LIKELY TO SPEND LESS RATHER THAN MORE ON GIFTS THIS HOLIDAY SEASON

About one in two Canadians each say they plan to spend less ([47%](#)) or about the same ([46%](#)) on gifts this holiday season compared to last year, while fewer than one in ten plan to spend more this year ([six per cent](#)). Canadians between 18 and 34 years old ([55%](#)) and 35 to 54 ([53%](#)) are more likely to say that they will spend less than those 55 plus ([37%](#)). These findings are consistent with those from December 2023.

3

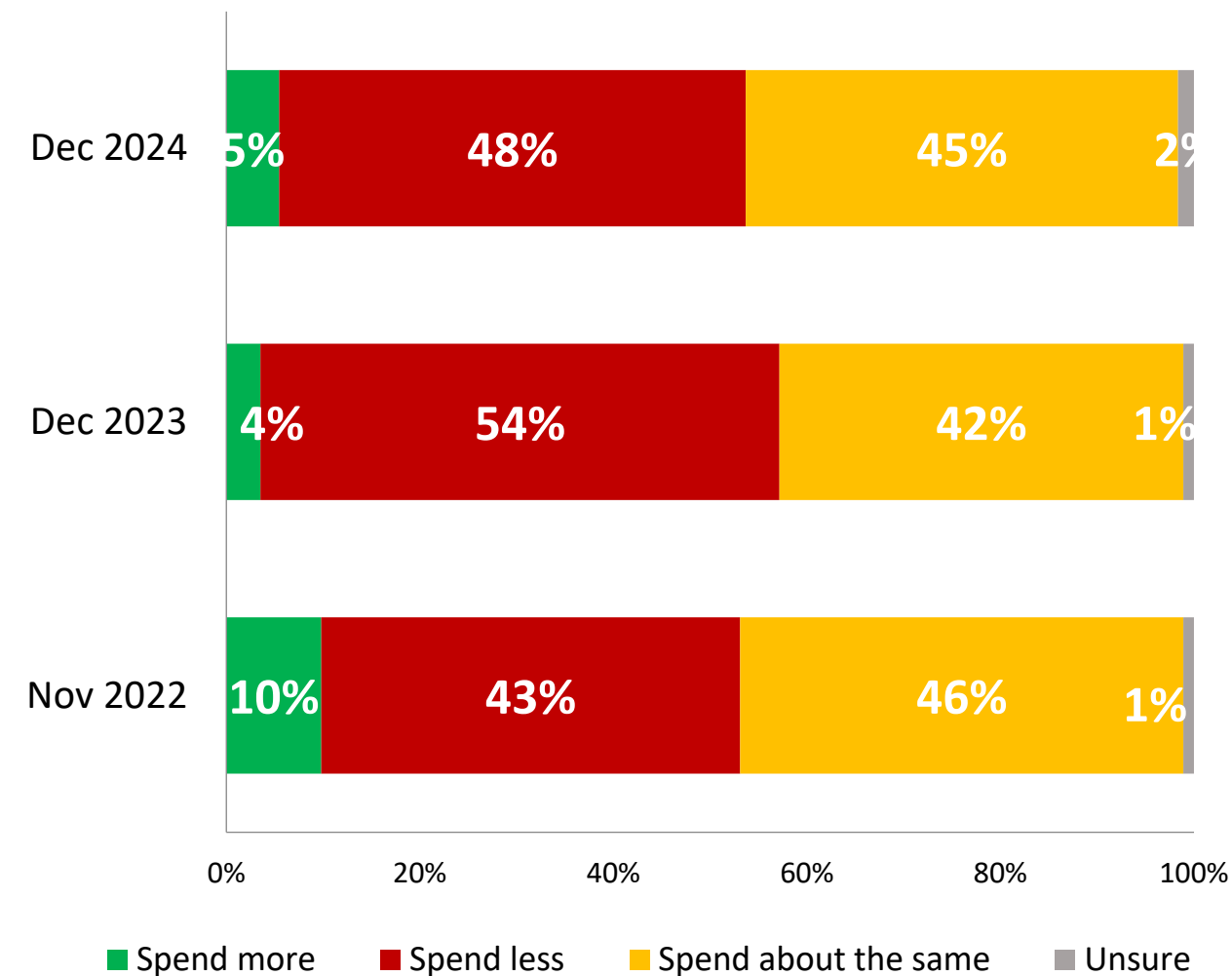
SPENDING ON FOOD AT HOME REMAINS A WASH COMPARED TO LAST YEAR

Factoring those who will spend more ([22%](#)) and less ([24%](#)), overall spending on food at home will likely be the same this holiday season compared to last year, as another one in two Canadians say they will spend about the same ([53%](#)). Canadians 18 to 34 are more likely to say they will spend less ([31%](#)) than those 55 plus ([20%](#)).

4

CANADIANS REMAIN MUCH MORE LIKELY TO SPEND LESS THAN MORE ON GOING TO SOCIAL EVENTS THIS HOLIDAY SEASON VS LAST YEAR

More than half of Canadians say they plan to spend less on going out to social events this holiday season compared to last year ([53%](#)), while close to four in ten Canadians will spend about the same ([39%](#)), and one in ten say they will spend more ([five per cent](#)). Younger Canadians (18 to 34) ([60%](#)) and those 35 to 54 ([57%](#)) are more likely to say they plan to spend less on this than older Canadians (55 plus)([47%](#)).



*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 **9** times more likely

to say they will spend less this holiday season (48%) rather than more (five per cent), while about one in two will spend about the same as usual (45%). Of note, the proportion who say they will spend less has declined by six percentage points from 2023 but is still up from the benchmark in 2022 (43%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1,084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending this holiday season compared to last year – tracking by demographics

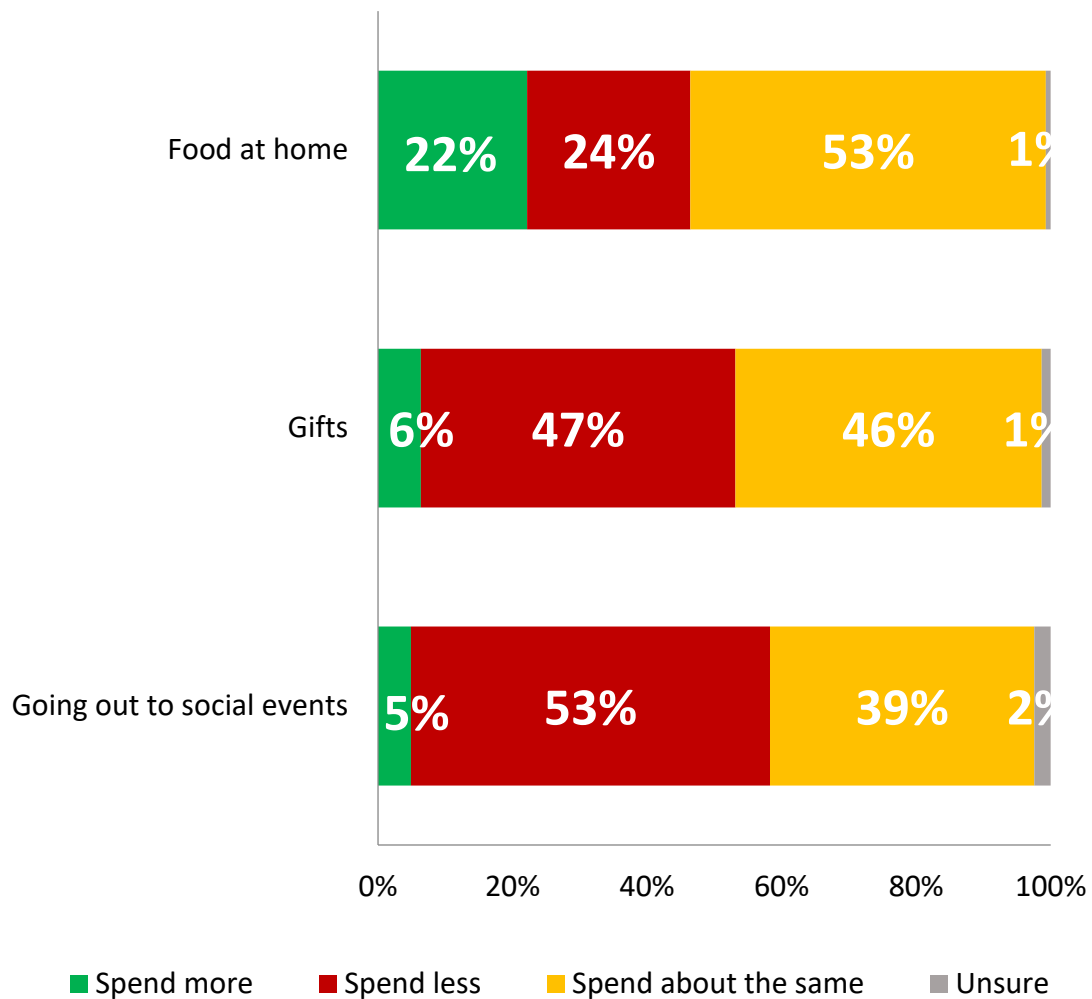
Q – This holiday season will you spend more, less or about the same compared to last year?

	Canada			Atlantic			Quebec			Ontario			Prairies			British Columbia		
	2024-12 (n=1084)	2023-12 (n=1069)	2022-11 (n=1025)	2024-12 (n=108)	2023-12 (n=101)	2022-11 (n=98)	2024-12 (n=230)	2023-12 (n=250)	2022-11 (n=239)	2024-12 (n=374)	2023-12 (n=353)	2022-11 (n=325)	2024-12 (n=215)	2023-12 (n=210)	2022-11 (n=206)	2024-12 (n=157)	2023-12 (n=155)	2022-11 (n=157)
Spend more	5.5%	3.5%	9.8%	4.1%	5.1%	7.7%	5.7%	2.5%	9.8%	5.6%	4.1%	8.9%	4.5%	2.6%	11.4%	6.7%	4.1%	11.4%
Spend less	48.2%	53.6%	43.3%	41.9%	58.6%	45.5%	44.9%	54.9%	38.0%	46.8%	48.0%	45.9%	58.4%	60.6%	44.3%	47.9%	56.0%	42.3%
Spend about the same	44.7%	41.7%	45.8%	52.1%	35.7%	45.0%	47.9%	40.8%	51.9%	45.2%	47.0%	44.3%	36.4%	36.8%	43.1%	44.4%	37.9%	44.0%
	Male			Female			18 to 34			35 to 54			55 plus					
	2024-12 (n=578)	2023-12 (n=567)	2022-11 (n=529)	2024-12 (n=506)	2023-12 (n=499)	2022-11 (n=496)	2024-12 (n=174)	2023-12 (n=195)	2022-11 (n=163)	2024-12 (n=384)	2023-12 (n=362)	2022-11 (n=395)	2024-12 (n=526)	2023-12 (n=512)	2022-11 (n=467)			
Spend more	5.5%	4.1%	10.3%	5.4%	3.0%	9.3%	6.4%	5.3%	17.3%	5.7%	3.4%	6.3%	4.7%	2.5%	7.7%			
Spend less	46.3%	53.2%	42.1%	50.0%	53.8%	44.4%	59.8%	55.4%	44.1%	53.2%	63.0%	47.7%	36.8%	45.1%	39.3%			
Spend about the same	46.4%	42.1%	47.0%	42.9%	41.7%	44.8%	31.6%	38.8%	37.6%	39.4%	32.4%	44.5%	57.2%	51.0%	52.2%			

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1,084, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Spending on gifts, food at home and social events



About **1 in 2** Canadians

say they will spend less on social events and gifts this holiday season compared to last year. One in five Canadians report they will spend more on food at home compared to last year. These findings are consistent with the previous wave in December 2023.

*Weighted to the true population proportion.

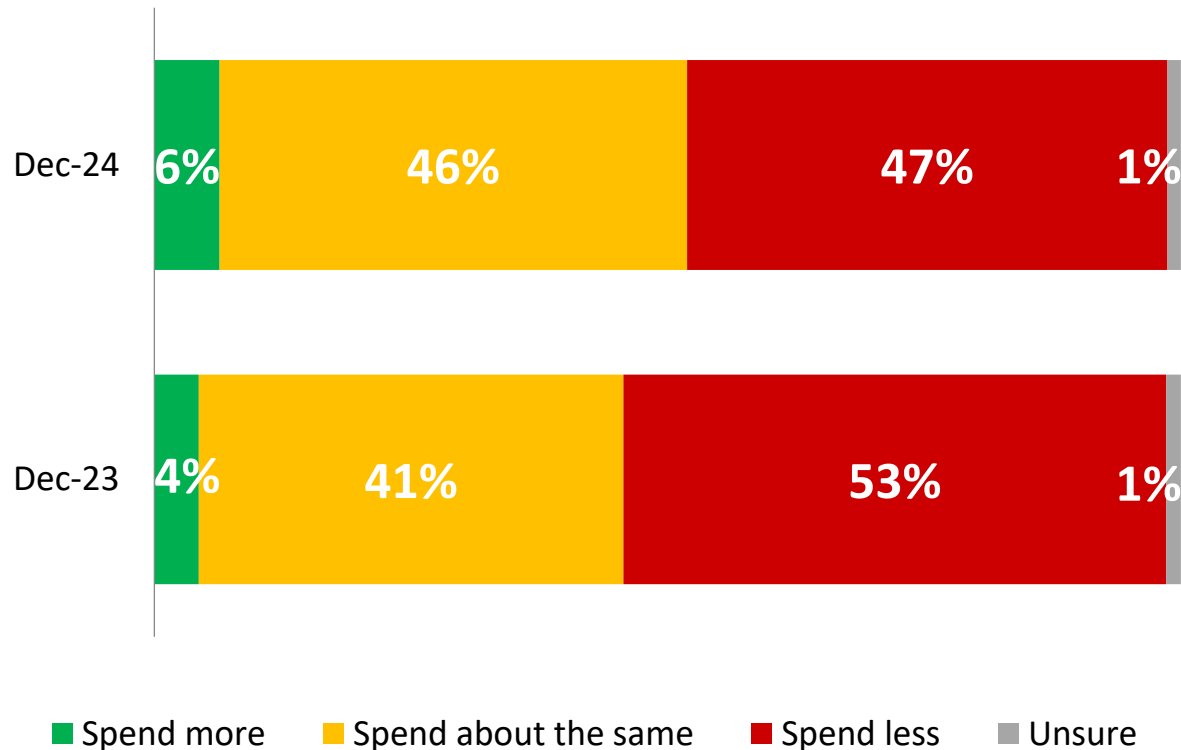
*Charts may not add up to 100 due to rounding.

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 4th, 2024, n=1,084, 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



Canadians are **7** times more likely to spend less than more

on gifts this holiday season, while about one in two plan to spend the same amount.

Canadians between 18 and 34 years old (55%) and 35 to 54 (53%) are more likely to say that they will spend less than those 55 plus (37%).

*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 30th to December 4th, 2024, n=1,084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on gifts this holiday season compared to last year – tracking by 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

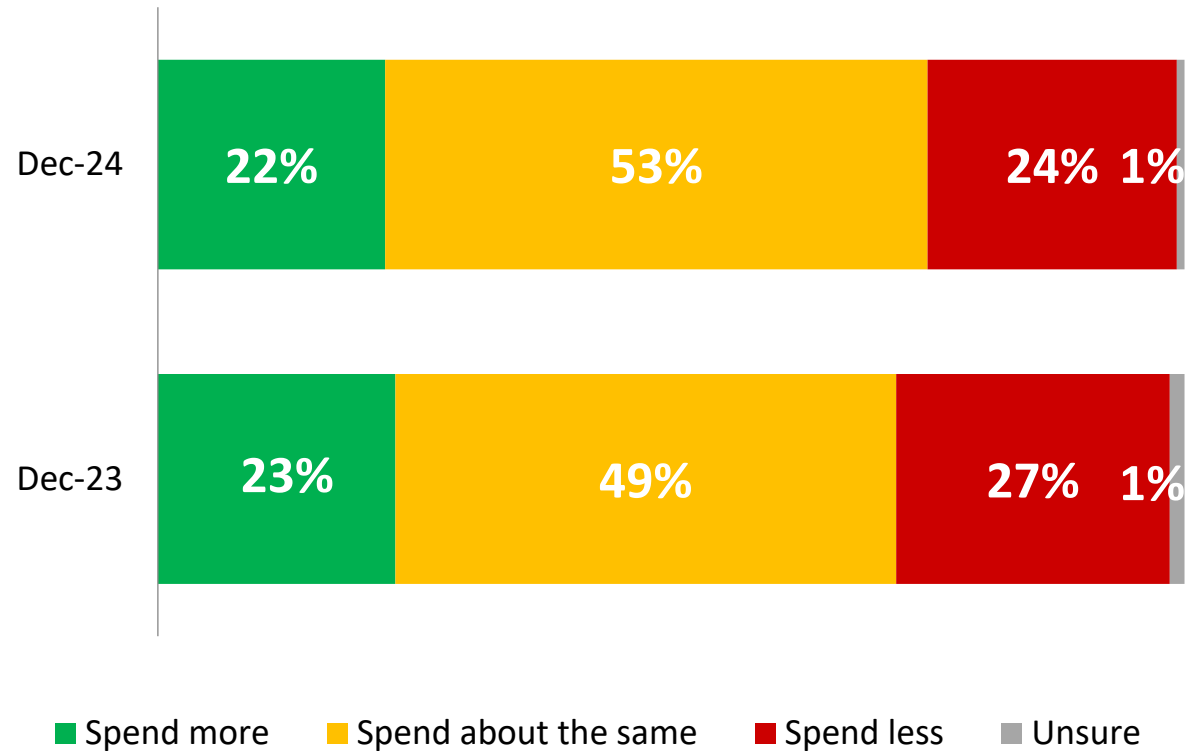
	Canada		Atlantic		Quebec		Ontario		Prairies		British Columbia	
	2024-12 (n=1084)	2023-12 (n=1069)	2024-12 (n=108)	2023-12 (n=101)	2024-12 (n=230)	2023-12 (n=250)	2024-12 (n=374)	2023-12 (n=353)	2024-12 (n=215)	2023-12 (n=210)	2024-12 (n=157)	2023-12 (n=155)
Spend more	6.4%	4.3%	5.5%	4.6%	5.3%	4.4%	5.9%	4.6%	8.0%	3.1%	7.7%	4.8%
Spend less	46.8%	52.8%	38.9%	58.6%	44.8%	53.5%	47.7%	48.4%	50.7%	57.4%	46.3%	55.4%
Spend about the same	45.5%	41.4%	53.6%	33.3%	49.0%	40.8%	44.7%	45.5%	40.6%	38.0%	44.6%	39.1%

	Male		Female		18 to 34		35 to 54		55 plus	
	2024-12 (n=578)	2023-12 (n=567)	2024-12 (n=506)	2023-12 (n=499)	2024-12 (n=174)	2023-12 (n=195)	2024-12 (n=384)	2023-12 (n=362)	2024-12 (n=526)	2023-12 (n=512)
Spend more	6.0%	6.0%	6.7%	2.7%	8.4%	7.5%	7.1%	3.5%	4.5%	3.0%
Spend less	46.8%	51.5%	46.7%	53.8%	54.8%	54.6%	53.1%	61.7%	36.6%	44.7%
Spend about the same	45.4%	41.2%	45.7%	41.9%	35.0%	37.4%	39.5%	33.7%	57.1%	50.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1,084, 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



*Weighted to the true population proportion.

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

Food spending a wash overall

as over one in two Canadians say they will spend about the same on food at home this holiday season compared to last year, and one in four each plan to spend more or less. 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 18 to 34 are more likely to spend less (31%) than those 55 plus (20%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1,084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Spending on food this holiday season compared to last year – tracking by 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

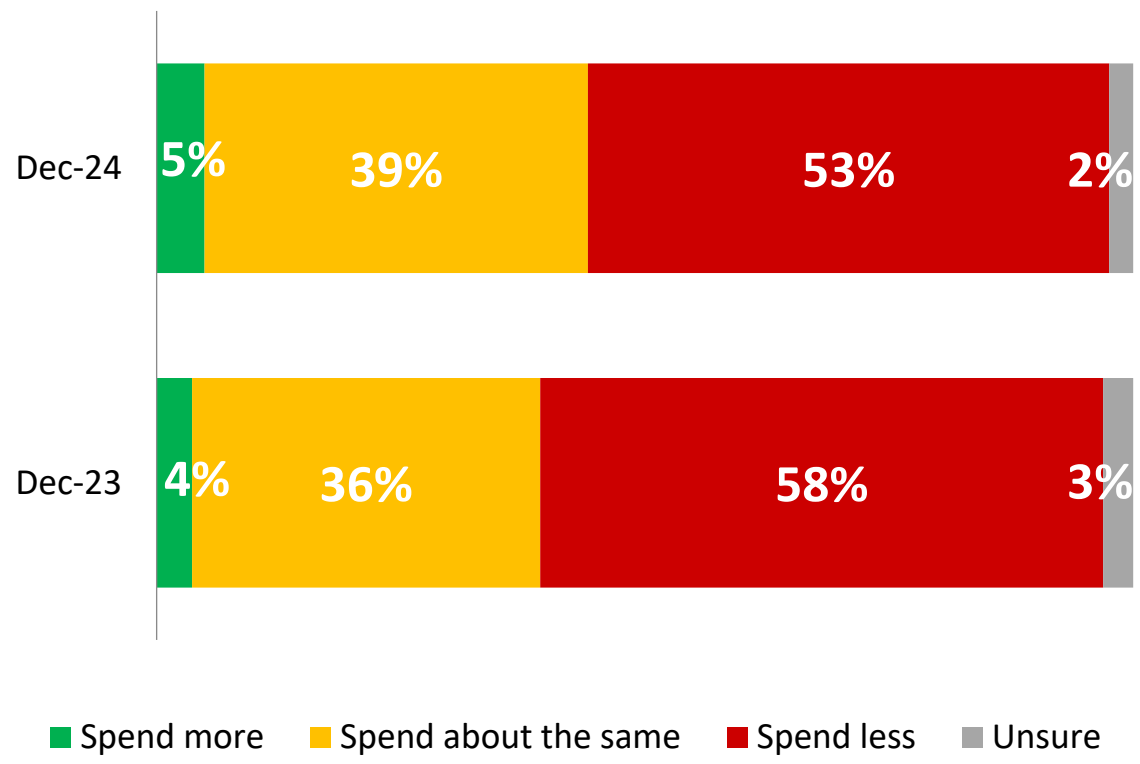
	Canada		Atlantic		Quebec		Ontario		Prairies		British Columbia	
	2024-12 (n=1084)	2023-12 (n=1069)	2024-12 (n=108)	2023-12 (n=101)	2024-12 (n=230)	2023-12 (n=250)	2024-12 (n=374)	2023-12 (n=353)	2024-12 (n=215)	2023-12 (n=210)	2024-12 (n=157)	2023-12 (n=155)
Spend more	22.1%	23.1%	20.6%	22.2%	17.2%	18.8%	21.9%	26.8%	24.1%	24.7%	29.4%	18.6%
Spend less	24.3%	26.7%	26.4%	36.8%	23.1%	22.2%	24.9%	24.2%	29.7%	32.6%	16.8%	28.5%
Spend about the same	52.8%	48.8%	53.0%	38.1%	58.6%	57.6%	52.6%	47.6%	45.3%	41.6%	53.3%	51.6%

	Male		Female		18 to 34		35 to 54		55 plus	
	2024-12 (n=578)	2023-12 (n=567)	2024-12 (n=506)	2023-12 (n=499)	2024-12 (n=174)	2023-12 (n=195)	2024-12 (n=384)	2023-12 (n=362)	2024-12 (n=526)	2023-12 (n=512)
Spend more	22.8%	24.8%	21.5%	21.7%	27.1%	24.3%	24.7%	28.2%	16.9%	18.4%
Spend less	22.4%	23.4%	26.1%	29.3%	31.4%	33.5%	24.1%	28.2%	19.9%	21.0%
Spend about the same	54.2%	50.1%	51.5%	47.8%	40.5%	41.2%	50.7%	42.2%	62.5%	58.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1,084, 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



Canadians are **11** times more likely to spend less than more

on going out to social events this holiday season compared to last year, while just around four in ten Canadians will spend about the same and less than one in ten plan to spend more. Younger Canadians (18 to 34) (60%) and those 35 to 54 (57%) are more likely to say they plan to spend less on this than older Canadians (55 plus)(47%).

*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 30th to December 4th, 2024, n=1,084, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Spending on social events this holiday season compared to last year – tracking by 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

	Canada		Atlantic		Quebec		Ontario		Prairies		British Columbia	
	2024-12 (n=1084)	2023-12 (n=1069)	2024-12 (n=108)	2023-12 (n=101)	2024-12 (n=230)	2023-12 (n=250)	2024-12 (n=374)	2023-12 (n=353)	2024-12 (n=215)	2023-12 (n=210)	2024-12 (n=157)	2023-12 (n=155)
Spend more	4.9%	3.6%	3.2%	3.9%	6.2%	3.9%	5.2%	3.1%	3.0%	3.8%	5.0%	4.2%
Spend less	53.4%	57.7%	60.0%	62.2%	54.4%	58.3%	54.5%	53.5%	55.8%	59.4%	42.1%	63.7%
Spend about the same	39.3%	35.6%	35.3%	31.5%	36.7%	35.6%	38.0%	38.5%	38.8%	36.2%	49.6%	29.2%

	Male		Female		18 to 34		35 to 54		55 plus	
	2024-12 (n=578)	2023-12 (n=567)	2024-12 (n=506)	2023-12 (n=499)	2024-12 (n=174)	2023-12 (n=195)	2024-12 (n=384)	2023-12 (n=362)	2024-12 (n=526)	2023-12 (n=512)
Spend more	4.9%	3.7%	4.9%	3.6%	4.9%	3.8%	4.2%	3.9%	5.4%	3.3%
Spend less	52.8%	54.4%	53.9%	60.6%	59.5%	62.0%	56.6%	63.3%	46.9%	50.4%
Spend about the same	39.9%	38.9%	38.7%	32.7%	34.6%	32.7%	37.6%	29.4%	43.7%	42.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1,084, 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 1,084 Canadians, 18 years of age or older, between November 30th and December 4th, 2024, 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 1,084 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	1,084 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	12 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, immigration, trade, tax policy, housing and standard of living.
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.	Tabulations	2024-2731 Holiday Spending Tables - Formatted
Field Dates	November 30 th to December 4 th , 2024.		
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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Any questions?



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