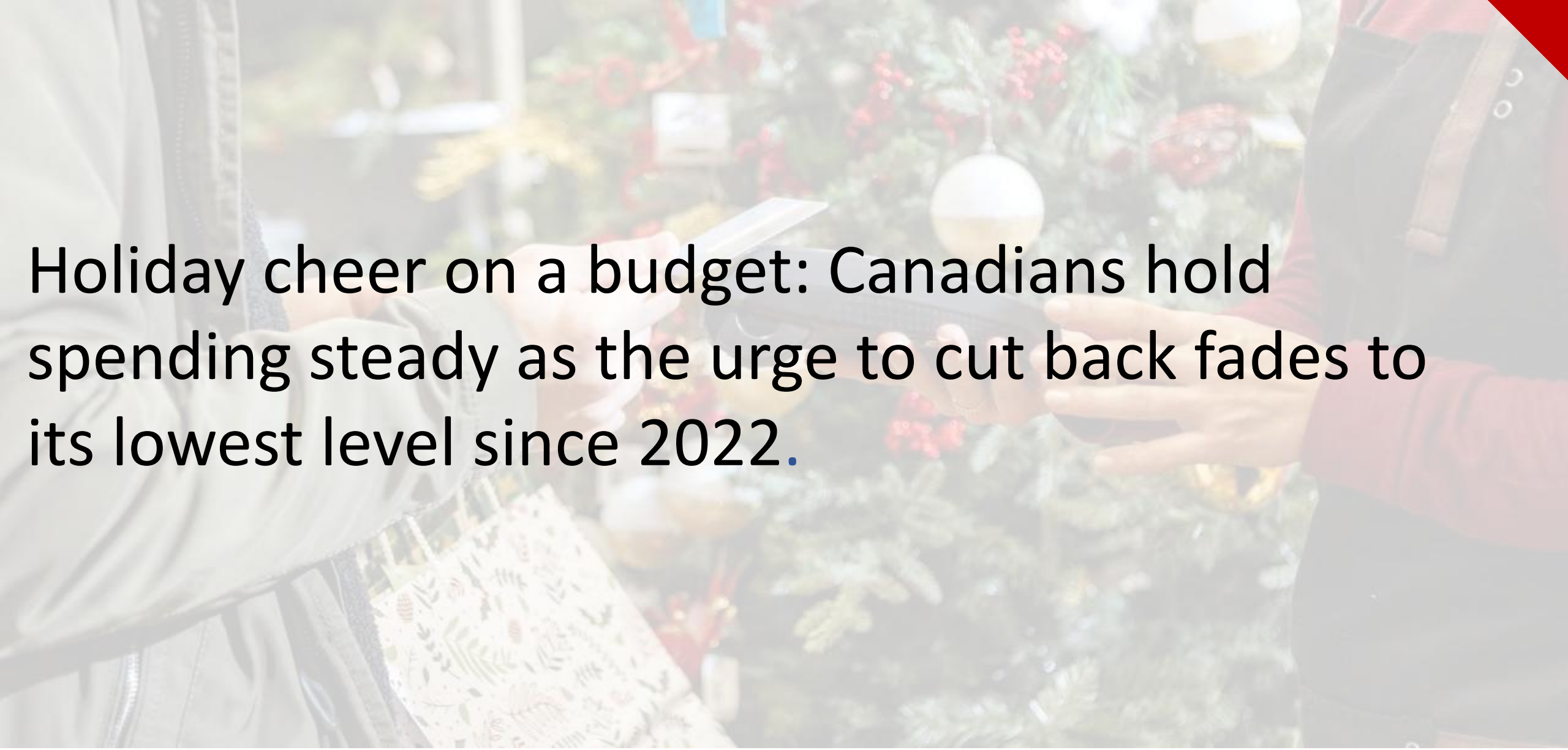


Holiday cheer on a budget: Canadians hold spending steady as the urge to cut back fades to its lowest level since 2022.

National survey released November 2026
Field: October 31st to November 2nd, 2026
Submission 2026-3156

CTV NEWS NANOS



METHODOLOGY

The research gauged views of Canadians on their anticipated spending for this upcoming holiday season.

Nanos conducted an RDD dual frame (cell and landlines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, from October 31st to November 2nd, 2026, as part of an omnibus survey. The sample included both cell and landlines 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 dialling with a maximum of five call backs.

The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

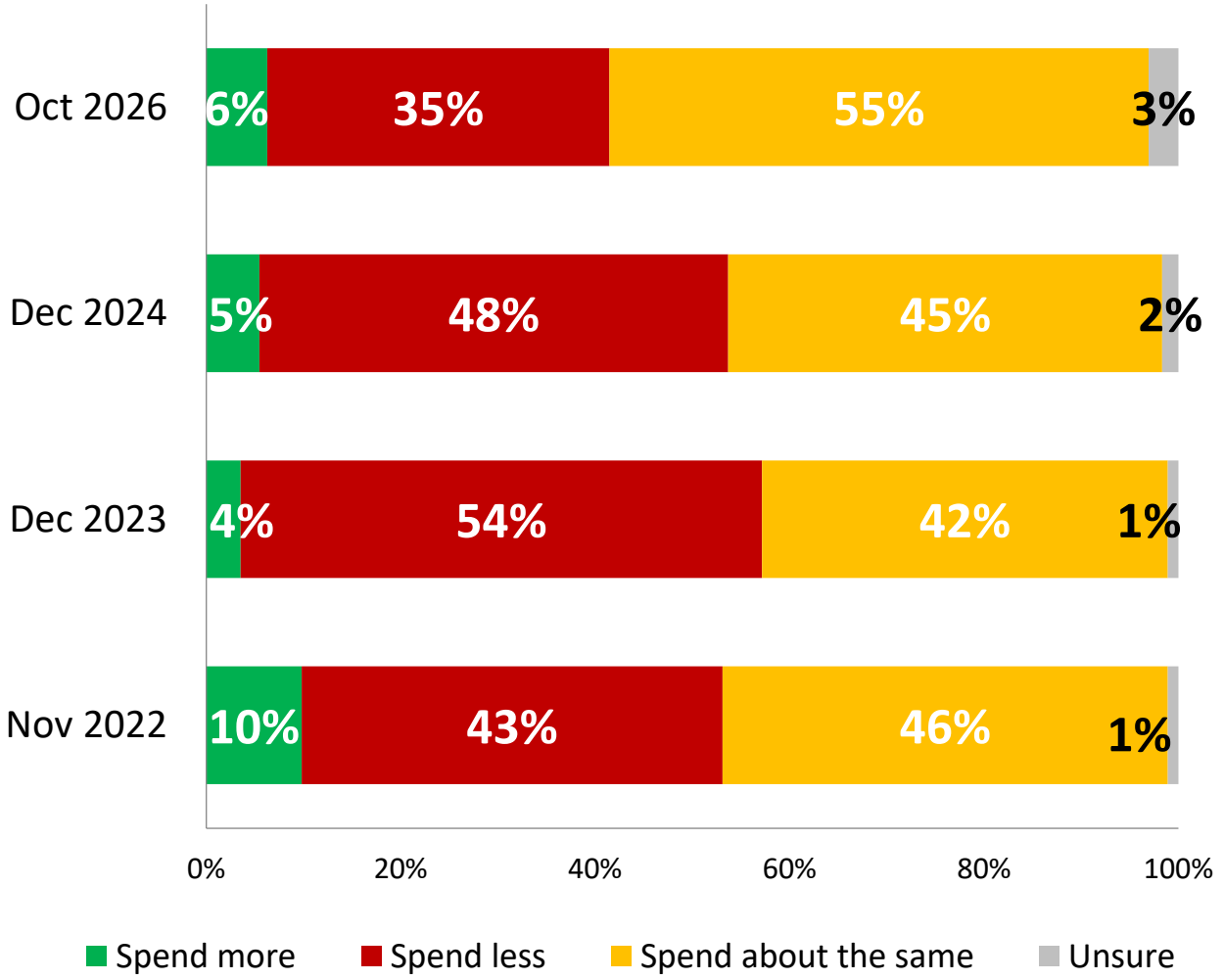
This study was commissioned by the CTV News and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is here. Tables in the tabulations that have significant differences are highlighted in yellow.

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

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



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

Spending this holiday season compared to last year

Over 1 in 2 Canadians

say they will spend about the same this holiday season as they did last year. The amount of Canadians who say they plan to spend about the same as last year (55%) has reached an all-time high since tracking began in 2022, while the amount who plan to spend less (35%) has hit a tracking low. Younger Canadians (45% of those 18-34) are more likely than older Canadians (26% of those 55 plus) to say they will spend less.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 2nd, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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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		
	2026-11 (n=1058)	2024-12 (n=1084)	2023-12 (n=1069)	2026-11 (n=102)	2024-12 (n=108)	2023-12 (n=101)	2026-11 (n=216)	2024-12 (n=230)	2023-12 (n=250)	2026-11 (n=371)	2024-12 (n=374)	2023-12 (n=353)	2026-11 (n=216)	2024-12 (n=215)	2023-12 (n=210)	2026-11 (n=153)	2024-12 (n=157)	2023-12 (n=155)
Spend more	**6.3%**	5.5%	3.5%	**5.4%**	4.1%	5.1%	**4.6%**	5.7%	2.5%	**7.2%**	5.6%	4.1%	**7.0%**	4.5%	2.6%	**6.1%**	6.7%	4.1%
Spend less	**35.2%**	48.2%	53.6%	**38.5%**	41.9%	58.6%	**32.5%**	44.9%	54.9%	**32.6%**	46.8%	48.0%	**35.2%**	58.4%	60.6%	**45.2%**	47.9%	56.0%
Spend about the same	**55.5%**	44.7%	41.7%	**51.3%**	52.1%	35.7%	**61.4%**	47.9%	40.8%	**56.3%**	45.2%	47.0%	**56.2%**	36.4%	36.8%	**44.4%**	44.4%	37.9%

	Male			Female			18 to 34			35 to 54			55 plus		
	2026-11 (n=552)	2024-12 (n=578)	2023-12 (n=567)	2026-11 (n=506)	2024-12 (n=506)	2023-12 (n=499)	2026-11 (n=213)	2024-12 (n=174)	2023-12 (n=195)	2026-11 (n=371)	2024-12 (n=384)	2023-12 (n=362)	2026-11 (n=474)	2024-12 (n=526)	2023-12 (n=512)
Spend more	**6.6%**	5.5%	4.1%	**5.9%**	5.4%	3.0%	**9.5%**	6.4%	5.3%	**6.2%**	5.7%	3.4%	**4.2%**	4.7%	2.5%
Spend less	**31.9%**	46.3%	53.2%	**38.4%**	50.0%	53.8%	**45.1%**	59.8%	55.4%	**38.2%**	53.2%	63.0%	**26.4%**	36.8%	45.1%
Spend about the same	**59.2%**	46.4%	42.1%	**51.9%**	42.9%	41.7%	**42.1%**	31.6%	38.8%	**52.4%**	39.4%	32.4%	**66.6%**	57.2%	51.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31st to November 2nd, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1058 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (cell and landlines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both cell and landlines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 31st to November 2nd, 2026.
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/

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.
Tabulations	By region, age and gender

ABOUT NANOS

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

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Any questions?



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