

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Many feel Christmas is under seige

Virtually all Ontarians celebrate Christmas

TORONTO December 20th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1058 Ontarians 18 years of age and older, virtually every Ontarian polled celebrates Christmas (94%), including those who are not Christian (62%) and the non-religious (95%).

Christmas seen to be under siege

Equal proportions, about 4-in-10, claim there IS a war on Christmas (40%) and also that there is no war on Christmas (42%). One fifth are unsure (18%). Those who feel there is a war on Christmas are most commonly residents of northern Ontario (46%), PC supporters (53%), the least educated (51%), Protestant and Catholic Christians (45% each) and especially Evangelicals (77%).

Merry Christmas most commonly used seasonal salutation

Fully three quarters say "Merry Christmas" most often at this time of year (76%), compared to just less than one fifth who use the most common secular greeting, "Happy Holidays"(16%). Few say "Season's Greetings" (2%) or any other greeting most often (4%). The youngest (25%), the least wealthy (23%), Torontonians (29%), provincial Liberals (25%), the most educated (post grad - 28%), non-Christians (31%) and the non-religious (27%) are the most likely to use the most common secular greeting.

Christmas mostly a family holiday, not religious.

Close to 6-in-10 Ontarians say Christmas is mostly about family (59%), compared to just one quarter say it is about religion (23%), while somewhat fewer say it is about shopping and parties (16%). Those who say Christmas is a religious holiday are most likely to be the oldest (28%), the less wealthy (\$20K to \$40K - 31%, \$40K to \$60K - 27%), PC voters (29%), mothers of children under 18 (27%), protestant and Catholic Christians (26% and 27%, respectively) and especially evangelical Christians (63%). Curiously, non-Christians are more likely than others to say Christmas is a religious holiday (30%).

TORONTO

December 20th, 2014

HIGHLIGHTS:

- Virtually every Ontarian polled celebrates Christmas (94%).
- Equal proportions, about 1-in-4, claim there IS a war on Christmas (40%) and also that there is no war on Christmas (42%).
- Fully three quarters say "Merry Christmas" most often at this time of year (76%), compared to just less than one fifth who use the most common secular greeting, "Happy Holidays"(16%).
- Close to 6-in-10 Ontarians say Christmas is mostly about family (59%), compared to just one quarter say it is about religion (23%), while somewhat fewer say it is about shopping and parties (16%).

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Two thirds have given or will give to charity

Two thirds of Ontarians (63%) have either given to charity already this year (45%) or will give this season (18%), while one third have no plans to donate (34%). Having given already is especially characteristic of mid income groups (\$40K to \$60K - 50%) and those in the suburban 905 area code around Toronto (51%).

"While it is expected that the religious would be most likely to see Christmas as a festival under attack, it is surprising to see those who have no religion to speak of being so likely to both celebrate Christmas and to say it is primarily a religious holiday," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO December 20th, 2014

HIGHLIGHTS:

- Two thirds of Ontarians (63%) have either given to charity already this year (45%) or will give this season (18%), while one third have no plans to donate (34%).
- "While it is expected that the religious would be most likely to see Christmas as a festival under attack, it is surprising to see those who have no religion to speak of being so likely to both celebrate Christmas and to say it is primarily a religious holiday," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1058 randomly selected Ontarians 18 years of age and older. The poll was conducted on December 19th and 20th, 2014.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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TORONTO

December 20th, 2014

Christmas: Celebration

'Do you celebrate Christmas or not?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|--------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1058 | 167 | 148 | 178 | 250 | 315 | 561 | 497 |
| Yes | 94 | 95 | 90 | 94 | 95 | 95 | 92 | 96 |
| No | 6 | 5 | 10 | 6 | 5 | 5 | 8 | 4 |

Religion

| % | TOTAL | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | No religion |
|--------|-------|----------------------|-----------------------|----------|-----------------|---------------|-------------|
| Sample | 1058 | 348 | 47 | 280 | 100 | 60 | 223 |
| Yes | 94 | 99 | 100 | 97 | 88 | 62 | 95 |
| No | 6 | 1 | 0 | 3 | 12 | 38 | 5 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|--------|-------|--------------------------|---------|----------------|-------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| Yes | 94 | 96 | 92 | 94 | 94 | 97 |
| No | 6 | 4 | 8 | 6 | 6 | 3 |

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War on Christmas

'Is there a war on Christmas in our society now or not?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1058 | 167 | 148 | 178 | 250 | 315 | 561 | 497 |
| There is a war on Christmas | 40 | 35 | 43 | 43 | 41 | 41 | 40 | 41 |
| There is no war on Christmas | 42 | 52 | 46 | 38 | 34 | 32 | 43 | 41 |
| Don't know | 18 | 13 | 11 | 19 | 24 | 28 | 17 | 19 |

Religion

| % | TOTAL | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | No religion |
|------------------------------|-------|----------------------|-----------------------|----------|-----------------|---------------|-------------|
| Sample | 1058 | 348 | 47 | 280 | 100 | 60 | 223 |
| There is a war on Christmas | 40 | 45 | 77 | 45 | 42 | 24 | 28 |
| There is no war on Christmas | 42 | 37 | 11 | 34 | 37 | 51 | 60 |
| Don't know | 18 | 19 | 12 | 21 | 21 | 25 | 12 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|------------------------------|-------|--------------------------|---------|----------------|-------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| There is a war on Christmas | 40 | 54 | 31 | 37 | 36 | 39 |
| There is no war on Christmas | 42 | 29 | 53 | 49 | 53 | 31 |
| Don't know | 18 | 17 | 16 | 14 | 11 | 31 |

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Christmas: Seasonal Greetings

'Which seasonal greeting do you use most often, if any?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|--------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| Sample | 1058 | 167 | 148 | 178 | 250 | 315 | 561 | 497 |
| Merry Christmas | 76 | 67 | 73 | 77 | 83 | 87 | 73 | 79 |
| Happy Holidays | 16 | 25 | 20 | 14 | 11 | 6 | 15 | 18 |
| Season's Greetings | 2 | 1 | 2 | 3 | 2 | 4 | 3 | 1 |
| Something else | 4 | 4 | 5 | 3 | 2 | 2 | 5 | 2 |
| No greeting is used most often | 2 | 3 | 1 | 2 | 2 | 1 | 3 | 1 |

Religion

| % | TOTAL | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | No religion |
|--------------------------------|-------------|----------------------|-----------------------|------------|-----------------|---------------|-------------|
| Sample | 1058 | 348 | 47 | 280 | 100 | 60 | 223 |
| Merry Christmas | 76 | 85 | 93 | 85 | 75 | 53 | 61 |
| Happy Holidays | 16 | 11 | 2 | 10 | 15 | 31 | 27 |
| Season's Greetings | 2 | 1 | 1 | 3 | 2 | 6 | 2 |
| Something else | 4 | 2 | 0 | 1 | 7 | 7 | 6 |
| No greeting is used most often | 2 | 1 | 3 | 2 | 1 | 3 | 3 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|--------------------------------|-------------|--------------------------|------------|----------------|-----------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| Merry Christmas | 76 | 89 | 69 | 71 | 66 | 79 |
| Happy Holidays | 16 | 8 | 25 | 16 | 23 | 10 |
| Season's Greetings | 2 | 2 | 2 | 2 | 3 | 0 |
| Something else | 4 | 1 | 2 | 10 | 4 | 9 |
| No greeting is used most often | 2 | 0 | 2 | 2 | 5 | 3 |

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Christmas: Shopping and Parties, Family, or Religion

'Is Christmas mostly about shopping and parties, mostly about family or mostly about religion?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|-----------------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1058 | 167 | 148 | 178 | 250 | 315 | 561 | 497 |
| Mostly about shopping and parties | 16 | 20 | 19 | 15 | 10 | 9 | 16 | 15 |
| Mostly about family | 59 | 59 | 54 | 56 | 70 | 61 | 60 | 59 |
| Mostly about religion | 23 | 20 | 24 | 26 | 18 | 28 | 21 | 25 |
| None of these | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 1 |
| Don't know | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |

Religion

| % | TOTAL | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | No religion |
|-----------------------------------|-------|----------------------|-----------------------|----------|-----------------|---------------|-------------|
| Sample | 1058 | 348 | 47 | 280 | 100 | 60 | 223 |
| Mostly about shopping and parties | 16 | 8 | 4 | 16 | 19 | 27 | 22 |
| Mostly about family | 59 | 64 | 31 | 56 | 46 | 51 | 69 |
| Mostly about religion | 23 | 26 | 63 | 27 | 30 | 16 | 8 |
| None of these | 2 | 1 | 3 | 1 | 4 | 5 | 1 |
| Don't know | 1 | 1 | 0 | 1 | 0 | 1 | 0 |

Provincial Party Preference

| % | Total | Progressive Conservative | Liberal | New Democratic | Green | Another Party |
|-----------------------------------|-------|--------------------------|---------|----------------|-------|---------------|
| Sample | 1058 | 377 | 340 | 161 | 75 | 32 |
| Mostly about shopping and parties | 16 | 11 | 16 | 21 | 17 | 20 |
| Mostly about family | 59 | 58 | 64 | 54 | 63 | 51 |
| Mostly about religion | 23 | 29 | 18 | 24 | 18 | 29 |
| None of these | 2 | 1 | 1 | 1 | 1 | 0 |
| Don't know | 1 | 1 | 1 | 0 | 1 | 0 |

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Donation to Charity

'Have you made a donation to charity this year for which you received a receipt, or will you make one before year's end?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|--|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1058 | 167 | 148 | 178 | 250 | 315 | 561 | 497 |
| Have made a donation to charity already this year | 45 | 43 | 44 | 46 | 45 | 46 | 46 | 44 |
| Plan to make a donation to charity before year's end | 18 | 16 | 20 | 18 | 18 | 21 | 17 | 20 |
| Haven't made and don't plan to make a donation | 34 | 37 | 33 | 33 | 33 | 31 | 33 | 34 |
| Don't know | 3 | 4 | 4 | 2 | 3 | 2 | 4 | 3 |

Religion

| % | TOTAL | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | No religion |
|--|-------|----------------------|-----------------------|----------|-----------------|---------------|-------------|
| Sample | 1058 | 348 | 47 | 280 | 100 | 60 | 223 |
| Have made a donation to charity already this year | 45 | 47 | 43 | 40 | 43 | 33 | 51 |
| Plan to make a donation to charity before year's end | 18 | 18 | 22 | 21 | 18 | 25 | 14 |
| Haven't made and don't plan to make a donation | 34 | 32 | 34 | 36 | 33 | 37 | 33 |
| Don't know | 3 | 3 | 0 | 3 | 5 | 5 | 2 |

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