

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Twice as many say Merry Christmas as say Happy Holidays

Few say Season's Greetings

TORONTO DECEMBER 18th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1001 Torontonians 18 years of age and older, 6-in-10 use the seasonal greeting "Merry Christmas" most often (60%), compared to just 3-in-10 who use "Happy Holidays" (29%). Just one twentieth say "Season's Greetings" (5%). Saying Merry Christmas is most common among the oldest (72%), those in mid income groups (\$60K to \$100K - 67%), in Scarborough (69%), the least educated (70%), those who voted for Doug Ford in the recent mayoral election (71%) and PC voters provincially (75%). Those least likely to say Merry Christmas include residents of the downtown (48% Merry Christmas, 40% Happy Holidays), the best educated (post grad - 49%) and Olivia Chow voters (41%). Those who do not celebrate Christmas are most likely to say Happy Holidays (54%) and less likely to say Merry Christmas (20%). These non-celebrants are also more likely to say Season's Greetings (10%) than others.

More celebrate Christmas than say it

As many as more than 8-in-10 celebrate Christmas in Toronto (86%), despite the fact fewer will say Merry Christmas (60%). Just 1-in-7 do not celebrate the holiday. Not celebrating is common to the youngest (18%), the least wealthy (24%), residents of North York and East York (19% each), those with some college (19%), and Chow voters (19%).

Christmas mostly about family, not religion or shopping

Most Torontonians say Christmas is mostly about family (59%), rather than about religion (19%) or shopping and parties (15%). Family is especially important at the holidays to the mid aged (45 to 54 - 66%) and the oldest (64%) and provincial Liberals (64%). Those who see religion at the centre of Christmas are most likely to be the oldest (23%), mid income groups (\$40K to \$60K - 26%), the least educated (24%), Ford voters (25%) and provincial PC voters (23%). Those who do not celebrate Christmas are equally likely to say it is about family (34%) or shopping and parties (37%). Poorer neighbourhoods and those getting poorer are more likely to say Christmas is about shopping and parties (20% and 22%, respectively).

TORONTO

December 18th, 2014

HIGHLIGHTS:

- 6-in-10 use the seasonal greeting "Merry Christmas" most often (60%), compared to just 3-in-10 who use "Happy Holidays" (29%).
- As many as more than 8-in-10 celebrate Christmas in Toronto (86%), despite the fact fewer will say Merry Christmas (60%).
- Most Torontonians say Christmas is mostly about family (59%), rather than about religion (19%) or shopping and parties (15%).

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6-in-10 have not finished Christmas shopping, 2-in-10 haven't started

Just more than a third have finished their Christmas shopping (37%) and 6-in-10 have not started or have not finished (60%), and this is made up of 4-in-10 who have started but not finished (40%) and one fifth who haven't even started (20%). One twentieth of those who celebrate Christmas do no Christmas shopping (4%). Those who have not started shopping tend to be mid aged (35 to 44 - 24%), lower income (less than \$40K - 31%), those who use transit most often (25%), the least educated (32%), renters (25%) and in neighbourhoods that are less wealthy (30%) than others or are getting less wealthy (25%).

Almost half will shop online this Christmas

Close to one half of Torontonians who celebrate Christmas will do (or have done) Christmas shopping online (46%), and this is characteristic especially of the youngest (54%), the wealthiest (60%), those who drive to work or school (50%), resident of the downtown (57%) and Etobicoke (51%), university graduates (52%) and post grads (60%), those with children under 18 (50%), Tory (52%) and Chow voters (55%).

"If there is a war on Christmas, Christmas won, and twice as many say Merry Christmas as use the closest secular alternative. The diversity of Toronto is understated in the proportion who celebrate Christmas; it is clear many non-religious people, including non-Christians, celebrate the holiday, if not religiously or with family, at least in shopping and parties," 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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- Just more than a third have finished their Christmas shopping (37%) and 6-in-10 have not started or have not finished (60%).
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- "If there is a war on Christmas, Christmas won, and twice as many say Merry Christmas as use the closest secular alternative. The diversity of Toronto is understated in the proportion who celebrate Christmas; it is clear many non-religious people, including non-Christians, celebrate the holiday, if not religiously or with family, at least in shopping and parties," 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 1001 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on December 17th and 18th, 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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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	1001	203	131	188	203	276	503	498
Merry Christmas	60	52	56	66	63	72	57	63
Happy Holidays	29	40	33	25	25	12	30	28
Season's Greetings	5	2	5	4	8	11	6	4
Something else	3	3	3	3	4	3	3	2
No greeting is used most often	2	3	3	3	1	1	3	2

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Merry Christmas	60	48	60	67	69
Happy Holidays	29	40	29	20	25
Season's Greetings	5	4	6	6	5
Something else	3	5	2	4	1
No greeting is used most often	2	3	3	3	1

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Merry Christmas	60	53	65	56	67	67	53	61
Happy Holidays	29	36	22	34	24	22	36	30
Season's Greetings	5	7	8	4	3	5	6	3
Something else	3	2	3	4	1	3	2	6
No greeting is used most often	2	1	2	2	4	2	3	0

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December 18th, 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	1001	203	131	188	203	276	503	498
Celebrate Christmas	86	82	85	89	87	88	84	88
Do not celebrate Christmas	14	18	15	11	13	12	16	12

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Celebrate Christmas	86	86	81	91	87
Do not celebrate Christmas	14	14	19	9	13

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Celebrate Christmas	86	76	86	85	89	94	89	89
Do not celebrate Christmas	14	24	14	15	11	6	11	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Celebrate Christmas	86	91	81	87	85
Do not celebrate Christmas	14	9	19	13	15

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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	1001	203	131	188	203	276	503	498
Mostly about shopping and parties	15	21	19	9	12	8	17	13
Mostly about family	59	59	49	66	61	64	58	61
Mostly about religion	19	16	22	17	21	23	20	18
More than one of these	6	3	9	8	6	4	4	7
None of these	1	2	0	0	0	0	1	0
Don't know	0	0	1	0	0	0	0	1

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Mostly about shopping and parties	15	18	15	10	17
Mostly about family	59	59	56	63	59
Mostly about religion	19	16	21	19	21
More than one of these	6	6	6	7	3
None of these	1	0	2	0	0
Don't know	0	1	0	1	0

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Mostly about shopping and parties	15	17	14	14	18	13	18	24
Mostly about family	59	57	58	59	59	59	56	51
Mostly about religion	19	15	21	26	16	21	21	10
More than one of these	6	6	6	2	5	6	6	15
None of these	1	3	0	0	1	1	0	0
Don't know	0	2	0	0	0	0	0	0

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Christmas: Shopping

'Have you finished your Christmas shopping yet or not?'

[Celebrate Christmas]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	867	170	112	166	175	244	425	442
Yes	37	31	34	32	41	53	35	39
No	60	64	62	67	55	43	61	59
Don't do Christmas shopping	4	4	4	1	5	4	4	3

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	867	358	149	208	152
Yes	37	35	38	35	40
No	60	62	58	59	58
Don't do Christmas shopping	4	3	4	5	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	867	90	116	110	117	103	167	38
Yes	37	29	26	51	44	24	39	22
No	60	67	72	49	53	70	58	74
Don't do Christmas shopping	4	4	3	0	3	6	3	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	867	130	196	343	198
Yes	37	37	35	39	34
No	60	60	60	58	63
Don't do Christmas shopping	4	4	5	3	3

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Christmas: Started Shopping

'Have you started your Christmas shopping yet or not?'

[Have not finished Christmas shopping]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	491	109	71	111	96	104	249	242
Yes	67	64	61	71	77	70	62	72
No	33	36	39	29	23	30	38	28

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	491	210	82	116	83
Yes	67	67	67	73	62
No	33	33	33	27	38

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	491	56	79	50	60	66	101	27
Yes	67	54	57	67	70	69	79	80
No	33	46	43	33	30	31	21	20

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	491	70	107	192	122
Yes	67	47	63	73	77
No	33	53	37	27	23

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Christmas: Shopping Online

‘Did you do or do you plan to do any of your Christmas shopping online this year or not?’

[Have done or have yet to do Christmas shopping]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	835	162	108	164	167	234	405	430
Yes	46	54	50	48	44	26	49	43
No	54	46	50	52	56	74	51	57

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	835	348	143	196	148
Yes	46	57	41	51	31
No	54	43	59	49	69

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	835	84	112	109	113	97	163	37
Yes	46	20	40	49	49	46	60	62
No	54	80	60	51	51	54	40	38

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	835	123	186	333	193
Yes	46	26	37	52	60
No	54	74	63	48	40

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