

Sleep country gifting 2023

TORONTO, November 2, 2023—A new [Maru Public Opinion](#) undertaken for [Sleep Country Canada](#) finds that when all is said and done, one third (34%) of Canadians find the holiday season exhausting compared to the remainder (66%) who find it all rather enjoyable.

And it's quite possible that those two extremes may be contributed to by the revelation that nine-in-ten (90%) Canadians plan to spend an average of \$498.30 on gifts during the holiday season this year. And while the majority of those potential gifters may have a notion of what they'll be spending the most money on (technology or clothing), one third (32%) aren't yet sure what it will be for their outlay.

But is the festive giving and getting worth losing sleep over? Apparently not so much, as two-thirds (63%) of Canadians find themselves sleeping during the holiday season about the same as they do in their usual routine with the remainder (37%) attesting to changes in their regular sleeping patterns—split between those who say they sleep more (19%) or sleep less (18%).

2023 holiday season gift spending

The survey results reveal that nine-in-ten (90%) Canadians intend to give out gifts during the holiday season with an average spend of \$498.30. Those intending to spend the most are, not surprisingly, the highest income earners (\$100k+ \$715.90), followed by those in the middle-income range (\$50K-\$99K \$516.40) and lower-income (<\$50K \$551.80) contemporaries. Women (\$502.50) intend to spend slightly more than men (\$494.80).

Intergenerationally, spending intentions are:

- Gen Z (aged 18 to 26 \$356.70)
- Millennials (aged 27 to 42 \$507.90)
- Gen X (aged 43 to 58 \$518.80)
- Boomers+ (aged 59+ \$531.30)

Regionally, those living in Alberta (\$563.00) and Atlantic Canada (\$551.00) lead the way with overall spending intentions, followed by those residing in Manitoba/Saskatchewan (\$546.20), Ontario (\$513.50), British Columbia (\$498.20), and Quebec (\$411.20). One in ten (10%) have no plans to give out gifts this year.

The gifts given that will receive the most money

While the vast majority of potential gift giving Canadians (90%) may have a notion of what they will be spending the most money on this holiday season, one third (32%) aren't yet sure what it will be for their outlay.

For those gift buyers who are surer of themselves (67%), it appears that the early category favorites for the biggest splash of cash include technology (12%) which skews to those of the younger generations (Gen Z 22%/ Millennials 19%/ Gen X 15%) compared to their older counterparts (Boomers aged 59+ 4%), clothing (12%) and toys (12%), followed by beauty

products (5%), and home décor (3%). One quarter (23%) say they're mulling over other types of gifts.

Researching those gift ideas

Canadians use a variety of sources to research their gift ideas, led by Online Shopping sites (46%) and in-store excursions (42%), followed by recommendations from friends/family (35%), flyers (25%), Online reviews (23%), social media (18%), Online articles (16%), TV/radio (7%), magazines (5%), and other avenues (2%). One in five (19%) say they don't do any research for gift ideas.

Sleeping more or less than usual during the holiday season

While two-thirds (63%) of Canadians find themselves during the holiday season sleeping about the same as they do in their usual routine, about four in ten (37%) attests to changes in the regular sleeping patterns—split between those who say they sleep more (19%) or sleep less (18%). Those whose sleep patterns are most affected appear to be those who are the youngest (Gen Z aged 18 to 26): more sleep 45%/less sleep 25%. Those resting in Quebec are the anomaly to those in the rest of the country with one quarter (24%) saying they get more than the usual amount of sleep during the holiday season.

Sleep impact on mood during the holiday season

When all is said and done, one third (34%) of Canadians find the holiday season exhausting compared to the remainder (66%) who find it all rather enjoyable. And while there may be two distinct mood groups produced during the holiday season, various sleeping patterns have different impacts on its gifters and revelers:

- Sleep the same but still enjoy the season 45%
- Sleep the same but find the season exhausting 25%
- Sleep better and enjoy the season more 12%
- Sleep better but find the season exhausting 5%
- Sleep worse but still enjoy the season 9%
- Sleep worse and find the season exhausting 8%

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Methodology

These are the findings from a [Maru Public Opinion](#) online panel survey undertaken by its sample and data collection experts at [Maru/Blue](#) from October 23-24, 2023, among a random selection of 1,524 Canadian adults who are [Maru Voice Canada](#) panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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For more information contact:

John Wright

Executive Vice President

Maru Public Opinion

Direct Toronto +1-416-700-4218

john.wright@marublue.com

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