

Nine in Ten (91%) Canadians say it's Important to Celebrate Birthdays; Eight in Ten (82%) say they Feel Special when Others Put Lots of Energy into Celebrating their Birthday
Two in Three (65%) Canadians Make a Wish when they Blow Out their Birthday Candles

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**Nine in Ten (91%) Canadians say it's Important to Celebrate Birthdays;
Eight in Ten (82%) say they Feel Special when Others Put Lots of Energy
into Celebrating their Birthday**

*Two in Three (65%) Canadians Make a Wish when they Blow Out
their Birthday Candles*

Toronto, ON – Canadians of all stripes like to celebrate the birthdays of loved ones, with nine in ten (91%) saying that it is 'important' (54% very/37% somewhat) to celebrate the birthdays of their family, friends and those close to them, according to a new Ipsos poll conducted on behalf of Enbridge. Just one in ten (9%) say celebrating birthdays isn't important (2% not at all/7% not very).

In fact, eight in ten (80%) 'agree' (35% strongly/46% somewhat) that 'with life getting more complicated, it's even more important to celebrate life's simple moments, like a birthday', while two in ten (20%) 'disagree' (5% strongly/15% somewhat). Women (86%) and Quebecers (87%) are especially likely to agree.

The poll has also revealed that one in four (26%) Canadians say that celebrating the birthdays of family, friends and those close to them is even 'more important' now than it used to be for them, including 35% of those aged 18 to 34. This compares to fewer (19%) Canadians who believe that celebrating birthdays is 'less important' than it used to be.

Among those who say it's more important to them, two in three (65%) say it's because as they grow older, those close to them are even more important to them and worth celebrating. Others say that birthdays are becoming more important because it's nice to slow down and

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celebrate with loved ones (40%), that with each passing year they grow closer to those loved ones (34%), that they think about their own life and the special moments that people celebrated with them (28%), that in a digital world they miss personal connections with people (21%) or some other reason (6%).

Celebrating birthdays is so popular among Canadians that birthdays are second only to Christmas as the holiday that is their favourite to celebrate. While a majority (58%) of Canadians says that Christmas is their favourite, two in ten (18%) say birthdays – either the birthdays of others (10%) or their own birthday (8%) – is their favourite to celebrate. Birthdays even place ahead of Halloween (9%), New Year’s Eve (6%), Thanksgiving (5%), Easter (2%), and Valentine’s Day (1%).

Putting Energy into Making a Birthday Special...

Eight in ten (82%) Canadians ‘agree’ (40% strongly/41% somewhat) that they ‘feel special when someone puts a lot of energy into celebrating’ their birthday (including 91% of adults under 35), while just two in ten (18%) ‘disagree’ (6% strongly/12% somewhat) that they feel this way. Moreover, three quarters (73%) ‘agree’ (29% strongly/44% somewhat) that they ‘like to put a lot of energy into celebrating the birthdays’ of those close to them (including 78% of women), while just one quarter (27%) ‘disagrees’ (5% strongly/22% somewhat) that they enjoy making a big deal of others’ birthdays.

It’s a source of pride for many: eight in ten (83%) ‘agree’ (38% strongly/45% somewhat) that they ‘put special energy into always remembering the birthdays of their family and friends’, while fewer than two in ten (17%) ‘disagree’ (3% strongly/14% somewhat) that they put special energy into celebrating their loved ones on their birthday. Women (91%) are

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considerably more likely than men (74%) to say they put special energy into celebrating birthdays.

Nearly half (46%) of Canadians 'agree' (12% strongly/34% somewhat) that they're 'disappointed when others don't put in the energy or effort' for their birthday, while a slim majority (54%) shrugs it off, 'disagreeing' (20% strongly/34% somewhat) that it disappoints them. Women (52%) are more likely than men (39%) to express this disappointment.

Perhaps unknowingly disappointing others, four in ten (39%) confess (11% strongly agree/28% somewhat agree) that they 'don't put much effort into celebrating birthdays', while six in ten (61%) 'disagree' (24% strongly/38% somewhat), suggesting that they do put energy into celebrating others. Albertans (53%) and men (48%) are most likely to say they don't put much effort into celebrating birthday, likely fueling the disappointment of the 46% who are upset when their birthday isn't celebrated with great energy.

For many Canadians, the effect of a well-celebrated birthday isn't just for one day, but carries over to the rest of the year: half (51%) 'agree' (14% strongly/37% somewhat) that celebrating their birthday 're-energizes' them for the coming year, while the other half (49%) 'disagrees' (16% strongly/33% somewhat) that this is the case.

When it comes to celebrating their own birthday, most (87%) say it's important (49% very/38% somewhat) to share it with family and friends (74% total - 32% very/42% somewhat). Three quarters (75%) say it's important (29% very/46% somewhat) to them when others make their birthday extra special, and two in three (65%) say that keeping birthday traditions is important to them (26% very/40% somewhat).



Birthdays and Social Media...

Interestingly, while for a majority it's not important (69% not important – 33% not at all/36% not very), one in three (31%) Canadians says that when it comes to celebrating their own birthday, sharing it through social media is important to them (7% very/23% somewhat). Residents of Saskatchewan and Manitoba (40%) are most likely to say so, followed by those living in BC (32%), Alberta (32%), Ontario (32%), Atlantic Canada (31%) and Quebec (25%).

Two in three (64%) Canadians 'agree' (20% strongly/44% somewhat) that 'getting birthday greetings and messages on social media' makes them feel special (70% of women vs. 57% of men), while one in three (36%) 'disagrees' (15% strongly/21% somewhat) that it makes them feel this way. Still, perhaps feeling a social media greeting lacks a certain effort, a similar proportion (62%) 'agrees' (24% strongly/37% somewhat) that 'getting birthday greetings on social media feels impersonal' and that it's 'not the same as a real birthday celebration'. Four in ten (38%) 'disagree' (13% strongly/26% somewhat), believing a social media message is as good as a traditional greeting.

Traditions and Meaning...

When asked to describe in their own words what birthdays mean to them...

- The vast majority mentioned something **positive** (69%), such as an experience like a celebration (21%), activities to make the day special (10%) or just a celebration of being alive (8%).



- One quarter (26%) expressed a **feeling**, such as love/happiness (6%), a chance for renewal or looking ahead (4%), and acknowledging accomplishments or milestones (4%).
- One quarter (25%) said something about **family and friends**, like spending time with family, friends and loved ones (21%) or honouring their family and friends as being important to them (3%).
- Four in ten (37%) had a **neutral** assessment of birthdays, simply mentioning it's simply getting one year older (23%), reflecting on the year (4%), or that it's just another day (4%).
- Just 6% mentioned something **negative** about birthdays, including that they're not as important (2%) or that it's simply a reminder of being closer to death (1%).

Birthdays are a time of traditions, and the ultimate tradition for Canadians is the birthday cake and blowing out the candles (29%). Others say their favourite birthday traditions include: eating with and spending time with their family (18%) eating more generally (16%), birthday wishes/singing happy birthday (6%), being with friends (5%), opening gifts (5%), receiving greeting cards (3%), partying (3%), or drinking (1%) among other things. Just 16% of Canadians say they don't have a most important birthday tradition.

The cake has a special place in the birthdays of Canadians. In fact, nearly two in three (63%) Canadians say that having a cake makes their birthday more special - with women (69%) being more likely than men (57%) to say this is the case. Adults aged 18 to 34 (70%) are also more likely to say this is the case compared to those aged 35 to 54 (64%) or 55+ (57%).



Two in three (65%) Canadians still make a birthday wish when blowing out the candles, with women (72%) being more likely than men (58%) to admit that they do, as are younger adults (71%) compared to those aged 35 to 54 (62%) and older (63%) adults. Thinking about what they wish for, personal happiness (42%) tops the list, followed by the happiness of others (34%), personal health (32%), the health of others (31%), personal success (28%) a better world (24%), money/lottery win (2%), more time with loved ones (1%), love (1%), all of the above (1%), a wish they can't share for fear that the wish won't come true (3%), or some other wish (2%).

These are some of the findings of an Ipsos poll conducted between July 2nd and 6th, 2015 on behalf of Enbridge. For this survey, a sample of 1,022 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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