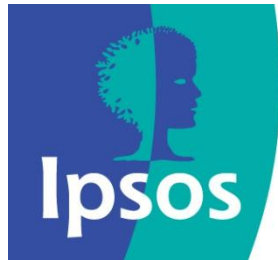


**Canadians Three Times More Apt to Like Meaningful Gifts
(94%) Compared to Extravagant (31%) Ones During Holidays**
Three in Five (58%) Likely to Give a Charitable Gift This Holiday Season

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Ipsos Reid

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Three in Five (58%) Likely to Give a Charitable Gift This Holiday Season

Toronto, ON – With the holiday season quickly approaching, it will once again be time for many to rush to the stores to beat the lines and look for bargains. While this has been a consistent routine for Canadian families over the years, many are indicating a desire to receive meaningful gifts as opposed to extravagant ones gifts, according to a new survey conducted by Ipsos Reid on behalf of The World Vision Gift Catalogue.

Most (94%) Canadians say they like ‘meaningful gifts’, either giving or receiving them, when it comes to thinking about the Holiday season, while only 6% don’t like these particular gifts. This compares quite favourably to just three in ten (31%) who say they like ‘extravagant gifts’, as opposed to seven in ten (69%) who don’t like them.

One specific gift that might provide meaning for Canadians who appear disinterested in extravagant presents are charitable gifts that help the less fortunate, and the data reveal that many Canadians are indeed likely to give such gifts. Six in ten (58%) Canadians say they’re ‘likely’ (21% very/37% somewhat) to give a charitable gift over the holidays, with four in ten (42%) saying this is ‘not likely’ (12% not at all/31% not very).

On top of giving these types of gifts, Canadians appear charitable with their intentions this holiday season with a sizeable portion indicating that they’ll contribute in a number of ways ranging from donating to volunteering:

- **Donate to charity** – 74% ‘Likely’ (33% very/41% somewhat) vs. 26% ‘Not Likely’ (9% not at all/17% not very)
- **Volunteer for a charitable organization** – 44% ‘Likely’ (16% very/27% somewhat) vs. 56% ‘Not Likely’ (17% not at all/39% not very)
- **Give a group donation to a charity, instead of a traditional gift exchange** – 41% ‘Likely’ (11% very/29% somewhat) vs. 59% ‘Not Likely’ (18% not at all/42% not very)
- **Make a charitable donation online** – 33% ‘Likely’ (11% very/22% somewhat) vs. 67% ‘Not Likely’ (30% not at all/37% not very)

These are some of the findings of an Ipsos Reid poll conducted between October 11th to 16th, 2013 on behalf of The World Vision Gift Catalogue. For this survey, a sample of 1,031 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 had all Canadians adults been polled. 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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For more information on this news release, please contact:

*Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474*

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