

**Half (48%) of Canadians Say There's Nothing They Want for
Christmas; Majority (61%) Don't Need Anything**
*Three Quarters (76%) of Canadians Agree That They'd Rather Receive a
Gift That Helps Someone in Need, Rather Than Themselves*

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Ipsos Reid

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Three Quarters (76%) of Canadians Agree That They'd Rather Receive a Gift That Helps Someone in Need, Rather Than Themselves

Toronto, ON – With the holiday countdown underway and many shoppers beginning to pile into stores to start their holiday shopping, a sizeable portion of Canadians are indicating that they don't have anything on their Christmas wish list, according to a new survey conducted by Ipsos Reid on behalf of The World Vision Gift Catalogue.

Half (48%) of Canadians say there isn't something they 'want' for Christmas, while the remaining half (52%) state there is something they 'want'.

While wanting something in particular is one thing, fewer Canadians indicate that there is something specific they need. Majority (61%) state there is nothing they 'need' for Christmas, while fewer than two in five (39%) say there is something they 'need'.

The data also reveal that most Canadians think more about those in need around the holiday season and that a majority of Canadians would rather receive a gift that benefits the less fortunate, rather than benefitting themselves.

Three in four (76%) 'agree' (28% strongly/48% somewhat) that they'd rather receive a gift that helps someone in need, rather than one that helps themselves, with one in four (24%) 'disagreeing' (4% strongly/20% somewhat).



Four in five (80%) 'agree' (37% strongly/44% somewhat) that they'd actually rather receive no gift at all than receive one they don't need, while one in five (20%) 'disagree' (5% strongly/15% somewhat).

Tracking Charitable Gift Giving

Charitable gift giving seems like a viable alternative to traditional gifts as more Canadians than ever indicate having given these gifts in prior holiday seasons. Two in five (42%) indicate having given a charitable gift in the past, up five points from 2007 (37%).

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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