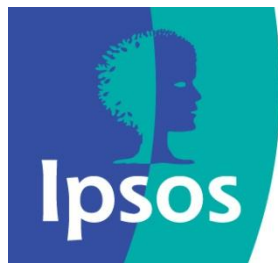


More Canadians Enjoy Feeling Good About Giving to Charity (87%) than Receiving Presents (81%) During the Holidays

Public Release Date: Thursday, December 5th, 2013, 9:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



More Canadians Enjoy Feeling Good About Giving to Charity (87%) than Receiving Presents (81%) During the Holidays

Toronto, ON –The holiday season is a time for many errands to run and to-do lists to take care of, but most Canadians appear to be generally satisfied with these traditional holiday to-do items, according to a new Ipsos Reid survey conducted on behalf of The World Vision Gift Catalogue.

Nine in ten (87%) say that feeling good about giving to charity is something that they like about the holiday season, with just 13% saying they don't like this.

The data reveal that feeling good about giving to charity is on par with the proportion of Canadians who like giving presents (87%) and higher than those who like receiving presents (81%). The table below outlines in full the proportion of Canadians who like and dislike general elements of the holiday season:

<u>Holiday Element</u>	<u>Like</u>	<u>Don't Like</u>
Spending time with family	94%	6%
Meaningful gifts	94%	6%
Eating	93%	7%
Joy of the season	90%	10%
Feeling good about giving to charity	87%	13%



Giving presents	87%	13%
Receiving presents	81%	19%
Cooking	73%	27%
Being outside in winter	50%	50%
Shopping	48%	52%
Extravagant gifts	31%	69%
Driving in winter weather	20%	80%

These are some of the findings of an Ipsos Reid poll conducted between October 11th to 16th, 2013 on behalf of World Vision Canada. 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.



Ipsos Reid

-30-

For more information on this news release, please contact:

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

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*