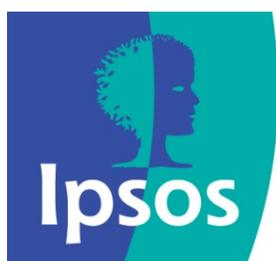


*A Majority (59%) of Canadians Prefer to Receive a Charitable  
Gift over a Traditional Gift  
Three Quarters (73%) of Canadians Like the Convenience of  
Buying Gifts Online*

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**Ipsos Reid**

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**Toronto, ON** – A majority (59%) of Canadians ‘agree’ (17% strongly/42% somewhat) that this holiday season they would prefer to receive ‘a charitable gift that would help someone else, rather than a traditional gift like a pair of socks or a sweater’ according to an Ipsos poll conducted on behalf of the Red Cross. Four in ten (41%) ‘disagree’ (9% strongly/31% somewhat). Older Canadians 55+ (66%) are most likely to agree followed by young Canadians 18-34 (57%) and middle aged Canadians 35-54 (55%). Residents of Quebec (65%) are also most likely to agree followed by residents of British Columbia (63%), Alberta (59%), Saskatchewan and Manitoba (59%), Ontario (57%) and finally Atlantic Canada (48%).

Three quarters (73%) of Canadians ‘agree’ (30% strongly/43% somewhat) that they ‘like the convenience of being able to buy gifts online’, especially amongst parents (85%) compared to those without kids (68%) and young Canadians (87%) compared to middle aged Canadians (74%) and older Canadians (61%).

One quarter (26%) of the gifts that Canadians give during the holidays are purchased at the last minute or within a day of giving the gift. With all of these last-minute gifts being bought, almost half (46%) of Canadians ‘agree’ (9% strongly/38% somewhat) they ‘worry that the last-minute gifts they purchase are going to disappoint the recipient’.



Other than gift giving, 57% of Canadians 'agree' (19% strongly/38% somewhat) they 'plan on donating to a charity or volunteering their time this holiday season'.

*These are some of the findings of an Ipsos Reid poll conducted between November 17 and November 19, 2015, on behalf of the Red Cross. For this survey, a sample of 1,006 Canadians from Ipsos' 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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