



**IPSOS
GLOBAL NEWS
YEAR-END POLL
2017 – GIFT
GIVING**

Methodology

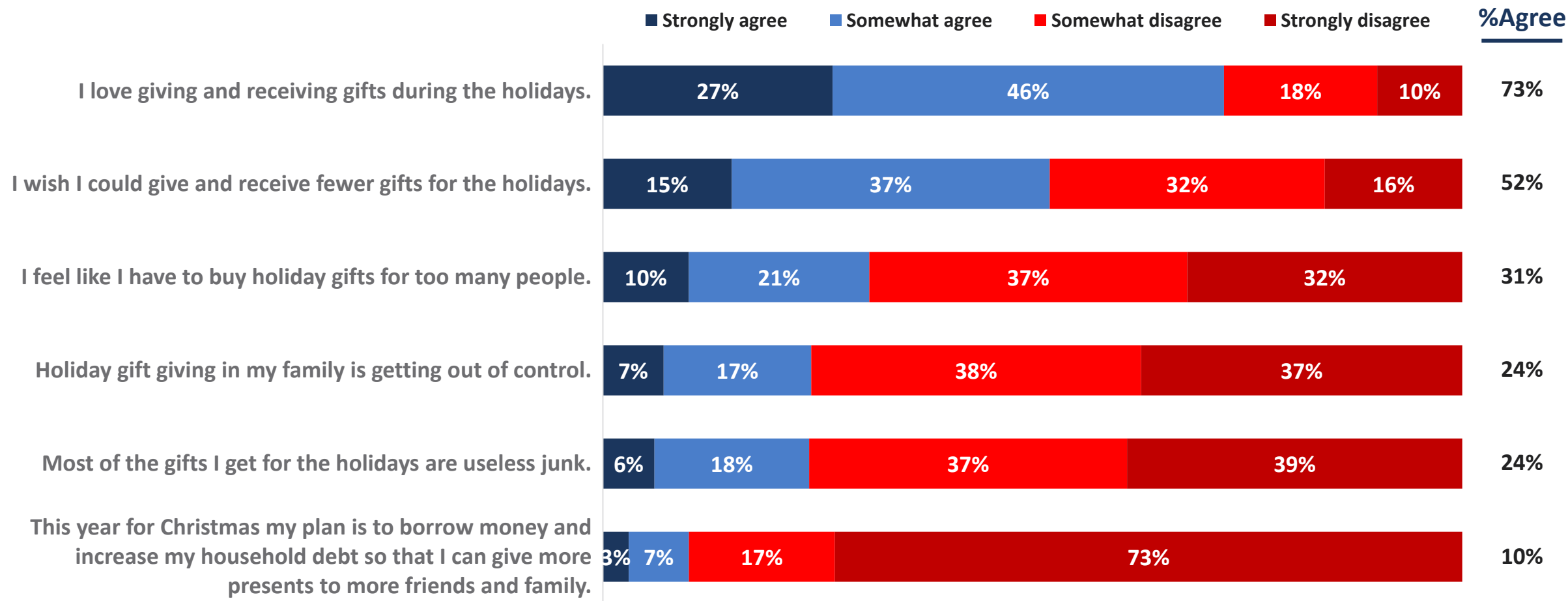
- These are the findings of an Ipsos poll conducted from December 10 to December 14, 2017, exclusively for Global News.
- A sample of n= 2,098 Canadians aged 18+ was sampled via the Ipsos I-Say panel and non-panel sources.
- Quotas and weighting were employed to ensure that the sample reflects that of the Canadian population by region, age and gender according to Canadian census information.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the results of the poll are considered accurate to within +/- 2.4 percentage points, 19 times out of 20, of what the results would be had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.



HOLIDAY GIFT-GIVING

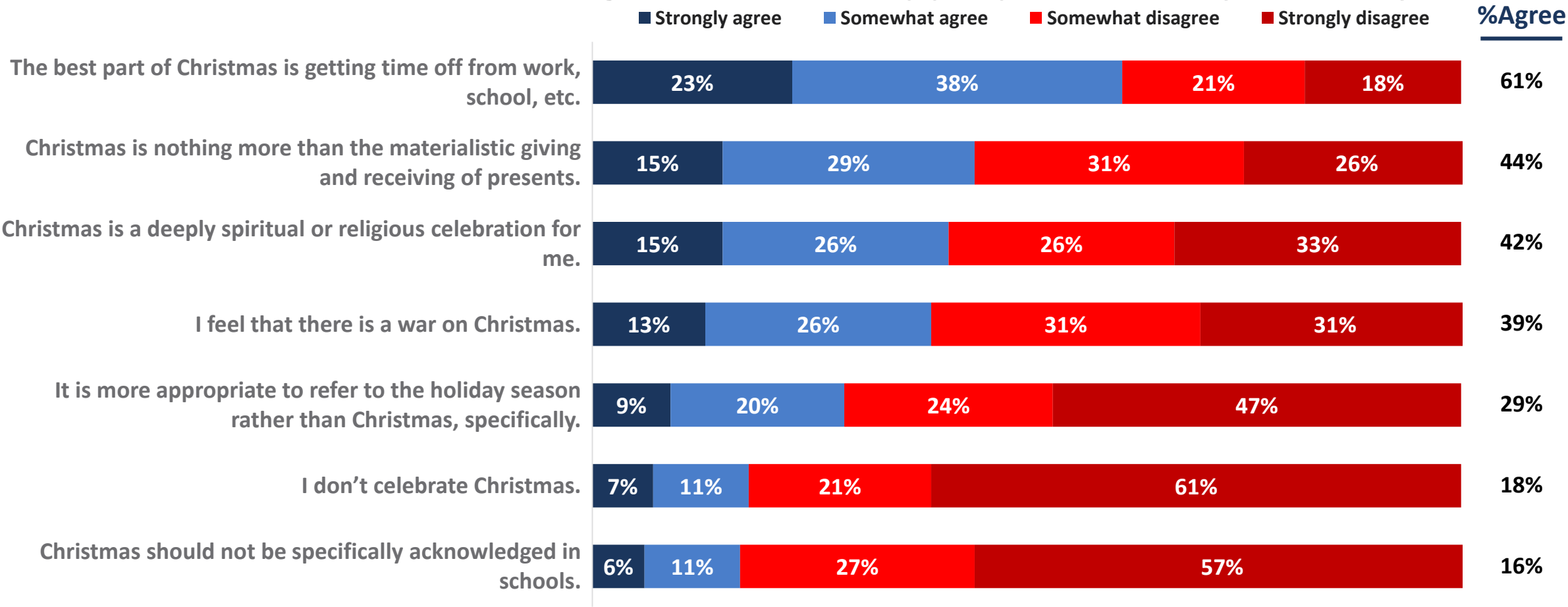
HOLIDAY GIFT GIVING

While most (73%) love giving and receiving gifts, half (52%) want to do less, and 24% say most of the gifts they get are useless junk



THE MEANING OF CHRISTMAS

Equal proportions agree that Christmas is simply materialistic (44%) and that it is deeply spiritual or religious (42%). Four in ten (39%) say there's a war on Christmas, and most (71%) disagree it's more appropriate to say "holidays"



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