



November 2019

Plan Canada

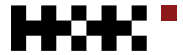
Ethical Gifts Survey



Survey: H+K Strategies conducted an online survey of 1,000 Canadians over the period of October 24th to the 30th, 2019. Sampling was done within age, gender and region quotas. The survey was fielded in English. For Quebec, only English-speaking residents completed the survey. Average time to complete the survey was 3 minutes.

Ethical Gifts: Respondents were asked four questions about their thoughts and opinions around ethical gifts. They were first presented with the following definition:

Ethical giving programs come in different forms. They can mean making a general donation to a charity in honour of loved one's birthday, the holidays, or other special occasions. They can also be used to ensure a donation is assigned to a specific initiative or tangible item, like a goat (supplies milk for food to a family in need) or a menstrual hygiene kit for girls. Today, donors have options to choose from that allow them to find the gift that best suits their values and priorities.

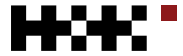


- Three quarters of Canadians are more likely to want to receive a gift with an ethical component.
- If purchasing ethical gifts this year, Canadians are most interested in gifts that support education, climate change / environmental, or children's rights initiatives. Feminist issues / gender equality and children's rights initiatives receive more support among women and Canadians with children in their homes.
- About half of Canadians would add an ethical gift, like school supplies, to their wish list over a list of material items for themselves.
- Almost 9 out of 10 Canadians would consider giving an ethical gift this year to someone in their lives, instead of a material gift.
- Overall, women and Canadians with children in their homes show the most interest in ethical gifts. Younger generations also tend to show greater support for ethical gifts. Although, when choosing between an ethical gift and a material gift for themselves, it's the older generations that show the most interest in the ethical gift.



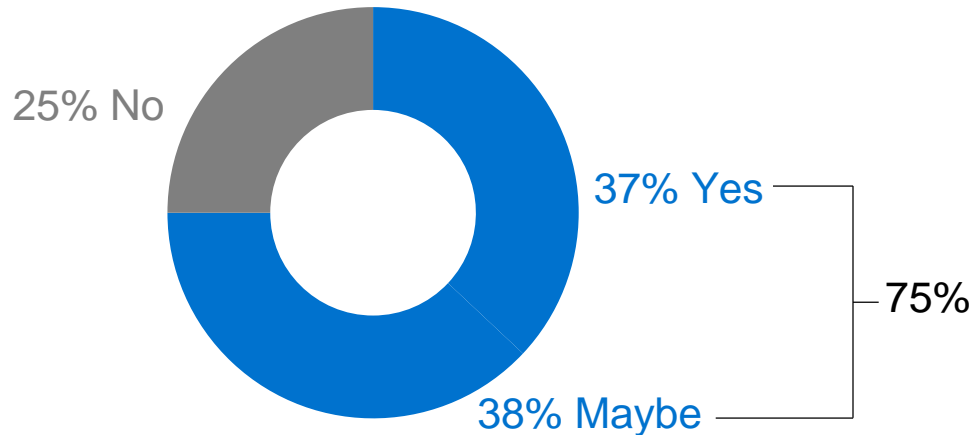
Results

Receiving a Gift with an Ethical Component



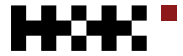
Q: Are you more likely to want to receive a gift that has an ethical component?

Three quarters of Canadians say they are more likely to want to receive a gift that has an ethical component



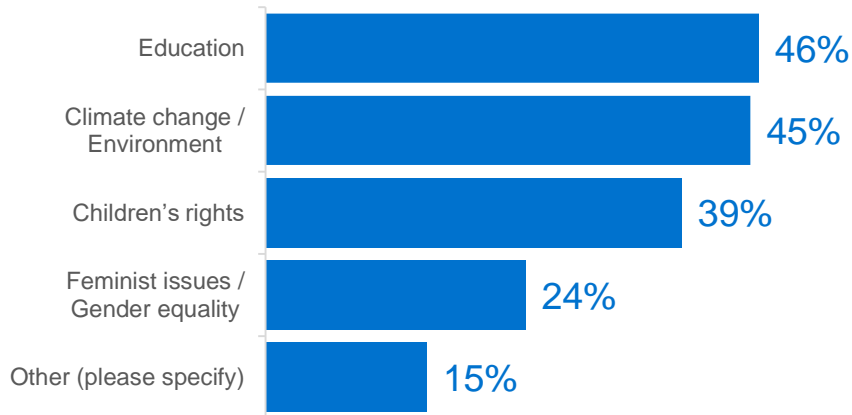
- Women are significantly more likely to want to receive an ethical gift (80% Yes/Maybe vs 69% for men).
- Younger generations show more interest in receiving ethical gifts, 83 % Yes/Maybe for Gen Z Adults and Millennials, vs 69% for Boomers+.
- Those interested in receiving an ethical gift tend to also be university educated, have children in their homes, and they are more likely to be part of a visible minority.

Subject Matter to Give Back to



Q: If you will be purchasing ethical gifts this year, either for yourself or on behalf of others, what subject matter are you looking to give back to?

Canadians are most interested in gifts that go towards **education**, **climate change**, and **children's rights** initiatives



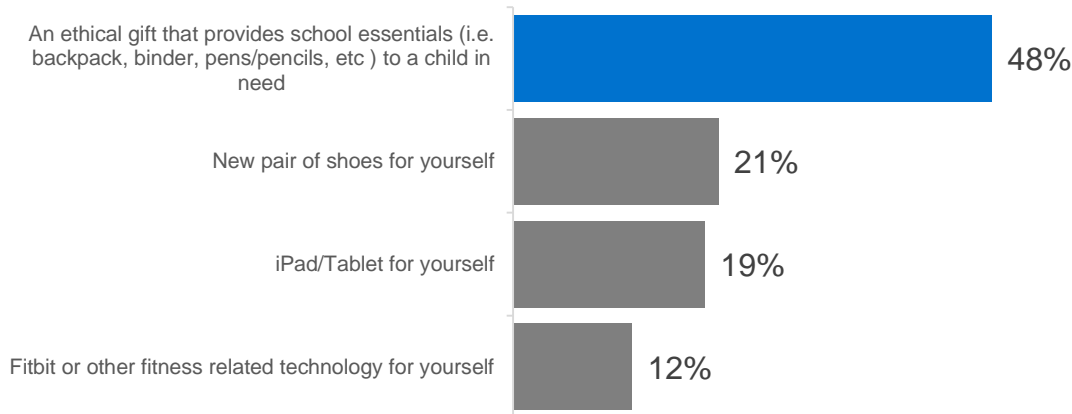
- Women are bigger advocates for children's rights (44%) and feminist issues (33%) compared to men, 32% and 14%, respectively.
- Though the relative rank of subject matters is the same across age generations, Millennials and Gen Z adults were much less likely to choose *Other* (9%) compared to Boomers+ (23%).
- Children's rights shifts to number one (54%) for Canadians with children in their homes.
- Visible minorities were the biggest advocates for education (58%).

Gifts to Add to Your Wishlist



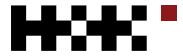
Q: Out of the following gifts which one would you consider adding to your wish list this year?

When given the opportunity, **about half** of Canadians would **rather receive an ethical gift** than a material gift for themselves



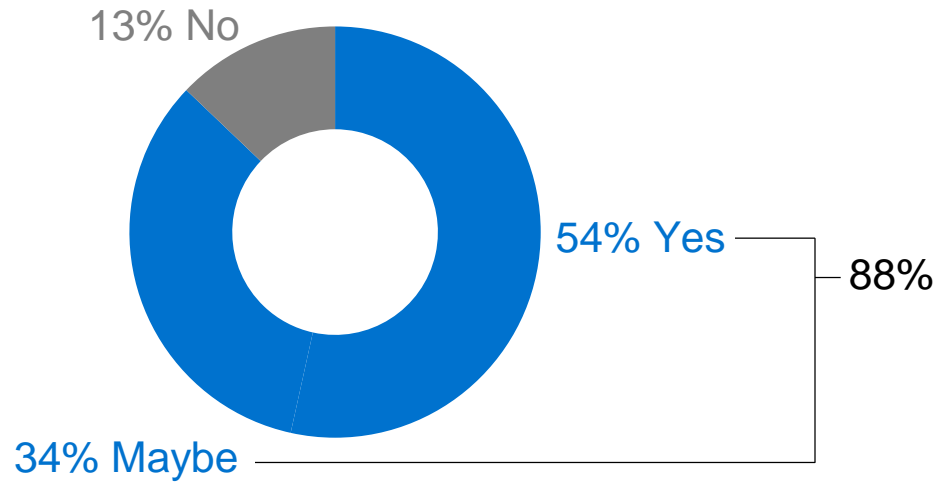
- Though the ethical gift was selected the most across all age generations, Boomers+ showed the most support with 55% vs 48% for Gen X and 40% for Gen Z adults and Millennials.
- Other demographics did not have significant associations with the selection of these different items.

Giving an Ethical Gift



Q: Would you consider giving an ethical gift for someone in need to a child (or loved one) in your life to teach the importance of ethical giving versus a buying a material gift this year?

The **vast majority** of Canadians would **consider giving an ethical gift** to someone in their life this year **rather than a material one**



- Women were more likely to consider giving an ethical gift this year (92% Yes/Maybe), compared to men (82%).
- Millennials and Gen Z adults were the most certain about giving an ethical gift this year with 62% saying Yes (87% Yes/Maybe), while Boomers+ were the least certain, with 47% saying Yes (85% Yes/Maybe).
- Almost all Canadians with children in their homes said they would consider giving an ethical gift this year (94% Yes/Maybe).



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Thank You