

Most Canadians polled say they really don't need anything this Christmas

Writing their wish list as the holiday season approaches, many Canadians have come to a frank conclusion: the really don't need — or even particularly want — anything this Christmas.

Ipsos Reid unwrapped the surprise findings after surveying 1,429 Canadians on behalf of World Vision Canada.

Asked what they needed and what they wanted for Christmas, 77 per cent of Canadians said they didn't need anything, while only 36 per cent said there was something in particular that they wanted.

People over age 55 (86 per cent), families who earn more than \$60,000 a year (84 per cent) and residents of Alberta (84 per cent) were the most likely to say that they don't need anything for Christmas.

But even among Canadians whose families earn less than \$30,000 a year, a full two-thirds (67 per cent) said their needs were all taken care of.

Canadians appear to be well aware of pressing needs elsewhere around the globe while acknowledging that they don't need anything this Christmas.

An overwhelming majority said that health care (98 per cent), education (96 per cent) and shelter (92 per cent) are among the greatest human needs in the world today.

Eighty-four per cent agreed that they would prefer to receive a meaningful gift that would help someone else, rather than a traditional gift like a pair of socks or a sweater.

"These results tell us that Canadians understand how good we've got it compared to billions of other people around the globe," said Lydia Chan, manager of the World Vision Gift Catalogue.

For the seventh year, World Vision is offering its Gift Catalogue from which Canadians can purchase vital goods and services for people in developing countries on their or someone else's behalf.

In 2006, nearly 76,000 Canadians bought more than \$15 Million worth of gifts from the catalogue — a 50 per cent increase over the previous year.

"Between the success of our Gift Catalogue and the results of this poll, it seems as though people really do want to do something more important and worthwhile with their shopping dollars these days," Chan said.

Milton residents purchase items

Last year, using the catalogue, 241 Milton residents purchased \$39,694.46 worth of items.

Across Ontario, 41,446 residents purchased \$7,920,521.74 worth of items.

That points to the emergence of a new breed of citizen consumer: someone who wants to use his or her dollars to leave a positive legacy, not just more clutter in an ecologically challenged world, said Chan.

The Ipsos Reid poll of 1,429 Canadian adults was conducted from June 21 to June 25 through its I-Say online panel. The results are considered accurate to within 2.6 percentage points, 19 times out of 20, of what they

would have been had the entire adult population been polled.

For more information or to receive a catalogue, call 1-800-844-7993, or order online at WorldVision.ca.

New CIBC branch on the way

CIBC announced plans last week to open 16 new full-service branches across Canada in 2008-09, with one of them being in east Milton.

The bank will be setting up a location in the shopping centre near the intersection of Thompson Road and Steeles Avenue.

The new branches come as part of CIBC's strategic plan to

build, relocate and expand more than 70 new branches across the country by 2011.

"CIBC already has one of the largest branch networks across Canada," said Sonia Baxendale, senior executive vice-president of CIBC retail markets.

"We know our clients like the choice that we offer them when it comes to how they

bank with us. Whether they chose to bank remotely through our on-line banking site, over the phone or in person at an ABM or branch, our emphasis is on providing our clients with more choice and flexibility."

For more information on CIBC visit www.cibc.com.



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