

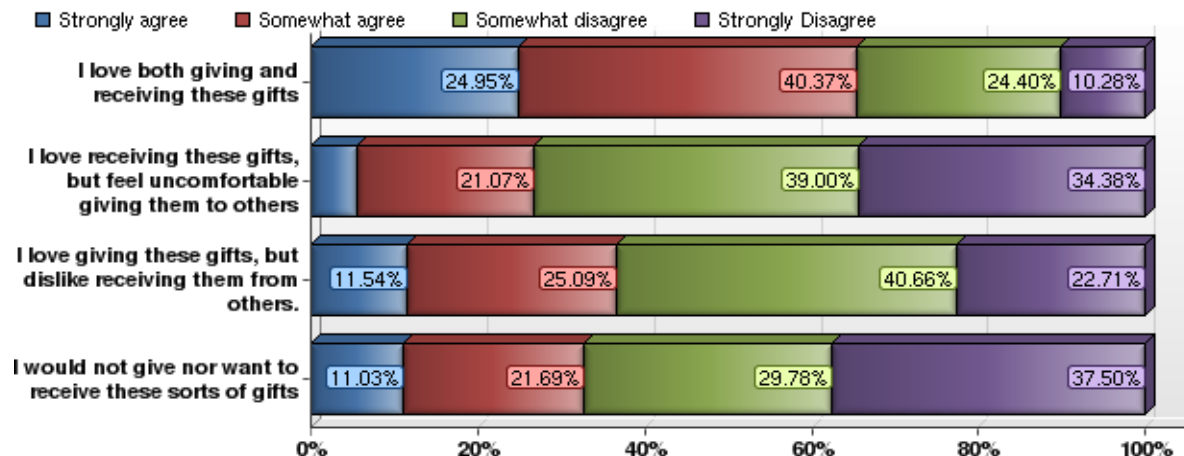
Charity gifts still popular, but for some it gets their goat!

Sydney, December 19th 2011: McCrindle Research's study on goodwill around Christmas, conducted in December 2011 and released today, establishes Australians as a generous bunch. The festive season in Australia is about what we give over what we receive; with 64% likely to make a donation specifically targeted at cheering up someone else's Christmas, and 81% indicating they have previously offered a gift to someone without expecting anything in return.

Charity gifts

In recent years it's become common to receive a "goat" or a "well" for Christmas, as philanthropic giving continues to rise in popularity. The majority of Australians still feel positive about this gesture, with 2 in 3 (65.32%) agreeing to some extent that they love giving and receiving these gifts. Gen Y is most enthusiastic about this tradition, with 35% of 18-31 year olds stating they have given a charity gift to a friend or family member in the past, compared to 27.3% of Gen Xs and 28% of Baby Boomers. Interestingly, across all generations we prefer to **give** these gifts then to **receive** them ourselves!

Please rate how much you agree with the following statements regarding giving and receiving charity gifts at Christmas time [ALL RESPONDENTS]:

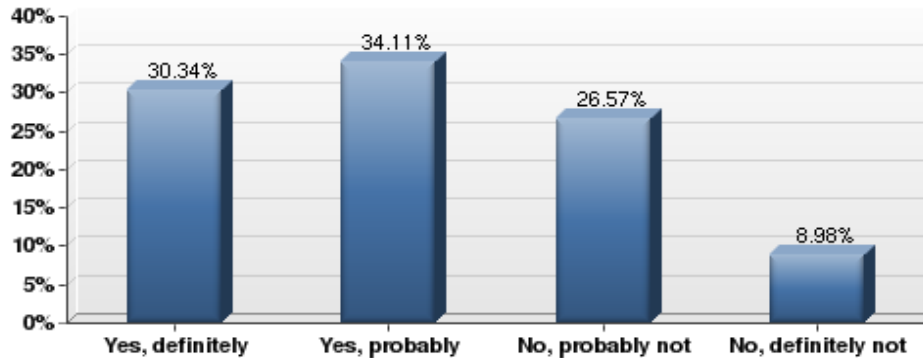


A nation that values the power of good:

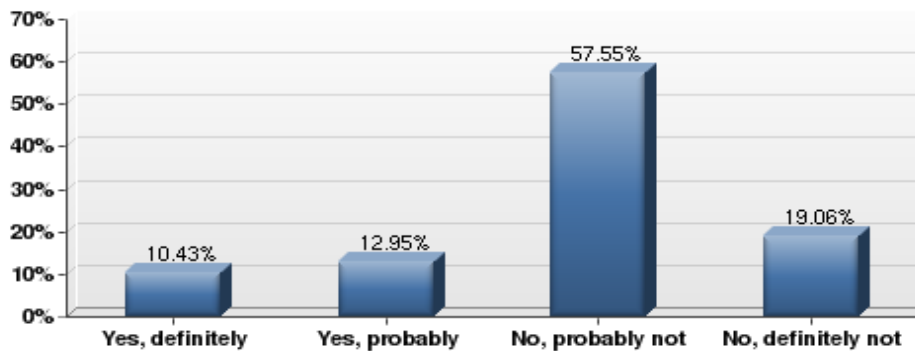
In the lead up to Christmas 64% of Australians are likely to make a donation to a charity that aims to bring Christmas cheer locally or internationally (for example, a donation to a food drive or sending charitable gifts). 30.3% of Australians are certain that they will make a charitable donation, over three times more than those who said that will definitely not make a charitable donation (9%). Generation X is the most likely generation to make a financial gift, with 71.1% of those aged 32-46 somewhat likely to donate. Interestingly, while the Baby Boomer generation owns 37% of the nation's wealth (though

they only make up 23% of Australia’s population), they are the least likely generation to donate, with just 26% definitely planning on doing so, compared to Gen Y’s 38% and Gen Xs 30%.

In the lead up to the holiday season this year, will you make a donation to a charity that aims to bring Christmas cheer locally or internationally (for example, a donation to a food drive or sending presents overseas)?



Around the Christmas period this year will you volunteer for a charity aims to bring Christmas cheer locally or internationally (for example, sorting clothes to be distributed or helping in a soup kitchen)?



Donors not doers:

While Australians are very generous with donations, fewer plan to physically volunteer for a charity around the Christmas period, with under a quarter (23%) probably planning on doing so and 1 in 10 (10%) definitely planning on doing so. Generation Y, while often portrayed as selfish and materialistic, are leading the way when it comes to donating their time and energy, with a third (33%) likely to donate their time compared to 22% of Gen Xers and 20% of Boomers.

Social Researcher Mark McCrindle said, “Generation Y are the generation which gave birth to ‘voluntourism’ and which has redefined the work place culture of the 21st century by valuing corporate social responsibility to such a high degree. It is only natural that this attitude would also relate to how they see Christmas. They are the most materially endowed generation in history, and despite that, or probably because of it; they are leading the way in giving and volunteering.”

Sharing the love:

The most common way for Australians to show kindness around Christmas time is to give an unexpected gift where the giver doesn't expect anything in return; with 81% stating they have done this in the past. Over half of have also shown hospitality by inviting someone who seemed lonely around the festive season for Christmas lunch (52%).

The research also found that December is the most anticipated and most enjoyed month of the year, with 32% of Australians selecting this as their most enjoyed month and 38.9% selecting December as the month they most look forward to.

Methodology:

"This national research was conducted by McCrindle Research in December 2011. The 557 Australians who completed the survey were selected through Australia Speaks, McCrindle Research's research-only panel hosted by Cint, an aggregated panel which has 60,000 active members in Australia. This survey was managed through Qualtrics, a world leader in online research infrastructure."

Full a full demographic breakdown of those who completed the survey, please see below:

DEMOGRAPHICS	This survey	National % of population
AGE	%	aged 18-70
Under 18	0.5%	GEN Z, 0%
18-31	22.4%	GEN Y, 29%
32-46	31%	GEN X, 29%
47-65	36.6%	BOOMERS, 33%
Over 65	9.3%	BUILDERS, 9%
STATE		
NT	0%	1%
ACT	1.4%	1.6%
TAS	3%	2.3%
SA	7.4%	7.3%
WA	11%	10.4%
QLD	20.3%	20.3%
VIC	24.6%	24.9%
NSW	32.7%	32.2%
GENDER		
MALE	50.3%	50%
FEMALE	49.7%	50%