

Exclusive Research From GFD

Consumer Sentiments Towards End-of-Life Planning

Third Edition 2026



Uncover what motivates Canadians to preplan their end-of-life arrangements.



Exclusive Research From

gfd.

*Consumer Sentiments Towards End-of-Life Planning,
Third Edition, 2026*

In partnership with

Phase5®
Drive **Bold Decisions.**

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Introduction



Background

GFD tracks the public's evolving attitudes vis-à-vis end-of-life planning to help identify growth opportunities for its Members.



Key Objectives

- Assess Canadians' attitudes towards end-of-life planning
- Measure awareness and interest in specific end-of-life services
- Measure awareness and consideration of preplanning services
- Understand Canadians' familiarity with, and perceptions of funeral homes and cemeteries
- Identify any changes that occurred since the 2nd edition research in 2024



Approach

National **online survey** of 1,000 Canadians ages 25 and older from various cultural and faith backgrounds.

Generational Segments



Generation Z

Born 1997-2012

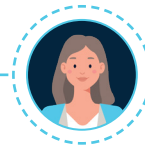
307 Surveys Completed



Millennials

Born 1981-1996

307 Surveys Completed



Generation X

Born 1965-1980

300 Surveys Completed



Baby Boomers

Born 1946-1964

393 Surveys Completed

|| Forward

Three years ago, we embarked on an initiative to gain a deeper understanding of how Canadians feel, observe, and behave when it comes to end-of-life planning. Building on the lived experience of our Members, we believed there was an opportunity to explore these more fully: to test assumptions, confirm insights, and, where needed, challenge long-held beliefs.

In response to changing consumer preferences, we set out to better understand that shift so we could share insights, support one another, and adapt together. Ultimately, when understanding improves, everyone benefits.

After three years, we see both change and continuity: shifts in sentiment alongside consistent patterns that continue to shape our sector. We are focused on exploring these findings, sharing them openly, and starting a conversation that supports our purpose of providing Deathcare Professionals with solutions to support, promote, and secure their future business. By collaborating and learning together, we can strengthen our sector and build a future marked by resilience and shared prosperity.

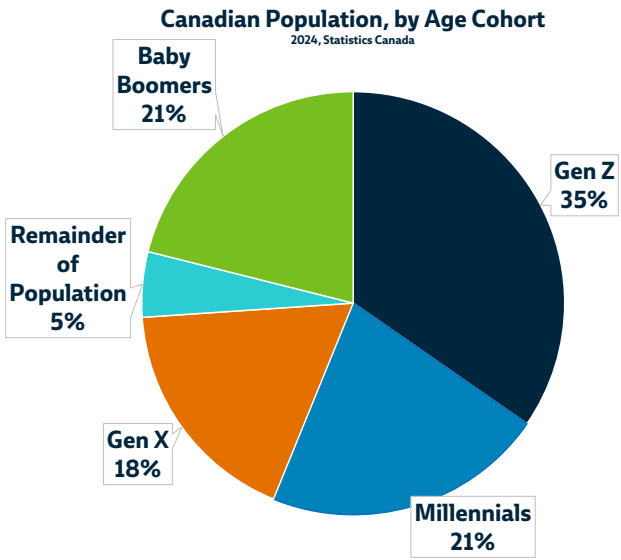
The conversation starts here. And the future is ours to shape, together.



Canada At a Glance: Key Demographics & Statistics

The median after-tax household income for families and unattached individuals stands at \$70,500. Breaking this down further, Canadian families have a median income of \$99,800, while unattached individuals have a

median income of \$37,800. Life expectancy in Canada is 83 years, reflecting a relatively high standard of living and healthcare. The crude mortality rate is 8.4 deaths per 1,000 people, with a total of 345,829 deaths recorded in 2024.



Household Income (median, after tax)

Families and unattached individuals: \$74,200
Families: \$104,000
Unattached individuals: \$40,000



Life Expectancy

82 years



Mortality Rate

Crude mortality rate: 7.9 deaths per 1,000
Total deaths in 2025: 327,405

The demographic segments referenced in this report are defined as follows:



Baby Boomer Generation: This group includes individuals aged 56 to 75, born between 1946 and 1964. Baby Boomers experienced significant historical events such as the post-World War II economic boom and the civil rights movement.



Generation X: Comprising people aged 41 to 55, born between 1965 and 1980, Generation X grew up during a time of rapid technological advancement and economic change.



Generation Y (Millennials): Millennials are individuals aged 25 to 40, born between 1981 and 1996. This generation is marked by their familiarity with digital technology and social media.



Generation Z: This generation was born between 1997 and 2012. Generation Z are unapologetically authentic and raised in a truly digital-native time.

Converting Trust into Growth: Filling the Knowledge Gap

Across Canada, people are quietly thinking more about end-of-life planning, but they are doing so with limited understanding, mixed emotions, and very little guidance. The research reveals a striking pattern: trust in deathcare professionals remains strong, interest exists, and many Canadians genuinely want to ease the burden on their families. Yet most consumers do not know what planning involves, what it costs, or even that

preplanning and prepaying are available. This lack of awareness creates a wide chasm between intention and action.

At the same time, deathcare operators face their own pressures of declining revenue from traditional services, labour shortages, and the constant pull of at-need demands. Because many operators approach their work from a care giving mindset,



**Canadians
trust the sector**

**There is an
interest to preplan**

engaging in sales-oriented preneed conversations about preplanning can sometimes become a secondary priority position, especially with no dedicated role to handle preneed initiatives.

The narrative that emerges from our research is one of mutual hesitation: consumers want help but do not know where to start, and operators

want to grow but feel constrained by time, staffing, and skill sets. The opportunity lies in bridging this gap through simple, frictionless, empathetic, and accessible education that empowers families in the process while supporting sustainable business growth.

Insight 01



Trusted Long Before You Are Needed **Continued Confidence in the Sector**

Understanding Insight 01...



01

You Provide an Important Service to Canadians



02

Where Care, Credibility, and Confidence Meet



03

A Place to Remember, A Place to Return To

Canadians have strong trust in the deathcare sector, and deathcare professionals are widely seen as credible and supportive guides. Most believe the sector provides a valuable service, and cemeteries continue to play an important role as places of connection. Deathcare professionals are often compared to other trusted roles, reinforcing their position during important life moments. This strong foundation of trust creates an opportunity to support Canadians more proactively in planning decisions.



You Provide an Important Service to Canadians

Deathcare professionals hold a powerful and trusted position in the lives of Canadians, especially during emotionally significant times. Nearly three-quarters of consumers believe the sector provides a valuable service to society with an additional 22% expressing “neutrality”, indicating a broad baseline of respect, reinforcing their essential role in end-of-life planning. The

deathcare profession is widely respected. Only 6% of Canadians hold a negative view of the sector. While perceptions of pricing transparency are more measured, with half of Canadians believing pricing is clear, the large proportion of neutral responses signals opportunity. Clearer communication and proactive education can further reinforce trust in a meaningful way.

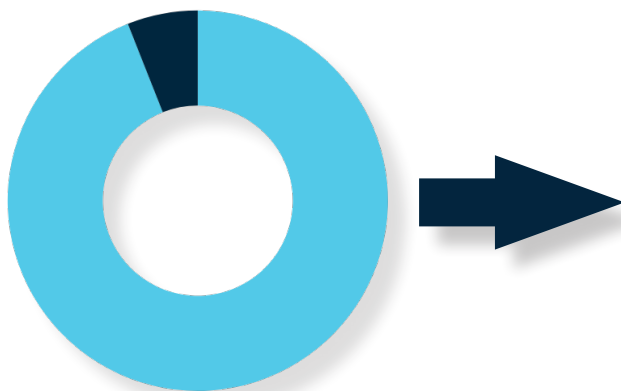


Nearly **3 in 4** Canadians believe you **provide a valuable service** to society



Over **3 in 4** are neutral or agree that you are **transparent about prices and services**

Overall Impressions of the Funeral Industry



94% Canadians have a **favourable view** of the sector





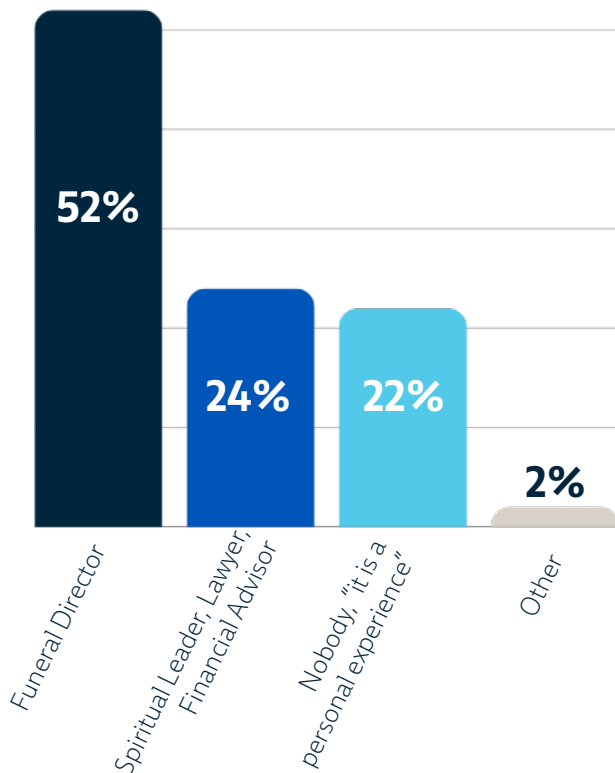
Where Care, Credibility, and Confidence Meet

Trust is at the heart of this relationship. Deathcare professionals are commonly viewed in the same light as respected faith leaders, caring teachers, and trusted doctors, roles defined by guidance, compassion, and expertise. This trust translates directly into consumer confidence: over half of Canadians identify deathcare professionals as the

best-suited resource for helping them plan ahead. These findings underscore the sector's unique role as a trusted advisor in end-of-life planning. They point to meaningful opportunities to build confidence, through consistent outreach, being top-of-mind and leaning into their role as trusted experts in the community.

Best Suited Person To Help With Preplanning

Base: Respondents who are aware of funeral preplanning services



Funeral Professionals

are most often thought of in the same way as...



A **respected** faith leader



A **caring** teacher



A **trusted** doctor

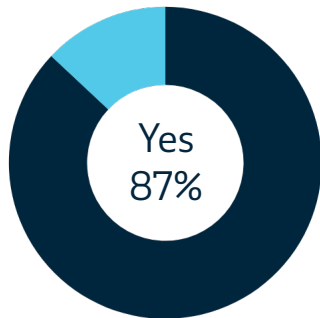


A Place to Remember, A Place to Return To

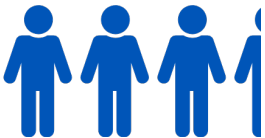
Cemeteries continue to play a meaningful role in how Canadians remember and stay connected to loved ones. Nearly 9 in 10 Canadians have visited a cemetery (most within the past year), showing these spaces remain an active and important part of life today. More than three-quarters see value,

or at least importance, in having a physical place to visit, and just over half regularly visit the grave of someone they love. Canadians are emphasizing the need for spaces that offer comfort, reflection, and connection long after a loss.

Ever Visited A Cemetery



87% of Canadians have visited a cemetery - with most visiting within the past year



Over **3/4** of Canadians are neutral or see the importance in having a physical place for loved ones to visit once they have passed

Valued Experts - Lean Into It



There is a strong foundation of credibility and emotional trust, positioning deathcare professionals not just as service providers, but a unique role as a valued and trusted advisor who help families make informed, thoughtful decisions when it matters most. Shifting the perception to an advisor role gives deathcare professionals the permission to educate, not just inform. It also move the conversation from price to value, ultimately, increasing the willingness of Canadians to act on that guidance.

Insight 02



Interested to Start, Missing the Map **The Knowledge Gap**

Understanding Insight 02...



01

Trust Is Strong. Canadians Just Want to Know More.



02

It is Not About Avoidance. It is About Feeling Ready.



03

When the Process Feels Unclear, Planning Feels Hard

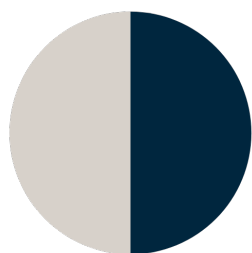
While trust is strong, gaps in awareness and understanding continue to limit engagement with preplanning. Many Canadians are unfamiliar with key aspects of the process and costs, which can make preplanning feel complex or uncertain. As a result, preplanning is often delayed, not because it is unimportant, but because what steps to take, and when to take them, is not clear.



Trust Is Strong. Canadians Just Want to Know More.

Despite high levels of trust in deathcare professionals, many Canadians feel they lack the knowledge needed to take the next step toward pre-planning. Awareness of pre-planning remains moderate: about half of Canadians know it is an

option, a decline from previous years. Yet, the interest is clearly there. Nearly 7 in 10 Canadians say pre-planning is important, and among those who have not planned ahead, almost 6 in 10 want to learn more.



50%

are aware of funeral preplanning as an option - down from 58% since wave 1

7/10 say preplanning is important



6/10 want to learn more



Awareness of Funeral Preplanning Services

Preplan your service and make final arrangements by making your preference known to a funeral home...

50%

Prepay for your funeral arrangements

43%

Sign a contractual agreement with a funeral home or funeral services provider concerning your end-of-life wishes

37%

No, I was not aware I could preplan and/or prepay for these arrangements

24%



It is Not About Avoidance. It is About Feeling Ready.

Many Canadians are open to preplanning, but have not reached the point where they are ready to do something about it. Only 22% of Canadians have made the decision to preplan their own funerals, largely because life feels busy, decisions

feel complex, or the topic feels uncomfortable to discuss. Many say they have other priorities right now, are not yet sure what they want, or prefer not to think about something that feels morbid.

Despite interest and importance, only **22%** have decided to preplan their own funerals.

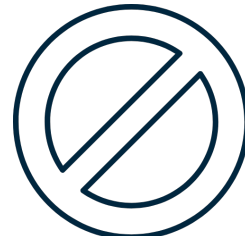
Top 3 Barriers

for those who have interest in Preplanning but have not yet to do so:



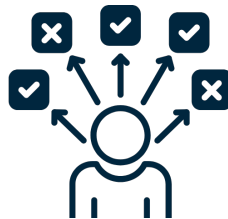
37%

They have other priorities at the moment



21%

They prefer not to discuss / seems morbid



24%

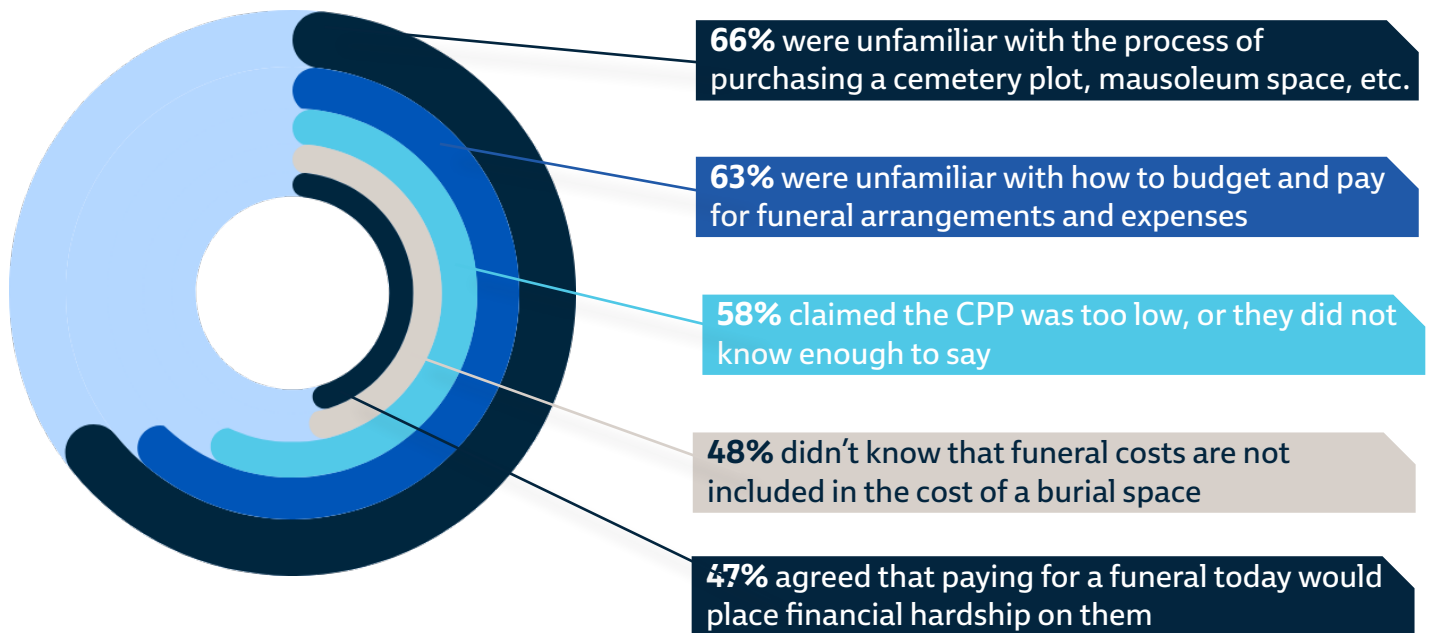
They are not yet sure what they want



When the Process Feels Unclear, Planning Feels Hard

For many Canadians, the biggest barriers to funeral and cemetery preplanning are not just about affordability, they are about clarity. A lack of familiarity with the process, uncertainty around costs, and discomfort with financial decisions create hesitation, even among those who see the

value in planning ahead. Two-thirds of Canadians say they're unfamiliar with how to purchase a cemetery plot or mausoleum space, and a similar number aren't sure how to budget or pay for funeral arrangements.



Many also hold assumptions about cost: while most believe cremation is always less expensive than burial, but the reality depends entirely on personal choices and preferences. Nearly half do not realize that the cost of funeral services is separate from the cost of a burial space, adding to

confusion at an already emotional time. Financial concerns further complicate the picture. Almost half of Canadians worry that paying for a funeral today would create financial strain, reinforcing hesitation to engage in planning conversations.

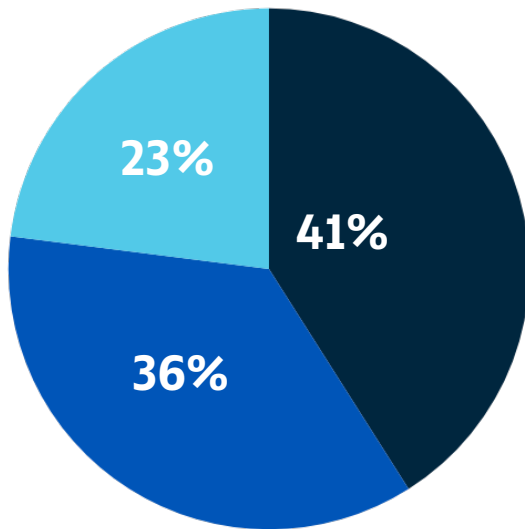


Shifting Language Around Funerals in Canada

Canadians use a range of words when talking about end-of-life ceremonies. While 41% still use the term “funeral” only, most people now describe these events using multiple terms (36%) or specific words like “celebration of life” or “memorial service” (23%).

This shift in language matters because the words Canadians choose often reflect how they feel and what they expect in an end-of-life ceremony. Research results show that language can signal different emotional needs and preferences when it comes to services and ceremonies.

Terms Used in Conversation to Describe End-of-Life Ceremonies



- **Funeral only**
- **Celebration of life/memorial service only**
- **Multiple terms**



Those who prefer “funeral” are more likely to prefer:

- ~ Burial
- ~ Ceremonies that are more somber, formal/traditional, standardized



Those who use other or multiple terms more likely to prefer:

- ~ Cremation
- ~ Ceremonies that are more casual, celebratory, personalized, and creative

In contrast, people who use other terms or a mix of terms are more likely to prefer:

- Cremation
- Ceremonies that feel more casual or celebratory
- Personalized, creative, and flexible services

While “funeral” remains an important and meaningful term for many Canadians, the majority now use broader language to describe end-of-life ceremonies. Expanding beyond the word “funeral” can help providers better connect with today’s consumers and reflect changing expectations around choice, personalization, and how people wish to be remembered.

Insight 03



Bridging the Gap

Canadians Are Ready. The Right Support Will Turn Interest Into Action

Understanding Insight 03...



01

The Moment Is Now:
Canadians Are Ready to Plan Ahead



02

What is Motivating
Canadians to Take the First Step



03

Open to Planning.
Just Waiting for the Right Moment



04

A New Generation
Is Redefining Preplanning

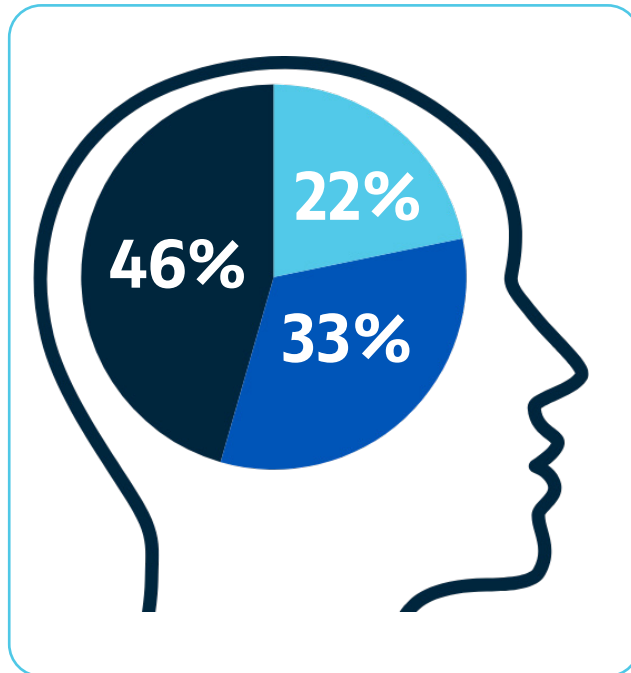
Canadians are ready and willing to plan ahead for their end-of-life ceremony. There is interest in preplanning and a recognition of the value in preplanning, however, uncertainty is getting in the way and they differ in their readiness to act. Those who have preplanned are motivated primarily by peace-of-mind and reducing the burden on loved ones. A large segment remains open to preplanning, representing a meaningful opportunity to grow participation over time. Supporting this segment with the right guidance, messaging, and timing can help turn existing trust and interest into growth for your establishment. By closing the knowledge gap, the sector can empower Canadians to preplan on their own terms and take the first step with confidence.



The Moment Is Now: Canadians Are Ready to Plan Ahead

While only 22% of Canadians have preplanned, their experiences reveal powerful motivations, especially the desire for peace-of-mind and to ease the burden on loved ones. Understanding what prompted them to begin and complete the

process offers valuable insight into what truly resonates and works. The greatest opportunity, however, lies with the 46% of Canadians who are “open to preplanning”.



22%

Those who have preplanned



46%

Open to preplanning



33%

Not open to preplanning

This segment represents the largest and most promising path to growth. With the right support, messaging, and timing, even modest conversion within this segment could dramatically increase participation. By contrast, about one-third of Canadians are not currently open to preplanning. For this group, the topic feels less relevant and generates little interest, suggesting efforts are

best focused elsewhere. Meaningful growth will not come from convincing everyone but from empowering those who are already open to preplanning. By learning from those who have preplanned and thoughtfully supporting those who are ready but undecided, there is a clear path to helping more Canadians take action with confidence.

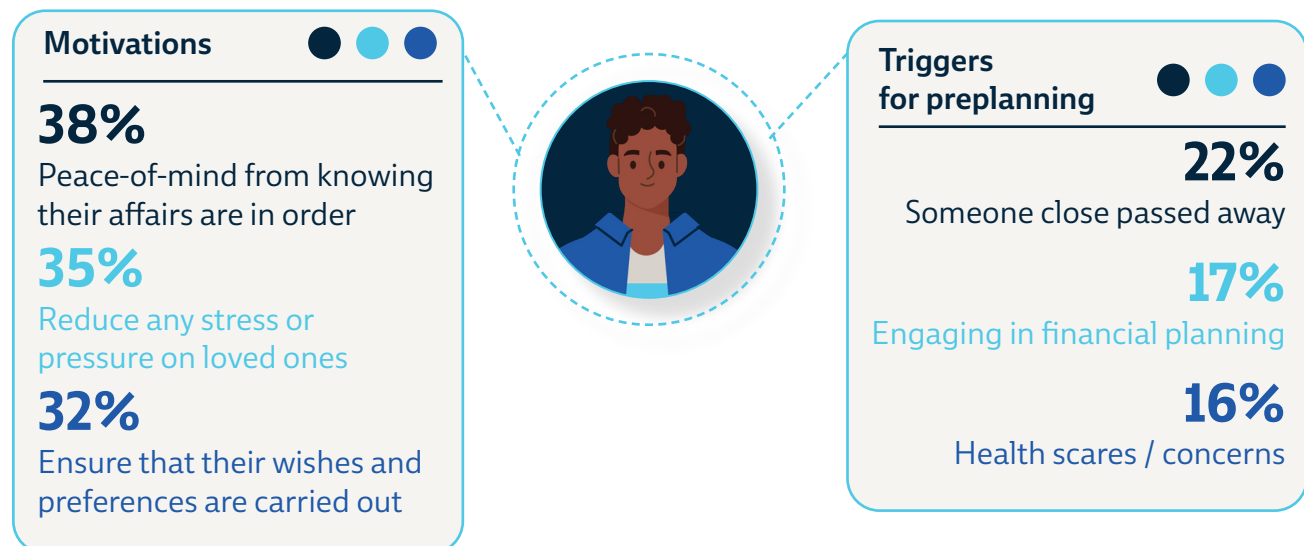


What is Motivating Canadians to Take the First Step

For the 22% of Canadians who have already chosen to preplan, the decision is driven far more by emotion than by finances. The strongest motivators centre on peace-of-mind (knowing their affairs are in order), and the desire to protect loved ones from future stress or difficult decisions. Many also want reassurance that their personal

wishes and preferences will be clearly understood and honoured. The moments that prompt action are often deeply personal. For some, the passing of someone close brings planning into focus and reinforces a sense of responsibility. Others are motivated during key life moments, such as engaging in broader financial planning

Those Who Have Preplanned 22% of respondents



or experiencing a health concern that makes the future feel more immediate. Preplanning decisions are shaped by care: care for family, for clarity, and for control. By continuing to speak to these emotional motivators and recognizing the life events that spark reflection, clear and consistent marketing can play a stronger role in helping Canadians think about and navigate end-of-life planning. Preplanning decisions are

shaped by care: care for family, for clarity, and for control. By continuing to speak to these emotional motivators and recognizing the life events that spark reflection, deathcare professionals can build on proven successes and continue supporting a segment that already sees value in preplanning. Clear and frequent marketing can play a stronger role in helping Canadians think about and navigate end-of-life planning.

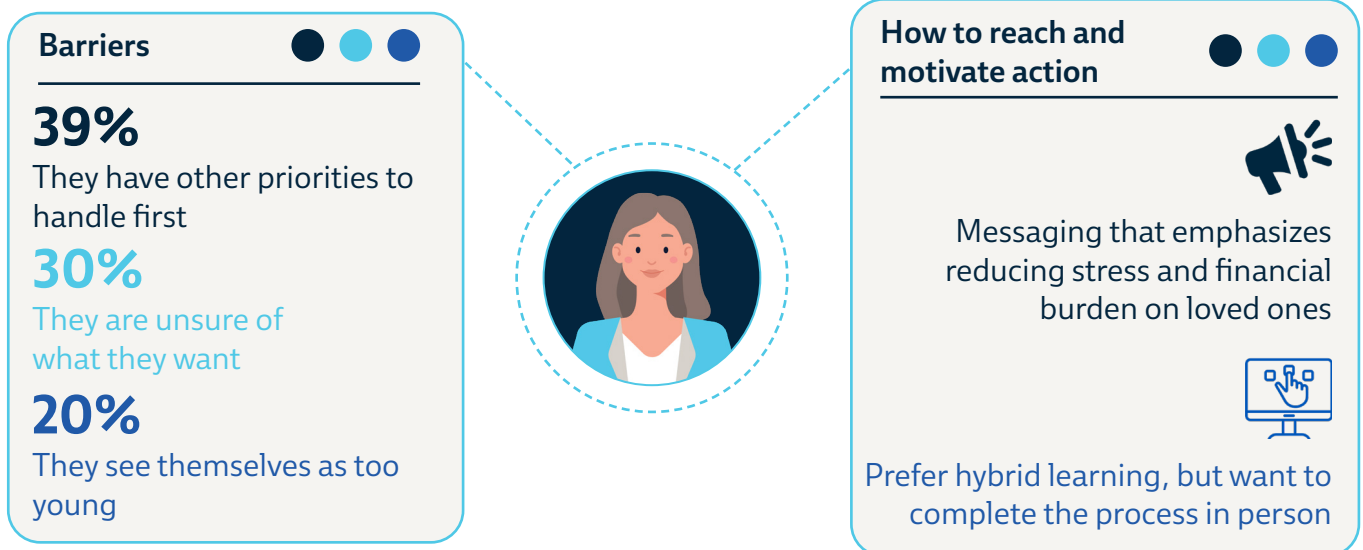


Open to Preplanning. Just Waiting for the Right Moment

Nearly half of Canadians are open to preplanning, making this segment the most important opportunity to inspire action. For these Canadians, hesitation is not about resistance, it is about timing, confidence, and clarity. Many feel focused on other life

priorities, are not yet sure what choices feel right, or believe they are still “too young” to begin thinking about end-of-life planning. What resonates most with this segment is reassurance. Like the segment of Canadians who have already preplanned, messages that emphasize peace-

Those Open to Preplanning 46% of respondents



of-mind and the relief of protecting loved ones (both emotionally and financially), help make preplanning feel relevant and thoughtful rather than premature. When planning is positioned as a caring, responsible step taken on their own schedule, interest becomes intent. How Canadians want to engage also matters. This audience values flexibility: they appreciate the convenience of online learning and exploration,

but most still want to complete the process in-person, with guidance and human connection. By meeting them where they are, (digitally at first, then personally) the path to preplanning feels easier, more supportive, and entirely their own. With the right messaging, reassurance, and using a blend of marketing channels for a frictionless experience, many Canadians who are open today can become confident planners tomorrow.



A New Generation Is Redefining Preplanning

Younger Canadians are emerging as a powerful growth opportunity for preplanning, especially Gen-Z. Both Gen-Z and Millennials show notably higher interest in preplanning, with nearly two-thirds saying they are interested and more than seven in ten recognizing its importance. This signals a meaningful shift: end-of-life planning is no longer viewed as something only for later stages of life.

Gen-Z stands out in particularly compelling ways. Among those who have already preplanned, major life milestones such as: starting a family or having children are a key trigger to action. This reflects a forward-thinking mindset rooted in responsibility and protection for loved ones. Practical incentives

also play a larger role for this generation: access to special deals or promotions emerged as the strongest motivator, highlighting the impact of timely, value-driven offers.

Together, these insights suggest a new path forward. For Gen-Z and younger Millennials, preplanning resonates when it is framed as a smart, proactive choice that aligns with life transitions, financial awareness, and tangible value. Engaging this audience early, through relevant messaging, meaningful incentives, and life-stage-based outreach, creates the opportunity to build lifelong relationships and normalize preplanning as part of responsible adulthood.

Life milestones are a key trigger for preplanning



Young Adult

Building independence and future awareness



Starting a Family

A major motivator for preplanning



Homeownership

Building stability and long-term security



Marriage/Partnership

Planning a life together and protecting each other



Canadians are not resistant. They are ready.

Interest in preplanning is high, trust already exists, and nearly half of Canadians are open to taking action. The real opportunity isn't changing minds...**it is guiding decisions.**

Growth will come from making preplanning feel simpler, more approachable, and easier to navigate for Canadians who are already considering it. The moment is now to turn trust and interest into confident action, for families and for the growth of your establishment.

From 1st to 3rd Edition

Between Awareness and Action

Comparative analysis across the first and third edition of this national research reveals a sector undergoing subtle but meaningful recalibration rather than dramatic disruption. Interest in end-of-life ceremonies has softened modestly over time, declining from approximately 60% (1st edition) to 55% (3rd edition). This shift does not indicate rejection, but rather a growing indecisiveness, as a significant proportion of Canadians continue to express neutrality or uncertainty. Notably, younger generations remain the most engaged, sustaining comparatively higher levels of interest and reinforcing their importance as a future-facing audience.

Cost continues to exert considerable influence, though recent findings suggest a normalizing in its perceived intensity. While affordability remains a primary reason for opting out of burial, fewer Canadians now cite cost as a barrier compared to earlier waves. Similarly, perceptions

of government support, including the CPP death benefit, have softened slightly. However, the persistent gap between current benefit levels and what Canadians consider reasonable underscores that financial concerns remain unresolved.

At the same time, awareness of preplanning has declined modestly, introducing a new challenge for the sector. Yet this decline is counterbalanced by sustained interest among those who have not yet taken action. A majority of non-planners express a willingness to learn more, pointing to a growing disconnect between awareness and intent.

Taken together, these shifts suggest a market that is not retreating, but pausing, characterized by latent demand, tempered cost sensitivity, and an opportunity for the sector to re-engage Canadians through clearer, more accessible, and more compelling pathways to action.

A market in transition, not in retreat



Cost Pressure Eases
Fewer Canadians now see cost as a barrier compared to earlier waves.



Support Perceptions Stabilize
Views on government support have softened, but the gap remains.



Awareness Declines Softly
Awareness of preplanning declined modestly, presenting a new challenge.



Opportunity Remains Strong
Most non-planners are willing to learn more.

**If you are interested in more detailed data regarding our research,
please contact the GFD Marketing Team at:**

marketing@gfd.org

Additional Trends and Themes

Canadians want end-of-life services, but continue to favor simplicity, affordability, and flexibility

Interest in end-of-life ceremonies remains stable.

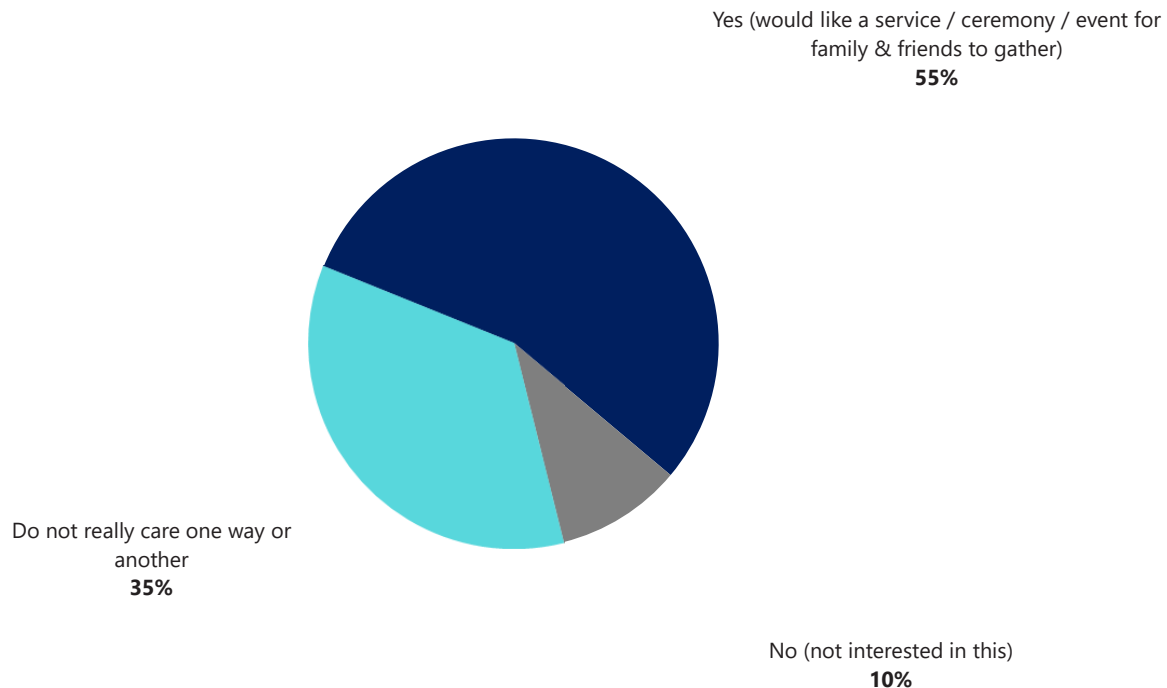
- Just over half of Canadians say they would want a service, ceremony, or event held upon their passing.

Millennials and Gen Z continue to lead interest in end-of-life ceremonies, with 62% and 68%, respectively, expressing a desire for such arrangements upon their passing compared to only 42% of Baby Boomers.

- Younger generations often value strong social connections and may see memorial gatherings as important events that strengthen these bonds.
- Also, these generations often seek personalized experiences that reflect their own identities and values.


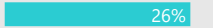





Preferences for End-of-Life Ceremonies and Gatherings

[n=1,002]



Over half of Canadians say they would opt for cremation, making it the most preferred disposition overall.

- Baby Boomers show the strongest preference for cremation, while Millennials and Gen Z are significantly more likely to express a preference for burial

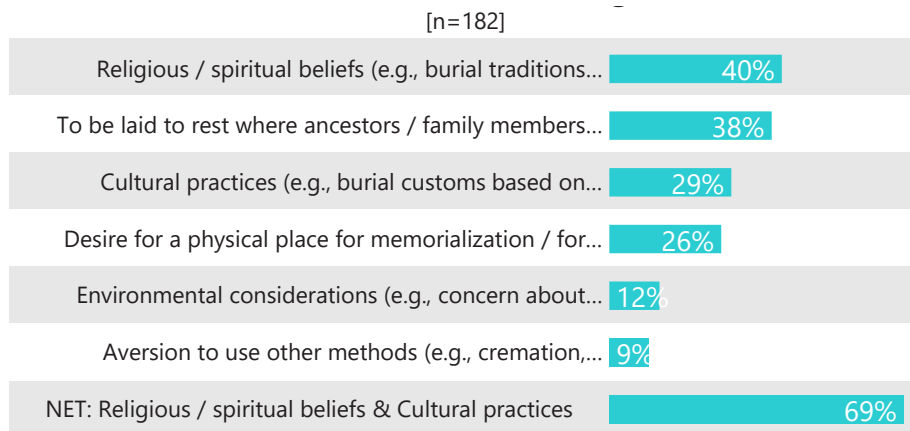
Preference for Disposition of Remains – W3 [n=1,002]	Generation Z [n=190] A	Millennials [n=283] B	Generation X [n=224] C	Baby Boomers [n=266] D	W2 [n=1000]
NET – Cremation: 55%	25%	22%	33%	37%	55%
Cremation – ashes not interred in a cemetery 	25%	22% CD	33%	37%	29%
Cremation – ashes interred in cemetery, either buried below ground, or above ground in a mausoleum or... 	23%	22% D	22%	33%	26%
Burial (either below ground, or above ground such as a mausoleum or columbarium) 	24% D	24% D	16%	11%	17%
Donate or bequeath your body to science / medical research 	5%	6%	8%	5%	7%
Alkaline hydrolysis / wet cremation (cremation using water rather than flame) 	2%	2%	3%	1%	2%
Not sure / still trying to make a decision 	8%	11%	11%	10%	11%
Have not really thought about it 	9% D	12% D	6%	3%	7%

Burial decisions are primarily driven by faith, family, and cultural tradition – though there is some generational variation.

Among those considering burial, the most commonly cited reasons are religious beliefs, family connections, and cultural customs. Though religious and spiritual belief reasons are down significantly from the 2nd edition (51%).

Environmental reasons both for and against burial were much more common among Gen Z. Educating individuals about the environmental impacts of end-of-life arrangements may provide more insight into what offerings to push for Gen Z.

Main Reasons for Considering a Burial



Understanding Costs and purchasing preferences

Canadians more heavily favour upfront payments held in a trust as a prepayment approach. This has grown significantly since last wave (56% for trust payment in 2nd Edition).

Preferred Pre-payment Method [n=1,002]		Generation Z [n=190] A	Millennials [n=283] B	Generation X [n=224] C	Baby Boomers [n=266] D	W2 [1,000]
Upfront payment that is held in a trust account	63% ↑	58%	59%	68%	66%	56%
Funeral insurance	37% ↓	42%	41%	32%	34%	44%

Majority have not purchased a burial space. 72% of Canadians have not secured a burial space, though this is significantly lower than last wave (78%).

Strong preference for seeing detailed pricing. Most Canadians (68%) want to see funeral costs broken down into detailed pricing in order to better understand the costs of each individual component.

Generational shift towards information gathering

A hybrid approach is favored for information gathering. Nearly half of Canadians prefer a hybrid approach to information gathering, using online resources combined with speaking to someone, reflecting the need for multiple touchpoints.

Generational differences in digital comfort. Millennials and Gen Z are the most comfortable with a digital-first approach (41% for both prefer online-only information gathering), while Baby Boomers show a stronger preference for speaking directly with someone (36%).

In-person preference still dominate for finalizing the preplan. While many Canadians would start the process online, Baby Boomers (54%) prefer completing the process entirely in person, contrasting with Millennials (34%) and Gen Z (39%) who are more open to fully online completion

Preference for Completing the Process – W3 [n=685]	Gen Z [n=135] A	Millennials [n=202] B	Gen X [n=142] C	Baby Boomers [n=177] D	W2 [n=667]
I would start online but would prefer to finish the process in-person	48%	53% D	57% D	49%	35%
I would prefer to do the entire process in-person	27%	8% CD	12% CD	30%	54%
I would want to complete everything online	25%	39% CD	31% D	20%	11%

Preference for Information Gathering – W3 [n=685]	Gen Z [n=135] A	Millennials [n=202] B	Gen X [n=142] C	Baby Boomers [n=177] D	W2 [n=667]
I would use online resources but would also want to speak to someone	46%	49%	51%	51%	44%
I would want to get all or most of the information I need online, without having to talk to anyone	23%	41% D	41% D	28%	21%
I would prefer to speak to someone rather than use online sources	31%	10% D	8% CD	20%	36%

Just For Fun



Which celebrities do you think would best represent your preferred tone for a TV or radio commercial about funeral preplanning?

Top Preferred Celebrities for Commercials about Funeral Preplanning



11%

Celine Dion 🇨🇦

Soft tone, calming voice, understands loss, is relatable



8%

Keanu Reeves 🇨🇦

Quietly empathetic, sincere, grounded



8%

Michael J. Fox 🇨🇦

Warm, reassuring, hopeful, and human

gfd.

Est. 1961 

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