

Tighter Budgets (35%) and Not Knowing What to Buy (35%)

**Top List of Most-Challenging Aspect of
Holiday Shopping**

Nearly Half (48%) Intend to Give Gift Cards this Year

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Top List of Most-Challenging Aspect of Holiday Shopping

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Toronto, ON – One in three (35%) Canadians who intend to give gifts this holiday season say that the biggest challenge they face while shopping this year is having a tighter budget, while an equal proportion (35%) say their biggest challenge is not knowing what to buy, according to a new Ipsos Reid poll conducted on behalf of RBC. Two in ten (21%) say their biggest challenge is that they dislike going to the mall and being in crowds, while one in twenty (5%) say that not having enough time is their biggest obstacle and 4% say some other aspect of holiday shopping is their biggest challenge.

Men (38%) are more likely than women (33%) to say they don't know what to buy, and that they don't like the crowds at the mall (25% men vs. 17% women) while women (41%) are significantly more likely than men (28%) to say their biggest challenge is tighter budgets this year. Budgets are a bigger challenge for young people than older people, while older people are having a harder time trying to find the perfect gift than younger people are.

Perhaps in an effort to tackle some of these challenges, nearly half (48%) of gift-givers intend to give gift certificates or gift cards. This compares to eight in ten (82%) who will give actual tangible gifts – meaning two in ten (18%) will not – two in ten (20%) who intend to give cash, and one in ten who will give charitable donations (7%), or some other form of gift (7%).

Women (50%) are slightly more likely than men (45%) to say they're going to give gift cards, and they're most popular among middle-aged (51%) adults compared to older (48%) or younger (44%) adults. Albertans (58%), residents of Saskatchewan and Manitoba (52%) and

Ontarians (51%) are most likely to purchase gift cards this year, while Atlantic Canadians (44%), Quebecers (42%) and British Columbians (41%) are less likely to do so.

These are some of the findings of an Ipsos Reid poll conducted between November 10-14, 2011, on behalf of RBC. For this survey, a sample of 1,047 Canadians who intend to give gifts this holiday season from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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