



Canadian Online October 1 - 8, 2012

RBC Economic Confidence Banner 2

Table of Contents

55	84. When it comes to multi-use / multi-purpose Gift Cards, what is your biggest frustration or reason for not buying them?
56	85. When do you choose to give a gift card?

1. When it comes to multi-use / multi-purpose Gift Cards, what is your biggest frustration or reason for not buying them?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to give gifts this holiday season	2804	461	470	395	591	468	419	763	432	685	431	686	1901
Weighted	2753	387	310	185	1041	621	209	799	436	651	397	683	1853
Expiry of funds / expiry fees	686	116	83	46	305	87	49	170	100	172	124	140	487
	25%	30%	27%	25%	29%	14%	23%	21%	23%	26%	31%	20%	26%
		EF	E	E	EF		E			G	GH		K
Activation fees	549	64	76	38	259	63	50	131	86	136	88	152	358
	20%	17%	24%	20%	25%	10%	24%	16%	20%	21%	22%	22%	19%
		E	AE	E	AE		AE			G	G		
Inactivity or Maintenance fees	466	65	74	32	229	36	30	101	67	104	97	116	319
	17%	17%	24%	17%	22%	6%	14%	13%	15%	16%	24%	17%	17%
		E	ACEF	E	AEF		E				GHI		
Purchase fee	444	59	66	27	186	68	37	113	60	106	82	116	304
	16%	15%	21%	15%	18%	11%	18%	14%	14%	16%	21%	17%	16%
			ACE		E		E				GH		
I don't know enough about them	659	108	68	45	202	188	48	220	106	154	80	161	446
	24%	28%	22%	24%	19%	30%	23%	28%	24%	24%	20%	24%	24%
		BD				BDF		J					
Other	255	31	33	22	77	78	14	87	33	60	41	57	176
	9%	8%	11%	12%	7%	13%	7%	11%	8%	9%	10%	8%	9%
			F	DF		ADF							
None	862	107	89	54	319	224	70	255	137	200	98	231	570
	31%	28%	29%	29%	31%	36%	33%	32%	31%	31%	25%	34%	31%
						ABC		J					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

2. When do you choose to give a gift card?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Plan to give gifts this holiday season	2804	461	470	395	591	468	419	763	432	685	431	686	1901
Weighted	2753	387	310	185	1041	621	209	799	436	651	397	683	1853
When I want to give the recipient options	1011	130	109	62	358	275	77	282	149	261	156	262	662
	37%	33%	35%	34%	34%	44%	37%	35%	34%	40%	39%	38%	36%
						ABCD							
When I'm not sure what to buy	995	128	116	78	378	201	93	288	147	236	145	289	623
	36%	33%	37%	42%	36%	32%	45%	36%	34%	36%	37%	42%	34%
				AE			ABDE					L	
When it's what the recipient asked for	823	116	91	63	318	178	59	203	131	213	126	235	523
	30%	30%	29%	34%	31%	29%	28%	25%	30%	33%	32%	34%	28%
										G	G	L	
When I can't decide on an actual gift	767	98	94	56	299	159	60	215	129	183	120	232	480
	28%	25%	30%	30%	29%	26%	29%	27%	30%	28%	30%	34%	26%
												L	
When I run out of time	296	24	32	19	128	72	21	94	45	69	43	113	158
	11%	6%	10%	10%	12%	12%	10%	12%	10%	11%	11%	17%	9%
			A	A	A	A						L	
I always / almost always give gift cards	207	23	27	14	85	40	18	56	38	54	26	47	140
	8%	6%	9%	7%	8%	7%	8%	7%	9%	8%	7%	7%	8%
I never give gift cards	371	64	40	25	127	93	22	134	62	75	40	62	285
	13%	16%	13%	14%	12%	15%	11%	17%	14%	12%	10%	9%	15%
		F						IJ					K

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.