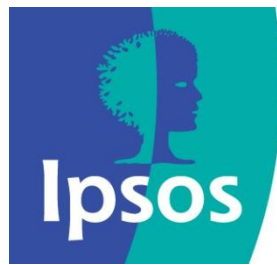


**Four in Ten Canadian Gift Givers Choose to Give a Gift Card
When They Want to Provide Options (37%) or Aren't Sure What
To Buy the Recipient (36%)**

*Biggest Frustrations When it Comes to Gift Cards Relate to Expiration
(25%) and Activation Fees (20%)*

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Ipsos Reid

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Four in Ten Canadian Gift Givers Choose to Give a Gift Card When They Want to Provide Options (37%) or Aren't Sure What To Buy the Recipient (36%)

Biggest Frustrations When it Comes to Gift Cards Relate to Expiration (25%) and Activation Fees (20%)

Toronto, ON – When deciding on what to buy their loved ones this holiday season, Canadian gift givers often turn to gifts cards due to their versatility, according to a new poll conducted by Ipsos Reid on behalf of RBC. Four in ten Canadian gift givers say they choose to give gift cards when they want to give the recipient options (37%) or when they're not sure what to buy (36%). One in ten (8%) Canadians planning on giving gifts this holiday season say they always or almost always give gift cards while just one in ten (13%) never give gift cards. The following table outlines various reasons Canadian gift givers choose to give gift cards:

| <u>Reasons for Choosing Gift Cards</u> | % |
|---|-----|
| When I want to give the recipient options | 37% |
| When I'm not sure what to buy | 36% |
| When it's what the recipient asked for | 30% |
| When I can't decide on an actual gift | 28% |
| When I run out of time | 11% |
| I always/almost always give gift cards | 8% |
| I never give gift cards | 13% |

While gift cards can be a versatile option for Canadian gift givers, some Canadians can be frustrated by them. When it comes to multi-use or multi-purpose gift cards, the biggest frustration or reason for not buying gift cards amongst Canadian gift givers relates to different fees potentially associated with gift cards. Gift-giving Canadians cite expiry (25%) and activation (20%) fees as the most bothersome, while three in ten (31%) cite no frustration or reason for not buying gift cards. The following table outlines in full the biggest frustrations/reasons for not buying gifts cards amongst Canadian gift givers:

| <u>Biggest Frustrations/Reasons for Not Buying Gift Cards</u> | % |
|--|----------|
| Expiry of funds/expiry fees | 25% |
| Activation fees | 20% |
| Inactivity or Maintenance fees | 17% |
| Purchase fee | 16% |
| I don't know enough about them | 24% |
| Other | 9% |
| None | 31% |



These are some of the findings of an Ipsos Reid poll conducted between October 1st to 10th, 2012, on behalf of RBC. For this survey, a sample of 2,804 Canadians who plan on giving 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. The precision of Ipsos online polls are measured using a credibility interval. In this case, the poll is considered accurate to within +/- 2.1 percentage points of the entire population of Canadians who plan on giving gifts this holiday season. 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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