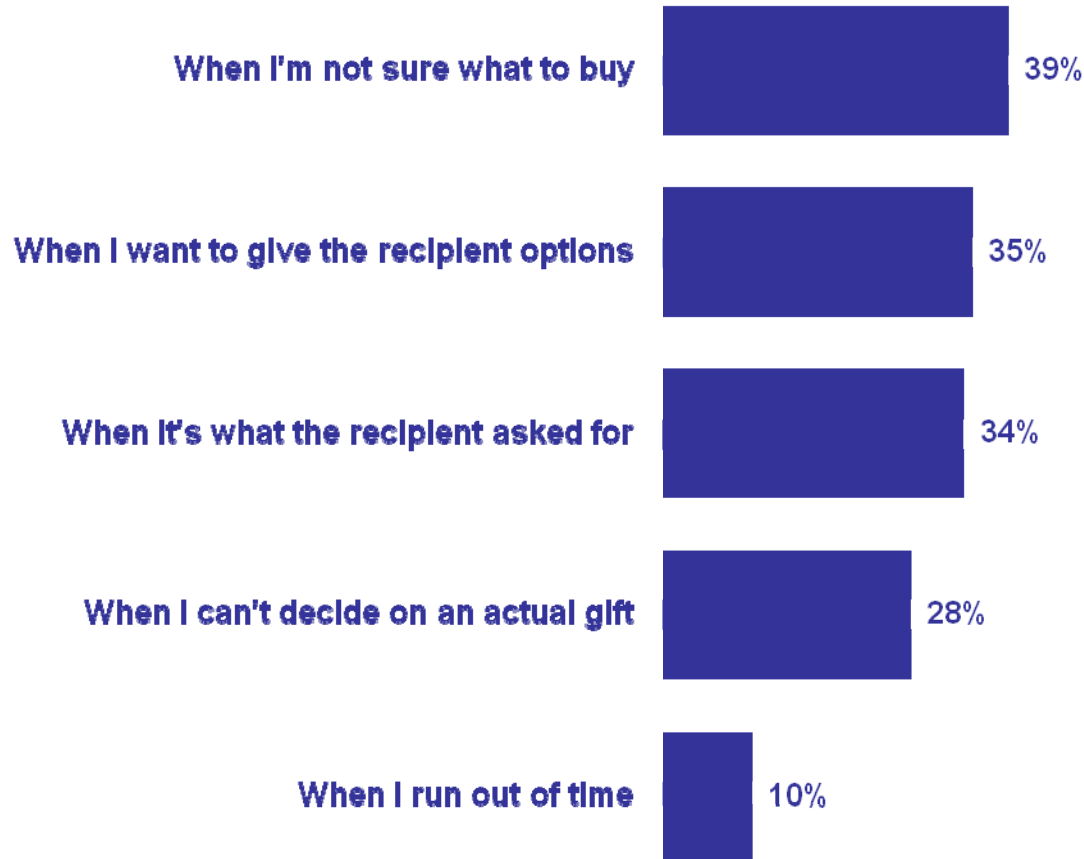




When do you choose to give a gift card



	BC	AB	SK/MB	ON	QC	ATL
When I'm not sure what to buy	39%	36%	41%	39%	34%	50%
When I want to give the recipient options	33%	37%	35%	34%	36%	31%
When it's what the recipient asked for	34%	36%	37%	34%	35%	32%
When I can't decide on an actual gift	30%	30%	27%	31%	21%	27%
When I run out of time	12%	11%	8%	11%	9%	8%

When do you choose to give a gift card? Q.94.
 Base: Plan to give gifts this holiday season n= 2660