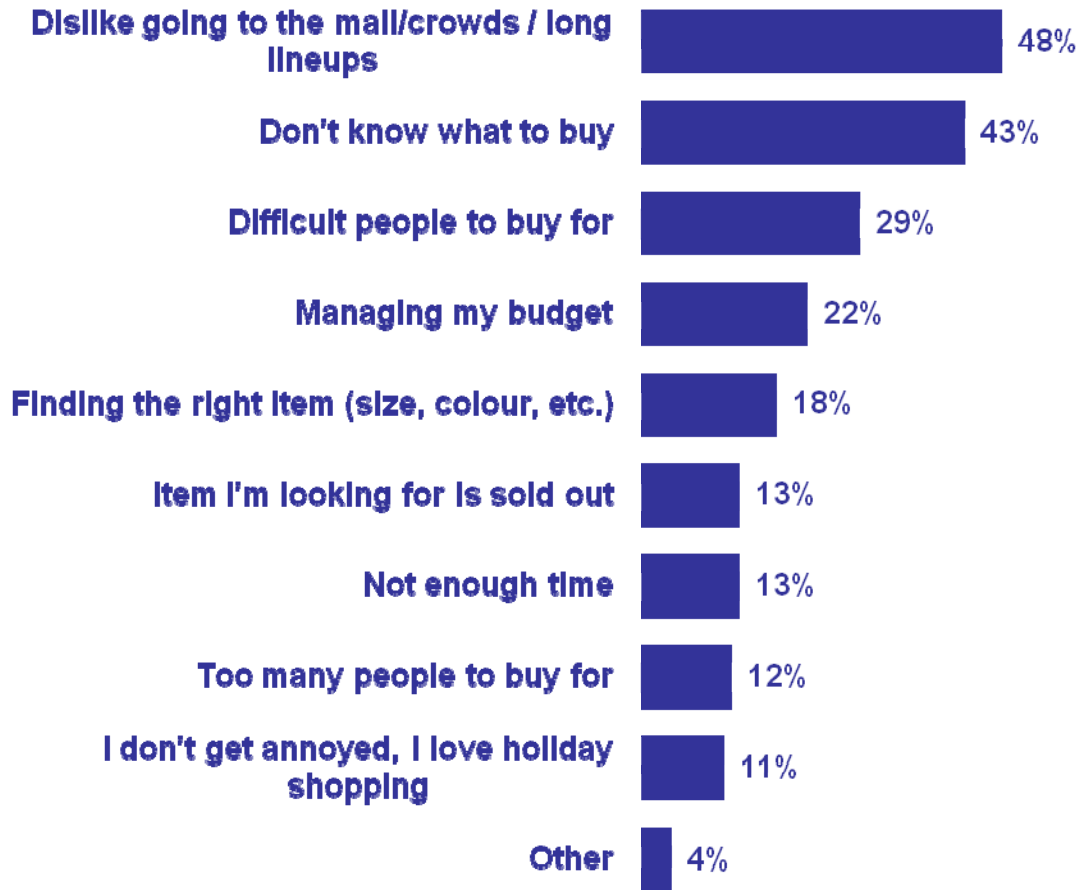




Biggest annoyances you face when holiday shopping



	BC%	AB	SK/MB	ON	QC	ATL
Dislike going to the mall/crowds / long lineups	48%	57%	45%	53%	36%	45%
Don't know what to buy	42%	43%	43%	45%	42%	43%
Difficult people to buy for	26%	28%	28%	30%	27%	31%
Managing my budget	23%	20%	18%	27%	13%	28%
Finding the right item (size, colour, etc.)	16%	21%	19%	18%	19%	19%
Item I'm looking for is sold out	11%	11%	12%	17%	11%	12%
Not enough time	12%	15%	12%	14%	11%	11%
Too many people to buy for	13%	13%	11%	15%	7%	12%
I don't get annoyed, I love holiday shopping	14%	13%	12%	9%	13%	11%
Other	2%	2%	4%	5%	5%	3%

What are the biggest annoyances you face when holiday shopping? Q.92.

Base: Plan to give gifts this holiday season n= 2660