



# RBC Holiday Spending Omni

## The Methodology and Findings



11/30/2009



Ipsos Reid



## Methodology

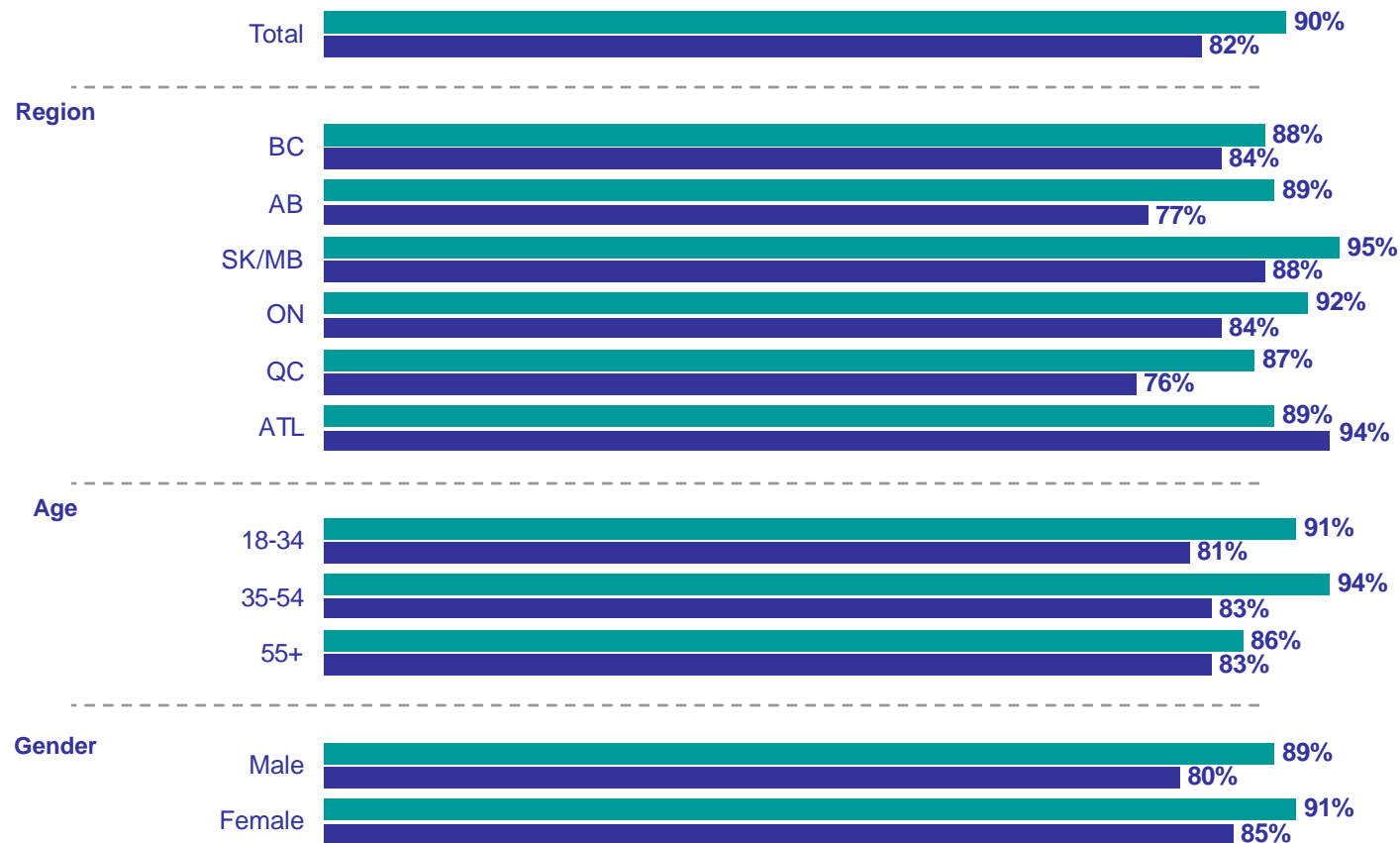
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- These are some of the findings of an Ipsos Reid poll conducted between Nov 13 and 17, 2009, on behalf of RBC.
- For this survey, a national sample of 1,018 adults from Ipsos' Canadian online panel was interviewed online.
- Weighting was then employed to balance demographics and 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.



## Gift Giving Plans To Others This Holiday Season

*The proportion of Canadians giving gifts this holiday season compared to two years ago has dropped from 90% to 82%, with declines in every demographic except Atlantic Canada.*



*Do you plan to give gifts to others this holiday season?*

■ Dec-07 ■ Nov-09

Base: All Respondents n = 1018



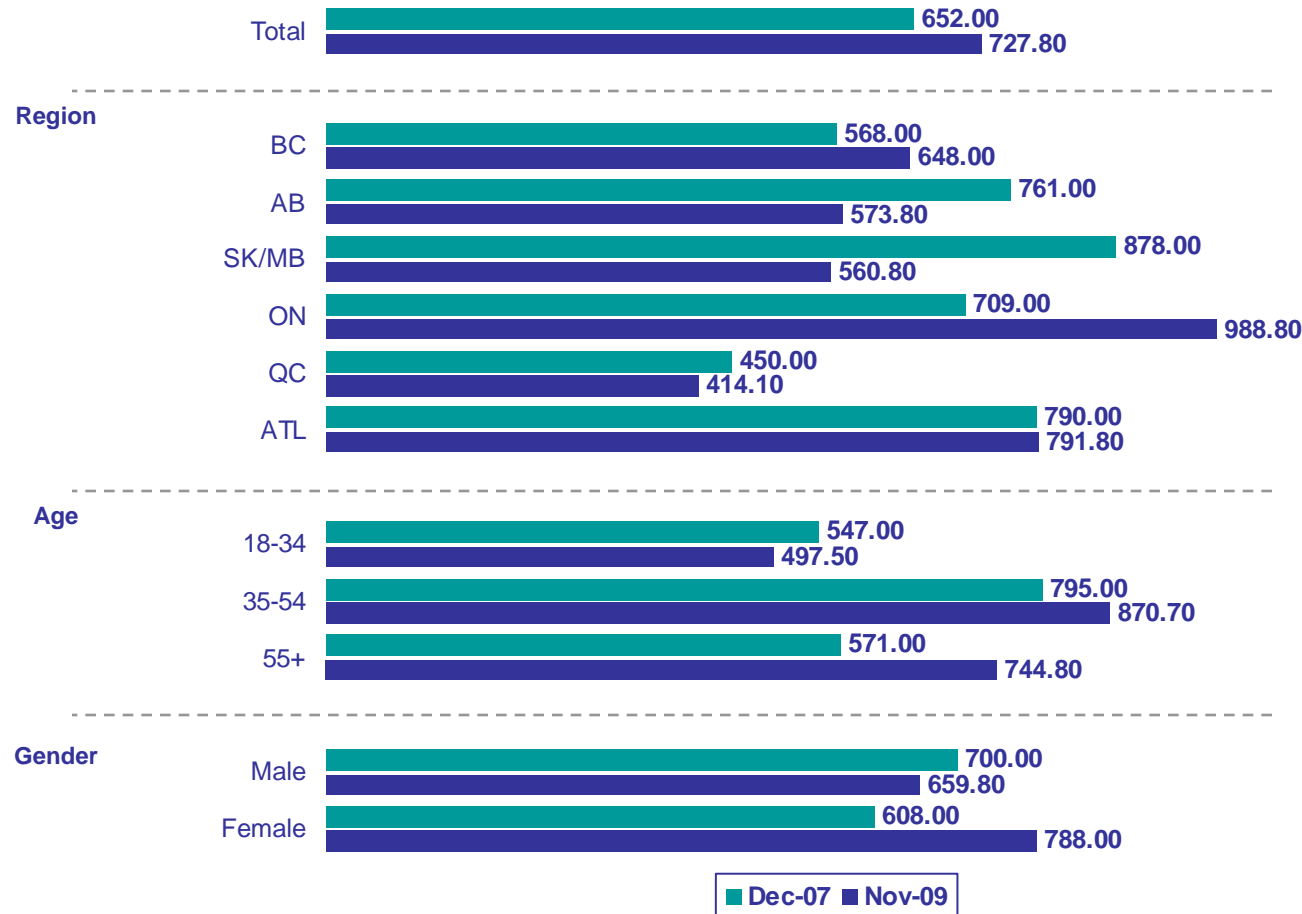
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## Amount Expect to Spend in Total on Gifts for Others This Holiday Season

*The average Canadian expects to spend \$728.00 on gifts this year, up from \$652 on average two years ago. While men expect to spend about \$40 less on average this year than two years ago, women anticipate spending \$180 more than they did two years ago.*

Mean



*How much do you expect to spend in total on gifts for others this holiday season?*

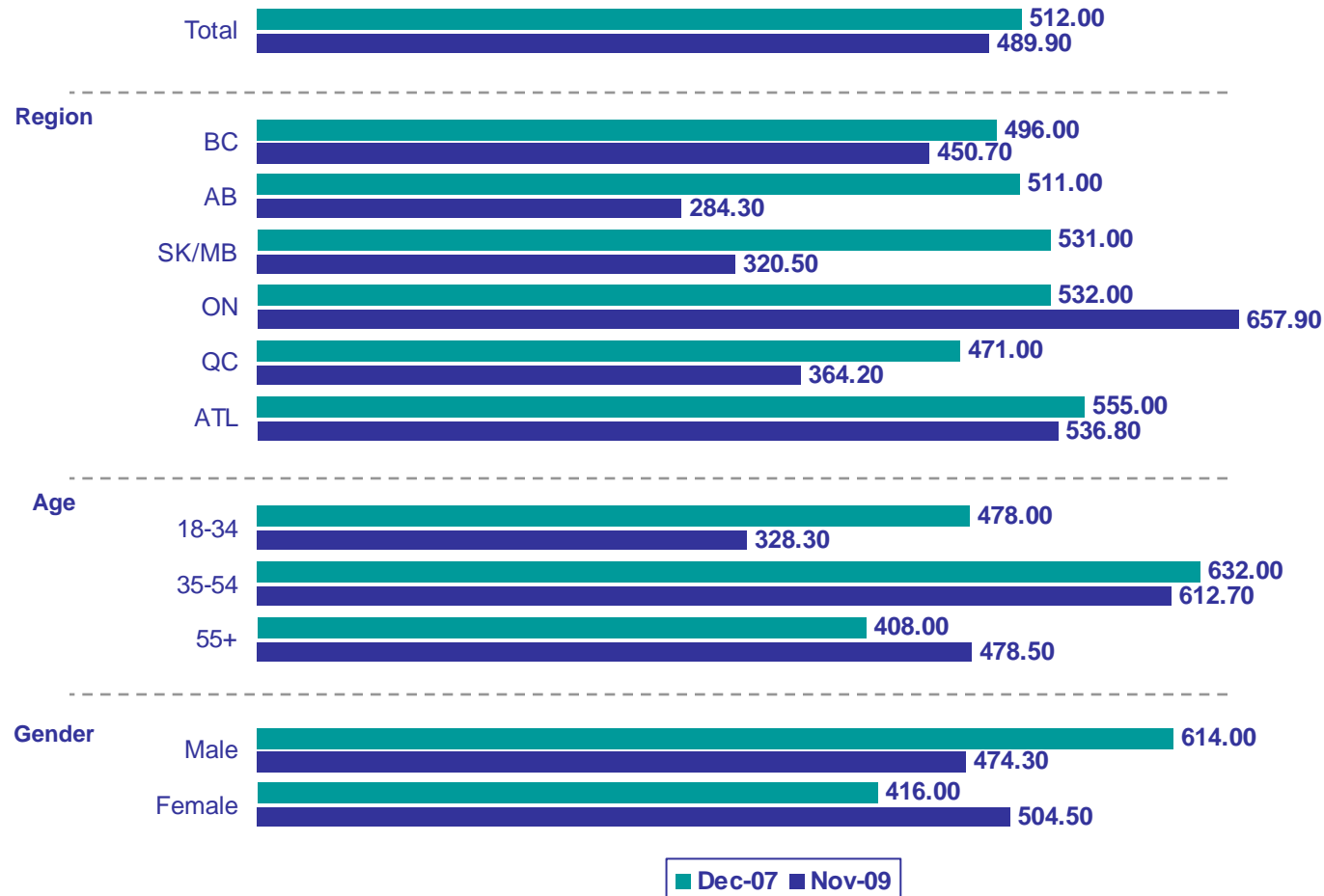
Base: Plan to give gifts n = 841



## Amount You Expect To Spend In Total In Areas Other Than Gifts This Holiday Season, Including Clothing, Travel, Decorations, Food and Drink, etc.

*But Canadians will spend a little less on other things besides gifts, with the average consumer spending \$490 this year compared to \$512 two years ago. In this case, Albertans, men and young Canadians are leading the pullback.*

Mean



*And, how much do you expect to spend in total in areas other than gifts this holiday season? Areas such as clothing, travel, decorations, beauty services, food and drink, or entertainment.*

Base: Plan to give gifts n = 841

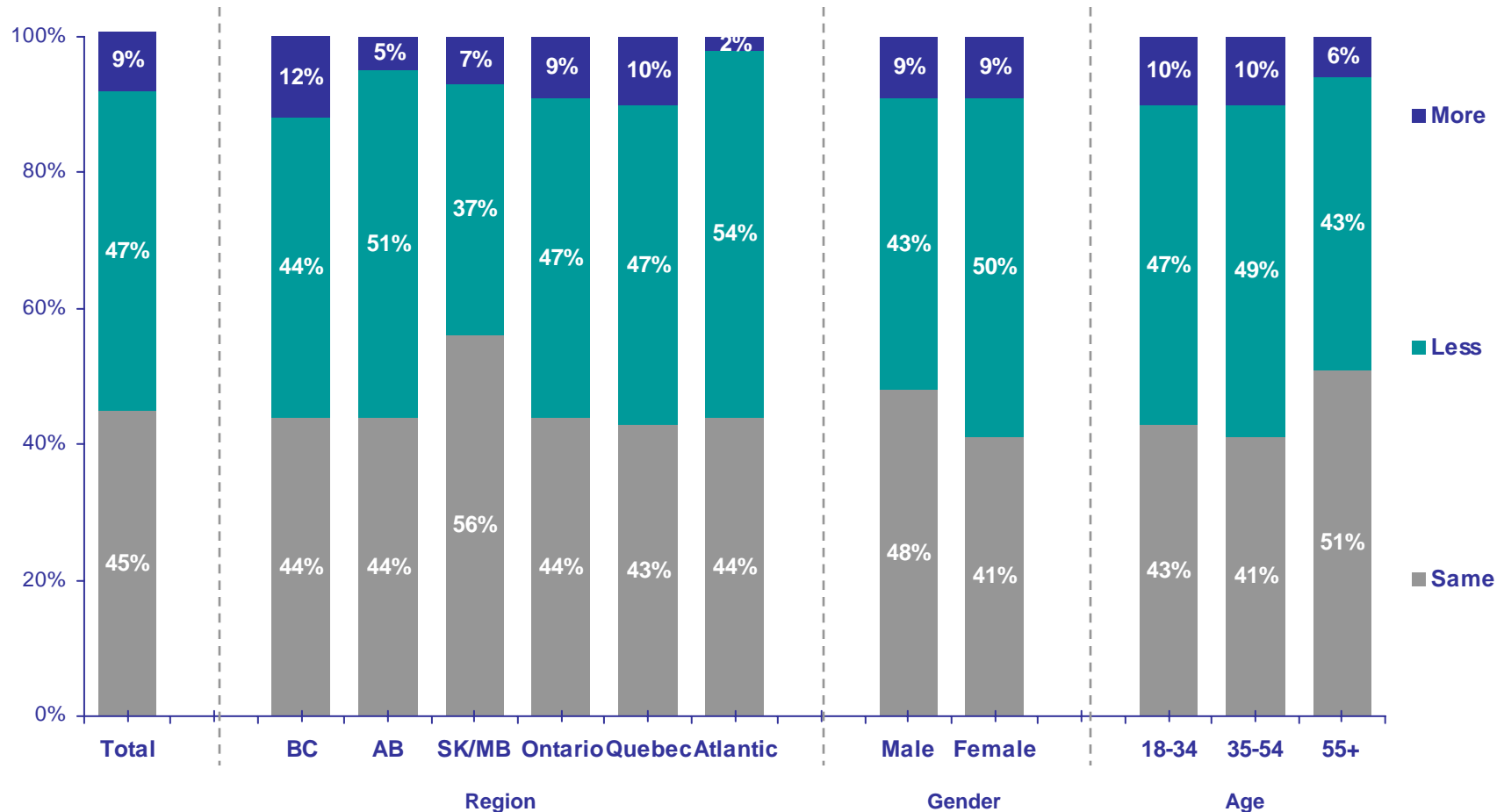


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## Spending This Holiday Season Compared to Amount Spent Last Year

Very few Canadians (9%) will be spending more this year than last year with nearly one half (47%) pulling back on their spending, led by those in Atlantic Canada (54%), Alberta (51%) and women (50%).



Now thinking about all of the spending you will be doing this holiday season including gifts and other expenditures, do you think this amount more, less, or the same as you spent last year?



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