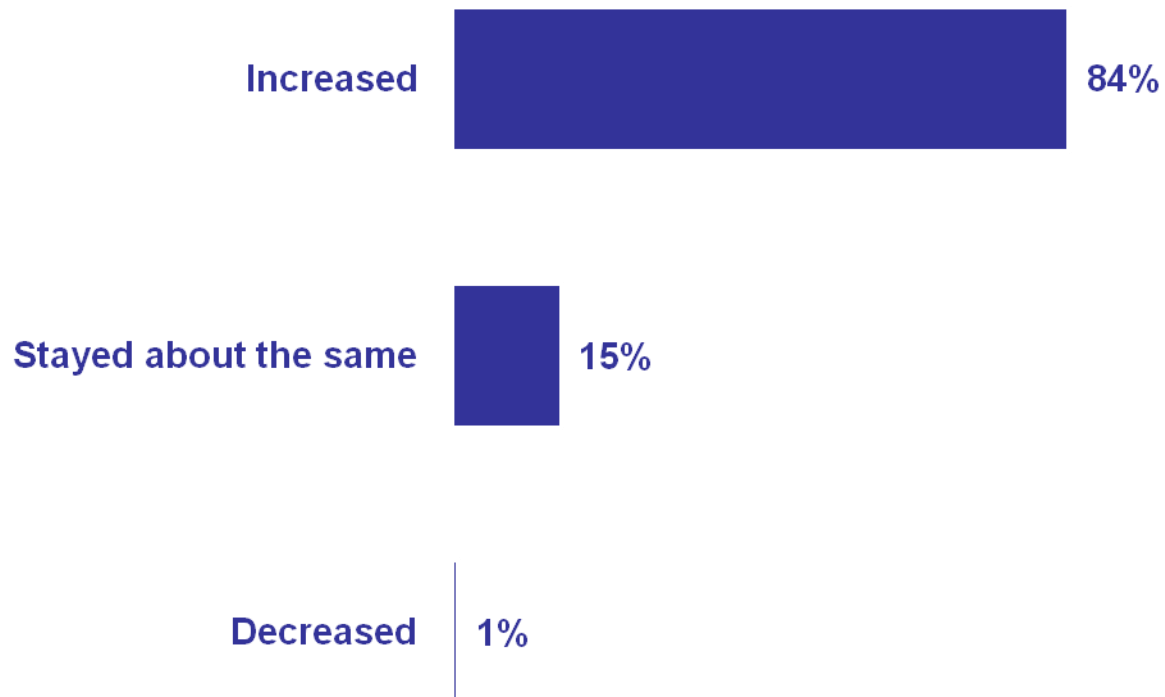




# RBC Canadian Consumer Outlook – Increase in price of food items typically purchased

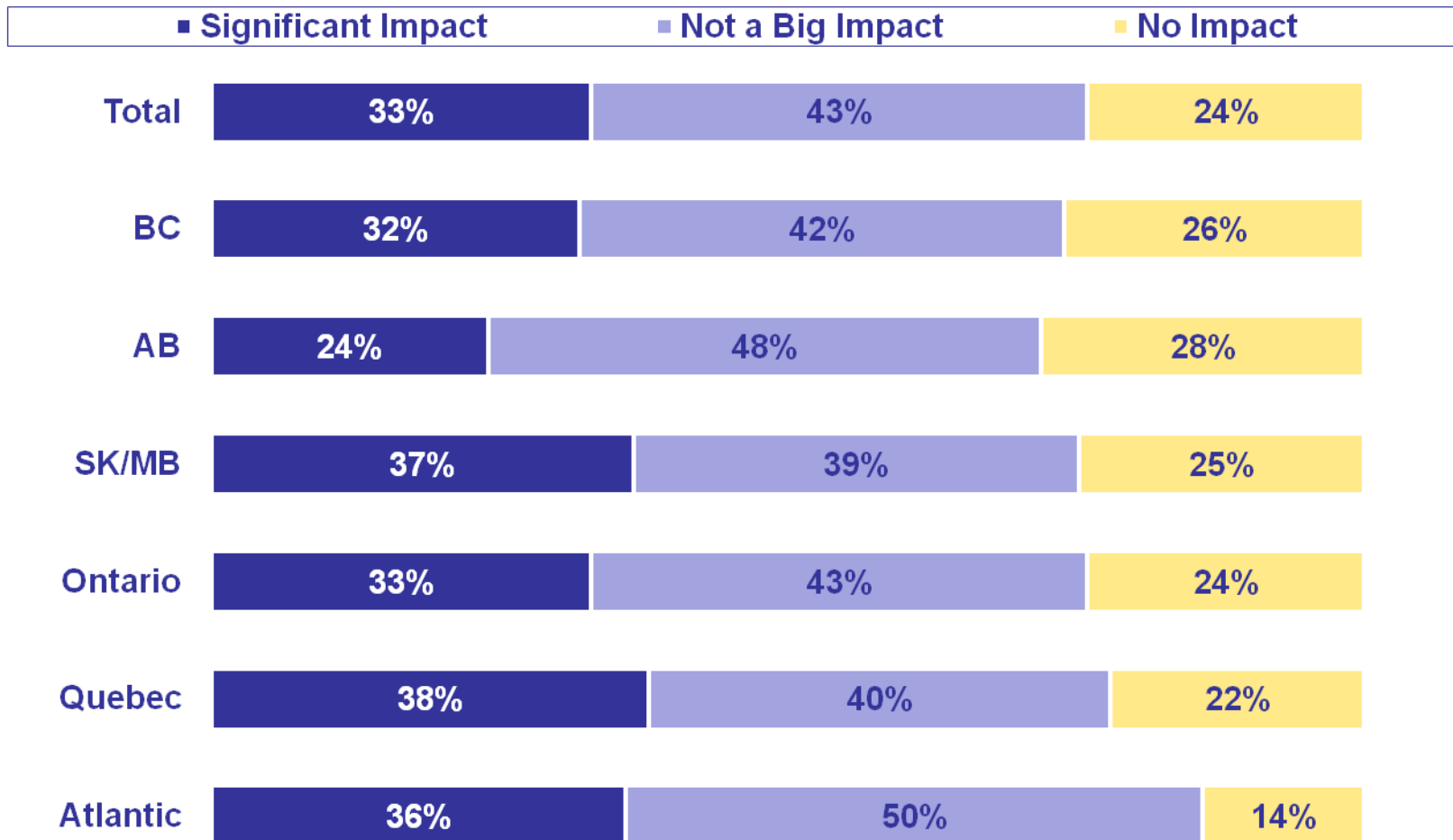


Do you believe the price of food items you typically purchase has increased or decreased in 2012 compared to 2011?

Base: All Respondents n =3024



# RBC Canadian Consumer Outlook – Impact of rising food prices on day-to-day budget



How have rising food prices affected your day-to-day budget?

Base: All Respondents n =3024



# RBC Canadian Consumer Outlook – Impact of rising food prices on shopping and daily habits

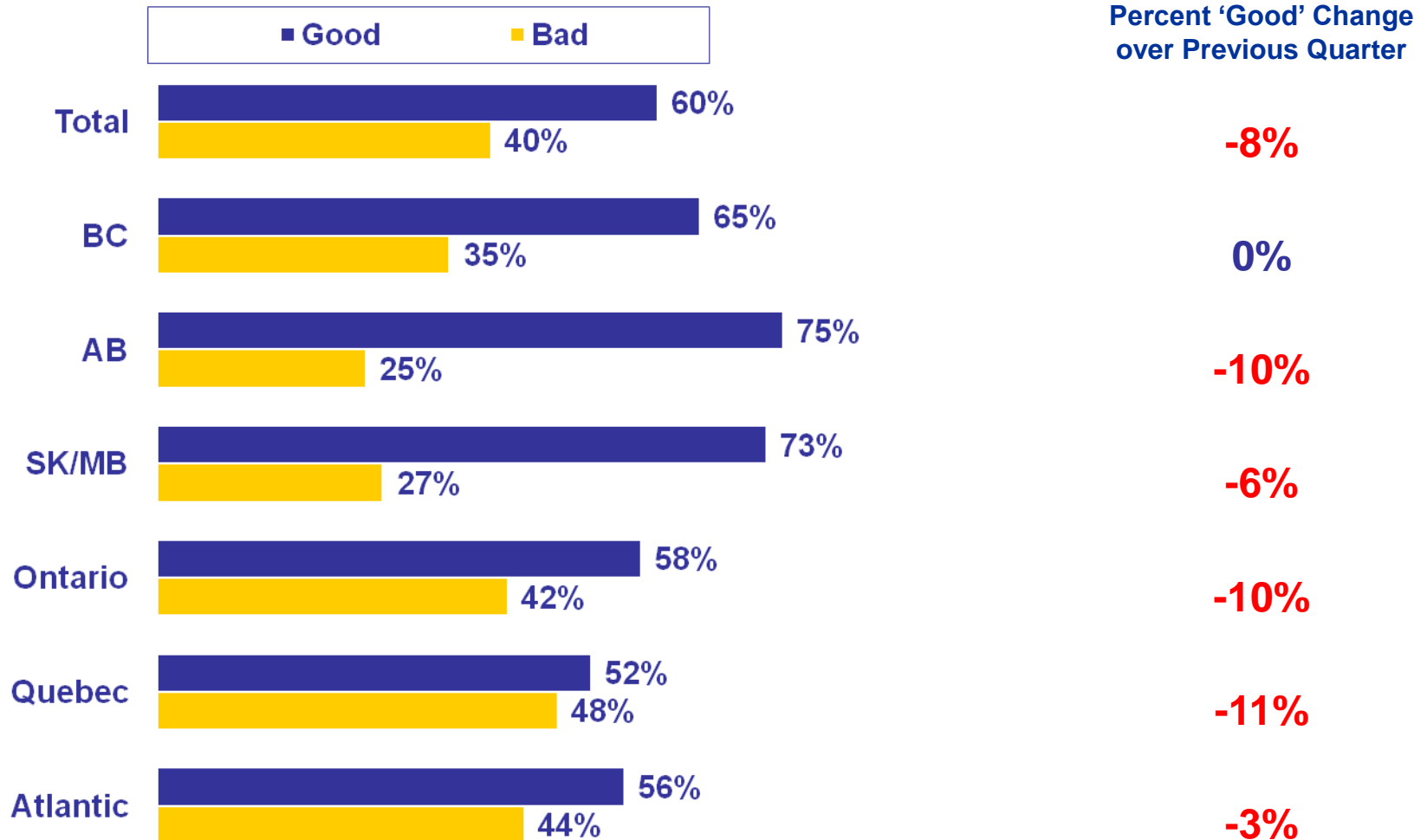
	<u>Region</u>						
	Total	BC	AB	SK/MB	ON	QC	ATL
	n=3024	n=560	n=407	n=291	n=866	n=579	n=321
<b>I comparison shop for food more than before</b>	57%	52%	53%	52%	58%	60%	59%
<b>I tend to follow a budget more than before – I buy less on impulse</b>	41%	45%	37%	40%	41%	40%	47%
<b>There has been no impact on my budget</b>	18%	22%	24%	20%	16%	16%	13%
<b>I use my vehicle less, I make less trips and/or use public transit/walk more</b>	15%	19%	11%	14%	16%	11%	17%
<b>I don't use my credit card to pay for day-to-day expenses as much as before</b>	11%	12%	12%	10%	12%	10%	11%

How are you dealing with the effect rising food prices are having on your day-to-day budget?

Base: All Respondents n =3024



# RBC Canadian Consumer Outlook - Current Economic Conditions



In terms of the current economic conditions in Canada as a whole, how would you describe the overall state of the economy right now?  
Is it very good, somewhat good, somewhat bad or very bad?

Base: All Respondents n=3024

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