



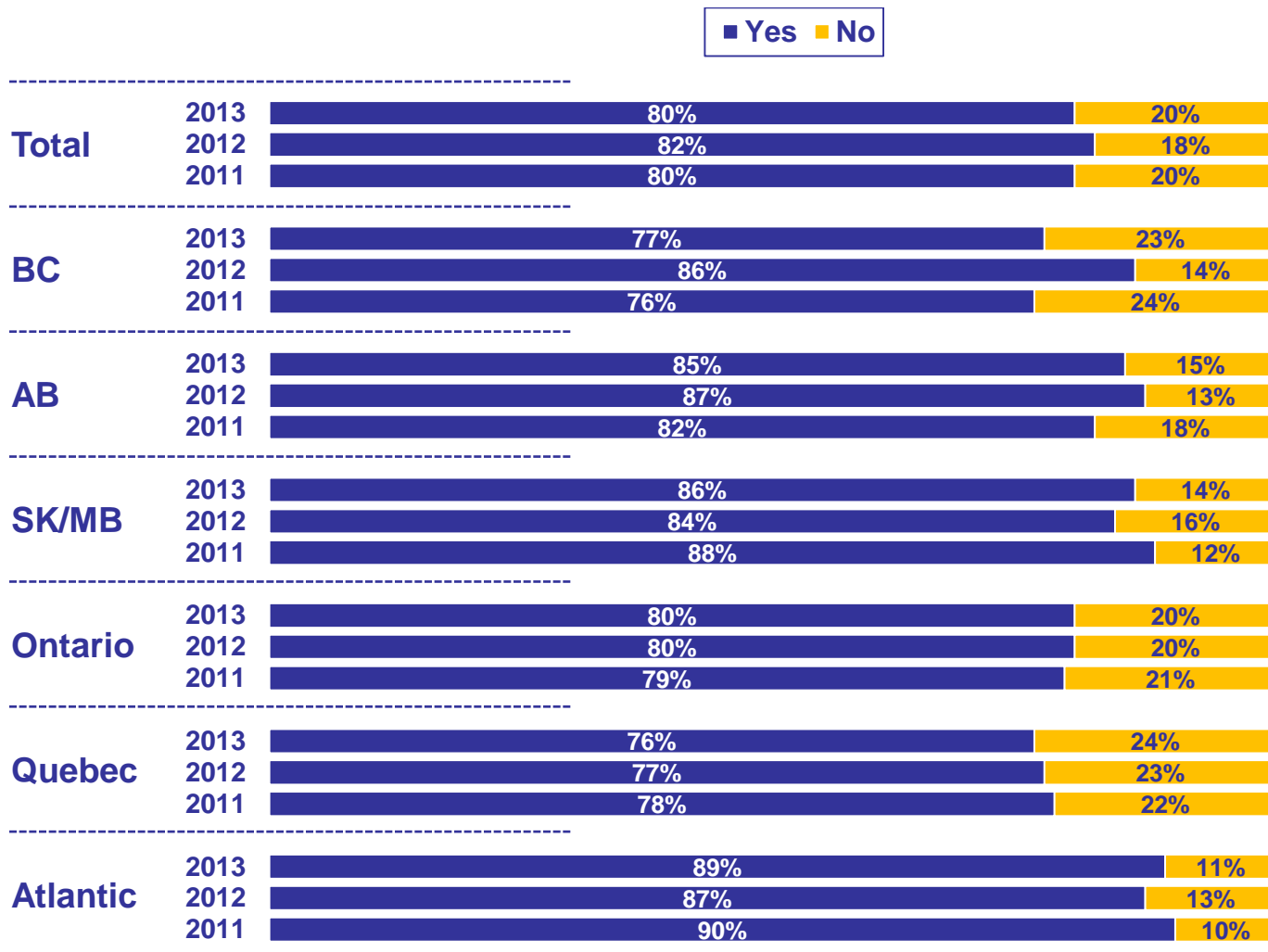
Anticipated Holiday Spending

RBC Canadian Consumer Outlook Index





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



21. Do you plan to give gifts to others this holiday season?

Base: All Respondents n=3261; BC n=530; AB n=450; SK/MB n=452; ON n=813; QC n=563; ATL n=453



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

Mean	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
2013	608.6	557.2	672.7	617.9	672.9	453.8	730.1
2012	628.5	678.1	694	664	642.6	475.1	793.1
2011	639.8	673.5	702.6	685.9	663.2	461	877.4

How much do you expect to spend in total on gifts for others this holiday season? 22.

Base: Plan to give gifts this holiday season n=2660; BC n=411; AB n=382; SK/MB n=389; ON n=648 QC n=429; ATL n=401



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.

Mean	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
2013	583.9	530.6	652.5	626.7	572.3	606.2	527.1
2012	553.3	647.7	800.9	698.1	561	359.8	418
2011	611.6	541.7	736.1	741.8	572.1	563.4	767.2

23. 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 this holiday season(n=2660)



Total Holiday Spending

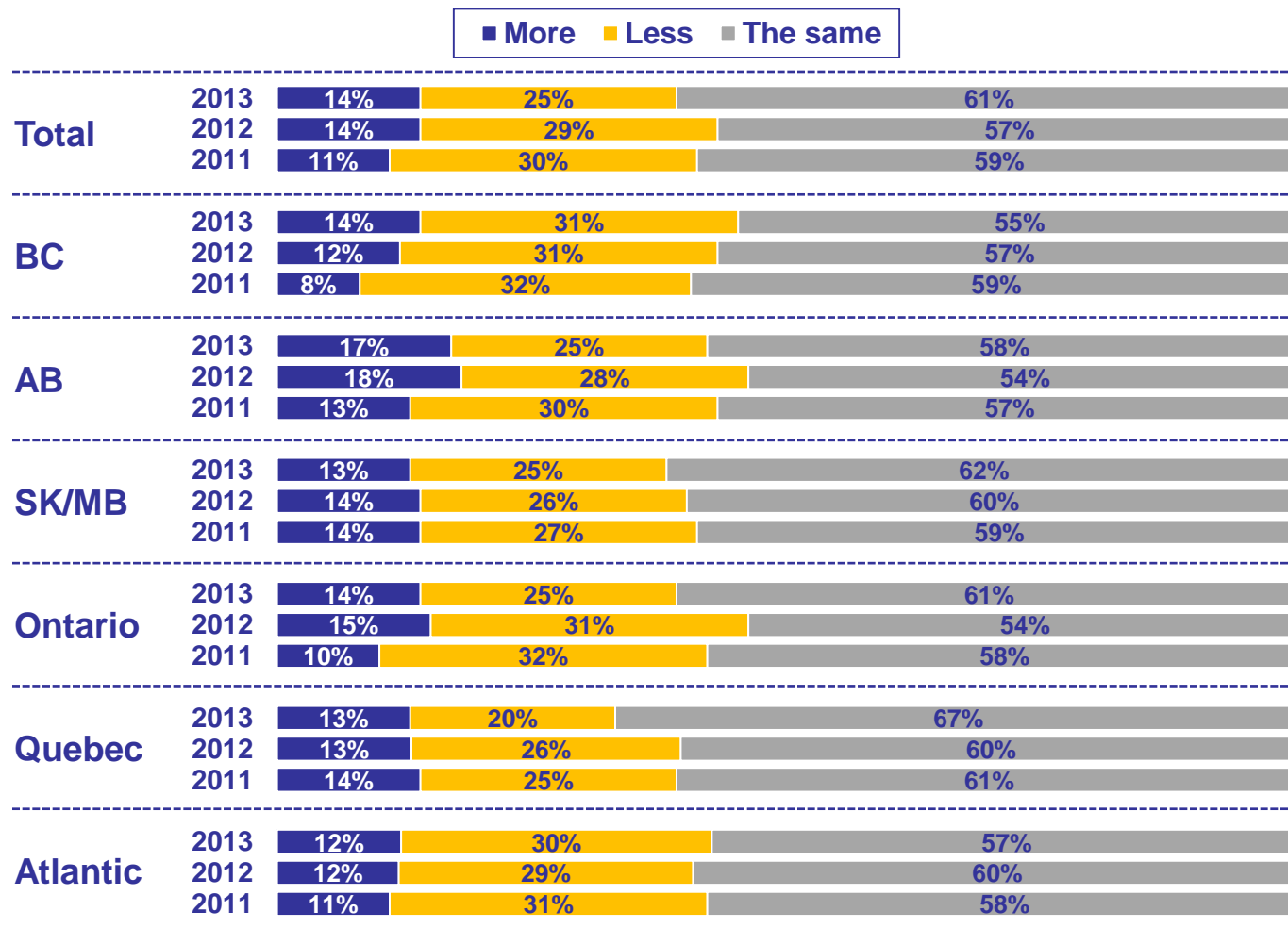
Mean	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
2013	1,192.5	1,087.8	1,325.2	1,244.6	1,245.3	1,060	1,257.2
2012	1,181.8	1,325.8	1,494.9	1,362.1	1,203.6	834.9	1,211.1
2011	1,251.4	1,215.2	1,438.7	1,427.7	1,253.3	1,024.4	1,644.6

How much do you expect to spend in total on gifts for others this holiday season?/ 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: Varies.



All Holiday Expenditures



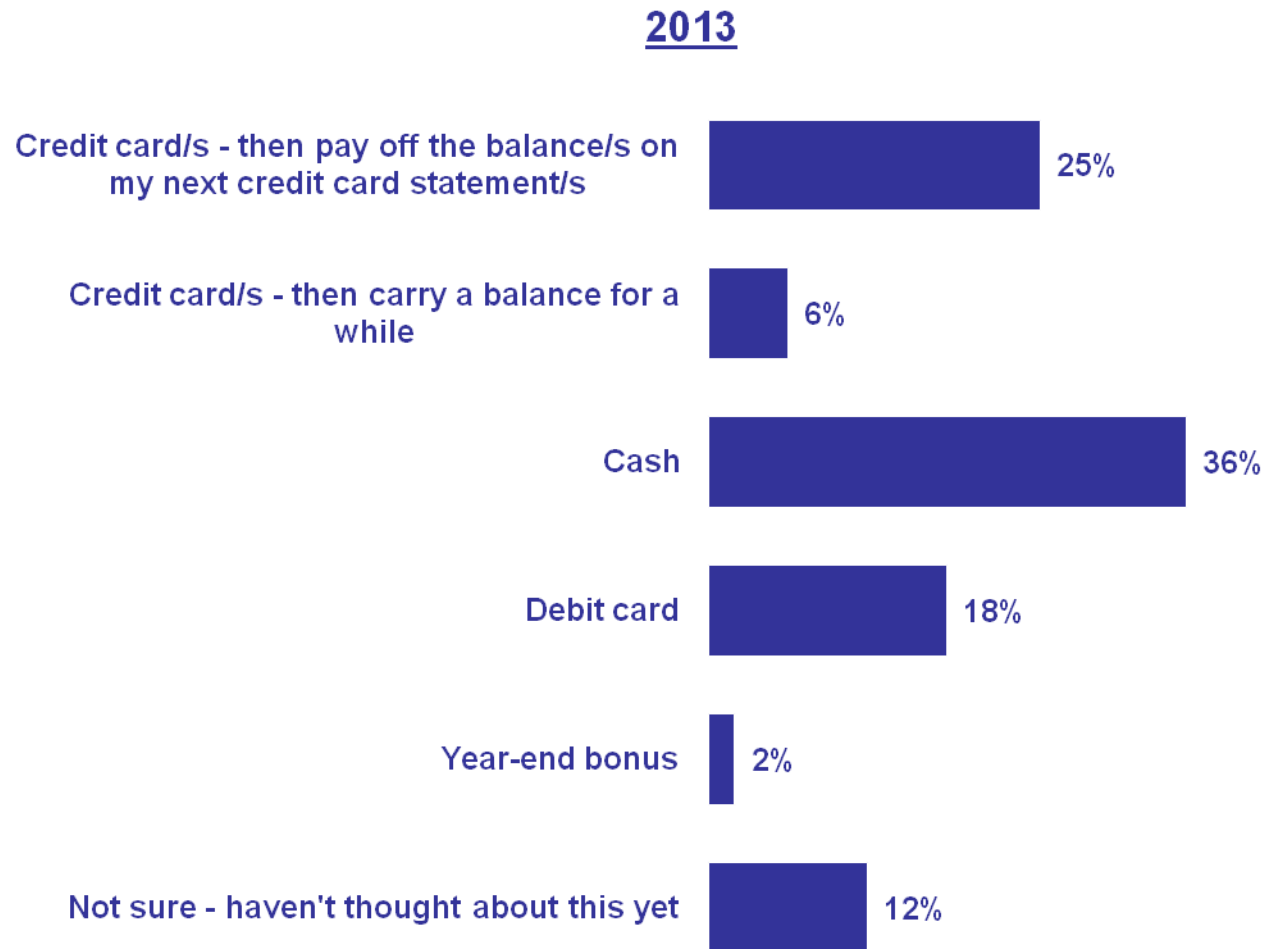
Now thinking about all of the spending you will be doing this holiday season including gifts and other expenditures, do you think this amount more, less, or the same as you spent last year? 24.

Base: Plan to give gifts this holiday season n=2660; BC n=411; AB n=382; SK/MB n=389; ON n=648 QC n=429; ATL n=401



How do you plan to finance your holiday spending?

	2013	2012	2011
Cash/Debit Cards	54%	56%	55%
Credit Card	31%	24%	37%
Year-end Bonus	2%	8%	5%
Other/Haven't thought about it yet	12%	12%	3%





Demographics

Gender

Male	48%
Female	52%

Age

18-34	28%
35-54	37%
55+	35%

Education

<HS	9%
HS	36%
Post Sec	39%
Univ Grad	15%

Region

BC	13%
AB	11%
SK/MB	7%
Ontario	38%
Quebec	24%
Atlantic	7%

Income

<40K	30%
40K - <60K	18%
60K - <100K	23%
100K+	14%

Household Composition

1	20%
2	43%
3	17%
4	13%
5	4%
6	2%

Children

Kids	23%
No Kids	61%
Don't know	15%