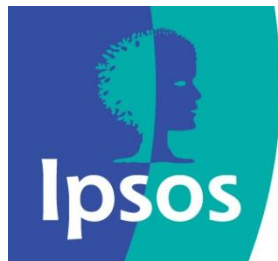


Overall Holiday Spending of Canadian Gift Givers to Increase Slightly in 2013; Increase Driven by Non-Gift Expenses
Cash and Debit (54%) Continue to Trump Credit Cards as Main Method of Financing Holiday Spending

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Toronto, ON – As the prime holiday shopping season approaches, Canadians are remaining generous in spirit, while continuing last year's trend of tightening their belts as gift-givers, according to a new survey conducted by Ipsos Reid on behalf of RBC. Anticipated holiday spending has increased since this time last year, although this is not driven by expecting to spend more on gifts.

On average, Canadians intend on spending approximately \$1,192.50 on their total holiday expenses, which is up about \$10 from last year's anticipated spending amount (\$1,181.80).

While four in five (80%) Canadians plan on giving gifts this holiday season, down 2 points from last year, the average amount these gift-givers intend to spend on gifts, specifically, has decreased this year compared to last.

The average Canadian gift-giver expects to spend approximately \$608.60 on gifts this year, which is down \$20 dollars from \$628.50 in 2012, continuing the downward trend seen since 2011.

Conversely, expected spending in other (non-gift) areas, such as clothing, travel, decorations, etc. has risen by \$30 for the average Canadian in 2013. On average, Canadians anticipate spending approximately \$583.90 on all non-gift holiday expenses, up from \$553.30 in 2012.



Six in ten (61%, up 4 points) of gift-giving Canadians indicate that they believe the anticipated amount they'll spend on all holiday expenditures in 2013 is about the same as they spent in 2012, compared to one in four (25%, down 4 points) who believe this amount will be less than last year and one in ten (14%, no change) who believe it will be more.

The data also reveal that Canadians continue to anticipate financing their holiday spending using savings over credit, although credit has increased over the past year. Majority (54%, down 2 points) of Canadian gift-givers state that they plan to finance their holiday spending using cash (36%) or debit cards (18%), compared to three in ten (31%, up 7 points) who plan on using credit – whether it be paying off the balance right away (25%) or carrying the balance for a while (6%). Just 2% plan on using their year-end bonus, while one in ten (12%) haven't thought about how they'll finance their spending or will do some using some other means.



These are some of the findings of an Ipsos Reid poll conducted between October 1st to 9th, 2013 on behalf of RBC. For this survey, a sample of 3,261 (including 2,660 expected gift-givers) Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2 percentage points had all Canadians adults 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.

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