

RBC CCO REGIONAL HIGHLIGHTS

FOOD PRICES	NAT'L	BC	AB	SK/MB	ON	QC	AC
Have increased the past year	84%	86%	88%	89%	80%	86%	88%
Have had a significant impact on day-to-day budget	33%	32%	24%	37%	33%	38%	36%
Comparison shop more than before	57%	52%	53%	52%	58%	60%	59%
More budget conscious/less impulse buy	41%	45%	37%	40%	41%	40%	47%
Average monthly spend	\$411	\$415	\$440	\$401	\$379	\$448	\$420

ECONOMIC CONFIDENCE	NAT'L	BC	AB	SK/MB	ON	QC	AC
Expect personal financial situation to improve in the next year	35%	33%	37%	41%	35%	34%	34%
Expect Canadian economy to improve in the next year	26%	30%	32%	29%	30%	17%	21%
Anxious about potential job loss in the next year	19%	17%	13%	13%	24%	13%	22%