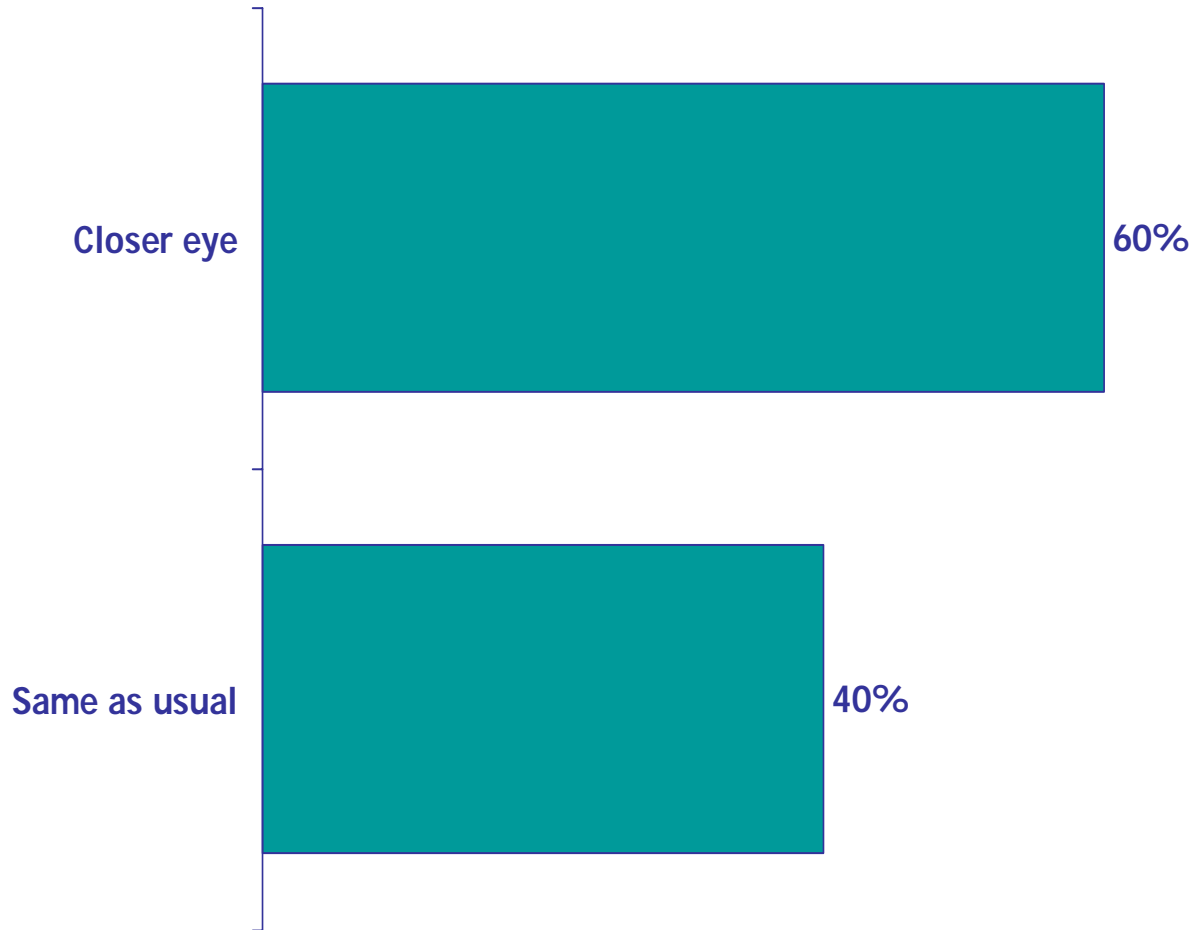




RBC 2009 Account Habits Poll

6 in 10 Canadians keeping closer eye on monthly expenditures due to economic climate; 57 per cent of them are considering making changes to their consumption habits.



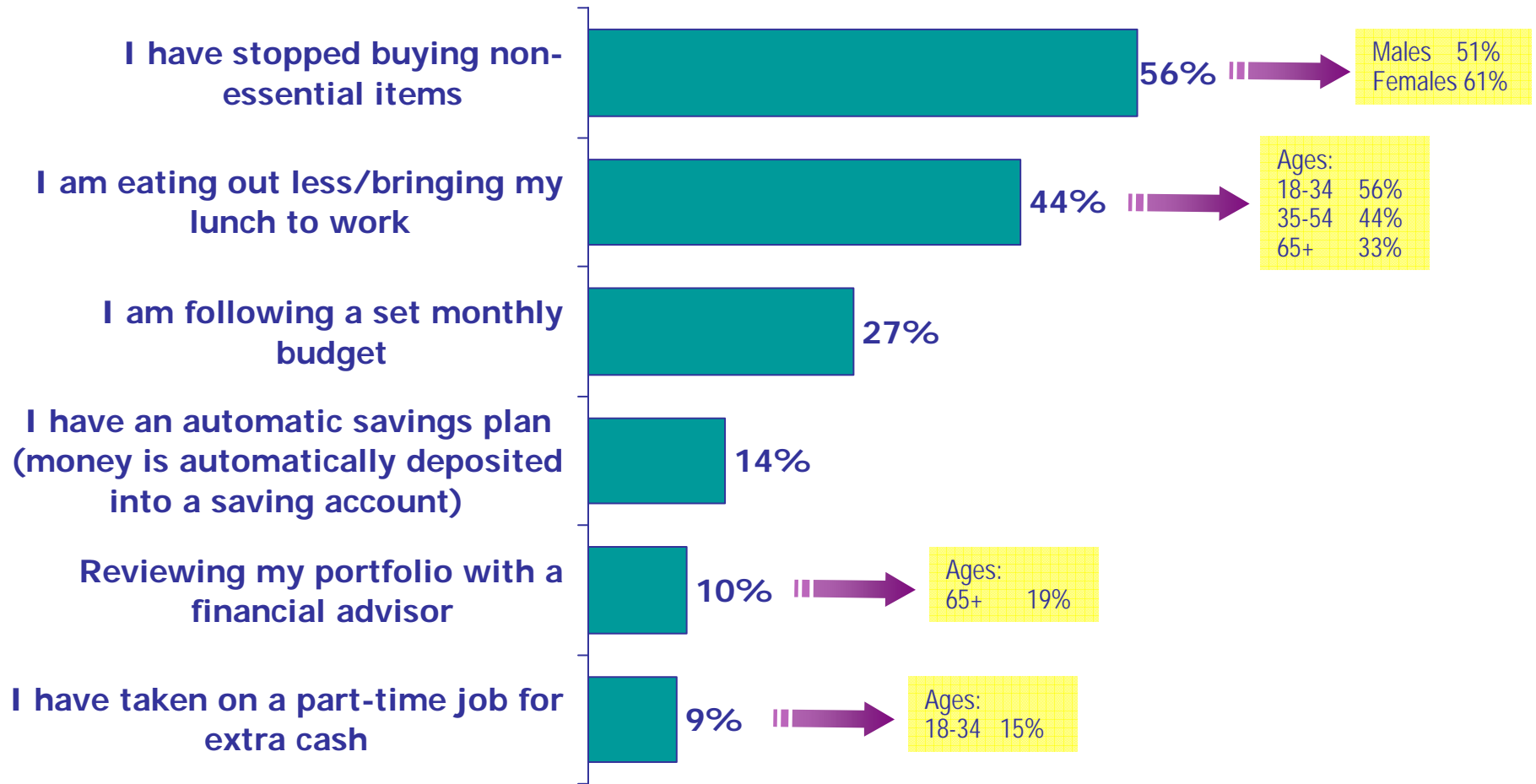
In the past 6 months or so, would you say you have been keeping a closer eye on your monthly expenditures or would you say you have not made any changes to your spending behaviour? As a result of the economic downturn, are you considering switching any of the following products or services from your current brand/provider to another brand or provider in the next six months? (Summary of 'Yes' responses)

Base: All respondents (n=1024)



RBC 2009 Account Habits Poll

Stopped buying non-essential items and eating out less/bringing lunch to work are top-mentioned strategies for maximizing cash flow in current economic climate



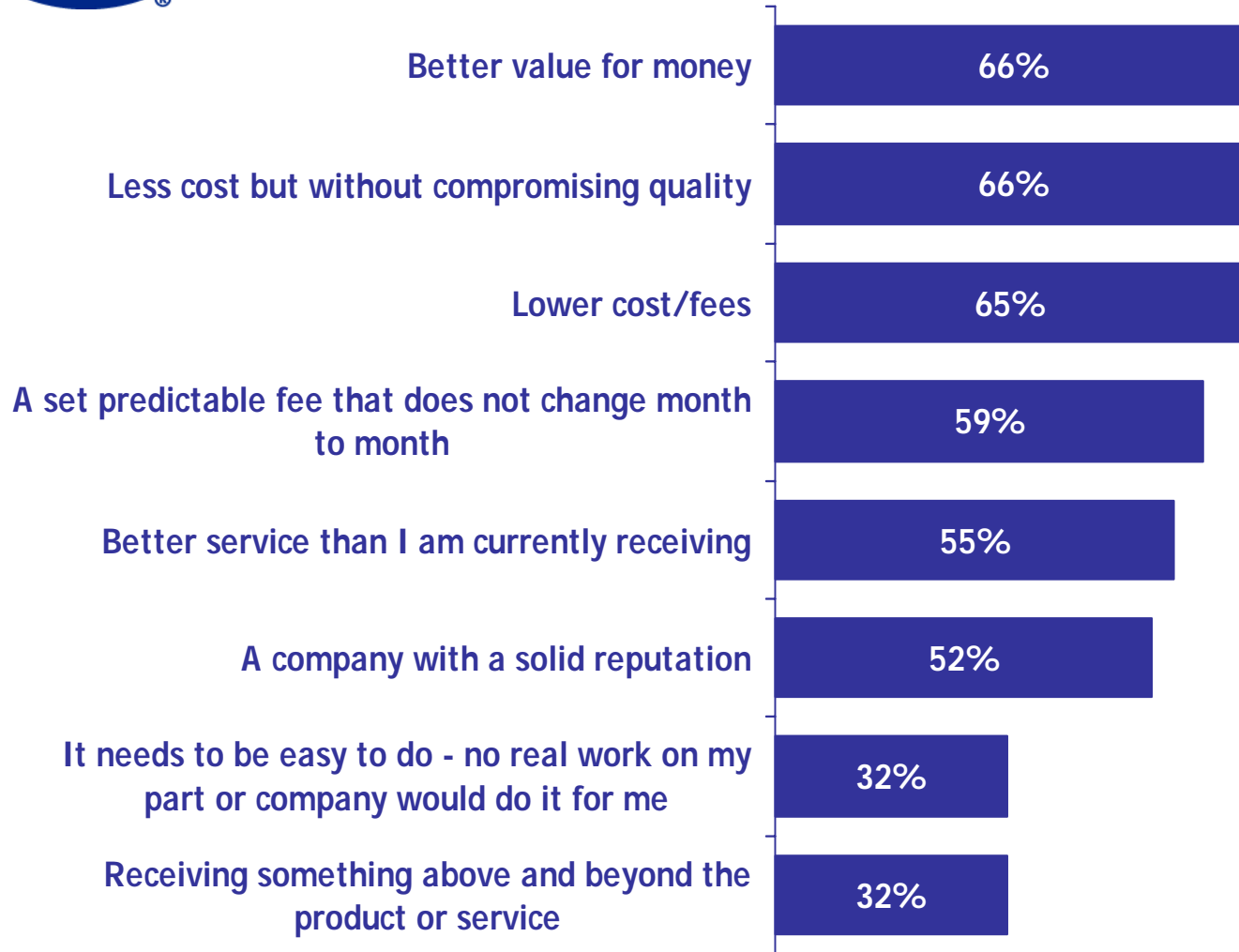
What are you doing to save more/maximize your cash flow?

Base: All respondents (n=1024)



RBC 2009 Account Habits Poll

'Better value for money' and 'less cost without compromising quality' top the list of what Canadians consider very important in their decision to switch products or services



Thinking about the current economic climate, how important would you say each of the following factors is in your decision to switch a product or service you are currently using to another brand or provider? (summary of 'Very important' responses)

Base: All respondents (n=1024)