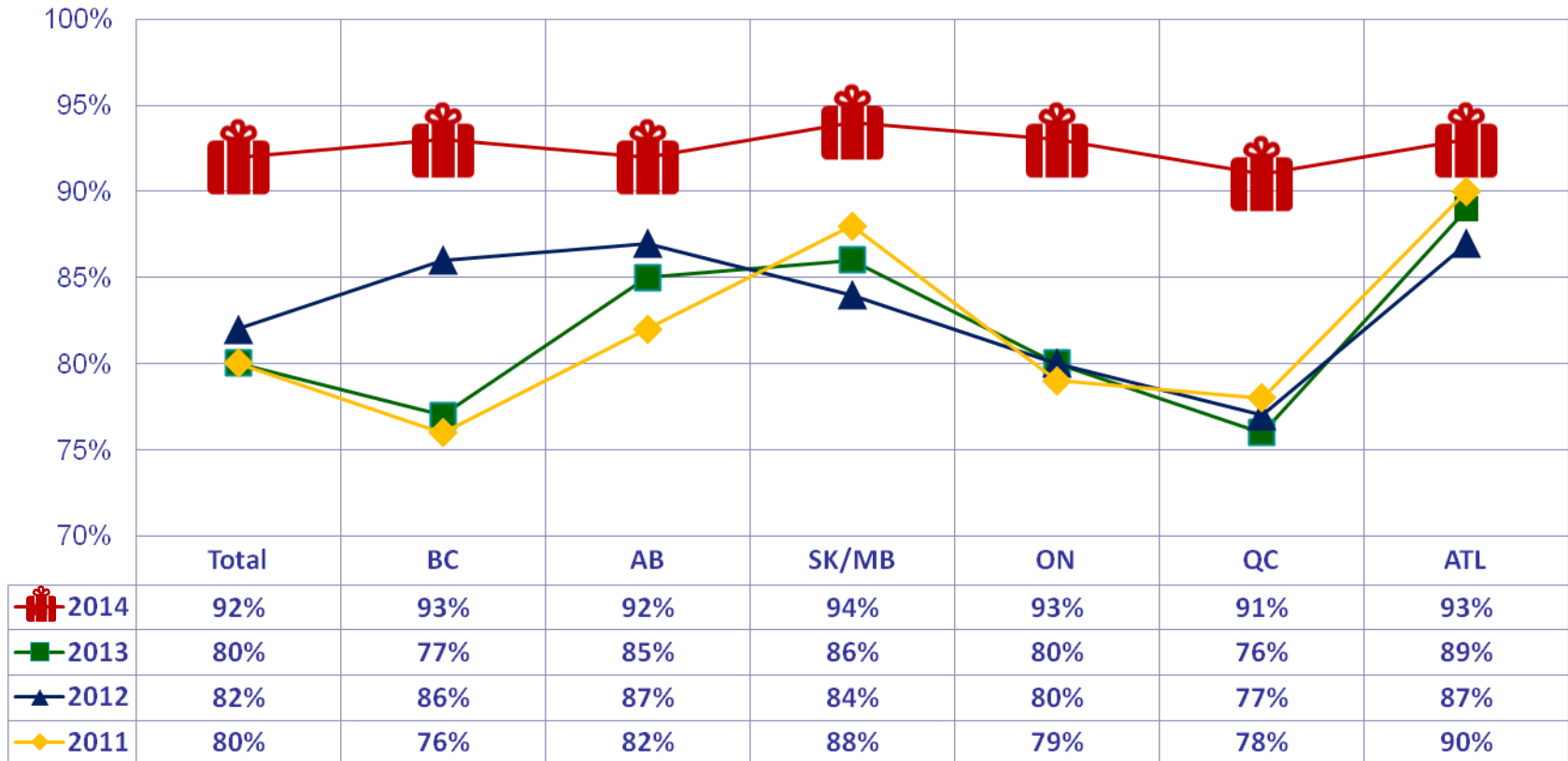




RBC 2014 HOLIDAY SPENDING INTENTIONS POLL

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

'Yes'



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

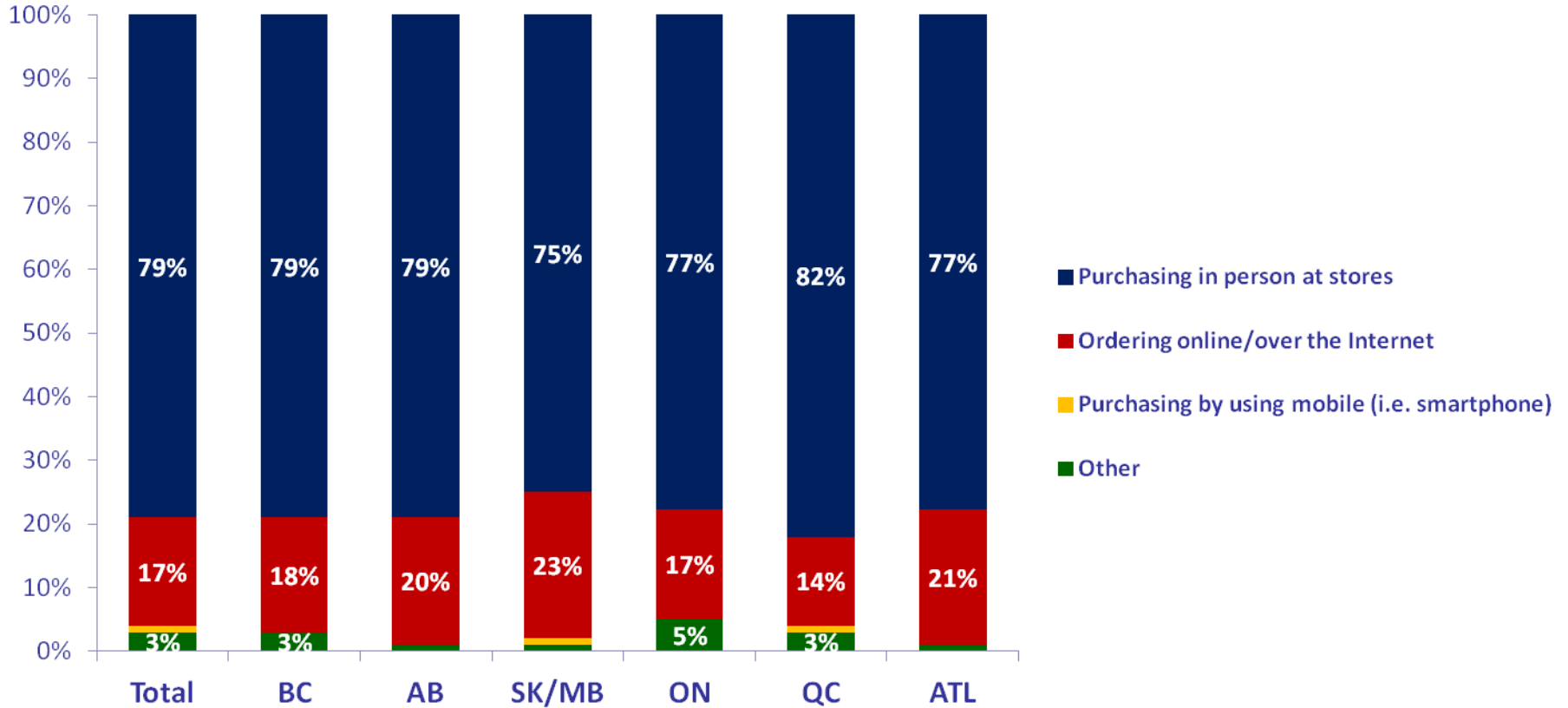
Base: All Respondents. 2014: n=2169; BC n=302; AB n=209; SK/MB n=165; ON n=730; QC n=552; ATL n=211





RBC 2014 HOLIDAY SPENDING INTENTIONS POLL

How do you plan to do most of your holiday shopping?



Data not labeled = 1%

6. How do you plan to do most of your holiday shopping?

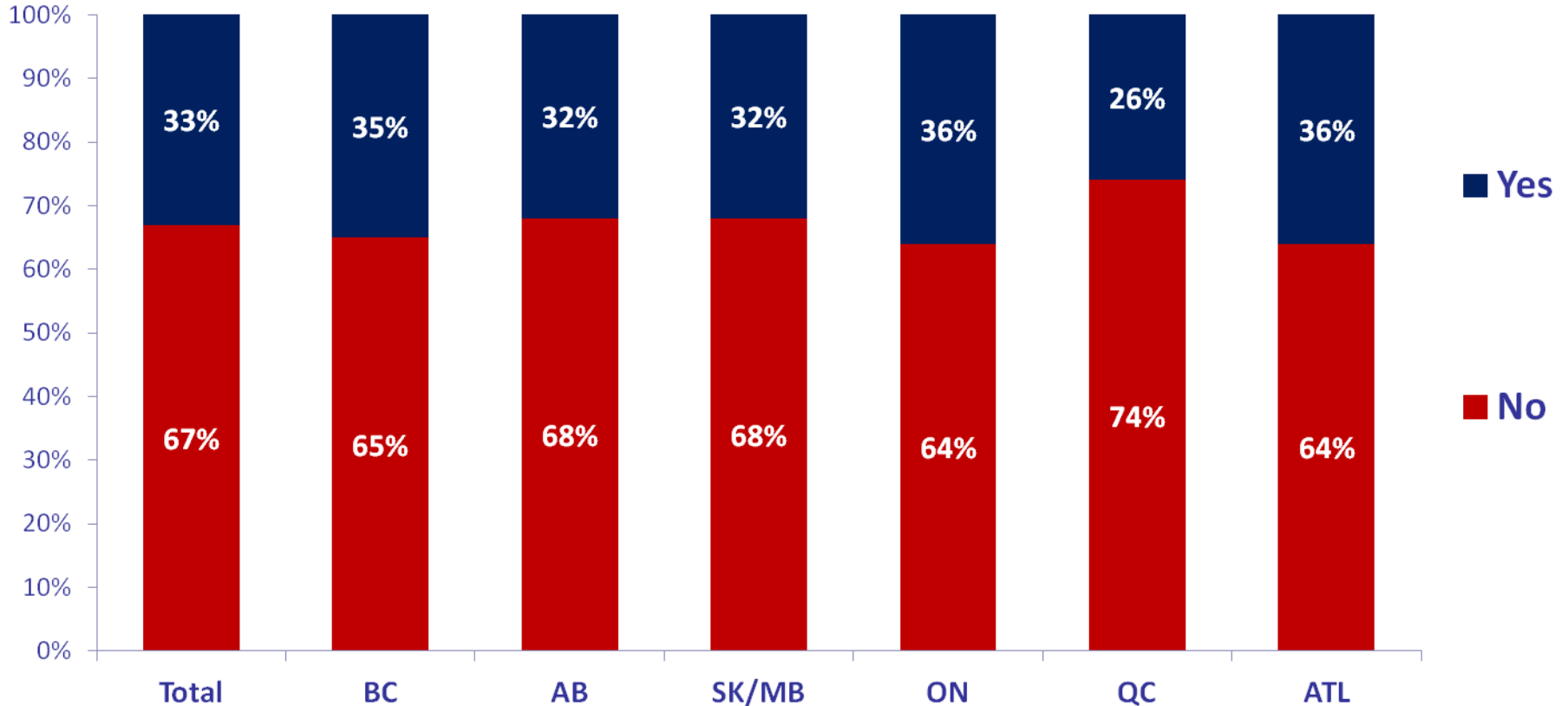
Base: Plan To Give Gifts To Others In Holiday Season. 2014: Total n=2006; BC n=277; AB n=196; SK/MB n=155; ON n=681; QC n=500; ATL n=197





RBC 2014 HOLIDAY SPENDING INTENTIONS POLL

Do you have a budget that includes saving for holidays/gift-giving throughout the year?



7. Do you have a budget that includes saving for holidays/gift-giving throughout the year?

Base: Plan To Give Gifts To Others In Holiday Season. 2014: Total n=2006; BC n=277; AB n=196; SK/MB n=155; ON n=681; QC n=500; ATL n=197

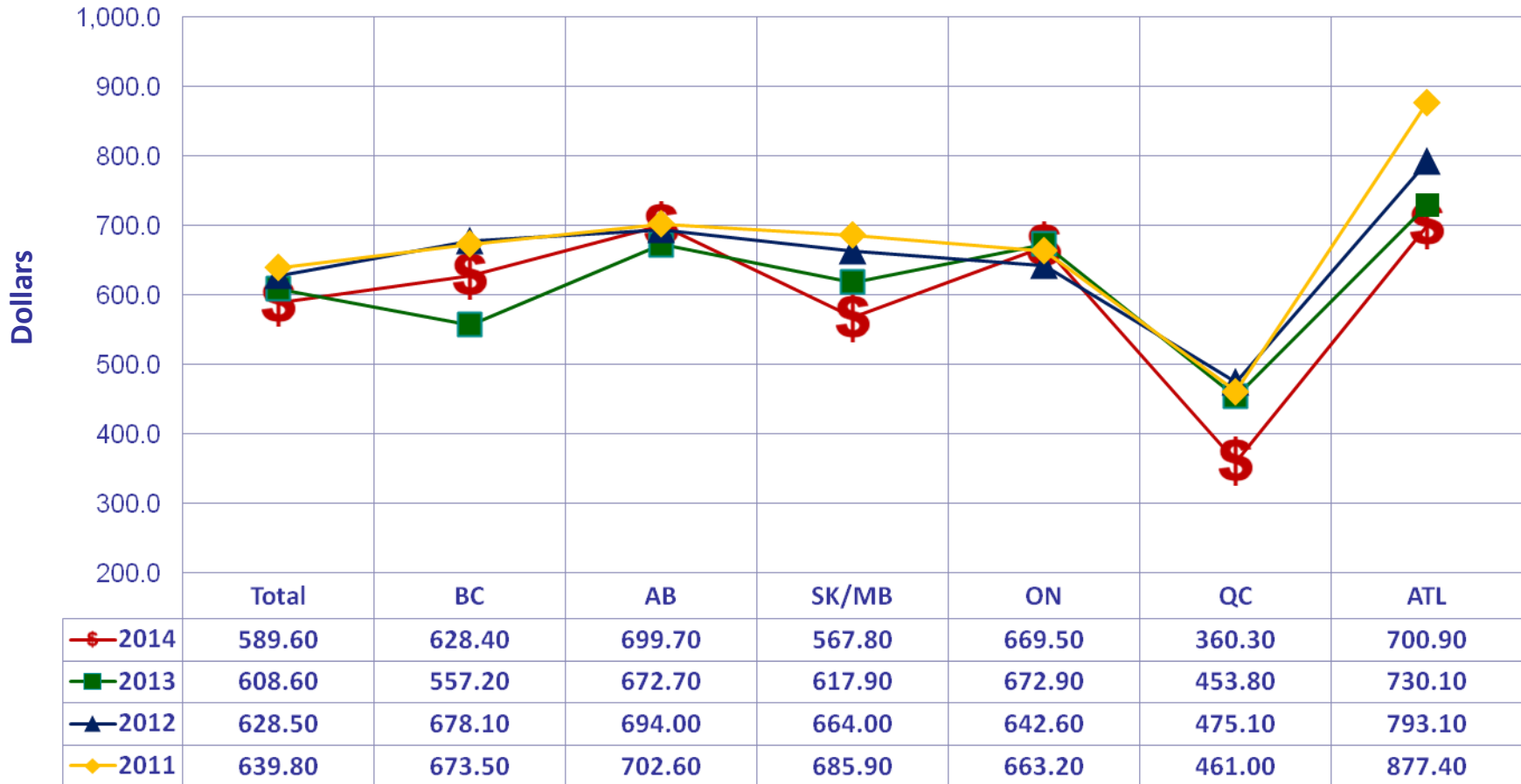


Ipsos Reid



RBC 2014 HOLIDAY SPENDING INTENTIONS POLL

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



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

Base: Plan To Give Gifts To Others In Holiday Season. 2014: Total n=2006; BC n=277; AB n=196; SK/MB n=155; ON n=681; QC n=500; ATL n=197

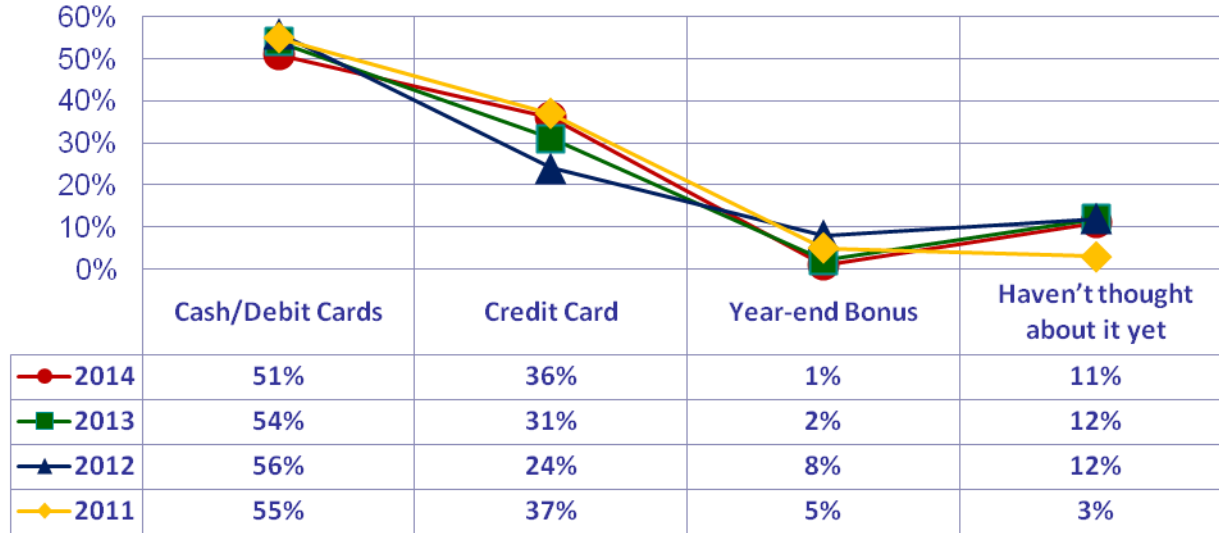


Ipsos Reid

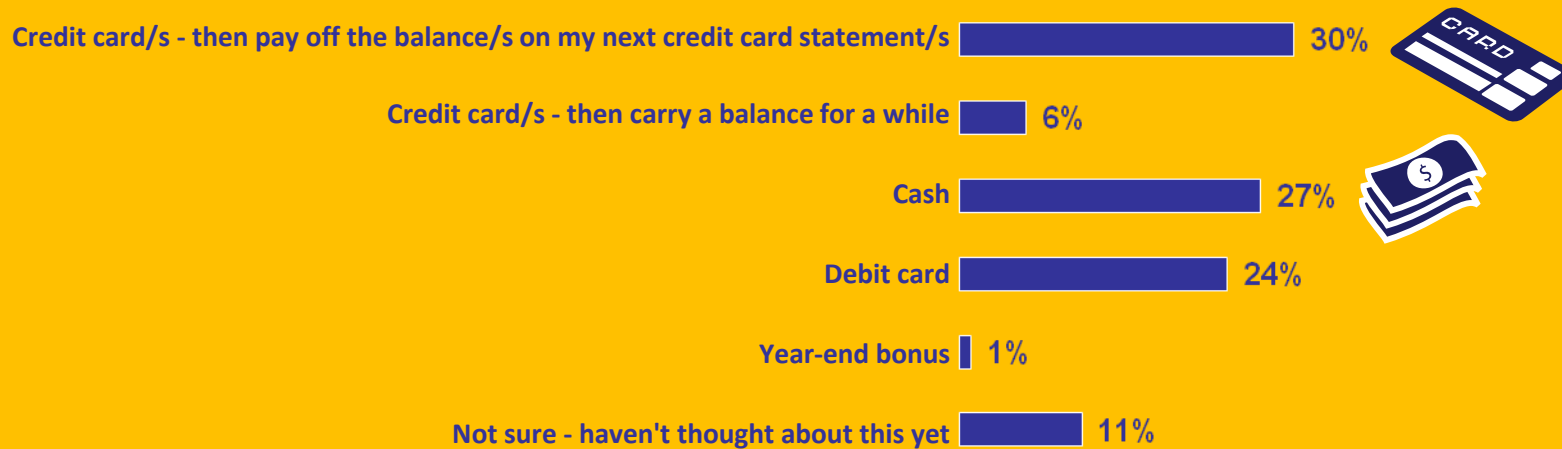


RBC 2014 HOLIDAY SPENDING INTENTIONS POLL

How do you plan to finance your holiday spending?



2014



5. How do you plan to finance your holiday spending?

Base: Plan To Give Gifts To Others In Holiday Season. 2014: Total n=2006; BC n=277; AB n=196; SK/MB n=155; ON n=681; QC n=500; ATL n=197