



RBC Canadian Consumer Outlook – Impact of rising food prices on shopping and daily habits

	<u>Region</u>						
	Total	BC	AB	SK/MB	ON	QC	ATL
	n=3024	n=560	n=407	n=291	n=866	n=579	n=321
I comparison shop for food more than before	57%	52%	53%	52%	58%	60%	59%
I tend to follow a budget more than before – I buy less on impulse	41%	45%	37%	40%	41%	40%	47%
There has been no impact on my budget	18%	22%	24%	20%	16%	16%	13%
I use my vehicle less, I make less trips and/or use public transit/walk more	15%	19%	11%	14%	16%	11%	17%
I don't use my credit card to pay for day-to-day expenses as much as before	11%	12%	12%	10%	12%	10%	11%

How are you dealing with the effect rising food prices are having on your day-to-day budget?

Base: All Respondents n =3024