



Methodology

- The **RBC Canadian Consumer Outlook Index**, with its component indices, is Canada's most comprehensive consumer/citizen assessment of the economy, Canadians' personal financial situation and their economic and purchasing expectations,
- The **RBC CCO** surveys a minimum sample of 3,000 Canadian adults across the country.
- There is an overall index calculation as well as sub-indices.
- The Index is benchmarked to a baseline of 100 assigned at its introduction in November, 2009.
- The four regional indices are benchmarked to a baseline of 100 assigned in March, 2010.
- The March 2011 survey was conducted online via Ipsos Reid's national I-Say Consumer Panel to 3,520 Canadians (534 British Columbia, 502 Alberta, 482 Saskatchewan/Manitoba, 901 Ontario, 582 Quebec, 519 Atlantic Canada). Weighting was then employed to balance demographics and 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. Data collection was March 11 to 15, 2011. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-1.65 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled.