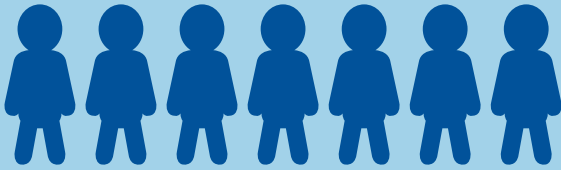




# RBC CANADIAN CONSUMER OUTLOOK SUMMER 2012

# 70%

DESCRIBE THEIR OWN FINANCIAL KNOWLEDGE AS **EXCELLENT/GOOD**



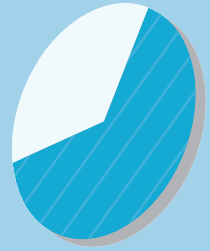
**ONLY 30%** share the same opinion about their neighbours



HOWEVER...

# 65%

THINK THE "AVERAGE CANADIAN'S" FINANCIAL KNOWLEDGE IS **NOT VERY GOOD**



# 64%

also believe that financial literacy is a serious issue that needs improvement



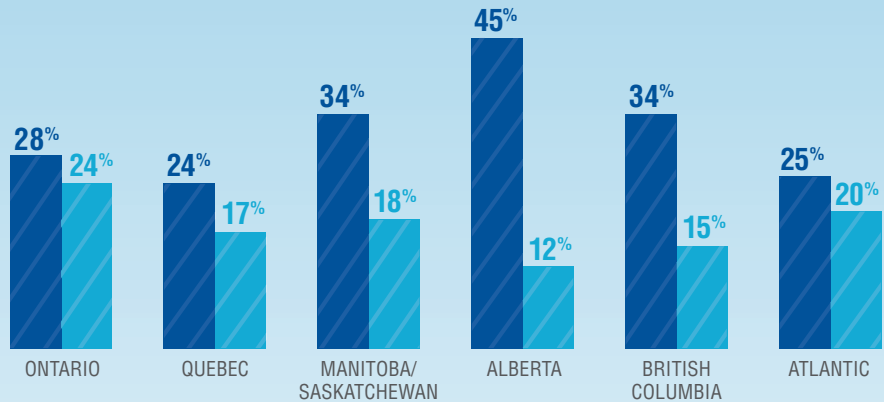
**IT IS IN EVERYONE'S BEST INTEREST AND BENEFICIAL TO THE COUNTRY AS A WHOLE TO HAVE CONSUMERS WITH A HIGH DEGREE OF FINANCIAL KNOWLEDGE.**

RICHARD GOYDER, vice-president, Personal Lending, RBC

## ECONOMIC VS JOB OUTLOOK PER REGION IN CANADA:

**ECONOMIC OUTLOOK**  
% of Canadians who are optimistic about seeing improvements in the national economy in 2012

**JOB ANXIETY**  
% of Canadians who are worried about losing their job or being laid off in 2012



Most Canadian consumers think their own level of knowledge about finances is above average compared to the "average Canadian", according to the RBC Canadian Consumer Outlook (RBC CCO). Regardless of their opinion of their own financial knowledge, consumers indicate they are willing to take proactive steps to improve that knowledge by using various resources.

In addition to questions about financial knowledge, the quarterly RBC CCO asked Canadians about the national economy and found that they are evenly split on whether they think the economy will improve (30 per cent) or worsen (29 per cent). Meanwhile, the most recent projections from RBC Economics anticipate that Canada is likely to see GDP growth of 2.1 per cent in 2012.

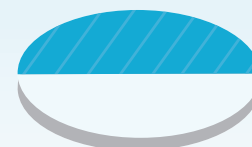
## ABOUT THE RBC CONSUMER OUTLOOK SUMMER 2012

The survey is conducted online via Ipsos Reid's national I-Say Consumer Panel to 3,027 Canadians (450 British Columbia, 449 Alberta, 453 Saskatchewan/Manitoba, 714 Ontario, 510 Quebec, 451 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 July 3 to 9, 2012. A survey with an unweighted probability sample of this size and a 100 per cent response rate would have an estimated margin of error of 1.8 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled.



# 24%

think their personal financial situation will improve over the next 3 months



# 50%

are delaying making any major purchases, such as new cars or household appliances