

ALBERTANS ARE “DOING IT ALL” — LIVING WELL TODAY, WHILE PLANNING AND SAVING MORE THAN OTHER CANADIANS, ACCORDING TO RBC POLL

CALGARY, December 18, 2006 — Albertans are more likely than their fellow Canadians to be spending their money on lifestyle choices for today—but they are also more proactive about saving and planning for the future.

At 80 per cent, the vast majority of Albertans hold RRSPs, well above the national average of 68 per cent. Albertans are also more likely than other Canadians to plan for retirement, with 74 per cent actively planning or having planned for their retirement, compared with the national average of 65 per cent.

Seventy-one per cent of Albertans rate home ownership as their most important financial goal, compared with 61 per cent of all Canadians. Another top priority for Albertans is building an investment portfolio, where again they rank ahead of other Canadians at 40 per cent. They are less concerned than the national average in meeting day-to-day demands: 40 per cent of Albertans rank keeping their heads above water as a priority, compared with the national average of 53 per cent, while 45 per cent of Albertans are concerned about making regular payments to reduce debt, compared with the national ranking of 53 per cent for this category.

“Albertans are living large--but they’re also walking the talk,” said Bob Mulligan, RBC Financial Group’s regional manager for sales support in Alberta. “Much as they enjoy living in the moment, they are planners--and doers--when it comes to thinking ahead. Many Albertans have the good fortune of being able to focus on enjoying a good lifestyle and meeting immediate financial demands while thinking about how they want to live in their future years.”

Top-of-mind financial priorities for Canadians

	National	British Columbia	Alberta	Man/Sask	Ontario	Quebec	Atlantic
<i>Sample Size</i>	1201	159	116	82	455	297	92
<i>Margin of Error</i>	2.8	7.8	9.1	10.8	4.6	5.7	10.2
Home ownership	61%	62%	71%	63%	56%	64%	61%
Retirement Savings	56%	54%	55%	56%	57%	56%	53%
Regular payments to reduce debt	53%	47%	45%	45%	54%	60%	60%
Just trying to keep your head above water	53%	47%	40%	49%	48%	73%	47%
General savings for a rainy day	45%	36%	43%	43%	45%	51%	46%
Saving for children or grandchildren's education	37%	31%	44%	40%	37%	36%	40%
Building an investment portfolio	35%	35%	40%	33%	36%	34%	27%
General savings for a large purchase	32%	25%	29%	41%	30%	35%	35%
Dealing with aging parents	30%	26%	30%	28%	30%	31%	38%

These are the findings of an RBC Financial Group/Ipsos Reid poll conducted between October 12–26, 2006. For the survey, telephone interviews were conducted with a random sample of 1,201 Canadian adults (aged 18 and older). With a sample of this size, the national results are considered accurate to within ± 2.8 per cent, 19 times out of 20. The sample size for Alberta is 116, and is considered accurate to within ± 9.1 per cent, 19 times out of 20.

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