

# No change in personal finances for more than one in two Canadians

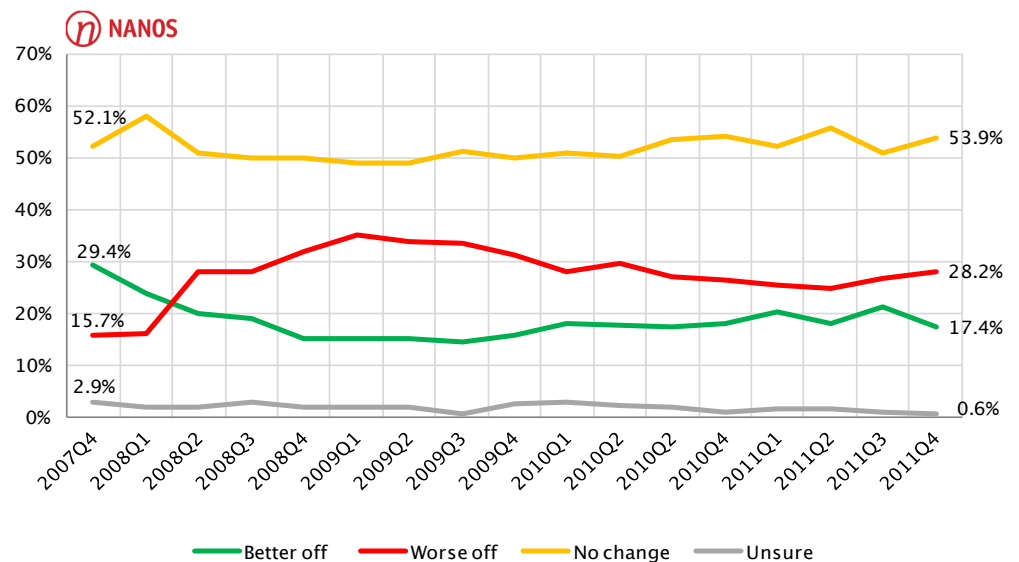
## METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,201 Canadians 18 years of age and older. It was completed between December 15<sup>th</sup> and 18<sup>th</sup>, 2011. The statistics of a random sample of 1,201 respondents is accurate to within 2.8 percentage points, plus or minus, 19 times out of 20. The margin of error will be wider for sub samples. Percentages may exceed 100 due to rounding.

Results for 2011Q3 are from a random telephone survey of 1,209 Canadians conducted between September 25<sup>th</sup> and October 2<sup>nd</sup>, 2011.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate member.

QUESTION: Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?



## PERSONAL FINANCES

Response**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2011Q3	2011Q4	2011Q3	2011Q4	2011Q3	2011Q4	2011Q3	2011Q4	2011Q3	2011Q4	2011Q3	2011Q4
	(n=1,209)	(n=1,201)	(n=121)	(n=120)	(n=301)	(n=300)	(n=364)	(n=359)	(n=242)	(n=240)	(n=181)	(n=182)
	%	%	%	%	%	%	%	%	%	%	%	%
Better off	21.4	17.4	17.4	21.1	20.2	11.9	21.6	18.3	23.5	26.0	23.0	10.7
Worse off	26.7	28.2	23.4	28.1	32.4	32.7	25.3	27.5	20.8	19.6	30.1	33.3
No change	51.1	53.9	59.2	50.3	46.8	54.8	52.2	54.1	54.8	52.7	45.7	56.0
Unsure	0.8	0.6	0.0	0.5	0.6	0.5	1.0	0.2	0.8	1.7	1.2	-
Margin of error	±2.8	±2.8	±9.0	±9.1	±5.7	±5.7	±5.2	±5.2	±6.4	±6.4	±7.4	±7.4

\* Note: Small sample size - readers should exercise caution.

\*\*Note: Percentages may not add up to 100 due to rounding.

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at [www.nanosresearch.com](http://www.nanosresearch.com). Get the new free Nanos iPhone app at <http://bit.ly/nanosapp>.



NANOS

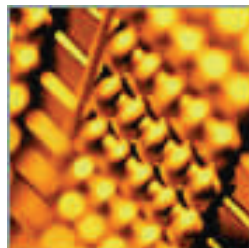
trusted insight and strategy

NANOS RESEARCH GROUP   Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo



# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



## A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

**Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.**



### The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



[www.jenkinsresearch.ca](http://www.jenkinsresearch.ca)



[www.thinkwellresearch.ca](http://www.thinkwellresearch.ca)



[www.justasonmi.com](http://www.justasonmi.com)



[www.zincresearch.com](http://www.zincresearch.com)

**Contact us today for your next research or strategy project.**

John Nanos, Senior Vice President  
North America Toll-free 1(888) 737-5505 ext.223  
(416) 493-1965 ext. 223  
[jnanos@nanosresearch.com](mailto:jnanos@nanosresearch.com)