



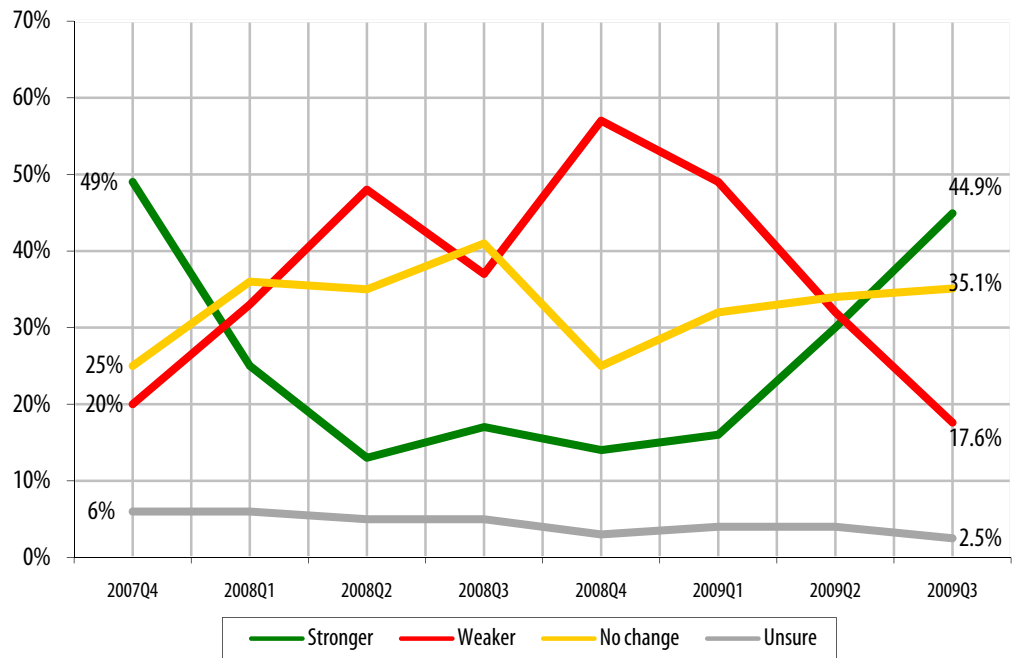
Canadians regaining confidence in strength of economy

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,003 Canadians 18 years of age and older. It was completed between August 28th and September 2nd, 2009. The statistics of a random sample of 1,003 respondents is accurate to within 3.1%, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding.

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

QUESTION: In the next six months, do you think the Canadian economy will become stronger, weaker or will there be no change?



CANADIAN ECONOMY

Response (%) **	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3
	(n=1001)	(n=1003)	(n=99)	(n=92)	(n=248)	(n=256)	(n=302)	(n=297)	(n=210)	(n=208)	(n=142)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Stronger	30.1	44.9	36.8	45.9	19.4	33.5	37.7	48.8	29.5	51.0	28.9	47.6
Weaker	31.8	17.6	35.5	17.5	25.6	10.8	32.1	20.5	34.2	19.8	35.8	20.3
There will be no change	34.0	35.1	23.4	33.2	46.4	52.4	28.4	28.8	33.6	27.7	31.9	29.2
Unsure	4.1	2.5	4.3	3.4	8.5	3.3	1.8	1.9	2.7	1.5	3.3	2.9
Accuracy	±3.1	±3.1	±10.0	±10.4	±6.3	±6.2	±5.7	±5.8	±6.9	±6.9	±8.3	±8.1

*Note: small sample – readers should exercise caution

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

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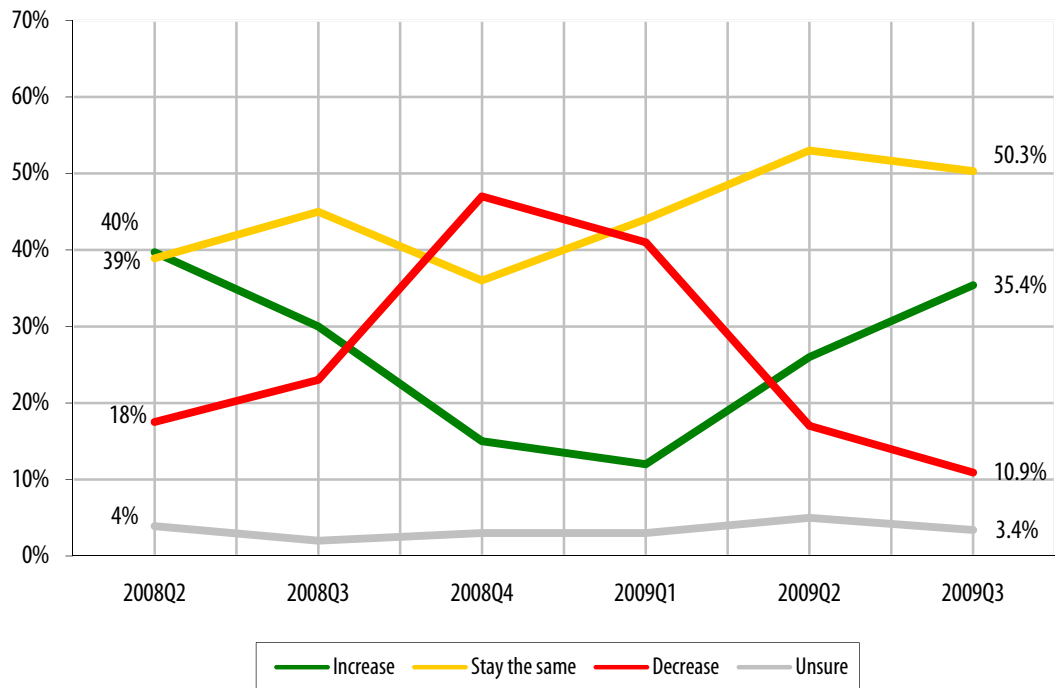
Pessimism on real estate values drops

METHODOLOGY

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QUESTION: In the next six months, do you believe that the value of real estate in your neighbourhood will increase, stay the same or decrease?



REAL ESTATE VALUE

Response(%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3
	(n=1001)	(n=1003)	(n=99)	(n=92)	(n=248)	(n=256)	(n=302)	(n=297)	(n=210)	(n=208)	(n=142)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	26.1	35.4	38.1	29.2	11.6	30.1	29.9	37.9	31.7	37.1	26.6	41.0
Stay the same	52.6	50.3	44.3	54.9	57.2	54.8	53.2	48.2	50.4	53.8	52.2	39.4
Decrease	16.6	10.9	12.0	11.7	24.7	10.5	11.5	10.8	15.2	8.8	18.7	14.1
Unsure	4.8	3.4	5.6	4.2	6.5	4.5	5.5	3.2	2.8	0.3	2.5	5.4
Accuracy	±3.1	±3.1	±10.0	±10.4	±6.3	±6.2	±5.7	±5.8	±6.9	±6.9	±8.3	±8.1

* Note: Small sample size

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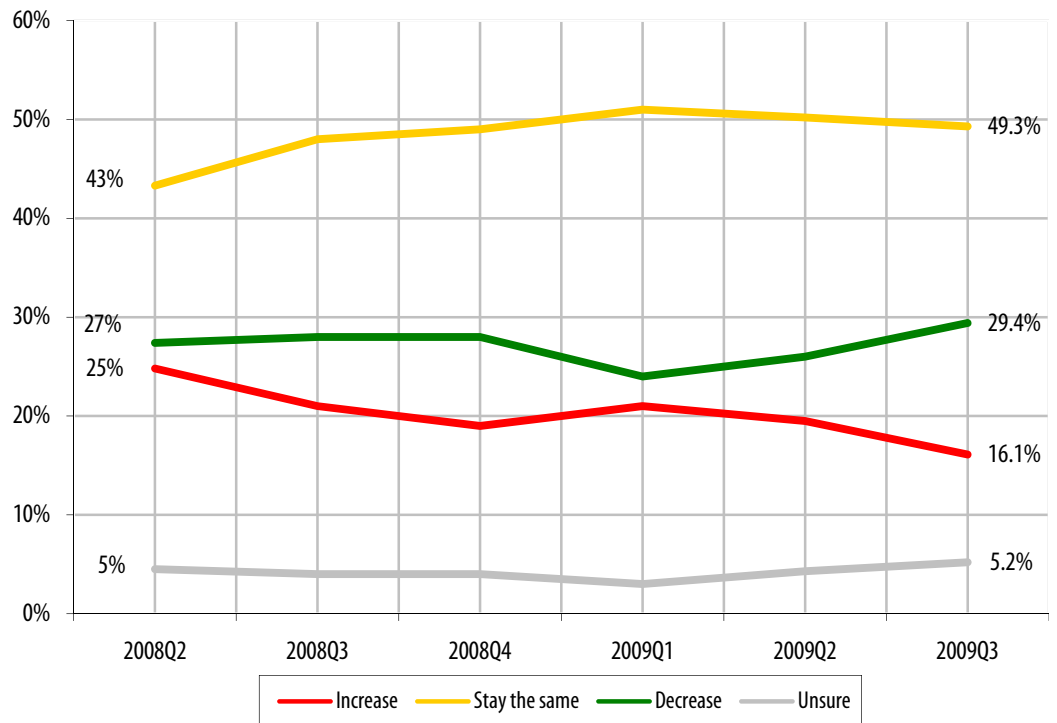
Canadians' personal debt levels relatively steady

METHODOLOGY

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QUESTION: In the next six months, do you believe that your personal debt will increase, stay the same or decrease?



PERSONAL DEBT

Response (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3
	(n=1001)	(n=1003)	(n=99)	(n=92)	(n=248)	(n=256)	(n=302)	(n=297)	(n=210)	(n=208)	(n=142)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	19.5	16.1	22.7	16.4	16.6	9.9	20.5	18.6	22.8	14.9	15.2	23.3
Stay the same	50.2	49.3	42.7	43.9	55.7	57.9	49.0	49.3	46.7	48.9	53.6	38.4
Decrease	26.0	29.4	31.4	33.3	22.1	26.7	26.7	27.1	27.8	31.2	25.1	33.6
Unsure	4.3	5.2	3.2	6.4	5.6	5.4	3.8	5.0	2.7	5.1	6.1	4.7
Accuracy	±3.1	±3.1	±10.0	±10.4	±6.3	±6.2	±5.7	±5.8	±6.9	±6.9	±8.3	±8.1

* Note: Small sample size

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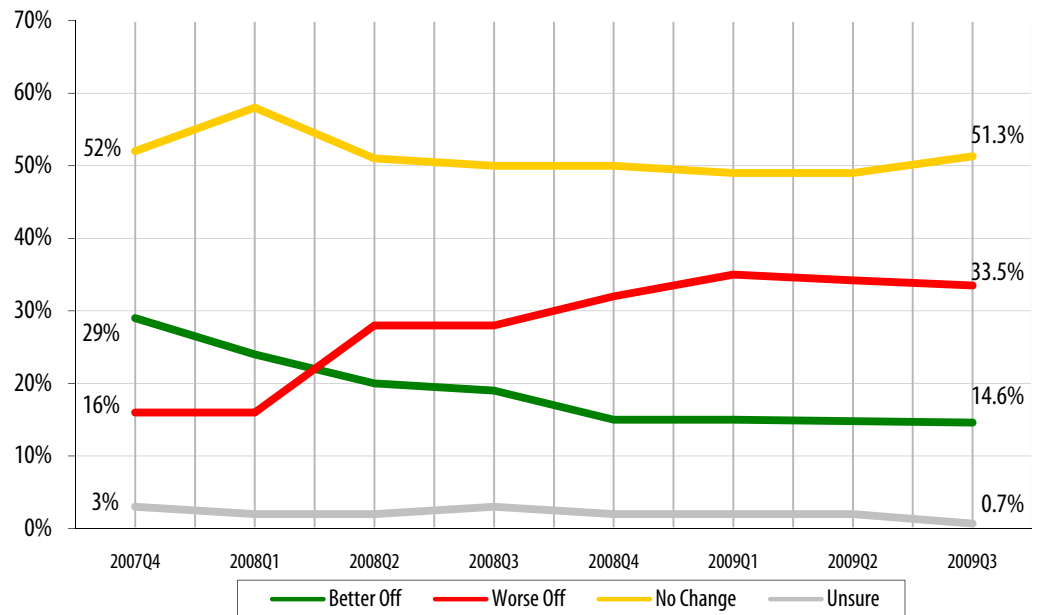
Canadians' personal finances stable

METHODOLOGY

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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	
	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3
	(n=1001)	(n=1003)	(n=99)	(n=92)	(n=248)	(n=256)	(n=302)	(n=297)	(n=210)	(n=208)	(n=142)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Better off	14.8	14.6	21.4	23.3	15.8	13.9	10.8	11.8	14.9	16.2	16.5	13.6
Worse off	34.2	33.5	36.3	27.2	25.9	25.3	39.9	38.3	32.7	35.8	37.2	38.8
No change	49.4	51.3	40.7	47.3	56.6	60.2	47.8	49.1	51.3	47.7	43.5	47.6
Unsure	1.6	0.7	1.6	2.2	1.7	0.6	1.4	0.8	1.1	0.4	2.8	0.0
Accuracy	±3.1	±3.1	±10.0	±10.4	±6.3	±6.2	±5.7	±5.8	±6.9	±6.9	±8.3	±8.1

*Note: small sample – readers should exercise caution

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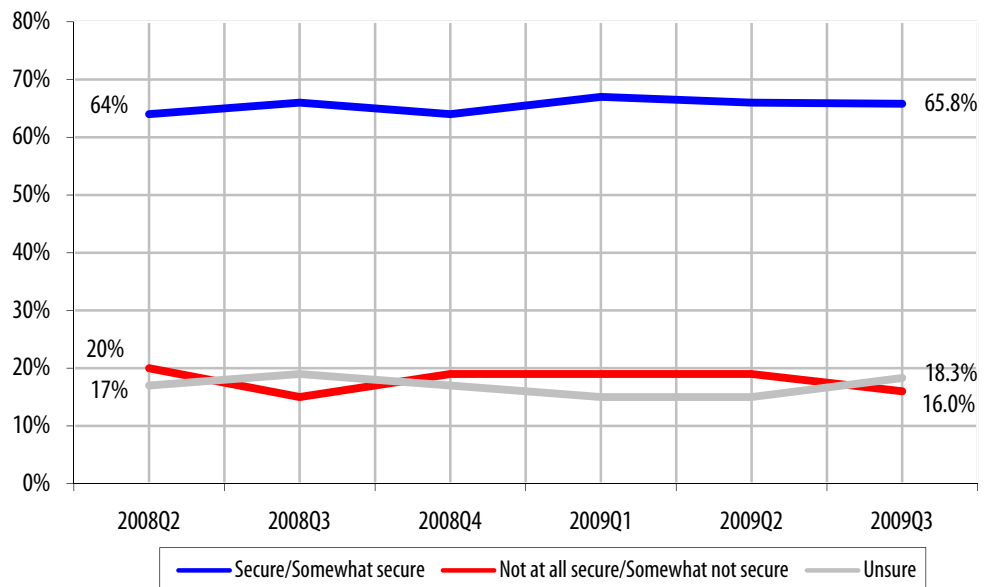
National job security remains stable

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,003 Canadians 18 years of age and older. It was completed between August 28th and September 2nd, 2009. The statistics of a random sample of 1,003 respondents is accurate to within 3.1%, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding.

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QUESTION: Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure or not at all secure?



JOB SECURITY

Response (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3	2009Q2	2009Q3
	(n=1001)	(n=1003)	(n=99)	(n=92)	(n=248)	(n=256)	(n=302)	(n=297)	(n=210)	(n=208)	(n=142)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Secure	45.6	43.4	46.0	43.3	43.6	40.7	41.7	46.5	51.9	48.8	48.0	34.1
Somewhat secure	20.4	22.4	25.9	20.3	16.6	22.0	20.3	22.5	23.5	23.1	19.1	23.3
Somewhat not secure	5.7	3.8	3.0	2.9	7.8	5.0	5.1	3.5	5.0	3.3	6.1	3.6
Not at all secure	13.3	12.2	11.8	5.1	17.1	19.1	14.9	13.0	8.5	5.8	11.1	11.7
Unsure	15.0	18.3	13.3	28.4	14.8	13.3	18.0	14.4	11.1	19.0	15.7	27.2
Accuracy	±3.1	±3.1	±10.0	±10.4	±6.3	±6.2	±5.7	±5.8	±6.9	±6.9	±8.3	±8.1

* Note: Small sample size

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