



Canadians' personal finances stable

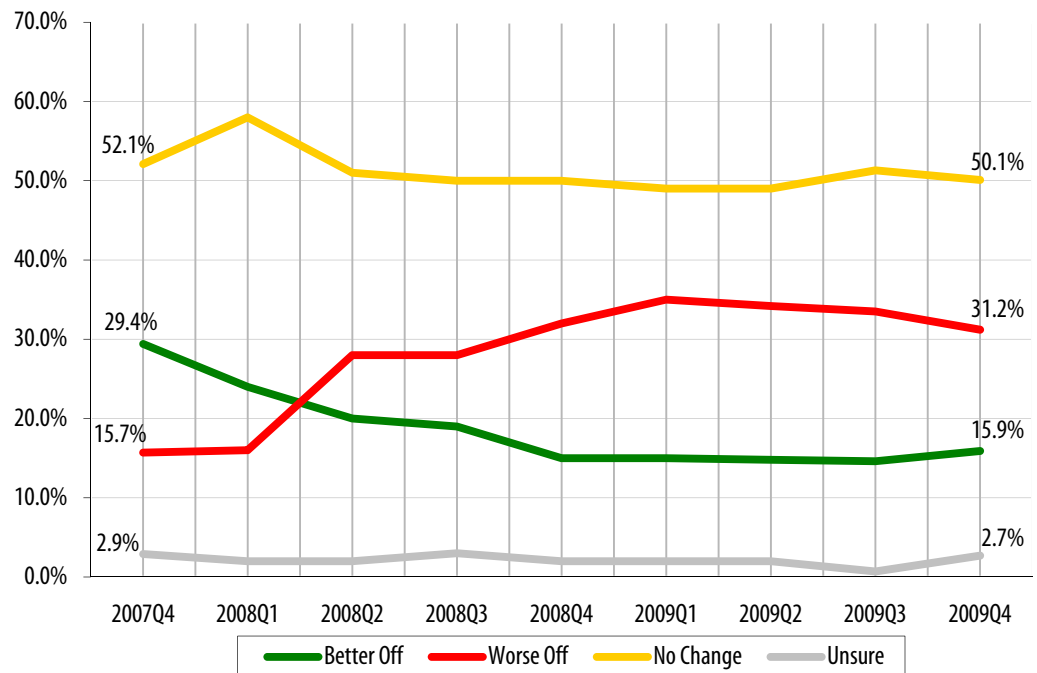
METHODOLOGY

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 December 10th and December 13th, 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.

Results for 2009Q3 are from a random telephone survey of 1,003 Canadians conducted between August 28th and September 2nd, 2009.

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	
	2009Q4	2009Q3	2009Q4	2009Q3	2009Q4	2009Q3	2009Q4	2009Q3	2009Q4	2009Q3	2009Q4	2009Q3
	(n=1003)	(n=1003)	(n=102)	(n=92)	(n=251)	(n=256)	(n=300)	(n=297)	(n=200)	(n=208)	(n=150)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Better off	15.9	14.6	15.4	23.3	16.5	13.9	12.8	11.8	19.5	16.2	16.7	13.6
Worse off	31.2	33.5	25.7	27.2	29.2	25.3	35.7	38.3	24.2	35.8	38.7	38.8
No change	50.1	51.3	54.6	47.3	53	60.2	49.8	49.1	51.4	47.7	41.3	47.6
Unsure	2.7	0.7	4.2	2.2	1.3	0.6	1.7	0.8	4.9	0.4	3.2	0
Accuracy	±3.1	±3.1	±9.9	±10.4	±6.3	±6.2	±5.7	±5.8	±7.0	±6.9	±8.1	±8.1

* Note: Small sample size

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

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