



Canadians' personal finances stable

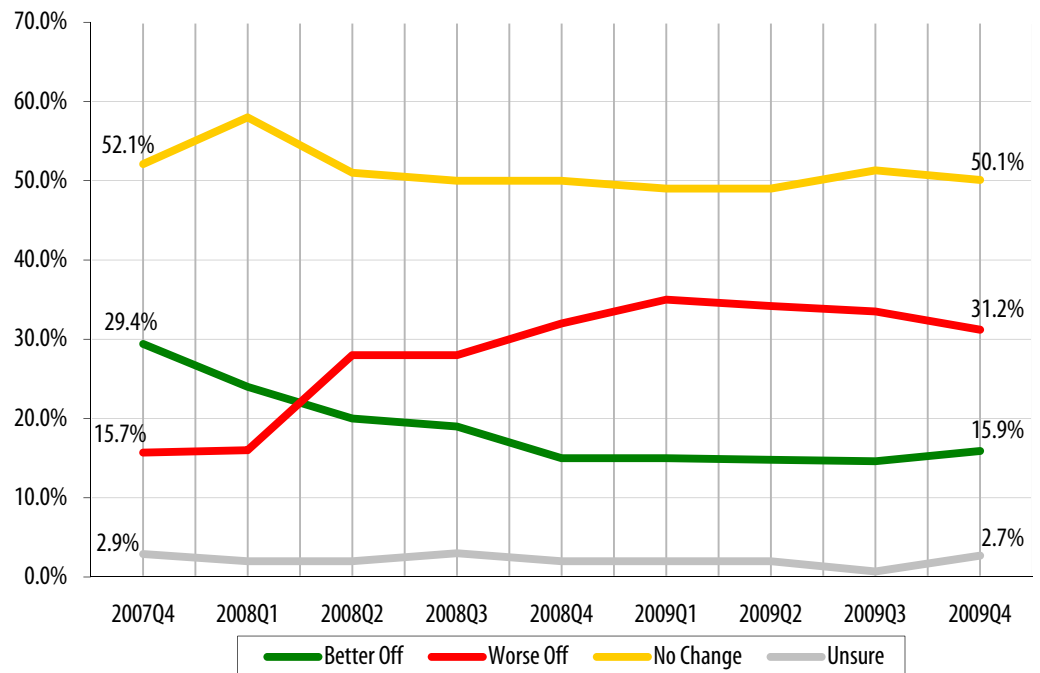
METHODOLOGY

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

Media inquiries should be directed to: Nik Nanos at nnanos@nanosresearch.com or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at www.nanosresearch.com.



NANOS

trusted insight and strategy

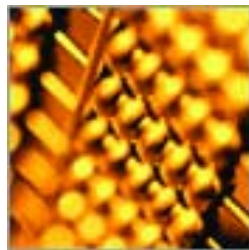
NANOS RESEARCH GROUP

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 a 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
- eDeliberative 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.



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.



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