



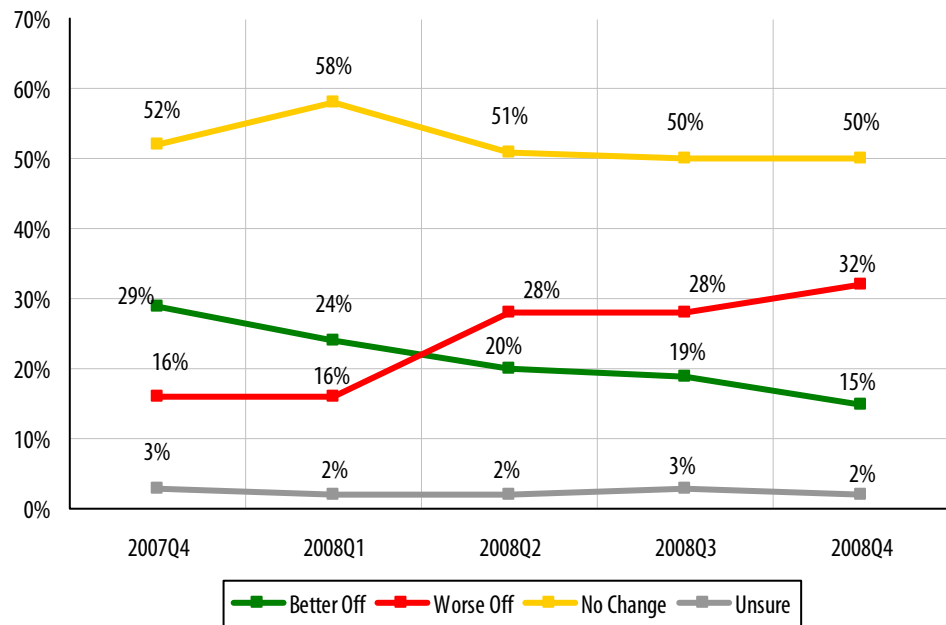
Fewer Canadians better off in the past year

METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,000 Canadians 18 years of age and older. It was completed between November 11th and November 15th, 2008. The statistics of a random sample of 1,000 respondents is accurate to within 3.1%, 19 times out of 20. The previous wave a research was completed between August 20th and August 27th, 2008. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results should be considered representative of the Canadian population. Results may not add up to 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: Thinking of your personal finances, are you better off or has there been no change over the past year?



Respondents (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Western Canada	
	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4
	(n=1000)	(n=1000)	(n=102)	(n=96)	(n=250)	(n=256)	(n=305)	(n=300)	(n=344)	(n=348)
	%	%	%	%	%	%	%	%	%	%
Better off	19	15	19	23	14	15	15	14	27	14
Worse off	28	32	21	32	30	28	29	36	27	32
There has been no change	50	50	57	42	55	55	52	48	44	51
Unsure	3	2	3	3	2	2	4	2	2	3
Accuracy	±3.1	±3.1	±9.9	±10.2	±6.3	±6.2	±5.7	±5.7	±5.3	±5.3

*Note: small sample – readers should exercise caution

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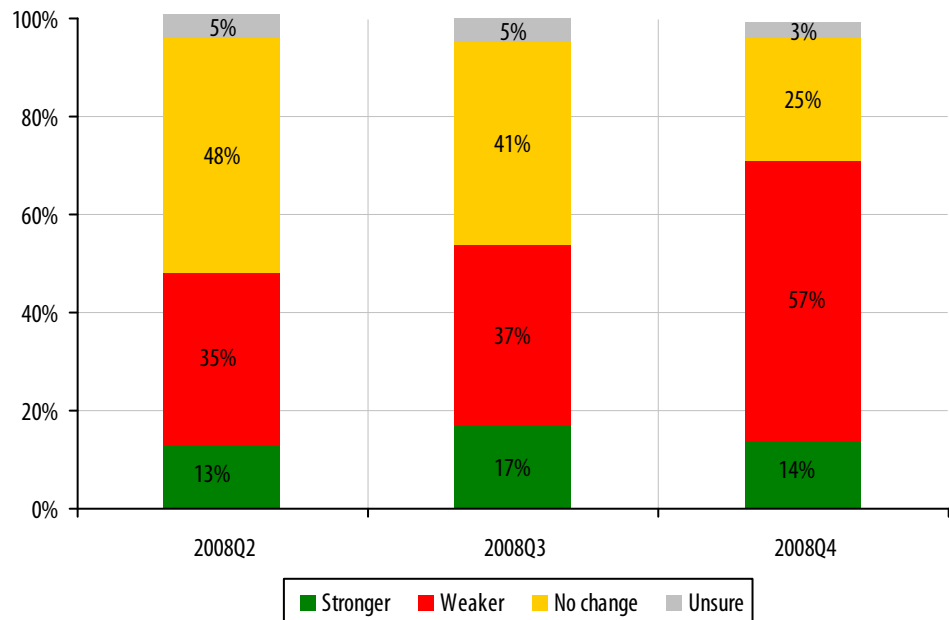
Economic Pessimism in Canada Grows

METHODOLOGY

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



Respondents (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Western Canada	
	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4
	(n=1000)	(n= 1000)	(n=102)	(n=96)	(n=250)	(n=256)	(n=305)	(n=300)	(n=344)	(n=348)
	%	%	%	%	%	%	%	%	%	%
Stronger	17	14	13	23	10	10	12	15	27	15
Weaker	37	57	29	52	32	53	49	62	33	57
There will be no change	41	25	48	20	53	34	35	21	36	25
Unsure	5	3	10	5	5	4	4	3	5	3
Accuracy	±3.1	±3.1	±9.9	±10.2	±6.3	±6.2	±5.7	±5.7	±5.3	±5.3

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More Canadians will pay down than take on debt in the next six months

METHODOLOGY

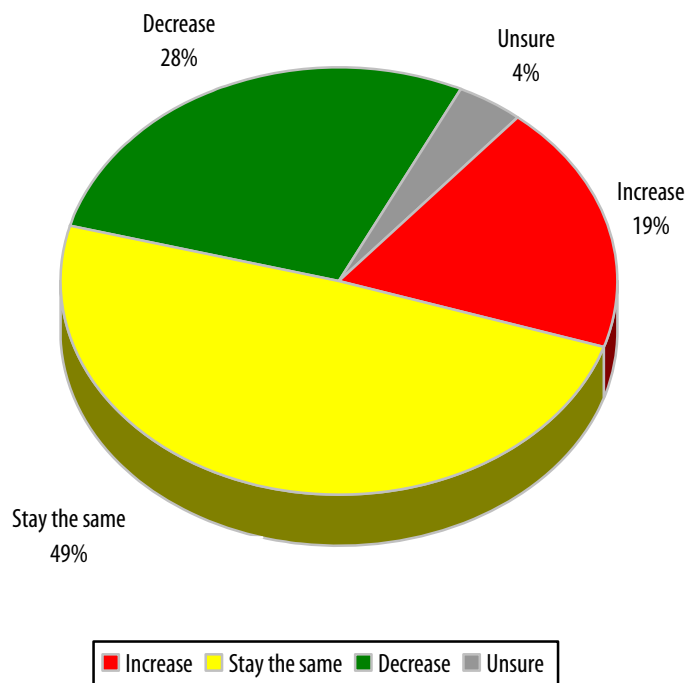
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The statistics of a random sample of 1,000 respondents is accurate to within 3.1%, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding.

Results for the 2008Q3 data are based on a random telephone surveys of 1,000 Canadians conducted between August 20th – 28th, 2008 (2008Q3).

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



Respondents (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Western Canada	
	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4
	(n=1000)	(n= 1000)	(n=102)	(n=96)	(n=250)	(n=256)	(n=305)	(n=300)	(n=344)	(n=348)
	%	%	%	%	%	%	%	%	%	%
Increase	21	19	17	20	14	19	26	22	23	16
Stay the same	48	49	56	45	57	53	45	47	41	50
Decrease	28	28	24	31	23	22	26	28	34	31
Unsure	4	4	3	4	6	6	4	3	2	3
Accuracy	±3.1	±3.1	±9.9	±10.2	±6.3	±6.2	±5.7	±5.7	±5.3	±5.3

* Note: Small sample size

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

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Most Canadians feel their job is secure, however insecurity creeping up

METHODOLOGY

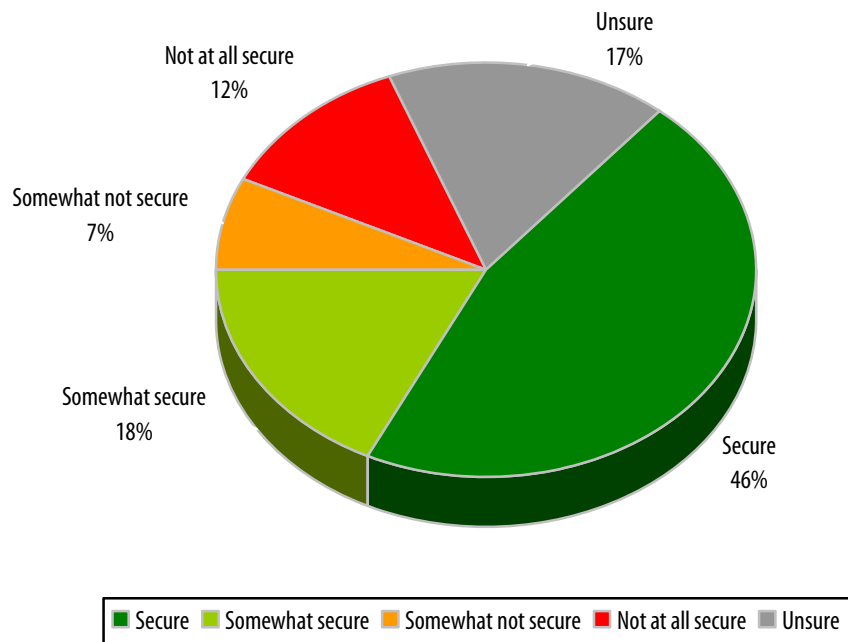
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Results for the 2008Q3 data are based on a random telephone surveys of 1,000 Canadians conducted between August 20th – 28th, 2008 (2008Q3).

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



Respondents (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Western Canada	
	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4
	(n=1000)	(n= 1000)	(n=102)	(n=96)	(n=250)	(n=256)	(n=305)	(n=300)	(n=344)	(n=348)
	%	%	%	%	%	%	%	%	%	%
Secure	47	46	43	46	47	40	43	45	52	52
Somewhat secure	19	18	20	25	15	14	19	20	23	18
Somewhat not secure	6	7	3	9	5	11	5	4	7	5
Not at all secure	9	12	6	7	11	24	15	9	4	7
Unsure	19	17	29	14	22	11	17	22	14	18
Accuracy	±3.1	±3.1	±9.9	±10.2	±6.3	±6.2	±5.7	±5.7	±5.3	±5.3

* Note: Small sample size

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Canadians concerned about falling real estate values

METHODOLOGY

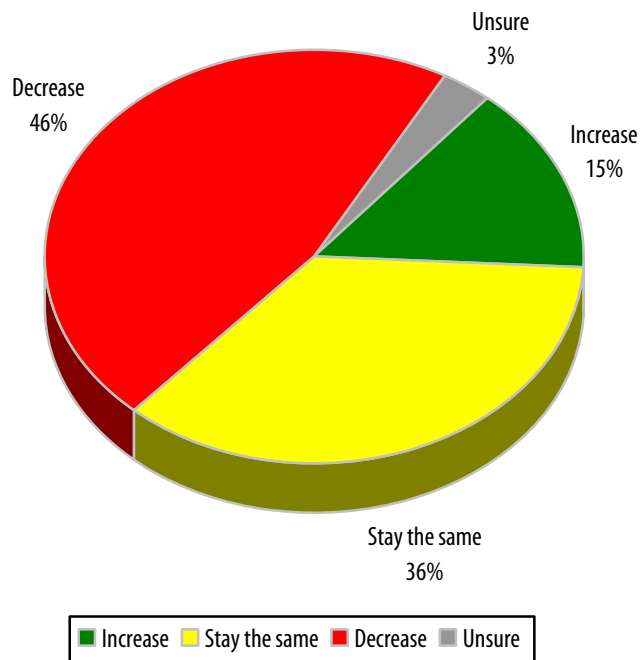
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Results for the 2008Q3 data are based on a random telephone surveys of 1,000 Canadians conducted between August 20th – 28th, 2008 (2008Q3).

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



Respondents (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Western Canada	
	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4	2008Q3	2008Q4
	(n=1000)	(n= 1000)	(n=102)	(n=96)	(n=250)	(n=256)	(n=305)	(n=300)	(n=344)	(n=348)
	%	%	%	%	%	%	%	%	%	%
Increase	30	15	38	18	30	17	31	14	26	13
Stay the same	45	36	41	51	48	34	46	36	42	32
Decrease	23	47	18	29	20	45	21	49	30	51
Unsure	2	3	3	3	2	5	2	1	2	4
Accuracy	±3.1	±3.1	±9.9	±10.2	±6.3	±6.2	±5.7	±5.7	±5.3	±5.3

* Note: Small sample size

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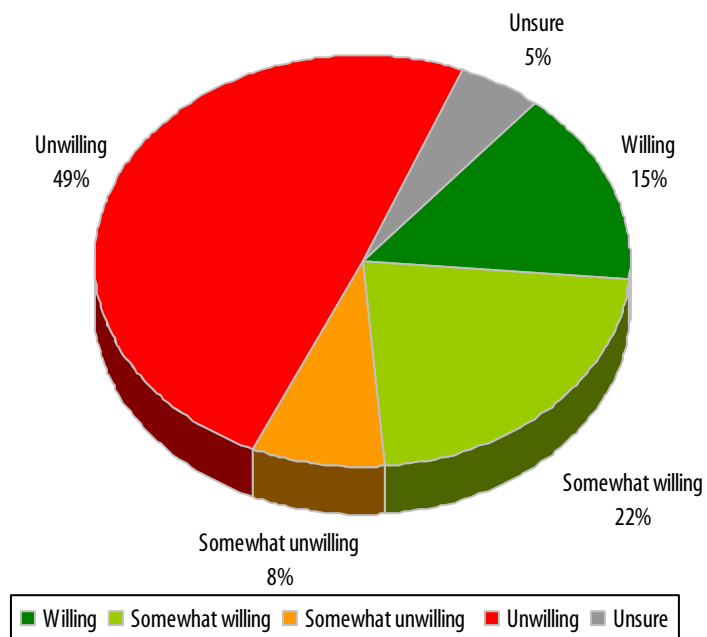
Half of Canadians unwilling to pay more taxes to assist pension funds

METHODOLOGY

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QUESTION: Would you be willing, somewhat willing, somewhat unwilling or unwilling to pay more in personal taxes to assist pension funds weakened by the market crash?



Respondents (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	2008	2008	2008	2008	2008
	(n= 1000)	(n=96)	(n=256)	(n=300)	(n=348)
	%	%	%	%	%
Willing	15	14	9	17	18
Somewhat willing	22	29	16	25	23
Somewhat unwilling	8	12	12	7	6
Unwilling	49	39	59	46	47
Unsure	5	5	4	6	5
Accuracy	±3.1	±10.2	±6.2	±5.7	±5.3

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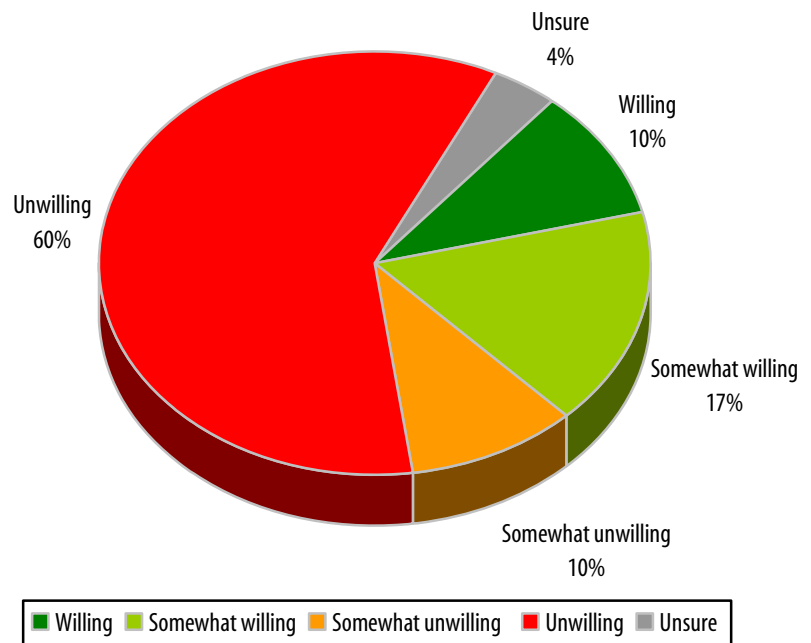
No appetite to pay more taxes to avoid a federal deficit

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QUESTION: Would you be willing, somewhat willing, somewhat unwilling or unwilling to pay more in personal taxes to help the Government of Canada avoid a deficit?



Respondents (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	2008Q4	2008Q4	2008Q4	2008Q4	2008Q4
	(n= 1000)	(n=96)	(n=256)	(n=300)	(n=348)
	%	%	%	%	%
Willing	10	10	5	17	9
Somewhat willing	17	20	12	16	19
Somewhat unwilling	10	7	13	8	9
Unwilling	60	56	67	56	60
Unsure	4	7	4	3	3
Accuracy	±3.1	±10.2	±6.2	±5.7	±5.3

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Canadians willing to pay more to strengthen healthcare system

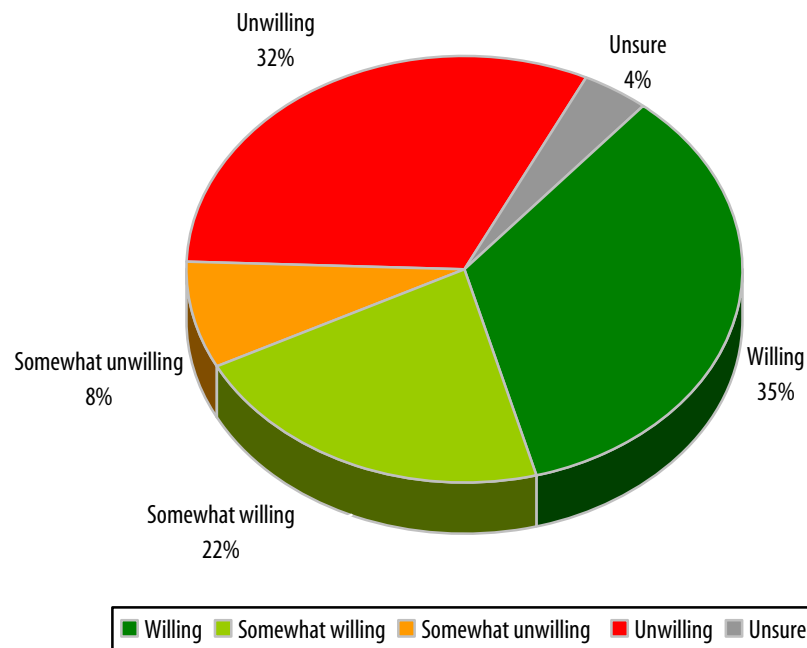
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QUESTION: Would you be willing, somewhat willing, somewhat unwilling or unwilling to pay more in personal taxes to strengthen our healthcare system?



Respondents (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	2008Q4	2008Q4	2008Q4	2008Q4	2008Q4
	(n= 1000)	(n=96)	(n=256)	(n=300)	(n=348)
	%	%	%	%	%
Willing	35	32	28	42	34
Somewhat willing	22	29	19	21	24
Somewhat unwilling	8	6	16	6	4
Unwilling	32	26	34	28	35
Unsure	4	7	3	4	3
Accuracy	±3.1	±10.2	±6.2	±5.7	±5.3

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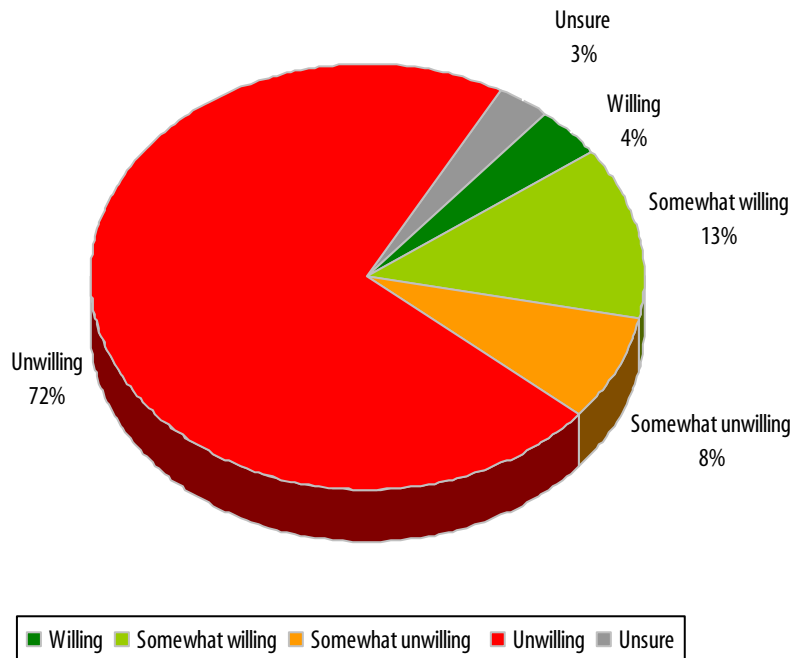
Canadians unwilling to pay more taxes to assist private companies

METHODOLOGY

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QUESTION: Would you be willing, somewhat willing, somewhat unwilling or unwilling to pay more in personal taxes to support companies in difficulty, such as the auto industry?



Respondents (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	2008Q4	2008Q4	2008Q4	2008Q4	2008Q4
	(n= 1000)	(n=96)	(n=256)	(n=300)	(n=348)
	%	%	%	%	%
Willing	4	4	3	6	2
Somewhat willing	13	15	10	16	12
Somewhat unwilling	8	4	14	8	6
Unwilling	72	73	71	68	77
Unsure	3	4	3	2	4
Accuracy	±3.1	±10.2	±6.2	±5.7	±5.3

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