



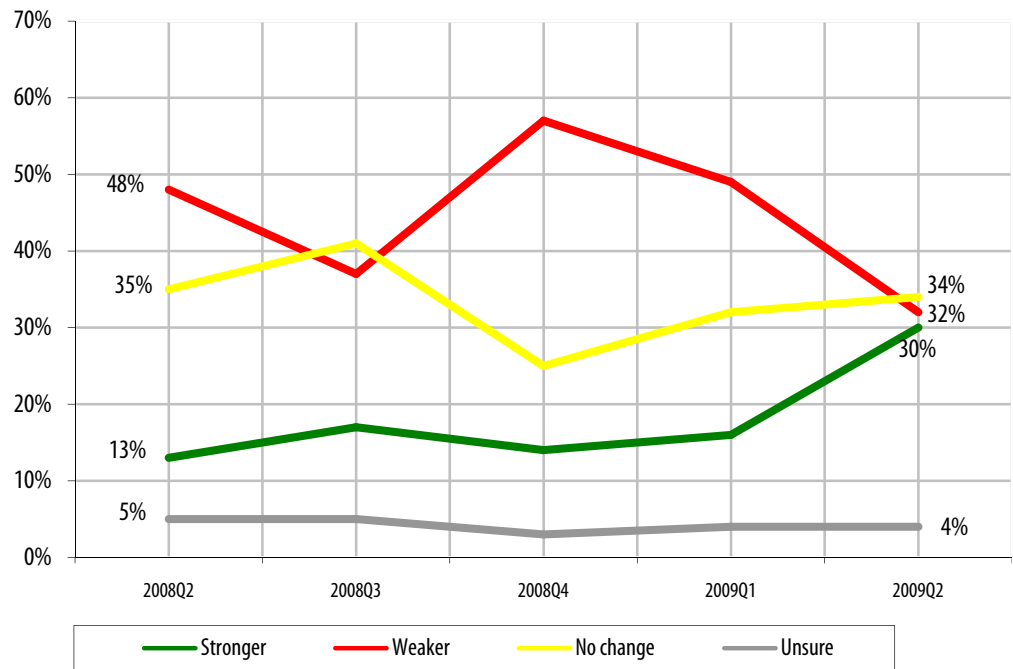
## Canadians regaining confidence in strength of economy

### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,001 Canadians 18 years of age and older. It was completed between April 25<sup>th</sup> and May 3<sup>rd</sup>, 2009. The statistics of a random sample of 1,001 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		Western Canada	
	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=98)	(n=99)	(n=263)	(n=248)	(n=298)	(n=302)	(n=342)	(n=353)
	%	%	%	%	%	%	%	%	%	%
<b>Stronger</b>	16	30	20	37	10	19	18	38	18	29
<b>Weaker</b>	49	32	47	36	48	26	47	32	51	35
<b>There will be no change</b>	32	34	31	23	41	46	31	28	25	33
<b>Unsure</b>	4	4	2	4	2	9	4	2	6	3
<b>Accuracy</b>	±3.1	±3.1	±10.1	±10	±6.1	±6.3	±5.7	±5.7	±5.4	±5.3

\*Note: small sample – readers should exercise caution

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

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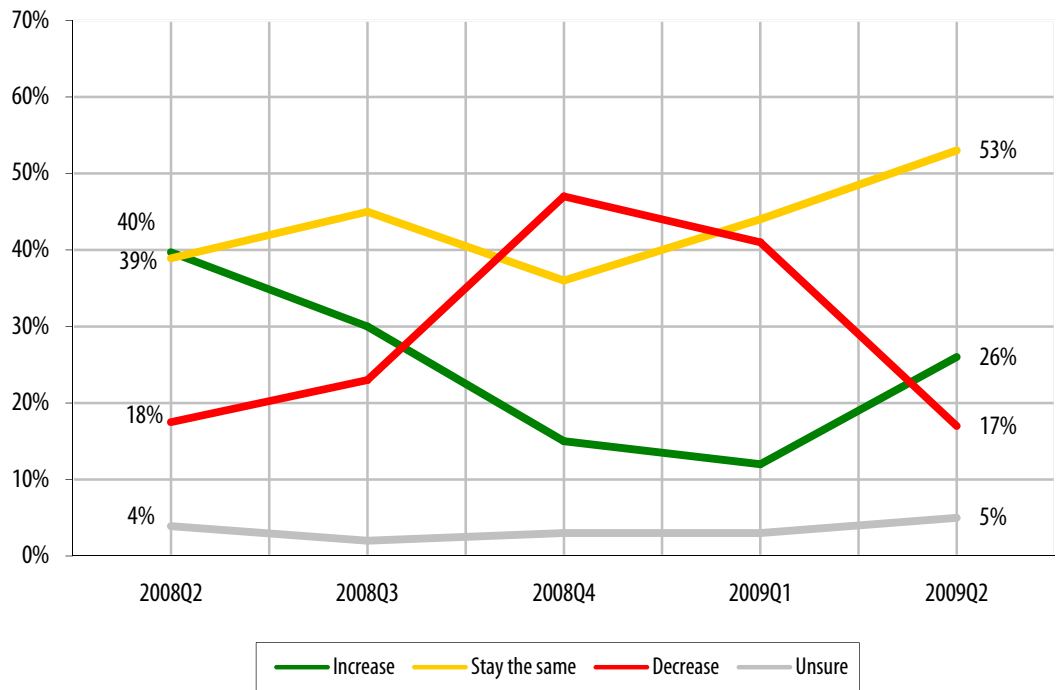
## Pessimism on real estate values drops

### 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		Western Canada	
	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=98)	(n=99)	(n=263)	(n=248)	(n=298)	(n=302)	(n=342)	(n=353)
	%	%	%	%	%	%	%	%	%	%
Increase	12	26	11	38	11	12	12	30	13	30
Stay the same	44	53	55	44	51	57	40	53	39	51
Decrease	41	17	32	12	37	25	45	12	43	17
Unsure	3	5	3	6	1	7	4	6	5	3
Accuracy	±3.1	±3.1	±10.1	±10	±6.1	±6.3	±5.7	±5.7	±5.4	±5.3

\* Note: Small sample size

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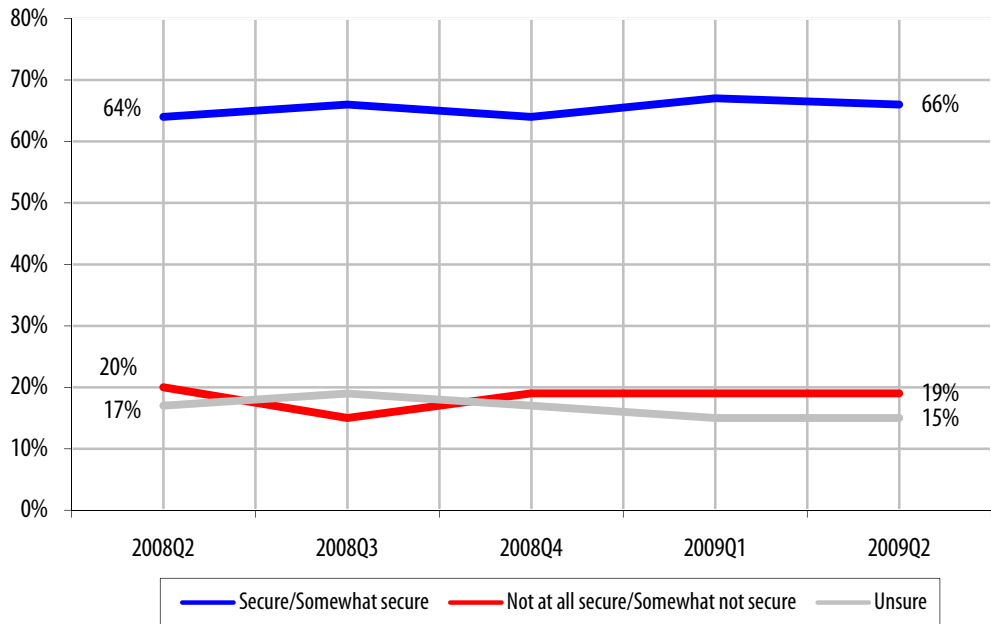
## National job security remains stable

### METHODOLOGY

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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		Western Canada	
	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=98)	(n=99)	(n=263)	(n=248)	(n=298)	(n=302)	(n=342)	(n=353)
	%	%	%	%	%	%	%	%	%	%
Secure	43	46	47	46	47	44	36	42	45	50
Somewhat secure	24	20	28	26	15	17	27	20	26	22
Somewhat not secure	7	6	5	3	8	8	6	5	9	5
Not at all secure	12	13	7	12	16	17	15	15	7	10
Unsure	15	15	13	13	14	15	17	18	13	13
Accuracy	±3.1	±3.1	±10.1	±10	±6.1	±6.3	±5.7	±5.7	±5.4	±5.3

\* Note: Small sample size

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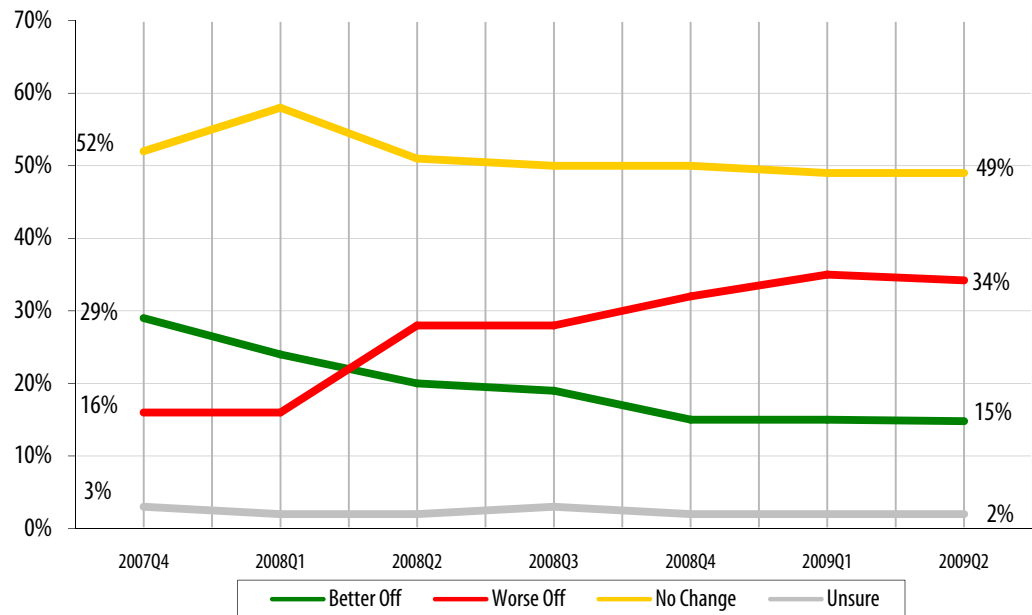
## Canadians' personal finances stable

### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,001 Canadians 18 years of age and older. It was completed between April 25<sup>th</sup> and May 3<sup>rd</sup>, 2009. The statistics of a random sample of 1,001 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:** 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		Western Canada	
	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=98)	(n=99)	(n=263)	(n=248)	(n=298)	(n=302)	(n=342)	(n=353)
	%	%	%	%	%	%	%	%	%	%
<b>Better off</b>	15	15	21	21	11	16	13	11	17	16
<b>Worse off</b>	35	34	33	36	30	26	39	40	36	35
<b>There has been no change</b>	49	49	46	41	59	57	45	48	45	48
<b>Unsure</b>	2	2	0	2	1	2	3	1	1	2
<b>Accuracy</b>	±3.1	±3.1	±10.1	±10	±6.1	±6.3	±5.7	±5.7	±5.4	±5.3

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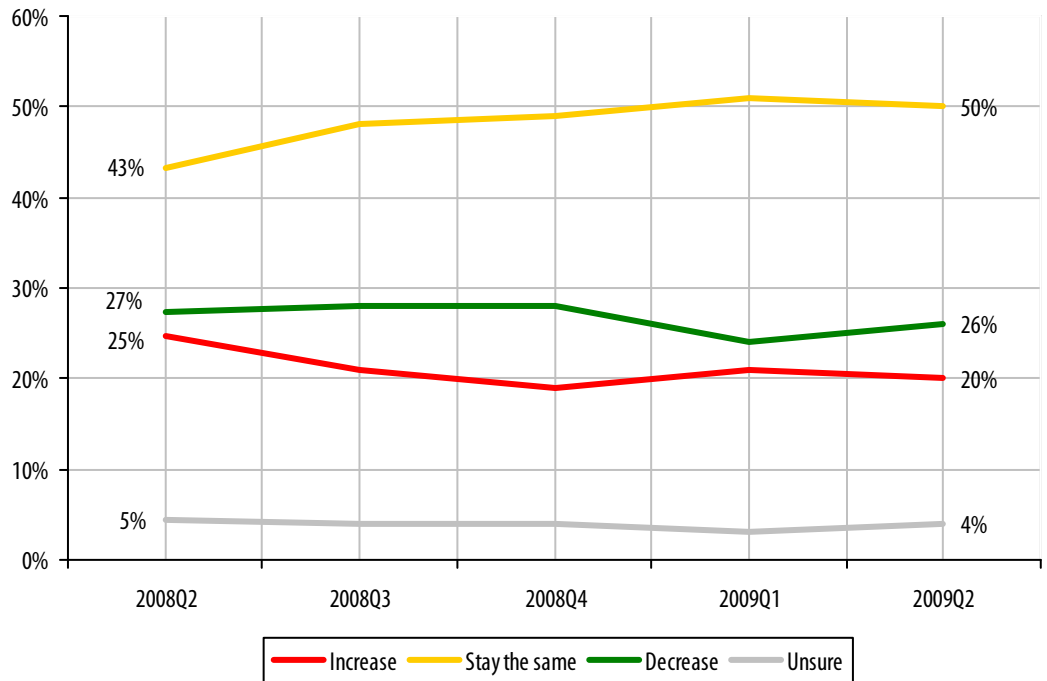
## Canadians' personal debt levels steady

### 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		Western Canada	
	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=98)	(n=99)	(n=263)	(n=248)	(n=298)	(n=302)	(n=342)	(n=353)
	%	%	%	%	%	%	%	%	%	%
<b>Increase</b>	21	20	23	23	13	17	29	21	21	20
<b>Stay the same</b>	51	50	43	43	63	56	46	49	49	49
<b>Decrease</b>	24	26	30	31	22	22	21	27	27	27
<b>Unsure</b>	3	4	5	3	2	6	4	4	3	4
<b>Accuracy</b>	±3.1	±3.1	±10.1	±10	±6.1	±6.3	±5.7	±5.7	±5.4	±5.3

\* Note: Small sample size

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