



Economic pessimism and optimism a wash

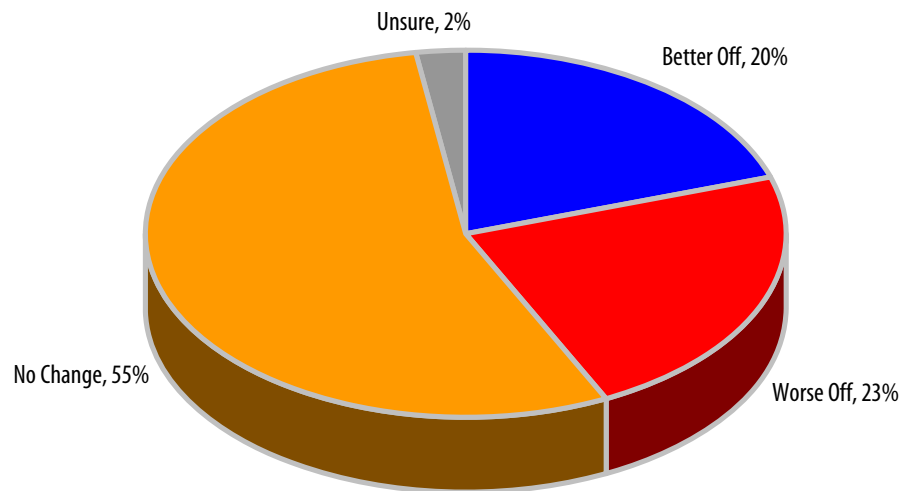


METHODOLOGY

Between September 10th and September 12th, 2008, Nanos Research conducted a random telephone survey of 1,200 Canadians 18 years and older. A random telephone survey of 1,200 Canadians is accurate plus or minus 2.8%, 19 times out of 20. Margins of accuracy are wider for subgroup samples. 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/family finances, are you better off, worse off or has there been no change over the past year?



Group (Margin of accuracy)	Better Off	Worse Off	No Change	Unsure
	%	%	%	%
Canada (±2.8%)	20	23	55	2
Atlantic (±8.9%)	30	23	47	0
Quebec (±5.8%)	17	24	56	3
Ontario (±5.2%)	16	26	56	2
West (±4.8%)	23	19	55	3
Male (±4.0%)	23	20	54	3
Female (±4.0%)	17	25	56	2

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.