



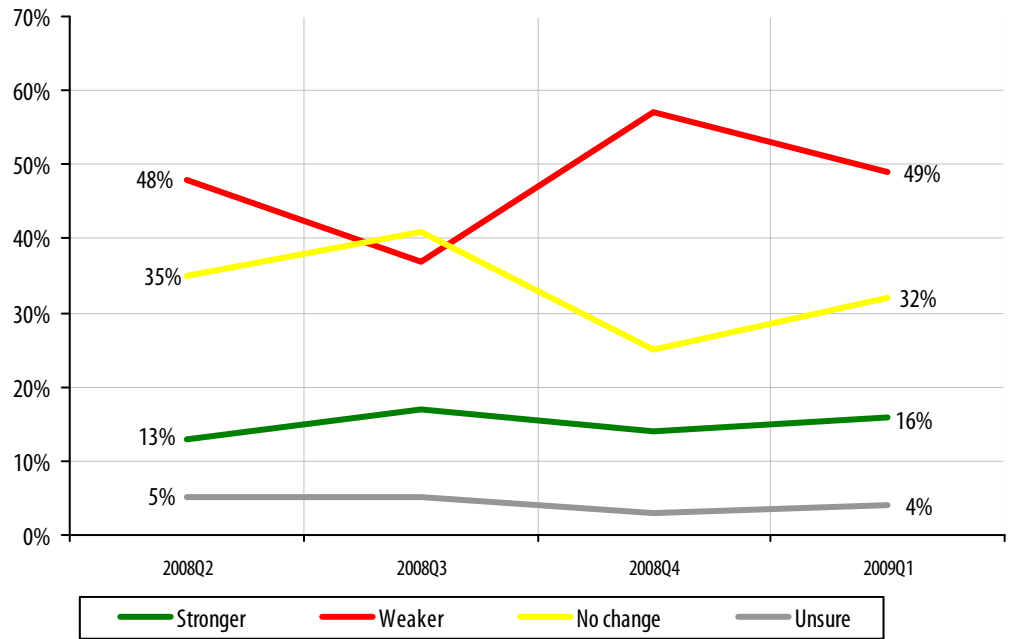
Pessimism Gap Narrows

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 January 30th and February 3rd, 2009. 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.

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	
	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1
	(n= 1000)	(n=1000)	(n=96)	(n=98)	(n=256)	(n=263)	(n=300)	(n=298)	(n=348)	(n=342)
	%	%	%	%	%	%	%	%	%	%
Stronger	14	16	23	20	10	10	15	18	15	18
Weaker	57	49	52	47	53	48	62	47	57	51
There will be no change	25	32	20	31	34	41	21	31	25	25
Unsure	3	4	5	2	4	2	3	4	3	6
Accuracy	±3.1	±3.1	±10.2	±10.1	±6.2	±6.1	±5.7	±5.7	±5.3	±5.4

*Note: small sample – readers should exercise caution

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

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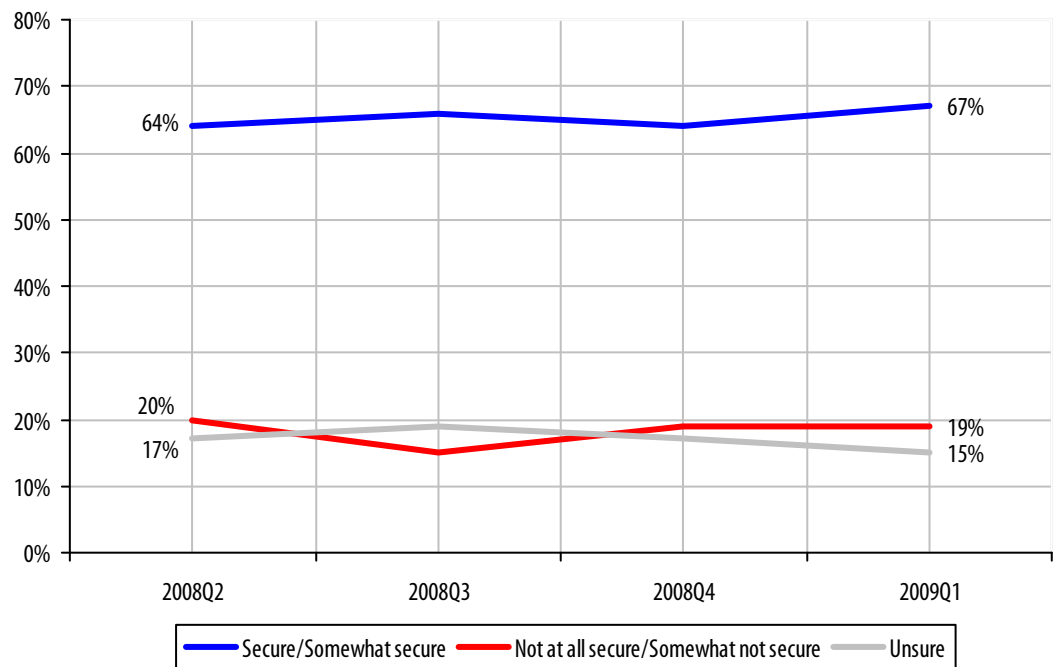
National job security stable; down in Ontario

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	
	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1
	(n=1,000)	(n=1,000)	(n=96)	(n=98)	(n=256)	(n=263)	(n=300)	(n=298)	(n=348)	(n=342)
	%	%	%	%	%	%	%	%	%	%
Secure	46	43	46	47	40	47	45	36	52	45
Somewhat secure	18	24	25	28	14	15	20	27	18	26
Somewhat not secure	7	7	9	5	11	8	4	6	5	9
Not at all secure	12	12	7	7	24	16	9	15	7	7
Unsure	17	15	14	13	11	14	22	17	18	13
Accuracy	±3.1	±3.1	±10.2	±10.1	±6.2	±6.1	±5.7	±5.7	±5.3	±5.4

* Note: Small sample size

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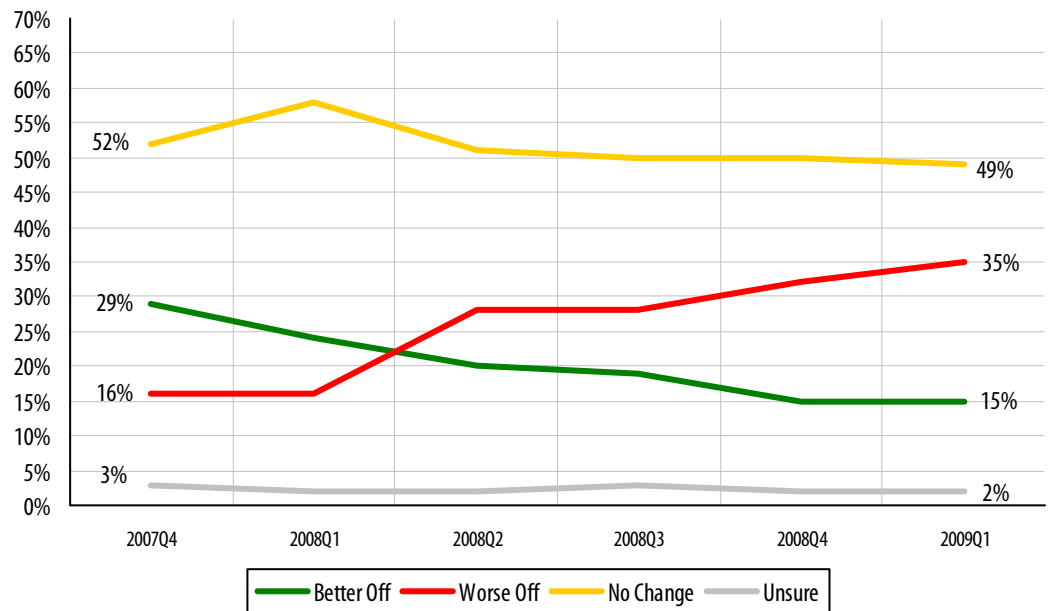
Gap between better off and worse off Canadians widens

METHODOLOGY

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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	
	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1
	(n=1000)	(n=1000)	(n=96)	(n=98)	(n=256)	(n=263)	(n=300)	(n=298)	(n=348)	(n=342)
	%	%	%	%	%	%	%	%	%	%
Better off	15	15	23	21	15	11	14	13	14	17
Worse off	32	35	32	33	28	30	36	39	32	36
There has been no change	50	49	42	46	55	59	48	45	51	45
Unsure	2	2	3	0	2	1	2	3	3	1
Accuracy	±3.1	±3.1	±10.2	±10.1	±6.2	±6.1	±5.7	±5.7	±5.3	±5.4

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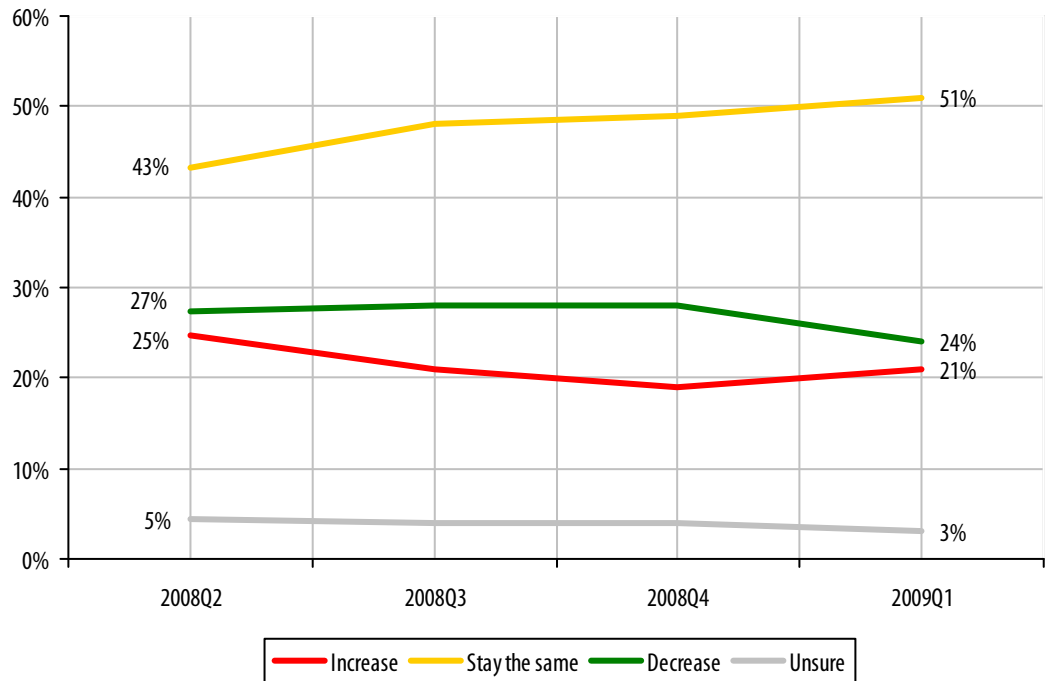
No changes in Canadians' personal debt levels; Ontarians to take on more debt

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	
	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1
	(n= 1000)	(n=1000)	(n=96)	(n=98)	(n=256)	(n=263)	(n=300)	(n=298)	(n=348)	(n=342)
	%	%	%	%	%	%	%	%	%	%
Increase	19	21	20	23	19	13	22	29	16	21
Stay the same	49	51	45	43	53	63	47	46	50	49
Decrease	28	24	31	30	22	22	28	21	31	27
Unsure	4	3	4	5	6	2	3	4	3	3
Accuracy	±3.1	±3.1	±10.2	±10.1	±6.2	±6.1	±5.7	±5.7	±5.3	±5.4

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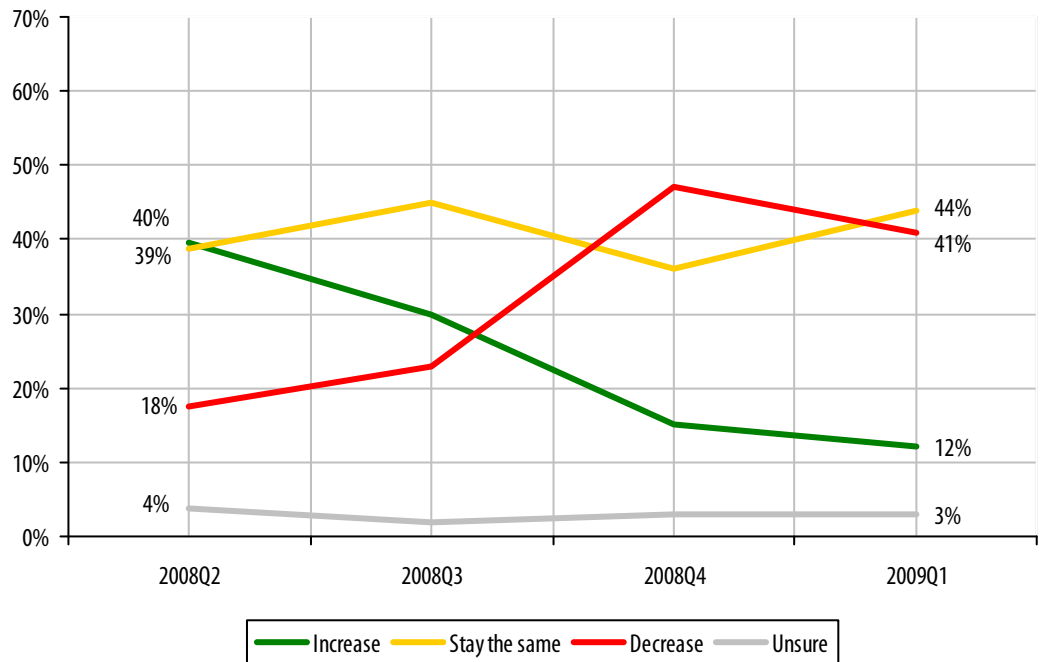
Confidence in real estate values increasing continues to slide

METHODOLOGY

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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?



REAL ESTATE VALUE

Response(%)**	Canada		Atlantic Canada*		Quebec		Ontario		Western Canada	
	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1	2008Q4	2009Q1
	(n= 1000)	(n=1000)	(n=96)	(n=98)	(n=256)	(n=263)	(n=300)	(n=298)	(n=348)	(n=342)
	%	%	%	%	%	%	%	%	%	%
Increase	15	12	18	11	17	11	14	12	13	13
Stay the same	36	44	51	55	34	51	36	40	32	39
Decrease	47	41	29	32	45	37	49	45	51	43
Unsure	3	3	3	3	5	1	1	4	4	5
Accuracy	±3.1	±3.1	±10.2	±10.1	±6.2	±6.1	±5.7	±5.7	±5.3	±5.4

* Note: Small sample size

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