



Six month economic outlook continues to strengthen

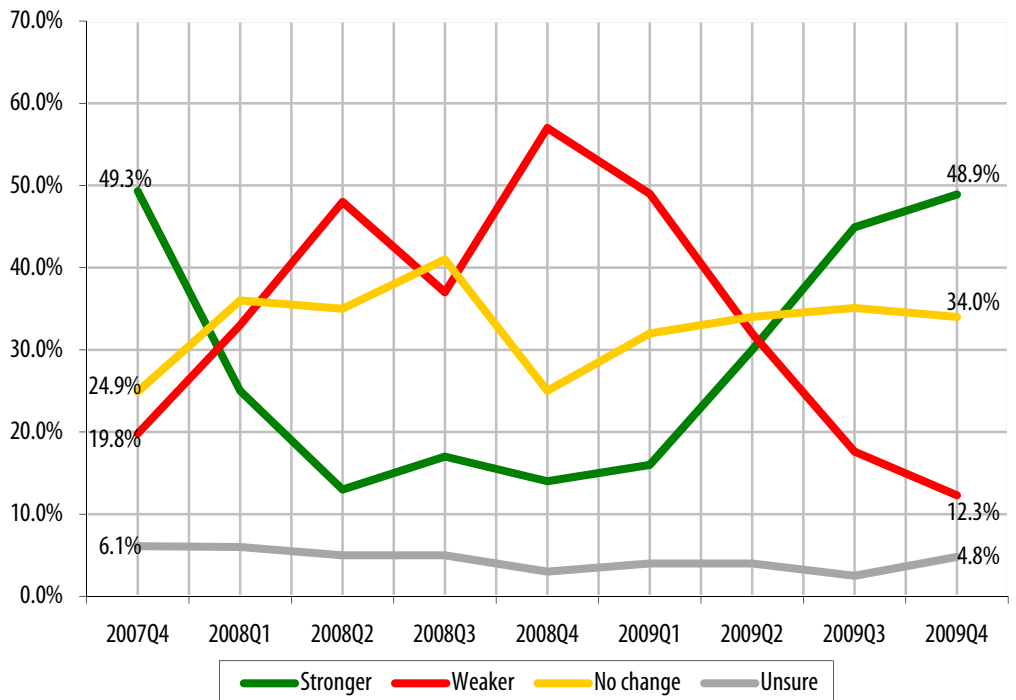
METHODOLOGY

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: 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		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)
	%	%	%	%	%	%	%	%	%	%	%	%
Stronger	48.9	44.9	49.2	45.9	34.5	33.5	55.4	48.8	53.7	51.0	53.7	47.6
Weaker	12.3	17.6	18.5	17.5	12.3	10.8	11.2	20.5	10.4	19.8	13.1	20.3
There will be no change	34.0	35.1	29.2	33.2	46.8	52.4	28.8	28.8	31.3	27.7	29.8	29.2
Unsure	4.8	2.5	3.1	3.4	6.5	3.3	4.7	1.9	4.6	1.5	3.4	2.9
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

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Positive attitudes toward real estate continue to increase

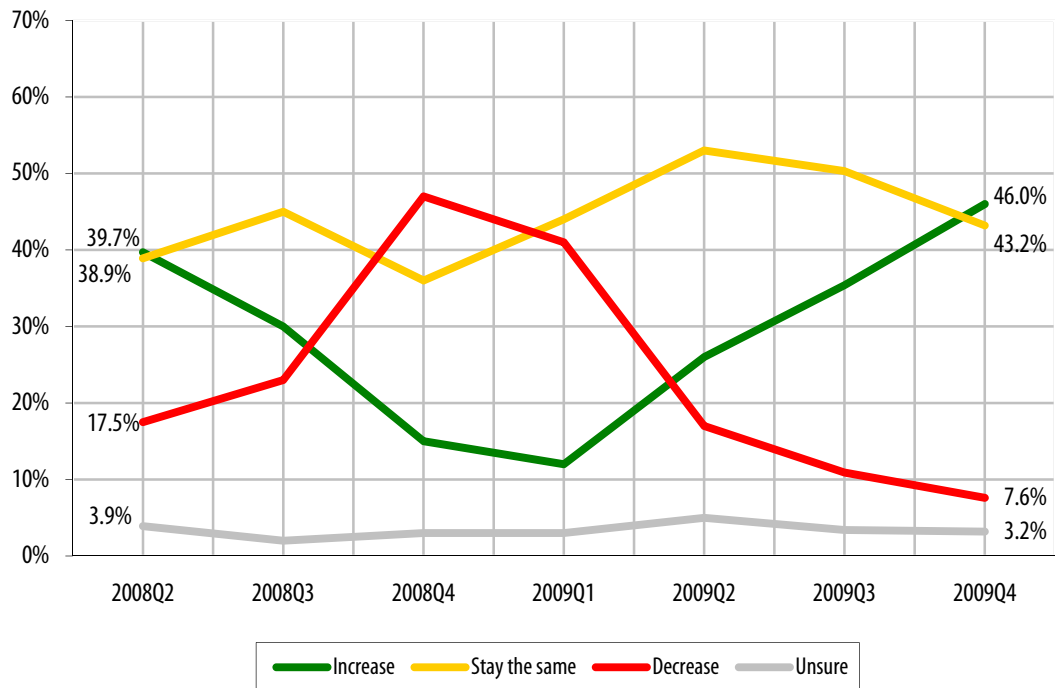
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QUESTION: In the next six months, do you believe that the value of real estate in your neighbourhood will increase, stay the same or decrease?



REAL ESTATE VALUE

Response(%)**	Canada		Atlantic Canada*		Quebec		Ontario		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)
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	46.0	35.4	43.7	29.2	39.1	30.1	49.1	37.9	52.7	37.1	44.0	41.0
Stay the same	43.2	50.3	42.9	54.9	49.4	54.8	39.7	48.2	38.6	53.8	45.9	39.4
Decrease	7.6	10.9	11.5	11.7	7.8	10.5	7.3	10.8	6.6	8.8	6.8	14.1
Unsure	3.2	3.4	2.0	4.2	3.7	4.5	3.9	3.2	2.1	0.3	3.3	5.4
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

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Canadians' personal finances stable

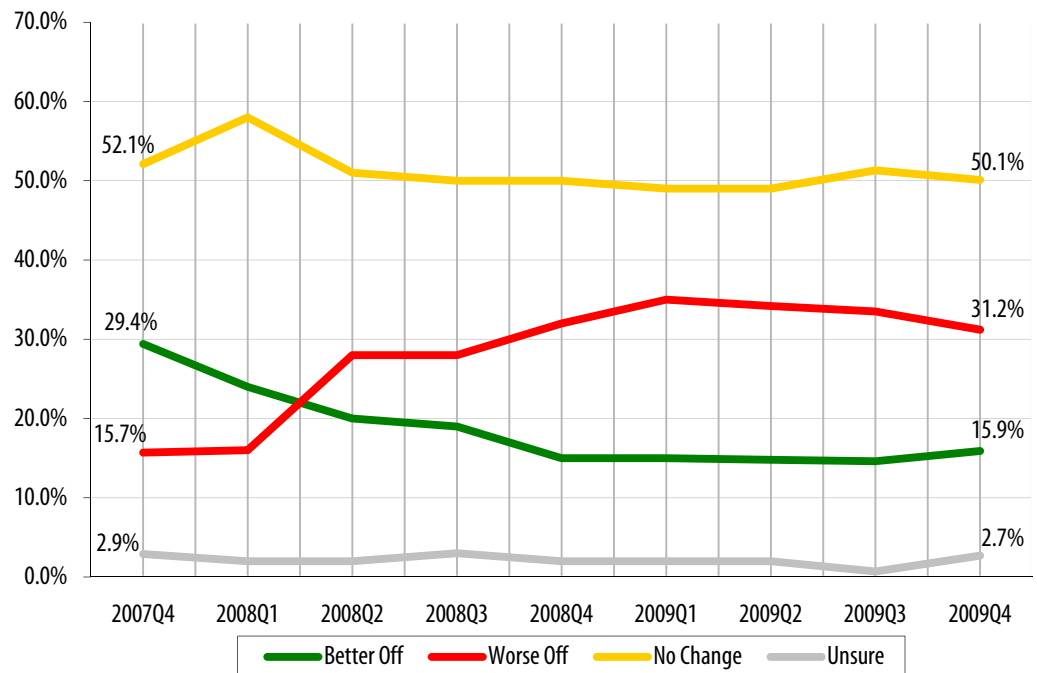
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QUESTION: Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?



PERSONAL FINANCES

Response (%) **	Canada		Atlantic Canada*		Quebec		Ontario		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

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Marginally more Canadians looking at changing personal debt

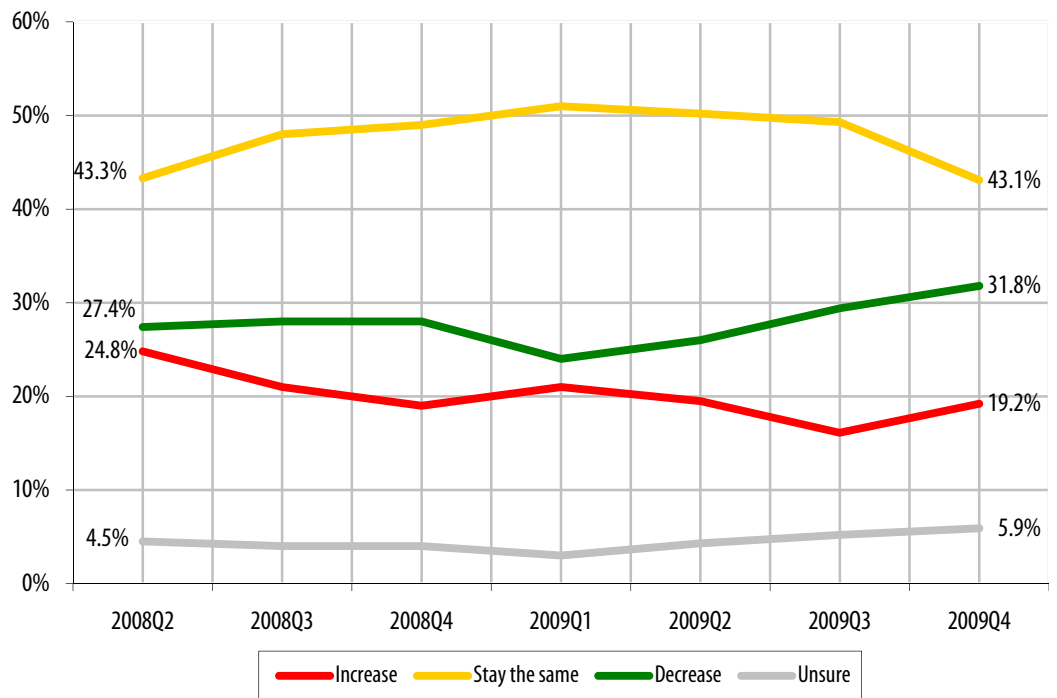
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QUESTION: In the next six months, do you believe that your personal debt will increase, stay the same or decrease?



PERSONAL DEBT

Response (%)**	Canada		Atlantic Canada*		Quebec		Ontario		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)
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	19.2	16.1	19.1	16.4	16.6	9.9	22.2	18.6	18.2	14.9	18.7	23.3
Stay the same	43.1	49.3	41.3	43.9	55	57.9	39.9	49.3	38.5	48.9	37.1	38.4
Decrease	31.8	29.4	32.4	33.3	25.7	26.7	32.5	27.1	36.4	31.2	34.2	33.6
Unsure	5.9	5.2	7.2	6.4	2.8	5.4	5.4	5	6.8	5.1	10	4.7
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

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Canadian job security remains steady

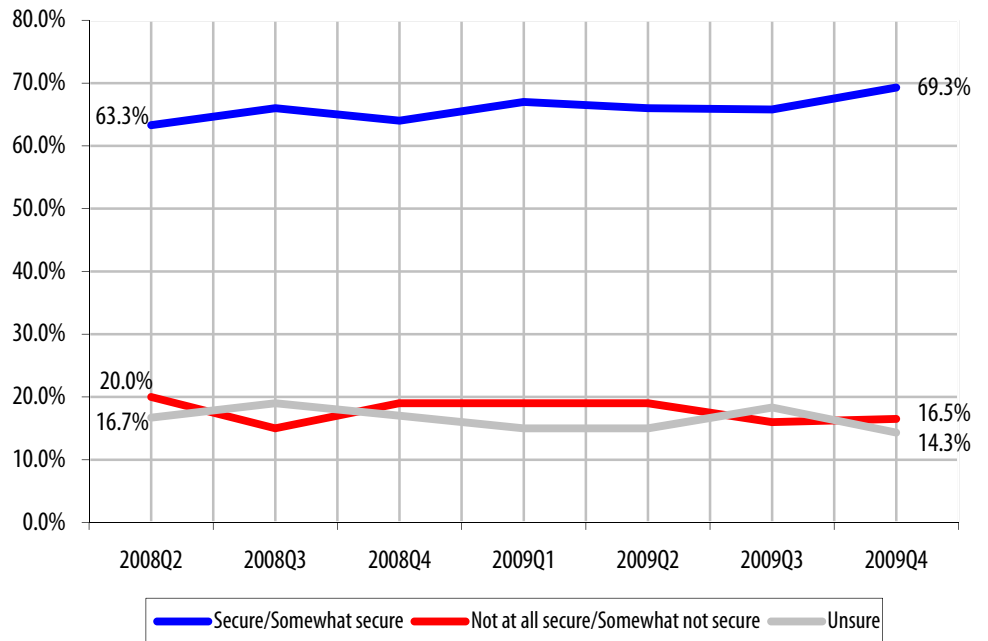
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QUESTION: Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure or not at all secure?



JOB SECURITY

Response (%)**	Canada		Atlantic Canada*		Quebec		Ontario		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)
	%	%	%	%	%	%	%	%	%	%	%	%
Secure	50.4	43.4	49	43.3	44	40.7	53.3	46.5	58	48.8	46	34.1
Somewhat secure	18.9	22.4	21.8	20.3	17	22	19.2	22.5	16	23.1	23.4	23.3
Somewhat not secure	5.6	3.8	1.2	2.9	8.3	5	6.3	3.5	4.6	3.3	3.8	3.6
Not at all secure	10.9	12.2	9	5.1	20.7	19.1	8.2	13	4.4	5.8	9.7	11.7
Unsure	14.3	18.3	19	28.4	10	13.3	13.1	14.4	16.9	19	17.1	27.2
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

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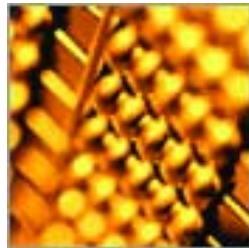
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At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



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John Nanos, Senior Vice President
North America Toll-free 1(888) 737-5505 ext.223
(416) 493-1965 ext. 223
jnanos@nanosresearch.com