



Optimism still strong but muted

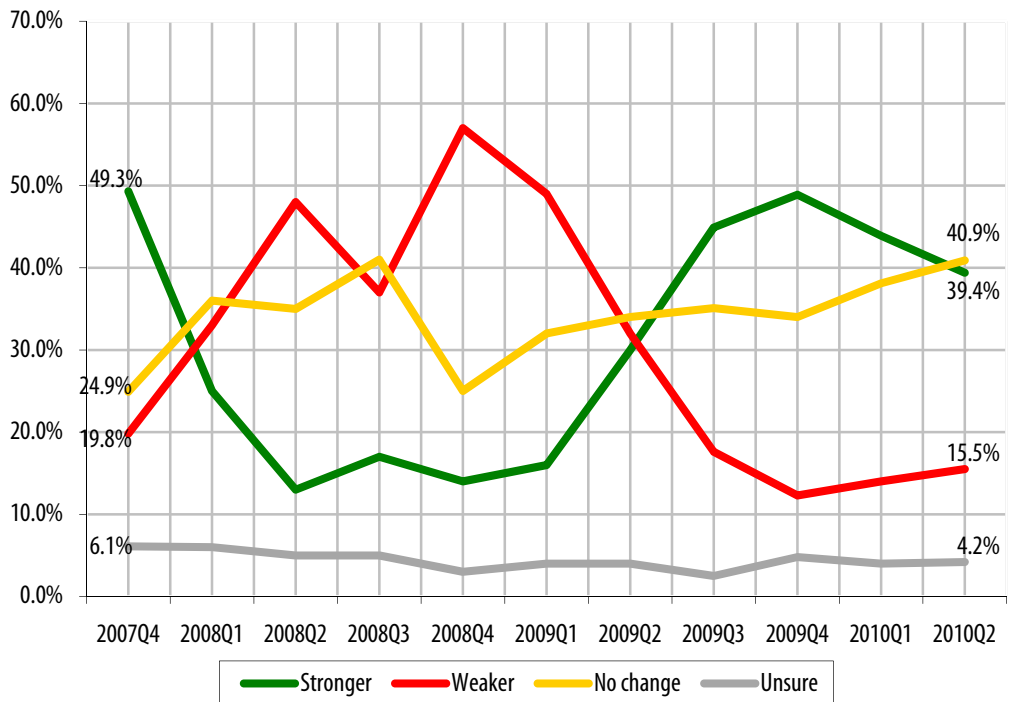
METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,008 Canadians 18 years of age and older. It was completed between May 29th and June 3rd, 2010. The statistics of a random sample of 1,008 respondents is accurate to within 3.1 percentage points, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding.

Results for 2010Q1 are from a random telephone survey of 1,000 Canadians conducted between March 6th and March 12th, 2010.

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	
	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1
	(n=1008)	(n=1000)	(n=97)	(n=100)	(n=251)	(n=250)	(n=300)	(n=300)	(n=214)	(n=200)	(n=145)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Stronger	39.4	43.9	27.8	45.5	31.4	32.3	41.0	45.5	46.5	51.5	46.9	49.2
Weaker	15.5	14.0	20.5	6.5	14.9	16.7	19.0	17.0	10.5	9.7	13.6	14.2
There will be no change	40.9	38.1	43.0	45.7	52.8	48.1	34.3	33.9	39.2	33.9	34.8	30.1
Unsure	4.2	4.0	8.7	2.3	0.9	2.9	5.6	3.6	3.8	4.9	4.7	6.5
Accuracy	±3.1	±3.1	±10.1	±10.0	±6.3	±6.3	±5.7	±5.7	±6.8	±7.0	±8.3	±8.1

* Note: Small sample size – readers should exercise caution.

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Real estate attitudes remain positive

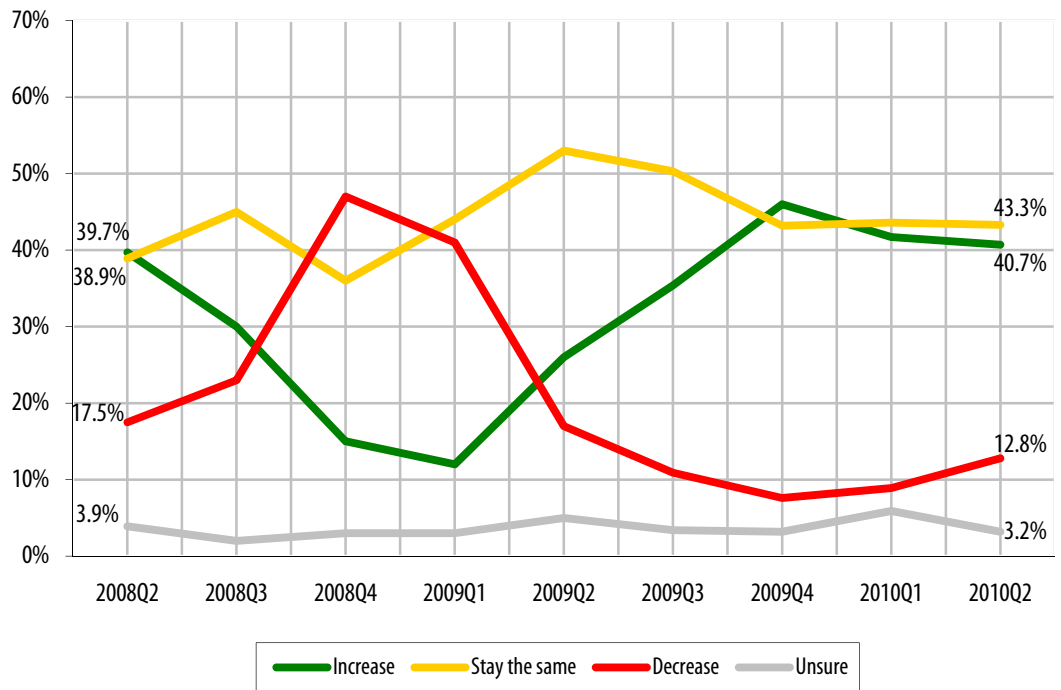
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QUESTION: In the next six months, do you believe that the value of real estate in your neighbourhood will increase, stay the same or decrease?



REAL ESTATE VALUE

Response(%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1
	(n=1008)	(n=1000)	(n=97)	(n=100)	(n=251)	(n=250)	(n=300)	(n=300)	(n=214)	(n=200)	(n=145)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	40.7	41.7	30.8	38.3	46.2	40.1	39.9	43.2	36.9	39.6	44.6	46.6
Stay the same	43.3	43.6	53.9	48.9	48.2	48.0	39.0	39.2	47.0	45.3	31.2	39.0
Decrease	12.8	8.9	12.3	8.8	3.6	6.7	16.5	10.4	13.0	9.9	21.3	8.1
Unsure	3.2	5.9	3.1	4.0	2.0	5.3	4.6	7.2	3.0	5.2	2.9	6.3
Accuracy	±3.1	±3.1	±10.1	±10.0	±6.3	±6.3	±5.7	±5.7	±6.8	±7.0	±8.3	±8.1

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Canadians have still not recovered from economic downturn

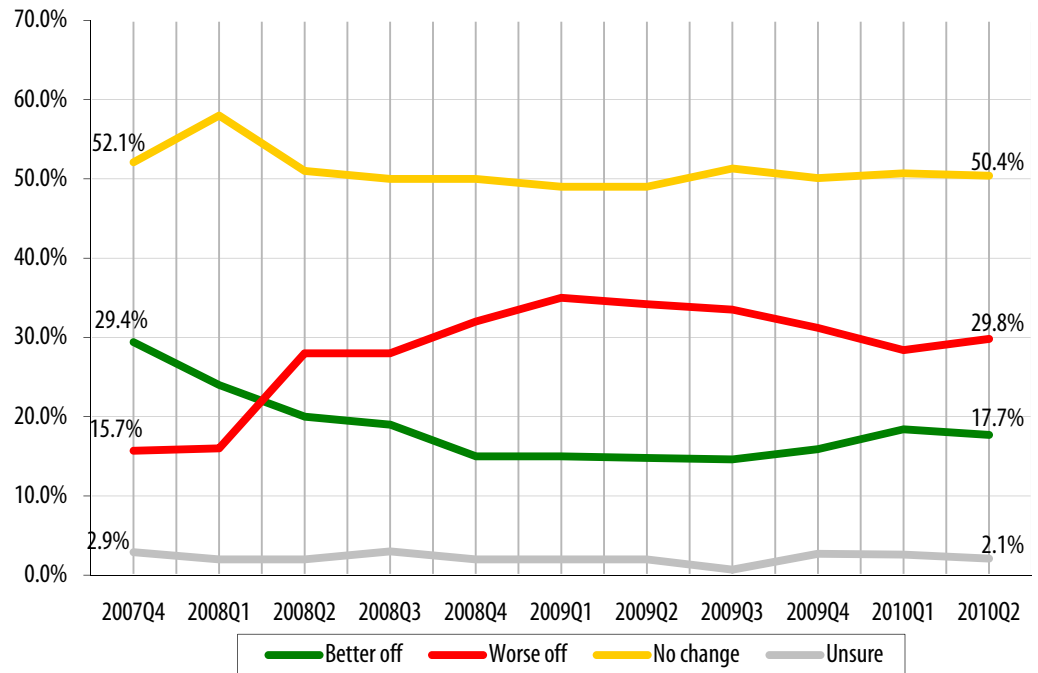
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QUESTION: Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?



PERSONAL FINANCES

Response (%) **	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1
	(n=1008)	(n=1000)	(n=97)	(n=100)	(n=251)	(n=250)	(n=300)	(n=300)	(n=214)	(n=200)	(n=145)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Better off	17.7	18.4	16.1	22.3	23.1	16.4	15.3	20.9	20.7	17.4	9.8	15.2
Worse off	29.8	28.4	36.1	30.4	22.6	24.4	32.9	30.4	28.0	32.5	34.5	24.0
No change	50.4	50.7	40.0	47.3	54.3	57.4	49.4	44.1	49.5	47.5	54.1	59.2
Unsure	2.1	2.6	7.8	0.0	0.0	1.9	2.4	4.6	1.9	2.6	1.6	1.6
Accuracy	±3.1	±3.1	±10.1	±10.0	±6.3	±6.3	±5.7	±5.7	±6.8	±7.0	±8.3	±8.1

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Debt appetite stable

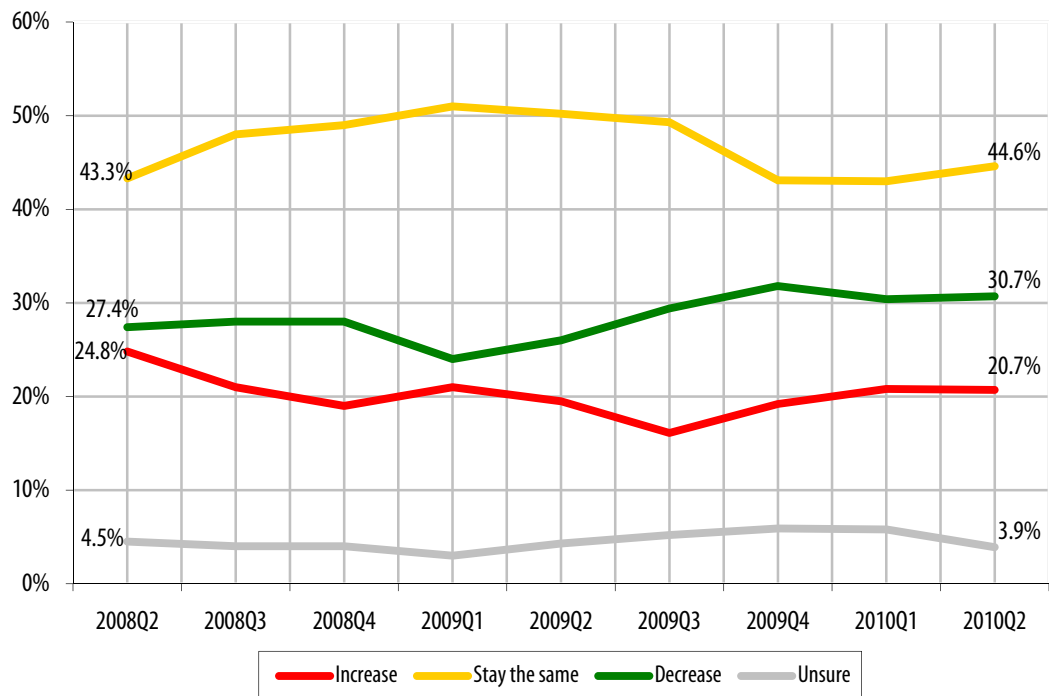
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QUESTION: In the next six months, do you believe that your personal debt will increase, stay the same or decrease?



PERSONAL DEBT

Response (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1
	(n=1008)	(n=1000)	(n=97)	(n=100)	(n=251)	(n=250)	(n=300)	(n=300)	(n=214)	(n=200)	(n=145)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Increase	20.7	20.8	17.9	24.9	14.9	15.1	23.1	23.3	23.8	21.9	23.2	21.1
Stay the same	44.6	43.0	39.0	34.4	52.9	53.9	46.5	43.3	38.0	37.3	40.1	38.0
Decrease	30.7	30.4	40.0	34.5	29.2	26.7	25.0	28.0	34.2	34.6	33.9	32.9
Unsure	3.9	5.8	3.1	6.1	3.1	4.4	5.4	5.4	4.0	6.2	2.8	8.0
Accuracy	±3.1	±3.1	±10.1	±10.0	±6.3	±6.3	±5.7	±5.7	±6.8	±7.0	±8.3	±8.1

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Job security measure remains stable

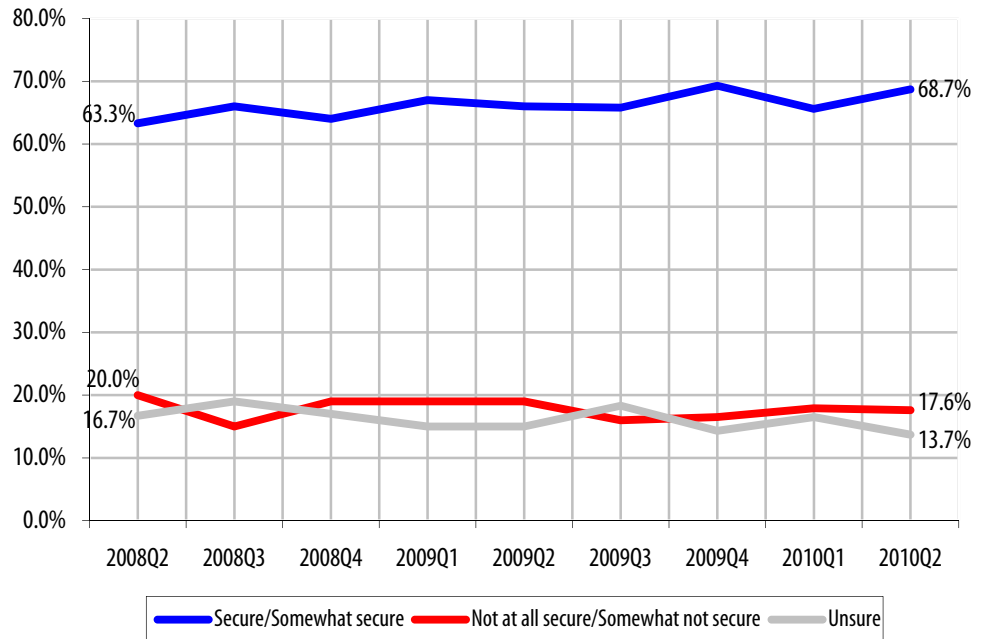
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QUESTION: Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure or not at all secure?



JOB SECURITY

Response (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1	2010Q2	2010Q1
	(n=1008)	(n=1000)	(n=97)	(n=100)	(n=251)	(n=250)	(n=300)	(n=300)	(n=214)	(n=200)	(n=145)	(n=150)
	%	%	%	%	%	%	%	%	%	%	%	%
Secure	50.1	46.4	48.2	49.0	47.3	41.6	48.3	47.8	56.5	52.4	50.3	42.1
Somewhat secure	18.6	19.2	23.3	18.5	18.8	17.0	21.0	20.0	14.7	19.5	15.9	21.0
Somewhat not secure	6.0	4.3	3.8	10.0	7.8	3.6	5.3	2.6	5.6	5.7	6.1	3.2
Not at all secure	11.6	13.6	10.0	6.6	17.3	20.2	9.4	13.9	9.7	8.4	10.4	13.7
Unsure	13.7	16.5	14.6	15.9	8.8	17.6	15.9	15.7	13.5	14.0	17.3	20.1
Accuracy	±3.1	±3.1	±10.1	±10.0	±6.3	±6.3	±5.7	±5.7	±6.8	±7.0	±8.3	±8.1

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