

# One in two Ontarians see no change in personal finances

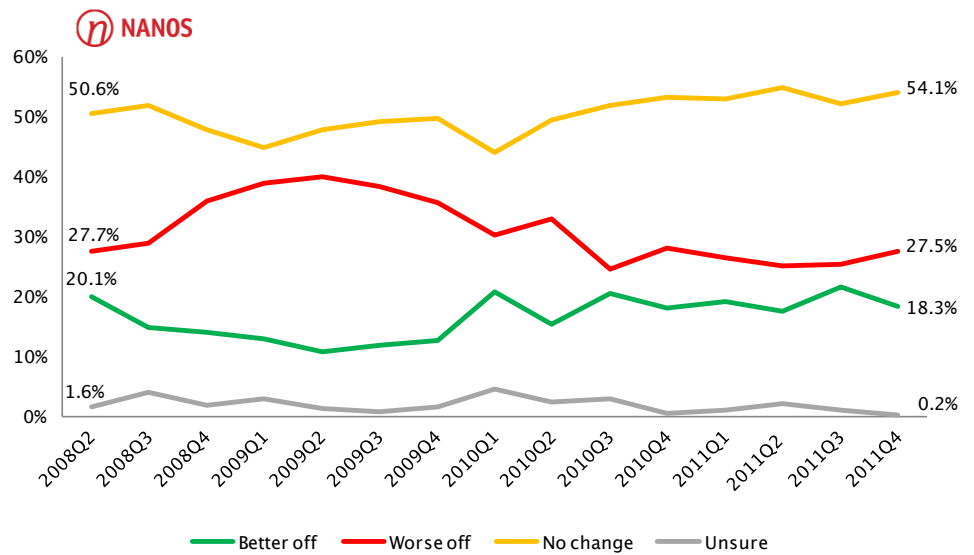
## METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,201 Canadians 18 years of age and older. It was completed between December 15<sup>th</sup> and 18<sup>th</sup>, 2011. The statistics of a random sample of 1,201 respondents is accurate to within 2.8 percentage points, plus or minus, 19 times out of 20. The margin of error will be wider for sub samples. Percentages may exceed 100 due to rounding.

Results for 2011Q3 are from a random telephone survey of 1,209 Canadians conducted between September 25<sup>th</sup> and October 2<sup>nd</sup>, 2011.

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 finances, are you better off, worse off or has there been no change over the past year?



## PERSONAL FINANCES

Response*	Canada		Ontario	
	2011Q3	2011Q4	2011Q3	2011Q4
	(n=1,209)	(n=1,201)	(n=364)	(n=359)
	%	%	%	%
Better off	21.4	17.4	21.6	18.3
Worse off	26.7	28.2	25.3	27.5
No change	51.1	53.9	52.2	54.1
Unsure	0.8	0.6	1.0	0.2
Margin of error	±2.8	±2.8	±5.2	±5.2

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

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237.

Visit the Nanos website to sign up for instant email updates at [www.nanosresearch.com](http://www.nanosresearch.com).

Get the new free Nanos iPhone app at <http://bit.ly/nanosapp>.