



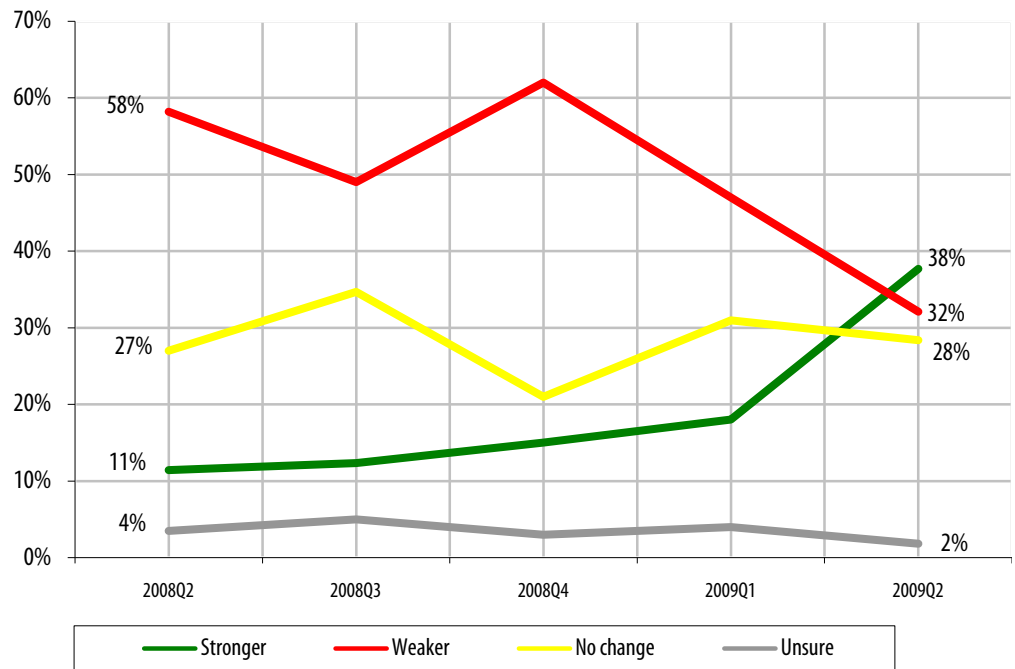
## Canadians regaining confidence in strength of economy

### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,001 Canadians 18 years of age and older. It was completed between April 25<sup>th</sup> and May 3<sup>rd</sup>, 2009. The statistics of a random sample of 1,001 respondents is accurate to within 3.1%, 19 times out of 20. For 302 Ontario respondents, the margin of accuracy is plus or minus 5.7 percentage points, 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? [Ontario results below]



### CANADIAN ECONOMY

Response (%) **	Canada		Ontario	
	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=298)	(n=302)
	%	%	%	%
<b>Stronger</b>	16	30	18	38
<b>Weaker</b>	49	32	47	32
<b>There will be no change</b>	32	34	31	28
<b>Unsure</b>	4	4	4	2
<b>Accuracy</b>	±3.1	±3.1	±5.7	±5.7

\*Note: small sample – readers should exercise caution

\*\*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).



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# The Nanos Approach

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.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We’ll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Research for the Right Job

- Telephone Surveys
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- Mystery Shopping
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## A trusted source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

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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](mailto:jnanos@nanosresearch.com)