



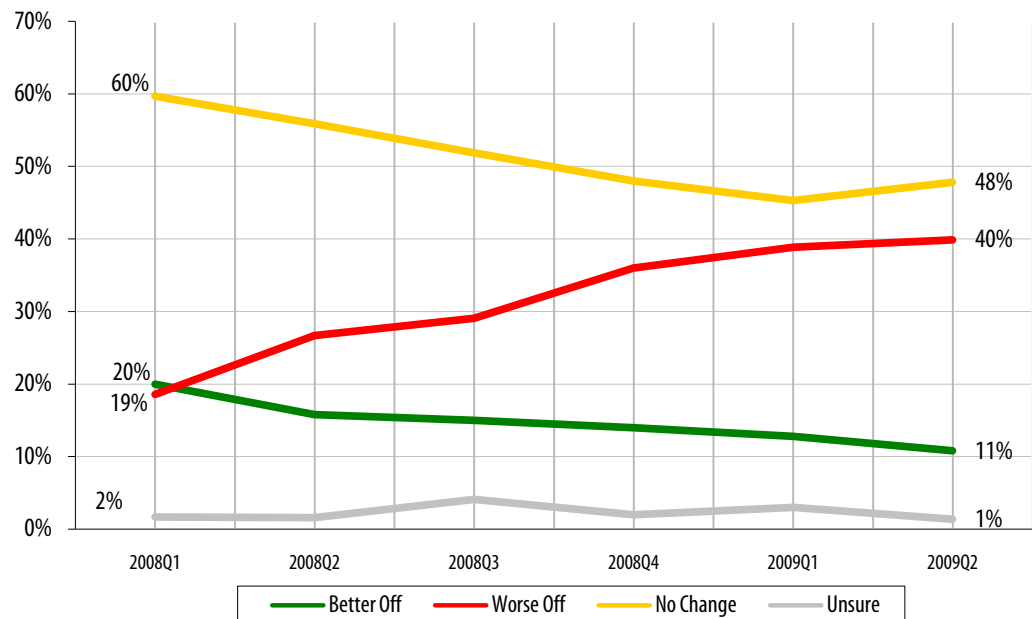
Canadians' personal finances stable

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 25th and May 3rd, 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: Thinking of your personal finances, are you better off, worse off or has there been no change over the past year? [Ontario results below]



PERSONAL FINANCES

Response (%) **	Canada		Ontario	
	2009Q1	2009Q2	2009Q1	2009Q2
	(n=1000)	(n=1001)	(n=298)	(n=302)
	%	%	%	%
Better off	15	15	13	11
Worse off	35	34	39	40
There has been no change	49	49	45	48
Unsure	2	2	3	1
Accuracy	±3.1	±3.1	±5.7	±5.7

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



NANOS

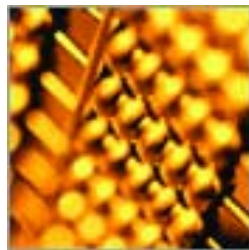
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The Nanos Approach

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
- Online Surveys
- eDeliberative Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



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.



The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



Contact us today for your next research project.

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