

Personal finances a wash

Aug 16, 2011

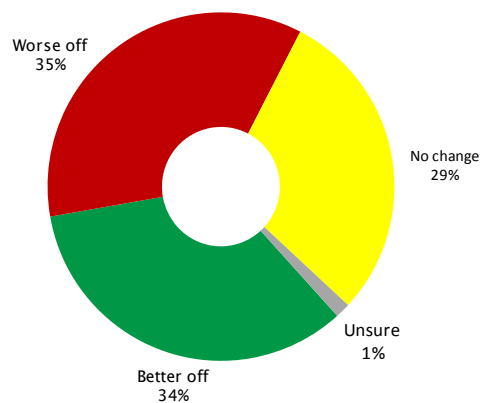
METHODOLOGY

Between August 10th and August 13th 2011, Nanos Research conducted a random telephone survey of 1,000 Ontarians 18 years and older. A random telephone survey of 1,000 Ontarians is accurate plus or minus 3.1 percentage points, 19 times out of 20.

Readers should note that the data was weighted for gender and age to match the Ontario census results. Results should be considered accurate of the Ontario population. Results may not add up to 100 due to rounding.

Any use of this research data should identify it as a "CTV/Globe/CP24/Nanos Poll".

QUESTION: Thinking about your personal finances, are you better or worse off than you were four years ago?



Detailed Tables

Responses (Margin of Accuracy) *	Margin of Error 19 times out of 20 (%)	Better off	Worse off	No change	Unsure
		%	%	%	%
Ontario (n=1,000)	±3.1	33.9	35.3	29.4	1.4
Male (n=500)	±4.4	35.3	32.6	30.3	1.8
Female (n=500)	±4.4	32.5	37.9	28.5	1.1
PC (n=350)	±5.3	32.9	39.0	26.9	1.2
Liberal (n=312)	±5.6	34.4	28.3	36.3	0.9
NDP (n=134)	±8.6	30.0	37.5	31.0	1.5
Green (n=28)	**	**	**	**	**
Undecided (n=169)	±7.6	35.9	41.6	20.6	1.9

*Percentages may not add up to 100 due to rounding

** Fewer than 30 responses - not reported

Media inquiries should be directed to: Nik Nanos at nnanos@nanosresearch.com or (613) 234-4666 x237. Visit the Nanos Research website to sign up for instant email updates at www.nanosresearch.com.



NANOS

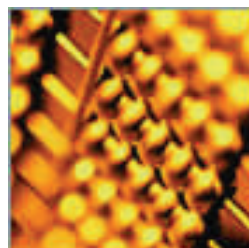
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The Nanos Approach

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 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 Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation 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.

Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.



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