



Perception of Overall State of the Canadian Economy



Canadians that say the current national economy is good

*Percent change over quarter

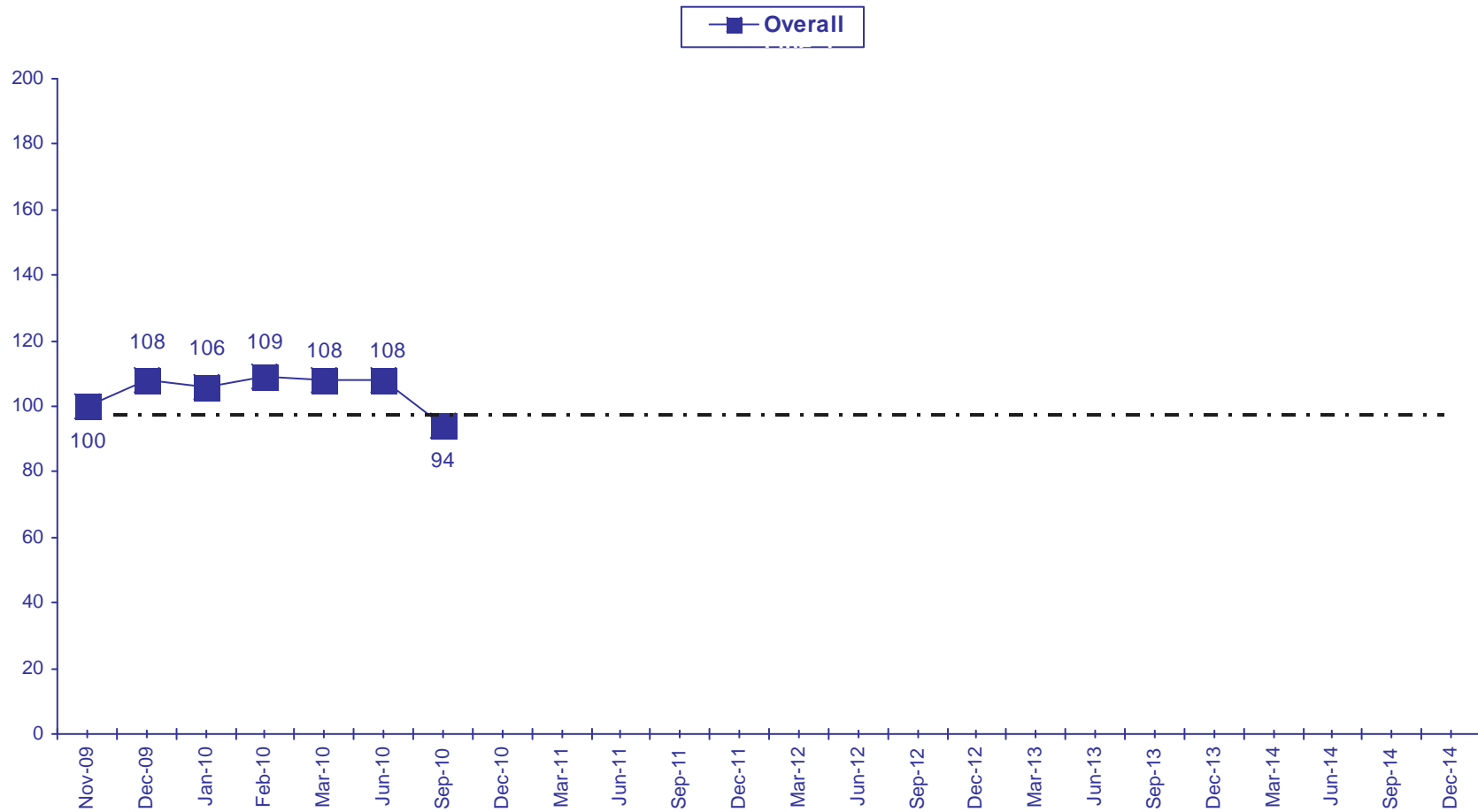
National	60%	7%
B.C.	53%	12%
Alberta	67%	4%
Prairies	78%	1%
Ontario	57%	9%
Quebec	58%	6%
Atlantic	68%	5%

In terms of the current economic conditions in Canada as a whole, how would you describe the overall state of the economy right now? Is it very good, somewhat good, somewhat bad or very bad? Q.1.

Base: All Respondents n = 4292



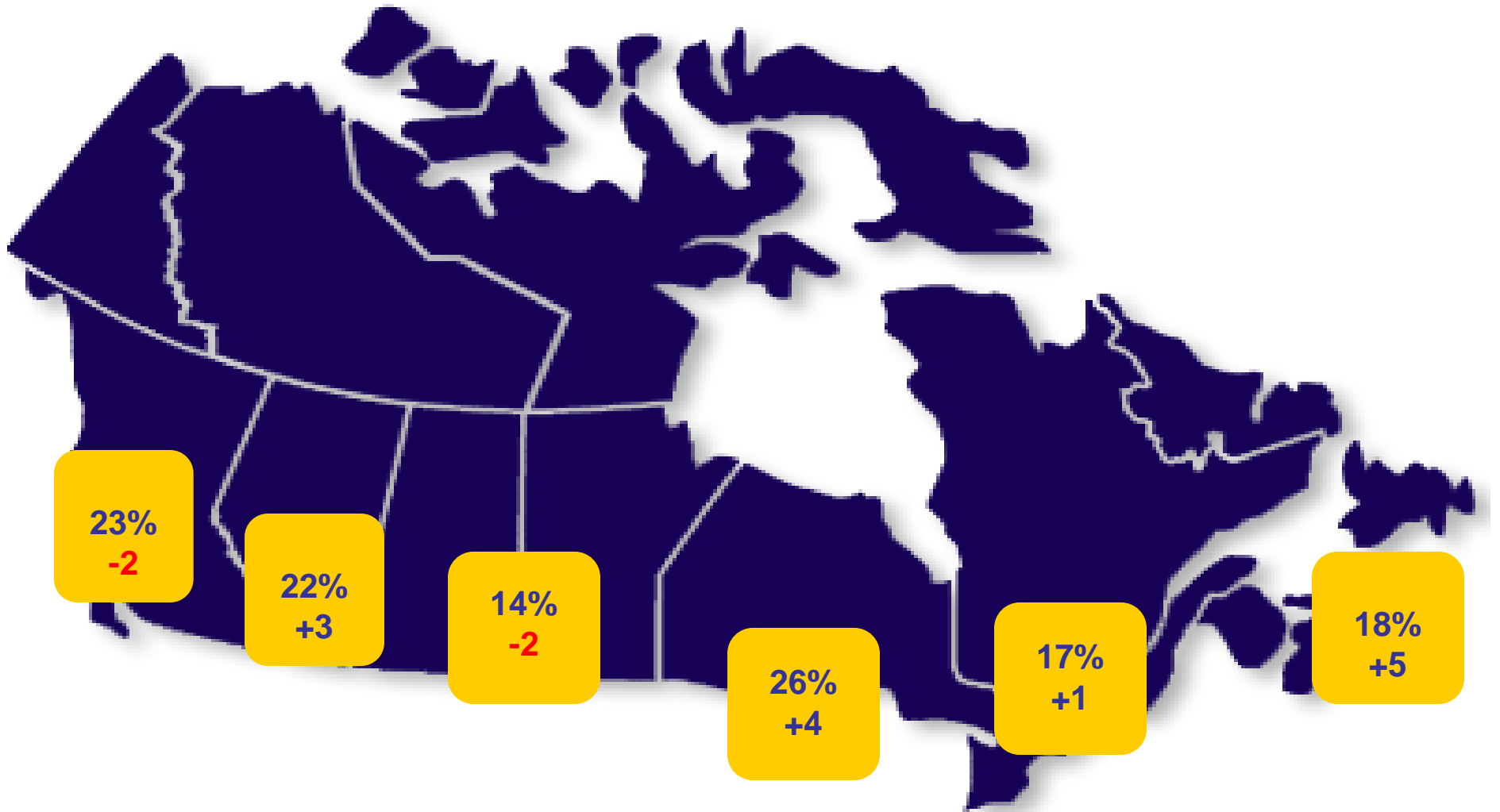
National Overall Index – Tracking: Nov 2009 – September 2010





Job Anxiety

September 2010: Nationally Total = 22%, (+2 since June)



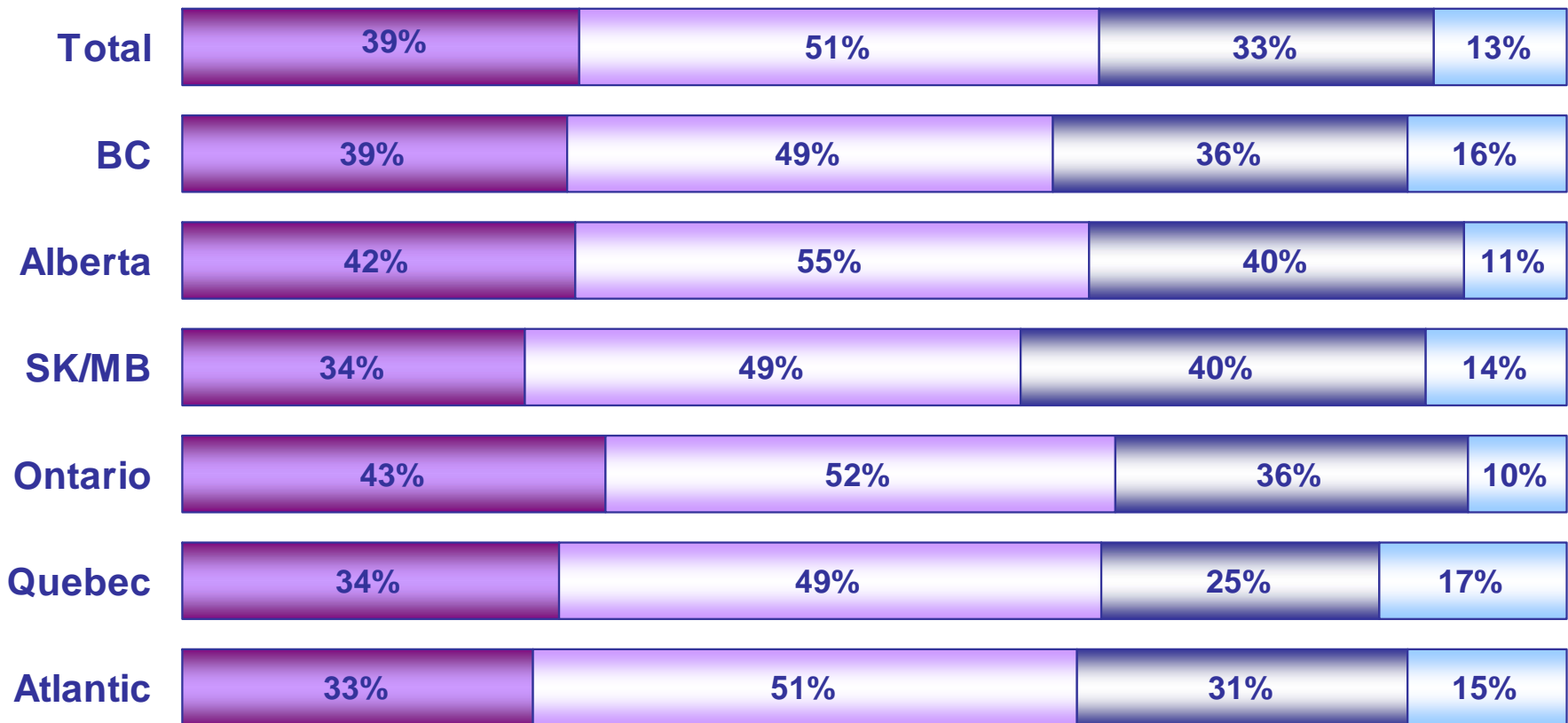
Are you or is anyone in your household worried about losing their job or being laid off? Q.7.

Base: All Respondents n = 4292 *Percentage of People Who Responded 'Yes - Worried'



Spending/Saving Intentions over the Next Year

- Spend less
- Focus on reducing my debt
- Save or invest more
- None of these



Thinking about your personal finances, which of the following would you say you plan to do in the next year or so? Q.11

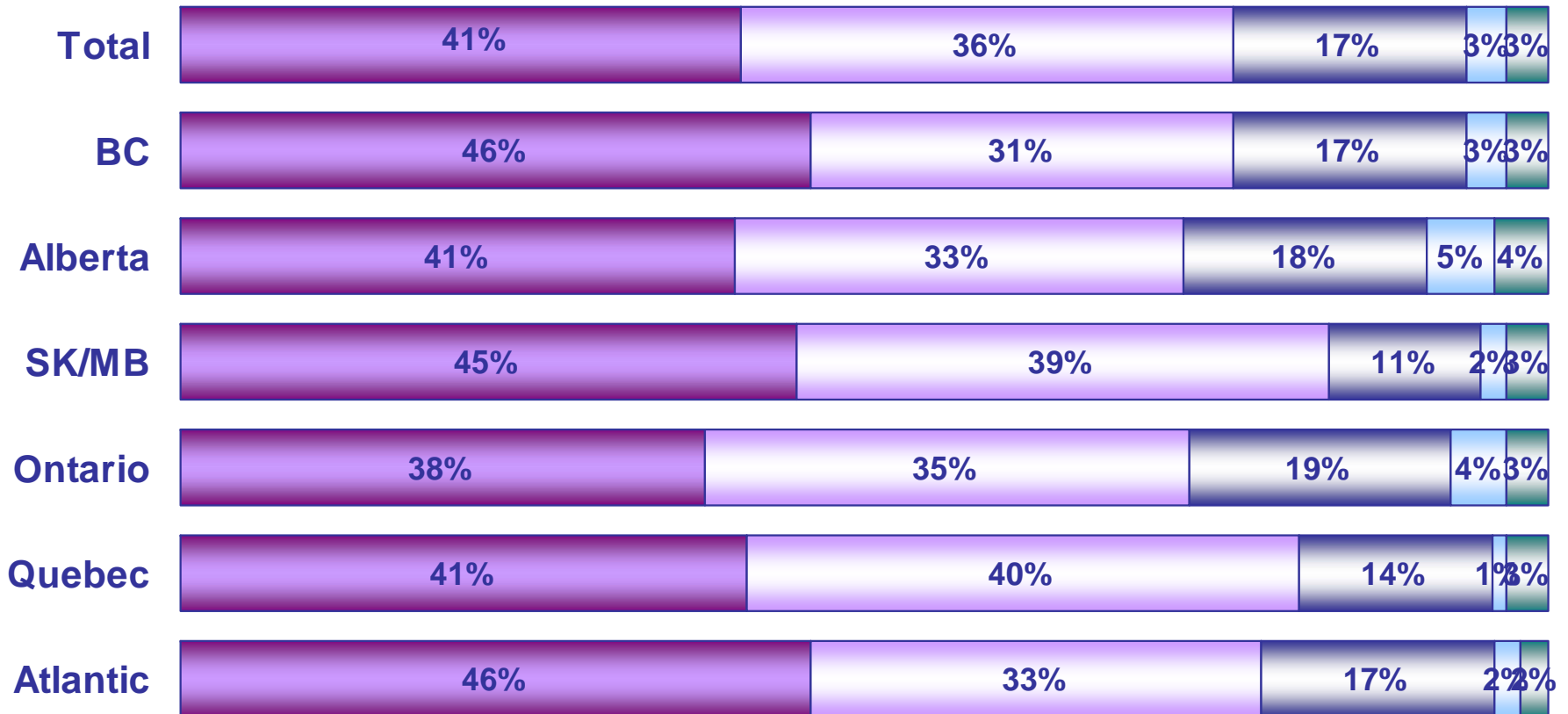
Base:	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
	4292	642	473	500	1360	848	469





Most Admit to Not Being Completely Confident that they are Managing their Debt Well

- I am confident that I am managing my debt well
- I think I am okay but know I could do better
- I am just keeping my head above water
- Not so good and I don't know where to start
- I am terrible at managing my debt



How do you feel about your ability to manage your debt? Q. 13

Base:	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
	4292	642	473	500	1360	848	469

