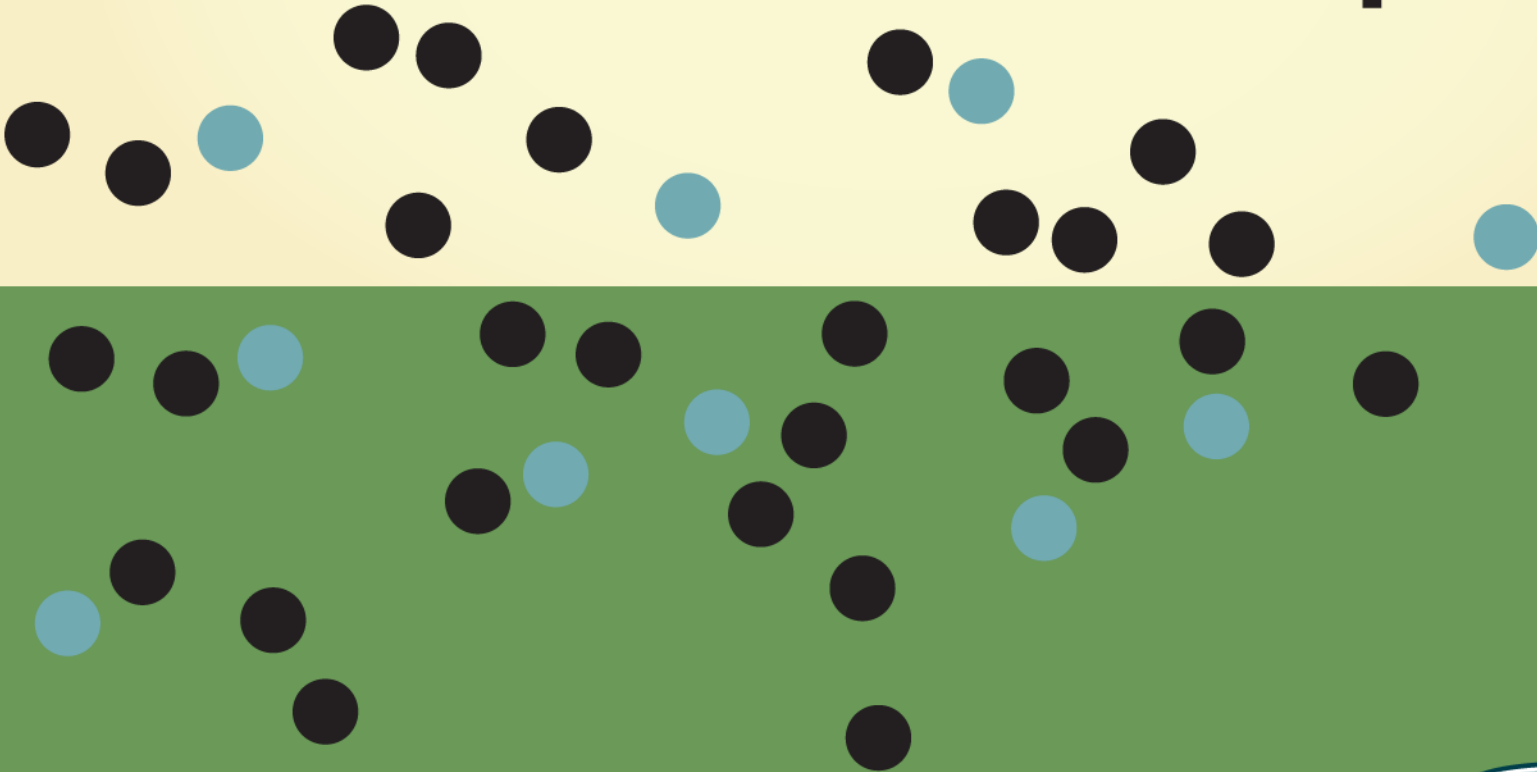


THE BENSIMON BYRNE

Consumerology Report



Methodology

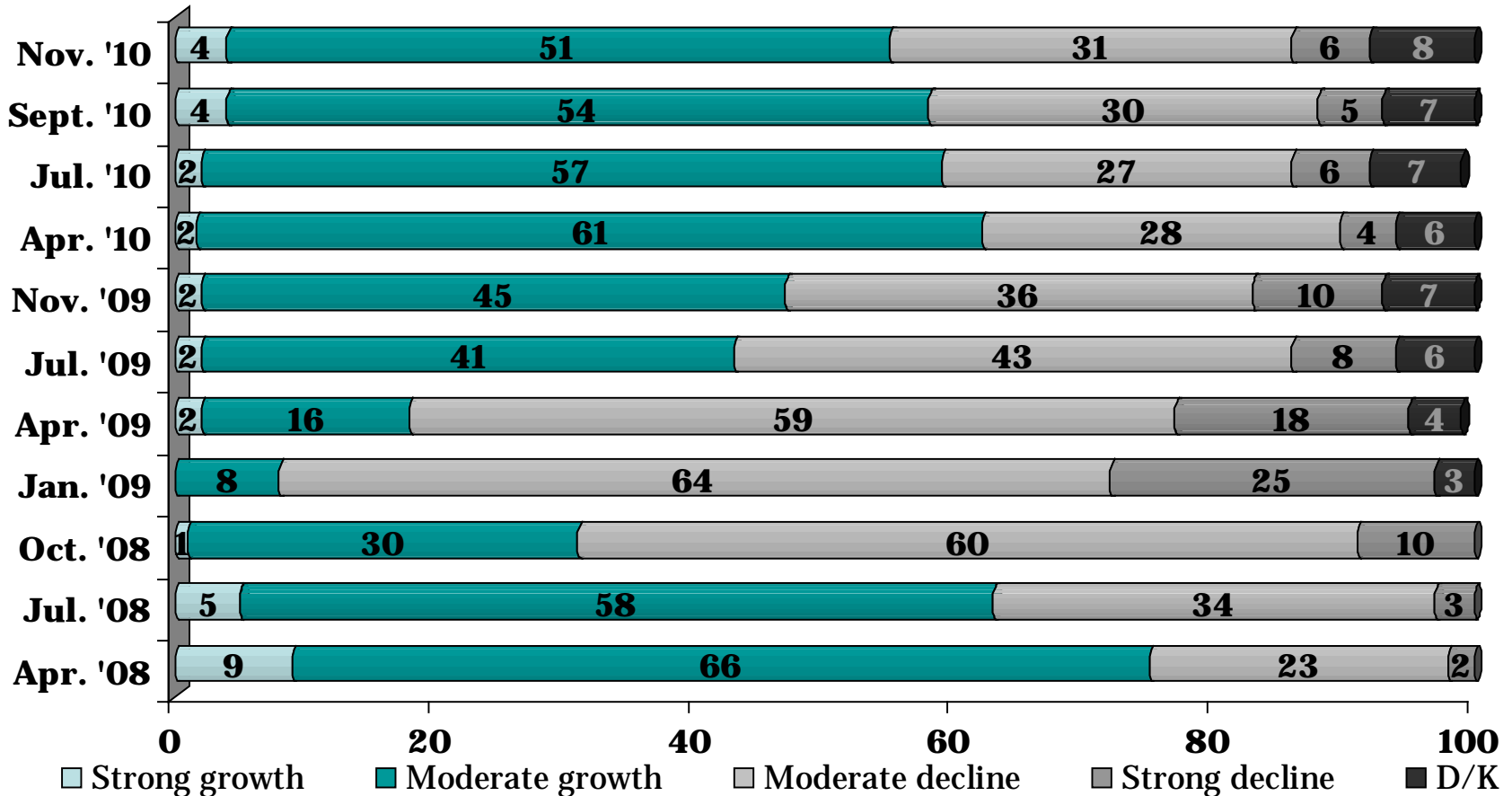
- The Gandalf Group conducted qualitative and quantitative research to produce the *Consumerology Report*. A national proportionate quantitative online survey was conducted in English and French with 1,500 Canadians between November 19 and November 26, 2010.
- Each quarter the *Consumerology Report* tracks consumer opinions about the economy, their personal financial expectations, consumer buying intention, and attitudes toward key national issues.
- Now in its eleventh quarter, the primary purpose of this edition of *Consumerology* is to define the typology that creates a Canadian consumer. And identify their spending, consumption preferences, activities, lifestyle and media choices.

Key Findings

- One and a half years after the recession in Canada was declared over, just slightly more than half of Canadians feel that the economy is growing
- This is the fourth consecutive quarter of decline in the number of Canadians who feel even modest growth in the economy
 - Negative assessments of the economy have also caused a spike in fear about job loss, particularly in Ontario
- There is optimism about the immediate future, but no bullishness
 - People expect growth, but not strong growth
- Deteriorating macro assessments aside, most Canadians feel their personal balance sheet is improving somewhat
- This bodes well for Christmas shopping, as this indicator, more than any other, indicates whether shoppers will open their wallets

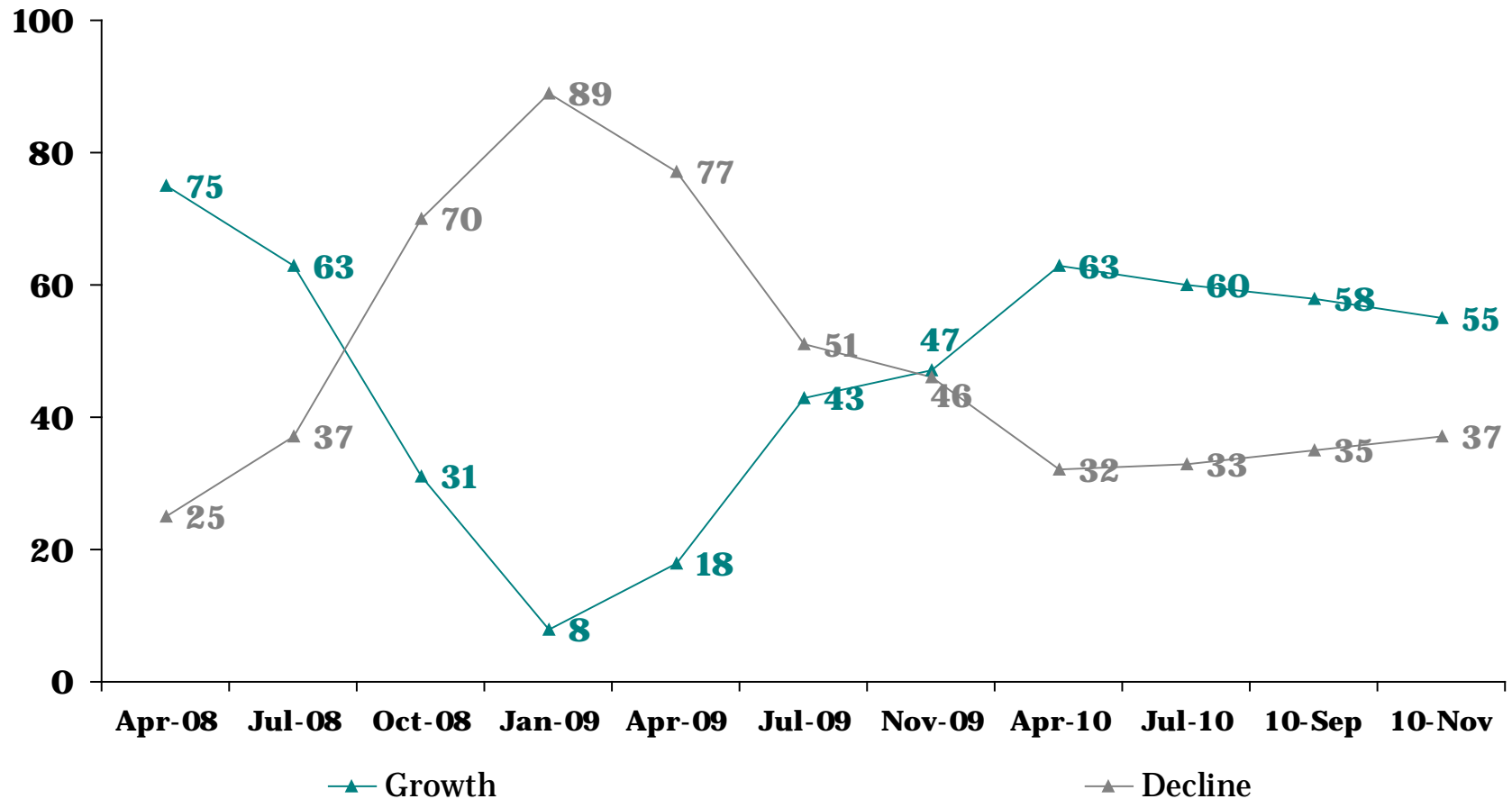
Assessments of the National Economy

“In general, how would you describe the state of the economy of Canada today – would you say that it is in a period of _____?”



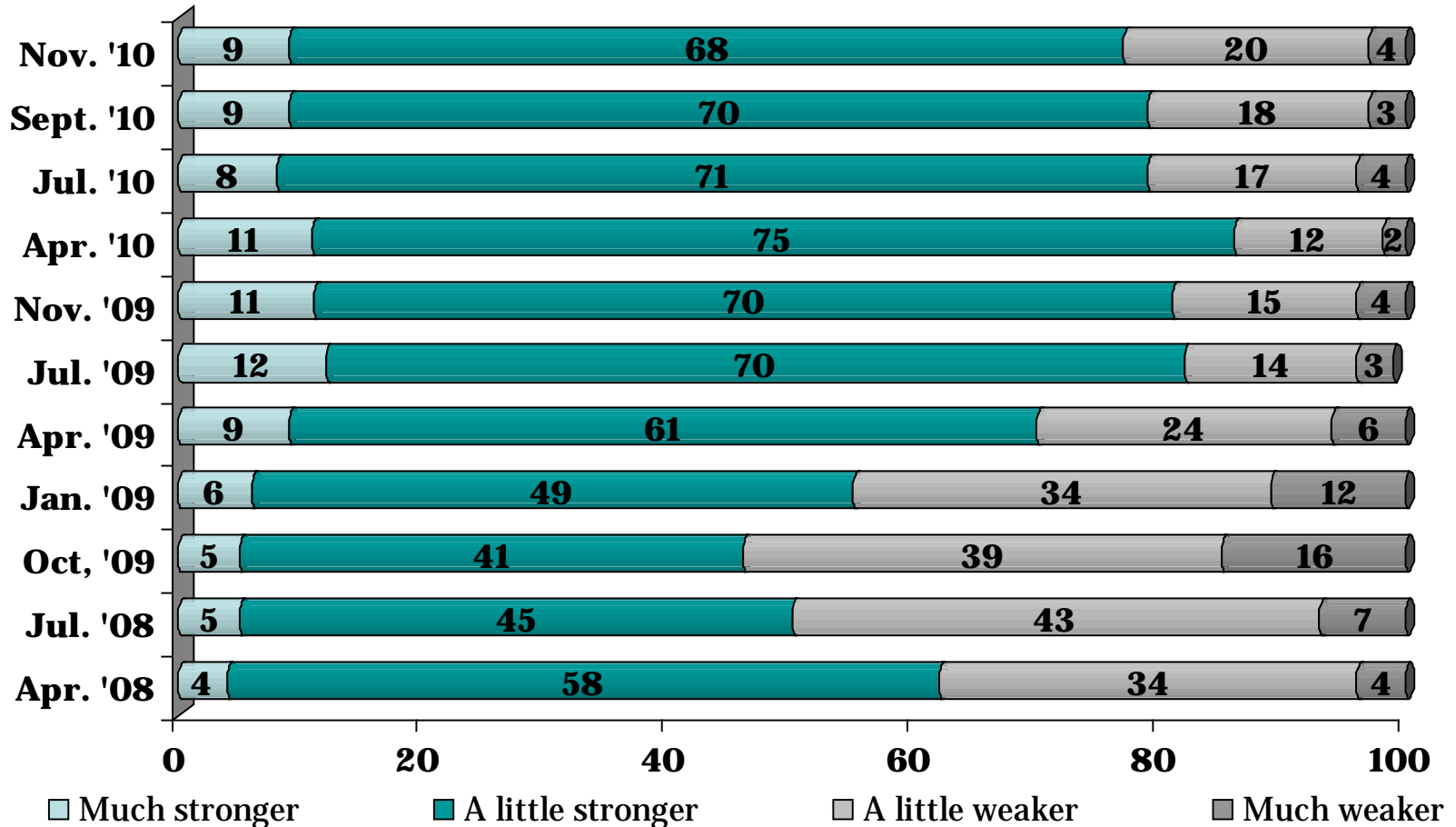
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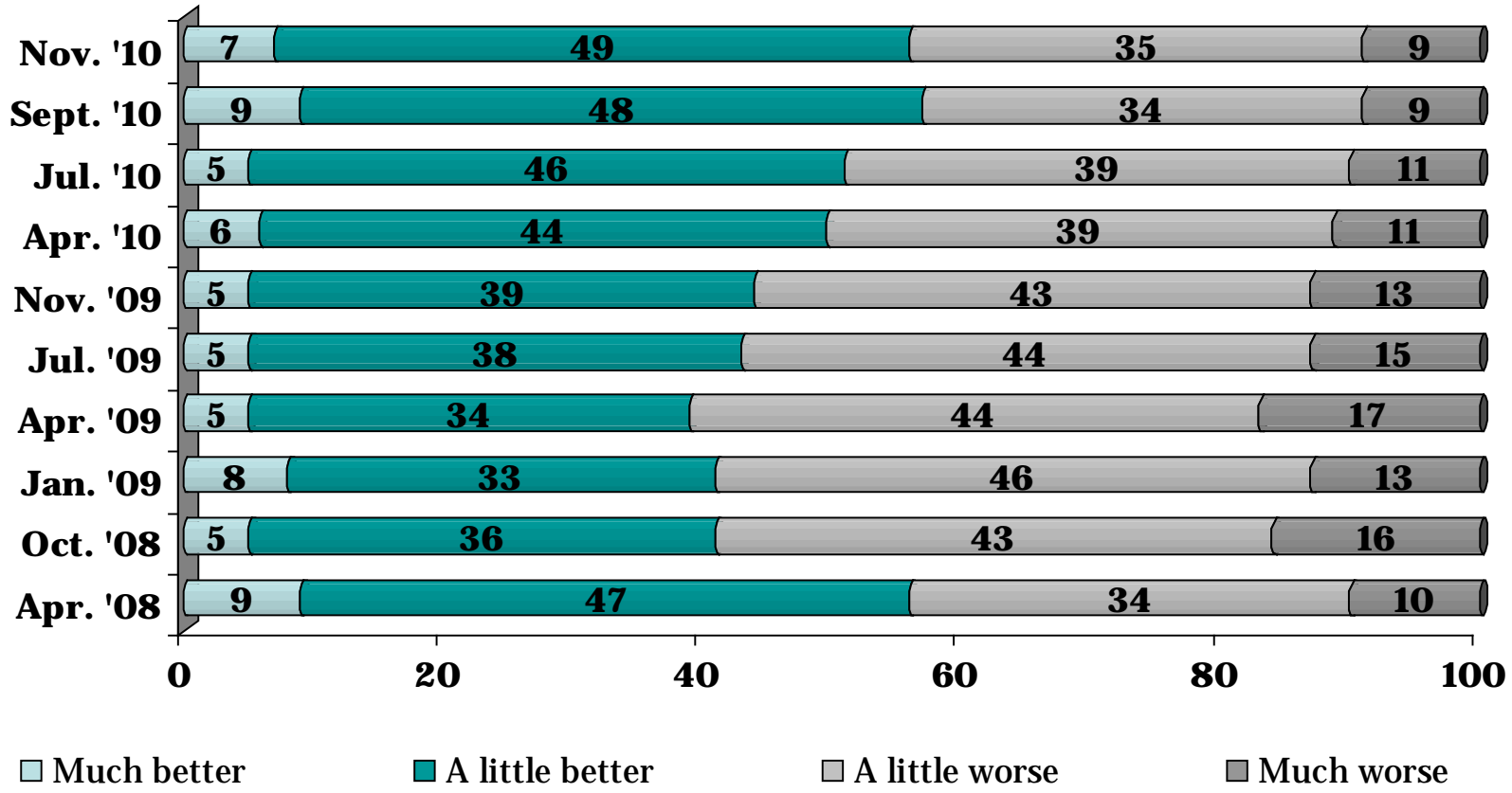
Economic Expectations

“Looking forward to one year from now, do you think the economy will be much stronger than it is today, a little stronger than it is today, a little weaker than it is today or much weaker than it is today?”



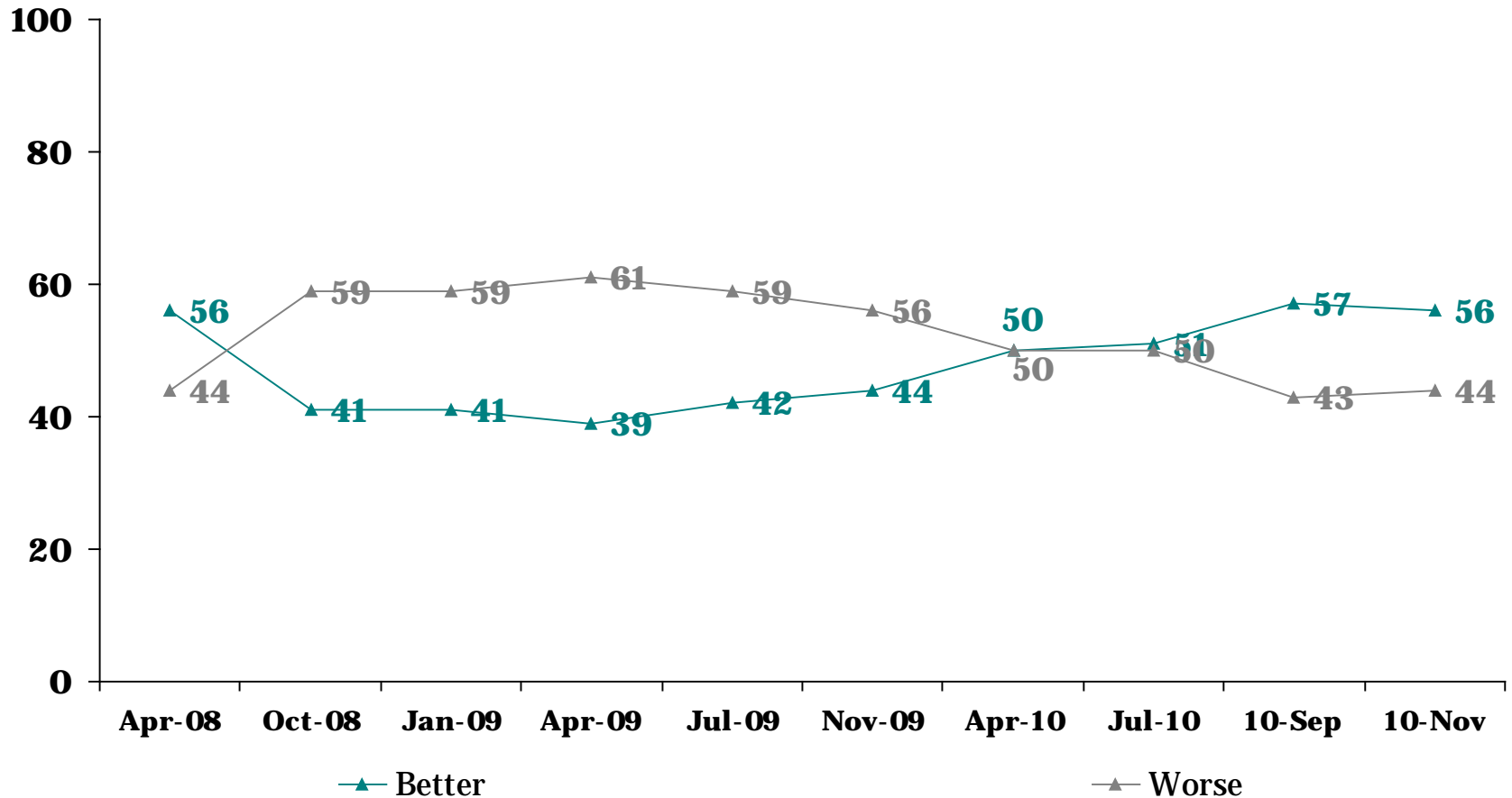
Assessment of Personal Financial Situation

“How would you say your PERSONAL financial or economic situation is compared to one year ago?
 Would you say your PERSONAL or economic financial situation has gotten _____?”



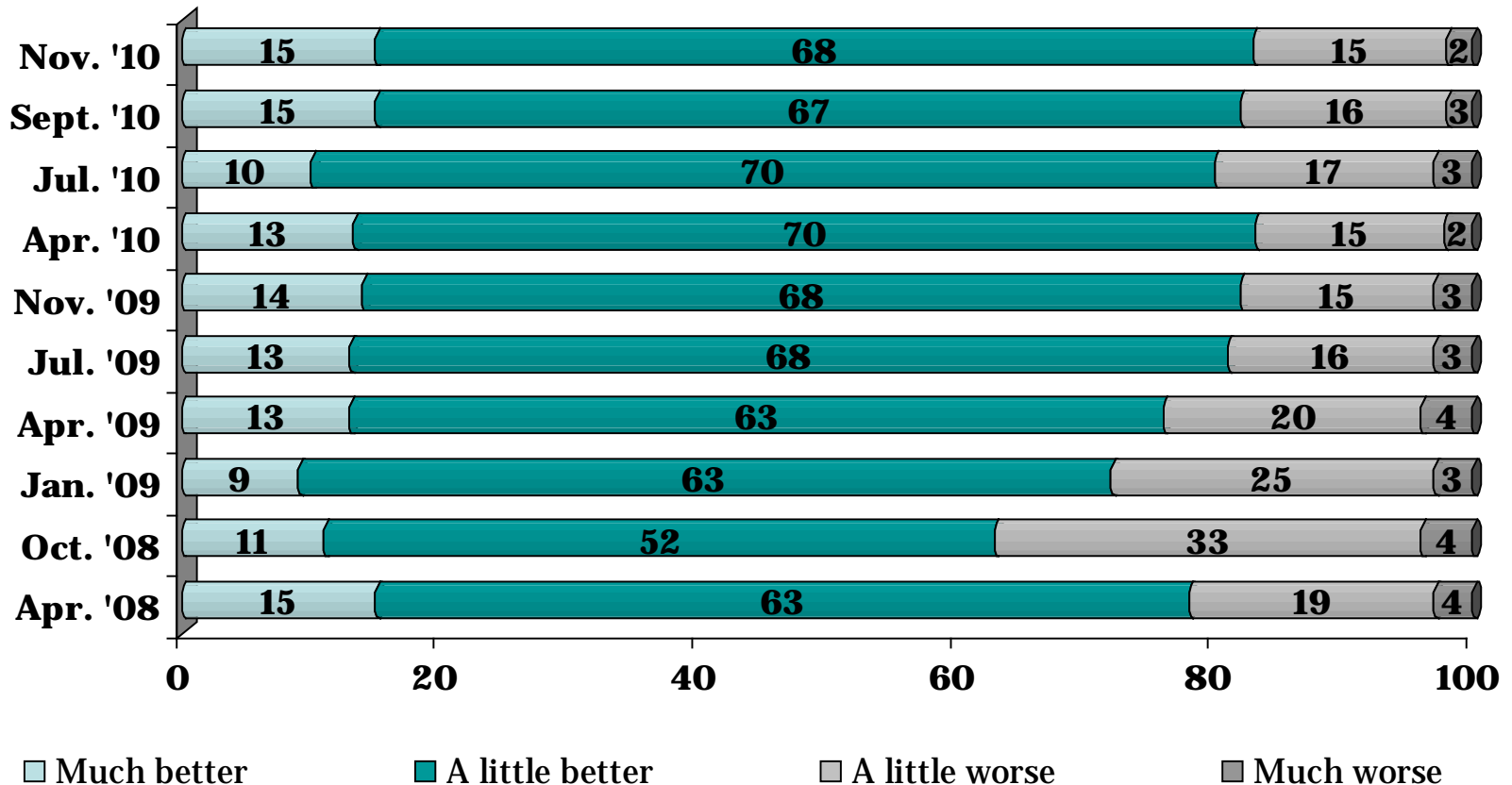
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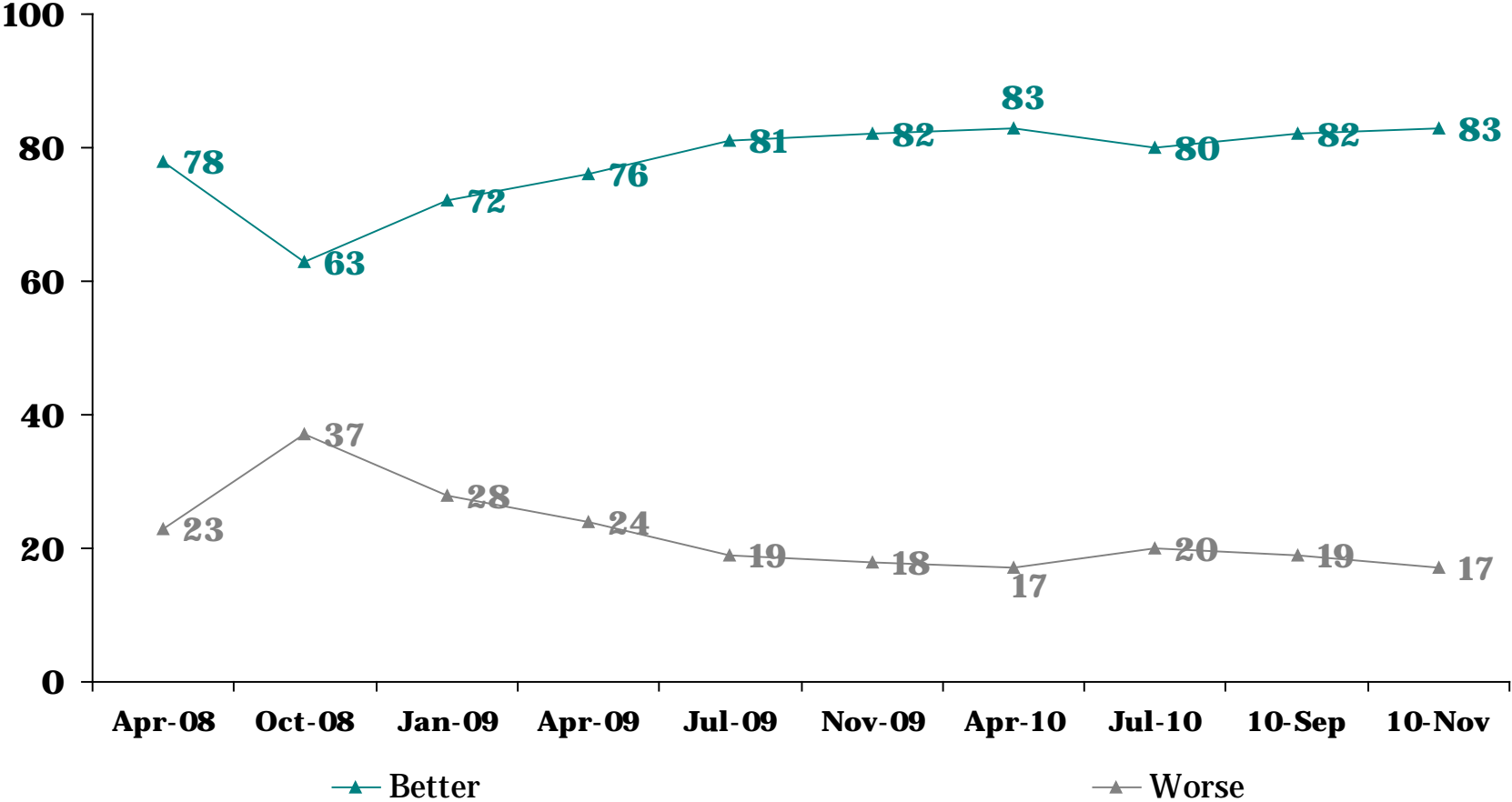
Projection of Personal Financial Situation

“How do you expect your PERSONAL financial or economic situation to be one year from now – compared to what it is like today. Do you expect that your PERSONAL or economic financial situation will be in much better shape, a little better shape, a little worse, or much worse than it is now?”



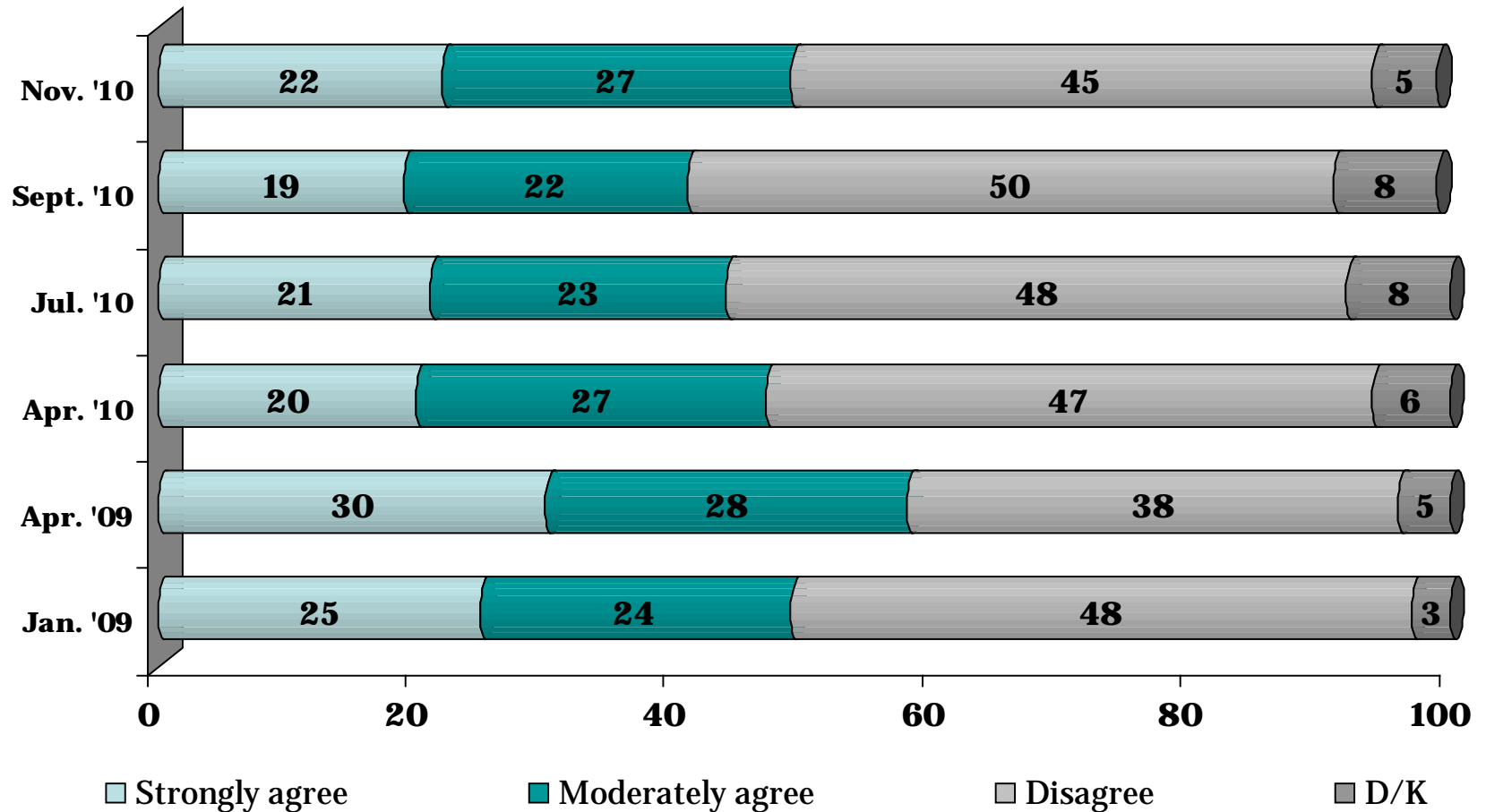
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Concern for Job Security

“We’d like you to tell us how much you agree or disagree with the following statement, using a 1 to 9 scale where 1 means you strongly disagree and 9 means you strongly agree: **I am worried that I or somebody in my household might lose their job this year.**”



Concern for Job Security – Ontario

“We’d like you to tell us how much you agree or disagree with the following statement, using a 1 to 9 scale where 1 means you strongly disagree and 9 means you strongly agree: **I am worried that I or somebody in my household might lose their job this year.**”

