

*THE BENSIMON BYRNE*

# Consumerology Report

**Economic Trends and  
Consumer Behaviour  
Mini-Report**

December 2009



# Methodology

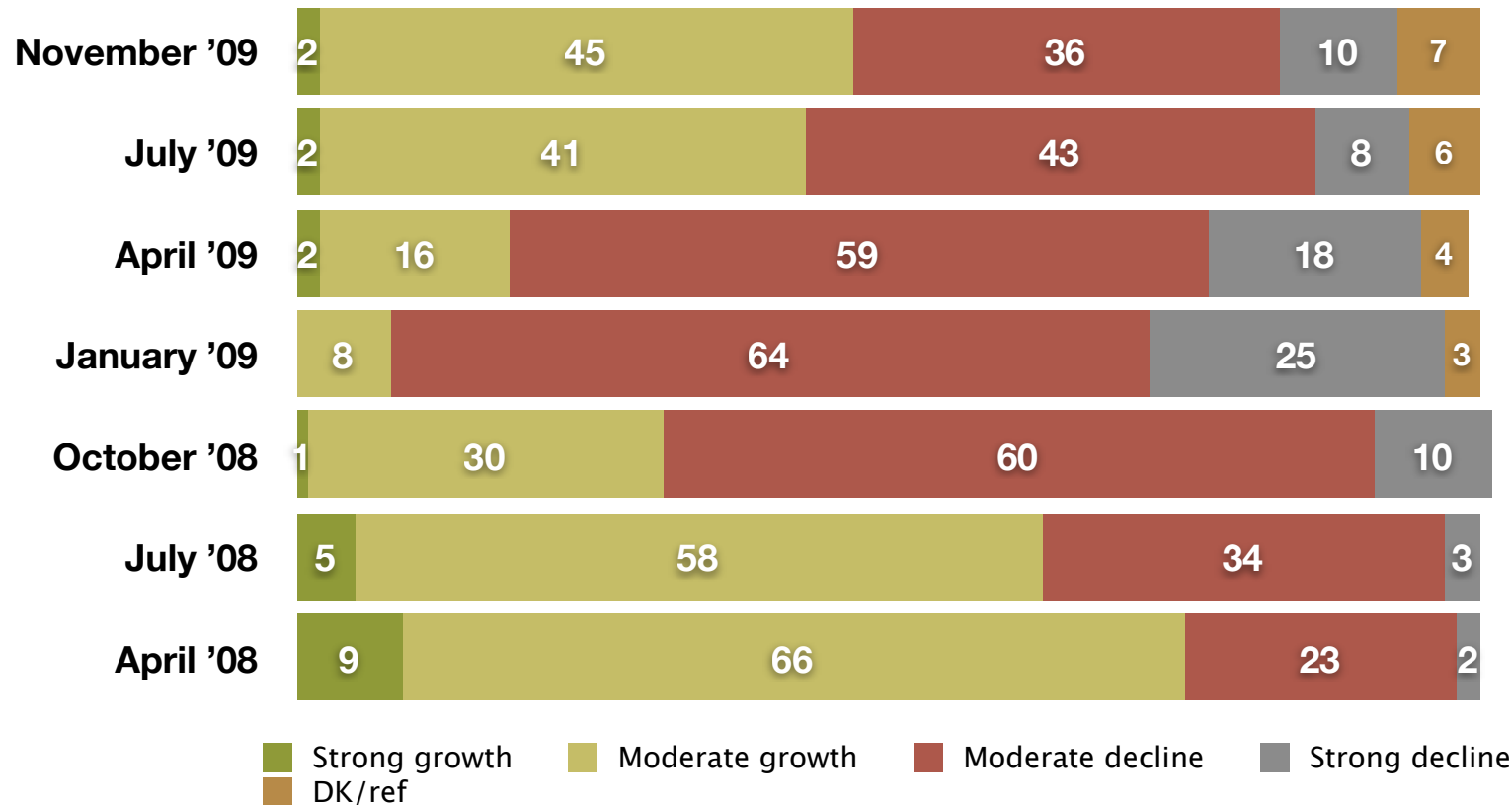
- The Gandalf Group conducted qualitative and quantitative research to produce the *Consumerology Report*. A national proportionate quantitative online survey was conducted in English and French with 1,500 Canadians between November 18 and 24, 2009.
- The *Consumerology Report* yields a margin of error of +/- 2.53%.
- Each quarter, the *Consumerology Report* tracks consumer opinions about the economy, their personal financial expectations, consumer buying intention, and attitudes toward key national issues.

# Consumer Confidence Stalls

- Consumer attitudes continue to tell a story about hope for the future tempered by a grim reality.
- Fewer than half of Canadians agree when economists say that the recession is over. Forty-six percent believe that the economy is continuing to decline.
- After two quarters of strong growth, the number of consumers who think the economy is growing levelled off this quarter at 47%.
- Six in ten Canadians over the age of 29 are worse off financially than they were a year ago.
- Eighty percent believe that their situation will be better a year from now, the vast majority of these expecting modest improvement.
- Consumers are unlikely to act on that optimism. Canadians' financial situation has not improved in the sixteen months since the recession did its most significant damage. One year ago, 70% believed their situation would improve over the next twelve months. At the conclusion of those twelve months, the percentage of Canadians whose situation has improved is 3%.

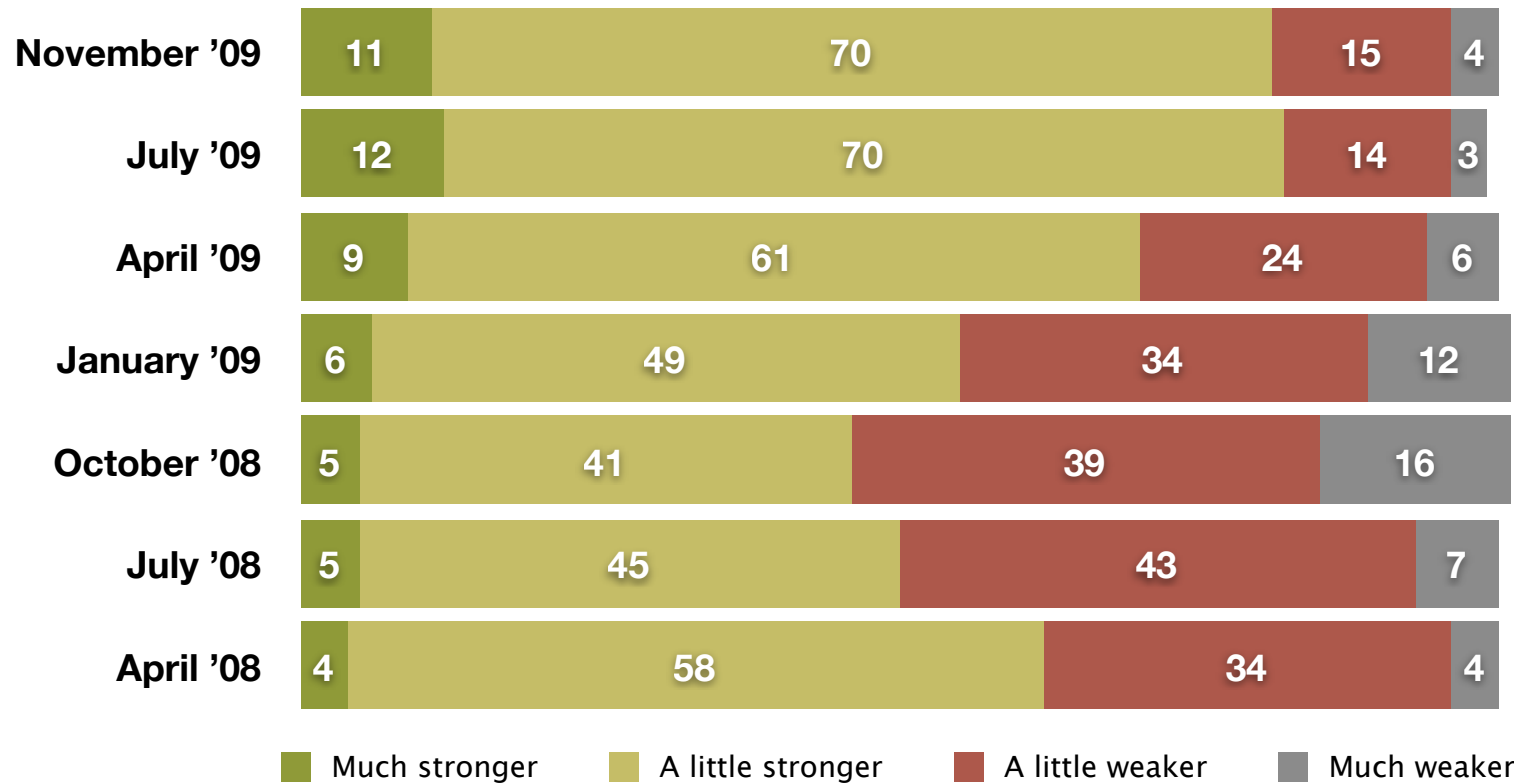
# Assessments of the National Economy

- In general, how would you describe the state of the economy in Canada today – would you say that it is in a period of strong growth, moderate growth, moderate decline, or strong decline?



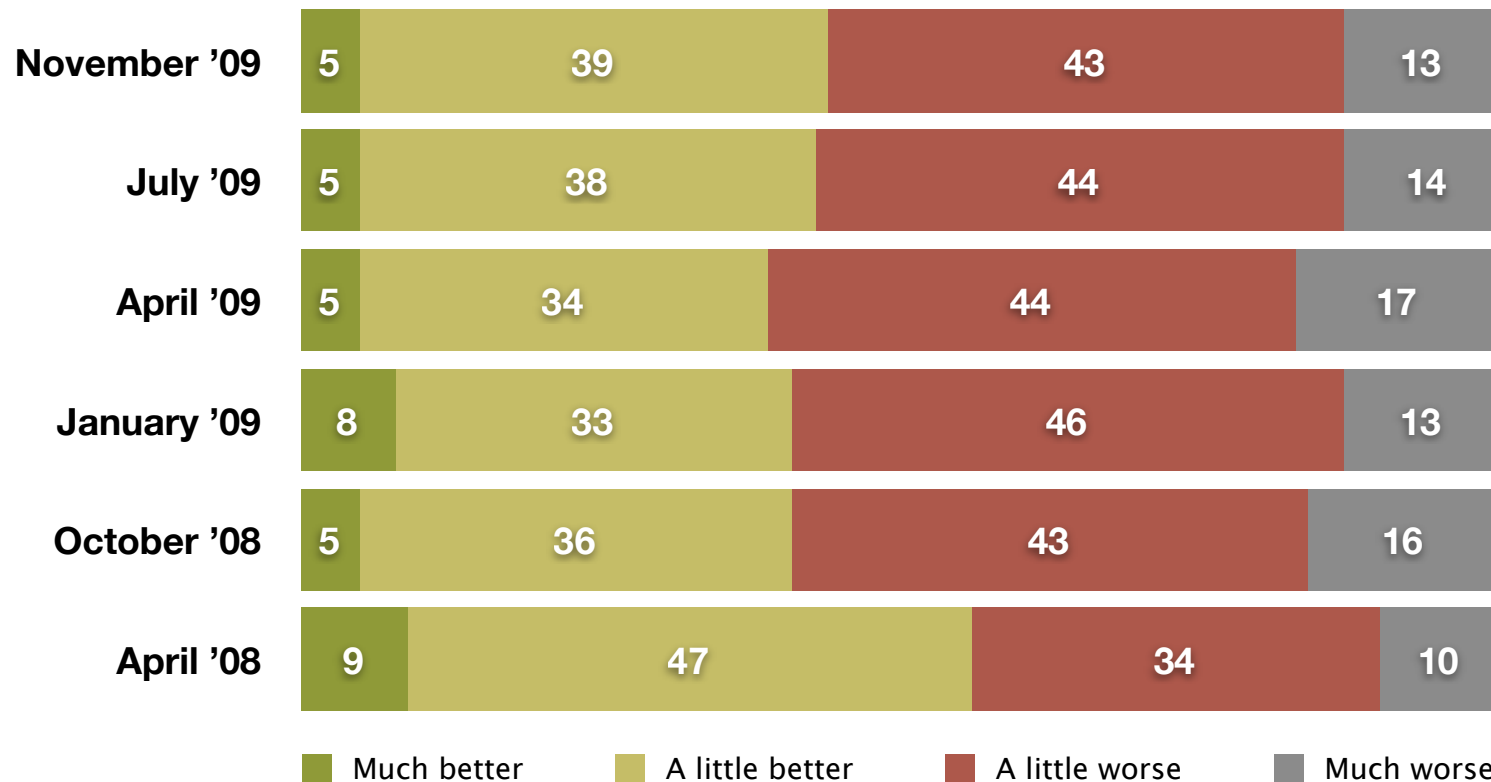
# Economic Expectations

- 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?



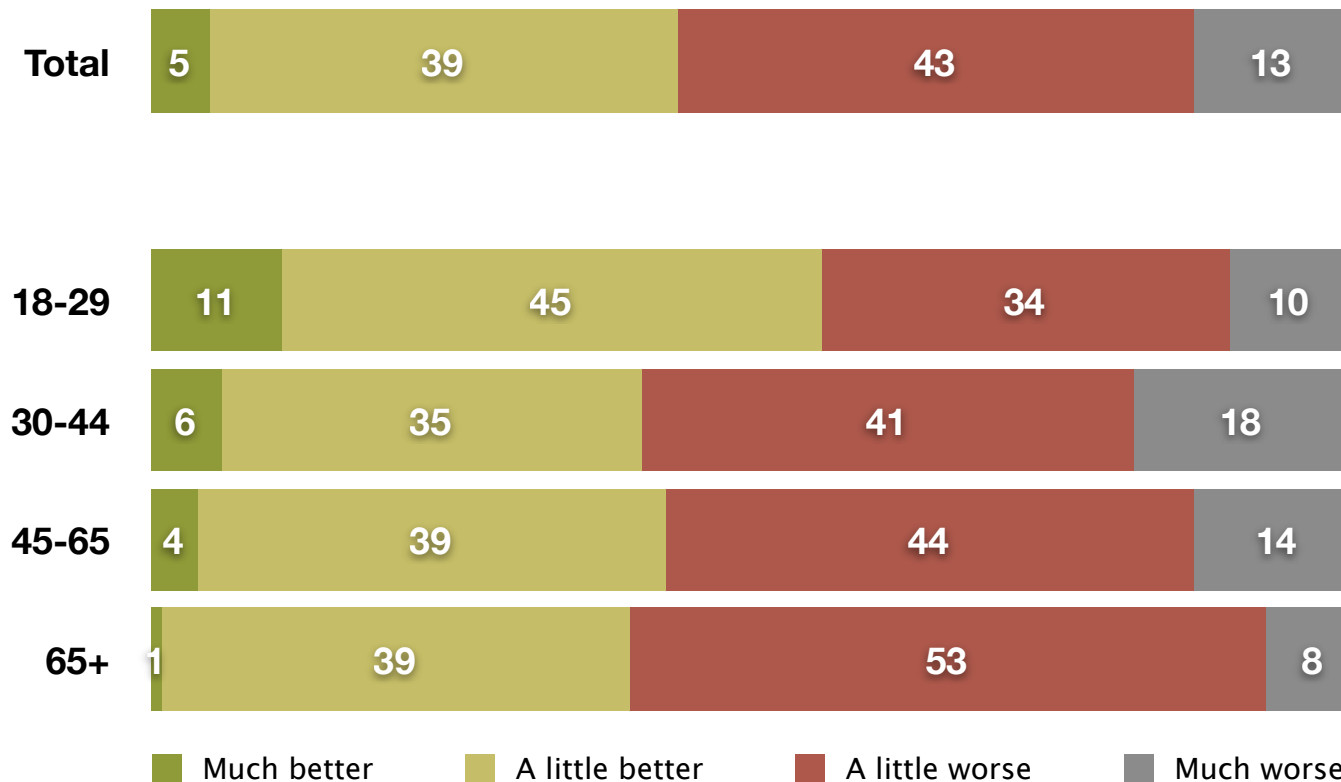
# Assessment of Personal Financial Situation

- How would you say your **personal** financial or economic situation is compared to one year ago? Would you say your personal financial or economic situation has gotten much better, a little better, a little worse or much worse?



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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 today? Do you expect that your personal financial or economic situation will be in much better shape, a little better shape, a little worse, or much worse than it is now?

