

THE BENSIMON BYRNE

Consumerology Report

Economic Trends and
Consumer Behaviour
Mini-Report
Sept 2009



Consumerology Report

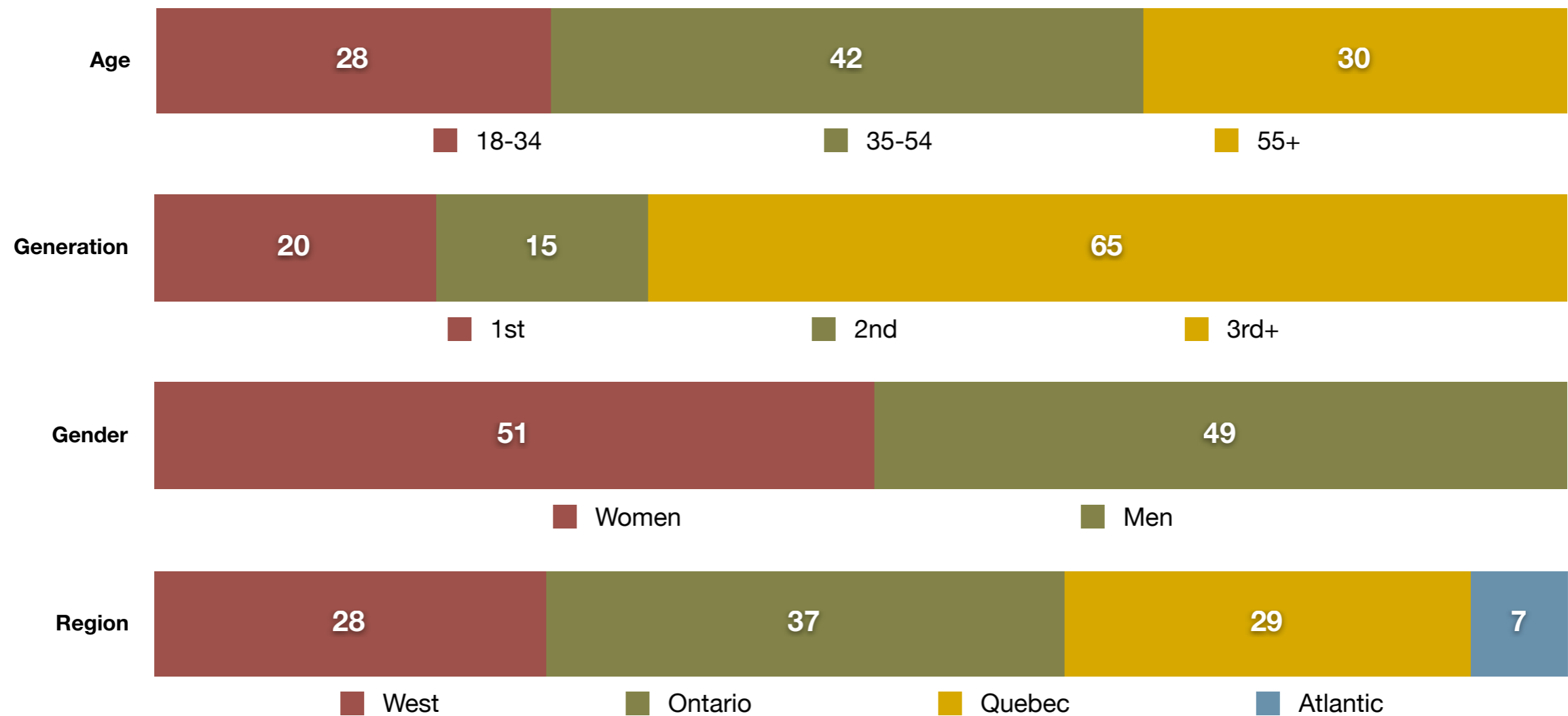
- Each quarter, the Consumerology Report tracks consumer opinions about the economy, personal financial expectations, buying intentions and attitudes toward key national issues.
- This mini-report provides an update of the economic trends and consumer behaviour since the last report released April 2009.
- On behalf of Bensimon Byrne, The Gandalf Group conducts research to produce the Consumerology Report.
- The Gandalf Group offers elite research and strategic advice in brand development, policy advocacy, reputation management, consumer research, issue management and communications. Learn more about them at www.gandalfgroup.ca

Methodology

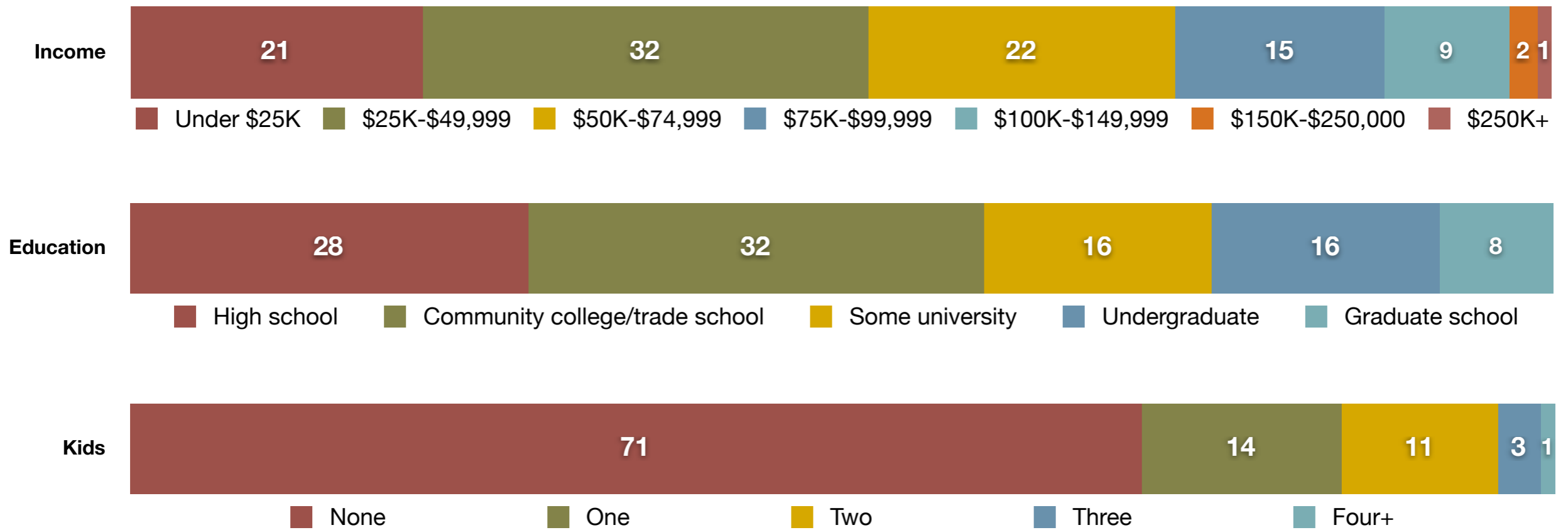
- The Gandalf Group conducted qualitative and quantitative research to produce the *Consumerology Report*. Online discussions were held between June 23 and 26, 2009 and a national proportionate quantitative online survey was conducted in English and French with 1,627 Canadians between July 23 and July 29.
- The *Consumerology Report* yields a margin of error of +/- 2.43% 19 times out of 20.

Sample Composition

- We find it helpful to do a basic visual rundown of the breakdown of demographics participating in the survey to demonstrate that it is extremely reflective of the population at large.



Sample Composition



Key Findings

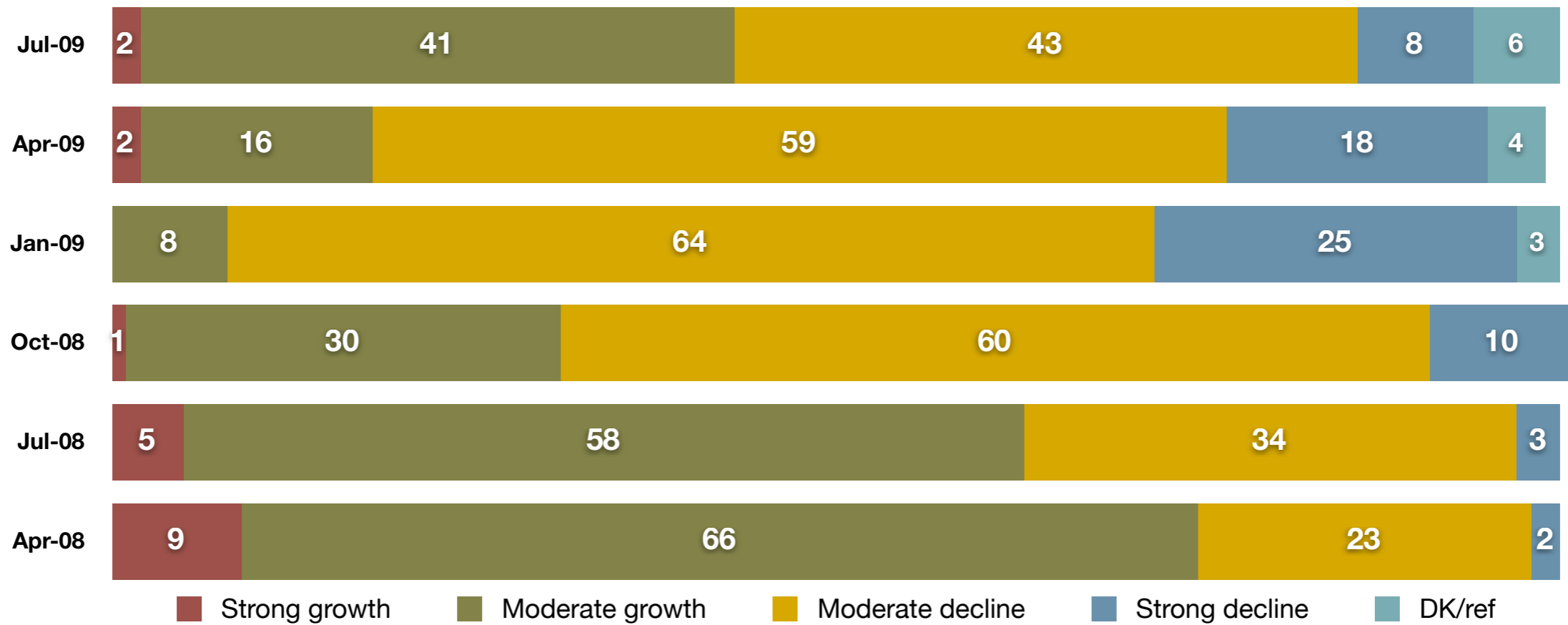
- Canadians are seeing signs of economic recovery and are very optimistic about the national economy and their own personal fortunes.
- Sixty percent of Canadians, however, have had their personal finances decline in the past year.
- And, except young people, Canadians are cost cutting. They are eating more at home, cutting back on use of credit cards and are as likely to have reduced their investments as increased them.

Economic Assessments

- After assessments of the economy bottomed out in January, Canadians are seeing signs of economic growth. Few Canadians believe the economy is in strong growth, but over 40% believe it is in moderate growth.
- The same trend can be said of expectations. Most people are expecting modest improvement in the economy. Eighty-two percent believe the Canadian economy will be in strong or moderate growth a year from now. This is the highest level of economic optimism since the *Consumerology Report* began in April 2008.
- The majority of Canadians have seen their personal financial situations decline over the past year. Sixty percent of those over the age of 35 are worse off today than a year ago. Optimism remains high however with over 80% of Canadians expecting their personal financial situation to improve over the coming year.

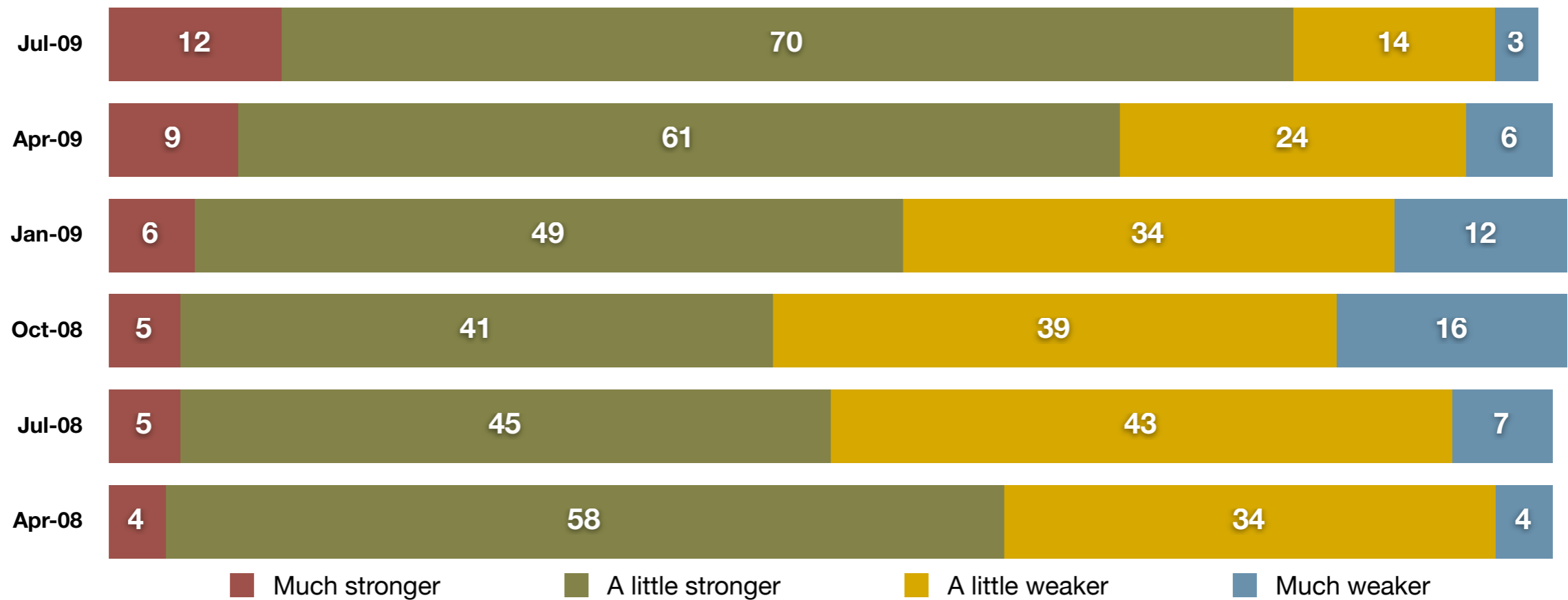
Assessments of the National Economy

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



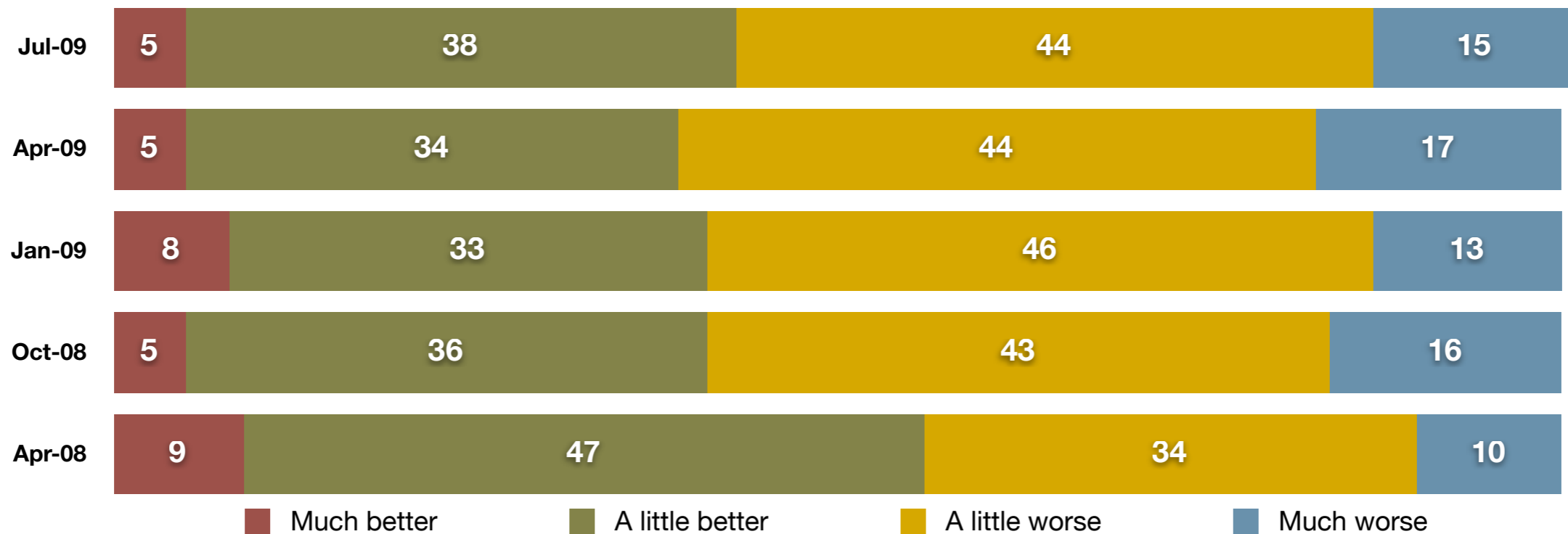
Economic Expectations

- 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?



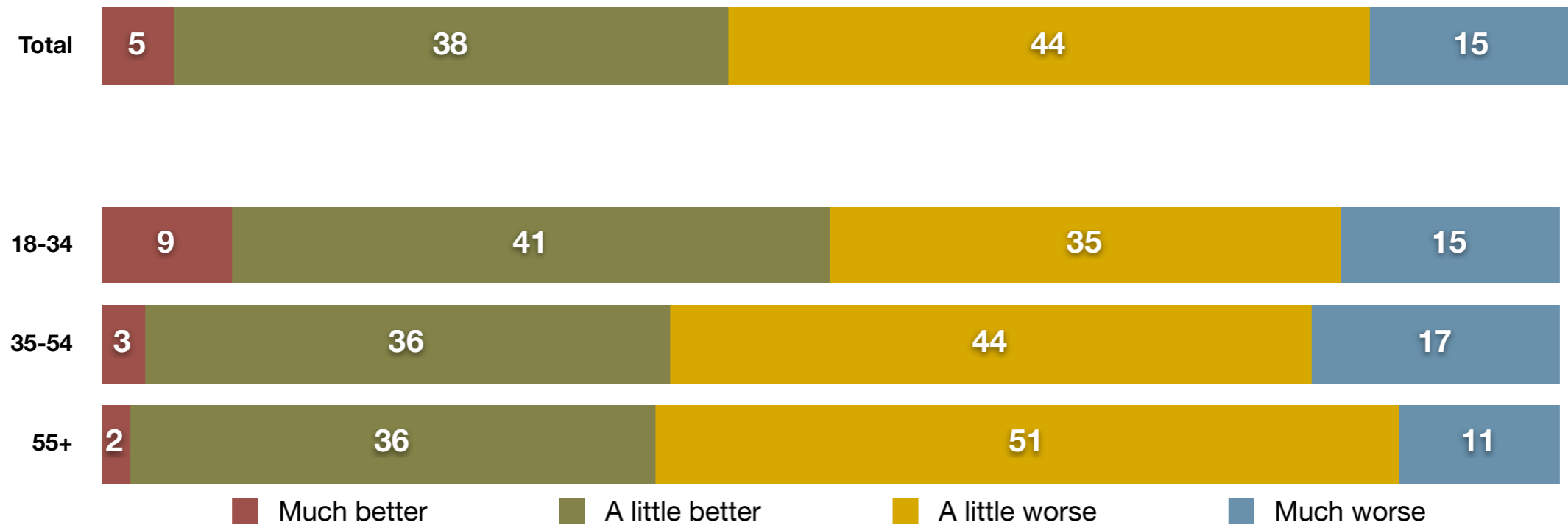
Assessment of Personal Financial Situation

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



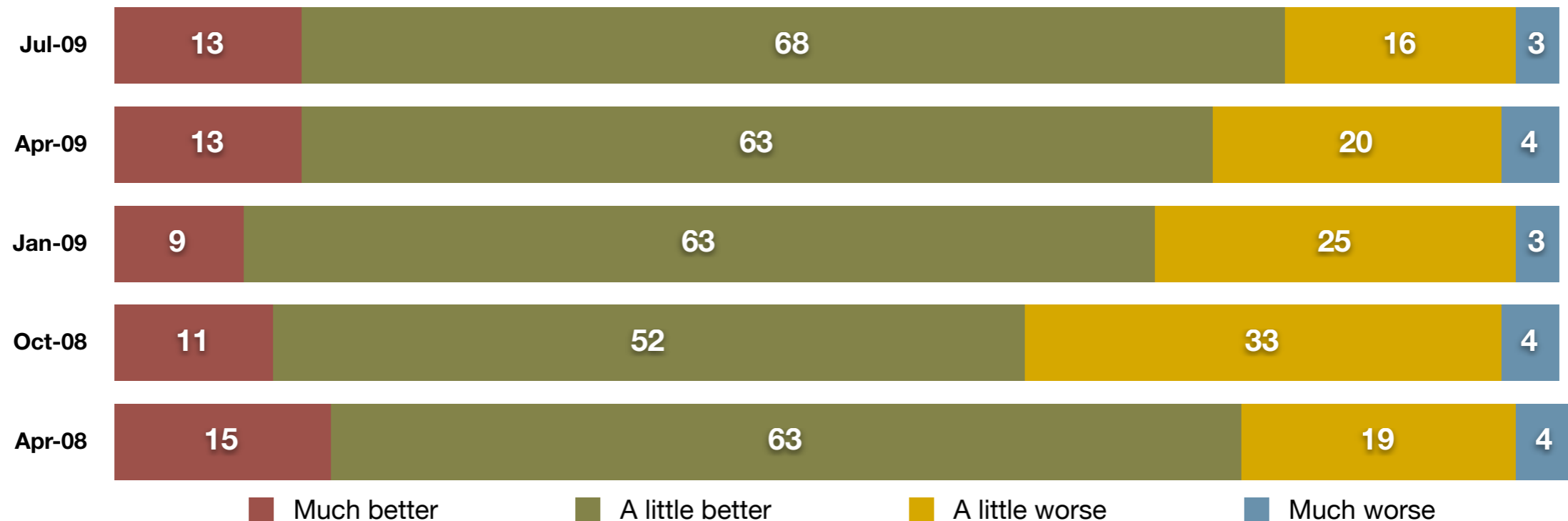
Assessment of Personal Financial Situation

- 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 much better, a little better, a little worse or much worse?



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?

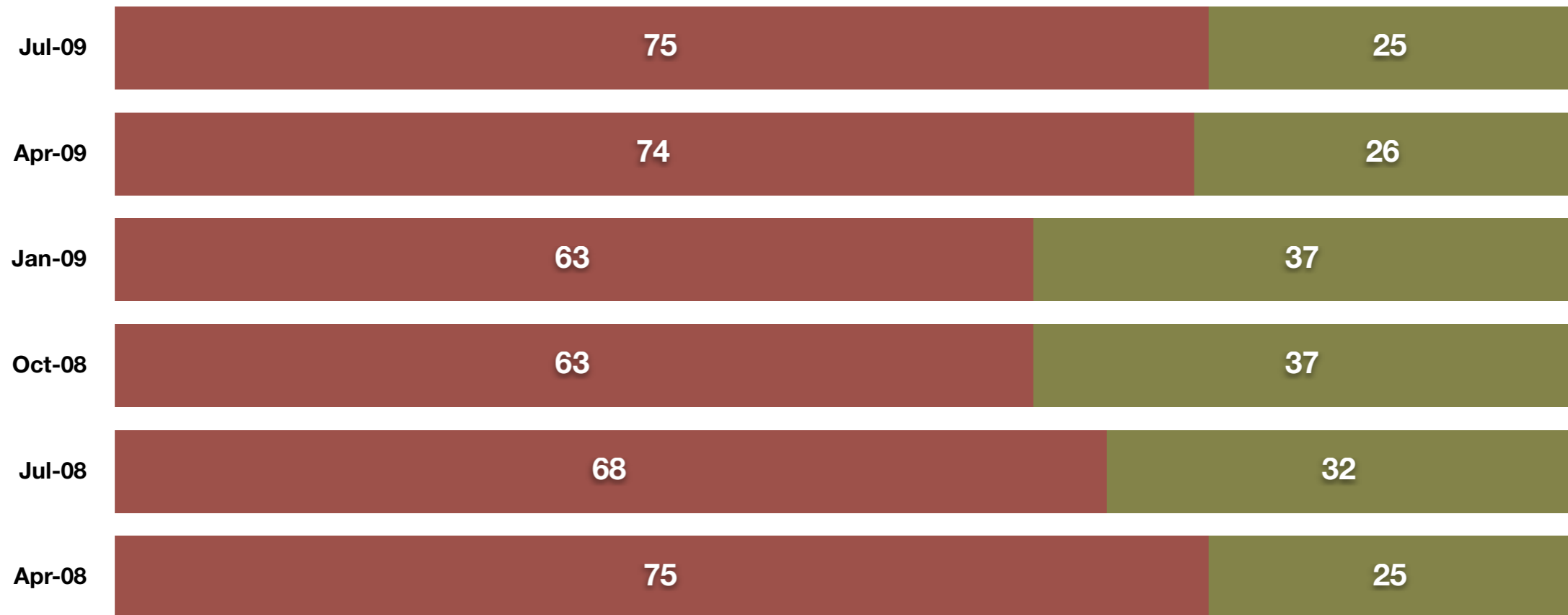


Direction of the Country

- The level of satisfaction with the direction in which the country is going is back to benchmark levels. Seventy-five percent of Canadians believe the country is headed in the right direction and only 25% believe it is headed in the wrong direction.

Direction of the Country

- Which of these two statements is closer to your own opinion?



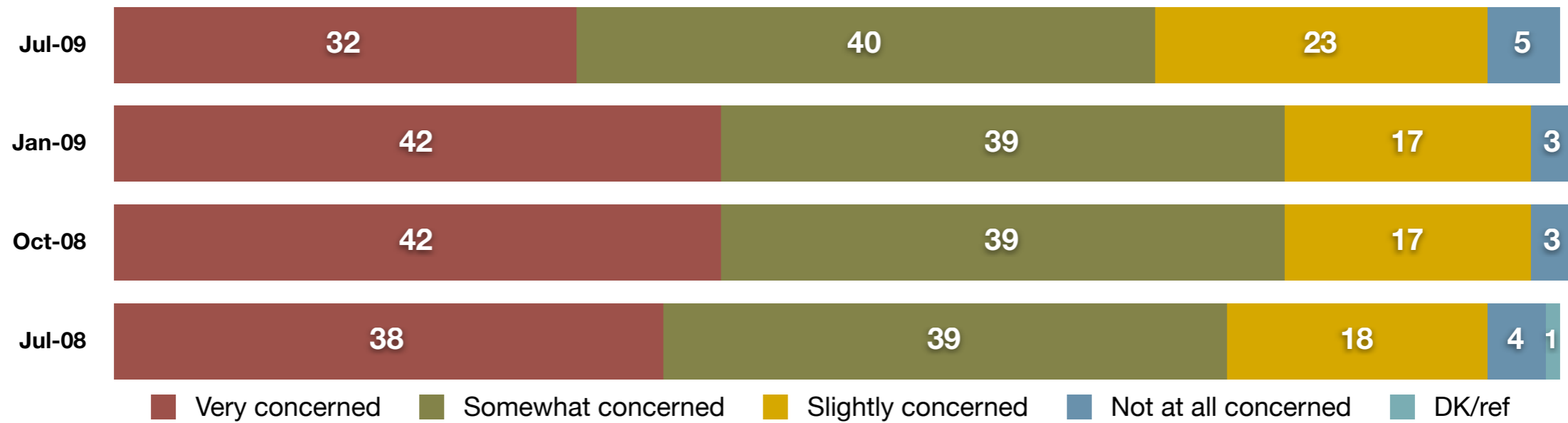
- Some/Other people say that, while the country has some problems, Canada is generally headed in the right direction at the current time.
- Some/Other people say that there are more things going badly than well in Canada right now and that the country is headed in the wrong direction.

Economics and the Environment

- The percentage of Canadians who are very concerned about the state of the environment has dipped 10 points during the last quarter, but overall concern remains high.
- Canadians remain as financially able to make changes to benefit the environment as they were during the fall of 2008.

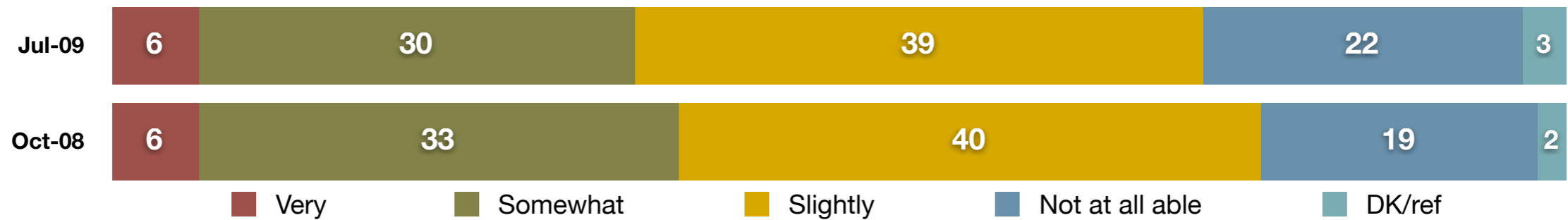
Concern for the Environment

- How concerned are you about the state of the environment?



Financial Ability to Make Changes

- How able are you financially to make changes in your life that would benefit the environment?



Changes in Behaviour

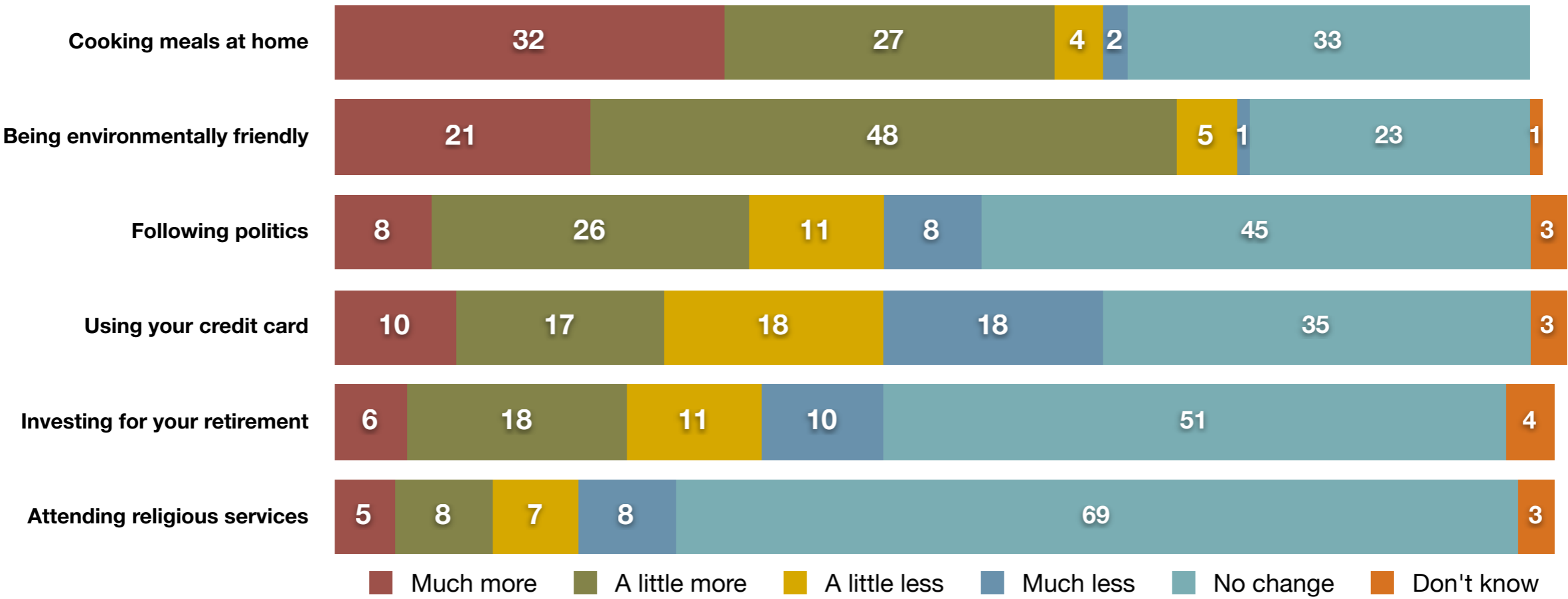
- The economic turmoil of the last year has had an effect on how Canadians spend and save.
- Between the ages of 35 and 54, people are as likely to have cut back on their retirement investing as to have increased it. While one-quarter of Canadians in this key earning demographic report having increased their retirement savings, another quarter report having decreased it – 12% significantly.
- And, while those 18 to 34 are still increasing their use of credits cards, Canadians between the ages of 35 and 54 are twice as likely to have cut back on credit card usage as to have increased usage – 40% report cutting down on their use of credit cards.

Changes in Behaviour

- Almost 70% of Canadians report being more environmentally friendly today than two years ago.
- Women are much more likely than men to have significantly increased their environmentally friendly practices.
- Religious observance is declining among third generation Canadians but growing amongst first generation.

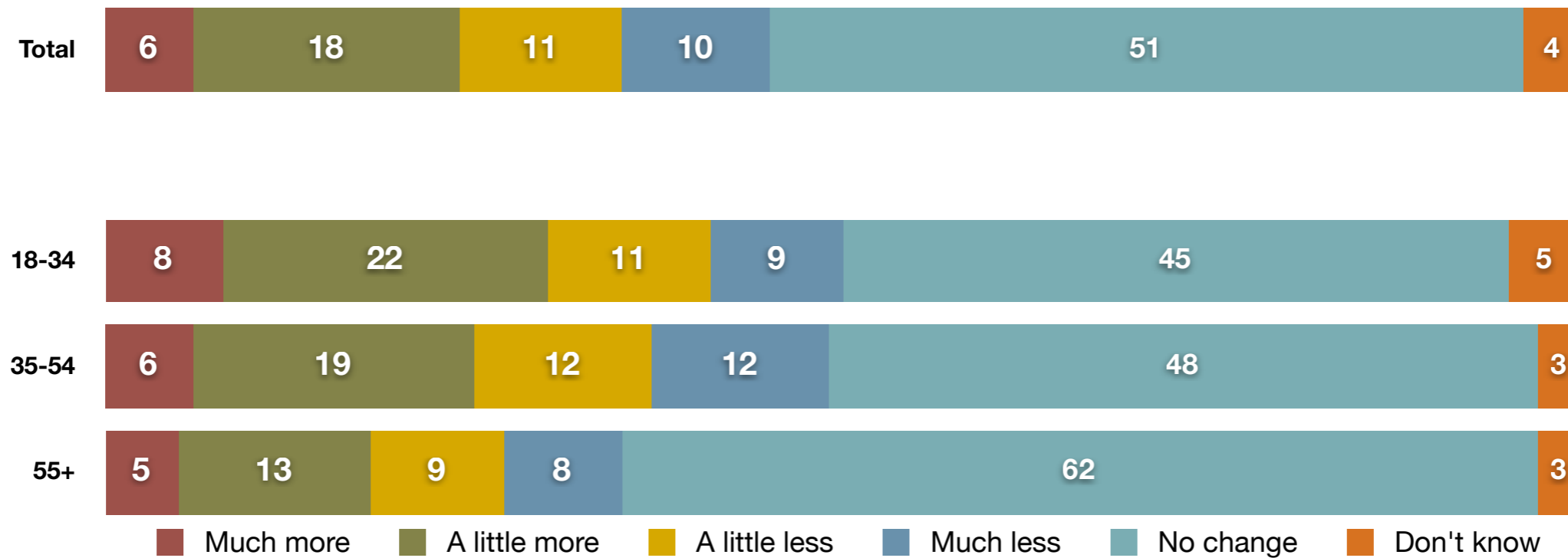
Behaviour Change

- We are interested in how much you have changed your behaviour in a number of areas over the past two years. Over the past two years, have you found yourself doing much more of the following, a little more of the following, a little less of the following or much less of the following?



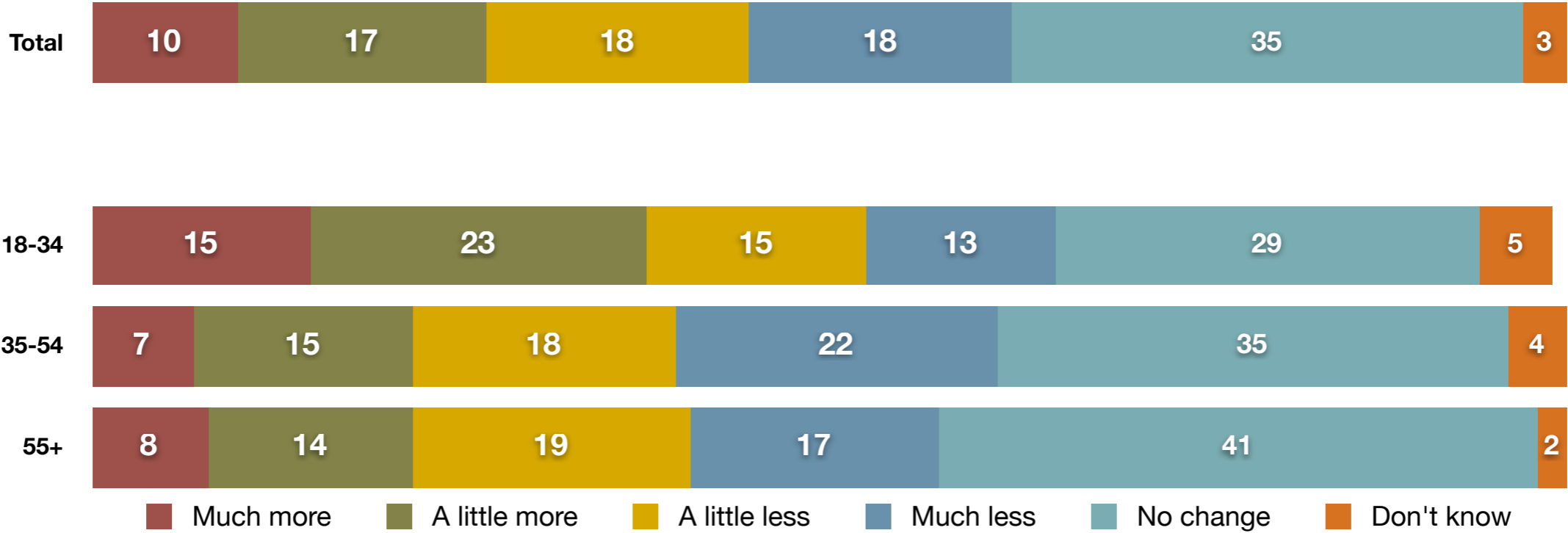
Behaviour Change - Retirement

- Over the past two years, have you found yourself doing much more of the following, a little more of the following, a little less of the following or much less of the following?
Investing for your retirement.



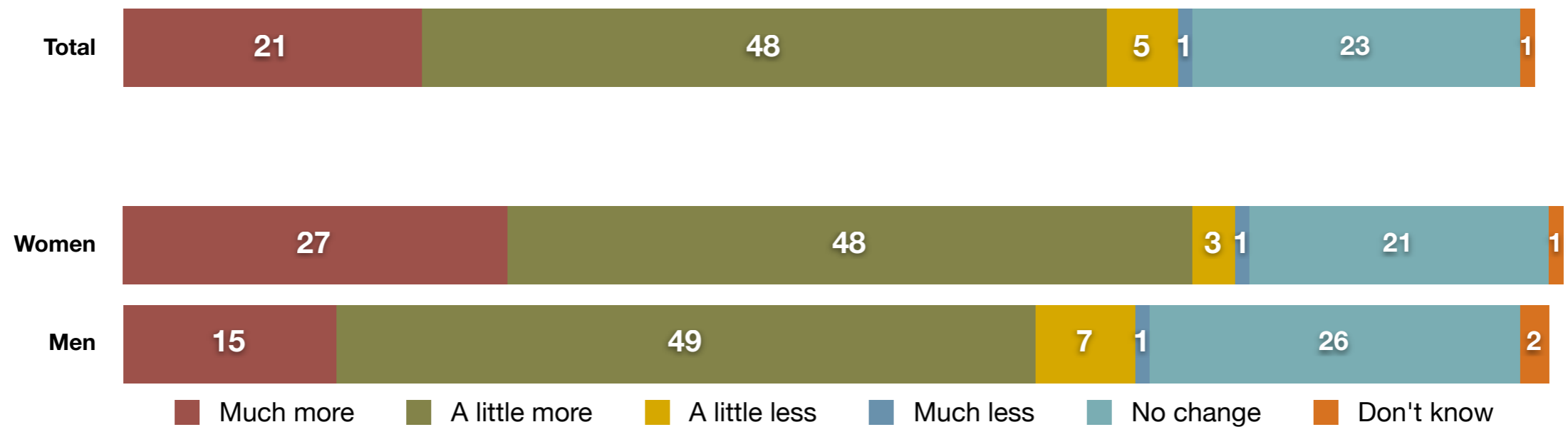
Behaviour Change – Credit Cards

- Over the past two years, have you found yourself doing much more of the following, a little more of the following, a little less of the following or much less of the following?
Using your credit card.



Behaviour Change – Environmental Practices

- Over the past two years, have you found yourself doing much more of the following, a little more of the following, a little less of the following or much less of the following?
Being environmentally friendly.



Behaviour Change – Religion

- Over the past two years, have you found yourself doing much more of the following, a little more of the following, a little less of the following or much less of the following?
Attending religious services.

