

Table 1

CANADIANS' CONCERN OVER RECENT VOLATILITY IN THE STOCK MARKETS AND THEIR SIX-MONTH OUTLOOK													
	REGION							AGE			INCOME		
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Québec	Atlantic	18-34	35-54	55+	<\$30K	\$30-59K	\$60K+
(Weighted Bases)	(1515) (%)	(198) (%)	(136) (%)	(106) (%)	(572) (%)	(380) (%)	(123) (%)	(511) (%)	(579) (%)	(413) (%)	(392) (%)	(597) (%)	(455) (%)
LEVEL OF CONCERN ABOUT RECENT STOCK MARKET VOLATILITY:													
Very concerned	13	11	13	13	16	8	12	7	12	20	9	12	15
Somewhat concerned	37	40	44	39	37	33	32	31	42	37	29	35	46
Not very concerned	29	30	21	27	27	35	32	35	30	20	28	34	26
Not at all concerned	20	16	21	21	18	24	21	26	16	19	32	18	13
(Unsure)	1	2	0	1	2	0	3	1	0	3	2	1	0
SIX-MONTH OUTLOOK FOR CANADIAN STOCK MARKETS:													
Will increase in overall value	26	19	30	32	26	27	29	29	25	24	20	27	32
Stay more or less the same	50	55	44	40	51	53	49	48	49	56	54	51	47
Will decrease in overall value	19	20	24	20	18	17	17	19	22	14	18	19	17
(Unsure)	5	6	3	8	4	4	5	4	4	6	7	3	3

“How concerned are you, personally, about the recent ups and downs on the stock market? Are you very concerned, somewhat concerned, not very concerned or not at all concerned?”

“Now, if you had to guess, would you say that Canadian stock markets over the next six months will increase in overall value compared to today, stay more or less the same in terms of overall value or decrease in overall value compared to today?”

Table 2

CANADIANS' REPORTED OWNERSHIP OF INVESTMENTS CONNECTED TO THE STOCK MARKET													
	REGION							AGE			INCOME		
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Québec	Atlantic	18-34	35-54	55+	<\$30K	\$30-59K	\$60K+
(Weighted Bases)	(1515) (%)	(198) (%)	(136) (%)	(106) (%)	(572) (%)	(380) (%)	(123) (%)	(511) (%)	(579) (%)	(413) (%)	(392) (%)	(597) (%)	(455) (%)
Yes, personally have investments tied directly to the stock market	54	61	65	54	59	43	43	43	63	55	21	57	80
No, do not	45	38	34	46	40	57	54	56	36	43	78	42	19
(Unsure)	1	0	1	0	2	0	4	1	1	2	1	1	1

“Do you personally have investments tied directly to the stock market – such as stocks or equities or mutual funds?”

Table 3

CANADIAN INVESTORS AND THE STOCK MARKET													
	REGION							AGE			INCOME		
	Canada	B.C.	Alberta	Man/Sask.	Ontario	Québec	Atlantic	18-34	35-54	55+	<\$30K	\$30-59K	\$60K+
(Weighted Bases: Have Investments Tied Directly to Stock Market)	(819) (%)	(121) (%)	(89) (%)	(57) (%)	(335) (%)	(164) (%)	(53) (%)	(219) (%)	(365) (%)	(227) (%)	(82) (%)	(339) (%)	(363) (%)
HAVE YOUR STOCK MARKET INVESTMENTS DECLINED IN VALUE RECENTLY?:													
Yes, have declined	70	70	66	70	69	75	66	62	69	81	64	65	75
No, have not	22	19	25	17	23	21	21	29	21	15	25	25	18
(Unsure)	8	11	8	13	8	5	13	9	10	4	11	10	7
STEPS TAKEN IN PAST SIX WEEKS:													
Sold some investments only	3	3	5	5	3	2	0	3	3	4	2	4	3
Bought some investments only	15	17	17	22	16	9	19	20	17	8	7	16	17
Both sold and bought investments	9	14	9	0	11	4	7	8	9	9	1	5	14
Have done nothing in past six weeks	71	63	70	71	67	85	74	69	69	76	85	74	64
(Unsure)	2	2	0	2	3	0	0	0	2	2	6	1	1
PROFESSIONAL FINANCIAL ADVISORS:													
Have advisor/Contact since August 1	29	33	26	24	30	30	22	24	27	37	20	22	37
Have advisor/No contact since August 1	32	38	32	38	29	31	34	32	34	31	34	36	27
Do not have advisor	39	29	42	38	41	39	44	44	39	32	46	42	36

“As far as you know, have your own stock market investments declined in value recently – let’s say over the past 6 weeks or so?”

“During the month of August, the value of the Toronto Stock Exchange (TSE) Index decreased by 20 percent. Have you done any of the following during this period: sold some investments only, bought some investments only, both sold and bought investments, or have you done nothing with your stock market investments over the past 6 weeks?”

“Do you have a professional financial advisor who gets paid, either by you or their employer, for providing you with investment advice?”

(IF HAVE FINANCIAL ADVISOR): “Have you talked to your financial advisor since August 1st?”