



The Affluent Canadian Report Excerpts About Canadian Millionaires

Angus Reid Group

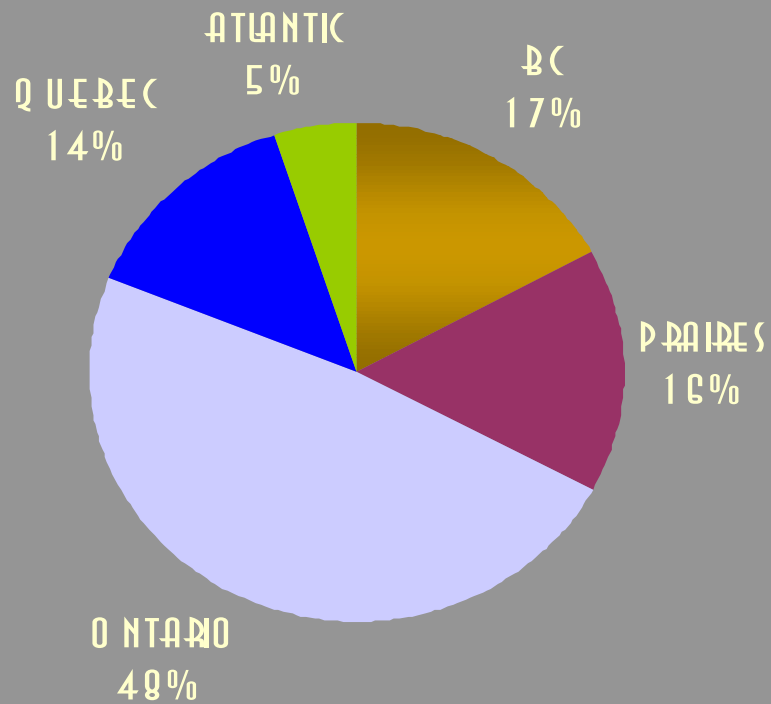
Research Methodology

- Angus Reid Group has recently completed a survey called The Affluent Canadian Report. A total of 2,414 respondents qualified for and completed the survey. In order to qualify for the study, respondents had to have financial assets and/or incomes which placed them in approximately the top 20% of Canadian households.
- Of this total sample, 250 reported that their household has at least \$1 million in financial assets, defined as the value of the household's investments/savings and excluding other assets such as a principal residence, other homes, businesses and the household possessions.
- This report excerpts findings about these 250 respondents, who represent approximately the top 2% of Canadian households by wealth. Please note that due to the sampling methodology, the very top strata of millionaires are not included in this survey.
- The margin of error is ± 6.2 percentage points.

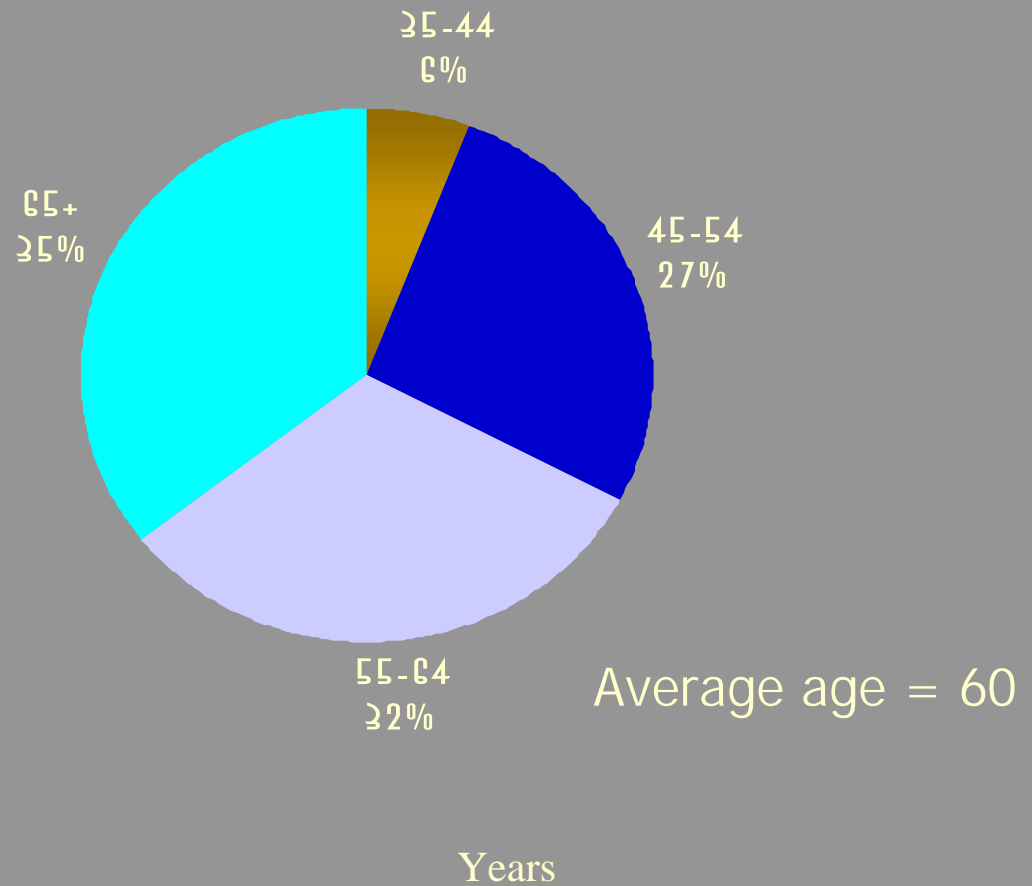


Profile of the Millionaires

Region/Province

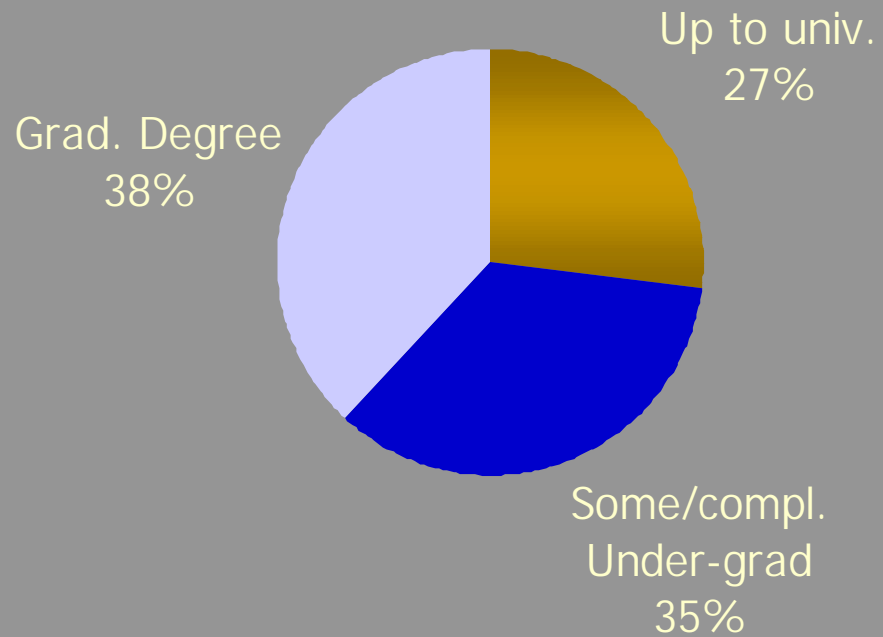


Age



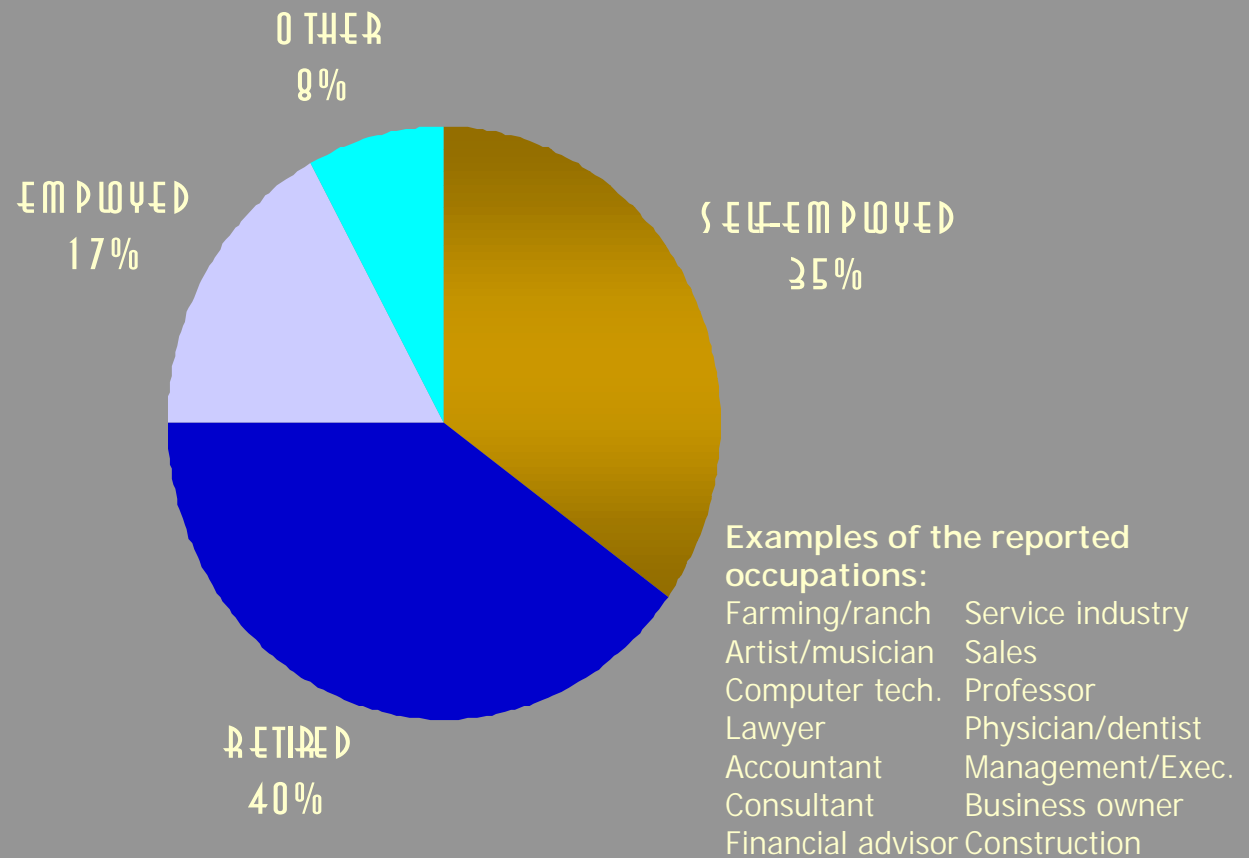
Note: age of the respondent to survey

Education



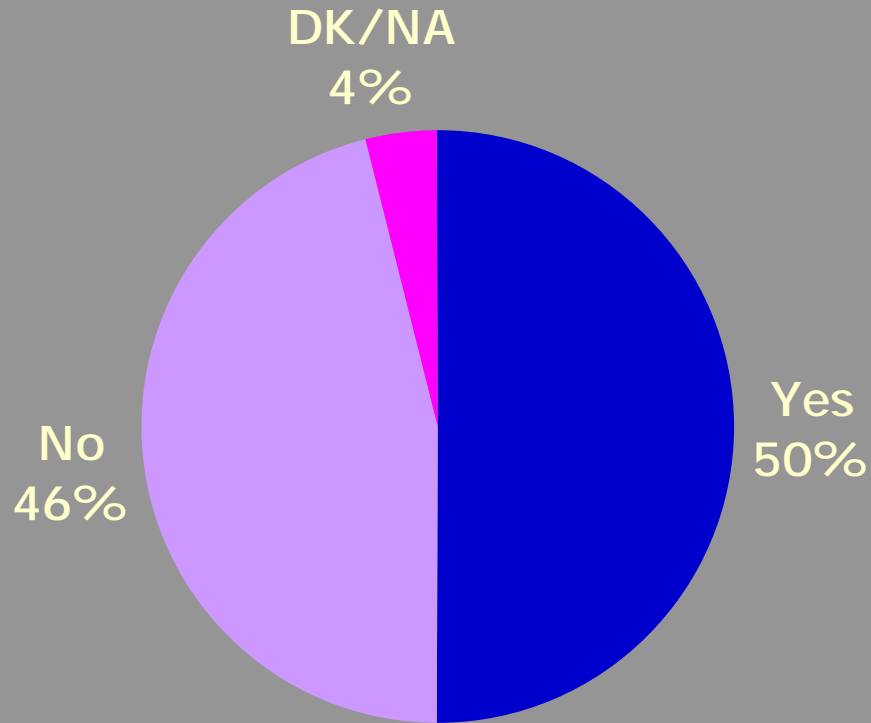
Note: education of the respondent to survey

Occupation



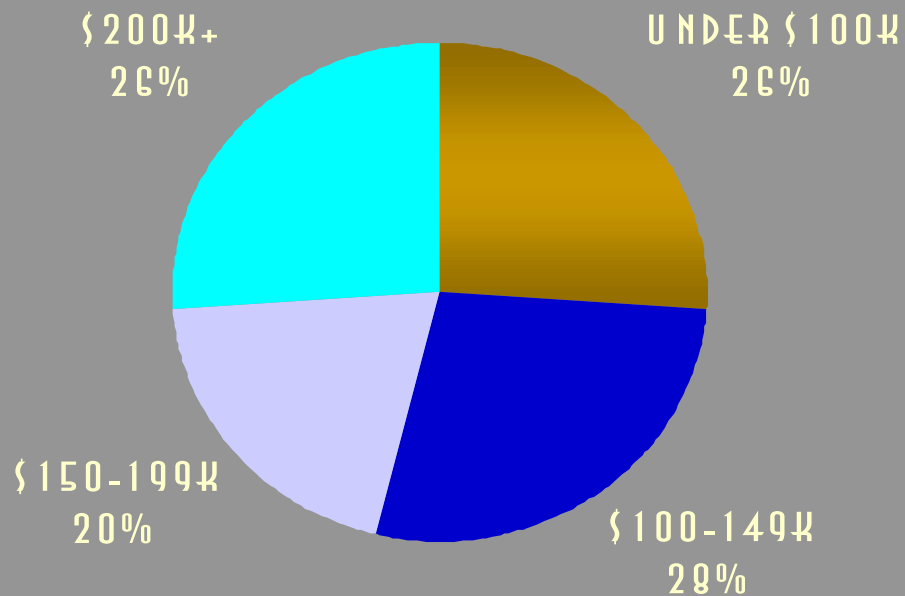
Note: occupation of the respondent to survey

Business Ownership



Business ownership by at least one member of the household (19% of all Canadian households have a family member owning a business)

Household Income



Household Income

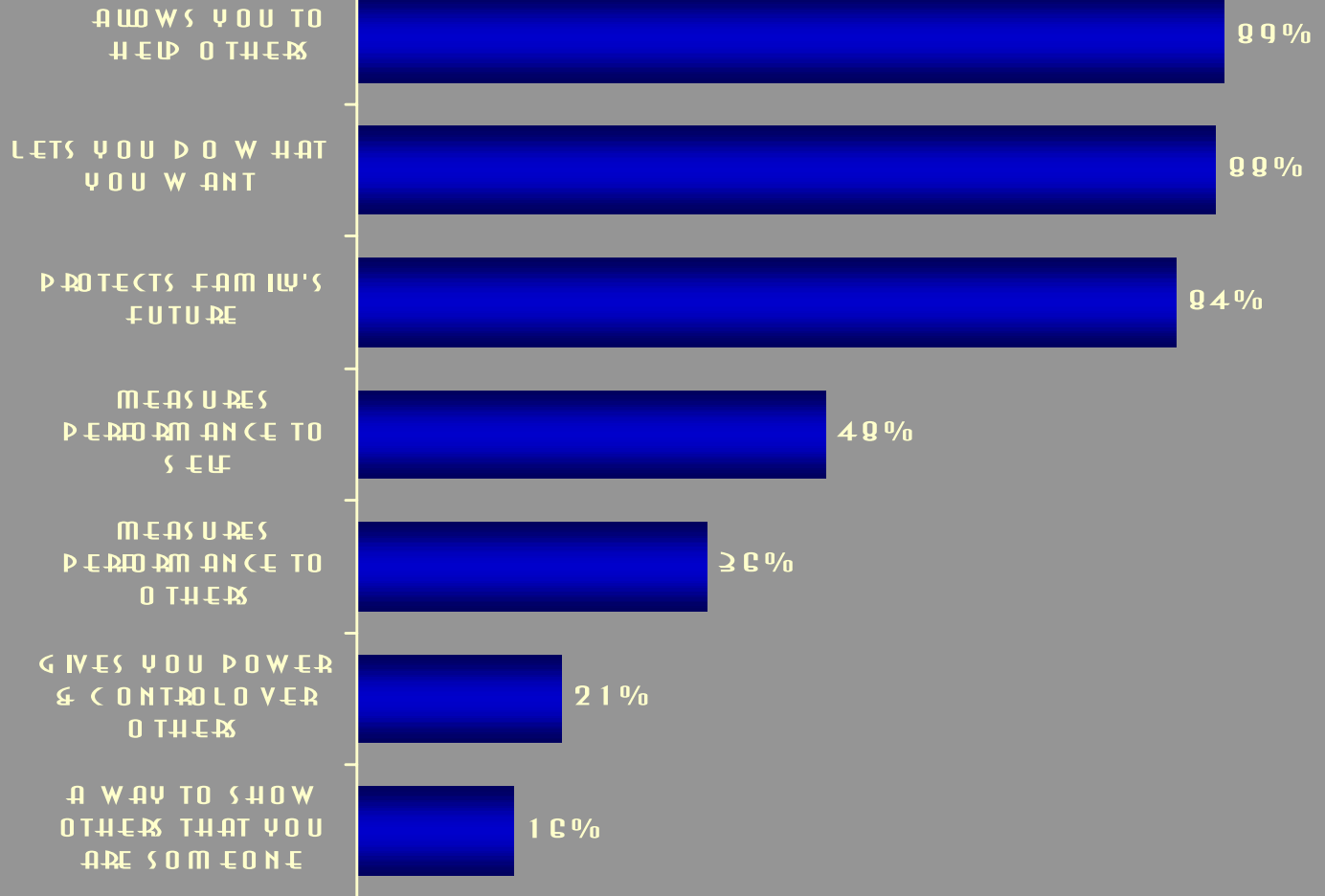


Attitudes/Life Style

Attitudes About Money

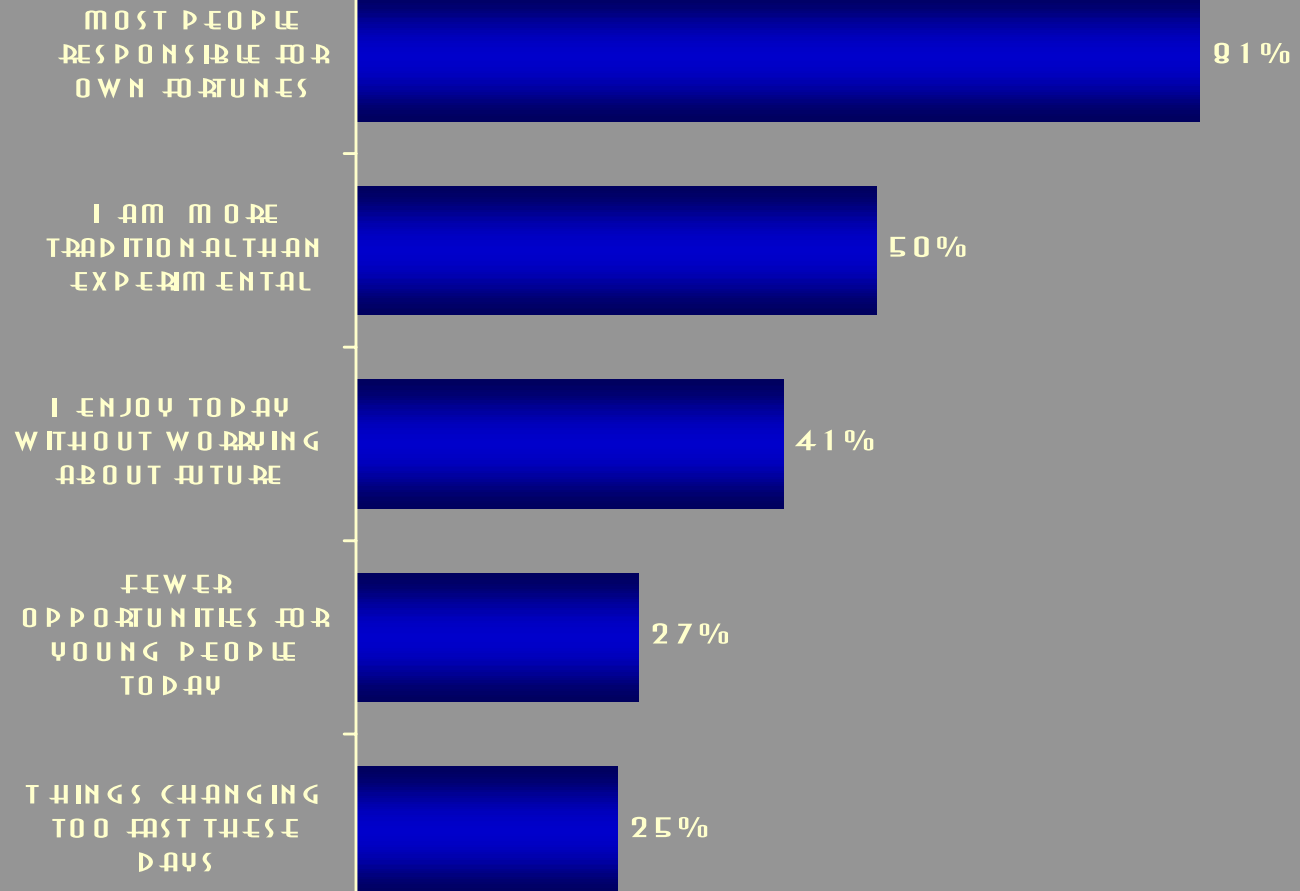
Rated 5,6, or 7 on a 7-point scale for agreement

Money. . .

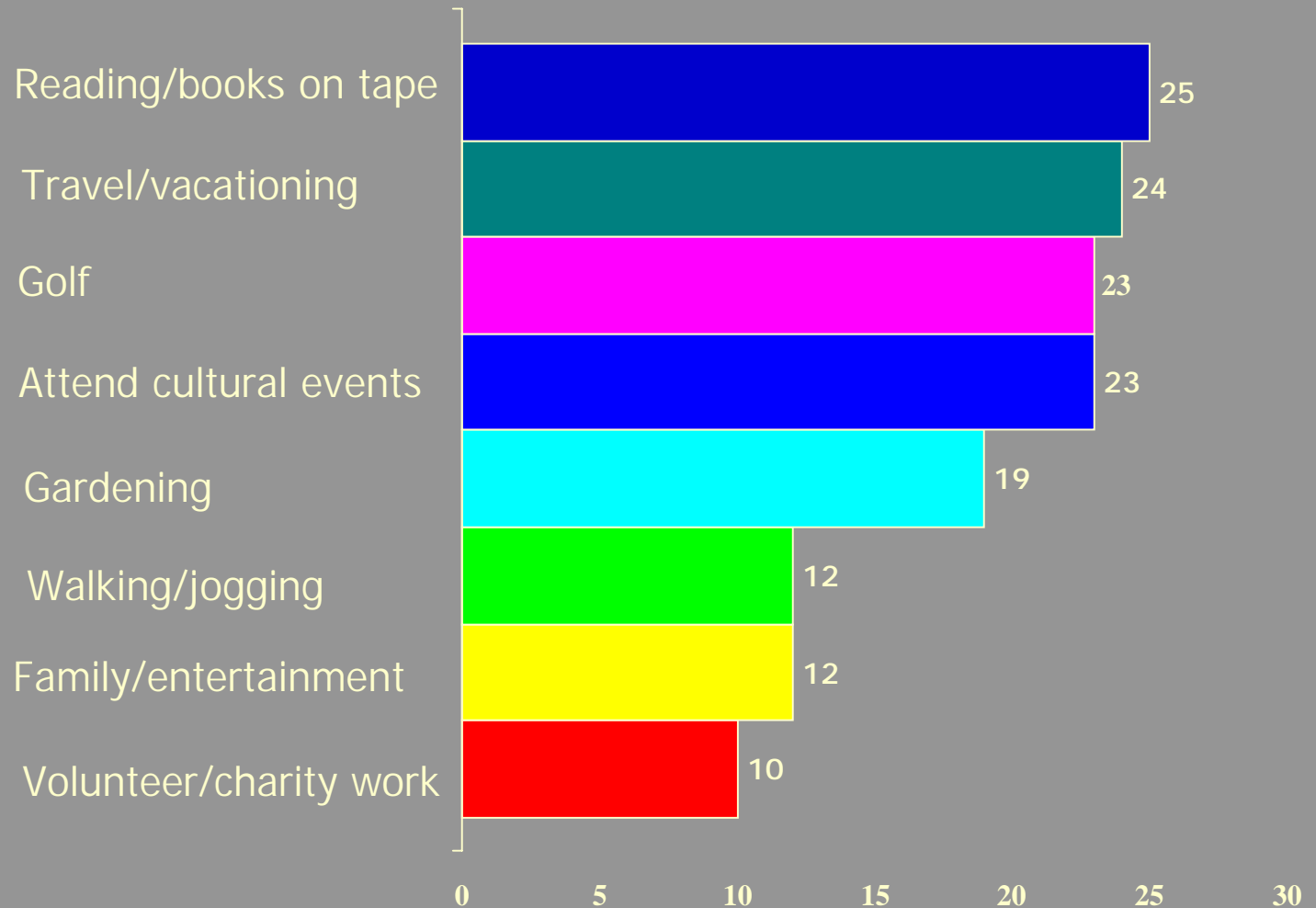


Attitudes About Life

Rated 5,6, or 7 on a 7-point scale for agreement



Leisure Activities

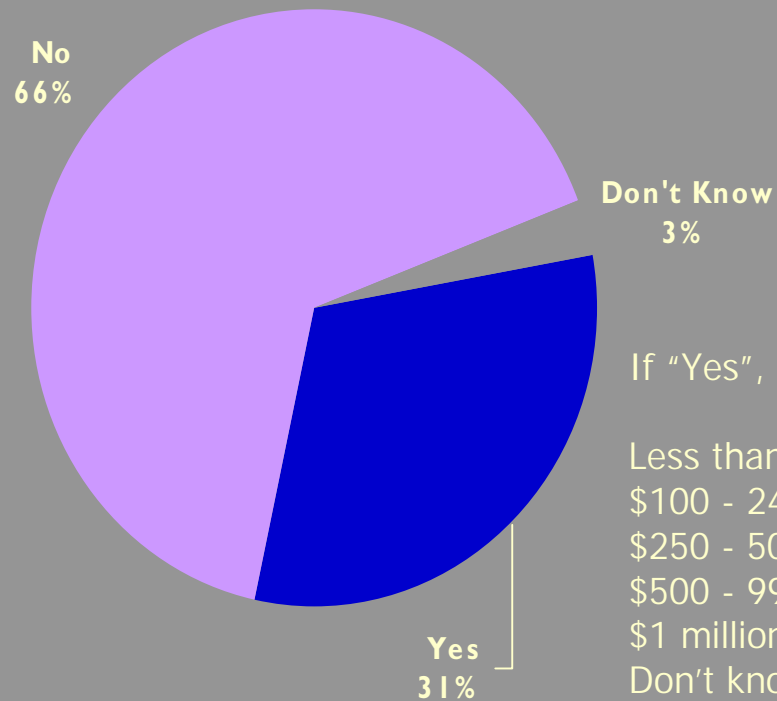


Percent of respondents mentioning activity - 3 mentions accepted.

Note: activities with fewer than 10% of mentions not shown

Inheritances

Question: Do you personally anticipate inheriting money or property within the next ten years?



If "Yes", expected value of inheritance:

	%
Less than \$100K	36
\$100 - 249K	22
\$250 - 500K	17
\$500 - 999K	9
\$1 million or more	10
Don't know	6

Internet

Question: Do you personally have access to the Internet?

