

**Things are Looking Up for 2012, as Nine in Ten (88%) Think it
Will be a Good Year for Them and their Family
*Just Three Quarters (74%) Say that 2011 was a Good Year for Them***

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Toronto, ON - Things are looking up for Canadians, overall, in 2012 as nine in ten (88%) expect it to be a 'good' year (26% very/62% somewhat) for them and their family, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television. Conversely, just two in ten (12%) think that it will be a 'bad' year (3% very/9% somewhat) for them and their family.

In comparison, an Ipsos Reid poll released yesterday revealed that just three quarters (74%) thought that 2011 was a good year for them and their family, while one quarter (26%) thought it was a bad year for them, suggesting that Canadians on the whole are more optimistic for 2012 based on what they saw in 2011.

Looking ahead to 2012, women (91%) are more likely than men (85%) to believe that 2012 will be a good year for them and their family, and Canadians aged 18 to 34 (91%) are slightly more inclined to be optimistic for 2012 than those aged 55+ (89%) or 35 to 54 (86%). Regionally, those in Atlantic Canada (98%) are the most likely to believe that 2012 will be a good year for them, followed by those living in Alberta (89%), Quebec (88%), Saskatchewan and Manitoba (88%), Ontario (87%) and British Columbia (87%).

Interestingly, those with kids (93%) are more likely than those without kids (87%) to believe that 2012 will be a good year. Those whose family earns more than \$60,000 a year are more likely (93%) than those who earn \$30,000 to \$60,000 (86%) or less than \$30,000 a year (82%).

These are some of the findings of an Ipsos Reid poll conducted between December 14 and 19, 2011, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,021 Canadians who season from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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