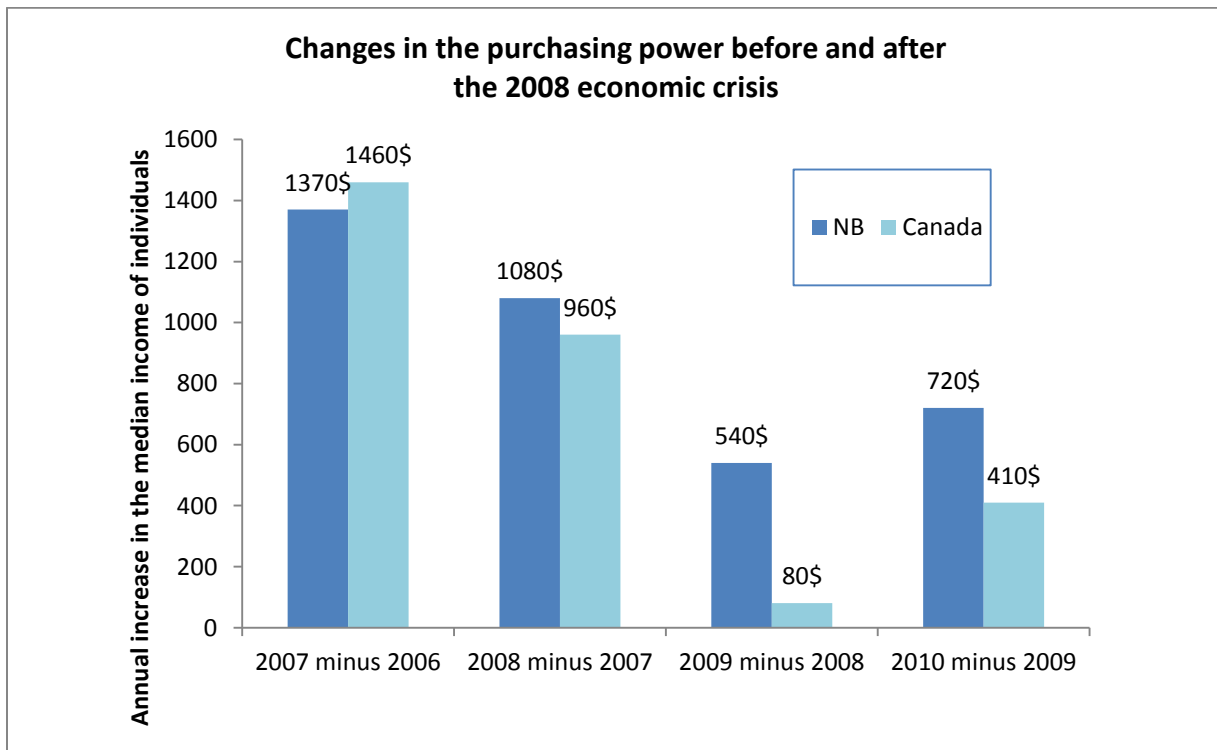




Impact of the 2008 Economic Crisis on Purchasing Power

Before the economic crisis, i.e. between 2006 and 2007, the median total individual income in the Atlantic Provinces and in Canada as a whole had improved. However, when the crisis occurred in 2008, it brought a dramatic decrease in the median total income of citizens living in the country, including in New Brunswick.

Before the 2008 economic crisis, there was indeed a yearly increase of the median total income. Between 2006 and 2007, New Brunswickers saw their purchasing power increase by \$1,370 and the following year, it rose again by \$1,080. The same trend was can be observed for Canada. However, as show in the figure below, in New Brunswick and in Canada, the increasing trend of the median total individual income started falling in 2008. For New Brunswickers, the loss of purchasing power was of \$540 per person (\$1,080 - \$540). There was small increase (\$180) but nothing close to what was seen before the 2008 economic crisis.



The global result is such that the majority of citizens living in New Brunswick had less buying power after the 2008 recession than they had before.

As for the country as a whole, it is clear that the economic crisis has affected the majority of Canadians. The increase of individual median total income, which was of \$1,460 between 2006 and 2007, was brought down to \$80 between 2008 and 2009.

