

Table I

CANADIANS' APPRAISAL OF THE CURRENT OVERALL STATE OF THE NATIONAL ECONOMY - July 1994 to September 1996 -												
	July '94	Nov. '94	Jan. '95	Mar. '95	May '95	Sept. '95	Nov. '95	Jan. '96	Mar. '96	May '96	July '96	Sept. '96
CANADA												
(Weighted Bases)	(1507) (%)	(1510) (%)	(1500) (%)	(1503) (%)	(1500) (%)	(1503) (%)	(1506) (%)	(1511) (%)	(1520) (%)	(1516) (%)	(1516) (%)	(1516) (%)
Very good	1	1	1	2	1	1	1	1	1	1	2	2
Good	40	46	35	40	43	46	40	36	39	47	47	49
Poor	46	40	49	44	45	41	47	51	48	42	43	41
Very poor	10	11	14	12	9	10	10	11	12	9	8	8
BRITISH COLUMBIA												
(Weighted Bases)	(183)	(184)	(182)	(184)	(183)	(183)	(184)	(184)	(185)	(185)	(185)	(185)
Very good	1	2	2	3	2	2	2	2	0	1	2	3
Good	41	45	32	41	45	53	47	47	51	51	54	50
Poor	41	43	52	45	43	36	42	43	40	40	38	40
Very poor	14	9	14	10	8	8	8	6	9	5	6	7
ALBERTA												
(Weighted Bases)	(134)	(136)	(135)	(135)	(135)	(135)	(135)	(136)	(137)	(136)	(136)	(136)
Very good	0	2	0	1	2	1	1	0	1	2	1	2
Good	38	49	35	40	44	53	42	37	46	51	53	71
Poor	42	40	51	50	46	40	50	56	46	39	38	24
Very poor	15	5	14	10	5	5	4	7	6	8	7	3
MANITOBA/SASKATCHEWAN												
(Weighted Bases)	(115)	(112)	(111)	(112)	(111)	(112)	(112)	(112)	(113)	(113)	(113)	(113)
Very good	2	1	2	2	0	1	0	1	2	0	2	2
Good	39	56	35	39	48	48	47	35	45	52	45	53
Poor	46	35	53	43	45	40	46	53	42	43	41	38
Very poor	13	7	10	15	8	10	5	12	10	4	12	8
ONTARIO												
(Weighted Bases)	(561)	(564)	(556)	(559)	(559)	(560)	(561)	(563)	(567)	(565)	(565)	(565)
Very good	1	1	1	2	1	1	2	1	1	2	1	2
Good	44	51	43	47	47	47	45	40	41	51	49	53
Poor	47	40	49	42	43	41	43	48	48	39	42	38
Very poor	6	6	7	8	6	10	8	10	9	6	6	5
QUEBEC												
(Weighted Bases)	(386)	(387)	(385)	(386)	(385)	(386)	(387)	(388)	(390)	(389)	(389)	(389)
Very good	1	1	1	2	1	1	1	0	1	0	2	2
Good	36	37	25	31	36	40	30	26	28	35	38	35
Poor	47	39	46	46	48	41	50	56	51	49	49	49
Very poor	14	22	27	19	15	16	18	17	18	16	10	15
ATLANTIC												
(Weighted Bases)	(128)	(127)	(132)	(126)	(126)	(127)	(127)	(127)	(128)	(128)	(128)	(128)
Very good	2	4	1	2	4	3	2	2	4	2	2	4
Good	36	37	40	40	45	35	33	32	30	47	48	41
Poor	55	47	48	44	42	54	57	55	54	41	42	46
Very poor	5	7	10	13	9	6	7	8	13	10	8	7

"In terms of the current economic conditions in this country as a whole, how would you describe the overall state of the Canadian economy right now: very good, good, poor, or very poor?"

Table 3

CANADIANS' ONE-YEAR FORECAST FOR THE NATIONAL ECONOMY

- October 1987 to September 1996 -

	Oct. '87	Apr. '88	Apr. '89	Apr. '90	Mar. '91	Mar. '92	Mar. '93	Mar. '94	May '95	July '95	Nov. '95	Jan. '96	Mar. '96	May '96	July '96	Sept. '96
CANADA																
(Weighted Bases)	(1011) (%)	(1510) (%)	(1502) (%)	(1501) (%)	(1503) (%)	(1501) (%)	(1500) (%)	(1508) (%)	(1500) (%)	(1501) (%)	(1506) (%)	(1511) (%)	(1520) (%)	(1516) (%)	(1516) (%)	(1516) (%)
Improve	24	35	16	11	38	33	41	41	27	25	24	18	27	27	29	31
Stay the same	37	39	37	29	29	39	36	39	45	46	44	46	42	46	46	46
Get worse	33	21	45	58	31	27	21	18	27	28	30	35	29	25	24	21
BRITISH COLUMBIA																
(Weighted Bases)	(114)	(174)	(172)	(172)	(172)	(172)	(183)	(186)	(183)	(183)	(184)	(184)	(185)	(185)	(185)	(185)
Improve	24	34	20	14	38	40	41	40	24	24	25	19	28	25	29	28
Stay the same	32	40	41	41	27	27	27	36	47	42	44	42	42	48	48	47
Get worse	40	25	38	42	30	32	30	23	27	32	28	38	28	25	22	23
ALBERTA																
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(139)	(140)	(139)	(135)	(136)	(135)	(135)	(135)	(136)	(137)	(136)	(136)	(136)
Improve	n/a	n/a	n/a	15	30	19	34	32	27	32	28	13	38	32	34	39
Stay the same	n/a	n/a	n/a	25	37	51	29	34	43	44	42	52	42	47	44	49
Get worse	n/a	n/a	n/a	60	32	29	34	30	29	23	26	30	19	18	21	12
MANITOBA/SASKATCHEWAN																
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(124)	(124)	(124)	(111)	(112)	(111)	(111)	(112)	(112)	(113)	(113)	(113)	(113)
Improve	n/a	n/a	n/a	11	25	40	27	35	29	20	26	17	20	27	26	27
Stay the same	n/a	n/a	n/a	30	24	33	39	46	46	59	47	48	49	52	45	50
Get worse	n/a	n/a	n/a	54	47	26	31	16	24	21	27	35	31	20	29	21
ONTARIO																
(Weighted Bases)	(366)	(542)	(539)	(538)	(539)	(538)	(559)	(561)	(559)	(559)	(561)	(563)	(567)	(565)	(565)	(565)
Improve	23	36	17	9	42	28	46	51	30	31	28	23	29	35	34	38
Stay the same	37	37	36	23	29	32	34	38	45	42	41	44	40	40	42	42
Get worse	32	18	47	66	27	25	18	10	23	26	29	32	30	23	23	17
QUEBEC																
(Weighted Bases)	(260)	(390)	(391)	(391)	(391)	(391)	(385)	(386)	(385)	(386)	(387)	(388)	(390)	(389)	(389)	(389)
Improve	24	34	17	8	40	25	41	37	24	14	17	11	24	17	21	22
Stay the same	43	45	38	34	28	49	43	43	41	50	48	50	45	53	53	49
Get worse	26	17	40	55	28	25	13	19	33	34	33	38	29	29	25	27
ATLANTIC																
(Weighted Bases)	(94)	(140)	(137)	(137)	(137)	(137)	(127)	(128)	(126)	(127)	(127)	(127)	(128)	(128)	(128)	(128)
Improve	24	36	19	15	31	34	36	26	26	23	17	17	23	26	25	28
Stay the same	33	43	30	23	26	32	39	38	50	49	43	41	38	41	45	42
Get worse	36	19	49	59	43	32	24	36	22	26	41	42	39	33	29	29

* The survey results for this question were not split out for the prairie provinces prior to 1990.

"Thinking about the next year or so, do you yourself generally feel that the Canadian economy will improve, stay about the same, or get worse?"

Table 4

CANADIANS' ONE-YEAR FORECAST FOR THEIR PROVINCIAL ECONOMIES - April 1990 to September 1996 -															
	Apr. '90	Nov. '90	Mar. '91	Mar. '92	Nov. '92	Nov. '93	July '94	Nov. '94	Jan. '95	Mar. '95	May '95	Nov. '95	Mar. '96	July '96	Sept. '96
BRITISH COLUMBIA															
(Weighted Bases)	(172) (%)	(172) (%)	(172) (%)	(172) (%)	(184) (%)	(183) (%)	(183) (%)	(184) (%)	(182) (%)	(184) (%)	(183) (%)	(184) (%)	(185) (%)	(185) (%)	(185) (%)
Improve	33	11	37	42	35	34	40	38	25	27	26	33	31	33	21
Stay the same	41	33	37	30	34	39	39	41	52	49	48	47	45	41	49
Get worse	23	51	24	25	27	20	19	20	20	21	23	17	21	26	28
ALBERTA															
(Weighted Bases)	(139)	(139)	(140)	(139)	(136)	(135)	(134)	(136)	(135)	(135)	(135)	(135)	(137)	(136)	(136)
Improve	24	27	45	22	35	28	46	53	53	48	48	46	57	54	60
Stay the same	28	43	36	43	38	40	31	29	32	32	31	32	32	39	33
Get worse	45	26	20	32	25	28	23	16	14	18	20	18	11	7	6
MANITOBA/SASKATCHEWAN															
(Weighted Bases)	(124)	(124)	(124)	(124)	(111)	(111)	(115)	(112)	(111)	(112)	(111)	(112)	(113)	(113)	(113)
Improve	5	20	17	37	29	24	25	39	26	40	29	21	19	25	29
Stay the same	34	13	28	31	39	44	52	46	49	45	49	56	52	44	46
Get worse	52	63	53	31	29	30	18	12	21	14	21	19	28	31	25
ONTARIO															
(Weighted Bases)	(538)	(538)	(539)	(538)	(559)	(559)	(561)	(564)	(556)	(559)	(559)	(561)	(567)	(565)	(565)
Improve	11	18	42	30	25	30	33	43	31	32	32	32	31	37	35
Stay the same	33	23	30	31	35	36	49	40	47	42	44	31	33	36	40
Get worse	53	54	27	36	38	31	17	15	20	23	20	35	35	25	23
QUEBEC															
(Weighted Bases)	(391)	(390)	(391)	(391)	(385)	(385)	(386)	(387)	(385)	(386)	(385)	(387)	(390)	(389)	(389)
Improve	10	13	37	24	30	21	32	30	21	24	15	24	33	20	14
Stay the same	40	30	32	49	44	45	43	45	41	41	40	43	37	45	47
Get worse	45	55	28	25	25	31	19	23	35	32	42	31	29	34	37
ATLANTIC															
(Weighted Bases)	(137)	(137)	(137)	(137)	(126)	(127)	(128)	(127)	(132)	(126)	(126)	(127)	(128)	(128)	(128)
Improve	15	15	27	22	37	31	25	20	32	29	28	13	21	18	23
Stay the same	30	20	25	31	25	38	48	44	33	37	41	37	48	47	42
Get worse	53	62	43	44	35	29	26	34	35	32	31	50	30	35	34

"Do you think that the provincial economy here in (PROVINCE) will improve, stay about the same, or get worse during the coming year?"

Table 5

**CANADIANS' ONE-YEAR FORECAST FOR PERSONAL FINANCIAL PROSPECTS
- October 1987 to September 1996 -**

	Oct. '87	Apr. '88	Apr. '89	Apr. '90	Mar. '91	Mar. '92	Mar. '93	Mar. '94	Jan. '95	May '95	July '95	Nov. '95	Jan. '96	May '96	Sept. '96
	CANADA														
(Weighted Base)	(1011) (%)	(1510) (%)	(1502) (%)	(1501) (%)	(1503) (%)	(1501) (%)	(1500) (%)	(1508) (%)	(1500) (%)	(1500) (%)	(1501) (%)	(1506) (%)	(1511) (%)	(1516) (%)	(1516) (%)
Improve	31	37	27	19	29	24	28	27	28	25	28	23	24	27	29
Stay the same	53	49	50	46	50	57	53	54	57	55	56	57	55	53	57
Get worse	12	11	21	33	19	18	17	19	15	19	15	19	19	19	13
	BRITISH COLUMBIA														
(Weighted Base)	(114)	(174)	(172)	(172)	(172)	(172)	(183)	(186)	(182)	(183)	(183)	(184)	(184)	(185)	(185)
Improve	27	34	36	26	37	31	31	33	29	25	32	26	27	25	36
Stay the same	57	51	44	48	44	52	49	51	56	54	53	59	54	58	55
Get worse	13	14	19	24	18	16	20	15	14	20	14	14	19	16	8
	ALBERTA														
(Weighted Base)	(n/a)*	(n/a)*	(n/a)*	(139)	(140)	(139)	(135)	(136)	(135)	(135)	(135)	(135)	(136)	(136)	(136)
Improve	n/a	n/a	n/a	24	32	24	31	22	31	33	34	36	37	40	39
Stay the same	n/a	n/a	n/a	40	52	56	53	47	48	51	50	48	48	48	52
Get worse	n/a	n/a	n/a	33	14	18	16	29	21	17	15	12	13	8	9
	MANITOBA/SASKATCHEWAN														
(Weighted Base)	(n/a)*	(n/a)*	(n/a)*	(124)	(124)	(124)	(111)	(112)	(111)	(111)	(111)	(112)	(112)	(113)	(113)
Improve	n/a	n/a	n/a	17	19	28	15	24	23	24	34	19	20	30	25
Stay the same	n/a	n/a	n/a	45	55	50	55	50	58	58	49	55	59	47	61
Get worse	n/a	n/a	n/a	37	23	19	25	25	16	18	18	24	20	23	15
	ONTARIO														
(Weighted Base)	(366)	(542)	(539)	(538)	(539)	(538)	(559)	(561)	(556)	(559)	(559)	(561)	(563)	(565)	(565)
Improve	36	42	28	20	32	24	31	28	33	26	28	24	25	31	27
Stay the same	48	43	48	41	47	56	51	54	55	53	57	56	51	50	56
Get worse	13	9	22	36	19	18	17	18	11	19	14	19	23	18	15
	QUEBEC														
(Weighted Base)	(260)	(390)	(391)	(391)	(391)	(391)	(385)	(386)	(385)	(385)	(386)	(387)	(388)	(389)	(389)
Improve	27	35	26	14	25	21	28	26	21	18	23	19	20	19	26
Stay the same	62	53	54	52	54	61	58	57	62	61	62	62	64	58	58
Get worse	7	10	19	33	18	17	12	16	16	19	15	19	16	22	14
	ATLANTIC														
(Weighted Base)	(94)	(140)	(137)	(137)	(137)	(137)	(127)	(128)	(132)	(126)	(127)	(127)	(127)	(128)	(128)
Improve	34	31	23	13	25	19	22	19	21	28	30	22	24	23	24
Stay the same	50	54	52	56	52	59	57	56	62	54	51	48	56	50	64
Get worse	14	12	23	31	19	23	21	24	17	17	18	30	20	26	12

* The survey results for this question were not split out for the prairie provinces prior to 1990.

"What about you and your family? Do you feel that your own economic situation will improve, stay about the same, or get worse over the next year?"

Table 2

CANADIANS' ANXIETY ABOUT LOSING THEIR JOB - November 1990 to September 1996 -										
	Nov. '90	Dec. '91	Mar. '92	Sept. '93	Mar. '94	Dec. '94	July '95	Nov. '95	Dec. '95	Sept. '96
	CANADA									
(Weighted Bases)	(1500) (%)	(1502) (%)	(1501) (%)	(1509) (%)	(1508) (%)	(1505) (%)	(1501) (%)	(1506) (%)	(1506) (%)	(1516) (%)
Worried about losing job/being laid off	26	31	27	35	33	29	30	32	32	31
	BRITISH COLUMBIA									
(Weighted Bases)	(172)	(177)	(172)	(184)	(186)	(184)	(183)	(184)	(184)	(185)
Worried about losing job/being laid off	22	23	16	22	25	25	25	24	31	23
	ALBERTA									
(Weighted Bases)	(n/a)	(130)	(139)	(135)	(136)	(135)	(135)	(135)	(135)	(136)
Worried about losing job/being laid off	n/a	27	35	36	36	26	26	28	35	32
	MANITOBA/SASKATCHEWAN									
(Weighted Bases)	(n/a)	(122)	(124)	(112)	(112)	(112)	(111)	(112)	(112)	(113)
Worried about losing job/being laid off	n/a	27	24	36	30	28	29	31	23	30
	ONTARIO									
(Weighted Bases)	(538)	(551)	(538)	(563)	(561)	(562)	(559)	(561)	(561)	(565)
Worried about losing job/being laid off	25	39	28	38	37	30	31	35	36	33
	QUEBEC									
(Weighted Bases)	(390)	(387)	(391)	(389)	(386)	(386)	(386)	(387)	(387)	(389)
Worried about losing job/being laid off	34	26	26	35	30	30	31	32	27	32
	ATLANTIC									
(Weighted Bases)	(137)	(135)	(137)	(121)	(128)	(127)	(127)	(127)	(127)	(128)
Worried about losing job/being laid off	25	32	33	36	36	34	30	34	32	31

"Are you, or is anyone in your household, worried about losing your job or being laid off?"

