

Table I

CANADIANS' APPRAISAL OF THE CURRENT OVERALL STATE OF THE NATIONAL ECONOMY - July 1994 to November 1996 -											
	July '94	Nov. '94	Jan. '95	May '95	Nov. '95	Jan. '96	Mar. '96	May '96	July '96	Sept. '96	Nov. '96
CANADA											
(Weighted Bases)	(1507) (%)	(1510) (%)	(1500) (%)	(1500) (%)	(1506) (%)	(1511) (%)	(1520) (%)	(1516) (%)	(1516) (%)	(1516) (%)	(1520) (%)
Very good	1	1	1	1	1	1	1	1	2	2	2
Good	40	46	35	43	40	36	39	47	47	49	53
Poor	46	40	49	45	47	51	48	42	43	41	37
Very poor	10	11	14	9	10	11	12	9	8	8	8
BRITISH COLUMBIA											
(Weighted Bases)	(183)	(184)	(182)	(183)	(184)	(184)	(185)	(185)	(185)	(185)	(185)
Very good	1	2	2	2	2	2	0	1	2	3	2
Good	41	45	32	45	47	47	51	51	54	50	60
Poor	41	43	52	43	42	43	40	40	38	40	31
Very poor	14	9	14	8	8	6	9	5	6	7	7
ALBERTA											
(Weighted Bases)	(134)	(136)	(135)	(135)	(135)	(136)	(137)	(136)	(136)	(136)	(137)
Very good	0	2	0	2	1	0	1	2	1	2	3
Good	38	49	35	44	42	37	46	51	53	71	62
Poor	42	40	51	46	50	56	46	39	38	24	31
Very poor	15	5	14	5	4	7	6	8	7	3	3
MANITOBA/SASKATCHEWAN											
(Weighted Bases)	(115)	(112)	(111)	(111)	(112)	(112)	(113)	(113)	(113)	(113)	(113)
Very good	2	1	2	0	0	1	2	0	2	2	0
Good	39	56	35	48	47	35	45	52	45	53	57
Poor	46	35	53	45	46	53	42	43	41	38	37
Very poor	13	7	10	8	5	12	10	4	12	8	6
ONTARIO											
(Weighted Bases)	(561)	(564)	(556)	(559)	(561)	(563)	(567)	(565)	(565)	(565)	(567)
Very good	1	1	1	1	2	1	1	2	1	2	2
Good	44	51	43	47	45	40	41	51	49	53	55
Poor	47	40	49	43	43	48	48	39	42	38	36
Very poor	6	6	7	6	8	10	9	6	6	5	7
QUEBEC											
(Weighted Bases)	(386)	(387)	(385)	(385)	(387)	(388)	(390)	(389)	(389)	(389)	(390)
Very good	1	1	1	1	1	0	1	0	2	2	1
Good	36	37	25	36	30	26	28	35	38	35	40
Poor	47	39	46	48	50	56	51	49	49	49	46
Very poor	14	22	27	15	18	17	18	16	10	15	13
ATLANTIC											
(Weighted Bases)	(128)	(127)	(132)	(126)	(127)	(127)	(128)	(128)	(128)	(128)	(128)
Very good	2	4	1	4	2	2	4	2	2	4	3
Good	36	37	40	45	33	32	30	47	48	41	60
Poor	55	47	48	42	57	55	54	41	42	46	29
Very poor	5	7	10	9	7	8	13	10	8	7	8

"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 2

CANADIANS' ONE-YEAR FORECAST FOR THE NATIONAL ECONOMY

- October 1987 to November 1996 -

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

* 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 3

CANADIANS' ONE-YEAR FORECAST FOR THEIR PROVINCIAL ECONOMIES
- April 1990 to November 1996 -

	Apr. '90	Nov. '90	Mar. '91	Mar. '92	Nov. '92	Nov. '93	July '94	Nov. '94	Mar. '95	Nov. '95	Mar. '96	July '96	Sept. '96	Nov. '96
BRITISH COLUMBIA														
(Weighted Bases)	(172) (%)	(172) (%)	(172) (%)	(172) (%)	(184) (%)	(183) (%)	(183) (%)	(184) (%)	(184) (%)	(184) (%)	(185) (%)	(185) (%)	(185) (%)	(185) (%)
Improve	33	11	37	42	35	34	40	38	27	33	31	33	21	20
Stay the same	41	33	37	30	34	39	39	41	49	47	45	41	49	38
Get worse	23	51	24	25	27	20	19	20	21	17	21	26	28	40
ALBERTA														
(Weighted Bases)	(139)	(139)	(140)	(139)	(136)	(135)	(134)	(136)	(135)	(135)	(137)	(136)	(136)	(137)
Improve	24	27	45	22	35	28	46	53	48	46	57	54	60	67
Stay the same	28	43	36	43	38	40	31	29	32	32	32	39	33	26
Get worse	45	26	20	32	25	28	23	16	18	18	11	7	6	5
MANITOBA/SASKATCHEWAN														
(Weighted Bases)	(124)	(124)	(124)	(124)	(111)	(111)	(115)	(112)	(112)	(112)	(113)	(113)	(113)	(113)
Improve	5	20	17	37	29	24	25	39	40	21	19	25	29	24
Stay the same	34	13	28	31	39	44	52	46	45	56	52	44	46	53
Get worse	52	63	53	31	29	30	18	12	14	19	28	31	25	21
ONTARIO														
(Weighted Bases)	(538)	(538)	(539)	(538)	(559)	(559)	(561)	(564)	(559)	(561)	(567)	(565)	(565)	(567)
Improve	11	18	42	30	25	30	33	43	32	32	31	37	35	40
Stay the same	33	23	30	31	35	36	49	40	42	31	33	36	40	33
Get worse	53	54	27	36	38	31	17	15	23	35	35	25	23	25
QUEBEC														
(Weighted Bases)	(391)	(390)	(391)	(391)	(385)	(385)	(386)	(387)	(386)	(387)	(390)	(389)	(389)	(390)
Improve	10	13	37	24	30	21	32	30	24	24	33	20	14	23
Stay the same	40	30	32	49	44	45	43	45	41	43	37	45	47	40
Get worse	45	55	28	25	25	31	19	23	32	31	29	34	37	36
ATLANTIC														
(Weighted Bases)	(137)	(137)	(137)	(137)	(126)	(127)	(128)	(127)	(126)	(127)	(128)	(128)	(128)	(128)
Improve	15	15	27	22	37	31	25	20	29	13	21	18	23	32
Stay the same	30	20	25	31	25	38	48	44	37	37	48	47	42	40
Get worse	53	62	43	44	35	29	26	34	32	50	30	35	34	26

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

Table 4

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

	Oct. '87	Apr. '88	Apr. '89	Apr. '90	Mar. '91	Mar. '92	Mar. '93	Mar. '94	Jan. '95	Mar. '95	Nov. '95	Jan. '96	May '96	Sept. '96	Nov. '96
	CANADA														
(Weighted Base)	(1011) (%)	(1510) (%)	(1502) (%)	(1501) (%)	(1503) (%)	(1501) (%)	(1500) (%)	(1508) (%)	(1500) (%)	(1503) (%)	(1506) (%)	(1511) (%)	(1516) (%)	(1516) (%)	(1520) (%)
Improve	31	37	27	19	29	24	28	27	28	27	23	24	27	29	27
Stay the same	53	49	50	46	50	57	53	54	57	55	57	55	53	57	53
Get worse	12	11	21	33	19	18	17	19	15	17	19	19	19	13	18
	BRITISH COLUMBIA														
(Weighted Base)	(114)	(174)	(172)	(172)	(172)	(172)	(183)	(186)	(182)	(184)	(184)	(184)	(185)	(185)	(185)
Improve	27	34	36	26	37	31	31	33	29	28	26	27	25	36	24
Stay the same	57	51	44	48	44	52	49	51	56	51	59	54	58	55	55
Get worse	13	14	19	24	18	16	20	15	14	19	14	19	16	8	19
	ALBERTA														
(Weighted Base)	(n/a)*	(n/a)*	(n/a)*	(139)	(140)	(139)	(135)	(136)	(135)	(135)	(135)	(136)	(136)	(136)	(137)
Improve	n/a	n/a	n/a	24	32	24	31	22	31	28	36	37	40	39	38
Stay the same	n/a	n/a	n/a	40	52	56	53	47	48	52	48	48	48	52	51
Get worse	n/a	n/a	n/a	33	14	18	16	29	21	18	12	13	8	9	11
	MANITOBA/SASKATCHEWAN														
(Weighted Base)	(n/a)*	(n/a)*	(n/a)*	(124)	(124)	(124)	(111)	(112)	(111)	(112)	(112)	(112)	(113)	(113)	(113)
Improve	n/a	n/a	n/a	17	19	28	15	24	23	23	19	20	30	25	22
Stay the same	n/a	n/a	n/a	45	55	50	55	50	58	54	55	59	47	61	61
Get worse	n/a	n/a	n/a	37	23	19	25	25	16	22	24	20	23	15	15
	ONTARIO														
(Weighted Base)	(366)	(542)	(539)	(538)	(539)	(538)	(559)	(561)	(556)	(559)	(561)	(563)	(565)	(565)	(567)
Improve	36	42	28	20	32	24	31	28	33	30	24	25	31	27	30
Stay the same	48	43	48	41	47	56	51	54	55	55	56	51	50	56	51
Get worse	13	9	22	36	19	18	17	18	11	15	19	23	18	15	18
	QUEBEC														
(Weighted Base)	(260)	(390)	(391)	(391)	(391)	(391)	(385)	(386)	(385)	(386)	(387)	(388)	(389)	(389)	(390)
Improve	27	35	26	14	25	21	28	26	21	22	19	20	19	26	24
Stay the same	62	53	54	52	54	61	58	57	62	59	62	64	58	58	53
Get worse	7	10	19	33	18	17	12	16	16	17	19	16	22	14	22
	ATLANTIC														
(Weighted Base)	(94)	(140)	(137)	(137)	(137)	(137)	(127)	(128)	(132)	(126)	(127)	(127)	(128)	(128)	(128)
Improve	34	31	23	13	25	19	22	19	21	29	22	24	23	24	19
Stay the same	50	54	52	56	52	59	57	56	62	52	48	56	50	64	58
Get worse	14	12	23	31	19	23	21	24	17	18	30	20	26	12	22

* 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?"

