

Table 2

CANADIANS' ONE-YEAR FORECAST FOR THE NATIONAL ECONOMY - October 1987 to July 1997 -																
	Oct. '87	Apr. '88	Apr. '89	Apr. '90	Mar. '91	Mar. '92	Mar. '93	Mar. '94	Mar. '95	Jan. '96	Mar. '96	July '96	Nov. '96	Jan. '97	May '97	July '97
CANADA																
(Weighted Bases)	(1011) (%)	(1510) (%)	(1502) (%)	(1501) (%)	(1503) (%)	(1501) (%)	(1500) (%)	(1508) (%)	(1503) (%)	(1511) (%)	(1520) (%)	(1516) (%)	(1520) (%)	(1519) (%)	(1516) (%)	(1516) (%)
Improve	24	35	16	11	38	33	41	41	33	18	27	29	37	39	41	45
Stay the same	37	39	37	29	29	39	36	39	41	46	42	46	40	42	41	39
Get worse	33	21	45	58	31	27	21	18	25	35	29	24	22	18	15	15
BRITISH COLUMBIA																
(Weighted Bases)	(114)	(174)	(172)	(172)	(172)	(172)	(183)	(186)	(184)	(184)	(185)	(185)	(185)	(185)	(200)	(198)
Improve	24	34	20	14	38	40	41	40	28	19	28	29	37	35	38	36
Stay the same	32	40	41	41	27	27	27	36	39	42	42	48	36	47	43	47
Get worse	40	25	38	42	30	32	30	23	31	38	28	22	26	17	17	15
ALBERTA																
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(139)	(140)	(139)	(135)	(136)	(135)	(136)	(137)	(136)	(137)	(136)	(135)	(137)
Improve	n/a	n/a	n/a	15	30	19	34	32	36	13	38	34	47	52	45	51
Stay the same	n/a	n/a	n/a	25	37	51	29	34	40	52	42	44	39	39	33	35
Get worse	n/a	n/a	n/a	60	32	29	34	30	22	30	19	21	12	8	20	14
MANITOBA/SASKATCHEWAN																
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(124)	(124)	(124)	(111)	(112)	(112)	(112)	(113)	(113)	(113)	(113)	(105)	(106)
Improve	n/a	n/a	n/a	11	25	40	27	35	35	17	20	26	32	32	38	47
Stay the same	n/a	n/a	n/a	30	24	33	39	46	44	48	49	45	45	49	45	37
Get worse	n/a	n/a	n/a	54	47	26	31	16	20	35	31	29	21	18	15	13
ONTARIO																
(Weighted Bases)	(366)	(542)	(539)	(538)	(539)	(538)	(559)	(561)	(559)	(563)	(567)	(565)	(567)	(566)	(573)	(572)
Improve	23	36	17	9	42	28	46	51	38	23	29	34	44	46	47	54
Stay the same	37	37	36	23	29	32	34	38	42	44	40	42	35	35	37	35
Get worse	32	18	47	66	27	25	18	10	19	32	30	23	21	17	14	11
QUEBEC																
(Weighted Bases)	(260)	(390)	(391)	(391)	(391)	(391)	(385)	(386)	(386)	(388)	(390)	(389)	(390)	(390)	(378)	(381)
Improve	24	34	17	8	40	25	41	37	28	11	24	21	29	33	35	37
Stay the same	43	45	38	34	28	49	43	43	38	50	45	53	44	48	49	41
Get worse	26	17	40	55	28	25	13	19	31	38	29	25	27	18	15	19
ATLANTIC																
(Weighted Bases)	(94)	(140)	(137)	(137)	(137)	(137)	(127)	(128)	(126)	(127)	(128)	(128)	(128)	(128)	(124)	(123)
Improve	24	36	19	15	31	34	36	26	32	17	23	25	31	28	35	38
Stay the same	33	43	30	23	26	32	39	38	41	41	38	45	48	43	46	42
Get worse	36	19	49	59	43	32	24	36	27	42	39	29	22	29	17	19
* 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 July 1997 -**

	Apr. '90	Mar. '91	Mar. '92	Nov. '92	Nov. '93	Nov. '94	Mar. '95	Nov. '95	Mar. '96	July '96	Nov. '96	Jan. '97	May '97	July '97
	BRITISH COLUMBIA													
(Weighted Bases)	(172) (%)	(172) (%)	(172) (%)	(184) (%)	(183) (%)	(184) (%)	(184) (%)	(184) (%)	(185) (%)	(185) (%)	(185) (%)	(185) (%)	(200) (%)	(198) (%)
Improve	33	37	42	35	34	38	27	33	31	33	20	30	37	29
Stay the same	41	37	30	34	39	41	49	47	45	41	38	40	35	38
Get worse	23	24	25	27	20	20	21	17	21	26	40	29	26	31
	ALBERTA													
(Weighted Bases)	(139)	(140)	(139)	(136)	(135)	(136)	(135)	(135)	(137)	(136)	(137)	(136)	(135)	(137)
Improve	24	45	22	35	28	53	48	46	57	54	67	65	67	71
Stay the same	28	36	43	38	40	29	32	32	32	39	26	28	29	21
Get worse	45	20	32	25	28	16	18	18	11	7	5	7	3	7
	MANITOBA/SASKATCHEWAN													
(Weighted Bases)	(124)	(124)	(124)	(111)	(111)	(112)	(112)	(112)	(113)	(113)	(113)	(113)	(105)	(106)
Improve	5	17	37	29	24	39	40	21	19	25	24	28	33	42
Stay the same	34	28	31	39	44	46	45	56	52	44	53	49	50	37
Get worse	52	53	31	29	30	12	14	19	28	31	21	21	15	19
	ONTARIO													
(Weighted Bases)	(538)	(539)	(538)	(559)	(559)	(564)	(559)	(561)	(567)	(565)	(567)	(566)	(573)	(572)
Improve	11	42	30	25	30	43	32	32	31	37	40	42	45	48
Stay the same	33	30	31	35	36	40	42	31	33	36	33	28	37	34
Get worse	53	27	36	38	31	15	23	35	35	25	25	28	15	16
	QUEBEC													
(Weighted Bases)	(391)	(391)	(391)	(385)	(385)	(387)	(386)	(387)	(390)	(389)	(390)	(390)	(378)	(381)
Improve	10	37	24	30	21	30	24	24	33	20	23	20	22	26
Stay the same	40	32	49	44	45	45	41	43	37	45	40	48	49	43
Get worse	45	28	25	25	31	23	32	31	29	34	36	32	27	28
	ATLANTIC													
(Weighted Bases)	(137)	(137)	(137)	(126)	(127)	(127)	(126)	(127)	(128)	(128)	(128)	(128)	(124)	(123)
Improve	15	27	22	37	31	20	29	13	21	18	32	29	26	34
Stay the same	30	25	31	25	38	44	37	37	48	47	40	40	51	43
Get worse	53	43	44	35	29	34	32	50	30	35	26	29	20	23

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

Table I

CONSUMERS' PERSPECTIVES ON WHETHER NOW IS A GOOD OR POOR TIME TO MAKE A MAJOR PURCHASE										
		REGION						INCOME		
	Canada	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic	<\$30K	\$30-59K	\$60K+
(Weighted Bases)	(1516) (%)	(198) (%)	(137) (%)	(106) (%)	(572) (%)	(381) (%)	(123) (%)	(428) (%)	(537) (%)	(413) (%)
GOOD OR POOR TIME TO MAKE A MAJOR PURCHASE?:										
Very good	11	11	17	15	11	9	11	6	11	18
Good	61	60	62	61	63	61	46	54	66	66
Poor	20	22	16	14	18	23	33	28	16	14
Very poor	4	4	3	3	5	3	8	7	4	1
(Unsure)	3	4	2	7	3	4	2	5	3	1
(Base: Those saying "poor/very poor" time)	(371) (%)	(50) (%)	(26)* (%)	(18)* (%)	(129) (%)	(98) (%)	(51) (%)	(152) (%)	(109) (%)	(61) (%)
WHY IS IT A POOR TIME?**:										
Job security/Out of work (personal)	28	36	19	8	30	28	28	24	29	34
Unemployment/Jobs (general)	20	22	21	21	21	21	14	24	19	22
State of economy (general)	16	14	19	11	16	17	16	13	18	16
Low wages/salaries/disposable income	11	9	14	12	8	11	14	14	8	13
High taxes - income tax, sales tax, GST	8	8	4	14	7	9	9	7	9	13
Personal debt - credit cards, loans, mortgages	6	13	0	15	4	9	2	6	4	9
High interest rates	4	3	0	5	2	7	5	4	4	5
Rising prices/cost of living	4	7	15	8	2	3	5	3	5	9
Other	9	7	17	14	7	8	8	6	7	17
(Unsure)	18	14	20	15	22	13	20	22	20	6
* Caution: Very small sub-base.										
** Figures represent "Total Mentions": Multiple reasons were accepted from each respondent, thus percentages will exceed 100.										

"All things considered, do you think that now is a very good, good, poor or very poor time for Canadian consumers to make a major purchase, such as a car or a major household appliance?"

(IF "POOR/VERY POOR"): "And why is it a (poor/very poor) time for consumers to make a major purchase right now?"