

Canadian Consumer Confidence

Table 1

CANADIANS' ONE-YEAR FORECAST FOR THE NATIONAL ECONOMY – October 1987 to Late November 1997 –																
	Oct. '87	Apr. '88	Apr. '89	Apr. '90	Mar. '91	Mar. '92	Mar. '93	Mar. '94	Mar. '95	Jan. '96	Mar. '96	Jan. '97	May '97	July '97	Sept. '97	Nov. '97
(Weighted Bases)	(1011)	(1510)	(1502)	(1501)	(1503)	(1501)	(1500)	(1508)	(1503)	(1511)	(1520)	(1519)	(1516)	(1516)	(1503)	(1516)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
CANADA																
Improve	24	35	16	11	38	33	41	41	33	18	27	39	41	45	50	43
Stay the same	37	39	37	29	29	39	36	39	41	46	42	42	41	39	37	42
Get worse	33	21	45	58	31	27	21	18	25	35	29	18	15	15	12	15
BRITISH COLUMBIA																
(Weighted Bases)	(114)	(174)	(172)	(172)	(172)	(172)	(183)	(186)	(184)	(184)	(185)	(185)	(200)	(198)	(196)	(198)
Improve	24	34	20	14	38	40	41	40	28	19	28	35	38	36	48	31
Stay the same	32	40	41	41	27	27	27	36	39	42	42	47	43	47	34	48
Get worse	40	25	38	42	30	32	30	23	31	38	28	17	17	15	17	21
ALBERTA																
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(139)	(140)	(139)	(135)	(136)	(135)	(136)	(137)	(136)	(135)	(137)	(135)	(137)
Improve	n/a	n/a	n/a	15	30	19	34	32	36	13	38	52	45	51	59	58
Stay the same	n/a	n/a	n/a	25	37	51	29	34	40	52	42	39	33	35	30	28
Get worse	n/a	n/a	n/a	60	32	29	34	30	22	30	19	8	20	14	8	12
MANITOBA/SASKATCHEWAN																
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(124)	(124)	(124)	(111)	(112)	(112)	(112)	(113)	(113)	(105)	(106)	(105)	(106)
Improve	n/a	n/a	n/a	11	25	40	27	35	35	17	20	32	38	47	56	35
Stay the same	n/a	n/a	n/a	30	24	33	39	46	44	48	49	49	45	37	34	49
Get worse	n/a	n/a	n/a	54	47	26	31	16	20	35	31	18	15	13	8	17
ONTARIO																
(Weighted Bases)	(366)	(542)	(539)	(538)	(539)	(538)	(559)	(561)	(559)	(563)	(567)	(566)	(573)	(572)	(567)	(572)
Improve	23	36	17	9	42	28	46	51	38	23	29	46	47	54	55	46
Stay the same	37	37	36	23	29	32	34	38	42	44	40	35	37	35	34	39
Get worse	32	18	47	66	27	25	18	10	19	32	30	17	14	11	11	14
QUEBEC																
(Weighted Bases)	(260)	(390)	(391)	(391)	(391)	(391)	(385)	(386)	(386)	(388)	(390)	(390)	(378)	(381)	(377)	(381)
Improve	24	34	17	8	40	25	41	37	28	11	24	33	35	37	44	39
Stay the same	43	45	38	34	28	49	43	43	38	50	45	48	49	41	41	48
Get worse	26	17	40	55	28	25	13	19	31	38	29	18	15	19	13	12
ATLANTIC																
(Weighted Bases)	(94)	(140)	(137)	(137)	(137)	(137)	(127)	(128)	(126)	(127)	(128)	(128)	(124)	(123)	(122)	(123)
Improve	24	36	19	15	31	34	36	26	32	17	23	28	35	38	37	47
Stay the same	33	43	30	23	26	32	39	38	41	41	38	43	46	42	48	31
Get worse	36	19	49	59	43	32	24	36	27	42	39	29	17	19	14	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?"

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Table 2

CANADIANS' ONE-YEAR FORECAST FOR THEIR PROVINCIAL ECONOMIES – April 1990 to Late November 1997 –														
	Apr. '90	Mar. '91	Mar. '92	Nov. '92	Nov. '93	Nov. '94	Mar. '95	Nov. '95	Mar. '96	Jan. '97	May '97	July '97	Sept. '97	Nov. '97
BRITISH COLUMBIA														
(Weighted Bases)	(172)	(172)	(172)	(184)	(183)	(184)	(184)	(184)	(185)	(185)	(200)	(198)	(196)	(198)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Improve	33	37	42	35	34	38	27	33	31	30	37	29	30	19
Stay the same	41	37	30	34	39	41	49	47	45	40	35	38	43	36
Get worse	23	24	25	27	20	20	21	17	21	29	26	31	25	43
ALBERTA														
(Weighted Bases)	(139)	(140)	(139)	(136)	(135)	(136)	(135)	(135)	(137)	(136)	(135)	(137)	(135)	(137)
Improve	24	45	22	35	28	53	48	46	57	65	67	71	74	72
Stay the same	28	36	43	38	40	29	32	32	32	28	29	21	22	20
Get worse	45	20	32	25	28	16	18	18	11	7	3	7	2	7
MANITOBA/SASKATCHEWAN														
(Weighted Bases)	(124)	(124)	(124)	(111)	(111)	(112)	(112)	(112)	(113)	(113)	(105)	(106)	(105)	(106)
Improve	5	17	37	29	24	39	40	21	19	28	33	42	49	33
Stay the same	34	28	31	39	44	46	45	56	52	49	50	37	41	48
Get worse	52	53	31	29	30	12	14	19	28	21	15	19	9	17
ONTARIO														
(Weighted Bases)	(538)	(539)	(538)	(559)	(559)	(564)	(559)	(561)	(567)	(566)	(573)	(572)	(567)	(572)
Improve	11	42	30	25	30	43	32	32	31	42	45	48	51	44
Stay the same	33	30	31	35	36	40	42	31	33	28	37	34	31	39
Get worse	53	27	36	38	31	15	23	35	35	28	15	16	16	16
QUEBEC														
(Weighted Bases)	(391)	(391)	(391)	(385)	(385)	(387)	(386)	(387)	(390)	(390)	(378)	(381)	(377)	(381)
Improve	10	37	24	30	21	30	24	24	33	20	22	26	31	33
Stay the same	40	32	49	44	45	45	41	43	37	48	49	43	43	45
Get worse	45	28	25	25	31	23	32	31	29	32	27	28	25	22
ATLANTIC														
(Weighted Bases)	(137)	(137)	(137)	(126)	(127)	(127)	(126)	(127)	(128)	(128)	(124)	(123)	(122)	(123)
Improve	15	27	22	37	31	20	29	13	21	29	26	34	35	35
Stay the same	30	25	31	25	38	44	37	37	48	40	51	43	40	32
Get worse	53	43	44	35	29	34	32	50	30	29	20	23	23	33

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

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Table 3

CANADIANS' ONE-YEAR FORECAST FOR PERSONAL FINANCIAL PROSPECTS - October 1987 to Late November 1997 -														
	Oct. '87	Apr. '88	Apr. '89	Apr. '90	Mar. '91	Mar. '92	Mar. '93	Mar. '94	Mar. '95	Nov. '95	Jan. '96	May '96	Nov. '96	Nov. '97
CANADA														
(Weighted Bases)	(1011) (%)	(1510) (%)	(1502) (%)	(1501) (%)	(1503) (%)	(1501) (%)	(1500) (%)	(1508) (%)	(1503) (%)	(1506) (%)	(1511) (%)	(1516) (%)	(1520) (%)	(1516) (%)
Improve	31	37	27	19	29	24	28	27	27	23	24	27	27	32
Stay the same	53	49	50	46	50	57	53	54	55	57	55	53	53	53
Get worse	12	11	21	33	19	18	17	19	17	19	19	19	18	15
BRITISH COLUMBIA														
(Weighted Bases)	(114)	(174)	(172)	(172)	(172)	(172)	(183)	(186)	(184)	(184)	(184)	(185)	(185)	(198)
Improve	27	34	36	26	37	31	31	33	28	26	27	25	24	38
Stay the same	57	51	44	48	44	52	49	51	51	59	54	58	55	50
Get worse	13	14	19	24	18	16	20	15	19	14	19	16	19	11
ALBERTA														
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(139)	(140)	(139)	(135)	(136)	(135)	(135)	(136)	(136)	(137)	(137)
Improve	n/a	n/a	n/a	24	32	24	31	22	28	36	37	40	38	49
Stay the same	n/a	n/a	n/a	40	52	56	53	47	52	48	48	48	51	38
Get worse	n/a	n/a	n/a	33	14	18	16	29	18	12	13	8	11	13
MANITOBA/SASKATCHEWAN														
(Weighted Bases)	(n/a)*	(n/a)*	(n/a)*	(124)	(124)	(124)	(111)	(112)	(112)	(112)	(112)	(113)	(113)	(106)
Improve	n/a	n/a	n/a	17	19	28	15	24	23	19	20	30	22	34
Stay the same	n/a	n/a	n/a	45	55	50	55	50	54	55	59	47	61	50
Get worse	n/a	n/a	n/a	37	23	19	25	25	22	24	20	23	15	15
ONTARIO														
(Weighted Bases)	(366)	(542)	(539)	(538)	(539)	(538)	(559)	(561)	(559)	(561)	(563)	(565)	(567)	(572)
Improve	36	42	28	20	32	24	31	28	30	24	25	31	30	30
Stay the same	48	43	48	41	47	56	51	54	55	56	51	50	51	57
Get worse	13	9	22	36	19	18	17	18	15	19	23	18	18	12
QUEBEC														
(Weighted Bases)	(260)	(390)	(391)	(391)	(391)	(391)	(385)	(386)	(386)	(387)	(388)	(389)	(390)	(381)
Improve	27	35	26	14	25	21	28	26	22	19	20	19	24	26
Stay the same	62	53	54	52	54	61	58	57	59	62	64	58	53	55
Get worse	7	10	19	33	18	17	12	16	17	19	16	22	22	18
ATLANTIC														
(Weighted Bases)	(94)	(140)	(137)	(137)	(137)	(137)	(127)	(128)	(126)	(127)	(127)	(128)	(128)	(123)
Improve	34	31	23	13	25	19	22	19	29	22	24	23	19	26
Stay the same	50	54	52	56	52	59	57	56	52	48	56	50	58	49
Get worse	14	12	23	31	19	23	21	24	18	30	20	26	22	25

* 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?"

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Table 4

CANADIANS' ANXIETY ABOUT LOSING THEIR JOB - November 1990 to Late November 1997 -											
	Nov. '90	Dec. '91	Mar. '92	Sept. '93	Mar. '94	Dec. '94	July '95	Nov. '95	Sept. '96	Mar. '97	Nov. '97
CANADA											
(Weighted Bases)	(1500) (%)	(1502) (%)	(1501) (%)	(1509) (%)	(1508) (%)	(1505) (%)	(1501) (%)	(1506) (%)	(1516) (%)	(1525) (%)	(1516) (%)
Worried about losing job/ being laid off	26	31	27	35	33	29	30	32	31	31	25
BRITISH COLUMBIA											
(Weighted Bases)	(172)	(177)	(172)	(184)	(186)	(184)	(183)	(184)	(185)	(186)	(198)
Worried about losing job/ being laid off	22	23	16	22	25	25	25	24	23	27	24
ALBERTA											
(Weighted Bases)	(n/a)	(130)	(139)	(135)	(136)	(135)	(135)	(135)	(136)	(137)	(137)
Worried about losing job/ being laid off	n/a	27	35	36	36	26	26	28	32	25	22
MANITOBA/SASKATCHEWAN											
(Weighted Bases)	(n/a)	(122)	(124)	(112)	(112)	(112)	(111)	(112)	(113)	(113)	(106)
Worried about losing job/ being laid off	n/a	27	24	36	30	28	29	31	30	30	23
ONTARIO											
(Weighted Bases)	(538)	(551)	(538)	(563)	(561)	(562)	(559)	(561)	(565)	(568)	(572)
Worried about losing job/ being laid off	25	39	28	38	37	30	31	35	33	33	25
QUEBEC											
(Weighted Bases)	(390)	(387)	(391)	(389)	(386)	(386)	(386)	(387)	(389)	(392)	(381)
Worried about losing job/ being laid off	34	26	26	35	30	30	31	32	32	31	23
ATLANTIC											
(Weighted Bases)	(137)	(135)	(137)	(121)	(128)	(127)	(127)	(127)	(128)	(129)	(123)
Worried about losing job/ being laid off	25	32	33	36	36	34	30	34	31	31	29

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