

CANADIANS LOOK BACK ON 2006 AND LOOK FORWARD TO 2007

Majority Of Canadians (76%) Say 2006 Was A "Good Year" In Comparison To Years Past

And Optimism Abounds For 2007 When It Comes To Them "Personally" (88%), Their "Family" (88%), And Canada (78%) But Less Optimistic (49%) About The "World" In 2007



Ipsos Reid

Ipsos Reid Public Release Date: -Saturday, December 30th, 2006

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“Personally” (88%), Their “Family” (88%), And Canada (78%)
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Toronto, ON – As the year 2006 comes to a close and our thoughts turn to the coming days of 2007, a new Ipsos Reid survey conducted on behalf of CanWest/Global News reports that the majority of Canadians (76%) look back upon the year 2006 as “good year overall” in comparison to years past. One in five (21%), though, say 2006 was a “bad year overall” in their opinion.

And optimism abounds for most Canadians when it comes to them personally, their family, and their country, in the coming year:

- 88% are optimistic that 2007 will be a good year for them “personally” (10% are pessimistic);
- 88% are optimistic that 2007 will be a good year for their “family” (8% are pessimistic); and
- 78% are optimistic that 2007 will be a good year for “Canada” (18% are pessimistic).

But, Canadians are split about what kind of year they see for the “world” in 2007: Half (46%) are pessimistic about the world for the coming year and half (49%) are optimistic.

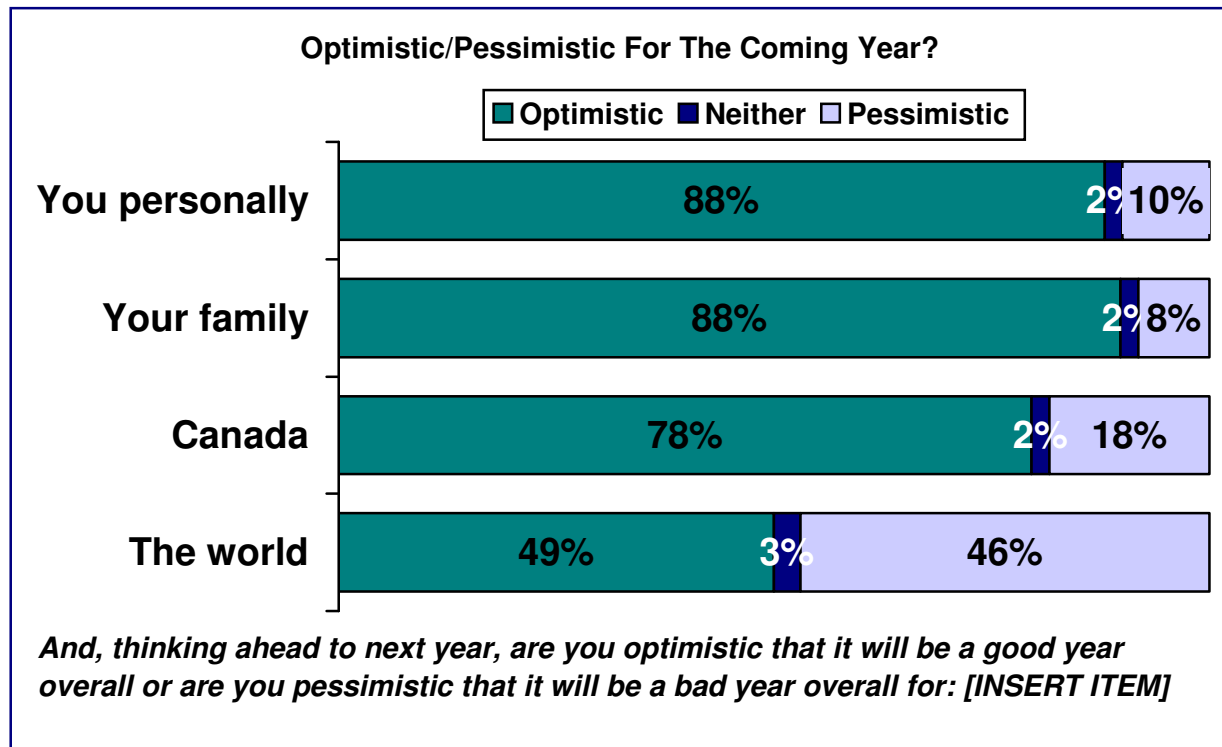
These are the findings of an Ipsos Reid survey fielded from December 12th to December 14th 2006. For the survey, a representative randomly selected sample of 1,000 adult Canadians were interviewed by telephone. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

Three-Quarters (76%) Feel That, Looking Back Over The Year 2006 In Comparison To Other Years, It Was A “Good Year Overall” ...

Three-quarters of Canadians (76%) feel that, looking back over the year 2006 in comparison to other years, it was a “good year overall” – including 18% who feel it was a “very good year”. Twenty-one percent feel 2006 was a “bad year overall” (6% say a “very bad year”), and the remaining 2% would describe their year as neither good nor bad.

- Albertans (87%) are the most likely to say 2006 was a good year, followed by Atlantic Canadians (83%), Saskatchewan/Manitoba (78%), and Ontario (77%).
- Residents of Quebec (28%) and British Columbia (22%) are the most likely to say it was a bad year.
- Young adults age 18-34 are the most likely to say it was a good year (82% vs. 74% among those age 35 and older).
- Men are more likely than women to say it was a good year (80% vs. 73%).

Looking Ahead To Next Year: Optimism Abounds For Canadians And Their Families – But Half (46%) Feel Pessimistic For The World Overall...



- Optimism for one-self, runs highest in Saskatchewan/Manitoba (94%), followed by Alberta (92%), British Columbia and Atlantic Canada (90% in each). Pessimism runs highest in Quebec (15%).
- Optimism about one's family is highest in Alberta (90%), followed very closely by the other provinces: 89% in Atlantic Canada, 88% in Saskatchewan/Manitoba and British Columbia, and 87% in Quebec and Ontario. Pessimism about one's family is highest among those ages 55 and older (12% vs. 6% among those 18-54).
- Optimism about Canada is highest in Saskatchewan/Manitoba (91%), followed very closely by Alberta (90%), and Atlantic Canada (89%). Pessimism for the country is



strongest among residents of Quebec (31%), British Columbia (18%), and Ontario (16%).

- Optimism about the world in the coming year is very comparable across the predominantly English-speaking provinces: 56% in Atlantic Canada, 55% in Alberta, 53% in British Columbia and Ontario, and 51% in Saskatchewan/Manitoba (51%) – however, the majority of Quebecois (59%) are pessimistic about the world for the coming year.

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