

1. 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?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
Very good	24 2%	12 2%	12 2%	8 3%	8 2%	8 2%	5 5%	11 3%	5 2%	3 2%
Good	522 51%	256 51%	266 50%	155 54%	203 50%	165 49%	45 44%	189 50%	178 53%	110 51%
Poor	434 42%	202 40%	233 44%	115 40%	179 44%	140 42%	48 47%	164 44%	134 40%	88 41%
Very poor	50 5%	29 6%	21 4%	10 3%	19 5%	21 6%	5 5%	12 3%	18 5%	15 7%
Summary										
Top2Box (Good)	546 53%	268 54%	278 52%	163 57%	211 52%	172 52%	50 49%	199 53%	184 55%	114 52%
Low2Box (Poor)	485 47%	231 46%	254 48%	125 43%	198 48%	162 48%	53 51%	176 47%	152 45%	104 48%

2. Thinking about the next year or so, do you, yourself, generally feel that the Canadian economy will...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
Improve	212 21%	110 22%	102 19%	61 21%	80 20%	71 21%	25 25%	77 21%	69 21%	40 18%
Stay the same	473 46%	231 46%	243 46%	139 48%	200 49%	135 40%	43 42%	191 51%	149 44%	91 42%
Get worse	345 34%	159 32%	187 35%	88 30%	130 32%	128 38%	34 33%	107 28%	118 35%	87 40%
									G	G

3. And, thinking about your family, do you feel that your own economic situation will...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
Improve	231 22%	117 23%	114 21%	98 34% DE	89 22% E	45 13%	29 28%	78 21%	78 23%	46 21%
Stay the same	607 59%	295 59%	312 59%	153 53%	252 62% C	202 60%	56 55%	227 61%	194 58%	129 59%
Get worse	193 19%	87 17%	106 20%	37 13%	68 17%	87 26% CD	17 16%	70 19%	64 19%	42 19%

4. And, are you, or is anyone in your household, worried about losing their job or being laid off?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
Yes	184 18%	84 17%	100 19%	64 22% E	81 20% E	39 12%	21 20%	51 14%	70 21% G	42 20%
No	847 82%	415 83%	432 81%	224 78%	328 80%	295 88% CD	81 80%	324 86% H	266 79%	175 80%

5. Heading into 2009, do you think the Canadian economy will:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
Continue to grow as strongly as it has in recent years	43	23	19	16	15	12	6	17	11	9
	4%	5%	4%	6%	4%	4%	6%	4%	3%	4%
Slow down but continue to have some growth	651	315	337	186	246	220	58	252	217	124
	63%	63%	63%	65%	60%	66%	57%	67%	65%	57%
Enter into a recession	337	161	176	86	149	103	38	106	108	84
	33%	32%	33%	30%	36%	31%	37%	28%	32%	39% G

6. Thinking about your spending habits, which of the following have you personally done:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
I have started to pull back on my usual spending habits, becoming far more cautious with what I spend	586	270	316	140	237	209	65	215	185	121
	57%	54%	59%	49%	58% C	63% C	64%	57%	55%	55%
I have not really changed my spending habits, and am continuing forward doing what I have always done	445	229	216	148	172	125	37	160	151	97
	43%	46%	41%	51% DE	42%	37%	36%	43%	45%	45%

7. Are you employed?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1031	492	539	278	393	360	86	318	504	123
Weighted	1031	499	532	288	409	334	102*	375	336	218
Full time at a business	411 40%	220 44%	191 36%	141 49%	195 48%	75 22%	26 26%	135 36%	142 42%	107 49%
		B		E	E			F		FG
Part time at a business	103 10%	29 6%	75 14%	44 15%	43 10%	17 5%	11 11%	39 10%	44 13%	9 4%
		A		E	E			I		
Self-employed	105 10%	55 11%	50 9%	25 9%	50 12%	30 9%	4 4%	31 8%	38 11%	32 15%
								F		F
Retired	220 21%	120 24%	100 19%	0 -	27 7%	193 58%	29 28%	100 27%	55 16%	36 17%
		B			C	CD	HI	HI		
Not currently employed	192 19%	75 15%	117 22%	78 27%	95 23%	19 6%	32 32%	70 19%	57 17%	32 15%
			A	E	E		GHI			

8.1. (Cut back activities because of slowing sales) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	45 9%	22 9%	23 9%	18 10%	20 8%	8 8%	6 16%	12 7%	22 12%	6 5%
Somewhat agree	143 28%	76 31%	67 25%	46 25%	67 28%	29 32%	13 36%	45 26%	53 28%	31 27%
Somewhat disagree	165 32%	81 33%	84 32%	53 29%	90 38%	22 24%	9 25%	60 35%	57 31%	38 33%
Strongly disagree	161 31%	69 28%	92 35%	66 36%	61 26%	33 36%	9 23%	57 33%	54 29%	41 35%
Summary										
Top2Box (Agree)	188 37%	98 40%	90 34%	65 35%	86 36%	37 40%	19 52% G	57 33%	75 40%	37 32%
Low2Box (Disagree)	326 63%	150 60%	176 66%	120 65%	152 64%	55 60%	18 48% F	117 67%	112 60%	79 68%

8.2. (Lay off people or close down operations) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	15 3%	8 3%	8 3%	7 4%	5 2%	3 4%	2 6%	2 1%	9 5%	2 1%
Somewhat agree	95 19%	54 22%	42 16%	26 14%	51 22%	18 19%	9 23%	27 15%	34 18%	26 22%
Somewhat disagree	150 29%	75 30%	75 28%	52 28%	76 32%	22 24%	10 26%	55 32%	52 28%	33 29%
Strongly disagree	254 49%	112 45%	142 53%	99 54%	105 44%	49 53%	17 45%	90 52%	92 49%	55 47%
Summary										
Top2Box (Agree)	111 22%	61 25%	49 19%	33 18%	57 24%	21 23%	11 29%	29 17%	43 23%	28 24%
Low2Box (Disagree)	403 78%	187 75%	216 81%	151 82%	181 76%	71 77%	27 71%	145 83%	143 77%	89 76%

8. 3. (Ride it out over the holiday season and then decide what to do afterwards) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	29 6%	17 7%	12 5%	11 6%	14 6%	4 5%	6 16% HI	11 6%	11 6%	2 2%
Somewhat agree	140 27%	73 29%	67 25%	37 20%	70 29%	32 35% C	8 22%	52 30%	47 25%	32 28%
Somewhat disagree	149 29%	71 28%	78 29%	59 32%	64 27%	26 28%	11 29%	38 22%	57 31%	43 37% G
Strongly disagree	196 38%	87 35%	109 41%	76 41%	90 38%	30 32%	12 32%	73 42%	72 38%	40 34%
Summary										
Top2Box (Agree)	169 33%	90 36%	79 30%	49 26%	84 35%	37 40% C	14 38%	63 36%	58 31%	34 29%
Low2Box (Disagree)	345 67%	158 64%	187 70%	135 74% E	154 65%	55 60%	23 62%	111 64%	129 69%	82 71%

8.4. (Our management team is very nervous and concerned about our business) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	31 6%	16 6%	15 6%	10 5%	16 7%	5 5%	6 16% GI	6 3%	19 10% GI	0 -
Somewhat agree	137 27%	73 29%	65 24%	41 22%	68 29%	28 31%	11 29%	45 26%	48 26%	34 29%
Somewhat disagree	170 33%	90 36%	80 30%	67 37%	78 33%	25 27%	9 23%	56 32%	60 32%	46 40%
Strongly disagree	176 34%	69 28%	106 40% A	66 36%	76 32%	34 37%	12 33%	67 39%	60 32%	37 32%
Summary										
Top2Box (Agree)	168 33%	88 36%	80 30%	51 28%	84 35%	33 36%	17 44%	51 29%	67 36%	34 29%
Low2Box (Disagree)	346 67%	160 64%	186 70%	133 72%	154 65%	59 64%	21 56%	123 71%	119 64%	83 71%

8. 5. (We are witnessing a slowing of customer spending on our products) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	52 10%	27 11%	25 9%	23 13%	19 8%	9 10%	8 22% GI	14 8%	24 13%	6 5%
Somewhat agree	170 33%	88 36%	82 31%	49 27%	95 40% C	26 28%	12 32%	55 31%	63 34%	40 35%
Somewhat disagree	142 28%	74 30%	69 26%	52 28%	60 25%	30 33%	8 22%	49 28%	47 25%	38 33%
Strongly disagree	150 29%	59 24%	90 34% A	60 32%	64 27%	26 29%	9 23%	57 33%	52 28%	32 27%
Summary										
Top2Box (Agree)	222 43%	115 46%	106 40%	73 40%	114 48%	35 38%	20 54%	68 39%	87 47%	46 40%
Low2Box (Disagree)	292 57%	133 54%	159 60%	111 60%	124 52%	57 62%	17 46%	106 61%	99 53%	70 60%

8. 6. (I can't help but think that our business is on the verge of going bankrupt) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	11 2%	7 3%	4 2%	4 2%	5 2%	2 2%	4 9% GI	3 1%	5 3%	0 -
Somewhat agree	26 5%	16 7%	10 4%	14 8% E	11 5%	1 1%	2 6%	6 4%	12 7%	6 5%
Somewhat disagree	89 17%	50 20%	39 15%	31 17%	43 18%	16 17%	5 13%	29 17%	29 16%	26 22%
Strongly disagree	388 75%	175 71%	212 80% A	135 73%	179 75%	73 80%	27 72%	136 78%	140 75%	85 73%
Summary										
Top2Box (Agree)	37 7%	23 9%	14 5%	18 10%	16 7%	3 3%	6 16% G	9 5%	17 9%	6 5%
Low2Box (Disagree)	477 93%	225 91%	252 95%	166 90%	222 93%	89 97%	32 84%	165 95% F	169 91%	111 95%

8.7. (I think all this talk about economic doom and gloom is just media hype and I don't see it or believe it where I work) To what extent do you agree or disagree that the business you work at right now is currently facing the following issues, or will be in the next three months:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Full/part time employees	515	245	270	178	234	103	31	145	275	64
Weighted	514	248	266	184	238	92*	37*	174	186	116*
Strongly agree	46 9%	20 8%	25 10%	19 10%	19 8%	7 8%	2 6%	21 12%	15 8%	7 6%
Somewhat agree	144 28%	63 26%	80 30%	42 23%	82 34% CE	19 21%	8 22%	49 28%	63 34% I	24 21%
Somewhat disagree	203 40%	100 40%	104 39%	84 46% D	81 34%	37 41%	16 43%	56 32%	67 36%	64 55% GH
Strongly disagree	122 24%	65 26%	56 21%	38 21%	55 23%	28 31%	11 29%	48 28%	41 22%	22 19%
Summary										
Top2Box (Agree)	189 37%	84 34%	105 40%	62 33%	101 43% E	26 29%	11 28%	70 40%	77 42% I	31 27%
Low2Box (Disagree)	325 63%	165 66%	160 60%	123 67%	137 57%	66 71% D	27 72%	104 60%	109 58%	85 73% H