

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Weighted	1031	139	109	73	365	276	69	254	300	477	218	813
	1031	136	105*	67*	395	252	76*	254	288	489	225	806
Very good	24 2%	2 1%	4 4%	2 3%	5 1%	6 3%	5 6% D	10 4%	7 2%	7 2%	3 1%	21 3%
Good	522 51%	79 58% DF	60 57% F	39 58%	181 46%	132 52%	31 41%	119 47%	136 47%	267 55%	118 53%	404 50%
Poor	434 42%	49 36%	38 36%	25 37%	185 47% A	103 41%	36 47%	111 44%	132 46%	192 39%	97 43%	337 42%
Very poor	50 5%	7 5%	3 3%	1 2%	24 6%	10 4%	5 7%	15 6%	14 5%	22 5%	7 3%	44 5%
Summary												
Top2Box (Good)	546 53%	81 60% D	64 61% D	41 61% D	186 47%	138 55%	36 47%	129 51%	143 50%	275 56%	121 54%	425 53%
Low2Box (Poor)	485 47%	55 40%	41 39%	26 39%	208 53% ABC	113 45%	41 53%	125 49%	146 50%	214 44%	104 46%	381 47%

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

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Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1031	139	109	73	365	276	69	254	300	477	218	813
Weighted	1031	136	105*	67*	395	252	76*	254	288	489	225	806
Improve	212	42	24	18	87	28	13	48	59	104	41	171
	21%	31%	22%	26%	22%	11%	17%	19%	21%	21%	18%	21%
Stay the same	473	52	51	38	175	117	41	115	135	224	118	356
	46%	38%	49%	56%	44%	47%	53%	45%	47%	46%	52%	44%
Get worse	345	42	30	12	133	106	23	91	94	161	66	279
	34%	31%	29%	17%	34%	42%	30%	36%	33%	33%	29%	35%
				A	C	ABCD						

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1031	139	109	73	365	276	69	254	300	477	218	813
	Weighted 1031	136	105*	67*	395	252	76*	254	288	489	225	806
Improve	231	35	34	19	85	42	17	49	57	125	55	176
	22%	25%	32%	28%	21%	17%	22%	19%	20%	26%	25%	22%
Stay the same	607	77	54	38	216	177	45	142	183	282	141	466
	59%	57%	51%	56%	55%	70%	59%	56%	63%	58%	63%	58%
Get worse	193	24	17	10	94	32	14	63	48	81	29	164
	19%	18%	17%	15%	24%	13%	19%	25%	17%	17%	13%	20%
					E			HI			J	

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1031	139	109	73	365	276	69	254	300	477	218	813
	1031	136	105*	67*	395	252	76*	254	288	489	225	806
Yes	184	24	12	7	102	32	6	53	48	83	51	133
	18%	18%	11%	11%	26% BCEF	13%	8%	21%	17%	17%	23%	17%
No	847	112	93	60	293	219	70	201	240	406	174	673
	82%	82%	89% D	89% D	74%	87% D	92% D	79%	83%	83%	77%	83%

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1031	139	109	73	365	276	69	254	300	477	218	813
	Weighted 1031	136	105*	67*	395	252	76*	254	288	489	225	806
Continue to grow as strongly as it has in recent years	43	5	4	2	20	7	5	15	10	18	6	37
	4%	3%	4%	3%	5%	3%	7%	6%	3%	4%	3%	5%
Slow down but continue to have some growth	651	102	72	55	231	145	46	151	179	321	136	515
	63%	75% DE	69%	81% DEF	59%	57%	61%	59%	62%	66%	60%	64%
Enter into a recession	337	29	29	10	144	100	25	88	100	149	83	254
	33%	22%	27%	16%	36% AC	40% ABC	32% C	35%	35%	31%	37%	32%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1031	139	109	73	365	276	69	254	300	477	218	813
	Weighted 1031	136	105*	67*	395	252	76*	254	288	489	225	806
I have started to pull back on my usual spending habits, becoming far more cautious with what I spend	586	81	60	35	247	118	45	149	173	263	135	450
	57%	59% E	57%	52%	63% E	47%	59%	59%	60%	54%	60%	56%
I have not really changed my spending habits, and am continuing forward doing what I have always done	445	55	45	32	148	133	31	105	115	226	90	355
	43%	41%	43%	48%	37%	53% AD	41%	41%	40%	46%	40%	44%

7. Are you employed?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1031	139	109	73	365	276	69	254	300	477	218	813
Weighted	1031	136	105*	67*	395	252	76*	254	288	489	225	806
Full time at a business	411 40%	52 38%	47 45%	26 39%	143 36%	112 44%	30 39%	51 20%	112 39%	247 51%	88 39%	322 40%
Part time at a business	103 10%	9 7%	10 9%	6 9%	43 11%	27 11%	8 11%	31 12%	29 10%	43 9%	41 18%	62 8%
Self-employed	105 10%	9 7%	11 10%	8 12%	50 13%	19 8%	8 11%	25 10%	23 8%	57 12%	31 14%	74 9%
Retired	220 21%	37 27%	20 19%	15 22%	89 22%	46 18%	15 19%	63 25%	83 29%	74 15%	8 4%	212 26%
Not currently employed	192 19%	29 21%	17 17%	12 18%	70 18%	48 19%	15 20%	83 33%	42 14%	67 14%	56 25%	136 17%

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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees Weighted	515	64	60	37	170	150	34	85	147	283	128	387
	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	45 9%	7 11%	2 3%	4 12%	21 11%	10 8%	1 2%	10 12%	11 8%	24 8%	10 8%	35 9%
Somewhat agree	143 28%	22 36%	15 26%	6 18%	64 35%	26 19%	9 24%	24 29%	35 25%	84 29%	34 26%	108 28%
Somewhat disagree	165 32%	22 36%	21 37%	12 37%	43 23%	52 38%	15 38%	25 30%	49 35%	91 31%	49 37%	116 30%
Strongly disagree	161 31%	10 16%	20 34%	11 34%	58 31%	49 36%	14 36%	23 28%	46 33%	91 31%	36 28%	125 32%
Summary												
Top2Box (Agree)	188 37%	29 47%	17 29%	10 30%	86 46%	37 27%	10 26%	34 41%	46 32%	108 37%	45 34%	143 37%
Low2Box (Disagree)	326 63%	32 53%	41 71%	23 70%	101 54%	102 73%	28 74%	48 59%	95 68%	182 63%	85 66%	241 63%

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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees Weighted	515	64	60	37	170	150	34	85	147	283	128	387
	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	15 3%	3 4%	2 4%	0 -	5 3%	4 3%	1 2%	4 4%	5 4%	6 2%	6 4%	10 3%
Somewhat agree	95 19%	11 18%	7 13%	5 16%	48 26%	18 13%	5 14%	17 20%	24 17%	54 19%	17 13%	78 20%
Somewhat disagree	150 29%	26 43% CDE	17 31%	5 14%	49 26%	38 27%	15 40%	28 33%	39 28%	83 29%	42 32%	108 28%
Strongly disagree	254 49%	21 35%	30 52%	22 70% AD	84 45%	79 57% A	17 45%	34 42%	72 51%	147 51%	65 50%	188 49%
Summary												
Top2Box (Agree)	111 22%	14 22%	10 17%	5 16%	54 29% E	22 16%	6 16%	21 25%	30 21%	60 21%	23 18%	88 23%
Low2Box (Disagree)	403 78%	48 78%	47 83%	27 84%	133 71%	116 84%	32 84%	62 75%	111 79%	230 79%	107 82%	296 77%

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

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees	515	64	60	37	170	150	34	85	147	283	128	387
Weighted	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	29 6%	5 8%	2 4%	1 3%	16 8%	5 3%	1 2%	8 10% I	9 6%	12 4%	7 5%	23 6%
Somewhat agree	140 27%	19 31% E	16 28% E	12 38% E	63 34% E	19 14%	11 28%	20 24%	38 27%	82 28%	32 25%	107 28%
Somewhat disagree	149 29%	21 35%	16 29%	7 23%	46 25%	44 32%	14 36%	25 30%	33 23%	91 31%	40 31%	109 28%
Strongly disagree	196 38%	16 27%	22 39%	11 36%	62 33%	71 51% AD	13 35%	29 35%	62 44%	105 36%	51 39%	145 38%
Summary												
Top2Box (Agree)	169 33%	24 39% E	19 32% E	13 42% E	78 42% E	24 17%	11 30%	28 34%	46 33%	95 33%	39 30%	130 34%
Low2Box (Disagree)	345 67%	38 61%	39 68%	19 58%	108 58%	114 83% ABCD	27 70%	54 66%	95 67%	196 67%	90 70%	254 66%

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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees	515	64	60	37	170	150	34	85	147	283	128	387
Weighted	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	31 6%	4 7%	4 7%	1 2%	11 6%	8 6%	1 4%	4 5%	9 6%	18 6%	9 7%	21 6%
Somewhat agree	137 27%	17 28% C	15 26% C	3 9%	67 36% CE	28 20%	8 21%	25 30%	31 22%	81 28%	30 23%	108 28%
Somewhat disagree	170 33%	26 42%	18 31%	10 30%	53 28%	50 36%	15 39%	25 30%	52 37%	93 32%	38 29%	132 34%
Strongly disagree	176 34%	14 23%	20 36%	19 59% ABDE	56 30%	52 38%	14 37%	28 34%	49 35%	98 34%	53 41%	123 32%
Summary												
Top2Box (Agree)	168 33%	21 35% C	19 34% C	3 11%	78 42% CE	36 26%	10 25%	29 35%	40 28%	99 34%	39 30%	129 34%
Low2Box (Disagree)	346 67%	40 65%	38 66%	29 89% ABD	108 58%	102 74% D	29 75%	53 65%	101 72%	192 66%	91 70%	255 66%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees	515	64	60	37	170	150	34	85	147	283	128	387
Weighted	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	52 10%	7 11%	6 11%	1 5%	26 14%	11 8%	1 2%	12 15%	19 13%	21 7%	14 11%	37 10%
Somewhat agree	170 33%	18 29%	24 41%	9 29%	72 38%	36 26%	11 30%	35 43%	40 28%	95 33%	37 28%	133 35%
Somewhat disagree	142 28%	26 42%	13 22%	8 24%	40 22%	44 31%	12 32%	17 20%	35 25%	91 31%	35 27%	107 28%
Strongly disagree	150 29%	11 18%	15 26%	13 42%	49 26%	47 34%	14 37%	18 22%	48 34%	84 29%	44 34%	106 28%
Summary												
Top2Box (Agree)	222 43%	25 40%	30 52%	11 34%	97 52%	48 34%	12 32%	47 58%	59 42%	116 40%	51 39%	171 44%
Low2Box (Disagree)	292 57%	37 60%	28 48%	21 66%	89 48%	91 66%	26 68%	35 42%	82 58%	175 60%	79 61%	213 56%

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:

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		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees	515	64	60	37	170	150	34	85	147	283	128	387
Weighted	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	11 2%	1 1%	1 1%	0 -	5 3%	4 3%	1 2%	5 6% 	3 2%	3 1%	1 1%	10 3%
Somewhat agree	26 5%	5 8%	2 3%	1 2%	12 6%	6 4%	1 4%	5 6%	9 7%	12 4%	8 6%	18 5%
Somewhat disagree	89 17%	13 22%	9 15%	2 7%	28 15%	29 21%	8 21%	18 22%	23 17%	48 16%	26 20%	63 16%
Strongly disagree	388 75%	42 69%	46 80%	29 91% AE	142 76%	100 72%	28 73%	54 66%	105 74%	229 79% G	95 73%	293 76%
Summary												
Top2Box (Agree)	37 7%	5 9%	3 5%	1 2%	17 9%	10 7%	2 6%	10 12% 	13 9%	14 5%	9 7%	28 7%
Low2Box (Disagree)	477 93%	56 91%	55 95%	31 98%	170 91%	129 93%	36 94%	72 88%	128 91%	276 95% G	121 93%	356 93%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Full/part time employees	515	64	60	37	170	150	34	85	147	283	128	387
Weighted	514	61*	57*	32*	187	138	38**	82*	141	290	130	384
Strongly agree	46 9%	4 6%	3 5%	8 27% ABDE	17 9%	12 9%	2 5%	13 16% I	17 12% I	15 5%	8 6%	38 10%
Somewhat agree	144 28%	17 28%	18 31%	8 25%	51 27%	38 28%	11 29%	19 23%	40 29%	84 29%	39 30%	104 27%
Somewhat disagree	203 40%	29 47%	25 43%	11 33%	66 35%	56 40%	17 45%	33 41%	49 35%	120 41%	56 43%	147 38%
Strongly disagree	122 24%	11 19%	12 20%	5 16%	53 28%	32 23%	8 22%	17 20%	35 25%	71 24%	26 20%	95 25%
Summary												
Top2Box (Agree)	189 37%	21 35%	21 37%	16 51%	68 36%	50 36%	13 34%	32 39%	57 41%	100 34%	47 36%	142 37%
Low2Box (Disagree)	325 63%	40 65%	36 63%	16 49%	119 64%	88 64%	26 66%	50 61%	84 59%	191 66%	83 64%	242 63%