

CANWEST: MEDIA ECONOMY

1. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

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

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
1) From what I am personally seeing at work or in my community, the economy is grinding to a halt	523	55	40	22	197	186	22	152	216	148	245	278
	52%	42%	39%	34%	52% CF	76% ABCDF	30%	54%	56% I	46%	51%	54%
2) I have pretty much stopped spending money on anything but than the bare essentials	488	72	43	27	177	146	24	122	188	173	221	267
	49%	54% F	42%	42%	46%	60% BCDF	32%	44%	49%	53%	46%	52%
3) Most of the doom and gloom being expressed on the economy by supposed experts and in reports is really exaggerated when it comes to the Canadian economy	565	69	52	44	231	130	39	169	207	185	285	280
	56%	53%	51%	68%	60%	53%	52%	60%	54%	57%	59%	54%
4) I keep looking around for a real economic slump in Canada and I just don't see it	502	62	43	40	195	122	40	148	192	157	242	261
	50%	47%	42%	62% B	51%	50%	54%	53%	50%	49%	50%	50%
5) It's the right time for governments to start spending billions of dollars on things like infrastructure even if it means big deficits	444	48	32	30	189	112	33	97	178	167	237	207
	44%	36%	31%	47%	49% AB	46% B	45%	35%	46% G	52% G	49% K	40%
6) Consumers have to put aside personal, short-term self-interest, and instead, work as a collective to spend their money and resuscitate the sagging economy	596	85	63	39	248	108	52	160	231	198	283	313
	60%	64% E	62% E	60% E	65% E	44%	71% E	57%	60%	61%	58%	61%
7) Compared to the past six months, I've really pulled back on my spending because of what I have heard about the economy	486	72	46	26	191	123	28	118	198	164	228	258
	49%	54%	45%	40%	50%	51%	38%	42%	51%	51%	47%	50%



CANWEST: MEDIA ECONOMY

1. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

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

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
1) From what I am personally seeing at work or in my community, the economy is grinding to a halt	470	75	60	42	184	57	52	126	170	171	237	233
	47%	57% E	59% E	65% DE	48% E	23%	70% DE	45%	44%	53% H	49%	45%
2) I have pretty much stopped spending money on anything but the bare essentials	506	60	59	38	204	94	50	153	197	151	263	243
	51%	46%	58% E	58% E	53% E	39%	68% ADE	55%	51%	47%	54% K	47%
3) Most of the doom and gloom being expressed on the economy by supposed experts and in reports is really exaggerated when it comes to the Canadian economy	417	58	49	20	146	110	34	108	173	131	187	230
	42%	44%	48%	31%	38%	45%	45%	39%	45%	40%	39%	45%
4) I keep looking around for a real economic slump in Canada and I just don't see it	479	68	59	24	186	108	34	127	186	159	234	244
	48%	51%	58% CE	36%	49%	44%	46%	46%	48%	49%	48%	47%
5) It's the right time for governments to start spending billions of dollars on things like infrastructure even if it means big deficits	537	84	69	33	186	128	37	176	203	152	238	299
	54%	64% D	68% CDEF	50%	49%	52%	50%	63% HI	52%	47%	49%	58% J
6) Consumers have to put aside personal, short-term self-interest, and instead, work as a collective to spend their money and resuscitate the sagging economy	384	45	39	23	131	128	18	116	151	114	194	190
	38%	34%	38%	35%	34%	52% ABCDF	25%	42%	39%	35%	40%	37%
7) Compared to the past six months, I've really pulled back on my spending because of what I have heard about the economy	509	60	54	39	191	119	44	161	187	156	253	256
	51%	46%	53%	60%	50%	49%	60%	58%	48%	48%	52%	50%



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As you know, there are lots of politicians, pundits and learned people all talking publicly about what may or may not happen today or in the future about the Canadian economy but for the most part they are very pessimistic. People are also hearing about the stock market and things in the United States. 1. I will now read you a series of statements and I want you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 1) From what I am personally seeing at work or in my community, the economy is grinding to a halt?

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	219 22%	22 17%	14 14%	12 18%	92 24%	73 30%	6 8%	60 21%	99 26%	54 17%	110 23%	109 21%
Somewhat agree	303 30%	33 25%	26 25%	10 15%	105 28%	113 46%	16 22%	92 33%	117 30%	94 29%	135 28%	168 33%
Somewhat disagree	282 28%	43 33%	37 37%	16 25%	124 32%	34 14%	28 38%	79 28%	101 26%	102 32%	141 29%	141 27%
Strongly disagree	188 19%	32 24%	23 22%	26 40%	60 16%	23 10%	24 32%	47 17%	69 18%	69 21%	96 20%	92 18%
Don't know/Refused	7 1%	1 1%	2 2%	1 1%	2 1%	0 0	0 -	1 1%	1 0	4 1%	2 0	5 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	523 52%	55 42%	40 39%	22 34%	197 52%	186 76%	22 30%	152 54%	216 56%	148 46%	245 51%	278 54%
Disagree (Low2Box)	470 47%	75 57%	60 59%	42 65%	184 48%	57 23%	52 70%	126 45%	170 44%	171 53%	237 49%	233 45%



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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	275 28%	40 30%	19 19%	20 30%	111 29%	77 32%	9 12%	67 24%	103 27%	100 31%	125 26%	150 29%
Somewhat agree	213 21%	32 24%	23 23%	7 11%	66 17%	69 28%	15 21%	55 20%	84 22%	73 23%	96 20%	117 23%
Somewhat disagree	230 23%	31 23%	31 30%	12 18%	80 21%	52 21%	23 32%	61 22%	86 22%	80 25%	118 24%	111 22%
Strongly disagree	276 28%	30 22%	28 28%	26 40%	124 32%	42 17%	27 36%	92 33%	111 29%	71 22%	144 30%	132 25%
Don't know/Refused	6 1%	0 -	0 -	0 -	2 1%	4 2%	0 -	4 1%	2 1%	0 -	0 -	6 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	488 49%	72 54%	43 42%	27 42%	177 46%	146 60%	24 32%	122 44%	188 49%	173 53%	221 46%	267 52%
Disagree (Low2Box)	506 51%	60 46%	59 58%	38 58%	204 53%	94 39%	50 68%	153 55%	197 51%	151 47%	263 54%	243 47%



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As you know, there are lots of politicians, pundits and learned people all talking publicly about what may or may not happen today or in the future about the Canadian economy but for the most part they are very pessimistic. People are also hearing about the stock market and things in the United States. 1. I will now read you a series of statements and I want you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 3) Most of the doom and gloom being expressed on the economy by supposed experts and in reports is really exaggerated when it comes to the Canadian economy?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	199 20%	17 13%	15 15%	14 22%	91 24%	49 20%	13 18%	53 19%	72 19%	73 22%	109 22%	91 18%
Somewhat agree	365 37%	52 40%	37 36%	30 46%	140 37%	81 33%	25 34%	116 42%	135 35%	113 35%	176 36%	189 37%
Somewhat disagree	294 29%	36 27%	31 30%	11 17%	104 27%	84 34%	29 39%	84 30%	124 32%	83 26%	128 26%	167 32%
Strongly disagree	123 12%	22 17%	18 18%	9 14%	43 11%	26 11%	5 7%	24 8%	49 13%	48 15%	60 12%	63 12%
Don't know/Refused	18 2%	5 3%	1 1%	1 1%	6 1%	4 1%	2 2%	3 1%	6 1%	8 2%	12 3%	6 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	565 56%	69 53%	52 51%	44 68%	231 60%	130 53%	39 52%	169 60%	207 54%	185 57%	285 59%	280 54%
Disagree (Low2Box)	417 42%	58 44%	49 48%	20 31%	146 38%	110 45%	34 45%	108 39%	173 45%	131 40%	187 39%	230 45%

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As you know, there are lots of politicians, pundits and learned people all talking publicly about what may or may not happen today or in the future about the Canadian economy but for the most part they are very pessimistic. People are also hearing about the stock market and things in the United States. 1. I will now read you a series of statements and I want you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 4) I keep looking around for a real economic slump in Canada and I just don't see it?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	170 17%	18 14%	18 17%	16 24%	71 18%	37 15%	10 14%	49 18%	64 17%	52 16%	94 20%	75 15%
Somewhat agree	333 33%	44 33%	25 25%	24 38%	124 32%	85 35%	30 41%	99 36%	127 33%	106 33%	147 30%	185 36%
Somewhat disagree	309 31%	45 34%	37 36%	14 21%	115 30%	74 30%	25 34%	90 32%	116 30%	98 30%	146 30%	164 32%
Strongly disagree	169 17%	23 17%	23 22%	10 15%	71 19%	34 14%	9 12%	37 13%	71 18%	62 19%	89 18%	81 16%
Don't know/Refused	19 2%	2 2%	0 -	1 2%	1 0	14 6%	0 BD	4 1%	8 2%	7 2%	8 2%	11 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	502 50%	62 47%	43 42%	40 62% B	195 51%	122 50%	40 54%	148 53%	192 50%	157 49%	242 50%	261 50%
Disagree (Low2Box)	479 48%	68 51%	59 58% CE	24 36%	186 49%	108 44%	34 46%	127 46%	186 48%	159 49%	234 48%	244 47%

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As you know, there are lots of politicians, pundits and learned people all talking publicly about what may or may not happen today or in the future about the Canadian economy but for the most part they are very pessimistic. People are also hearing about the stock market and things in the United States. 1. I will now read you a series of statements and I want you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 5) It's the right time for governments to start spending billions of dollars on things like infrastructure even if it means big deficits?

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	177 18%	18 14%	9 9%	9 14%	80 21%	44 18%	16 22%	33 12%	75 19%	67 21%	106 22%	71 14%
Somewhat agree	268 27%	30 23%	22 22%	21 33%	108 28%	69 28%	17 23%	64 23%	103 27%	100 31%	131 27%	137 26%
Somewhat disagree	262 26%	37 28%	22 21%	17 26%	94 25%	72 29%	21 29%	91 32%	97 25%	72 22%	121 25%	141 27%
Strongly disagree	275 27%	47 36%	48 47%	16 24%	92 24%	56 23%	16 21%	85 31%	106 27%	80 25%	117 24%	158 31%
Don't know/Refused	19 2%	0 -	1 1%	2 3%	8 2%	4 2%	4 5%	6 2%	5 1%	5 1%	9 2%	10 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	444 44%	48 36%	32 31%	30 47%	189 49%	112 46%	33 45%	97 35%	178 46%	167 52%	237 49%	207 40%
Disagree (Low2Box)	537 54%	84 64%	69 68%	33 50%	186 49%	128 52%	37 50%	176 63%	203 52%	152 47%	238 49%	299 58%



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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
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	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	196 20%	37 28%	12 12%	15 23%	90 23%	28 12%	14 19%	53 19%	82 21%	57 18%	101 21%	96 19%
Somewhat agree	399 40%	48 36%	51 50%	24 37%	159 41%	80 33%	38 52%	107 38%	149 39%	140 43%	182 38%	218 42%
Somewhat disagree	247 25%	33 25%	23 23%	18 27%	73 19%	85 35%	14 19%	73 26%	99 26%	76 23%	118 24%	130 25%
Strongly disagree	137 14%	12 9%	16 15%	5 8%	58 15%	42 17%	4 6%	43 16%	52 13%	38 12%	76 16%	60 12%
Don't know/Refused	20 2%	2 1%	0 -	3 5%	4 1%	8 3%	4 5%	3 1%	4 1%	13 4%	8 2%	13 2%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	596 60%	85 64%	63 62%	39 60%	248 65%	108 44%	52 71%	160 57%	231 60%	198 61%	283 58%	313 61%
Disagree (Low2Box)	384 38%	45 34%	39 38%	23 35%	131 34%	128 52%	18 25%	116 42%	151 39%	114 35%	194 40%	190 37%



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As you know, there are lots of politicians, pundits and learned people all talking publicly about what may or may not happen today or in the future about the Canadian economy but for the most part they are very pessimistic. People are also hearing about the stock market and things in the United States. 1. I will now read you a series of statements and I want you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with them: 7) Compared to the past six months, I've really pulled back on my spending because of what I have heard about the economy?

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

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Strongly agree	242 24%	29 22%	22 22%	17 26%	100 26%	64 26%	11 15%	58 21%	95 25%	84 26%	105 22%	137 27%
Somewhat agree	244 24%	43 33%	24 23%	9 14%	91 24%	60 24%	17 23%	61 22%	103 27%	80 25%	123 25%	121 23%
Somewhat disagree	245 25%	32 24%	28 27%	19 28%	87 23%	61 25%	20 26%	65 23%	93 24%	86 27%	113 23%	132 26%
Strongly disagree	263 26%	28 22%	27 26%	21 32%	104 27%	59 24%	25 33%	96 34%	95 24%	69 21%	140 29%	123 24%
Don't know/Refused	5 1%	0 -	1 1%	0 -	1 0	1 1%	1 2%	0 -	1 0	4 1%	3 1%	2 0
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	486 49%	72 54%	46 45%	26 40%	191 50%	123 51%	28 38%	118 42%	198 51%	164 51%	228 47%	258 50%
Disagree (Low2Box)	509 51%	60 46%	54 53%	39 60%	191 50%	119 49%	44 60%	161 58%	187 48%	156 48%	253 52%	256 50%



CANWEST: MEDIA ECONOMY

2. Some people say that the Canadian economy is teetering on the brink of disaster and that they are pulling back their spending and preparing for the worst to come. Other people say that the Canadian economy is in fact not doing too badly despite everything people are saying and that while cautious they are still spending money and hunting for bargains. Which is closer to your own point of view?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Pulling back their spending and preparing for the worst	232	33	12	18	86	78	5	64	95	68	119	113
	23%	25% BF	12%	28% BF	22% BF	32% BDF	6%	23%	25%	21%	25%	22%
Cautious, still spending and hunting for bargains	759	98	89	46	295	163	67	214	288	253	358	401
	76%	74%	88% ACDE	71%	77% E	67%	90% ACDE	77%	75%	78%	74%	78%
Don't know/Refused	9	1	1	1	2	3	2	1	3	3	6	2
	1%	1%	1%	1%	0	1%	3%	0	1%	1%	1%	0



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3. Some people say that if consumers cut back their spending it's going to become a self fulfilling prophecy that the economy is going to slow down and get worse. Other people say that the economy is going to slow down and get worse regardless of whether consumers cut back on their spending or not. Which is closer to your own point of view?

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

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1000	131	100	67	380	250	72	178	440	375	488	512
Weighted Base	1000	132	102*	65*	383	244	74*	279	386	324	484	516
Become a self fulfilling prophecy that the economy is going to slow down and get worse	455	73	42	24	174	104	37	128	194	131	227	228
	45%	56% CE	41%	37%	45%	43%	50%	46%	50% I	41%	47%	44%
Economy is going to slow down and get worse regardless	513	56	58	39	194	137	28	143	185	178	239	274
	51%	43%	57% F	60% AF	51%	56% AF	38%	51%	48%	55%	49%	53%
Don't know/Refused	32	3	2	2	15	3	9	9	8	14	18	15
	3%	2%	2%	3%	4%	1%	12% ABDE	3%	2%	4%	4%	3%