

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
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
1) From what I am personally seeing at work or in my community, the economy is grinding to a halt	523	426	95	102	149	164	99	129	142	180
	52%	52%	54%	63% EF	53%	50%	47%	58% I	53%	48%
2) I have pretty much stopped spending money on anything but than the bare essentials	488	405	82	98	175	133	71	140	152	125
	49%	49%	46%	60% EF	62% EF	41%	34%	63% I	57% I	33%
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	464	99	100	162	190	107	130	145	213
	56%	57%	56%	61%	57%	58%	51%	58%	54%	56%
4) I keep looking around for a real economic slump in Canada and I just don't see it	502	416	85	92	135	172	96	116	131	193
	50%	51%	48%	57%	48%	53%	45%	52%	49%	51%
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	369	75	72	113	143	111	95	122	163
	44%	45%	42%	44%	40%	44%	52% DE	43%	46%	43%
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	494	102	92	182	194	120	131	163	227
	60%	60%	57%	56%	64%	59%	57%	59%	61%	60%
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	408	77	85	161	154	79	120	139	156
	49%	50%	43%	52% F	57% F	47% F	38%	54% I	52% I	41%



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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
1) From what I am personally seeing at work or in my community, the economy is grinding to a halt	470	390	80	61	134	160	110	92	125	196
	47%	47%	45%	37%	47%	49% C	52% C	41%	47%	52% G
2) I have pretty much stopped spending money on anything but the bare essentials	506	410	96	65	106	190	139	80	115	251
	51%	50%	54%	40%	37%	58% CD	66% CDE	36%	43%	67% GH
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	343	74	60	118	131	101	90	118	161
	42%	42%	42%	37%	41%	40%	48% E	40%	44%	43%
4) I keep looking around for a real economic slump in Canada and I just don't see it	479	392	87	65	142	151	114	101	131	180
	48%	48%	49%	40%	50%	46%	54% C	46%	49%	48%
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	437	99	88	166	179	97	123	143	206
	54%	53%	56%	54%	58% F	55% F	46%	55%	54%	55%
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	310	72	66	98	126	87	88	100	143
	38%	38%	41%	40%	35%	39%	41%	39%	37%	38%
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	408	101	73	123	171	132	101	127	221
	51%	50%	57%	45%	43%	53%	62% CDE	46%	47%	59% GH

CANWEST: MEDIA ECONOMY

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	219 22%	179 22%	40 23%	54 33% EF	76 27% EF	60 18% F	26 12% D	61 27% I	54 20%	69 18%
Somewhat agree	303 30%	247 30%	55 31%	48 30%	73 26%	105 32%	73 35% D	68 30%	88 33%	111 29%
Somewhat disagree	282 28%	236 29%	46 26%	35 22%	85 30%	93 29%	69 33% C	48 22%	77 29%	125 33% G
Strongly disagree	188 19%	154 19%	35 19%	25 16%	49 17%	67 20%	41 19%	44 20%	48 18%	72 19%
Don't know/Refused	7 1%	5 1%	2 1%	0 -	1 1%	1 0	2 1%	2 1%	1 0	2 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	523 52%	426 52%	95 54%	102 63% EF	149 53%	164 50%	99 47%	129 58% I	142 53%	180 48%
Disagree (Low2Box)	470 47%	390 47%	80 45%	61 37%	134 47%	160 49% C	110 52% C	92 41%	125 47%	196 52% G

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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: 2) I have pretty much stopped spending money on anything but than the bare essentials?

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

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	275 28%	223 27%	51 29%	63 39% EF	105 37% EF	72 22% F	27 13% F	99 44% HI	81 30% I	53 14% I
Somewhat agree	213 21%	182 22%	31 17%	35 21%	70 25%	61 19%	44 21%	42 19%	71 27% I	72 19%
Somewhat disagree	230 23%	182 22%	48 27%	22 14%	47 17%	88 27% CD	71 33% CD	29 13%	53 20%	117 31% GH
Strongly disagree	276 28%	228 28%	48 27%	43 26%	59 21%	102 31% D	69 33% D	51 23%	62 23%	134 36% GH
Don't know/Refused	6 1%	6 1%	0 -	0 -	3 1%	3 1%	1 0	3 1%	1 0	2 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	488 49%	405 49%	82 46%	98 60% EF	175 62% EF	133 41%	71 34%	140 63% I	152 57% I	125 33%
Disagree (Low2Box)	506 51%	410 50%	96 54%	65 40%	106 37%	190 58% CD	139 66% CDE	80 36%	115 43%	251 67% GH



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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
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	199 20%	173 21%	25 14%	45 28% EF	64 22% F	59 18%	28 13%	46 21%	49 18%	74 20%
Somewhat agree	365 37%	292 36%	74 41%	55 34%	98 34%	131 40%	79 37%	84 38%	96 36%	139 37%
Somewhat disagree	294 29%	242 30%	52 29%	41 25%	78 28%	96 29%	74 35%	57 26%	80 30%	121 32%
Strongly disagree	123 12%	101 12%	22 12%	19 12%	39 14%	35 11%	27 13%	32 14%	38 14%	40 11%
Don't know/Refused	18 2%	13 2%	5 3%	3 2%	5 2%	5 1%	3 1%	3 2%	5 2%	4 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	565 56%	464 57%	99 56%	100 61%	162 57%	190 58%	107 51%	130 58%	145 54%	213 56%
Disagree (Low2Box)	417 42%	343 42%	74 42%	60 37%	118 41%	131 40%	101 48% E	90 40%	118 44%	161 43%

CANWEST: MEDIA ECONOMY

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
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	170 17%	141 17%	27 15%	44 27% DEF	42 15%	51 16%	29 14%	50 22%	40 15%	59 16%
Somewhat agree	333 33%	275 33%	58 33%	48 29%	94 33%	120 37%	67 32%	66 30%	91 34%	134 35%
Somewhat disagree	309 31%	252 31%	58 33%	39 24%	83 29%	104 32%	79 37%	60 27%	83 31%	124 33%
Strongly disagree	169 17%	140 17%	29 16%	26 16%	60 21%	47 14%	35 17%	42 19%	48 18%	57 15%
Don't know/Refused	19 2%	13 2%	6 3%	6 3%	7 2%	3 1%	1 1%	5 2%	5 2%	5 1%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	502 50%	416 51%	85 48%	92 57%	135 48%	172 53%	96 45%	116 52%	131 49%	193 51%
Disagree (Low2Box)	479 48%	392 48%	87 49%	65 40%	142 50%	151 46%	114 54% C	101 46%	131 49%	180 48%



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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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	177 18%	145 18%	32 18%	38 24%	41 14%	52 16%	42 20%	47 21%	42 16%	61 16%
Somewhat agree	268 27%	224 27%	43 24%	33 21%	72 25%	91 28%	69 33%	48 22%	80 30%	103 27%
Somewhat disagree	262 26%	208 25%	54 31%	31 19%	80 28%	87 27%	58 27%	58 26%	57 21%	114 30%
Strongly disagree	275 27%	229 28%	44 25%	57 35%	85 30%	92 28%	39 19%	65 29%	86 32%	92 24%
Don't know/Refused	19 2%	15 2%	4 2%	3 2%	6 2%	4 1%	3 2%	4 2%	2 1%	9 2%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	444 44%	369 45%	75 42%	72 44%	113 40%	143 44%	111 52%	95 43%	122 46%	163 43%
Disagree (Low2Box)	537 54%	437 53%	99 56%	88 54%	166 58%	179 55%	97 46%	123 55%	143 54%	206 55%

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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: 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?

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 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	196 20%	169 21%	28 16%	30 19%	70 25%	65 20%	29 14%	42 19%	51 19%	74 19%
Somewhat agree	399 40%	325 40%	74 42%	61 38%	112 39%	129 40%	91 43%	89 40%	112 42%	153 41%
Somewhat disagree	247 25%	199 24%	47 27%	45 28%	54 19%	95 29%	52 25%	52 23%	62 23%	98 26%
Strongly disagree	137 14%	112 14%	25 14%	21 13%	45 16%	31 10%	35 17%	36 16%	39 14%	45 12%
Don't know/Refused	20 2%	17 2%	4 2%	6 3%	4 1%	6 2%	4 2%	4 2%	4 2%	8 2%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	596 60%	494 60%	102 57%	92 56%	182 64%	194 59%	120 57%	131 59%	163 61%	227 60%
Disagree (Low2Box)	384 38%	310 38%	72 41%	66 40%	98 35%	126 39%	87 41%	88 39%	100 37%	143 38%



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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
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Strongly agree	242 24%	206 25%	35 20%	54 33% EF	85 30% EF	62 19%	34 16%	66 30% I	70 26% I	61 16%
Somewhat agree	244 24%	202 25%	42 24%	31 19%	76 27%	91 28% F	45 21%	54 24%	69 26%	95 25%
Somewhat disagree	245 25%	194 24%	51 29%	30 19%	59 21%	85 26%	70 33% CDE	46 21%	66 25%	110 29%
Strongly disagree	263 26%	214 26%	49 28%	43 27%	64 23%	86 26%	62 29%	55 25%	61 23%	111 29%
Don't know/Refused	5 1%	5 1%	0 -	4 3% DF	0 -	1 0	0 -	1 1%	1 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	486 49%	408 50%	77 43%	85 52% F	161 57% F	154 47% F	79 38%	120 54% I	139 52% I	156 41%
Disagree (Low2Box)	509 51%	408 50%	101 57%	73 45%	123 43%	171 53%	132 62% CDE	101 46%	127 47%	221 59% GH



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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Pulling back their spending and preparing for the worst	232	185	46	55	74	64	32	75	51	70
	23%	23%	26%	34% EF	26% F	20%	15%	34% HI	19%	19%
Cautious, still spending and hunting for bargains	759	629	130	106	209	259	176	144	214	306
	76%	77%	73%	65%	73%	80% C	83% CD	65%	80% G	81% G
Don't know/Refused	9	7	2	1	2	3	3	4	3	2
	1%	1%	1%	1%	1%	1%	1%	2%	1%	0



CANWEST: MEDIA ECONOMY

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1000	833	166	99	165	374	352	177	260	435
Weighted Base	1000	821	178	163*	284	326	211	223	268	378
Become a self fulfilling prophecy that the economy is going to slow down and get worse	455	372	82	67	112	157	115	83	125	203
	45%	45%	46%	41%	40%	48%	54% CD	37%	47%	54% G
Economy is going to slow down and get worse regardless	513	426	87	94	158	162	92	136	136	166
	51%	52%	49%	58% F	56% F	50%	43%	61% I	51%	44%
Don't know/Refused	32	24	9	2	13	7	4	4	7	9
	3%	3%	5%	1%	5%	2%	2%	2%	3%	2%

