

1. There has been a lot of talk about the economy recently and we'd like to know how you, as a business owner and operator, are feeling about things. Which of the following best describes how you feel about the current state of the economy as it specifically relates to how you are conducting your business?

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: All respondents Weighted	404	74	52	31	165	55	27	23	101	280	112	292
	404	53*	41*	26*	155	99*	30**	24**	106*	274	113	291
I'm wary and cautious about the current economic situation and how it may impact my business	261	35	21	16	104	65	20	14	65	183	81	180
	65%	66%	52%	61%	67% B	65%	67%	56%	62%	67%	72%	62%
I'm unfazed and upbeat and not concerned about the impact of the current economic situation on my business	80	9	13	7	32	14	4	4	19	56	20	60
	20%	16%	33% AE	26%	21%	15%	15%	19%	18%	20%	18%	20%
The current economic situation has me worried about the short-term viability of my business	36	4	4	1	12	13	2	3	8	25	6	30
	9%	8%	10%	3%	8%	13%	7%	11%	8%	9%	5%	10%
The current economic situation is making me feel pessimistic about the future of my business	27	5	2	3	7	7	3	3	13	11	6	21
	7%	9%	6%	10%	4%	7%	11%	14%	12% I	4%	5%	7%