ECONOMIC CONFIDENCE
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

* 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	828	171	74	185	347	386	158	259	482
Weighted Base	1000	804	195	126*	324	326	211	193	279	411
Very good	23	14	10	6	5	7	4	4	5	8
	2%	2%	5% A	5%	2%	2%	2%	2%	2%	2%
Good	505	419	85	50	162	173	117	78	158	220
	51%	52%	43%	39%	50%	53% C	55% C	40%	57% G	54% G
Poor	387	313	75	52	130	120	81	77	105	157
	39%	39%	38%	41%	40%	37%	39%	40%	38%	38%
Very poor	79	53	26	19	26	24	7	32	8	25
	8%	7%	14% A	15% F	8% F	7% F	3%	17% HI	3%	6%
Don't know/Refused	5	5	0	0	1	1	2	2	2	1
	1%	1%	-	-	0	0	1%	1%	1%	0
TOPBOX & LOWBOX SUMMARY										
Good (Top2Box)	528	433	94	55	167	180	120	81	163	228
	53%	54%	48%	44%	51%	55%	57% C	42%	59% G	56% G
Poor (Low2Box)	466	365	101	71	156	144	88	109	113	181
	47%	45%	52%	56% F	48%	44%	42%	57% HI	41%	44%

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

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	828	171	74	185	347	386	158	259	482
Weighted Base	1000	804	195	126*	324	326	211	193	279	411
Improve	521	416	104	59	180	168	113	83	157	232
	52%	52%	53%	47%	56%	52%	53%	43%	56%	57%
									G	G
Stay the same	282	227	55	36	79	96	66	70	76	100
	28%	28%	28%	29%	24%	29%	31%	36%	27%	24%
								I		
Get worse	191	156	35	31	65	59	31	40	42	77
	19%	19%	18%	24%	20%	18%	15%	21%	15%	19%
Don't know/Refused	5	5	1	0	0	3	1	0	3	1
	1%	1%	0	-	-	1%	0	-	1%	0

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

_____

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	828	171	74	185	347	386	158	259	482
Weighted Base	1000	804	195	126*	324	326	211	193	279	411
Improve	349	272	77	41	102	123	81	67	94	158
	35%	34%	39%	32%	31%	38%	38%	35%	34%	38%
Stay the same	536	437	99	71	184	162	112	98	156	220
	54%	54%	51%	56%	57%	50%	53%	51%	56%	53%
Get worse	108	88	20	13	36	41	18	28	29	34
	11%	11%	10%	11%	11%	13%	8%	15% I	10%	8%
Don't know/Refused	7	7	0	1	2	0	0	0	0	0
	1%	1%	-	1%	1%	-	0	-	-	-

ECONOMIC CONFIDENCE

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

_____

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	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	828	171	74	185	347	386	158	259	482
Weighted Base	1000	804	195	126*	324	326	211	193	279	411
Yes	242	193	49	19	102	79	36	57	70	87
	24%	24%	25%	15%	32%	24%	17%	30%	25%	21%
					CF	F				
No	749	605	143	104	218	245	175	132	206	323
	75%	75%	73%	82%	67%	75%	83%	68%	74%	79%
				D			DE			G
Don't know/Refused	9	6	4	3	3	3	0	4	3	1
	1%	1%	2%	2%	1%	1%	0	2%	1%	0
								I		

ECONOMIC CONFIDENCE

5. Now, thinking about major purchases such as buying a car or household appliances, or your vacation spending, in the next year, do you expect that you and your family will be spending ...

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	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	828	171	74	185	347	386	158	259	482
Weighted Base	1000	804	195	126*	324	326	211	193	279	411
More than last year	214	169	44	19	77	67	47	31	57	97
	21%	21%	23%	15%	24%	21%	22%	16%	21%	24%
About the same as last year	422	331	91	57	135	125	101	81	113	188
	42%	41%	46%	45%	42%	38%	48% E	42%	40%	46%
Less than last year	362	301	60	48	112	133	63	81	108	127
	36%	37%	31%	38%	35%	41% F	30%	42% I	39%	31%
Don't know/Refused	2	2	0	2	0	1	0	0	1	0
	0	0	-	1%	-	0	-	-	0	-

ECONOMIC CONFIDENCE

6. And, thinking only about your personal day-to-day spending habits on things such as groceries, clothing or other personal goods and services, in the next year, do you expect that you and your family will be spending ...

_____

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	828	171	74	185	347	386	158	259	482
Weighted Base	1000	804	195	126*	324	326	211	193	279	411
More than last year	240	176	64	43	85	78	32	63	78	77
	24%	22%	33%	34%	26%	24%	15%	33%	28%	19%
			A	F	F	F		I	I	
About the same as last year	541	445	95	55	176	172	131	81	152	243
	54%	55%	49%	44%	54%	53%	62%	42%	55%	59%
							CE		G	G
Less than last year	216	179	37	25	63	76	48	49	48	87
	22%	22%	19%	20%	20%	23%	23%	25%	17%	21%
Don't know/Refused	4	4	0	3	0	0	1	0	0	4
	0	0	-	2%	-	-	0	-	-	1%
				DE						