

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

* small base

		REGION						AGE			GENDER	
	TOTAL	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	104	65	380	250	70	192	429	374	504	496
Weighted Base	1000	132	102*	65*	383	244	74*	279	390	324	484	516
Very good	23 2%	5 3%	2 2%	5 8% DE	3 1%	3 1%	6 8% DE	6 2%	9 2%	8 2%	14 3%	9 2%
Good	505 51%	74 56% D	57 56%	34 52%	170 44%	138 56% D	32 43%	156 56%	191 49%	158 49%	256 53%	249 48%
Poor	387 39%	43 33%	37 36%	23 35%	174 45% AE	81 33%	29 40%	101 36%	156 40%	126 39%	176 36%	211 41%
Very poor	79 8%	10 8%	6 6%	3 4%	33 9%	20 8%	7 10%	15 5%	31 8%	30 9%	35 7%	44 9%
Don't know/Refused	5 1%	0 -	0 -	1 1%	2 1%	2 1%	0 -	1 0	2 1%	2 1%	3 1%	3 1%
TOPBOX & LOWBOX SUMMARY												
Good (Top2Box)	528 53%	79 60% D	59 58% D	39 60%	173 45%	140 58% D	37 51%	162 58%	201 51%	165 51%	270 56%	258 50%
Poor (Low2Box)	466 47%	53 40%	43 42%	25 39%	207 54% AE	101 41%	37 49%	116 42%	187 48%	157 48%	211 44%	255 49%

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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 - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	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	104	65	380	250	70	192	429	374	504	496
Weighted Base	1000	132	102*	65*	383	244	74*	279	390	324	484	516
Improve	521 52%	74 56%	60 59%	39 60%	200 52%	113 46%	36 48%	136 49%	188 48%	195 60% GH	264 55%	257 50%
Stay the same	282 28%	35 26%	24 24%	13 20%	103 27%	85 35%	22 30%	82 30%	119 31%	81 25%	130 27%	153 30%
Get worse	191 19%	23 18%	17 16%	11 18%	77 20%	47 19%	16 22%	59 21%	81 21% I	46 14%	87 18%	104 20%
Don't know/Refused	5 1%	0 -	1 1%	1 2% E	3 1%	0 -	0 -	1 0	1 0	3 1%	3 1%	2 0

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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 - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	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	104	65	380	250	70	192	429	374	504	496
Weighted Base	1000	132	102*	65*	383	244	74*	279	390	324	484	516
Improve	349 35%	49 37%	36 35%	21 33%	151 39%	69 28%	23 31%	120 43%	143 37%	83 26%	181 37%	169 33%
Stay the same	536 54%	62 47%	55 54%	43 66%	183 48%	151 62%	43 58%	134 48%	210 54%	190 59%	248 51%	288 56%
Get worse	108 11%	19 14%	11 11%	1 2%	48 12%	21 9%	7 10%	20 7%	37 9%	49 15%	48 10%	60 12%
Don't know/Refused	7 1%	3 2%	0 -	0 -	1 0	3 1%	0 -	5 2%	0 -	1 0	7 1%	0 -
								H			K	

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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 - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	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	104	65	380	250	70	192	429	374	504	496
Weighted Base	1000	132	102*	65*	383	244	74*	279	390	324	484	516
Yes	242	39	25	3	105	55	15	67	121	53	120	122
	24%	29%	24%	5%	27%	23%	21%	24%	31%	16%	25%	24%
No	749	90	77	62	275	187	57	212	264	267	360	389
	75%	68%	76%	95%	72%	77%	77%	76%	68%	82%	74%	75%
Don't know/Refused	9	3	0	0	3	2	2	0	5	4	4	5
	1%	2%	-	-	1%	1%	2%	-	1%	1%	1%	1%

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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 - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	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	104	65	380	250	70	192	429	374	504	496
Weighted Base	1000	132	102*	65*	383	244	74*	279	390	324	484	516
More than last year	214 21%	25 19%	26 26%	10 15%	81 21%	52 22%	19 26%	77 28% I	78 20%	57 18%	109 22%	105 20%
About the same as last year	422 42%	53 40%	34 33%	36 55% BD	137 36%	128 52% BD	34 46%	109 39%	155 40%	156 48% H	214 44%	207 40%
Less than last year	362 36%	54 41% E	42 41% E	19 30%	162 42%	64 26%	21 28%	93 33%	157 40%	109 34%	161 33%	201 39%
Don't know/Refused	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	2 0

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

* small base

	REGION							AGE			GENDER	
	TOTAL	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	104	65	380	250	70	192	429	374	504	496
Weighted Base	1000	132	102*	65*	383	244	74*	279	390	324	484	516
More than last year	240 24%	22 17%	23 22%	18 28%	89 23%	62 25%	26 35% A	73 26%	88 22%	79 25%	103 21%	137 27%
About the same as last year	541 54%	78 59%	54 53%	33 51%	196 51%	146 60%	33 45%	156 56%	207 53%	175 54%	297 61% K	243 47%
Less than last year	216 22%	32 24% E	25 25% E	14 21%	95 25% E	36 15%	14 20%	47 17%	94 24%	70 21%	81 17%	135 26% J
Don't know/Refused	4 0	0 -	0 -	0 -	3 1%	1 0	0 -	3 1%	1 0	0 -	3 1%	1 0