

Canadian Online Omni June 6 - June 9, 2011

100	
	Economic Confidence 2
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1. In terms of the current economic conditions in Canada as a whole, how would you describe the overall state of the economy right now?

				REC	SION			НС	DUSEHOLD INCO	ME		SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	138	19	24	22	52	11	10	24	46	69	33	105
/ery good	3%	4%	6%	8%	3%	1%	3%	3%	3%	4%	3%	3%
		Е	E	ADEF	Е		E					
	2523	326	297	191	989	535	185	429	951	1143	614	1910
Somewhat good	63%	62%	73%	73%	64%	55%	62%	57%	61%	67%	62%	63%
		Е	ADEF	ADEF	E		Е			GH		
	1191	163	82	45	429	380	92	256	490	446	302	889
Somewhat bad	30%	31%	20%	17%	28%	39%	31%	34%	32%	26%	30%	30%
		BC			BC	ABCDF	BC	I	1			
	155	20	6	2	65	52	9	47	64	44	48	107
/ery bad	4%	4%	2%	1%	4%	5%	3%	6%	4%	3%	5%	4%
		С			BC	BC	С	I				
Summary												
	2662	346	321	213	1041	546	195	453	997	1212	647	2014
Гор2Box (Good)	66%	65%	78%	82%	68%	56%	66%	60%	64%	71%	65%	67%
		Е	ADEF	ADEF	E		Е			GH		
	1346	183	88	47	494	432	101	303	554	490	350	996
_ow2Box (Bad)	34%	35%	22%	18%	32%	44%	34%	40%	36%	29%	35%	33%
		ВС			BC	ABCDF	BC	I	I			

2. And thinking about major purchases such as buying a car or household appliances, or your vacation spending, have you changed the timing of major purchases due to current economic conditions?

				REC	SION			нс	DUSEHOLD INCO	OME		EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	К
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	174	8	13	7	57	79	10	35	61	79	56	119
Yes, I will make purchases sooner	4%	2%	3%	3%	4%	8%	3%	5%	4%	5%	6%	4%
					Α	ABCDF						
	070	400				20.4		404	050	400		
Yes, I will delay purchases for a little while (1-6 months)	972	100	98	59	415	234	67	194	350	428	278	695
	24%	19%	24%	23%	27%	24%	23%	26%	23%	25%	28%	23%
					Α						K	
Yes, I will delay purchases for a long while (more than 6	1181	162	108	65	474	287	85	234	513	433	313	867
months)	29%	31%	26%	25%	31%	29%	29%	31%	33%	25%	31%	29%
									ı			
	1681	260	190	129	588	378	135	292	627	761	350	1331
No	42%	49%	46%	50%	38%	39%	45%	39%	40%	45%	35%	44%
		DE	DE	DE			DE					J
Summary												
	2327	269	219	131	947	600	162	463	924	940	647	1680
Yes Delayed	58%	51%	54%	50%	62%	61%	55%	61%	60%	55%	65%	56%
					ABCF	ABCF					K	

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

				RE	GION			Н	OUSEHOLD INCO)ME		SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	1	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	283	23	35	15	138	54	17	57	110	115	78	204
Much more than last year	7%	4%	9%	6%	9%	6%	6%	8%	7%	7%	8%	7%
			А		AEF							
	711	91	82	41	283	167	48	131	237	343	212	499
A little more than last year	18%	17%	20%	16%	18%	17%	16%	17%	15%	20%	21%	17%
										Н	K	
	1333	175	146	118	490	290	115	216	492	625	298	1035
The same as last year	33%	33%	36%	45%	32%	30%	39%	29%	32%	37%	30%	34%
				ABDE			DE			GH		
	929	139	77	53	326	267	67	164	389	376	229	700
A little less than last year	23%	26%	19%	20%	21%	27%	23%	22%	25%	22%	23%	23%
		BD				BCD						
	750	101	67	34	296	200	51	187	322	241	179	571
Much less than last year	19%	19%	16%	13%	19%	20%	17%	25%	21%	14%	18%	19%
		С			С	С		l l	1			
	2	0	0	0	2	0	0	0	0	2	0	2
Don't know	0	-	-	-	0	-	-	-	-	0	-	0
Summary												
	994	114	118	55	421	221	64	188	348	458	291	703
Top2Box (More)	25%	22%	29%	21%	27%	23%	22%	25%	22%	27%	29%	23%
			ACF		ACF					Н	K	
	1679	240	145	87	622	467	118	351	711	616	408	1271
Low2Box (Less)	42%	45%	35%	33%	41%	48%	40%	47%	46%	36%	41%	42%
		BC			С	BCDF		I	I			

7. Are you, or is anyone in your household worried about losing their job or being laid off?

				REG	GION			НО	USEHOLD INCO	7.7	HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	866	97	83	42	413	177	54	186	335	345	253	614
Yes	22%	18%	20%	16%	27%	18%	18%	25%	22%	20%	25%	20%
					ABCEF						K	
	3142	432	325	219	1122	802	243	570	1215	1357	744	2397
No	78%	82%	80%	84%	73%	82%	82%	75%	78%	80%	75%	80%
		D	D	D		D	D					J

9_1. (Canadian economy) Thinking about the next year or so, do you, yourself, generally feel that the Canadian economy and your own financial situation will improve, stay the same or get worse?

				REG	GION			НС	DUSEHOLD INCO	ME		SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	101	9	23	8	36	19	5	16	32	53	31	69
Improve a lot	3%	2%	6% ADEF	3%	2%	2%	2%	2%	2%	3%	3%	2%
	1567	235	217	116	639	244	117	262	567	738	374	1193
Improve a little	39%	44%	53%	44%	42%	25%	39%	35%	37%	43%	38%	40%
		Е	ACDEF	Е	Е		Е			GH		
	1445	175	102	93	504	455	117	279	562	603	409	1035
Stay the same	36%	33%	25%	36%	33%	46%	39%	37%	36%	35%	41%	34%
		В		В	В	ABCDF	ABD				K	
	738	93	59	36	283	223	44	134	335	269	147	591
Worsen a little	18%	18%	14%	14%	18%	23%	15%	18%	22%	16%	15%	20%
						BCF			I			J
	157	17	9	8	73	38	13	65	54	39	36	122
Worsen a lot	4%	3%	2%	3%	5%	4%	5%	9%	3%	2%	4%	4%
								HI				
Summary												
	1668	244	240	124	676	263	122	278	599	790	405	1263
Improve Summary	42%	46%	59%	48%	44%	27%	41%	37%	39%	46%	41%	42%
		E	ACDEF	E	E		E			GH		
	895	110	67	44	356	261	58	198	389	308	182	713
Worsen Summary	22%	21%	16%	17%	23%	27%	20%	26%	25%	18%	18%	24%
					BC	ABCF		<u> </u>	l l			J

9_2. (Your own financial situation) Thinking about the next year or so, do you, yourself, generally feel that the Canadian economy and your own financial situation will improve, stay the same or get worse?

				REC	GION			НС	OUSEHOLD INCO	ME		SEHOLD OSITION
	Total	вс	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	245	28	33	17	95	60	12	46	93	106	95	151
Improve a lot	6%	5%	8%	7%	6%	6%	4%	6%	6%	6%	9%	5%
			F								K	
	1309	175	158	90	495	292	99	208	477	625	346	963
Improve a little	33%	33%	39%	35%	32%	30%	33%	27%	31%	37%	35%	32%
			DE							GH		
	1643	221	149	102	589	454	128	297	646	700	365	1278
Stay the same	41%	42%	36%	39%	38%	46%	43%	39%	42%	41%	37%	42%
						BD						J
	597	79	58	37	243	135	44	112	265	220	125	471
Worsen a little	15%	15%	14%	14%	16%	14%	15%	15%	17%	13%	13%	16%
									1			
	214	25	11	15	112	37	14	93	70	51	67	147
Worsen a lot	5%	5%	3%	6%	7%	4%	5%	12%	5%	3%	7%	5%
				В	BE			HI				
Summary												
	1554	203	191	107	590	352	111	254	569	731	440	1114
Improve Summary	39%	38%	47%	41%	38%	36%	37%	34%	37%	43%	44%	37%
			ADEF							GH	K	
	810	104	69	52	356	173	58	205	335	271	192	619
Worsen Summary	20%	20%	17%	20%	23%	18%	19%	27%	22%	16%	19%	21%
					BE			<u> </u>	1			

A5. With the current debt that you carry personally, which of the following statements best describes how you feel about your ability to manage it?

		REGION				НС	OUSEHOLD INCO	OME		EHOLD DSITION		
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
Low confident that Low managing my debt well	1189	157	125	64	443	311	88	144	454	590	253	935
I am confident that I am managing my debt well	30%	30%	31%	25%	29%	32%	30%	19%	29%	35%	25%	31%
						С			G	GH		J
I think I am OK but know I could do better	1255 31%	152 29%	121 30%	74 28%	488 32%	317 32%	103 35%	222 29%	452 29%	581 34%	372 37%	883 29%
							Α			Н	K	
	766	95	85	54	292	179	60	181	319	267	233	533
I am just keeping my head above water	19%	18%	21%	21%	19%	18%	20%	24%	21%	16%	23%	18%
								I	I		K	
I am not good at managing my debt and don't know	148	17	4	5	80	26	15	61	52	35	47	101
where to start	4%	3%	1%	2%	5%	3%	5%	8%	3%	2%	5%	3%
		В			BCE		BCE	HI				
	650	108	73	63	231	145	30	148	273	229	92	558
I don't carry any debt	16%	20%	18%	24%	15%	15%	10%	20%	18%	13%	9%	19%
		DEF	F	DEF	F	F		ı	I			J

A6. Thinking about your personal finances, over the next year which do you intend to do:

				REC	SION			НО	USEHOLD INCO)ME		SEHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	1300	165	121	68	498	332	116	214	489	598	350	950
Focus on reducing my debt	32%	31%	30%	26%	32%	34%	39%	28%	32%	35%	35%	32%
						С	ABCD			G		
	1133	148	98	79	445	281	82	229	466	438	285	848
Spend less	28%	28%	24%	30%	29%	29%	28%	30%	30%	26%	29%	28%
									I			
	946	130	108	71	392	188	57	162	333	450	223	722
Save or invest more	24%	25%	26%	27%	26%	19%	19%	21%	21%	26%	22%	24%
			EF	EF	EF					Н		
	830	114	111	53	321	169	62	198	290	343	233	597
All of these	21%	22%	27%	20%	21%	17%	21%	26%	19%	20%	23%	20%
			DEF					HI				
	445	71	38	35	157	115	29	70	196	179	72	373
None of these	11%	13%	9%	14%	10%	12%	10%	9%	13%	11%	7%	12%
												J

B1. How have rising gas and food prices affected your day-to-day budget?

				REC	SION			НС	OUSEHOLD INCO	ME		EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
This has had a significant impact on my budget	1814 45%	234 44%	152 37%	93 36%	749 49%	442 45%	143 48%	432 57%	733 47%	649 38%	499 50%	1315 44%
	1070	BC	0170	0070	BC	BC	BC	HI	1	0070	K	1170
This has not had a big impact, but I've cut back on other expenses	1499 37%	198 37%	181 44% DE	112 43% D	539 35%	355 36%	115 39%	219 29%	542 35%	739 43% GH	347 35%	1152 38%
There has been no impact on my budget	694 17%	96 18%	76 19%	55 21%	247 16%	181 18%	39 13%	105 14%	275 18%	314 18%	151 15%	543 18%
, saagat	11 70	F	F	DF	1370	F	1370	1470	.370	1070	1370	1370

B2. How are you dealing with the effect rising gas and food prices are having on your day-to-day budget?

				REC	SION			нс	DUSEHOLD INCO	OME		EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K
Base: Have seen effect on day-to-day budget	3247	542	462	351	911	457	524	504	1198	1545	692	2555
Weighted	3314	433	333	205	1288	797	258	651	1275	1388	846	2468
I comparison shop for food more than before	1808	235	182	108	721	424	139	325	719	764	477	1331
	55%	54%	55%	53%	56%	53%	54%	50%	56%	55%	56%	54%
I tend to follow a budget more than before - I buy less on impulse	1596 48%	225 52% E	166 50%	91 44%	636 49% E	334 42%	146 56% CDE	334 51%	587 46%	675 49%	437 52%	1160 47%
I use my vehicle less, I make less trips and/or use public transit/walk more	974 29%	154 36% DEF	103 31%	68 33% E	381 30%	197 25%	70 27%	165 25%	390 31%	419 30%	224 26%	750 30%
I don't use my credit card to pay for day-to-day expenses as much as before	579 17%	74 17%	52 16%	32 16%	250 19%	127 16%	43 17%	105 16%	231 18%	242 17%	166 20%	412 17%
There has been no impact on my budget	200 6%	24 6%	18 6%	14 7%	80 6%	47 6%	16 6%	46 7%	68 5%	86 6%	27 3%	173 7% J

B3_4. [To delay vacation plans until next year] Have changing economic factors made you more likely, less likely or about as likely to do the following

				REC	GION			НС	USEHOLD INCO	HOUSEHOLD COMPOSITION		
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
To delay vacation plans until next year												
	1205	152	108	72	524	252	98	232	499	474	319	886
More likely	30%	29%	26%	27%	34%	26%	33%	31%	32%	28%	32%	29%
					BCE		BE		I			
	1269	170	158	101	491	258	91	230	464	575	305	964
Less likely	32%	32%	39%	39%	32%	26%	31%	30%	30%	34%	31%	32%
			DEF	DEF								
	1534	207	143	88	521	468	107	294	588	652	374	1160
About as likely	38%	39%	35%	34%	34%	48%	36%	39%	38%	38%	37%	39%
						ABCDF						

B4. How will higher gas prices affect how you choose your next vehicle?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	
		Α	В	С	D	Е	F	G	Н	I	J	K	
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212	
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011	
I will select a more fuel efficient vehicle	1501	174	151	94	538	423	122	218	582	701	380	1121	
	37%	33%	37%	36%	35%	43%	41%	29%	38%	41%	38%	37%	
						AD	AD		G	G			
I will delay getting a new vehicle - I will make do with my present vehicle longer than I typically would	1243	171	135	81	507	252	97	204	485	553	313	929	
	31%	32%	33%	31%	33%	26%	33%	27%	31%	32%	31%	31%	
		Е	Е		Е		Е						
I will get rid of my vehicle/ limit the use of my vehicle and rely on public transit	100	25	5	5	35	25	5	23	29	47	31	69	
	2%	5%	1%	2%	2%	3%	2%	3%	2%	3%	3%	2%	
		BDF											
Gas prices will not affect how I select my next vehicle	631	101	98	55	214	117	46	50	263	318	156	475	
	16%	19%	24%	21%	14%	12%	15%	7%	17%	19%	16%	16%	
		DE	DEF	DEF					G	G			
don't own a vehicle and have no plans to own one soon	533	57	20	25	242	161	28	260	191	82	116	417	
	13%	11%	5%	10%	16%	16%	9%	34%	12%	5%	12%	14%	
		В		В	ABCF	ABCF	В	HI	I				

B5. How much personal debt do you estimate you are carrying (not including a mortgage)?

				REC	GION			HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	4008	671	591	464	1099	564	619	592	1456	1960	796	3212
Weighted	4008	529	409	261	1535	978	297	756	1551	1702	997	3011
	1212	192	123	95	447	288	67	210	516	486	184	1028
0	30%	36%	30%	37%	29%	29%	23%	28%	33%	29%	18%	34%
		DEF	F	DEF	F	F			I			J
	388	43	29	26	168	99	23	120	154	114	83	305
1-1000	10%	8%	7%	10%	11%	10%	8%	16%	10%	7%	8%	10%
								HI	I			
	195	19	21	12	64	62	18	53	79	63	64	132
1001-2000	5%	4%	5%	4%	4%	6%	6%	7%	5%	4%	6%	4%
								I				
2001-3000	117	8	12	8	48	32	8	27	59	30	29	88
	3%	2%	3%	3%	3%	3%	3%	4%	4%	2%	3%	3%
									I			
3001-4000	99	18	11	6	25	36	4	29	40	30	24	75
	2%	3%	3%	2%	2%	4%	1%	4%	3%	2%	2%	3%
		DF				DF		I				
4001-5000	199	25	12	7	86	49	19	38	80	81	40	159
	5%	5%	3%	3%	6%	5%	6%	5%	5%	5%	4%	5%
							BC					
5001-10000	490	56	53	26	174	142	40	94	179	218	159	331
	12%	11%	13%	10%	11%	15%	13%	12%	12%	13%	16%	11%
											K	
10001-20000	568	66	40	37	225	159	42	119	203	247	185	383
	14%	12%	10%	14%	15%	16%	14%	16%	13%	15%	19%	13%
					В	В	В				K	
20001-50000	558	76	71	32	214	106	58	52	202	304	174	384
	14%	14%	17%	12%	14%	11%	20%	7%	13%	18%	17%	13%
			E				ACDE		G	GH	K	
50001-100000	141	17	25	9	72	5	13	13	29	99	46	95
	4%	3%	6%	3%	5%	0	4%	2%	2%	6%	5%	3%
		Е	Е	Е	E		Е			GH		
100001-200000	36	8	11	2	10	0	5	1	11	25	11	26
	1%	1%	3%	1%	1%	0	2%	0	1%	1%	1%	1%
		Е	DE	E			DE			G		
200001-250000	4	1	0	0	3	0	0	0	0	4	0	4
	0	0	0	-	0	-	0	-	-	0	-	0
Summary												
Mean	13057.6	13484 E	19282.4 ACDE	11836.1 E	13709 E	8471.5	16545.8 CE	7846.7	10736.9 G	17486.1 GH	16496.3 K	11918.8
Std. Dev.	23586.07	25731.21	34252.46	22659.66	24062.08	12000.03	25874.93	13363.34	19986.71	28824.71	25180.21	22924.75
Std. Err.	372.56	993.34	1408.96	1051.95	725.83	505.29	1040	549.23	523.79	651.08	892.49	404.5
Median	4000	3400	5000	2000	5000	4000	7000	2000	3000	7000	8000	3000
Modium	+000	3-100	3000	2000	3000	7000	7000	2000	3000	7000	0000	3000