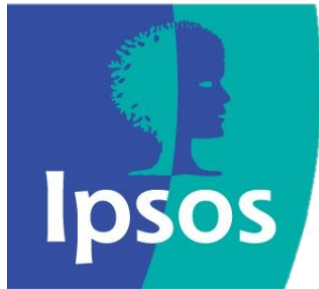


Canadian Economic Confidence Remains at Lowest Point in Over 20 Years

*Fewer than Four in Ten (36%) Canadians Rate the Canadian Economy
as Good, Lowest Point Since January 1995*

Public Release Date: Friday, March 11, 2016, 4:00 pm EST



Ipsos is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos' Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

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*Fewer than Four in Ten (36%) Canadians Rate the Canadian Economy
as Good, Lowest Point Since January 1995*

Toronto, ON – Canadian economic confidence is at its lowest point in over 20 years, according to a new Ipsos poll provided exclusively to Global News. The poll has found that just 36% of Canadians would rate the current economic situation in Canada as ‘good’ (2% very/34% somewhat), compared to 64% who say the economy is ‘bad’ (13% very/51% somewhat). The proportion who says the economy is in good shape is up 2 points since last month, which was the lowest proportion recorded (34%) since tracking began in 1994.

Ipsos has been tracking Canadians’ confidence in the economy for over two decades. By comparison, in March of 2009 – the lowest point of the Great Recession -- 43% said the economy was in good shape. Levels below 50% are not at all typical in Canada, and prior to the Great Recession were only recorded by Ipsos in 1996 (37% was the low point), 1995 (36% was the low point) and 1994, when tracking began (41%).

Perceptions of the Canadian economy, overall, are not uniform across the country. Residents of Atlantic Canada are the most likely to describe the Canadian economy as good (52%), followed by those living in Saskatchewan and Manitoba (45%), Quebec (39%), Ontario (36%) and British Columbia (34%). Understandably, Albertans are by far the least likely (16%) to describe the Canadian economy as good, while most (84%) say it’s bad (29% very bad/55% somewhat bad).

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More Believe their Local Economy Will Weaken (21%), Not Strengthen (16%) In Next Six Months.

Canadians, and particularly Albertans, are not convinced that the worst is behind them. While most (63%) believe that the economy in their local area will be about the same six months down the road as it is today, on balance more people believe that it will be weaker (21% -- 5% much/16% somewhat) rather than be stronger (16% -- 2% much/14% somewhat), resulting in a net score of -5. Once again, regional sentiment varies significantly across the country:

- Saskatchewan and Manitoba: 25% strengthen vs. 18% weaken, net +7
- British Columbia: 18% strengthen vs. 17% weaken, net +1
- Ontario: 18% strengthen vs 20% weaken, net -2
- Quebec: 11% strengthen vs. 15% weaken, net -4
- Atlantic Canada: 20% strengthen vs. 33% weaken, net -13
- Alberta: 12% strengthen vs. 35% weaken, net -23

These are some of the findings of an Ipsos poll conducted between February 19 and March 4, 2016. For this survey, a sample of 1,002 Canadians from Ipsos' online panel was interviewed online via the Ipsos I-Say Panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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