

ECONOMIC PANORAMA

Half of Canadians Think the Economy is in Good Shape

Respondents are evenly split when assessing their own financial situation.

[MONTREAL – Nov. 25, 2010] – Canadians are heading to the final weeks of the year evenly split about the state of their own finances, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,013 Canadian adults, 50 per cent of respondents (+2 since October) say the national economy is in good or very good shape, while 44 per cent (-3) claim it is in poor or very poor shape.

Across the country, the lowest level of economic confidence is in British Columbia (39%), followed by Ontario (47%) and Quebec (48%).

Half of Canadians (49%, -4) say their own personal finances are in good shape, while 49 per cent (+5) disagree.

Respondents in Atlantic Canada (32%) and British Columbia (42%) are less likely to refer to their own financial situation as good.

One-in-five Canadians (20%, +2) think the Canadian economy will improve over the next six months, while more than half (55%, +5) expect it to remain the same, and one-in-five (19%, -1) foresee a decline. One third of respondents (33%) think Canada's economy will get out of recession after 2011.

KEY FINDINGS

- **50% (+2 since October) say the Canadian economy is in good shape**
- **20% (+2) expect the economy to improve; 55% think it will remain stable; 19% (-1) foresee a decline**
- **36% (+3) trust Stephen Harper to do the right thing to help the economy; 20% (-3) trust Michael Ignatieff**
- **Practically half of respondents express little confidence in either the Conservatives or the Liberals on economic issues**

Full topline results are at the end of this release.

From November 22 to November 23, 2010, Angus Reid Public Opinion conducted an online survey among 1,013 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Current Concerns

Concerns over the safety of investments have subsided in November (31% have worried occasionally or frequently about this, down eight points since October). This month, unemployment affecting the household is a more pressing concern (35%, +2), followed by the safety of savings (31%, -3), being able to pay the mortgage or rent (26%, -5), and employers running into serious financial trouble (17%, -2).

Inflation and Debt

Four-in-five Canadians (83%, +1) believe that the price of gasoline will go up over the next six months, while three-in-four (75%, +1) feel the same way about groceries. Two-in-five (40%, -2) think real estate will be more expensive, while fewer respondents expect to see pricier cars (34%, +3) or TVs (18%, -1).

In a trend that has been consistent in 2010, paying down debt (\$389) remains the top priority for Canadians if they were given an extra \$1,000. The rest of the funds would be allocated to day-to-day expenses (\$183), savings (\$154), buying personal gifts or treats (\$124), purchasing big items like a car or home improvements (\$91), investing in individual stocks (\$32), and investing in mutual funds (\$27).

Political Leadership

Confidence in Stephen Harper's ability to do the right thing to help the economy increased slightly this month, with 36 per cent of respondents (+3) saying they trust the Prime Minister on this file. One-in-five (20%, -3) have confidence in opposition leader Michael Ignatieff, while two-in-five (43%, +1) trust Bank of Canada Governor Mark Carney.

The Conservatives are ahead of the Liberals as the preferred party to control inflation (32% to 18%), end the recession (30% to 18%), rein in the national debt (31% to 21%) and create jobs (29% to 25%). However, practically half of respondents cannot choose either party in any of these four topics.

Canada vs. Other Countries

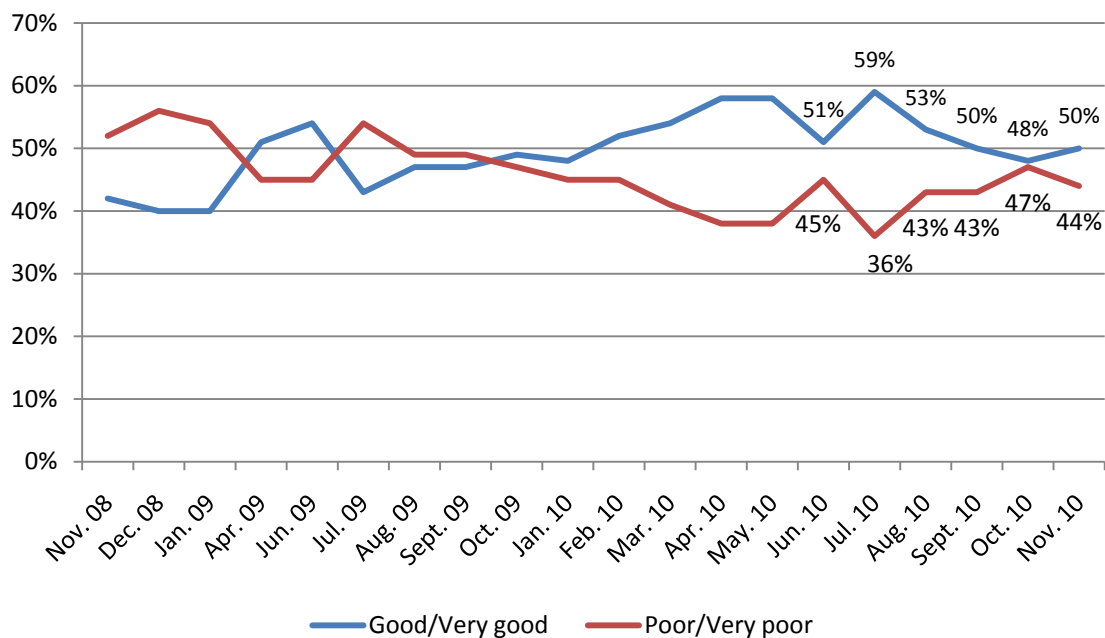
More than a third of Canadians (37%) believe China's economy is currently doing better than the Canadian economy. A considerable proportion of respondents think Canada is doing better than the United States (70%), the United Kingdom (41%) and France (42%), while about three-in-ten say Canada's economy is currently similar to that of Japan, Germany and Australia.

Visit our [website](#) / Follow us on [Twitter](#)

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

How would you rate the economic conditions in Canada today? – Total Canada



Economic Panorama

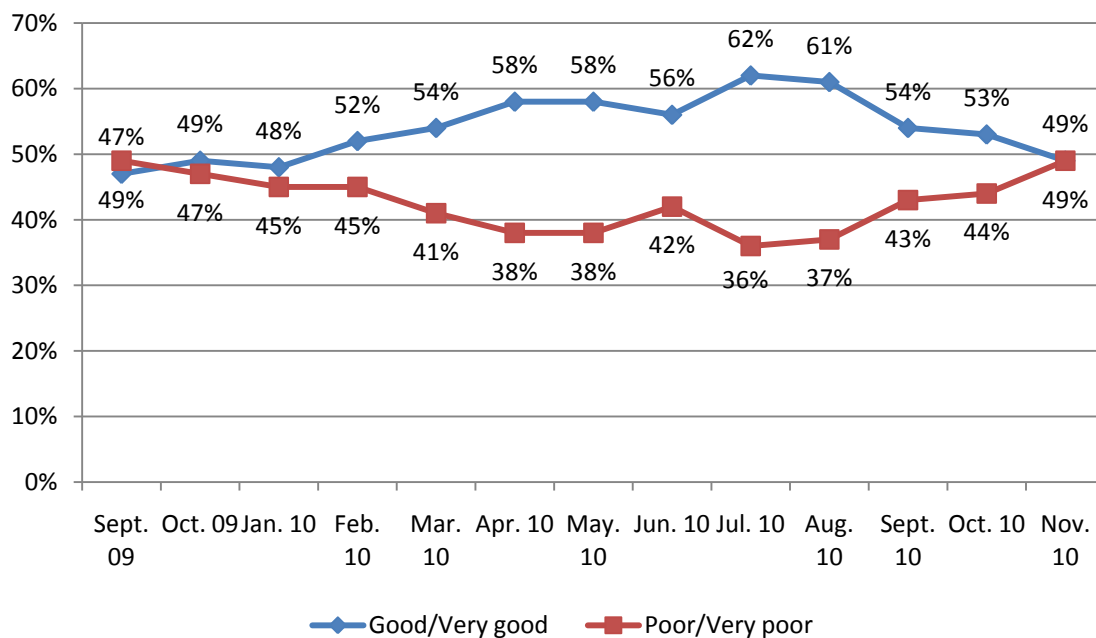
How would you rate the economic conditions in Canada today?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very good	1%	0%	1%	0%	1%	0%	3%
Good	49%	38%	62%	81%	46%	48%	47%
Poor	39%	46%	28%	16%	46%	36%	34%
Very poor	6%	4%	3%	2%	4%	9%	12%
Not sure	5%	11%	6%	1%	3%	7%	5%
Good – net	50%	39%	63%	82%	47%	48%	50%
Poor – net	44%	50%	31%	17%	50%	45%	46%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

How would you rate your own personal finances today? – Total Canada



Economic Panorama

How would you rate your own personal finances today?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very good	5%	2%	9%	6%	5%	4%	3%
Good	45%	40%	62%	62%	41%	46%	29%
Poor	37%	36%	18%	15%	42%	34%	62%
Very poor	12%	23%	11%	17%	10%	13%	6%
Not sure	1%	0%	0%	1%	2%	2%	1%
Good – net	49%	42%	70%	67%	46%	50%	32%
Poor – net	49%	58%	30%	32%	52%	47%	68%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Economic Panorama

Over the next six months, do you think the Canadian economy will improve, remain the same, or decline?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Improve	20%	34%	31%	23%	19%	12%	7%
Remain the same	55%	44%	51%	62%	54%	57%	66%
Decline	19%	16%	16%	13%	19%	24%	19%
Not sure	6%	6%	2%	2%	7%	7%	9%

Economic Panorama

In the past couple of months, how often have you worried about each of the following? – *Total Canada*

	The safety of your savings	The value of your investments	Your employer running into serious financial trouble	Being able to pay your mortgage or rent	You, or somebody in your household becoming unemployed
Never worried	44%	41%	63%	53%	41%
Worried once or twice	25%	26%	20%	21%	23%
Worried occasionally	18%	21%	11%	14%	18%
Worried frequently	13%	12%	6%	11%	17%
Not worried – net	69%	67%	83%	74%	65%
Worried – net	31%	33%	17%	26%	35%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Economic Panorama

Thinking about the next six months, do you expect the price of each of the following items to go up, stay about the same, or go down? – *Total Canada*

	Gasoline	Real estate	A new car	A new TV	A week's worth of groceries
Prices will go up	83%	40%	34%	18%	75%
Prices will stay the same	12%	33%	47%	36%	22%
Prices will go down	2%	19%	12%	41%	2%
Not sure	4%	8%	7%	5%	1%

Economic Panorama

If you were given \$1000 today, what would you do with it? – *Total Canada*

Invest in individual stocks	\$27
Invest in mutual funds	\$32
Pay down debt	\$389
Save (in a bank account or GIC)	\$154
Put towards a big purchase (like a car or home improvements)	\$91
Spend on personal items (gifts, special treats, etc.)	\$124
Cover day to day expenses (groceries, travel costs etc.)	\$183

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Economic Panorama

When do you think Canada's economy will get out of recession?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
It is already out of recession	15%	16%	18%	30%	13%	13%	22%
In the second half of 2010	5%	2%	5%	3%	6%	5%	5%
In 2011	22%	18%	34%	26%	25%	30%	16%
After 2011	33%	31%	18%	15%	23%	25%	27%
Not sure	28%	34%	25%	26%	32%	27%	30%

Economic Panorama

The worldwide recession has affected countries differently. How would you say Canada's economy is doing compared to each of the following countries? – *Total Canada*

	The United Kingdom	Japan	France	The United States	Australia	Germany	China
Canada's economy is doing better	41%	22%	42%	70%	17%	23%	14%
Canada's economy is doing about the same	23%	27%	18%	15%	32%	31%	16%
Canada's economy is doing worse	3%	15%	5%	3%	8%	8%	37%
Not sure	33%	36%	34%	12%	43%	38%	33%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Economic Panorama

How much do you trust each of the following people to do the right thing to help the economy? –
Total Canada

	Stephen Harper, Prime Minister	Michael Ignatieff, Federal Leader of the Opposition	Mark Carney, Governor of the Bank of Canada
Completely trust	8%	2%	6%
Moderately trust	28%	18%	38%
Moderately distrust	22%	26%	16%
Completely distrust	30%	32%	11%
Not sure	13%	22%	29%
Trust – net	36%	20%	43%
Distrust – net	51%	58%	27%

Economic Panorama

Please indicate which party you think is best able to deal with the following issues – *Total Canada*

	Rein in the national debt	End the recession	Create jobs	Control inflation
Conservative Party	31%	30%	29%	32%
Liberal Party	21%	18%	25%	18%
Don't know	47%	52%	46%	51%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
<http://www.angus-reid.com/services/record-of-accuracy/>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.angus-reid.com/about/>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.angus-reid.com>**

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com