



Majority of Canadians Believe the Recession is Not Over

A survey of 1,001 Canadians
Conducted from October 29 to November 1, 2010

www.abacusdata.ca

ABACUS DATA

Methodology

From October 29 to November 1, 2010, Abacus Data Inc. conducted an online survey among 1,001 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, education, age, region, and language using Census data from Statistics Canada. Totals may not add up to 100 due to rounding.

For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry.

Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

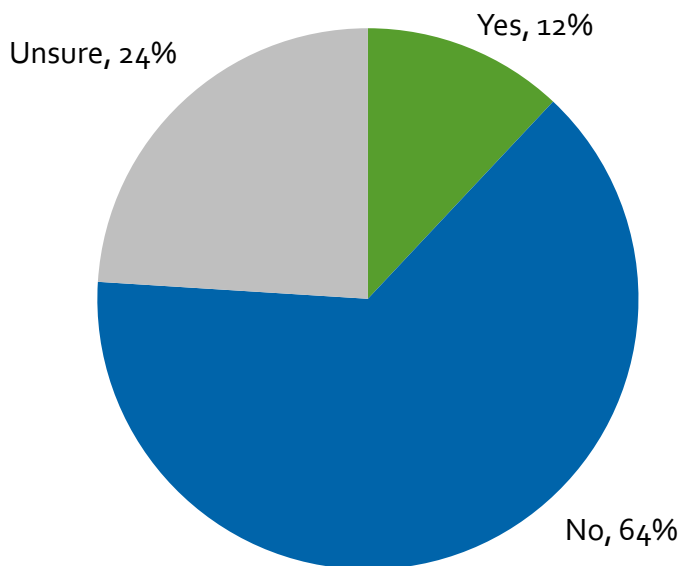


Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

**Is the economic recession in Canada over?
(n=1,001, weighted)**



Analysis

Although technically the recession in Canada ended July 2009, a majority of Canadians when asked did not believe the economic recession was over.

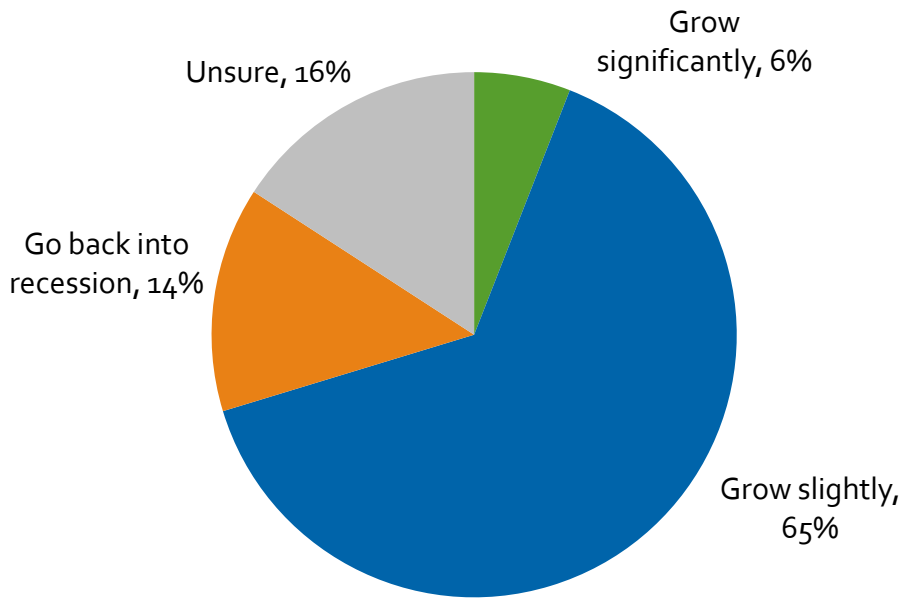
Only 12% of Canadians said that the recession was over.

Quebecers were more likely to believe that the recession was over when compared to Canadians from other regions.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Yes	14%	10%	13%	11%	13%	12%	21%	9%	9%
No	65%	64%	62%	67%	64%	60%	56%	69%	66%
Unsure	21%	27%	26%	22%	23%	28%	23%	22%	26%
N	483	517	370	392	240	75	243	383	300

**In the next year, do you think the Canadian economy will...
(n=1,001, weighted)**



Analysis

Although a majority of Canadians believe that the recession is not over, a large majority think that within the next year the Canadian economy will grow slightly. Only 14% believe it will go back into recession and 6% believe it will grow significantly.

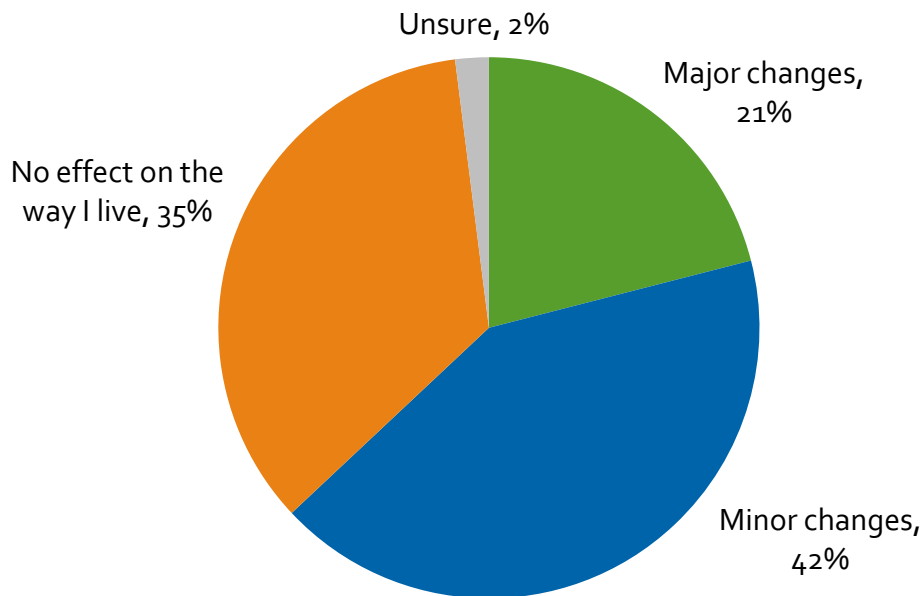
Older Canadians were more likely to believe that the economy would grow slightly than other Canadians.

This suggests that while still hurting, Canadians are generally optimistic that the economy will continue to grow.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Grow significantly	9%	4%	8%	5%	5%	12%	9%	4%	5%
Grow slightly	66%	63%	63%	60%	75%	52%	57%	70%	67%
Go back into recession	15%	13%	12%	17%	11%	12%	17%	13%	12%
Unsure	10%	21%	17%	18%	10%	24%	17%	13%	16%
N	484	517	370	392	240	75	243	385	300

Has the recession caused major changes in the way you live, minor changes, or has the recession not changed the way you live one way or another?
(n=1,001, weighted)



Analysis

The recession has affected the way over six in ten Canadians live their lives. 21% said it caused major changes in their lives while 42% said it caused minor changes on their lives.

For another one in three Canadians, the recession did not effect the way they live.

Survey research indicates that Ontarians are more likely to say the recession has impacted their lives with over one in four saying it has caused major changes to their lives.

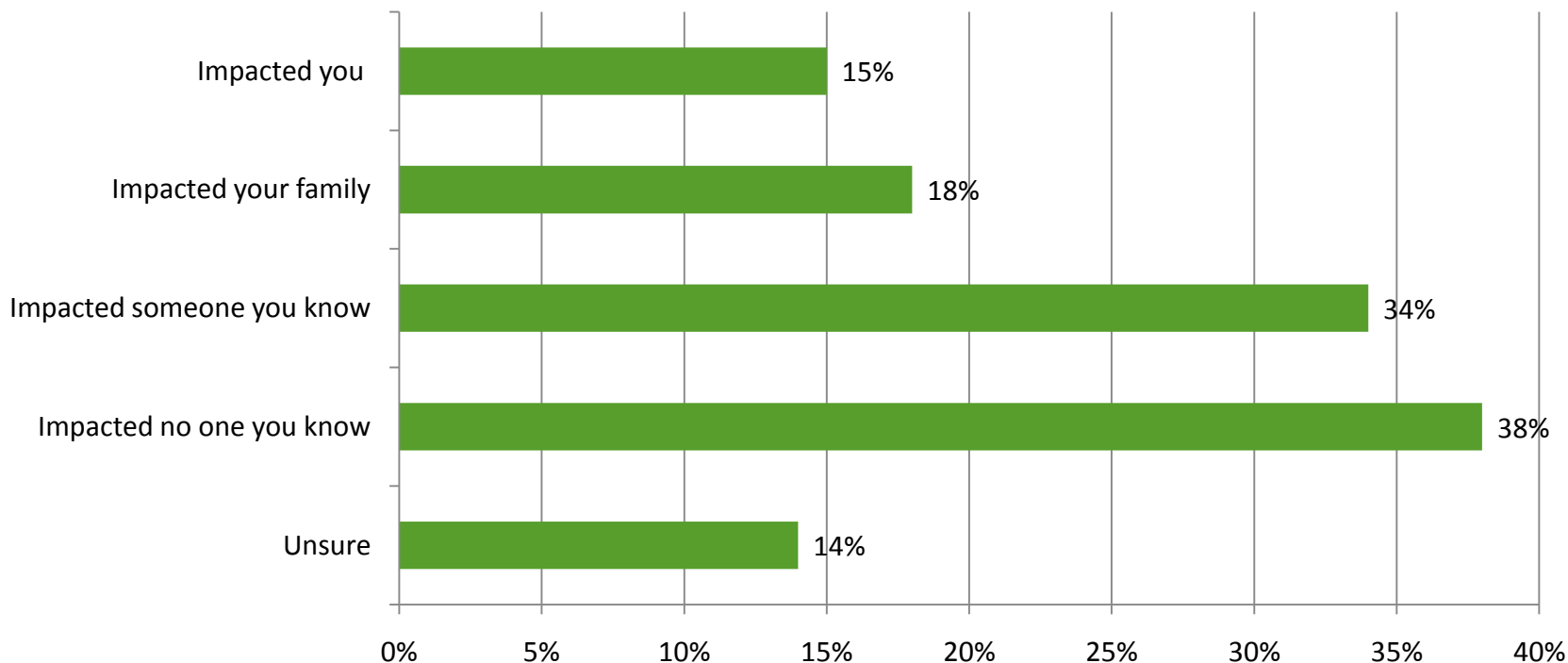
The recession seems to have hit middle aged Canadians (aged 40 to 59) the hardest with 28% saying it caused major changes and another 44% saying it caused minor changes.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Major changes	22%	21%	21%	28%	11%	17%	18%	26%	19%
Minor changes	41%	43%	40%	44%	42%	32%	37%	44%	47%
No effect on the way I live	36%	34%	37%	26%	46%	47%	44%	29%	33%
Unsure	1%	2%	2%	2%	-	4%	1%	2%	1%
N	483	517	370	392	240	74	244	383	300

Below is a list of things that have happened to people over the past year because of the recession. For each item, please indicate if you directly experienced, if someone else in your family experienced, if someone you know well (such as a friend, neighbor, or co-worker) experienced, or if no one you know well experienced the item.

Job losses
(n=1,001, weighted)



Analysis

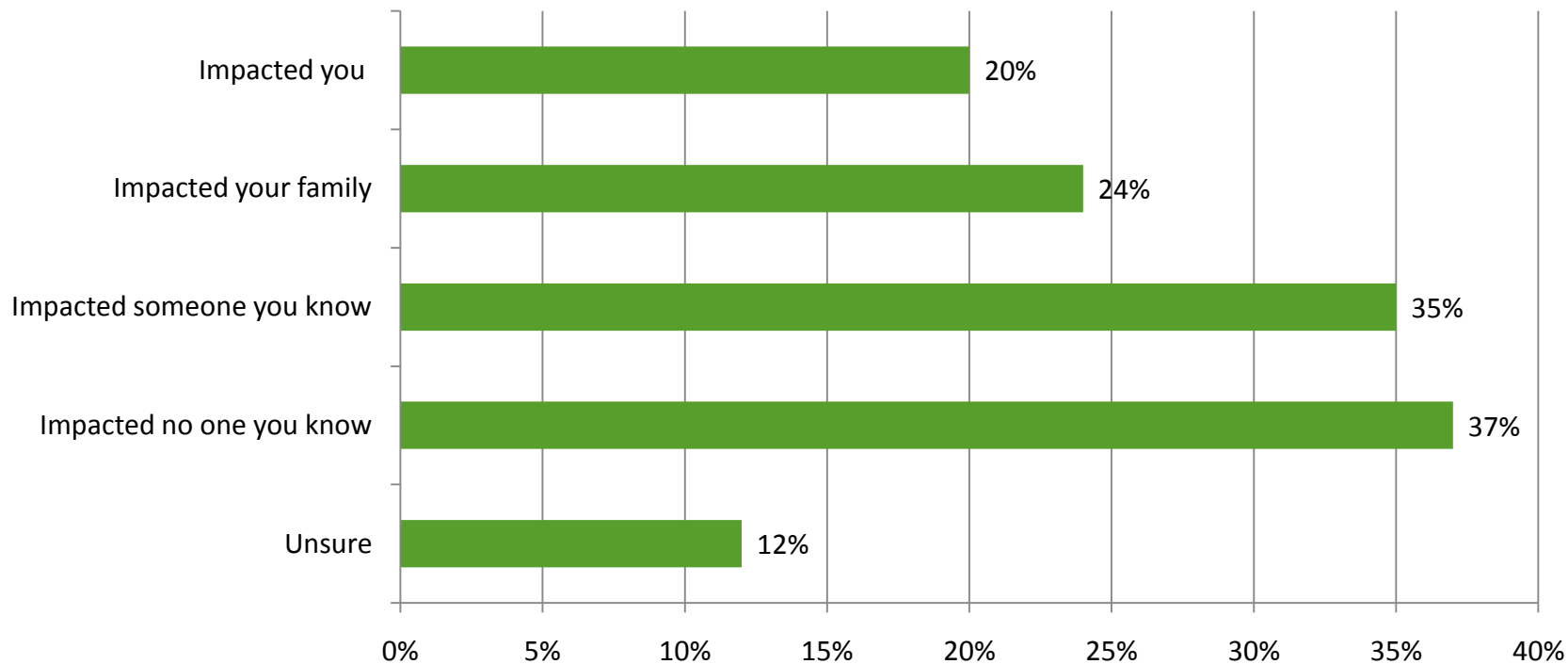
The most immediate effect of a recession is job loss. When asked the impact of the recession on job losses, fifteen percent of Canadians said they had lost a job during the recession, while another 18% said a family member had lost a job. Only 38% of Canadians said the recession impacted no one they knew.

Even a person’s level of education, which was once seen as protection against job instability, was not related to the impact of the recession. Canadians with a university education were just as likely to report the recession causing them to lose their job as Canadians with college or high school educations.

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Reduced wages or hours of work

(n=1,001, weighted)



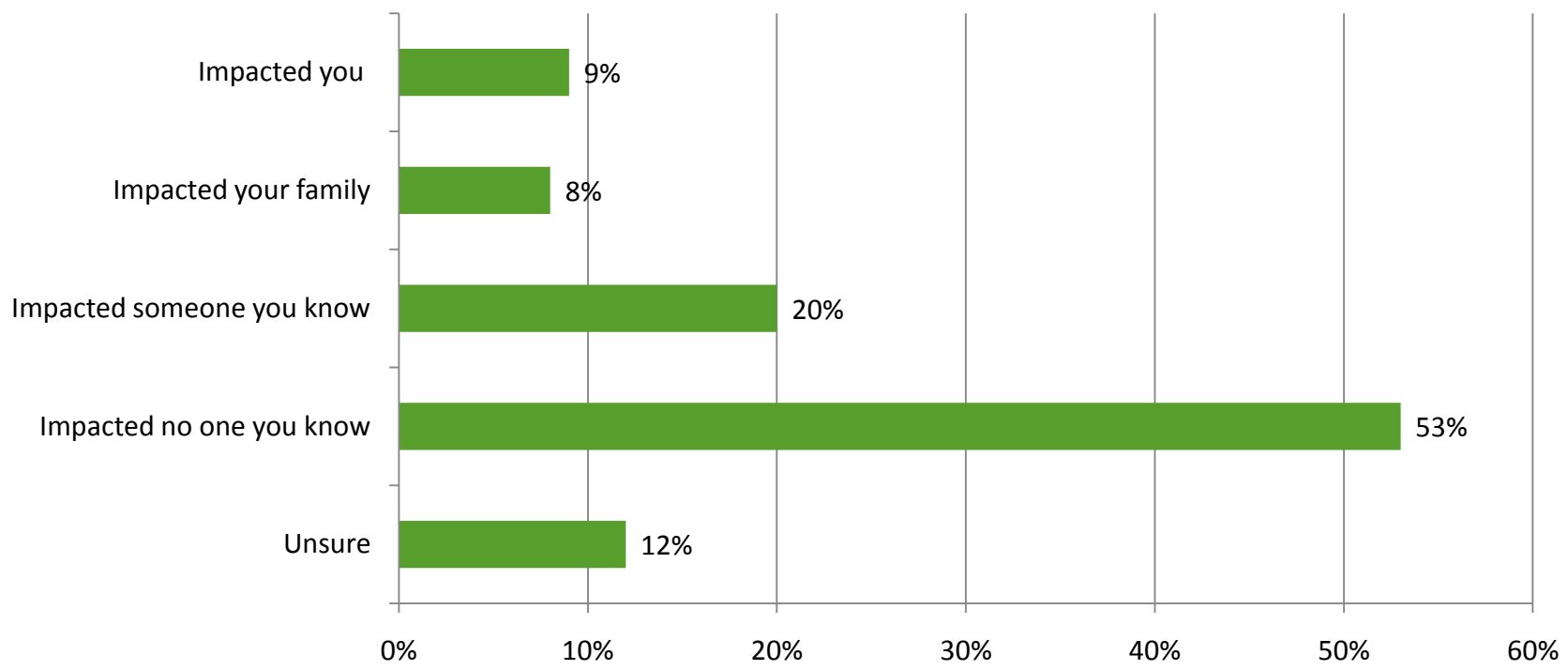
Analysis

For many Canadians, even if their job was spared, their wage or the number of hours available to work was reduced. One in five Canadians said that due to the recession, their wages or hours of work were reduced. A further 24% said their family was affected and 35% said they knew someone well who had seen their wages or hours of work reduced.

Again, these impacts crossed all subgroups – young or old, Atlantic Canadian, Ontarian, or Western Canada, university or college educated. The only bright spot seems to be in Quebec where only 10% of Quebec respondents said their wages or hours had been reduced because of the recession.

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Fall behind on your mortgage or rent/home was foreclosed
 (n=1,001, weighted)



Analysis

Although changes to jobs were felt by many people, Canadians were less likely to say they have fallen behind on their mortgage or rent or their home was foreclosed. Nine percent of Canadians said they have personally fallen behind on their mortgage or rent, while 20% said they know someone who had the experience.

A majority of Canadians said they do not know anyone who has fallen behind on their mortgage or rent, or had their home foreclosed.

**And if you lost your job tomorrow, how long would your savings last before you ran out of money?
(Full time and part time workers only, n=507, weighted)**

Time before savings will run out	
I have no savings	30%
A month or less	16%
Two to three months	17%
Four to nine months	9%
A year	9%
Two years	2%
More than two years	8%
Unsure	6%

Analysis

Survey research indicates that Canadians employed in either full or part time jobs are not well prepared for another economic downturn or the lose of their job.

Three in ten employed Canadians said they have no savings at all, while 16% said they have enough to last a month or less. Only 19% of employed Canadians said they have enough savings to last a year or more.

The most vulnerable Canadians to another economic downtown are women, younger Canadians, and those with only high school education.

For more information about this study or Abacus Data Inc., please contact:

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To read our analyses and blog, find us online at www.abacusdata.ca

**Abacus Data also runs the Vertex Panel:
An online research panel of Canada's leading public policy
practitioners and scholars.**



Find out more at www.vertexpanel.ca