

100 Sparks St., Suite 1090
Ottawa, Ontario, Canada
K1P 5B7

Toll free: 1-888-757-1119

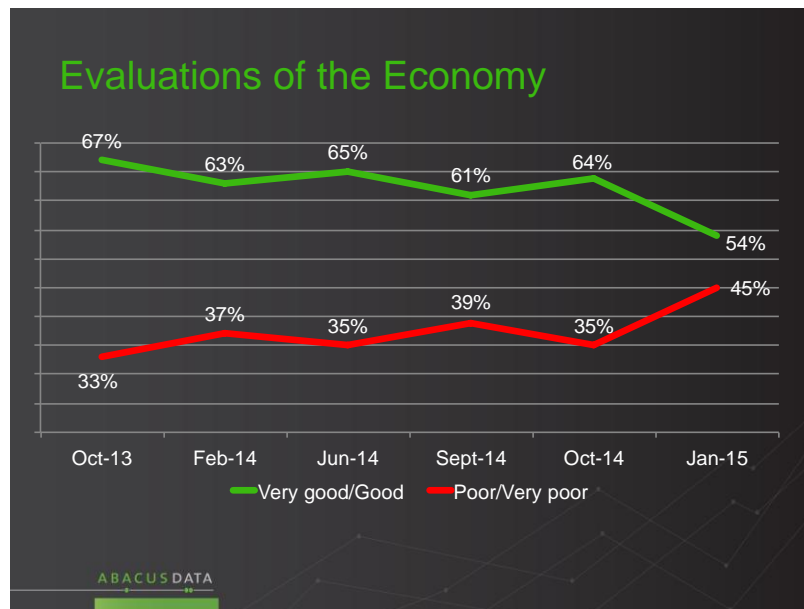
abacusdata.ca

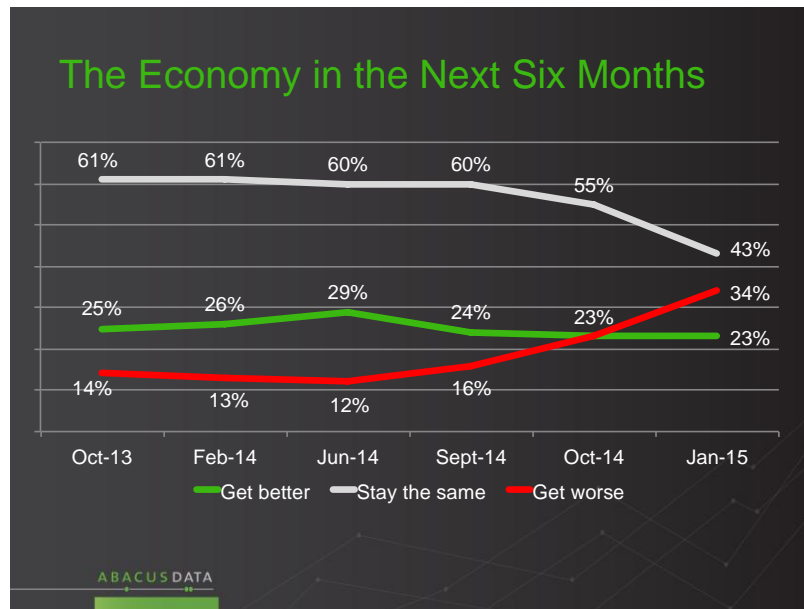
Economic anxiety on the rise; Canadians want pragmatic policy making

By Bruce Anderson & David Coletto

For interviews, quotes, or to find out about our services, please contact Chairman Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)

Only a few months ago, roughly two thirds (64%) of Canadians surveyed said they thought the economy was in good shape. Today, that view is held by just over one in two (54%). What's more, the number of people who fear that things will get worse has doubled from 16% in September to 34% today.



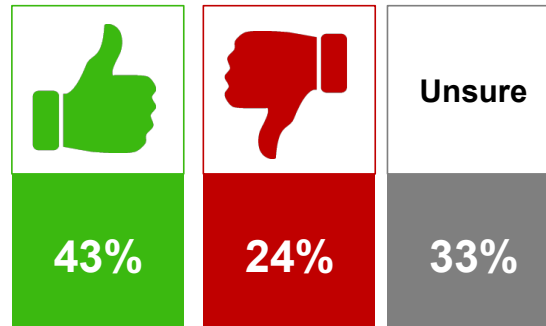


We explored how people felt about the Finance Minister’s announcement that the federal budget would be delayed: “Given recent developments in the world economy, including the decline in the price of oil, the federal government has delayed the timing of the upcoming federal budget. Do you feel the government made the right decision to take more time or made the wrong decision?”

The plurality (43%) thought delay was the right decision, while only 24% thought it was a poor decision. Only 38% of Liberal voters, and 33% of New Democratic Party voters thought it was the wrong decision. In key battlegrounds of Quebec (20% wrong decision) Ontario (28% wrong decision) and BC (25% wrong decision) the delay met with little resistance.

On whether the budget must be balanced this year, Canadians tend not to share the Prime Minister’s insistence that this happen. Only 28% say the government should do whatever it takes to make sure the budget is balanced this year, while 51% say the government should avoid taking extra measures to ensure the budget is balanced this year, as long as Canada is close to a balanced budget. Even among Conservative Party supporters, more (52%) say close is good enough, than want to see extra measures taken (35%).

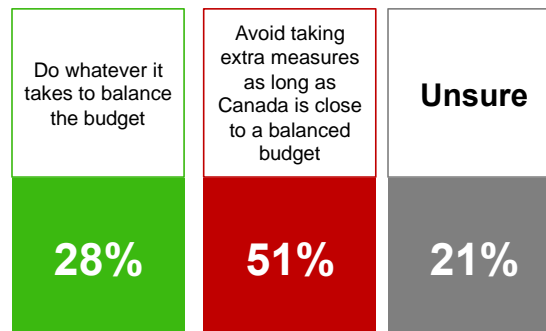
Delay Budget: Right or Wrong Decision?



Q: Given recent developments in the world economy, including the decline in the price of oil, the federal government has delayed the timing of the upcoming federal budget. Do you think the government made the right decision to take more time or the wrong decision?

ABACUS DATA

Balance the Budget this year?



Q: Revenues to the federal government will be lower this year because of the decline in oil prices. Given this, would you prefer to see the government do whatever it takes to balance the budget this year, or avoid taking extra measures as long as Canada is close to a balanced budget?

ABACUS DATA

The Upshot

There are clearly rising anxieties about the economy, but so far these have affected but not transformed the mood of the public. Moreover, support for the government has tended to be increasing during this period of rising uncertainty.

The pragmatic nature of public opinion is clearly evident in these numbers. People are not preoccupied with the timing of the budget, or the exact timing of a return to surplus budgets.

In choosing flexibility on budget timing, the Conservatives enjoy public support. If extensive cuts are announced to meet an arbitrary promise to balance the budget this year, Canadians may feel this is a choice made for political rather than economic reasons.

Methodology

Our survey was conducted online with 1,005 Canadians aged 18 and over from January 26 to January 28, 2015. A random sample of panelists was invited to complete the survey from a large representative panel of Canadians, recruited and managed by Research Now, one of the world's leading provider of online research samples.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 3.1%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

We offer global research capacity with a strong focus on customer service, attention to detail and value added insight. Our team combines the experience of our Chairman Bruce Anderson, one of Canada's leading research executives for two decades, with the energy, creativity and research expertise of CEO David Coletto, PhD. For more information, visit our website at <http://www.abacusdata.ca/>

How would you rate the current state of the economy in Canada?

Sample size: 1,005

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: January 26 to 28, 2015

		Very good	Good	Poor	Very poor	Raw	Weighted
Region	Canada	3%	51%	41%	4%	1005	996
	BC	2%	57%	37%	3%	151	133
	AB	4%	63%	30%	3%	112	105
	SK/MB	5%	65%	27%	4%	99	70
	ON	2%	53%	42%	3%	307	382
	QC	5%	34%	54%	7%	222	238
	ATL	3%	57%	34%	5%	114	69
Gender	Male	4%	56%	35%	4%	491	476
	Female	2%	47%	47%	4%	514	520
Age group	18 - 29	3%	48%	47%	2%	203	196
	30 - 44	7%	46%	41%	6%	244	265
	45 - 59	0%	55%	41%	5%	306	296
	60 and over	2%	56%	38%	4%	252	239
2011 Vote	Conservative Party	3%	71%	23%	3%	260	232
	Liberal Party	2%	57%	38%	3%	142	133
	NDP	1%	39%	54%	5%	184	175
	Green Party	3%	33%	52%	12%	37	40
	BQ	0%	27%	63%	10%	35	32

In the next six months, will the Canadian economy...

Sample size: 1,005

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: January 26 to 28, 2015

		Get better	Stay the same	Get worse	Raw	Weighted
Region	Canada	23%	43%	34%	1005	996
	BC	19%	41%	41%	151	133
	AB	27%	31%	42%	112	105
	SK/MB	21%	45%	34%	99	70
	ON	23%	48%	30%	307	382
	QC	26%	41%	32%	222	238
Gender	ATL	18%	47%	35%	114	69
	Male	25%	43%	32%	491	476
Age group	Female	21%	44%	35%	514	520
	18 - 29	25%	47%	28%	203	196
	30 - 44	25%	41%	34%	244	265
	45 - 59	20%	43%	37%	306	296
	60 and over	23%	43%	34%	252	239
2011 Vote	Conservative Party	29%	40%	30%	260	232
	Liberal Party	20%	34%	46%	142	133
	NDP	12%	44%	44%	184	175
	Green Party	5%	49%	47%	37	40
	BQ	18%	48%	34%	35	32

Given recent developments in the world economy, including the decline in the price of oil, the federal government has delayed the timing of the upcoming federal budget.

Do you think the government made the right decision to take more time or the wrong decision?

Sample size: 1,005

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: January 26 to 28, 2015

		Made the right decision	Made the wrong decision	Unsure	Raw	Weighted
Region	Canada	43%	24%	33%	1005	996
	BC	42%	25%	33%	151	133
	AB	51%	21%	28%	112	105
	SK/MB	40%	19%	41%	99	70
	ON	40%	28%	33%	307	382
	QC	47%	20%	33%	222	238
Gender	ATL	47%	19%	34%	114	69
	Male	46%	27%	27%	491	476
Age group	Female	41%	21%	39%	514	520
	18 - 29	37%	20%	43%	203	196
	30 - 44	46%	21%	32%	244	265
	45 - 59	40%	28%	32%	306	296
	60 and over	50%	24%	27%	252	239
2011 Vote	Conservative Party	70%	10%	21%	260	232
	Liberal Party	33%	38%	29%	142	133
	NDP	34%	33%	33%	184	175
	Green Party	35%	28%	37%	37	40
	BQ	34%	29%	36%	35	32

Revenues to the federal government will be lower this year because of the decline in oil prices.

Given this, would you prefer to see the government do whatever it takes to balance the budget this year, or avoid taking extra measures as long as Canada is close to a balanced budget?

Sample size: 1,005

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: January 26 to 28, 2015

		Do whatever it takes to balance the budget	Avoid taking extra measures as long as Canada is close to a balanced budget	Unsure	Raw	Weighted
Region	Canada	28%	51%	21%	1005	996
	BC	19%	62%	19%	151	133
	AB	36%	49%	16%	112	105
	SK/MB	16%	61%	23%	99	70
	ON	31%	50%	19%	307	382
	QC	32%	43%	25%	222	238
	ATL	21%	58%	22%	114	69
Gender	Male	33%	53%	14%	491	476
	Female	24%	50%	26%	514	520
Age group	18 - 29	29%	46%	25%	203	196
	30 - 44	30%	50%	20%	244	265
	45 - 59	25%	54%	21%	306	296
	60 and over	29%	53%	18%	252	239
2011 Vote	Conservative Party	35%	53%	12%	260	232
	Liberal Party	24%	59%	16%	142	133
	NDP	23%	59%	18%	184	175
	Green Party	20%	64%	16%	37	40
	BQ	15%	58%	27%	35	32