

AX1 - Thinking of your overall financial situation, over the past few years, would you say you are getting ahead, holding your own, or losing ground?

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Getting ahead	13%	14%	8%	13%	8%	12%	16%	13%
Holding your own	53%	53%	43%	54%	49%	55%	54%	49%
Losing ground	31%	29%	45%	32%	40%	29%	25%	36%
Don't know	4%	4%	4%	2%	2%	4%	4%	1%

AX2 - Do you think that your household income this year will more than keep pace with the cost of living, keep pace with it, or fall behind the cost of living?

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
More than keep pace	7%	7%	6%	5%	7%	9%	7%	7%
Keep pace	42%	41%	33%	41%	37%	41%	49%	40%
Fall behind	44%	45%	53%	46%	53%	44%	37%	52%
Don't know	6%	7%	7%	7%	3%	7%	8%	2%

AX3 - Please click up to a maximum of 4 words that best describe the feelings that you have about your personal financial situation.

	REGION							
	Total	BC	=====					ATL
			AB	MB	SK	ON	QUE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Confident	26%	24%	21%	23%	20%	24%	37%	20%
Worried	46%	47%	54%	53%	54%	42%	40%	58%
Proud	13%	14%	7%	11%	10%	13%	13%	19%
Ashamed	13%	12%	15%	15%	19%	11%	11%	20%
Excited	6%	9%	6%	4%	10%	7%	4%	5%
Bored	7%	3%	5%	8%	4%	4%	19%	2%
Optimistic	29%	31%	24%	30%	22%	30%	28%	35%
Pessimistic	21%	19%	29%	18%	32%	19%	19%	19%
Inspired	8%	10%	7%	3%	5%	8%	10%	3%
Resigned	21%	21%	21%	22%	19%	18%	24%	24%
Happy	15%	18%	11%	13%	14%	14%	18%	14%
Sad	22%	19%	26%	25%	24%	23%	19%	18%
Calm	27%	26%	23%	24%	29%	27%	31%	22%
Upset	21%	21%	32%	25%	26%	22%	14%	23%
No feeling about this	9%	9%	9%	3%	8%	11%	8%	6%
% who say at least 1 Positive Emo	52%	54%	42%	49%	48%	51%	58%	58%
% who say only 1 Positive Emo	16%	18%	12%	20%	14%	15%	18%	25%
% who pick more than 1 Positive Emo	36%	36%	30%	29%	34%	36%	41%	33%
% who say at least 1 Negative Emo	61%	57%	69%	67%	63%	57%	61%	75%
% who say only 1 Negative Emo	19%	17%	17%	23%	13%	19%	18%	33%

% who pick more than 1 Negative Emo	42%	40%	52%	44%	50%	38%	43%	41%
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AX4 - Which of the following best describes how you feel about Canada's economy?

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Severe recession	9%	6%	24%	7%	13%	7%	7%	5%
Mild recession	48%	52%	54%	45%	47%	47%	41%	58%
Period of moderate growth	30%	27%	13%	26%	31%	31%	39%	30%
Period of strong growth	2%	1%	2%		1%	3%	2%	2%
Don't know	11%	14%	7%	22%	8%	12%	11%	5%

AX5 - How much longer do you expect the current recession to last for?

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)

Base: Those who answered Severe/Mild recession at AX4	1246	170	195	39	43	462	250	88
Unweighted Total	1241	183	200	56	60	434	245	63
6 months or less	6%	4%	7%	3%	9%	6%	5%	2%
7 months to a year	19%	12%	15%	17%	16%	20%	20%	39%
13 months to 18 months	23%	27%	25%	20%	22%	24%	21%	13%
19 months to 2 years	15%	16%	17%	16%	26%	13%	14%	9%
Over 2 years	17%	17%	18%	15%	13%	15%	20%	17%
Don't know	21%	24%	18%	28%	14%	22%	20%	21%

AX6 - Please click up to a maximum of 4 words that best describe the feelings that you have about Canada's economy.

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Confident	14%	14%	6%	11%	11%	13%	21%	13%
Worried	45%	43%	61%	49%	51%	45%	39%	45%
Proud	5%	5%	3%	2%	3%	5%	6%	2%
Ashamed	14%	10%	23%	15%	26%	11%	14%	13%
Excited	4%	5%	3%	4%	4%	5%	4%	5%
Bored	9%	6%	5%	4%	6%	6%	18%	10%
Optimistic	21%	20%	17%	23%	16%	21%	21%	32%
Pessimistic	27%	23%	36%	21%	25%	26%	26%	27%
Inspired	6%	5%	4%	6%	7%	7%	7%	6%
Resigned	18%	17%	20%	25%	20%	17%	18%	24%
Happy	5%	6%	5%	2%	3%	5%	5%	3%
Sad	19%	15%	30%	16%	22%	19%	16%	23%

Calm	16%	19%	12%	12%	14%	15%	20%	13%
Upset	21%	16%	39%	21%	30%	20%	16%	15%
No feeling about this	17%	21%	11%	18%	13%	17%	19%	9%
% who say at least 1 Positive Emo	36%	36%	26%	33%	32%	37%	40%	40%
% who say only 1 Positive Emo	15%	12%	11%	16%	20%	16%	15%	23%
% who pick more than 1 Positive Emo	21%	25%	15%	17%	12%	20%	24%	17%
% who say at least 1 Negative Emo	64%	58%	80%	62%	66%	63%	59%	66%
% who say only 1 Negative Emo	19%	22%	18%	18%	11%	21%	16%	23%
% who pick more than 1 Negative Emo	44%	36%	62%	44%	55%	42%	43%	44%

AX7A - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - Canada's economy

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Improve	18%	18%	17%	16%	21%	19%	17%	16%
Not change	35%	34%	27%	41%	29%	36%	37%	41%
Worsen	37%	34%	46%	30%	43%	36%	36%	35%
Don't know	10%	14%	10%	13%	7%	9%	9%	9%

AX7B - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - The United States' economy

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Improve	17%	15%	18%	12%	20%	19%	13%	18%
Not change	27%	23%	29%	21%	36%	26%	32%	24%
Worsen	42%	48%	38%	51%	32%	42%	40%	48%
Don't know	14%	14%	15%	16%	12%	14%	15%	10%

AX7C - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - The global economy

	REGION							
	Total	BC	AB	MB	SK	ON	QUE	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Improve	14%	12%	18%	8%	21%	14%	13%	3%
Not change	32%	35%	28%	31%	35%	32%	30%	34%
Worsen	41%	39%	40%	43%	28%	40%	42%	51%
Don't know	14%	14%	14%	18%	16%	14%	15%	12%

AX7D - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - Canada's employment situation

	REGION							
	Total	BC	=====					ATL
			AB	MB	SK	ON	QUE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Improve	19%	21%	15%	14%	18%	20%	21%	19%
Not change	40%	41%	30%	46%	40%	40%	45%	39%
Worsen	31%	24%	46%	28%	34%	31%	26%	35%
Don't know	9%	14%	9%	13%	8%	9%	8%	7%

AX7E - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - The stock market

	REGION							
	Total	BC	=====					ATL
			AB	MB	SK	ON	QUE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Total	2206	295	249	74	73	854	521	140
Unweighted Total	2206	323	255	106	96	813	510	103
Improve	13%	13%	11%	10%	15%	15%	11%	8%
Not change	26%	25%	26%	26%	28%	27%	25%	30%
Worsen	42%	42%	44%	37%	31%	39%	46%	48%
Don't know	19%	20%	19%	28%	26%	19%	18%	15%

AX8 - How likely do you think it is that you or a member of your immediate family may lose his or her job in the next twelve months?

	REGION								
	Total	BC	=====						ATL
			AB	MB	SK	ON	QUE		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)		
Total	2206	295	249	74	73	854	521	140	
Unweighted Total	2206	323	255	106	96	813	510	103	
Very likely	9%	8%	19%	3%	15%	8%	5%	7%	
Somewhat likely	24%	26%	32%	21%	22%	26%	17%	28%	
Somewhat unlikely	33%	37%	27%	30%	37%	32%	39%	21%	
Very unlikely	34%	28%	22%	46%	26%	34%	40%	45%	
TOP 2 BOX (LIKELY)	33%	34%	51%	24%	36%	35%	22%	35%	
LOW 2 BOX (UNLIKELY)	67%	66%	49%	76%	64%	65%	78%	65%	

AX1 - Thinking of your overall financial situation, over the past few years, would you say you are getting ahead, holding your own, or losing ground?

	GENDER =====			AGE =====				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Getting ahead	13%	14%	11%	19%	14%	11%	8%	7%
Holding your own	53%	52%	53%	52%	54%	48%	52%	57%
Losing ground	31%	30%	32%	23%	28%	35%	38%	35%
Don't know	4%	4%	4%	6%	4%	6%	2%	0%

AX2 - Do you think that your household income this year will more than keep pace with the cost of living, keep pace with it, or fall behind the cost of living?

	GENDER =====			AGE =====				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
More than keep pace	7%	9%	6%	13%	8%	6%	3%	4%
Keep pace	42%	43%	40%	51%	47%	38%	34%	35%
Fall behind	44%	42%	46%	28%	36%	50%	59%	58%
Don't know	6%	5%	7%	8%	10%	6%	4%	3%

AX3 - Please click up to a maximum of 4 words that best describe the feelings that you have about your personal financial situation.

	GENDER			AGE				
	=====			=====				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Confident	26%	29%	24%	23%	26%	25%	28%	33%
Worried	46%	42%	49%	44%	48%	51%	43%	43%
Proud	13%	12%	14%	15%	14%	10%	13%	11%
Ashamed	13%	12%	13%	17%	15%	13%	11%	6%
Excited	6%	8%	5%	12%	8%	4%	4%	1%
Bored	7%	8%	7%	11%	5%	7%	6%	6%
Optimistic	29%	30%	28%	30%	32%	26%	26%	31%
Pessimistic	21%	22%	19%	15%	18%	26%	24%	23%
Inspired	8%	9%	7%	13%	11%	6%	3%	3%
Resigned	21%	21%	20%	12%	16%	21%	23%	36%
Happy	15%	17%	13%	19%	17%	10%	13%	15%
Sad	22%	19%	25%	22%	20%	28%	22%	17%
Calm	27%	29%	25%	23%	24%	25%	27%	37%
Upset	21%	19%	23%	22%	19%	28%	20%	17%
No feeling about this	9%	9%	9%	9%	9%	10%	11%	9%
% who say at least 1 Positive Emo	52%	55%	49%	58%	53%	44%	48%	54%
% who say only 1 Positive Emo	16%	17%	16%	20%	16%	13%	14%	16%
% who pick more than 1 Positive Emo	36%	38%	33%	38%	37%	31%	33%	38%

% who say at least 1 Negative Emo	61%	59%	63%	62%	60%	66%	56%	61%
% who say only 1 Negative Emo	19%	18%	20%	21%	21%	17%	14%	20%
% who pick more than 1 Negative Emo	42%	41%	44%	41%	38%	49%	42%	40%

AX4 - Which of the following best describes how you feel about Canada's economy?

	GENDER =====			AGE =====				
	Total ---- (A)	Male ---- (B)	Female ---- (C)	18-34 ---- (D)	35-44 ---- (E)	45-54 ---- (F)	55-64 ---- (G)	65+ ---- (H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Severe recession	9%	7%	11%	8%	7%	10%	9%	10%
Mild recession	48%	47%	48%	50%	45%	44%	52%	46%
Period of moderate growth	30%	35%	26%	25%	30%	30%	32%	36%
Period of strong growth	2%	3%	1%	3%	3%	3%	1%	1%
Don't know	11%	8%	15%	14%	15%	13%	6%	8%

AX5 - How much longer do you expect the current recession to last for?

GENDER =====	AGE =====
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	Total ----- (A)	Male ----- (B)	Female ----- (C)	18-34 ----- (D)	35-44 ----- (E)	45-54 ----- (F)	55-64 ----- (G)	65+ ----- (H)
Base: Those who answered Severe/Mild recession at AX4	1246	585	662	366	194	228	224	234
Unweighted Total	1241	579	662	311	208	223	215	284
6 months or less	6%	5%	6%	7%	6%	6%	4%	5%
7 months to a year	19%	20%	18%	29%	16%	13%	14%	17%
13 months to 18 months	23%	27%	19%	20%	21%	27%	23%	26%
19 months to 2 years	15%	16%	13%	13%	16%	11%	18%	16%
Over 2 years	17%	16%	18%	10%	19%	25%	19%	17%
Don't know	21%	15%	26%	22%	22%	19%	21%	20%

AX6 - Please click up to a maximum of 4 words that best describe the feelings that you have about Canada's economy.

	GENDER =====			AGE =====				
	Total ----- (A)	Male ----- (B)	Female ----- (C)	18-34 ----- (D)	35-44 ----- (E)	45-54 ----- (F)	55-64 ----- (G)	65+ ----- (H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Confident	14%	17%	12%	14%	16%	14%	11%	16%
Worried	45%	43%	48%	38%	41%	44%	57%	52%
Proud	5%	5%	4%	5%	6%	5%	3%	4%
Ashamed	14%	14%	13%	14%	14%	13%	15%	12%
Excited	4%	6%	3%	9%	4%	3%	1%	2%
Bored	9%	10%	7%	12%	8%	8%	7%	7%

Optimistic	21%	22%	21%	22%	22%	22%	19%	19%
Pessimistic	27%	28%	25%	20%	23%	27%	38%	28%
Inspired	6%	7%	6%	10%	5%	6%	4%	3%
Resigned	18%	19%	18%	12%	13%	19%	22%	29%
Happy	5%	6%	4%	8%	6%	3%	3%	3%
Sad	19%	18%	20%	15%	20%	18%	23%	23%
Calm	16%	18%	14%	17%	15%	15%	15%	18%
Upset	21%	20%	21%	20%	17%	21%	24%	22%
No feeling about this	17%	15%	18%	19%	19%	18%	12%	14%
% who say at least 1 Positive Emo	36%	39%	33%	43%	38%	33%	29%	32%
% who say only 1 Positive Emo	15%	16%	15%	19%	17%	14%	12%	13%
% who pick more than 1 Positive Emo	21%	23%	18%	25%	21%	19%	17%	18%
% who say at least 1 Negative Emo	64%	63%	64%	59%	57%	62%	72%	71%
% who say only 1 Negative Emo	19%	19%	20%	22%	18%	18%	17%	19%
% who pick more than 1 Negative Emo	44%	44%	45%	37%	39%	44%	54%	52%

AX7A - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - Canada's economy

	GENDER			AGE				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Improve	18%	20%	17%	25%	19%	15%	13%	15%
Not change	35%	35%	35%	38%	40%	34%	31%	32%

Worsen	37%	38%	36%	26%	31%	38%	49%	45%
Don't know	10%	7%	13%	11%	11%	13%	6%	8%

AX7B - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - The United States' economy

	GENDER =====			AGE =====				
	Total ----	Male ----	Female -----	18-34 ----	35-44 ----	45-54 ----	55-64 ----	65+ ----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Improve	17%	20%	13%	22%	18%	16%	12%	12%
Not change	27%	28%	26%	29%	28%	25%	28%	26%
Worsen	42%	42%	42%	34%	37%	45%	50%	50%
Don't know	14%	9%	19%	15%	16%	15%	11%	13%

AX7C - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - The global economy

	GENDER =====			AGE =====				
	Total ----	Male ----	Female -----	18-34 ----	35-44 ----	45-54 ----	55-64 ----	65+ ----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)

Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Improve	14%	16%	11%	20%	14%	10%	12%	9%
Not change	32%	32%	31%	37%	36%	31%	25%	26%
Worsen	41%	42%	39%	30%	35%	44%	50%	50%
Don't know	14%	10%	19%	14%	15%	15%	13%	15%

AX7D - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - Canada's employment situation

	GENDER =====			AGE =====				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Improve	19%	21%	18%	27%	20%	17%	13%	16%
Not change	40%	40%	41%	41%	40%	39%	45%	38%
Worsen	31%	31%	30%	23%	29%	33%	37%	37%
Don't know	9%	8%	11%	10%	10%	11%	6%	9%

AX7E - Over the next twelve months, do you expect each of the following to improve, worsen, or not change? - The stock market

GENDER =====	AGE =====
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	Total ----	Male ----	Female -----	18-34 ----	35-44 ----	45-54 ----	55-64 ----	65+ ----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Improve	13%	15%	10%	18%	13%	11%	10%	9%
Not change	26%	27%	26%	31%	30%	25%	23%	21%
Worsen	42%	45%	39%	32%	35%	43%	51%	53%
Don't know	19%	13%	25%	19%	22%	20%	16%	17%

AX8 - How likely do you think it is that you or a member of your immediate family may lose his or her job in the next twelve months?

	GENDER =====			AGE =====				
	Total ----	Male ----	Female -----	18-34 ----	35-44 ----	45-54 ----	55-64 ----	65+ ----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Total	2206	1074	1132	631	371	419	364	422
Unweighted Total	2206	1063	1143	535	413	410	362	486
Very likely	9%	8%	9%	12%	9%	10%	5%	5%
Somewhat likely	24%	27%	22%	29%	30%	24%	23%	15%
Somewhat unlikely	33%	31%	35%	30%	36%	39%	35%	26%
Very unlikely	34%	34%	34%	29%	25%	27%	36%	54%
TOP 2 BOX (LIKELY)	33%	35%	31%	41%	39%	34%	28%	20%
LOW 2 BOX (UNLIKELY)	67%	65%	69%	59%	61%	66%	72%	80%