

CANADIAN PRESS / LEGER MARKETING

What Canadians Think 2003 Has In Store for Them

Report



1.0 Study Highlights

- Nearly six out of ten Canadians predict a better year for 2003.

Question: *So far as you are concerned, do you think that 2003 will be BETTER or WORSE than 2002?*

n=1501	BETTER	THE SAME	WORSE	Don't know/ Refusal
Canada	59%	19%	16%	6%

- The Canadian economy should remain the same over the next year.

Question: *Compared with this year, in your opinion, will next year be a year of ECONOMIC PROSPERITY, ECONOMIC DIFFICULTY, or REMAIN THE SAME?*

n=1501	Economic Prosperity	Economic Difficulty	Remain the Same	Don't know/ Refusal
Canada	25%	20%	52%	3%

- Unemployment will rise.

Question: *In the next 12 months, do you expect the number of unemployed in CANADA to INCREASE A LOT, to INCREASE SLIGHTLY, REMAIN THE SAME, FALL SLIGHTLY or FALL A LOT?*

n=1501	
Increase a lot / slightly	38%
Remain the same	34%
Fall a lot / slightly	25%
Don't know/ Refusal	3%

- Half of Canadians work full time.

Question: *Are you now in paid employment – either full time or part time?*

n=1501	Full time	Part time	No / No response
Canada	50%	15%	35%

- Nearly a quarter of Canadians fear losing their jobs.

Question: *If you became unemployed, do you think you'd be able to find a new job fairly quickly or do you think it might take longer?*

n=974 Canadians who are employed	New job quickly	May take longer	Wouldn't look	Don't know/ No response
Canada	57%	38%	2%	4%

➤ International conflict for the year 2003.

Question: *Do you think that 2003 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with much INTERNATIONAL CONFLICT or REMAIN THE SAME?*

n=1501	Free of conflict	Troubled year	Remain the same	No / No response
Canada	6%	61%	30%	3%

2. Results

2.1 Nearly six out of ten Canadians predict better times for 2003

59% of Canadians believe that 2003 will be better than 2002, while 19% feel it will be the same as 2002, and 16% feel 2003 will be worse.

69% of 18-34 year olds feel 2003 will be better compared to 43% of those over 55. Ontarians are the most optimistic with 63% believing 2003 will be better, while British Columbians are the most pessimistic at 23%.

Question: *So far as you are concerned, do you think that 2003 will be BETTER or WORSE than 2002?*

n=1529	BETTER	THE SAME	WORSE	Don't know / Refusal
Atlantic Provinces	56%	18%	15%	11%
Quebec	53%	31%	11%	5%
Ontario	63%	15%	16%	6%
Prairies	53%	16%	18%	13%
Alberta	62%	18%	17%	3%
British Columbia	59%	13%	23%	4%
Canada	59%	19%	16%	6%

2.2 The Canadian economy should remain the same over the next year

According to 52% of the population, the Canadian economy should remain stable in 2003. On the other hand, 25% feel the Canadian economy will prosper, while 20% feel there will be economic difficulty.

56% of women and 63% of francophones think 2003 will be similar to 2002. In comparison, 33% of men, 32% of 18-24 year olds, 36% of allophones, and 31% of those with a higher level of education are more likely to feel economic times will be good. However, 27% of 55-64 year olds, 31% of lower income earners predict a difficult economic climate.

Question: *Compared with this year, in your opinion, will next year be a year of ECONOMIC PROSPERITY, ECONOMIC DIFFICULTY or REMAIN THE SAME?*

n=1529	Economic prosperity	Economic difficulty	Same	Don't know / Refusal
Men	33%	18%	48%	2%
Women	18%	23%	56%	3%
Canada	25%	20%	52%	3%

2.3 Unemployment will rise

Canadians generally feel that the number of unemployed could rise in 2003. The number of Canadians who believe that unemployment will rise (38%) is higher than the number who think it will decrease (25%). However, one third of Canadians (34%) feel that unemployment figures will remain the same as they were in 2002.

Question: *In the next 12 months, do you expect the number of unemployed in CANADA to INCREASE A LOT, to INCREASE SLIGHTLY, REMAIN THE SAME, FALL SLIGHTLY or FALL A LOT?*

n=1501		
Increase a lot	8%	} 38%
Increase slightly	30%	
Remain the same	34%	} 25%
Decrease slightly	22%	
Decrease a lot	3%	
Don't know/ Refusal	3%	

2.4 Half of Canadians work full time

65% of adult Canadians currently hold a job. 50% work full time and 15% work part time.

More men (59%), 25-34 year olds (72%) and professionals (82%) work full time.

18-24 year olds (32%) and students (29%) are more likely to hold part time jobs.

Question: *Are you now in paid employment – either full time or part time?*

n=1501	Full time	Part time	No / No answer
Men	59%	11%	31%
Women	43%	18%	39%
Canada	50%	15%	35%

2.5 Nearly a quarter of Canadians fear losing their jobs

22% of workers think there's a possibility they might lose their jobs. 34% of manual workers share this fear.

However, 57% of workers feel they would find another job quickly if they lost theirs, while 38% think it might take some time to find another. 2% claimed they would not look for a new job.

45-64 year olds (49%) are more likely to feel that it might take some time to find a job, while 25-34 year olds (69%) seemed to think they would be able to find a job quickly. 59% of those who said they would not look for a new job were over 55.

Lastly, 42% of women felt it might take some time to find a new job.

Question: *If you became unemployed, do you think you'd be able to find a new job fairly quickly or do you think it might take longer?*

n=974 Canadians who are employed	New job quickly	May take longer	Wouldn't look	Don't know / No response
18-24 year olds	65%	29%	1%	5%
25-34 year olds	69%	28%	0%	2%
35-44 year olds	59%	36%	1%	4%
45-55 year olds	49%	46%	1%	4%
55-64 year olds	34%	55%	7%	4%
65 years and over	26%	41%	24%	8%
Canada	57%	38%	2%	4%

2.6 International conflict for the year 2003

61% of Canadians feel that the year 2003 will have its share of international conflict, whereas 30% feel 2003 will be similar to 2002.

Anglophones (66%) seem to be more pessimistic about the situation than francophones (50%). However, 41% of francophones say 2003 will be the same as 2002, compared to 27% of anglophones.

Question: *Do you think that 2003 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with MUCH INTERNATIONAL DISCORD or REMAIN THE SAME?*

n=1501	Free of conflict	Troubled year	Remain the same	No/No response
Mother Tongue :				
French	6%	50%	41%	3%
English	4%	66%	27%	2%
Other	11%	58%	24%	7%
Canada	6%	61%	30%	3%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between November 19 and November 25, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.5 , 19 times out of 20.