

CANADIAN PRESS / LEGER MARKETING

What Canadians Think 2004
Has In Store for Them

Report

UNDER EMBARGO UNTIL JANUARY 1ST, 2004



1.0 Study Highlights

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

Question: *So far as you are concerned, do you think that 2004 will be BETTER or WORSE than 2003?*

n=1504	BETTER	THE SAME	WORSE	Don't know/Refusal
Canada	60%	18%	13%	10%

- For the majority of respondents (51%), 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=1504	Economic prosperity	Economic difficulty	Remain the same	Don't know / Refusal
Canada	26%	17%	51%	5%

- Unemployment will either rise (36%) or remain the same (32%) in 2004.

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=1504	
Increase a lot / slightly	36%
Remain the same	32%
Fall a lot / slightly	27%
Don't know / Refusal	6%

- Over half (52%) of Canadians say they are working on a full time basis.

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

n=1504	Full time	Part time	No / No response
Canada	52%	13%	35%

- Nearly a quarter of Canadians fear losing their jobs.

Question: *Do you think your present job is safe, or do you think there's a chance you may become unemployed?*

n=975 Canadians who are employed	Present job safe	A chance of becoming unemployed	Don't know / No response
Canada	74%	23%	3%

- The majority of Canadian workers (57%) are confident they would find another job quickly in the event they lost theirs.

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=975 Canadians who are employed	New job quickly	May take longer	Wouldn't look	Don't know / No response
Canada	57%	37%	3%	3%

- Strikes and industrial conflicts in store for 2004.

Question: *So far as you are concerned, do you think that in 2004, strikes and industrial conflicts in this country will INCREASE, DECREASE or REMAIN THE SAME?*

n=1504	Increase	Decrease	Remain the same	Don't know / No response
Canada	34%	9%	51%	7%

- Just as they did in 2003, international conflicts will disrupt the year 2004.

Question: *Do you think that 2004 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with MUCH INTERNATIONAL DISCORD or REMAIN THE SAME?*

n=1504	Free of conflict	Troubled year	Remain the same	No / No response
Canada	10%	39%	47%	4%

2. Results

2.1 Six out of ten Canadians predict better times for 2004

Three out of five Canadians (60%) believe that the year 2004 will be better than 2003, while 18% feel it will be the same as 2003 and 13% expect 2004 to be worse.

68% of the 25-44 year olds think that 2004 will be better compared to 48% of those over 55 who also share this opinion. As opposed to respondents in other provinces, Quebecers are the least optimistic (52%) about the year 2004.

Question: *So far as you are concerned, do you think that 2004 will be BETTER or WORSE than 2003?*

n=1504	BETTER	THE SAME	WORSE	Don't know / Refusal
Atlantic Provinces	67%	17%	7%	9%
Quebec	52%	23%	14%	11%
Ontario	61%	16%	13%	10%
Prairies	66%	14%	13%	7%
Alberta	63%	14%	13%	10%
British Columbia	59%	18%	12%	11%
Canada	60%	18%	13%	10%

2.2 Canada amongst the 10 most optimistic countries

Hong Kong, gripped by the SARS epidemic last year, sees prospects much more optimistically than other countries around the world. Kosovo has been amongst the most optimistic countries for the last three years and it tops the list again, demonstrating that peacekeeping brings both stability and optimism.

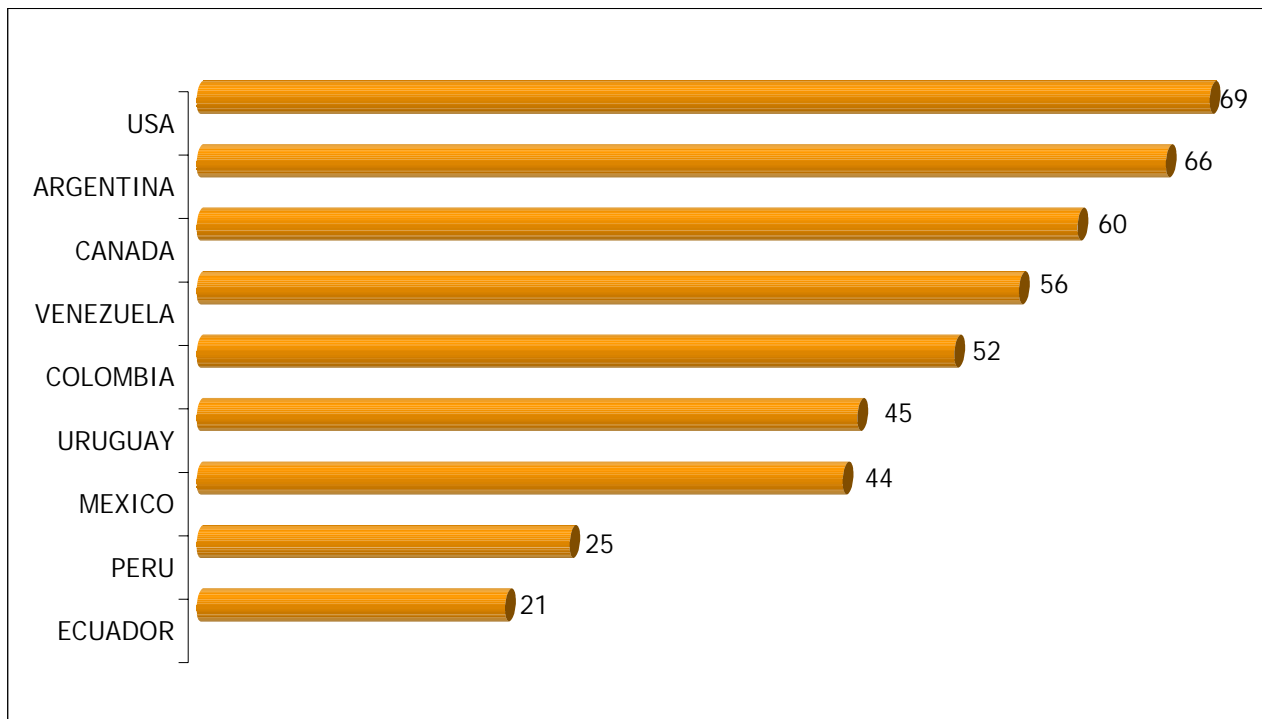
Top 10 Optimists 2004 will be <u>better</u> than 2003	
Hong Kong	76%
UN Kosovo	76%
Georgia	73%
Azerbaijan	72%
USA	69%
Australia	68%
India	67%
Argentina	66%
Nigeria	65%
Canada	60%

2.3 Europeans are the most pessimistic

Conversely, five European countries dominate the list of pessimistic countries. Even Greece, which will host the Olympic Games this year, is not optimistic as 59% of Greeks feel 2004 will be a year of economic difficulty.

Top 5 Pessimists 2004 will be <u>worse</u> than 2003	
Slovak Republic	50
Greece	46
Poland	43
Ecuador	43
Portugal	41

Americas (% who answered that 2004 will be **better** than 2003)



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

According to over half (51%) of the population, the Canadian economy should remain stable in 2004, while 26% predict the Canadian economy will prosper. Less than a fifth (17%) of the population believe that 2004 will be a year of economic difficulty.

55% of women, 57% of respondents with a gross annual income per household of \$20,000 to \$39,999, 63% of students, and 56% of respondents with a college education believe that 2004 will be similar to 2003. On the other hand, men (31%), people with a higher income (34%) and those with a higher level of education (38%) are more likely to predict economic prosperity. However, lower income earners (22%) expect 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=1504	Economic prosperity	Economic difficulty	Same	Don't know / Refusal
Men	31%	16%	48%	5%
Women	21%	19%	55%	5%
Canada	26%	17%	51%	5%

2.3 Unemployment will either rise or remain stable

Canadians generally feel that the number of unemployed could rise in 2004. The number of Canadians who believe that unemployment will rise (36%) is higher than the number of Canadians who think it will decrease (27%). However, close to a third of Canadians (32%) feel that unemployment figures will remain the same as they were in 2003.

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=1504		
Increase a lot	7%	} 36%
Increase slightly	29%	
Remain the same	32%	
Fall slightly	24%	} 27%
Fall a lot	3%	
Don't know / Refusal	6%	

2.4 More than half of Canadians say they are working on a full time basis

65% of adult Canadians currently hold a job: 52% work full time and 13% part time.

More men (62%), 25-34 year olds (71%) as well as 45-54 year olds (70%), anglophones (55%), individuals with higher incomes (77%), manual workers (74%), professionals (82%) and those with higher levels of education (66%) work full time.

However, Quebeckers (17%), women (17%), 18-24 year olds (22%), francophones (16%) and students (16%) are more likely to hold part time jobs.

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

N=1504	Full time	Part time	No / No response
Men	62%	9%	28%
Women	42%	17%	41%
Canada	52%	13%	35%

2.5 Nearly a quarter of Canadians fear losing their jobs

23% of workers think there is a possibility they might lose their jobs. The number of Quebecers who believe there is a chance of becoming unemployed is significantly higher than the number of respondents from other regions of the country, with 28% of them sharing this fear.

Question: *Do you think your present job is safe, or do you think there's a chance you may become unemployed?*

n=975 Canadians who are employed	Job is safe	A chance of unemployment	Don't know / No response
Men	73%	23%	4%
Women	76%	22%	2%
Canada	74%	23%	3%

However, in the event they lost their current job, 57% of workers feel they would find a new job quickly, while 37% think it might take some time to find another one. 3% claimed they would not look for a new job.

45 to 64 year olds (48%) and respondents with lower incomes (66%) are more likely to feel that it might take some time to find a job, while 25-34 year olds (69%) and those with higher incomes (62%) seem to think they would be able to find a job quickly. 10% of those who said they would not look for a new job are between 55 and 64 years old and 5% have a high school education.

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=975 Canadians who are employed	New job quickly	May take longer	Wouldn't look	Don't know / No response
18-24 year olds	60%	38%	-	2%
25-34 year olds	67%	30%	1%	2%
35-44 year olds	63%	32%	1%	4%
45-55 year olds	46%	47%	4%	2%
55-64 year olds	35%	49%	10%	6%
65 years and over	30%	22%	35%	14%
Canada	57%	37%	3%	3%

2.6 Strikes and industrial conflicts in store for 2004

A third (34%) of Canadians feel that strikes and industrial conflicts will escalate in 2004 compared to 9% who believe there will be a decline in strikes and conflicts. However, 51% of respondents think 2004 will be similar to 2003.

In this respect, Quebecers seem to be more pessimistic (42%) than respondents from other regions. For their part, Ontarians are more of the opinion that strikes and industrial conflicts will remain the same (54%) or decrease (11%).

Question: *So far as you are concerned, do you think that in 2004, strikes and industrial conflicts in this country will INCREASE, DECREASE or REMAIN THE SAME?*

n=1504	Increase	Decrease	Remain the same	Don't know / No response
Atlantic Provinces	26%	11%	54%	8%
Quebec	42%	7%	44%	7%
Ontario	29%	11%	54%	6%
Prairies	29%	6%	59%	6%
Alberta	35%	8%	50%	8%
British Columbia	37%	7%	49%	7%
Canada	34%	9%	51%	7%

2.7 Just as they did in 2003, international conflicts will plague the year 2004

39% of Canadians feel that the year 2004 will have its share of international conflict whereas 47% think that 2004 will be similar to 2003.

Anglophones (43%) seem to be more pessimistic about the situation than francophones (26%). However, 59% of francophones say that 2004 will be similar to 2003 compared to 44% of anglophones.

Question: *Do you think that 2004 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with MUCH INTERNATIONAL DISCORD or REMAIN THE SAME?*

n=1504	Free of conflict	Troubled year	Remain the same	No / No response
Mother Tongue:				
French	12%	26%	59%	4%
English	9%	43%	44%	3%
Other	13%	38%	43%	5%
Canada	10%	39%	47%	4%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1504 English- or French-speaking Canadians, 18 years of age or older. It is part of an annual worldwide study conducted among more than 65,000 respondents from over 60 different countries by research firms members of the Gallup International Association.

The interviews were conducted from our Montreal and Winnipeg call centres before the capture of Saddam Hussein, between November 4 and November 9, 2003. 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 1504 respondents is of ± 2.5 , 19 times out of 20.