

LÉGER MARKETING

What Canadians Think 2005 Has in  
Store for Them

Report



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## 1. Study Highlights

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## 1.0 Study Highlights

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Nearly six Canadians out of ten predict a better year for 2005.

Question: *So far as you are concerned, do you think that 2005 will be BETTER or WORSE than 2004?*

n=1502	BETTER	THE SAME	WORSE	Don't know / Refusal
Canada	59%	21%	13%	7%

For the majority of respondents (55%), 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=1502	Economic prosperity	Economic difficulty	Remain the same	Don't know / Refusal
Canada	25%	16%	55%	3%

Unemployment will either rise (34%) or remain the same (36%) in 2005.

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=1502	
Increase a lot / slightly	34%
Remain the same	36%
Fall a lot / slightly	27%
Don't know / Refusal	3%

Half of (50%) Canadians say they are working on a full time basis.

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

n=1502	Full Time	Part Time	No / No response
Canada	50%	14%	36%

Nearly a quarter of Canadian workers 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=966 Canadians who are employed	Present job safe	A chance of becoming unemployed	Don't know / No response
Canada	74%	24%	3%

The majority of Canadian workers (60%) 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=966 Canadians who are employed	New job quickly	May take longer	Wouldn't look	Don't know / No response
Canada	60%	35%	2%	4%

Strikes and industrial conflicts in store for 2005.

Question: *So far as you are concerned, do you think that in 2005, strikes and industrial conflicts in this country will INCREASE, DECREASE or REMAIN THE SAME?*

n=1502	Increase	Decrease	Remain the same	Don't know / No response
Canada	38%	8%	50%	4%

International conflicts will disrupt the year 2005.

Question: *Do you think that 2005 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with MUCH INTERNATIONAL DISCORD or REMAIN THE SAME?*

n=1502	Free of conflict	Troubled year	Remain the same	No / No response
Canada	6%	44%	48%	2%

## 2. Detailed Results

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## 2. Results

### 2.1 Nearly six Canadians out of ten predict better times for 2005

Three out of five Canadians (59%) believe that the year 2005 will be better than 2004, while 21% feel 2005 will be the same as 2004 and 13% expect 2005 to be worse.

We note that 66% of the 18-44 year olds think that 2005 will be better compared to 47% 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 2005, while Albertans are the most optimistic (67%).

Question: *So far as you are concerned, do you think that 2005 will be BETTER or WORSE than 2004?*

n=1502	BETTER	THE SAME	WORSE	Don't know / Refusal
Atlantic Provinces	57%	25%	8%	11%
Quebec	52%	28%	16%	4%
Ontario	60%	19%	14%	8%
Prairies	64%	15%	14%	7%
Alberta	67%	20%	6%	8%
British Columbia	60%	15%	16%	8%
Canada	59%	21%	13%	7%

### 2.2 Canada is not among the 10 most optimistic countries

Many countries are optimistic about the year 2005. Not one eastern European country is on the list of the top 10 most optimistic countries. Kosovo, however, is among the most optimistic for a fourth year in a row, demonstrating how maintaining the peace brings both stability and optimism.

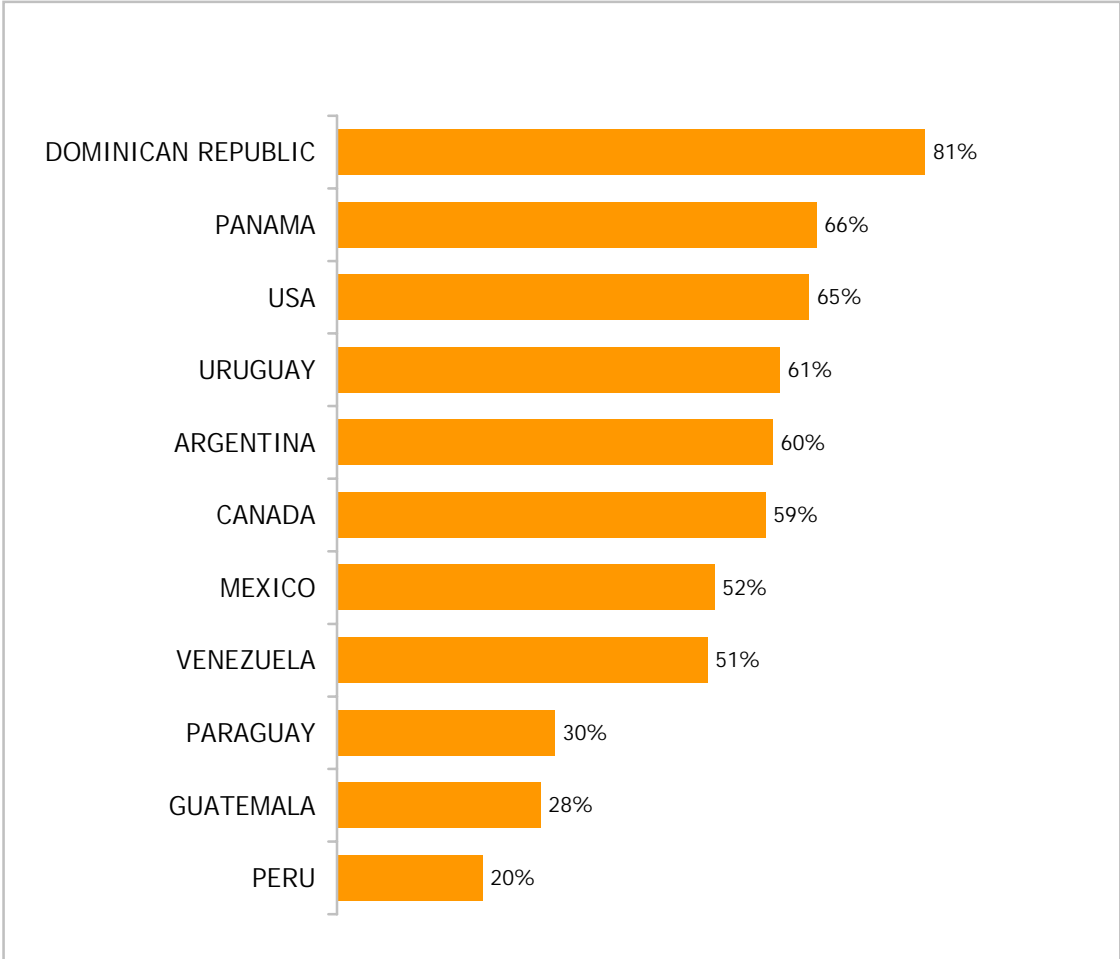
Top 10 Optimists 2005 will be <u>better</u> than 2004	
Tunisia & Vietnam	72%
Georgia	71%
Beijing/Hong Kong/Kuwait	70%
Kosovo	67%
Panama	66%
USA	65%
Australia	61%
Argentina & New Zealand	60%
<b>Canada</b>	<b>59%</b>

2.3 Europeans are the most pessimistic

Conversely, five European countries dominate the list of the most pessimistic countries in the world.

Top 5 Pessimists 2005 will be <u>worse</u> than 2004	
Philippines	52%
Greece	48%
Korea	45%
Serbia	43%
Holland	41%

Americas (% who answered that 2005 will be **better** than 2004)



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

According to over half (55%) of the population, the Canadian economy should remain stable in 2005, while a quarter (25%) predict the Canadian economy will prosper. Less than a fifth (16%) of the population believe that 2005 will be a year of economic difficulty.

More specifically, 59% of women, 67% of francophones and 61% of Quebeckers believe that 2005 will be similar to 2004. On the other hand, men (29%), anglophones (30%), respondents residing in Alberta or British Columbia (34%) and people with a higher income (31%) are more inclined to predict economic prosperity.

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

n=1502	Economic prosperity	Economic difficulty	Same	Don't know / Refusal
Men	29%	18%	51%	2%
Women	22%	15%	59%	5%
Canada	25%	16%	55%	3%

## 2.5 Unemployment will either rise or remain stable

The general perception among Canadians is that the number of unemployed in the country could rise in 2005. The number of Canadians who believe that unemployment will rise (34%) is higher than the number of Canadians who think it will decrease (27%). However, more than a third of the population (36%) feel that unemployment figures will remain the same as they were 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=1502		
Increase a lot	5%	} 34%
Increase slightly	28%	
Remain the same	36%	
Fall slightly	24%	} 27%
Fall a lot	3%	
Don't know / Refusal	3%	

## 2.6 Half of Canadians say they are working on a full time basis

In all, 64% of adult Canadians currently hold a job, with 50% working full time and 14% working part time.

More men (60%), 25-34 year olds (68%), 35-44 year olds (68%), 45-54 year olds (66%), anglophones (53%), individuals with higher incomes (74%) or somewhat higher incomes (64%), manual workers (78%), professionals (78%), service sector, sales and office workers (71%) and those with higher levels of education (57%) work full time.

However, residents of British Columbia (20%), women (19%), 18-24 year olds (34%), those with lower incomes (21%), and students (43%) are more likely to hold part time jobs.

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

n=1502	Full time	Part time	No / No response
Men	60%	8%	32%
Women	41%	19%	40%
Canada	50%	14%	36%

## 2.7 Nearly a quarter of Canadians fear losing their jobs

Nearly a quarter of (24%) 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 30% 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=966 Canadians who are employed	Job is safe	A chance of unemployment	Don't know / No response
Men	73%	24%	3%
Women	74%	24%	2%
Canada	74%	24%	3%

However, in the event they lost their current job, 60% of workers feel they would find a new job quickly, while 35% think it might take some time to find another one. For their part, 2% claimed they would not look for a new one.

Women (40%), individuals aged 45 to 64 (47%), allophones (50%), Quebecers (45%) and respondents with lower incomes (66%) are more likely to feel it might take some time to find a job. Conversely, 25 to 34 year olds (73%), anglophones (65%), residents of Alberta (77%), students (80%), respondents with higher incomes (74%) and a higher level of education (64%) are among those who think they would be able to find a job quickly. As for those who said they would not look for a job, 6% of them are between 55 and 64 years old.

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=966 Canadians who are employed	New job quickly	May take longer	Wouldn't look	Don't know / No Response
18-24 years old	76%	21%	1%	2%
25-34 years old	70%	28%	-	2%
35-44 years old	64%	34%	-	2%
45-55 years old	48%	48%	-	4%
55-64 years old	38%	46%	6%	11%
65 years old and over	30%	47%	23%	-
Canada	60%	35%	2%	4%

## 2.8 Strikes and industrial conflicts in store for 2005

Nearly one out of five persons (38%) feel that strikes and industrial conflicts will escalate in 2005, compared to 8% who believe there will be a decline in strikes and conflicts. However, 50% of respondents think 2005 will be similar to 2004.

In this respect, Quebecers seem to be more pessimistic (48%) than respondents from other provinces. Francophones (50%) are also more pessimistic than other respondents. For their part, Ontarians are more of the opinion that strikes and industrial conflicts will remain the same (54%). Finally, citizens from British Columbia are more likely to think conflicts will decrease in 2005 (13%).

Question: So far as you are concerned, do you think that in 2005, strikes and industrial conflicts in this country will INCREASE, DECREASE or REMAIN THE SAME?

n=1502	Increase	Decrease	Remain the same	Don't know / No response
Atlantic Provinces	45%	7%	46%	2%
Quebec	48%	8%	41%	2%
Ontario	34%	7%	54%	5%
Prairies	36%	7%	52%	4%
Alberta	33%	9%	57%	1%
British Columbia	32%	13%	49%	6%
Canada	38%	8%	50%	4%

## 2.9 International conflicts will disrupt the year 2005

A proportion of 44% of Canadians feel that the year 2005 will have its share of international conflict whereas 48% think that 2005 will be similar to 2004.

Anglophones seem to be more pessimistic (48%) about the situation than francophones (33%) and Ontarians (49%) seem to be more pessimistic than Quebeckers (34%). Respondents with a higher level of education also seem to be more pessimistic than the average (48%). On the other hand, 59% of francophones say that 2005 will be similar to 2004 compared to 44% of anglophones (and 59% of Quebeckers compared to 42% of Ontarians).

Question: *Do you think that 2005 will be a peaceful year more or less FREE OF INTERNATIONAL CONFLICT, a troubled year with MUCH INTERNATIONAL DISCORD or REMAIN THE SAME?*

n=1502	Free of Conflict	Troubled year	Remain the same	No / No Response
Mother Tongue:				
French	6%	33%	59%	1%
English	6%	48%	44%	2%
Other	8%	43%	45%	4%
Canada	6%	44%	48%	2%

## 2.10 Canadians do not think the world is making enough progress on global issues

According to Canadians, encouraging economic growth and improving the global economy (41%) is the global issue that is making the most progress, followed by maintaining human rights (37%) and integrating more social issues into the agenda (37%).

However, more than 8 out of 10 Canadians consider that not enough progress has been made in terms of restoring trust and honesty in government (83%), reducing war and conflicts (84%), eliminating extreme poverty and hunger in the world (85%) closing the gap between rich and poor countries (85%).

Quebeckers are the most optimistic in terms of the progress made by countries on global issues.

Question: *Overall, do you think that the world is making enough progress or not enough progress in resolving each of the following global issues?*

n=1502	Yes, enough	No, not enough	Don't know / No response
Encouraging economic growth and improving the global economy	41%	52%	7%
Improving/maintaining human rights	37%	59%	4%
Integrating more social issues into the agenda	37%	54%	9%
Promoting full equality for women around the world	33%	62%	4%
Overcoming AIDS and other serious health issues	30%	67%	3%
The war on terrorism	28%	65%	7%
Protect the environment	24%	73%	2%
Overcoming the drug problem and drug trafficking	20%	75%	5%
Reducing global organized crime	19%	72%	9%
Restoring trust and honesty in government, in business and in international institutions	13%	83%	4%
Eliminating extreme poverty and hunger in the world	13%	85%	2%
Reducing war and conflicts	13%	84%	3%
Closing the gap between rich and poor countries	11%	85%	4%

## 2.11 More than a third of Canadians fear expansion of the war

According to Canadians, world leaders should make it their priority to eliminate extreme poverty and hunger in the world (17%), reduce war and conflicts (14%), close the gap between rich and poor countries (the war on terrorism [11%] and protecting the environment [11%]).

However, the main worry for Canadians is the expansion of the war to other parts of the world (27%). For 20% of Canadians, an increase in terrorism is also a concern.

Question: And from the following issues, which ONE would be your greatest worry for 2005 ?

n=1502	
Expansion of the war to other parts of the world	27%
An increase in terrorism	20%
A serious disease threat or epidemic	18%
A major environmental disaster	11%
A failure of the economy	10%
Loss of jobs in your country	7%
Other	3%
Don't know / No response	3%

### 3. Methodology

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### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 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 from November 16 to November 21, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, 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 1502 respondents is of  $\pm 2.5\%$ , 19 times out of 20.