

## FEELING BETTER ABOUT THE ECONOMY?

PROBABLY FEELING BETTER ABOUT THE GOVERNMENT TOO....

[OTTAWA – June 2, 2009] – Some Canadians are feeling better about the economy these days, and those who are think that the government is doing a good job managing the economy. This shift may explain a modest improvement in the polls for Stephen Harper's Conservatives.

This is the latest result released from the massive survey of Canadian public opinion conducted by EKOS in recent weeks. More than 10,000 people were interviewed in the course of the survey.

The poll found that a significantly higher percentage of Canadians felt positively about the direction of the country and of the government in May than had in EKOS last major survey in April.

"There are two markets out there: the stock market and the job market," said EKOS President Frank Graves. "Higher income-earners who are more likely to look to the stock market for their economic indicators are feeling better lately, as stocks have gone on an unexpected tear. This has clearly benefitted the Conservatives politically."

"Middle- and lower-income Canadians, on the other hand, are, justifiably, more sensitive to the job market. There has been little to cheer about on the job front, and little sign of new optimism among these groups. However, most of these people were already in the opposition camp."

One peculiar feature of this divergence on perspectives about the economy is that seniors, who are typically gloomier than young people about the economy are now more positive, presumably because their exposure is disproportionately to the stock market rather than the job market.

When asked whether they personally feel better about the economy than they did three months ago, Canadians are split right down the middle. However, optimism is strongly correlated with positive feelings about the direction of the country generally, and the government more generally.

### HIGHLIGHTS

- **"Personally, I feel better about the economy today than I did three months ago":**
  - 38% agree
  - 38% disagree
  - 23% neither
- **GOC performance on the economy:**
  - 38% "good"
  - 36% "poor"
  - 26% "neither"
- **Provincial government performance on the economy:**
  - 35% "good"
  - 36% "poor"
  - 29% "neither"

*Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.*

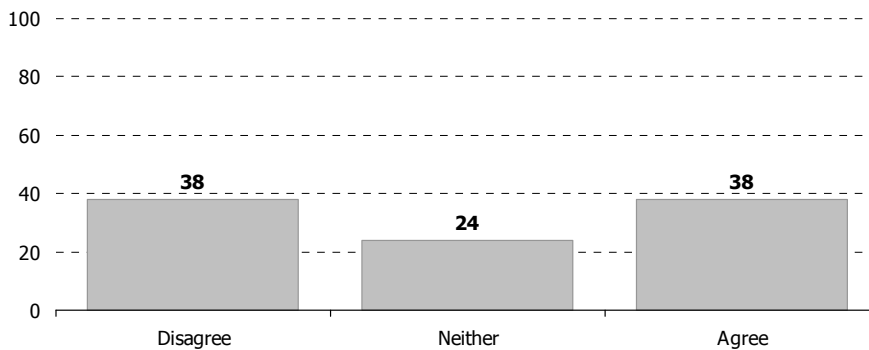
Canadians are also split about evenly between those who think the federal government is doing a good job managing the economy and those who think it is doing a bad job. Around a quarter of the population say it is doing neither a good nor a poor job.

"Interestingly, Canadians rate their provincial governments almost the same as they do the federal government on managing the economy. They aren't distinguishing between levels of government either in allocating blame or in giving credit when things improve."

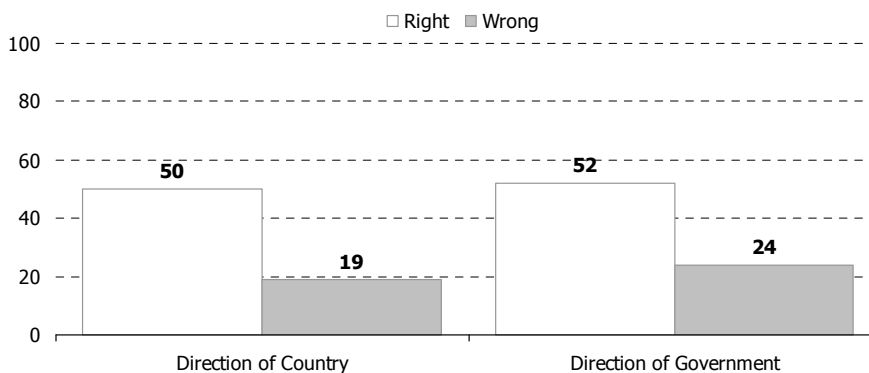
## Top Line Results:

### Personal feelings about the economy

*Q. Personally, I feel better about the economy today than I did three months ago. [Agree/Disagree]*



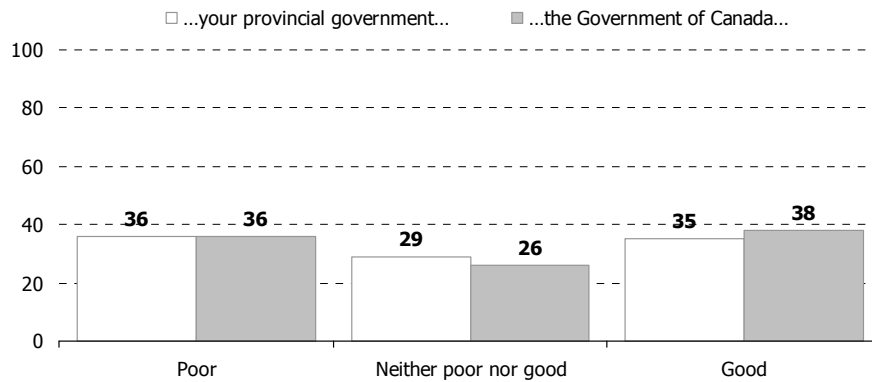
### Optimism about the economy by outlook on country/government



*[% Agree] Personally, I feel better about the economy today than I did three months ago.*

## Government performance on managing the economy

*Q. How would you rate the performance of [your provincial government/the Government of Canada] when it comes to managing the economy?*



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**BASE:** Canadians; May 21-28 (half sample, n=approx. 2000)

## Detailed Tables:

<b>Personal Feelings about the Economy</b>					
<i>Q. Personally, I feel better about the economy today than I did three months ago. [Agree/Disagree]</i>					
	Agree	Neither	Disagree	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>38%</b>	<b>24%</b>	<b>38%</b>	<b>3935</b>	<b>1.6</b>
REGION					
British Columbia	35%	21%	44%	484	4.5
Alberta	40%	18%	42%	299	5.7
Saskatchewan/Manitoba	40%	21%	39%	182	7.3
Ontario	40%	20%	40%	1627	2.4
Quebec	38%	35%	28%	1071	3.0
Atlantic Canada	35%	26%	39%	272	5.9
GENDER					
Male	38%	21%	41%	1905	2.3
Female	38%	27%	34%	2030	2.2
AGE					
<25	42%	23%	35%	481	4.5
25-44	41%	22%	36%	1314	2.7
45-64	38%	24%	38%	1459	2.6
65+	30%	28%	42%	681	3.8
INCOME					
<\$40,000	41%	27%	32%	1444	2.6
\$40,000-\$80,000	38%	26%	36%	1361	2.7
+\$80,000	35%	17%	48%	1130	2.9
CURRENT VOTE INTENTION					
Conservative Party of Canada	23%	20%	57%	1003	3.1
Liberal Party of Canada	40%	23%	38%	1148	2.9
NDP	48%	26%	27%	488	4.4
Green Party	50%	22%	27%	323	5.5
Bloc Québécois	45%	36%	19%	311	5.6
Undecided	46%	27%	27%	496	4.4

## **Government of Canada Performance on Managing the Economy**

*Q. How would you rate the performance of the Government of Canada when it comes to managing the economy?*

	Poor	Neither	Good	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>36%</b>	<b>26%</b>	<b>38%</b>	<b>1920</b>	<b>2.2</b>
<b>REGION</b>					
British Columbia	37%	22%	41%	241	6.3
Alberta	32%	22%	45%	150	8.0
Saskatchewan/Manitoba	33%	30%	37%	95	10.1
Ontario	34%	23%	43%	788	3.5
Quebec	39%	32%	28%	514	4.3
Atlantic Canada	37%	26%	37%	132	8.5
<b>GENDER</b>					
Male	40%	19%	41%	909	3.3
Female	32%	32%	36%	1011	3.1
<b>AGE</b>					
<25	35%	23%	42%	233	6.4
25-44	37%	25%	38%	646	3.9
45-64	39%	26%	36%	702	3.7
65+	29%	30%	42%	339	5.3
<b>INCOME</b>					
<\$40,000	34%	30%	36%	704	3.7
\$40,000-\$80,000	35%	26%	39%	659	3.8
+\$80,000	39%	19%	41%	557	4.2
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	14%	18%	67%	505	4.4
Liberal Party of Canada	45%	28%	27%	550	4.2
NDP	46%	24%	30%	223	6.6
Green Party	42%	28%	30%	162	7.7
Bloc Québécois	57%	25%	18%	136	8.4
Undecided	38%	38%	25%	259	6.1

## **Provincial Government Performance on Managing the Economy**

*Q. How would you rate the performance of your provincial government when it comes to managing the economy?*

	Poor	Neither	Good	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>36%</b>	<b>29%</b>	<b>35%</b>	<b>2015</b>	<b>2.2</b>
<b>REGION</b>					
British Columbia	31%	28%	41%	243	6.3
Alberta	43%	28%	29%	149	8.0
Saskatchewan/Manitoba	27%	25%	48%	87	10.5
Ontario	38%	25%	37%	839	3.4
Quebec	37%	34%	29%	557	4.2
Atlantic Canada	35%	31%	34%	140	8.3
<b>GENDER</b>					
Male	40%	24%	36%	339	3.1
Female	33%	32%	35%	1019	3.1
<b>AGE</b>					
<25	34%	29%	37%	248	6.2
25-44	40%	26%	34%	668	3.8
45-64	38%	28%	34%	757	3.6
65+	27%	34%	39%	342	5.3
<b>INCOME</b>					
<\$40,000	36%	32%	32%	740	3.6
\$40,000-\$80,000	37%	29%	34%	702	3.7
+\$80,000	36%	23%	41%	573	4.1
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	32%	27%	41%	498	4.4
Liberal Party of Canada	31%	26%	43%	598	4.0
NDP	44%	25%	30%	265	6.0
Green Party	41%	27%	32%	161	7.7
Bloc Québécois	40%	34%	26%	175	7.4
Undecided	41%	36%	23%	237	6.4

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## Methodology:

This poll was conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

The indicators included in this release are taken from a larger survey of Canadians aged 18 and over that was conducted May 14-28, 2009. Not all indicators ran for the duration of the entire survey. As such, the sample sizes and associated margins of error vary by indicator. The details are provided below.

- *Personal feelings about the economy:* n=3935; the margin of error is +/- 1.6 percentage points, 19 times out of 20.
- *Government of Canada performance on managing the economy:* n=1920; the margin of error is +/- 2.2 percentage points, 19 times out of 20.
- *Provincial government performance on managing the economy:* n=2015; the margin of error is +/- 2.2 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, income). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.