

*THE BENSIMON BYRNE*

# Consumerology Report

**Economy  
Mini-Report**

July 2010



# Methodology

- The Gandalf Group conducted qualitative and quantitative research to produce the *Consumerology Report*. A national proportionate quantitative online survey was conducted in English and French with 1,500 Canadians between July 6 and July 13, 2010.
- Each quarter the *Consumerology Report* tracks consumer opinions about the economy, their personal financial expectations, consumer buying intention, and attitudes toward key national issues.

# Optimism Stalls

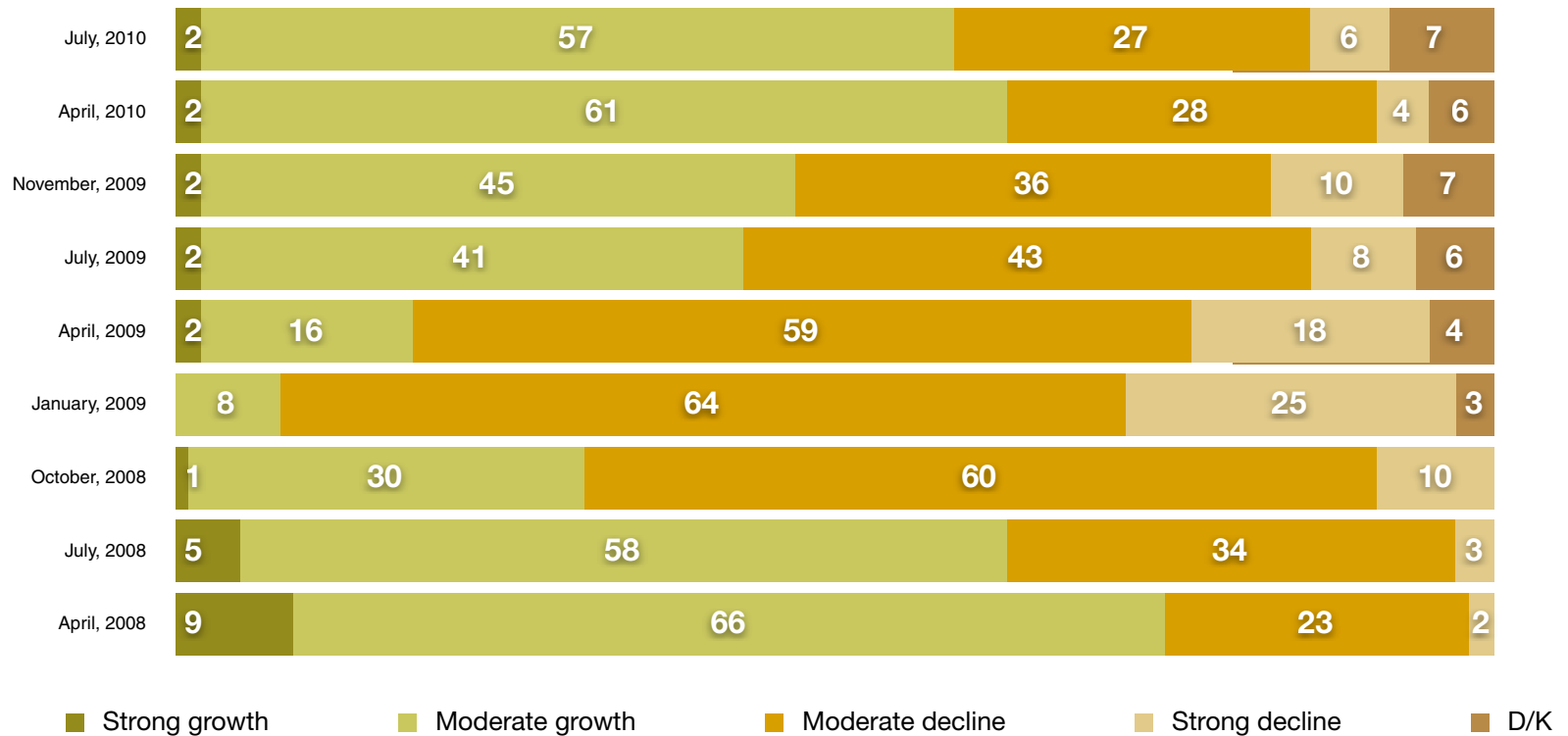
- After four quarters in which Canadians grew ever more optimistic about economic recovery, this quarter reveals some insecurity creeping back into assessments of the national economy and that half the population considers themselves worse off than they were in the summer of 2008.

# Economic Indicators

- 60% of Canadians think the recession is over – one third think Canada is still in recession.
- Most Canadians are expecting modest improvement in both the national economy and in their personal circumstances.
- Reality, not hope, is what drives consumer spending. With half of Canadians not feeling any personal recovery, expect consumer spending to remain constrained.
- Economic and job insecurity remain higher in Ontario than elsewhere.

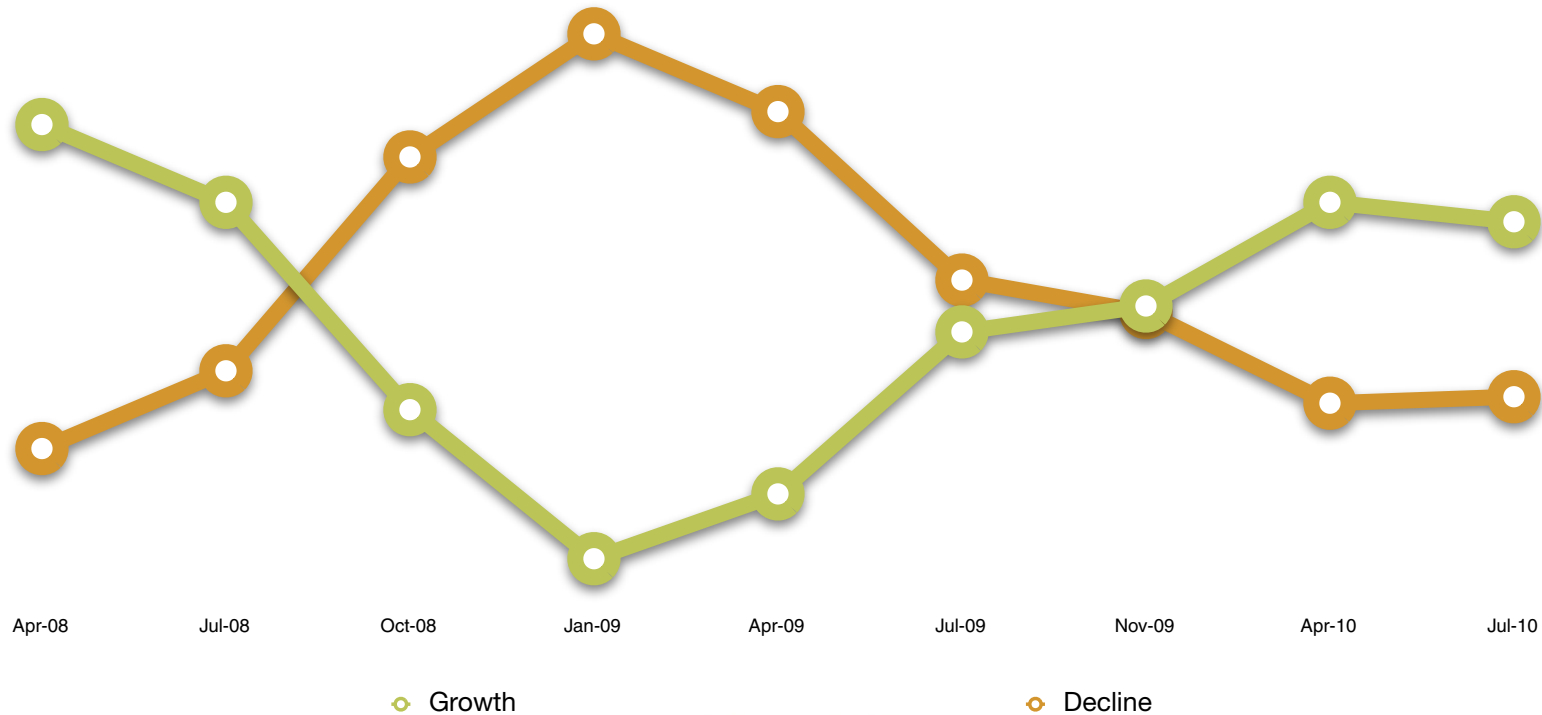
# Assessments of the National Economy

- “In general, how would you describe the state of the economy of Canada today – would you say that it is in a period of \_\_\_\_\_?”



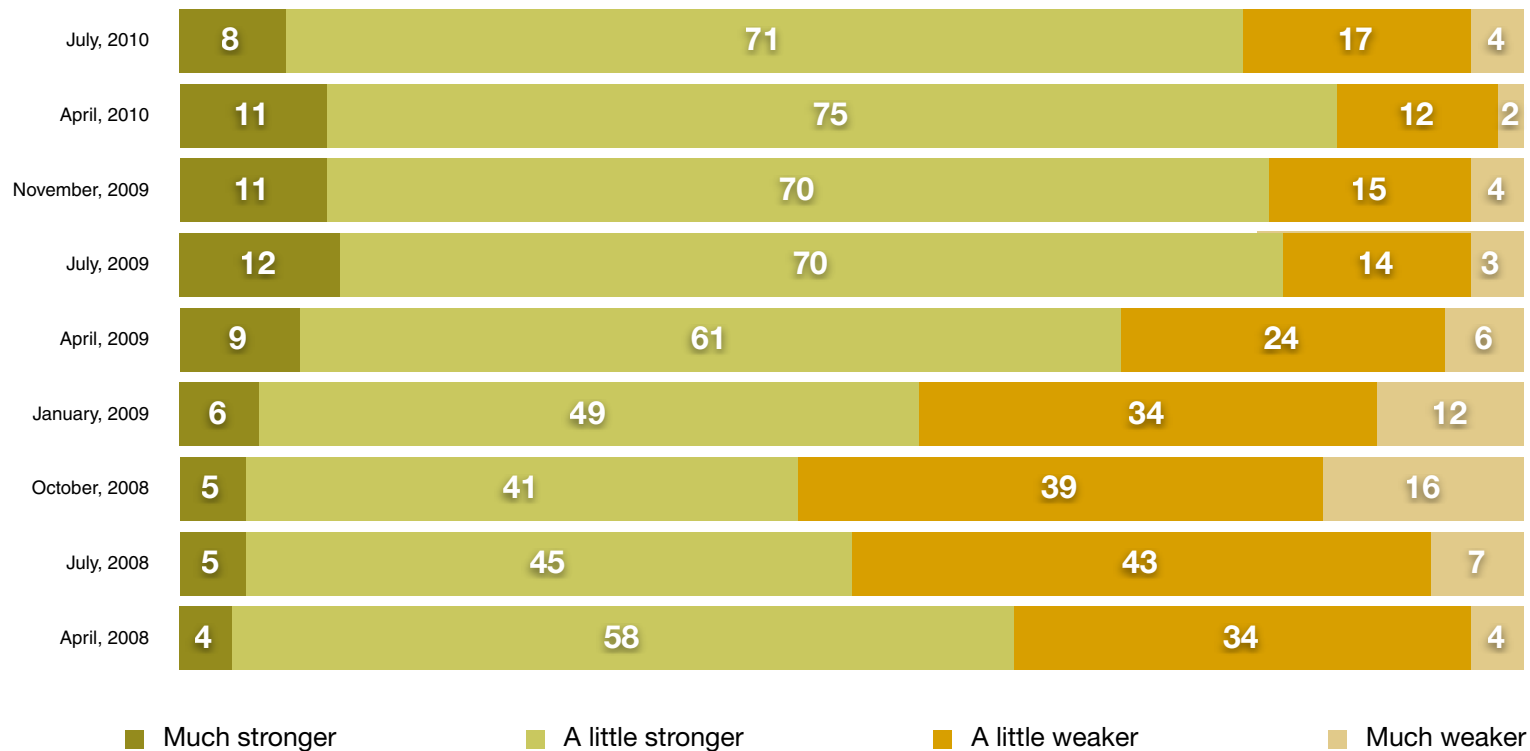
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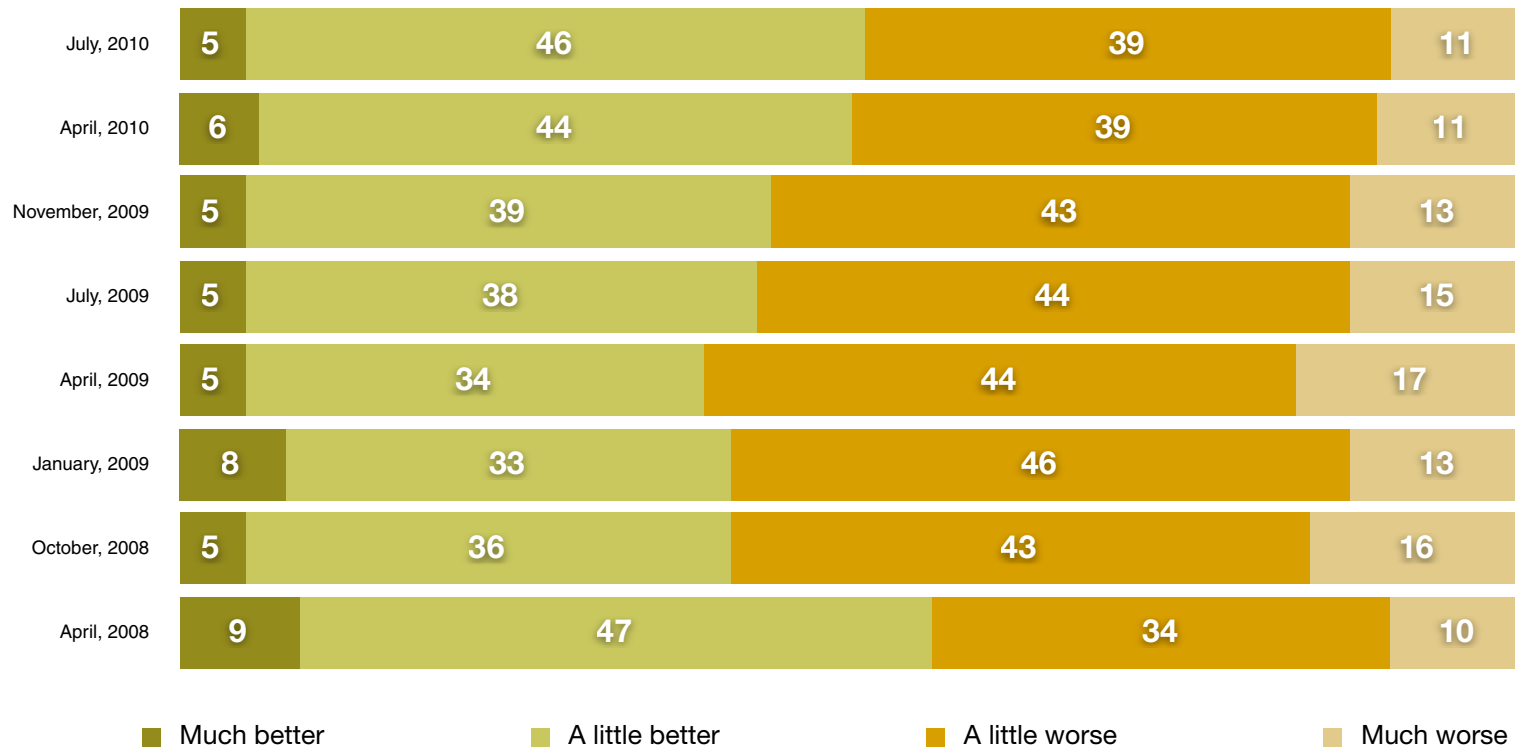
# Economic Expectations

- “Looking forward to one year from now, do you think the economy will be much stronger than it is today, a little stronger than it is today, a little weaker than it is today or much weaker than it is today?”



# Assessment of Personal Financial Situation

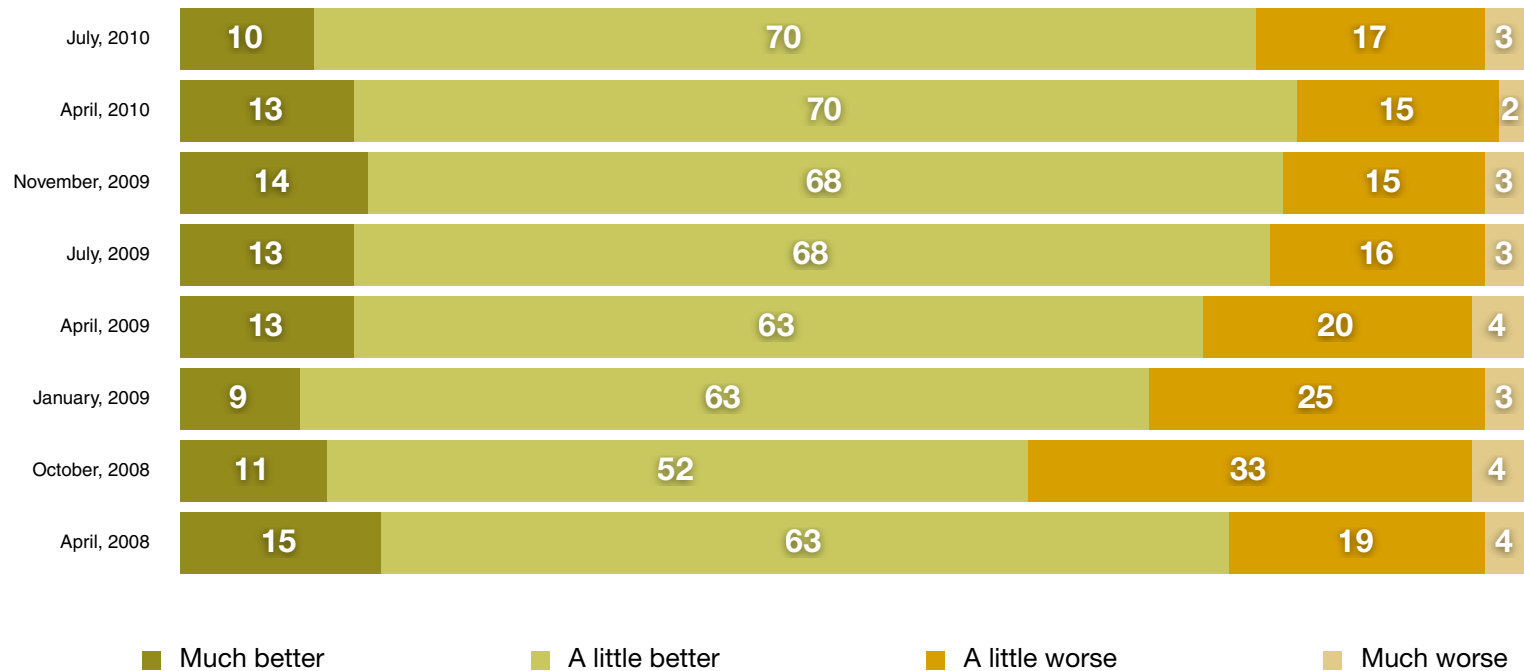
- “How would you say your PERSONAL financial or economic situation is compared to one year ago? Would you say your PERSONAL or economic financial situation has gotten \_\_\_\_\_?”





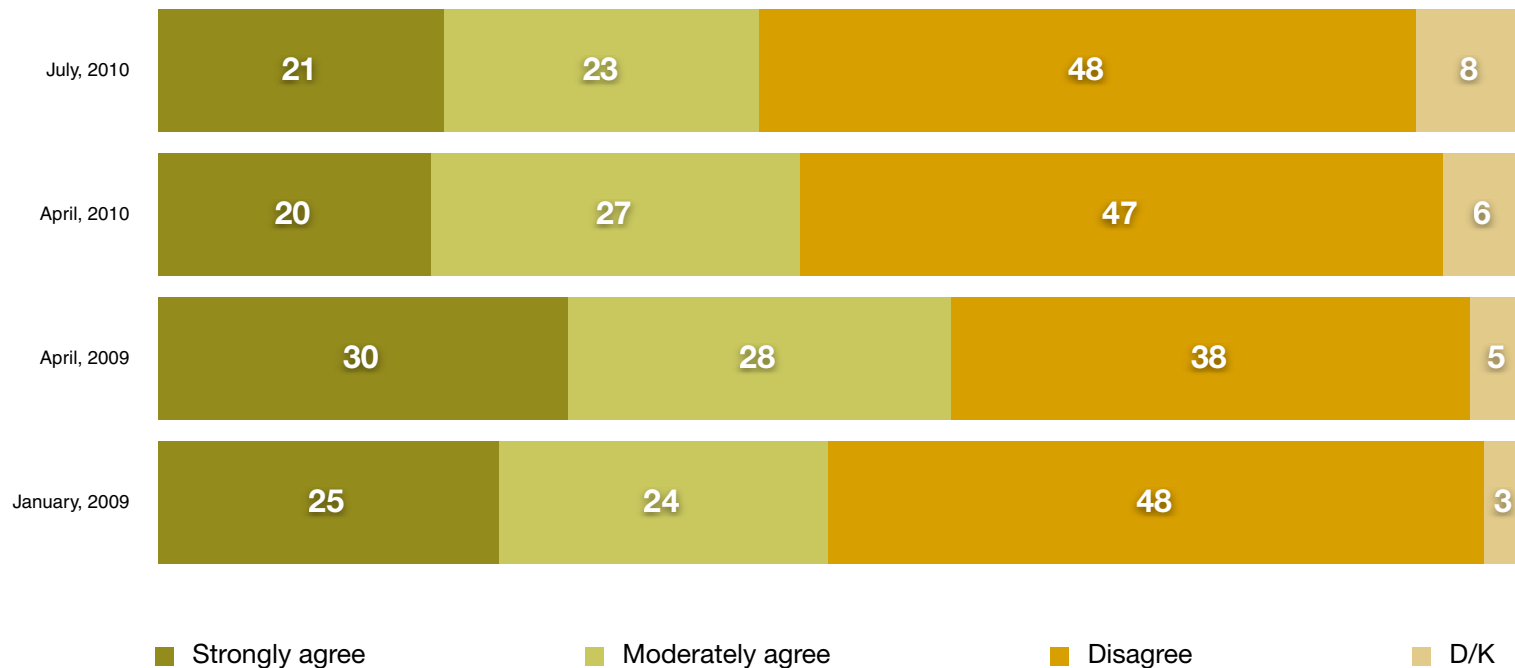
# Projection of Personal Financial Situation

- “How do you expect your PERSONAL financial or economic situation to be one year from now – compared to what it is like today. Do you expect that your PERSONAL or economic financial situation will be in much better shape, a little better shape, a little worse, or much worse than it is now?”



# Concern for Job Security

- “We’d like you to tell us how much you agree or disagree with the following statement, using a 1 to 9 scale where 1 means you strongly disagree and 9 means you strongly agree: **I am worried that I or somebody in my household might lose their job this year.**”



# Concern for Job Security – Ontario

- “We’d like you to tell us how much you agree or disagree with the following statement, using a 1 to 9 scale where 1 means you strongly disagree and 9 means you strongly agree: **I am worried that I or somebody in my household might lose their job this year.**”



■ Strongly agree

■ Moderately agree

■ Disagree

■ D/K