



2009 Predictions Poll – Global BC

Methodology

These are the findings of an Ipsos Reid poll fielded for Global BC from December 30th, 2008 to January 4th, 2009 with a representative sample of 700 adult British Columbians. With a sample of this size, the results are considered accurate to within ± 3.7 percentage points, 19 times out of 20, of what they would have been had the entire adult population of British Columbia been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual British Columbia population according to 2006 Census data.

The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 5,000 British Columbians who have been randomly recruited to match the overall characteristics of the adult residents of the province.

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RESULTS

Personal Outlook on 2009

Q1. Thinking of your own life, are you more optimistic or pessimistic when you look ahead to 2009?

Comments: British Columbians generally look at 2009 either with optimism (46%) or with equal parts of optimism and pessimism (36%). Only 15% of residents say they are mostly pessimistic about their own prospects for 2009.

Younger residents are most likely to be optimistic for 2009 (57% of 18 to 34 years vs. 43% of 35 to 54 years, 42% of 55+ years).

	Total %
More optimistic	46
More pessimistic	15
Equal parts of both	36
Don't know	2

Outlook for Economy and Personal Finances

Q2. Do you expect that each of the following will improve, worsen or stay about the same in 2009?

Comments: Very few British Columbians expect either the BC (17%) or Canadian (14%) economies to improve over 2009. Things are much less negative when it comes to British Columbians' perspective on their own financial prospects, with twice as many saying they expect their personal finances will improve (33%) as worsen (16%) in 2009. The largest proportion of British Columbians expects their personal financial situation will stay about the same (46%).

Younger residents are more likely to project an improvement in their own financial situation (45% of 18 to 34 years vs. 31% of 35 to 54 years, 26% of 55+ years).

	The BC Economy	The Canadian Economy	Your Personal Financial Situation
Improve	17	14	33
Worsen	48	57	16
Stay about the same	31	25	46
Don't know	4	4	4



Outlook for Other Financials

Q3. Do you expect that each of the following will increase, decrease or stay about the same in 2009?

Comments: Most British Columbians (74%) expect that housing prices will decrease in their community in 2009.

There is little consensus in expectations for other changes in 2009.

- Very few British Columbians (10%) expect to increase their own spending in 2009. Most expect it to decrease (42%) or stay about the same (46%).
- Buy a two-to-one margin, residents expect stock markets to decrease (44%) rather than increase (22%).
- Views on the Canadian dollar are equally split between increase (28%) and decrease (28%).
- Most British Columbians think that interest rates will either decrease (39%) or stay about the same (37%) in 2009.
- British Columbians are all over the road in terms of their expectations for gas prices. Roughly equal numbers expect prices to increase (36%) as decrease (29%) as stay the same (31%).

	Housing Prices in Your Community	Your Personal Spending	North American Stock Markets	The Canadian Dollar (against the U.S. Dollar)	Canadian Interest Rates (e.g. mortgage rates)	Gas Prices
Increase	8	10	22	28	14	36
Decrease	74	42	44	28	39	29
Stay about the same	16	46	22	39	37	31
Don't know	2	2	12	5	10	4



Outlook for Provincial Election

Q4. *As you may know, there is a provincial election scheduled for BC in May 2009. Who do you think will win this provincial election?*

Comments: British Columbians are more likely to expect a BC Liberal victory (53%) than an NDP victory (22%) in the upcoming provincial election, although many British Columbians say they don't know what to expect (25%).

	Total %
Gordon Campbell and the BC Liberals	53
Carole James and the NDP	22
Don't know	25

Outlook for End of Year Prime Minister Politics

Q5. *As you may know, Canada currently has a minority federal government led by Stephen Harper and the Conservatives. Who do you think will be Prime Minister of Canada at the end of 2009?*

Comments: Half of British Columbians (50%) believe that Stephen Harper will still be Prime Minister at the end of 2009. Only about two-in-ten (18%) expect that new Liberal leader Michael Ignatieff will be able to wrestle power away from the Conservatives in 2009.

	Total %
Stephen Harper, leader of the Conservative Party	50
Michael Ignatieff, leader of the Liberal Party	18
A new Conservative Party leader	7
Jack Layton, leader of the NDP	5
Someone else	1
Don't know	19