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TAKING THE PULSE

FROM GALLUP CANADA

The signs of slow economic recovery don't appear to be enough to convince Canadians that business conditions are improving, a Gallup survey suggests.

Gallup asked 1,031 adults "How would you describe business conditions in your region? Would you say they are very good, good, not too good or bad?"

Only 29 per cent of those questioned said they thought business conditions were very good or good; 69 per cent said they were not so good or bad while 1 per cent of respondents did not answer.

This is, by far, the lowest level recorded by Gallup Canada.

During the recession in 1982, 40 per cent of those questioned said they thought business conditions were good; 55 per cent of respondents said they were bad and 6 per cent didn't know or didn't answer. During the economic boom in 1988, the last time Gallup asked this question, 73 per cent said they believed business conditions were good while 24 per cent said they were not so good or

bad and 3 per cent didn't answer or said they didn't know.

Ontarians are the most pessimistic in their answers: 24 per cent said they believed business conditions were good, compared to 74 per cent who didn't.

In the Prairies, 25 per cent of respondents said they consider business conditions to be generally good, while 26 per cent in the Atlantic provinces, 33 per cent of Quebecers, and 48 per cent in British Columbia gave that answer.

More men than women said they thought business conditions were good, although both groups were the minority. Thirty-two per cent of men questioned gave that answer, compared with 27 per cent of women.

Today's results are based on 1,031 telephone interviews with adults, conducted Jan. 13 to

How would you describe business conditions in your region? Would you say they are very good, good, not too good, or bad?

Most wary of recovery, poll suggests

18. A national telephone sample of this size is accurate within a 3.1 percentage point margin of error, 19 in 20 times. The margins of error are higher for the regions, reflecting smaller sample sizes. For example, in Quebec 262 interviews were conducted with a margin of error of 6.2 percentage points, 19 in 20 times.

Canada			
	Very good/ good	Not too good/bad	Don't know
Today	29%	69%	1%
1988	73	24	3
1985	66	30	4
1982	40	55	6
1978	61	33	6
1975	58	38	4
Regional breakdown			
Atlantic	26%	74%	
Quebec	33	65	2%
Ontario	24	74	1
Prairies	25	72	2
B.C.	48	49	2

Note: Percentages may not add exactly to 100, due to rounding.

The article EM9310 reprinted above is used in Chapter 13 of the STAT 231 Course Materials and in Figure 2.19a of the STAT 332 Course Materials.