

## Economy 2016

### Section 1 – home economics

We'd like to ask you some questions about the economy and your own personal economic situation.

1. All things considered, do you think your current standard of living is better or worse now than it was a year ago?

Better now  
The same as a year ago  
Worse now  
Not sure

2. And a year from now, do you think your standard of living will be better or worse than now?

Better a year from now  
The same as now  
Worse a year from now  
Not sure

3. Here are a few statements people might make about their personal finances. Thinking about your own household's financial situation, tell us whether you agree or disagree with each of these statements:

[ROWS]

I'm never really stressed about money  
I'm concerned that I or someone in my household could lose a job because of the economy  
I worry about how young people today will be able to find a good job  
I'm working, but not enough to make ends meet  
Based on my current financial position I feel I can have a comfortable retirement  
I have too much credit card debt  
I worry that in the future I won't live as well as my parents' generation did  
Regardless of my own personal job security, I can see that my own job sector is shrinking, not growing

[ROWS]

Strongly disagree  
Moderately disagree  
Moderately agree  
Strongly agree

### Section 2 – dollar

As you may also know, the Canadian dollar has been dropping against other international currencies – especially the US dollar – over the last three years. In January 2013 the loonie was roughly the same value as the US dollar. Today it is closer to \$0.70 U.S.

4. Thinking about the decline in value of the Canadian dollar and your own spending in the following areas in the coming months, would you say:

[COLUMNS]

I will cut this out entirely

I'll cut back substantially

I'll cut back a little

It won't have any impact on my plans

Not Sure/Can't Say

[ROWS – ROTATE]

Traveling to the United States for an overnight stay

Cross-border shopping

5. And thinking about the falling dollar and your own household grocery bill, would you say:

My grocery and food costs are a lot higher

My grocery and food costs are a little higher

I haven't noticed any impact on my food and grocery costs

Don't know/I don't do the shopping

6. Some people say this drop in the value of the dollar is a good thing, because it will create jobs and opportunities in industries that depend on overseas buyers. Other people say it's a bad thing because it's driving costs up for consumers and is driving people in other industries out of work.

Tell us how you think the change in the value of the dollar will affect:

[ROWS – KEEP THIS ORDER]

The Canadian economy overall

The economy of my province or region

My own household

[COLUMNS]

Hurt a lot

Hurt a little

No Impact

Benefit a little

Benefit a lot

Don't Know

### **Section 3 – markets**

7. So far in 2016, there has been a lot of volatility in the stock markets, with stock values generally declining. For some people the results have been negative, with people losing money on their investments. For others, the declining markets have opened up opportunities to buy stocks at a lower price.

What impact, if any, have volatile markets had on you?

A big impact, for the better  
Some impact, for the better  
No real impact at all  
Some impact, for the worse  
A big impact, for the worse  
Don't know

8. And regardless of whether you are invested in the markets yourself, do you think falling stock prices are a temporary blip that won't affect other parts of the Canadian economy, such as job growth and spending, or a sign of a more serious economic decline?

[Rotate 1<sup>st</sup> two]

It's just a blip  
It's a sign of serious decline  
ANCHOR: Not Sure/Can't say

### **Section 4 – Income Taxes**

9. Since the beginning of the year, has the income tax withheld from your paycheque increased or decreased?

Increased a lot  
Increased a little  
No change  
Decreased a little  
Decreased a lot  
Not sure  
Not applicable

### **Section 5 – government performance & Priorities**

10. Tell us what you think the federal government's TOP TWO economic priorities should be:

[RANDOMIZE LIST]

Promoting jobs and economic growth where I live through deficit spending  
Special funds/relief for people living in provinces hit hardest by the economic turmoil (e.g. Alberta)  
Control the deficit and take steps to ensure a balanced budget  
Speeding up access to employment insurance and other social benefits  
Spending more on social programs and health care  
Ensuring that the tax system is fair and progressive  
Controlling inflation and costs in areas such as real estate and food  
Other: \_\_\_\_\_

11. During the federal election last fall, the Liberals campaigned – and won – on a promise to run deficits in order to kick-start the Canadian economy. They said the annual deficits would be no greater than \$10 billion. Recently, there has been discussion about running even bigger deficits because of the current economic situation. Of the options below – which do you prefer most?

The federal government should stick to its campaign promise to run a deficit of \$10 billion to spend on jobs and growth

The federal government should spend as much as is needed on jobs and growth, even if that means running significantly larger deficits and running up huge debt

The federal government shouldn't be running deficits at all and should balance the budget

12. Overall, which of these statements best matches your own feelings about the economy?

I'm worried and I think it will get worse

I'm worried but I think it will get better

I'm not worried but I think it will get worse

I'm not worried and I think it will get better