

Economic confidence Dec 2016

Top-line Report



January, 2017

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Introduction

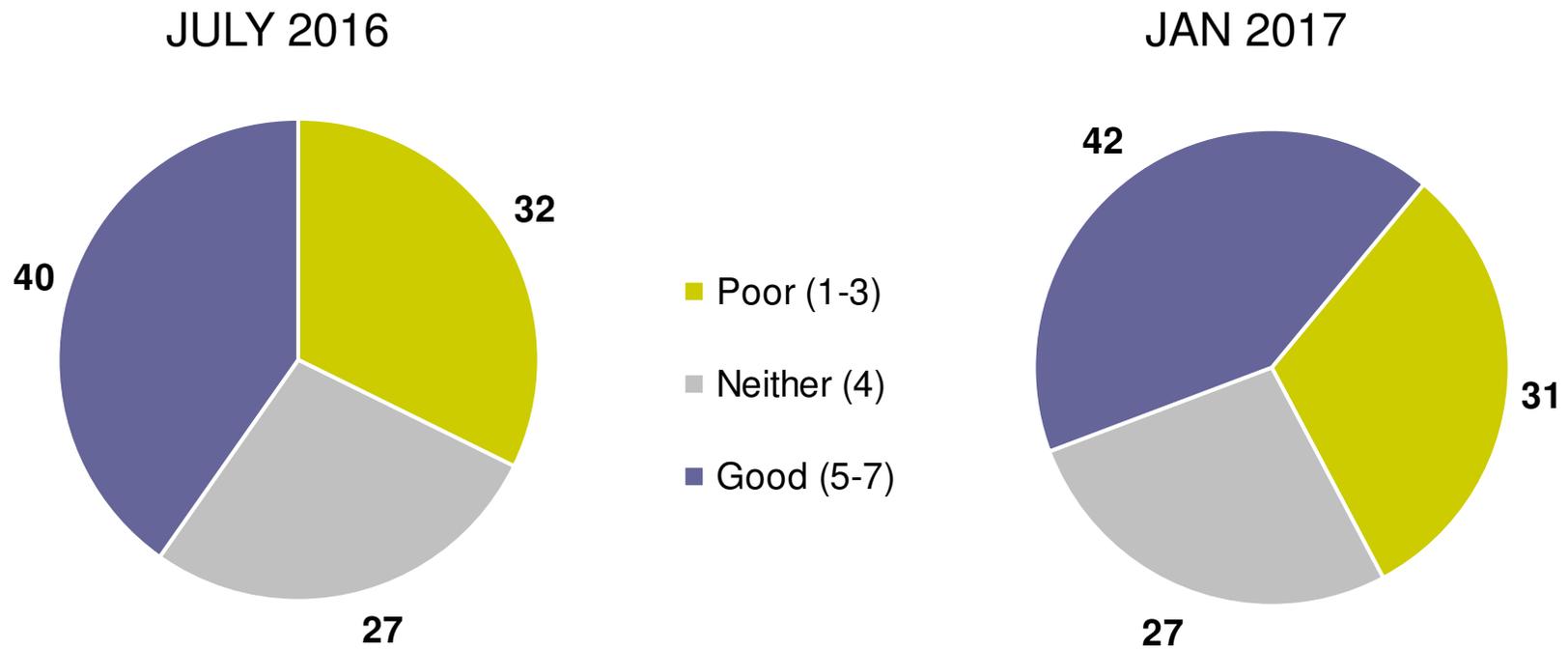
The results presented in this report are based on the winter 2016/7 wave of the Modus B2B Monitor.

This study was conducted from December 13th, 2016 to January 16th, 2017. In total, 837 panel members responded giving an accuracy of +/- 3.4 percentage points, 19 times out of 20,

These results cover a wide variety of topics such as economic and business confidence, the impact of the Trump election, tolls in Toronto and the proposed guaranteed income.

Economic Confidence - CANADA

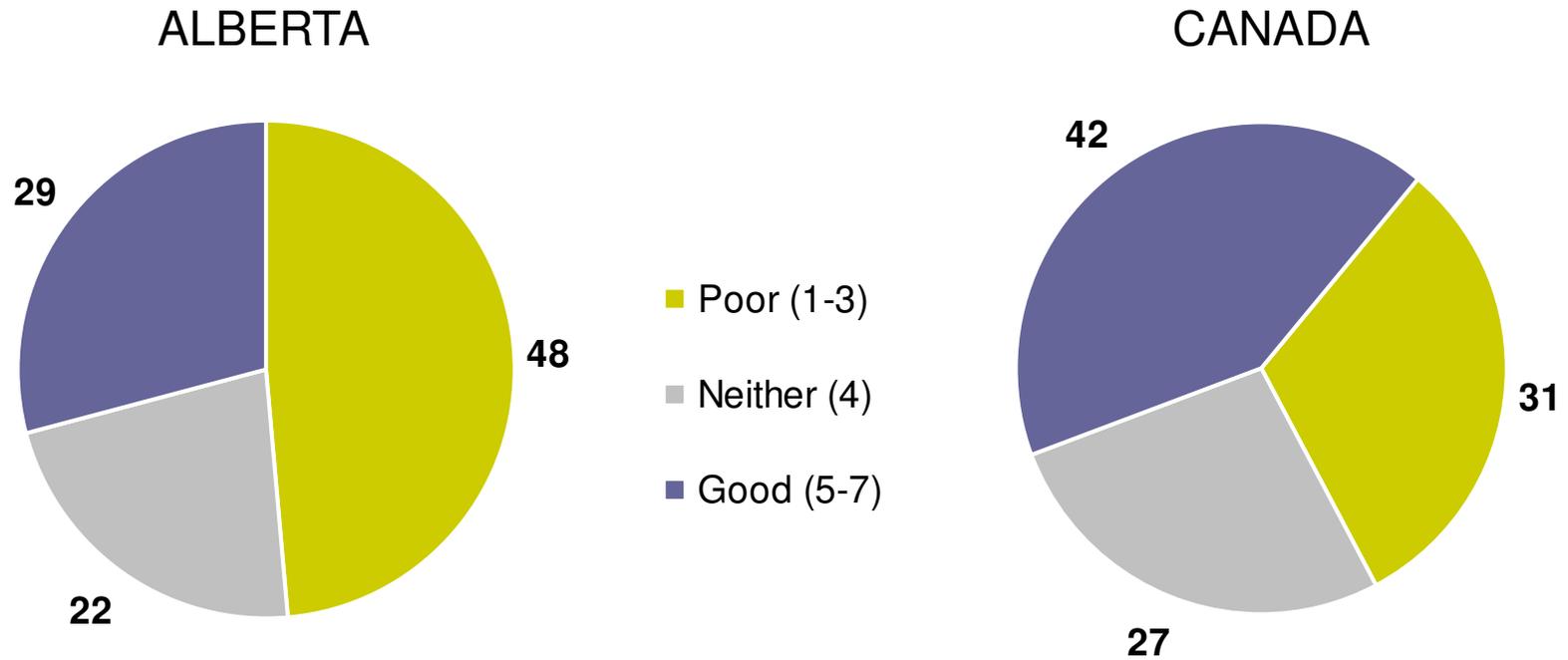
How would you rate the current health of the *Canadian economy*?



BASE: All respondents; percentages; N=868, July 2016; N=837, January 2017; Modus Business Panel

Economic Confidence – Alberta vs. Canada, January 2017

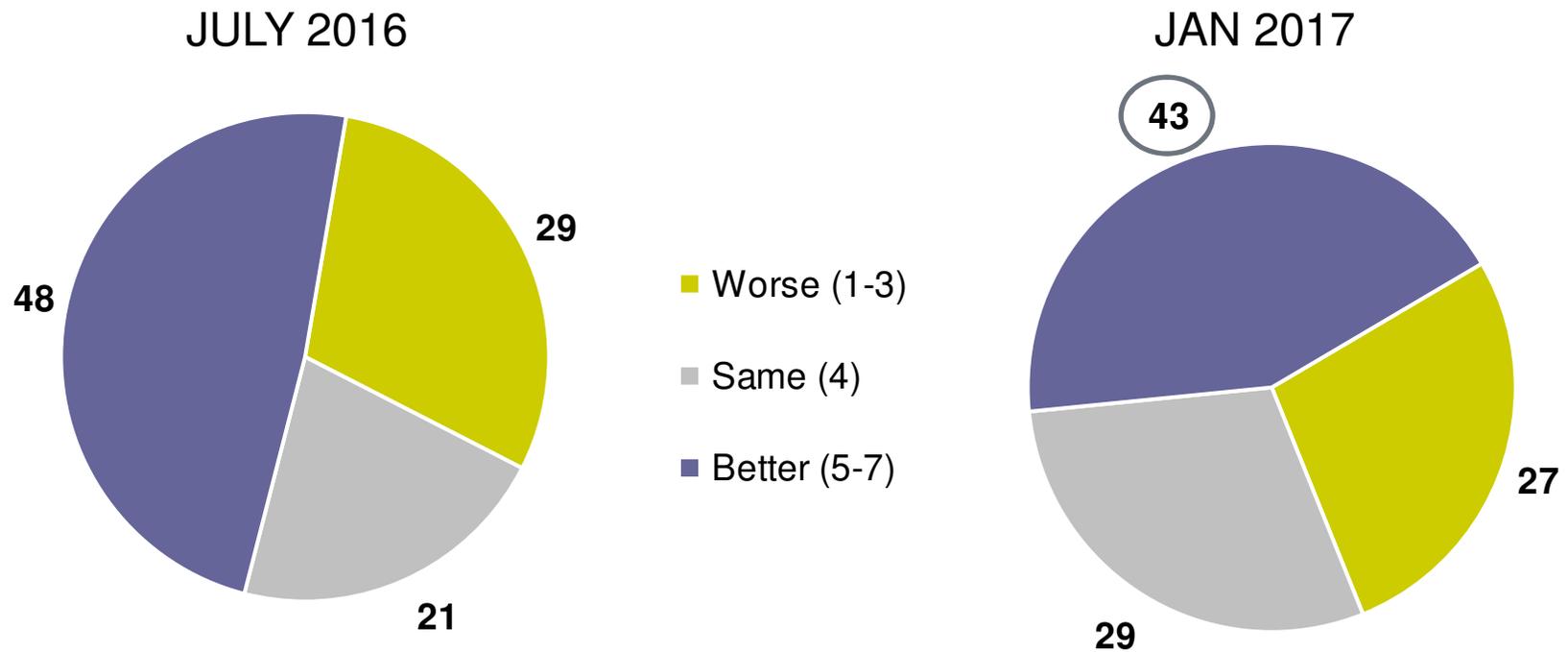
How would you rate the current health of the *Canadian economy*?



BASE: All respondents; percentages; N=837 Canada; N=190 Alberta; January 2017; Modus Business Panel

Economic Outlook - CANADA

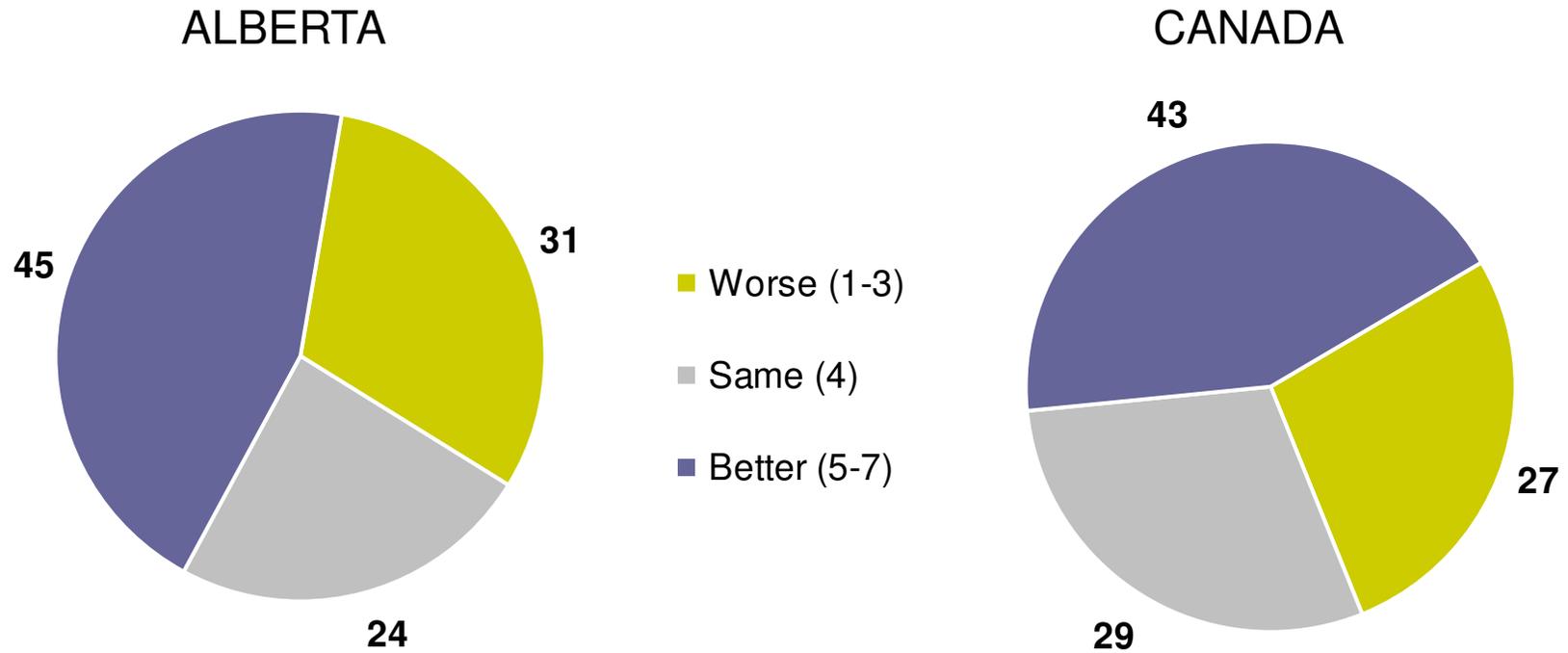
What do you think will be the general outlook for the *Canadian economy* over the next five years?



BASE: All respondents; percentages; N=868, July 2016; N=837, January 2017; Modus Business Panel

Economic Outlook – Alberta vs. Canada, January 2017

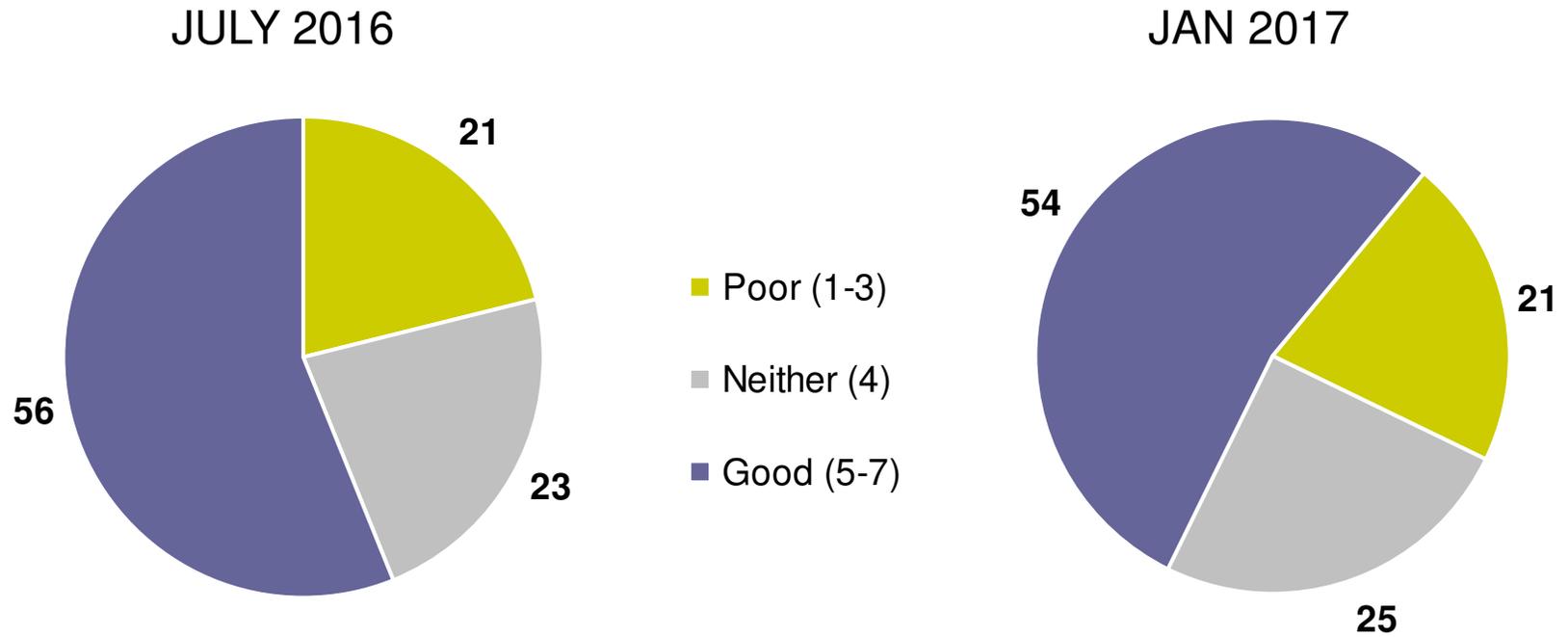
What do you think will be the general outlook for the *Canadian economy* over the next five years?



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Organization Confidence

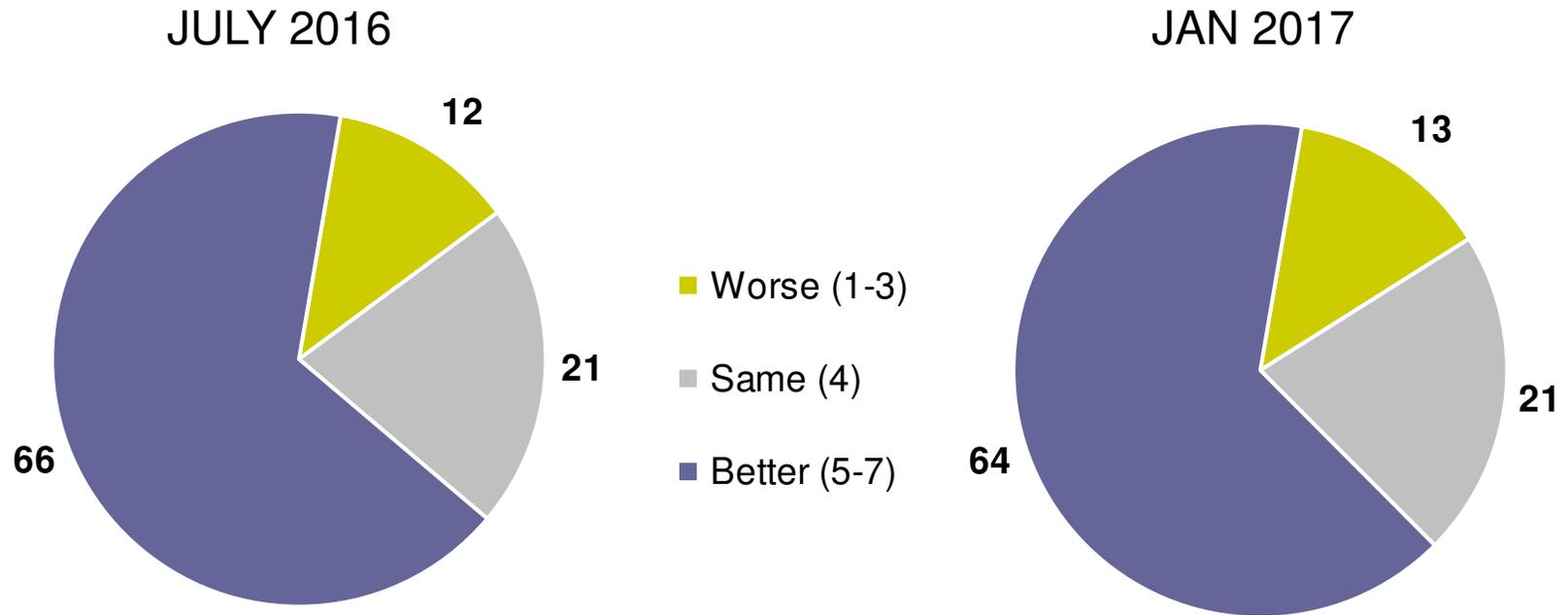
And how would you rate the current health of *your organization's* economic situation?



BASE: All respondents; percentages; N=868, July 2016; N=837, January 2017; Modus Business Panel

Organization Outlook

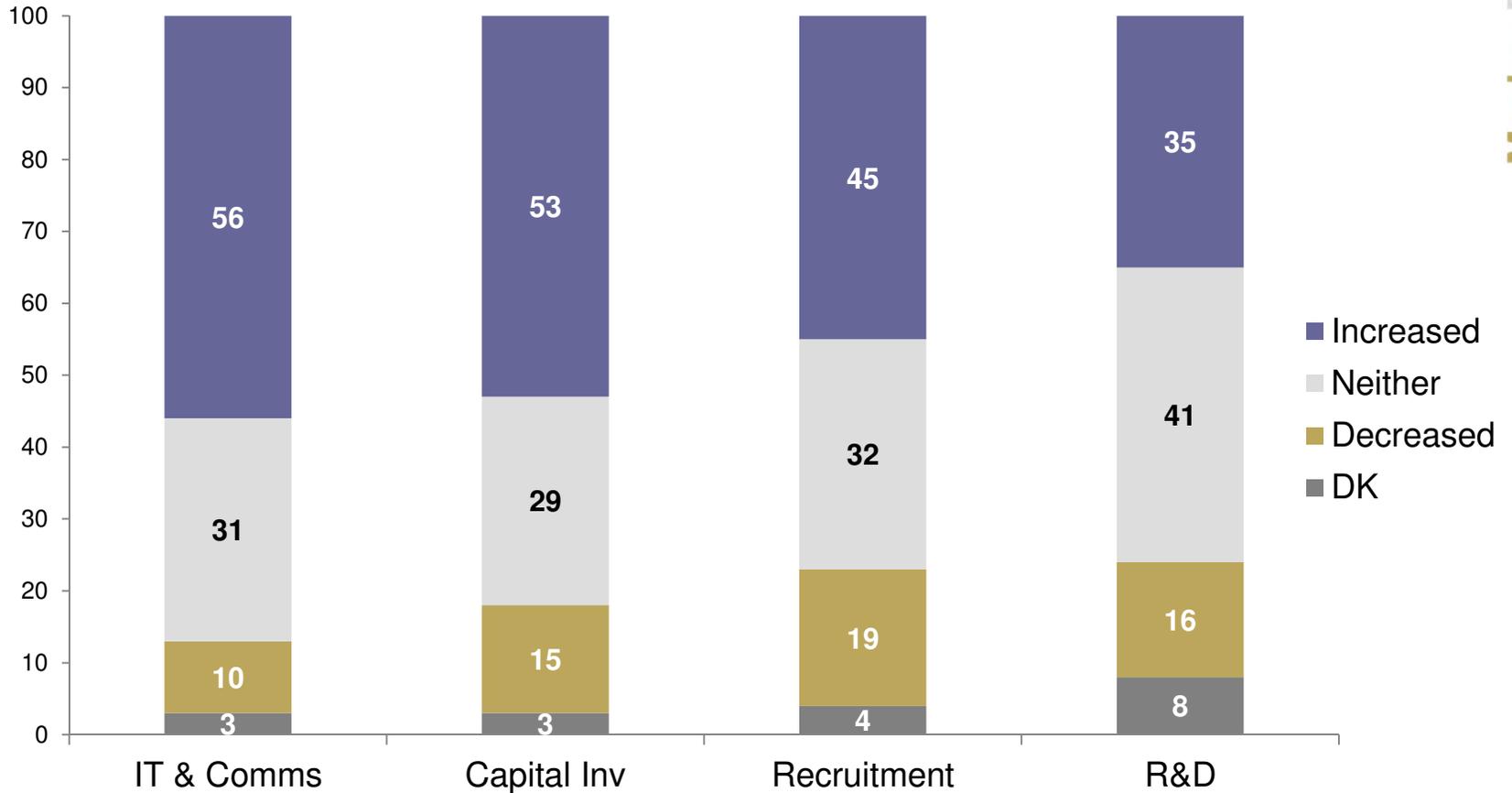
What do you think will be the general economic outlook for **your organization** over the next five years?



BASE: All respondents; percentages; N=868, July 2016; N=837, January 2017; Modus Business Panel

Investment over the last five years

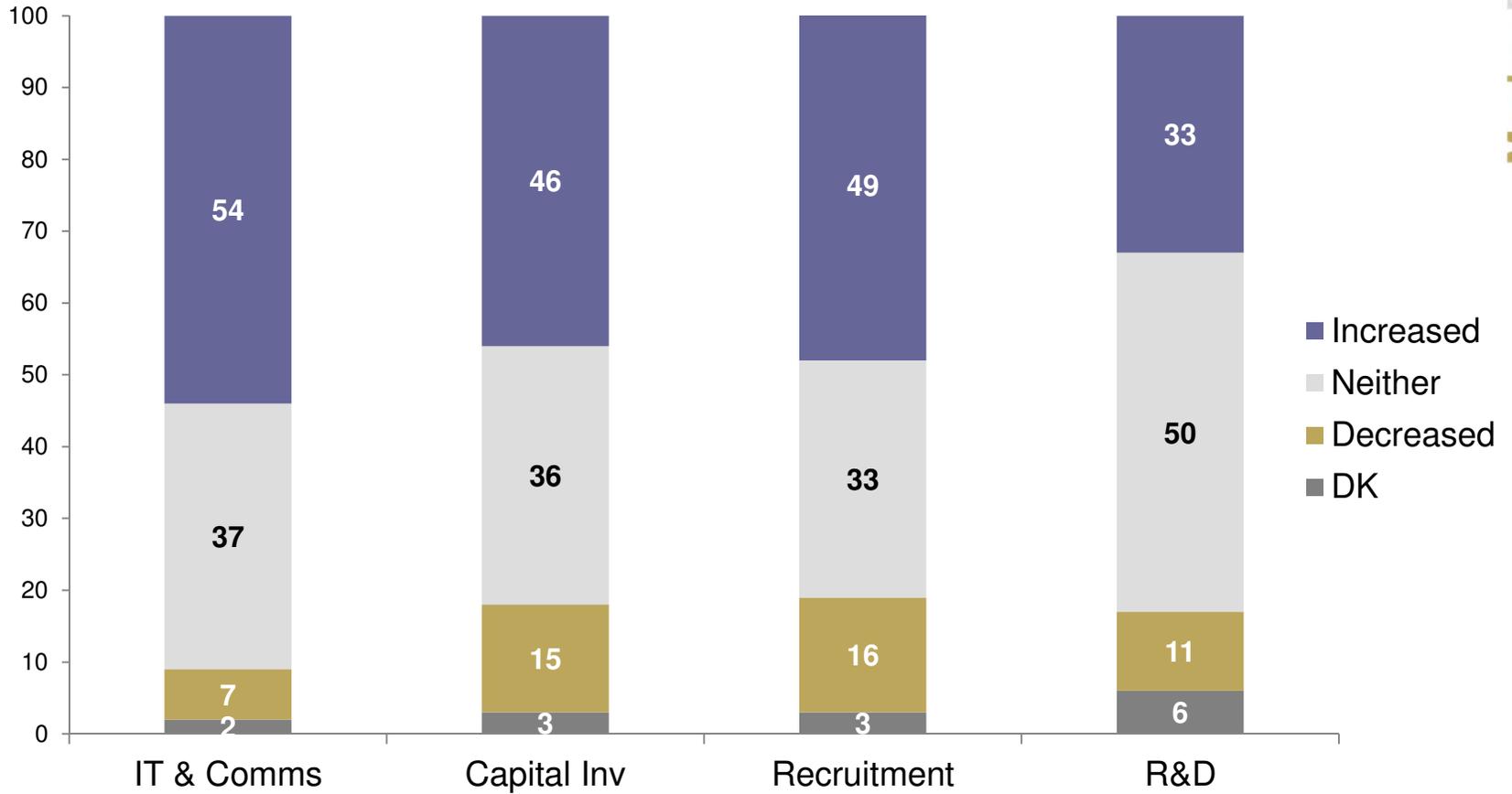
Over the past five years has your organization increased or decreased its investments in each of the following areas?



BASE: All respondents; percentages; N=837, January 2017; Modus Business Panel

Investment over the last year

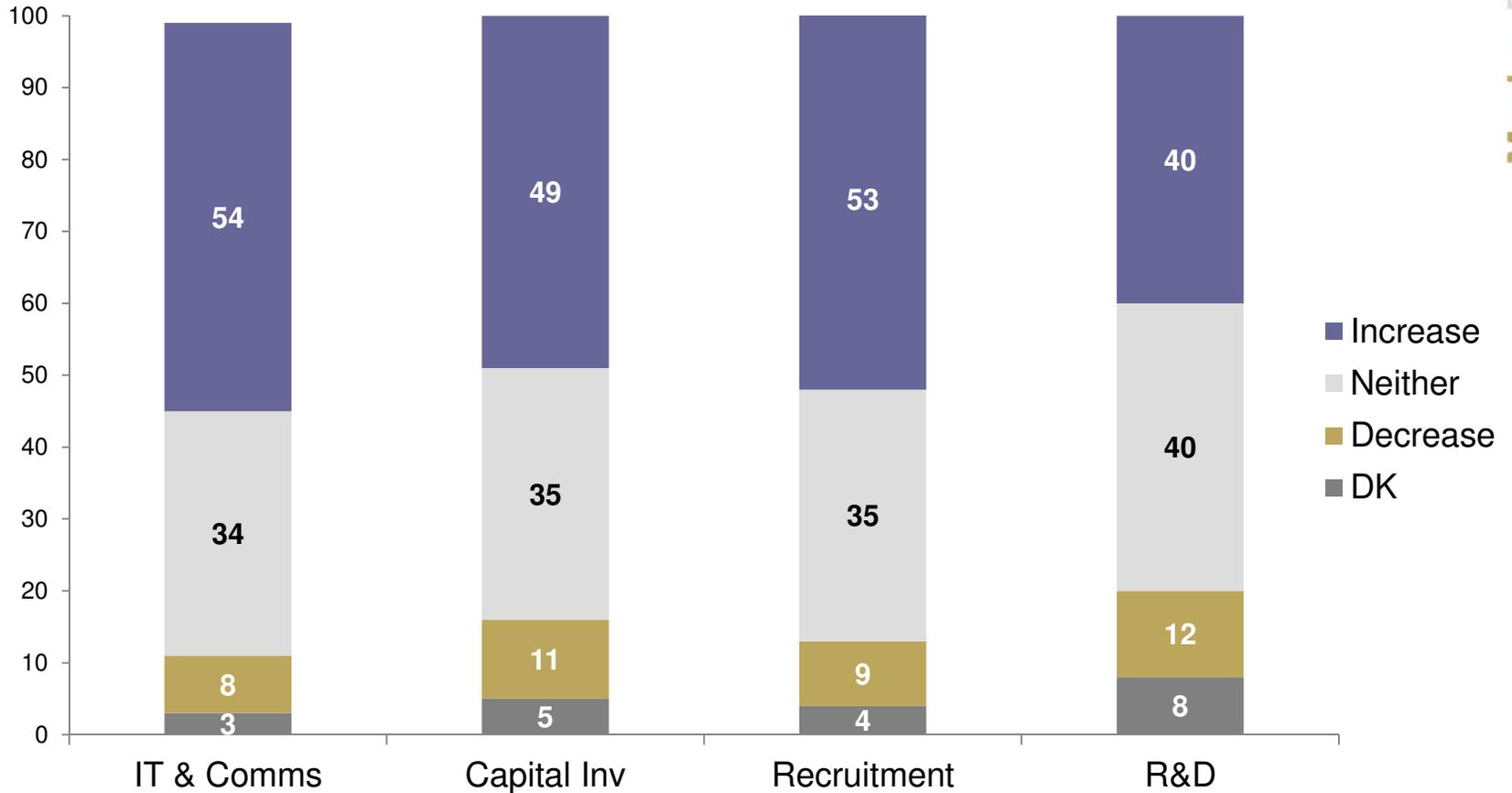
Over the past year has your organization increased or decreased its investments in each of the following areas?



BASE: All respondents; percentages; N=837, January 2017; Modus Business Panel

Planned spending over next five years

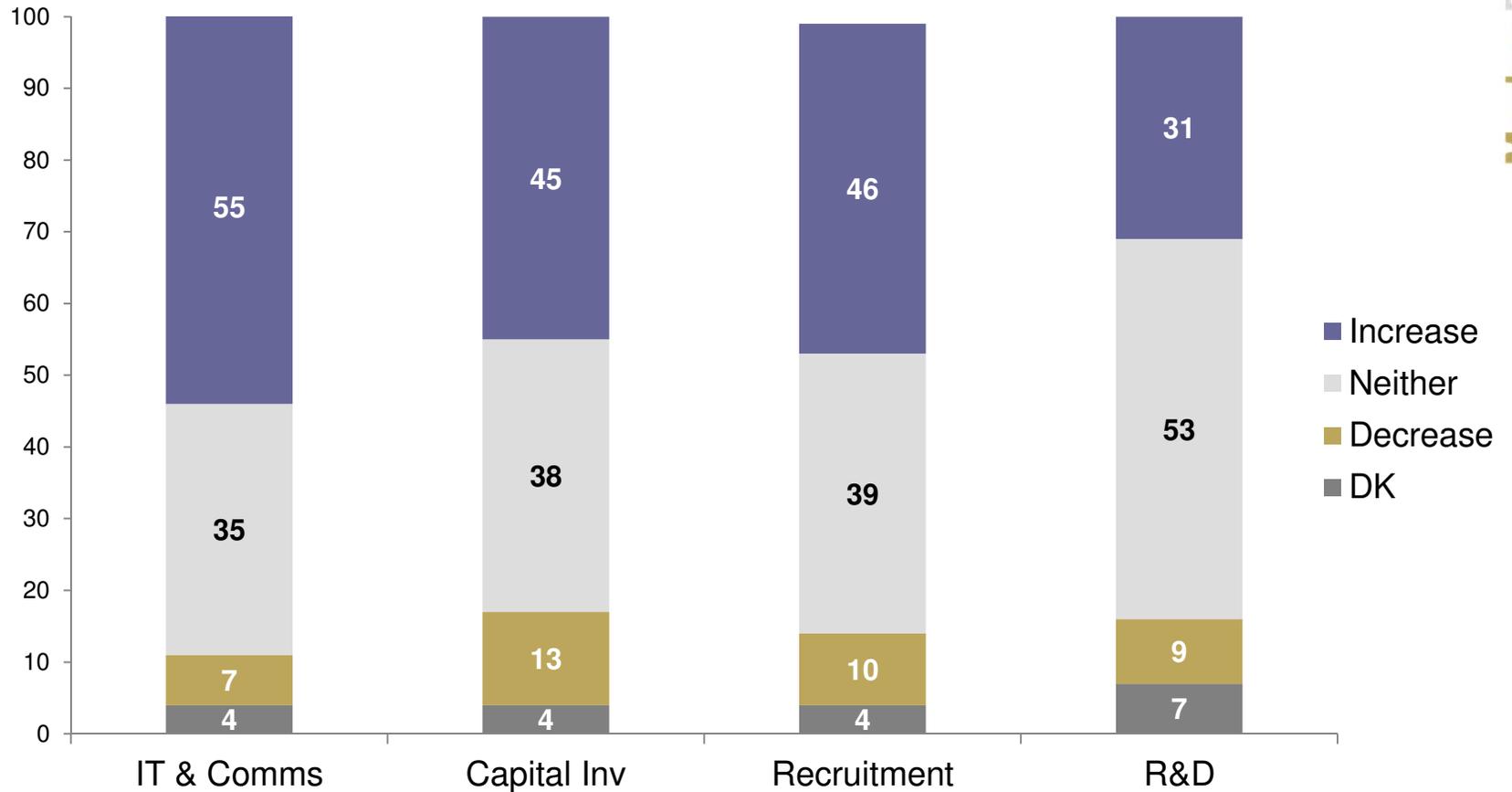
Does your organization plan to increase or decrease its spending in each of these areas over the next 5 years?



BASE: All respondents; percentages; N=837, January 2017; Modus Business Panel

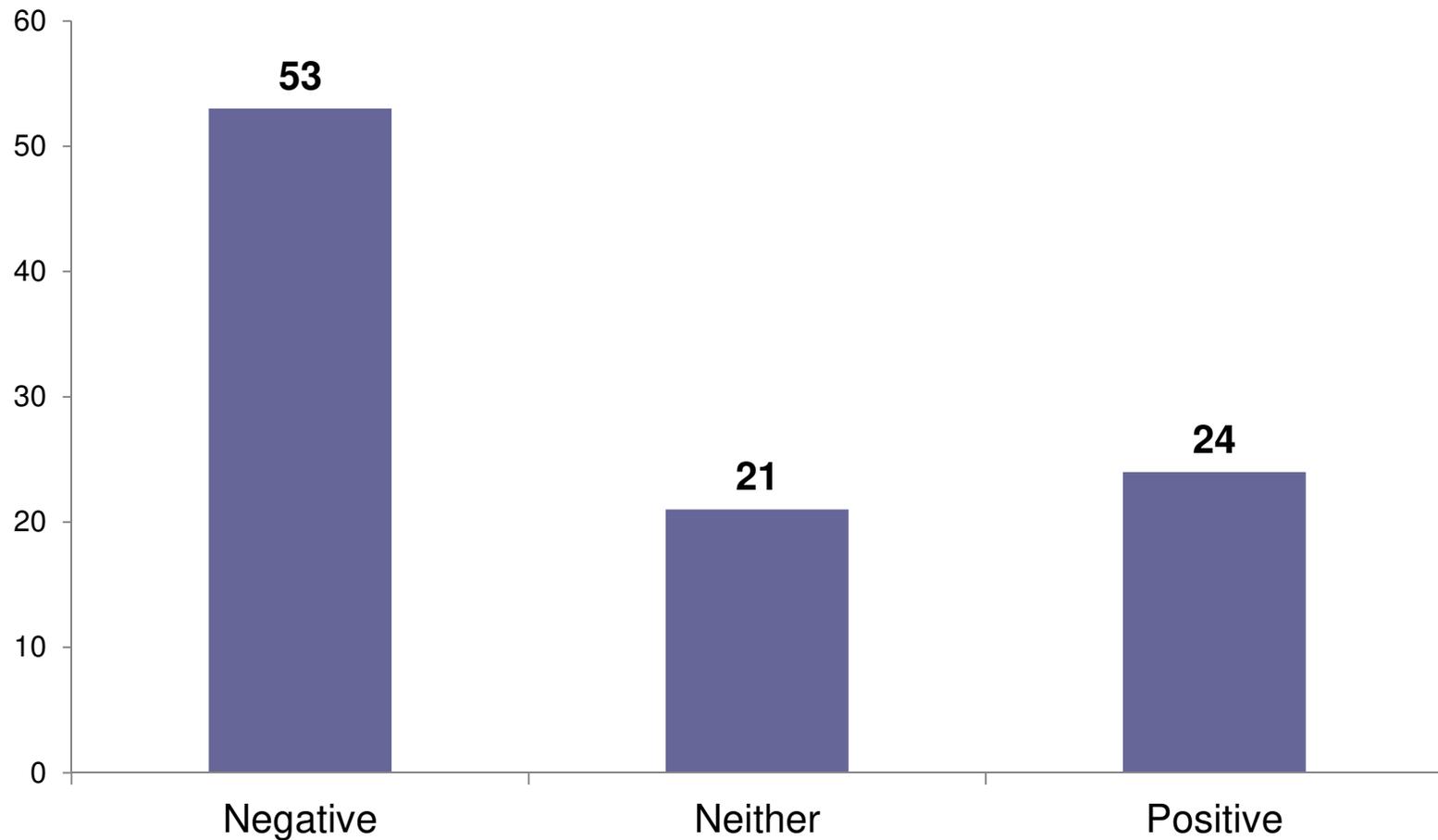
Planned spending over the next year

Does your organization plan to increase or decrease its spending in each of these areas over the next year?



Impact of Trump election – on the Canadian economy

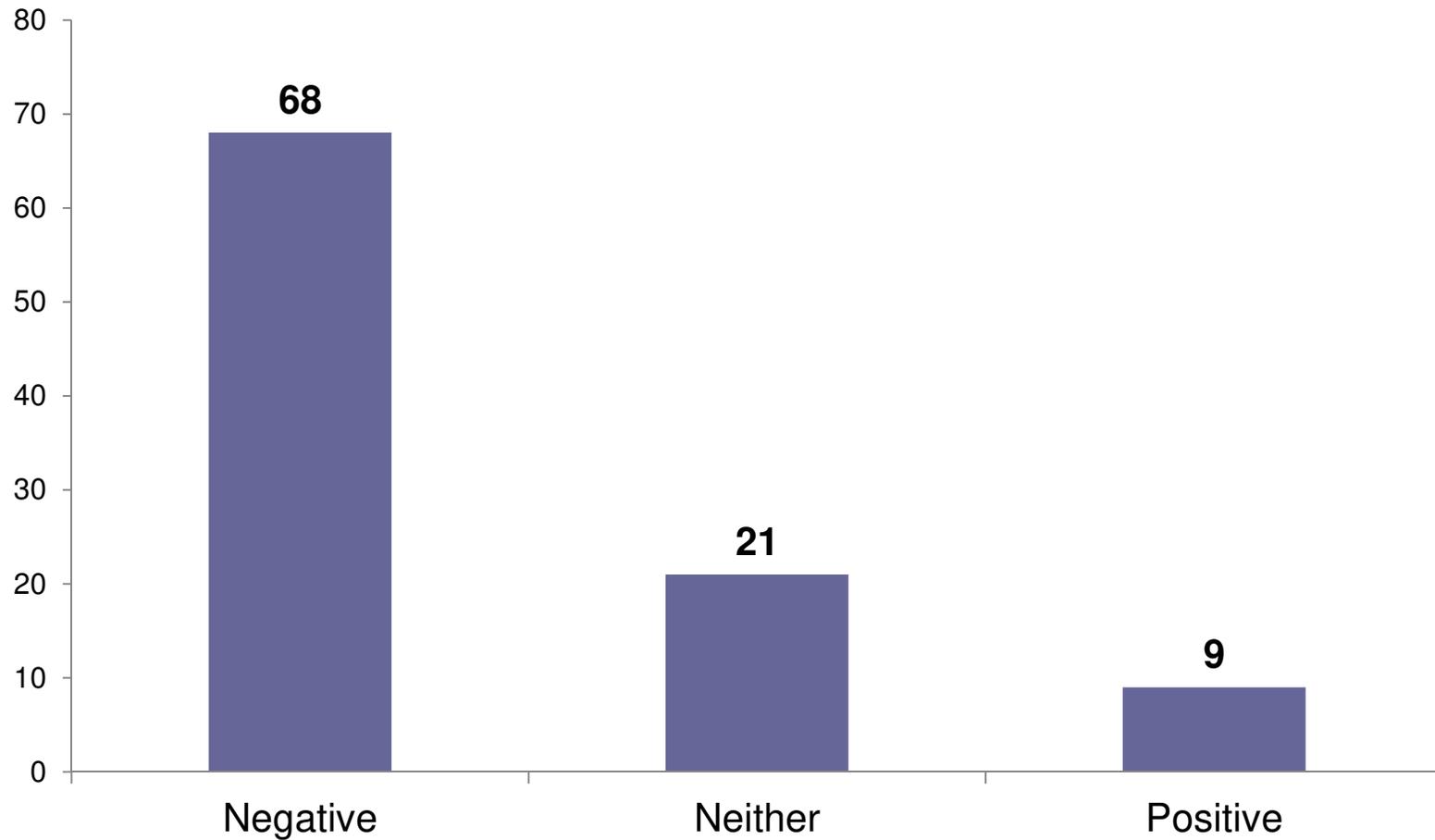
What impact do you think Donald Trump's election as US President will have on the Canadian economy?



BASE: All respondents; percentages; N=837, January 2017; Modus Business Panel

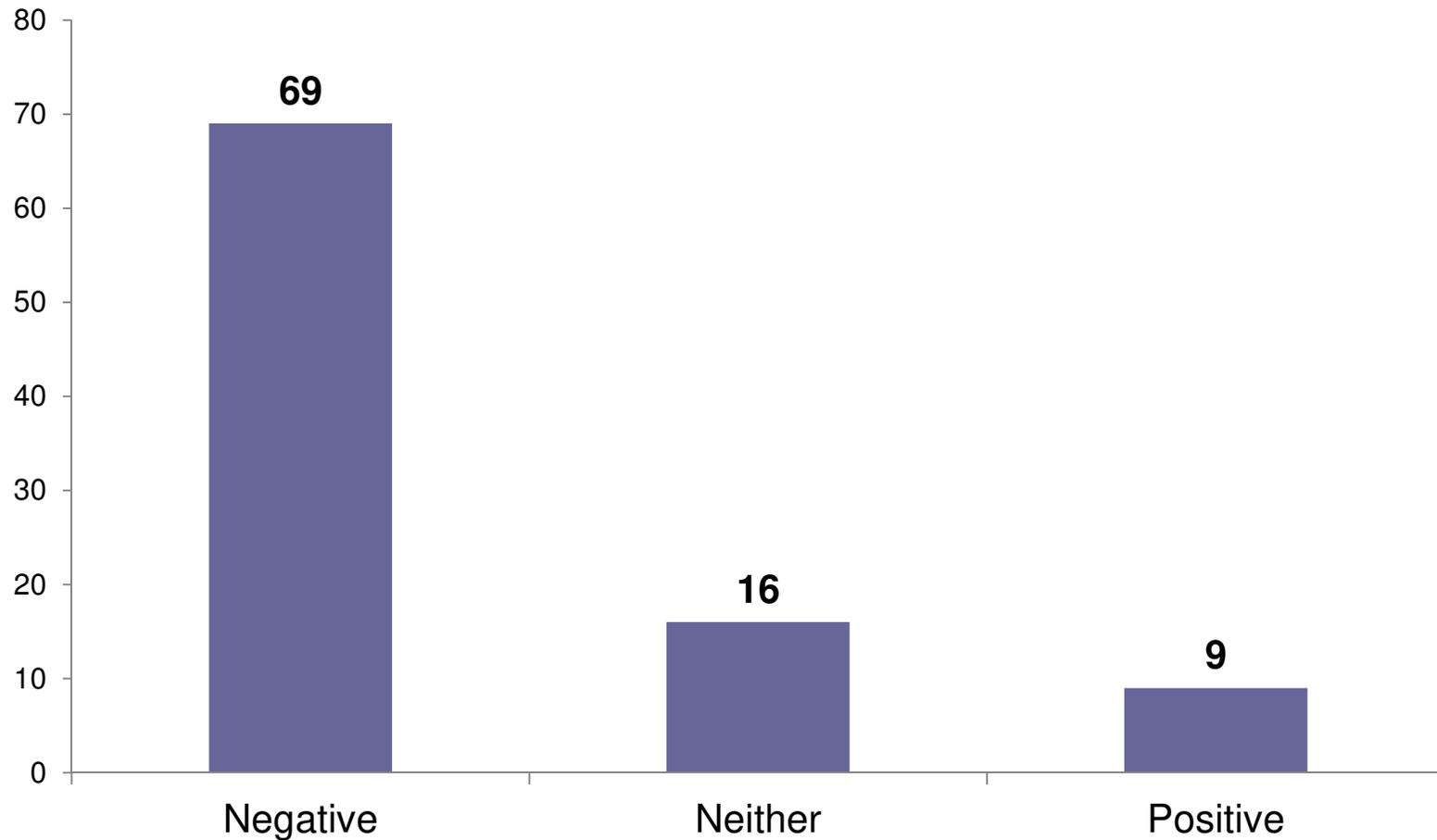
Impact of Trump election – on NAFTA

What impact do you think Donald Trump's election as US President will have on NAFTA?



Impact of Trump election – on the TPP

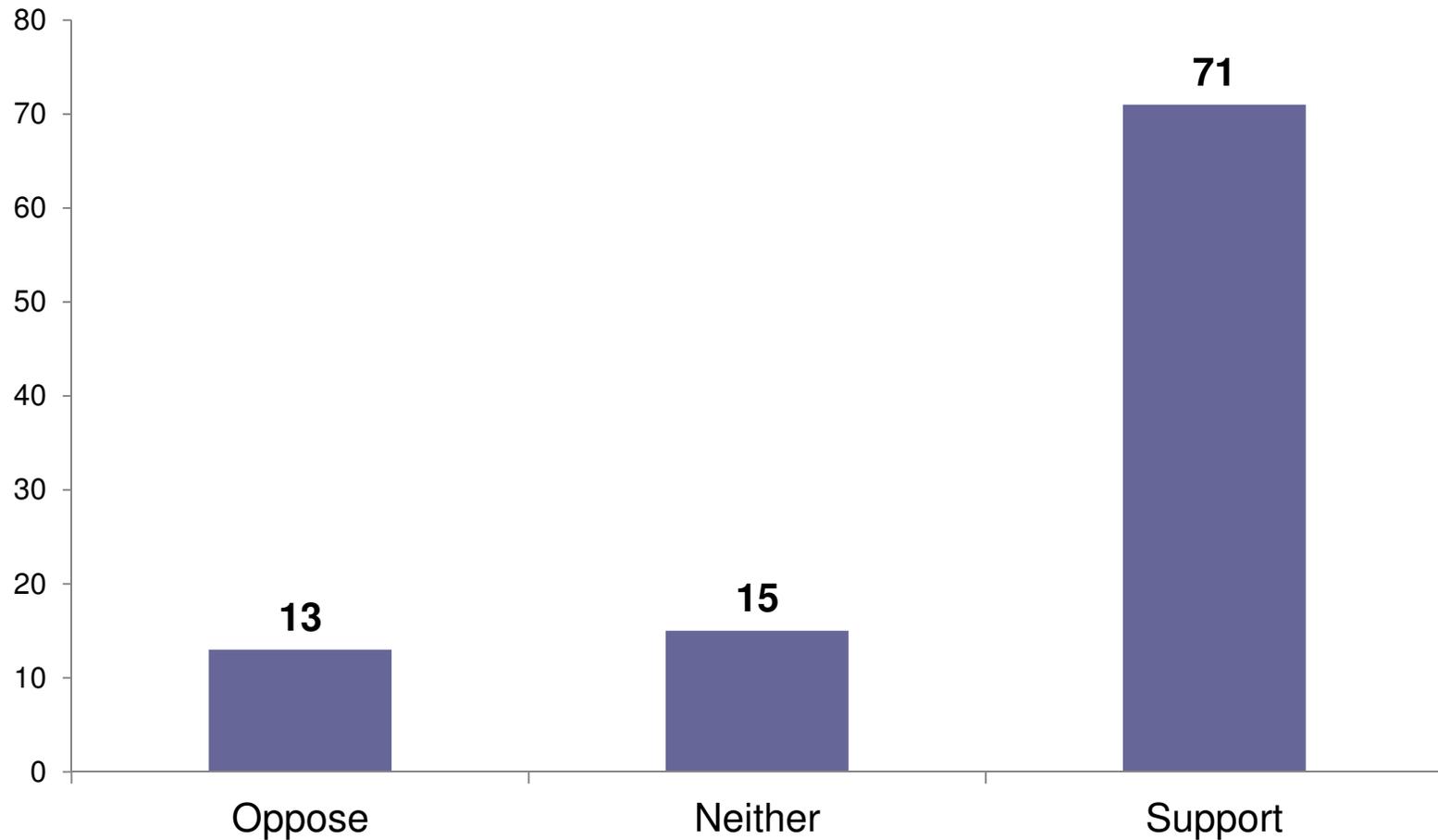
What impact do you think Donald Trump's election as US President will have on the TPP?



BASE: All respondents; percentages; N=837, January 2017; Modus Business Panel

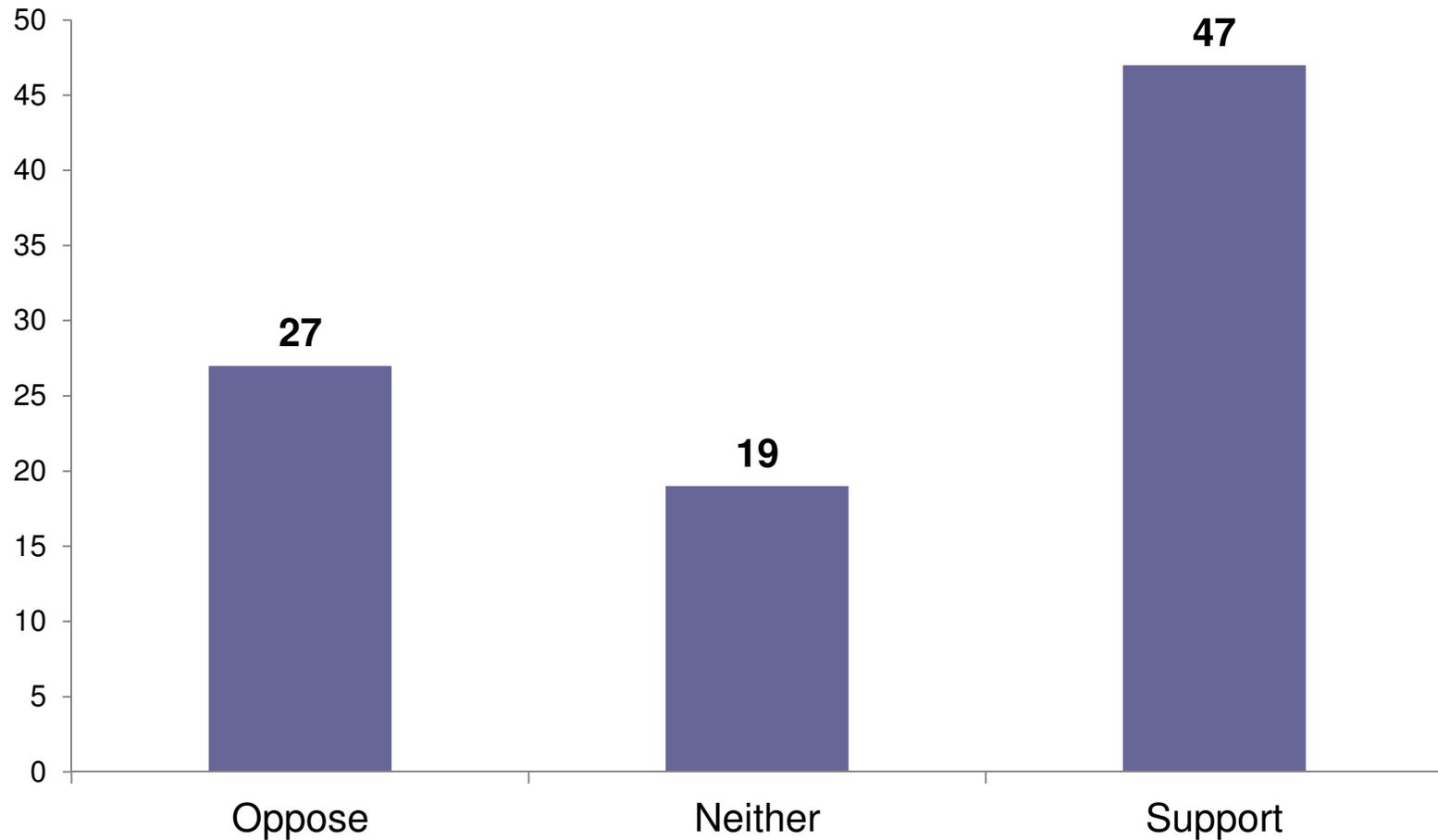
Support for NAFTA

How strongly do you support or oppose the North American Free Trade Agreement (NAFTA)?



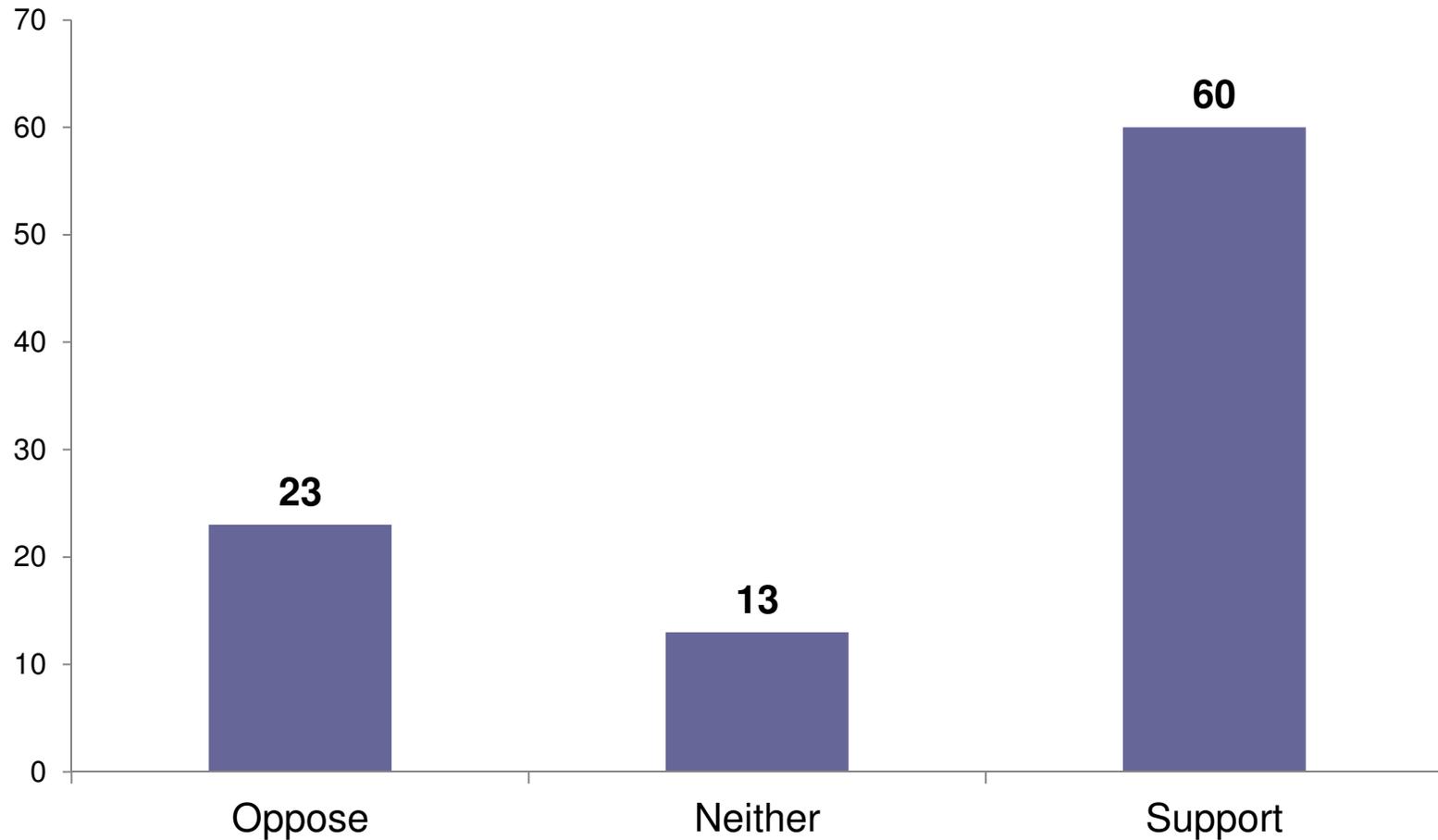
Support for the TPP

How strongly do you support or oppose the Trans-Pacific Partnership (TPP)?



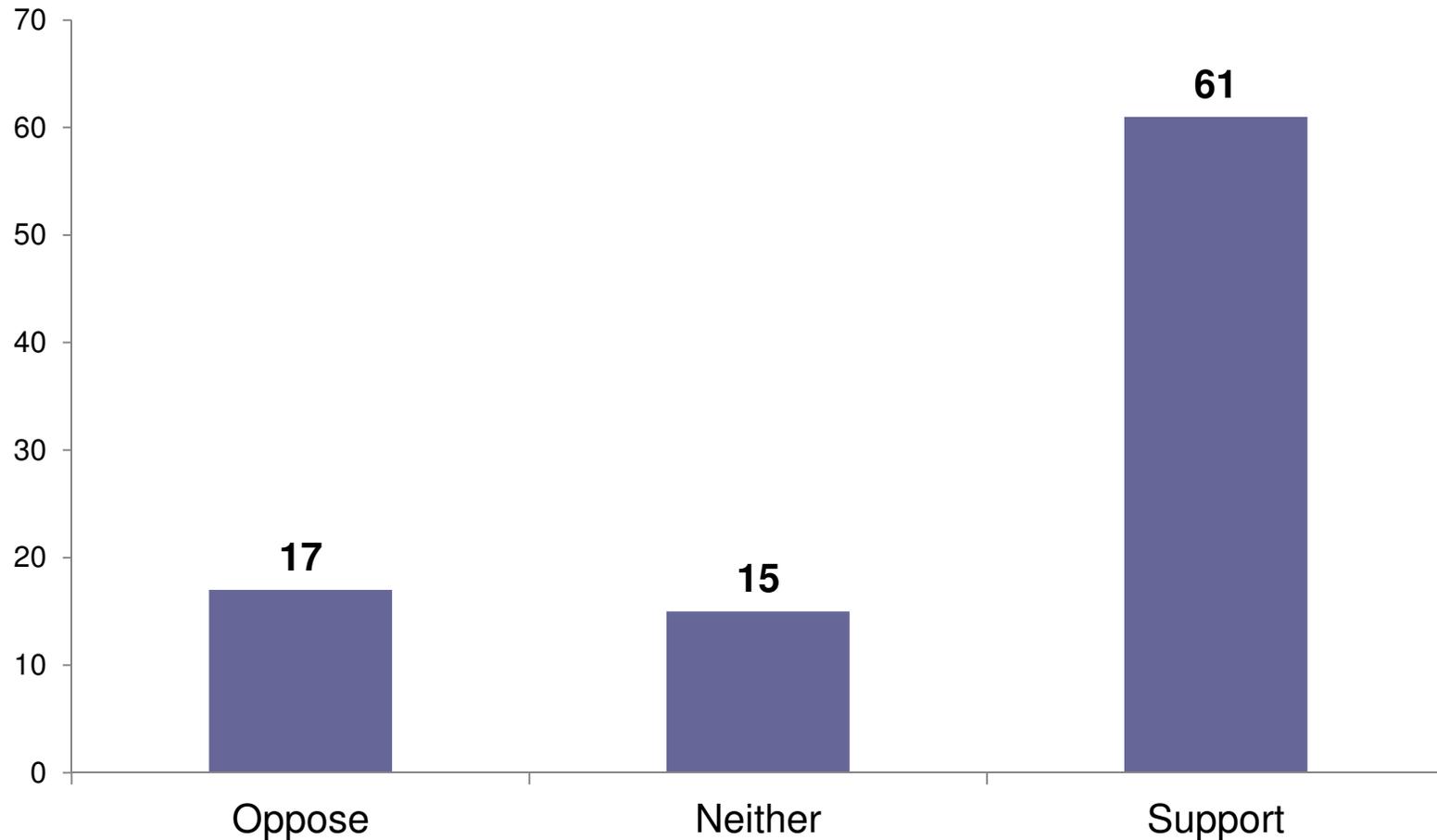
Support for pursuing the TPP independently of the US

If the US withdraws from the TPP, how strongly would you support Canada pursuing the TPP with the other countries, independently of the United States?



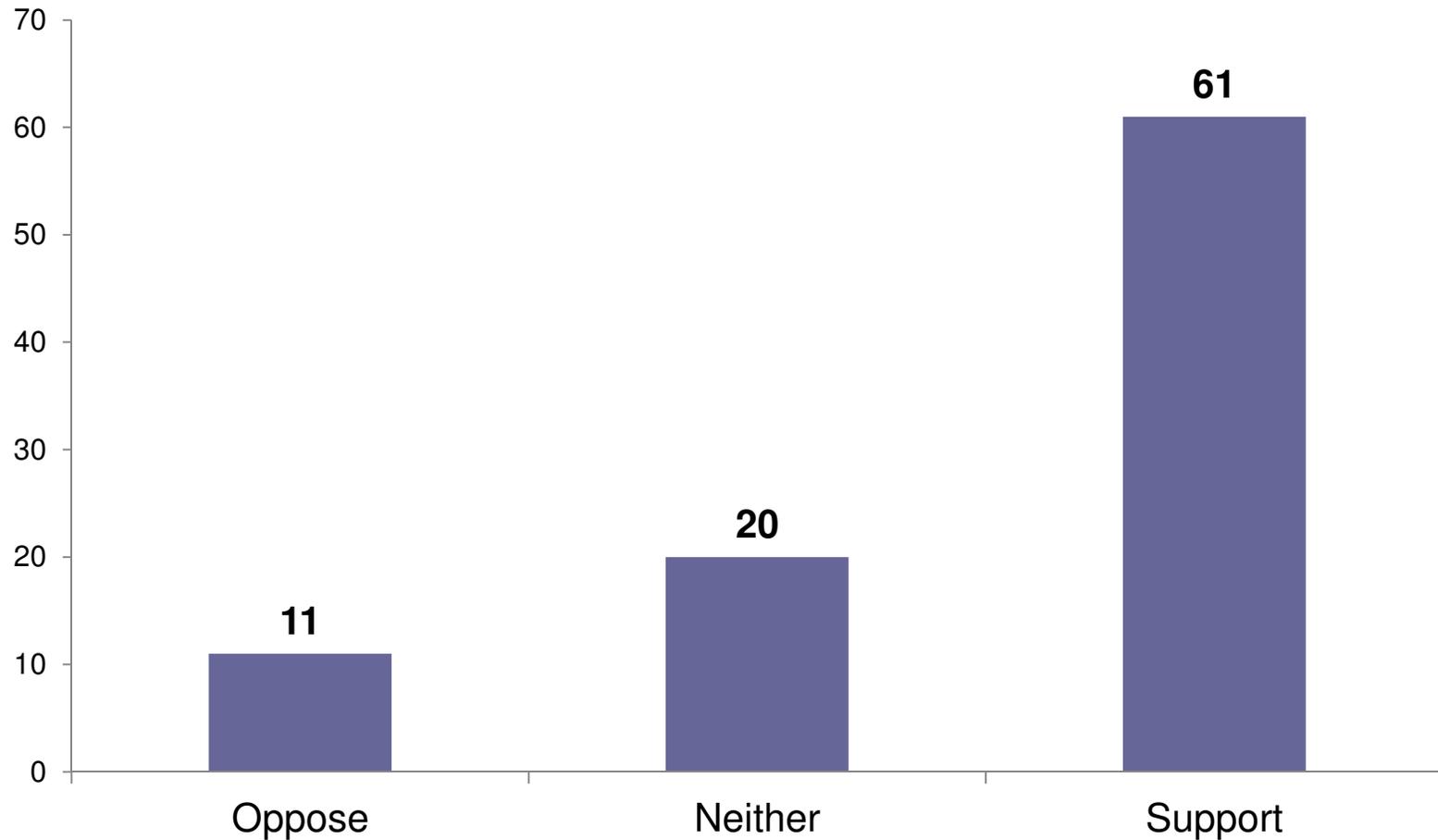
Support for pursuing a bilateral agreement with Japan

If negotiating with all the other countries proved too difficult, how strongly would you support or oppose Canada negotiating a bilateral trade agreement with Japan based generally on the terms of the TPP?



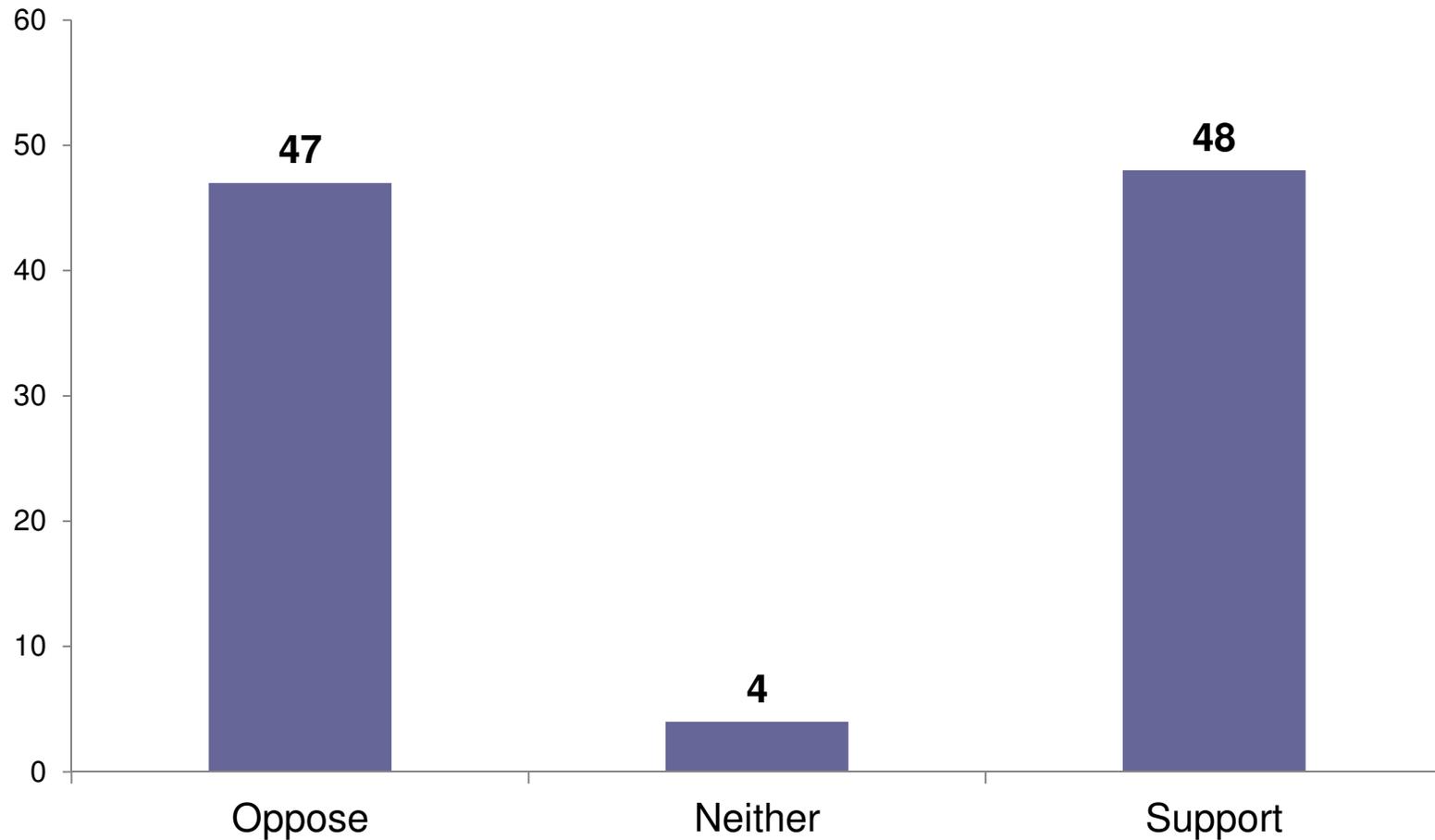
Support for CETA

How strongly do you support or oppose the CETA (the Comprehensive Economic and Trade Agreement between Canada and the European Union)?



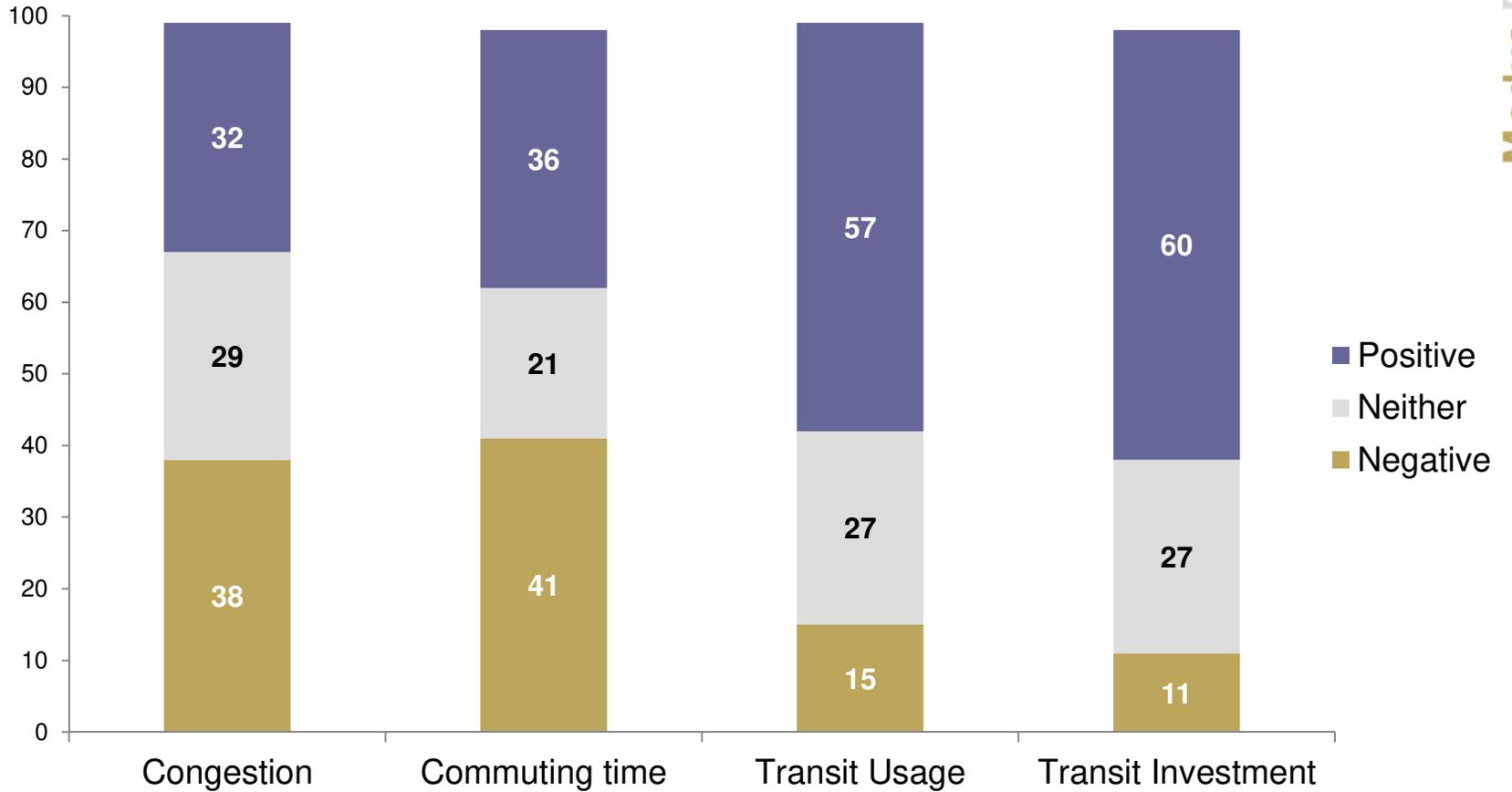
Support for tolls in Toronto

Overall, do you support or oppose the introduction of tolls on Toronto commuters?



Impact of tolls in Toronto

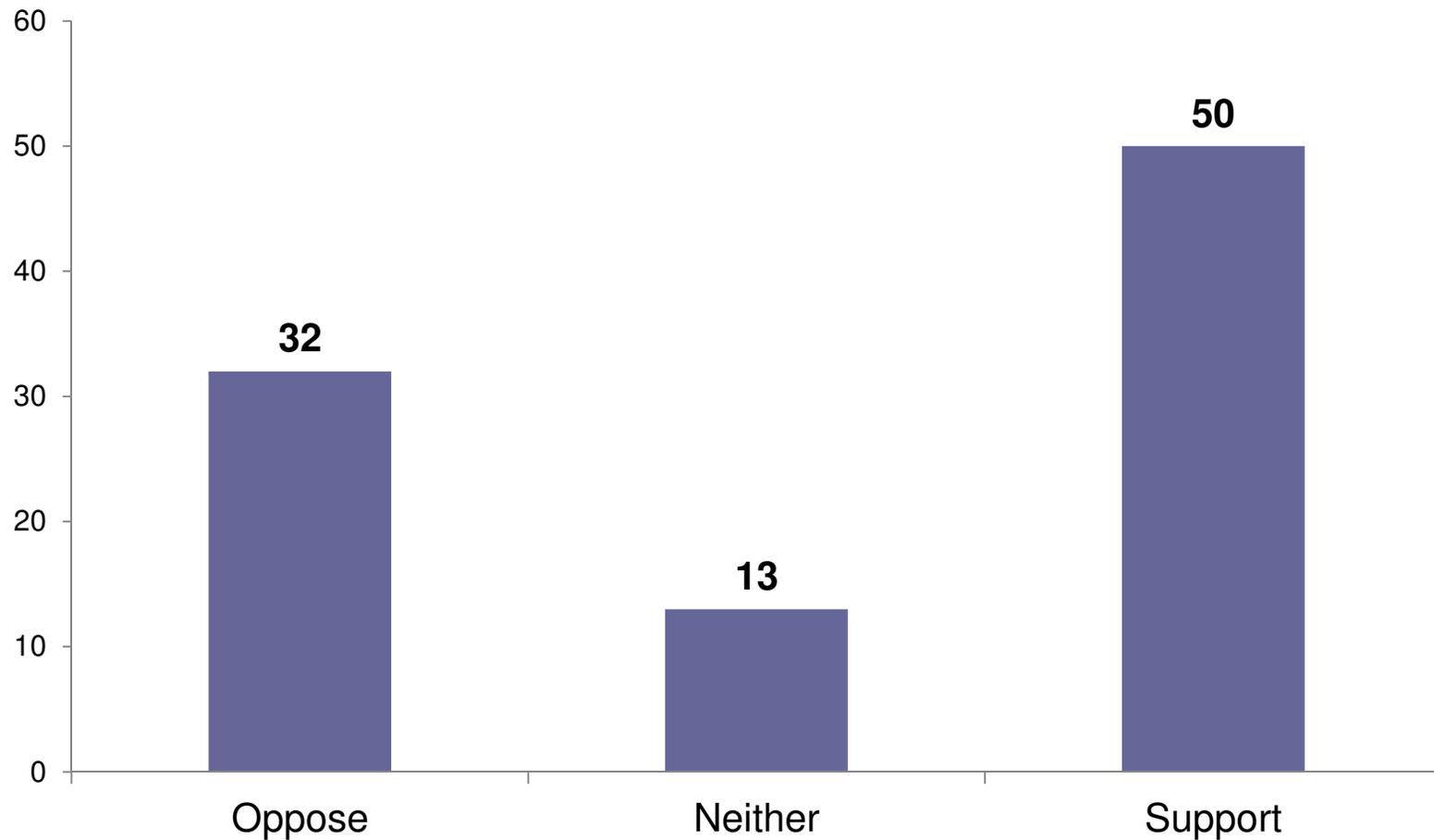
What impact do you think these tolls may have on each of the following?



BASE: All respondents; percentages; N=837, January 2017; Modus Business Panel

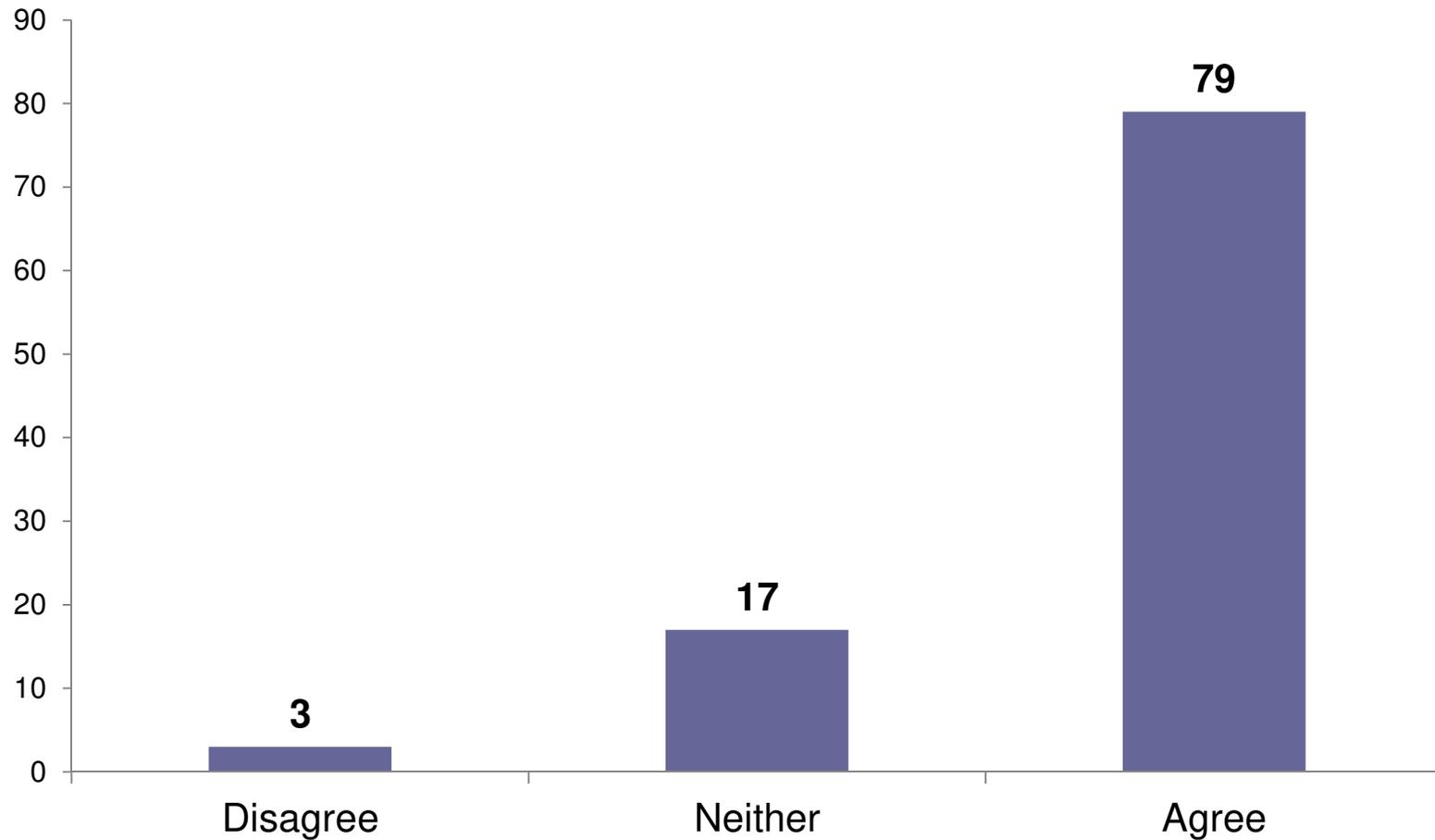
Support for guaranteed annual income

How strongly do you support or oppose the introduction of a guaranteed annual income for all Canadians?



Investment in innovation and R&D

Canadian businesses need to invest more than they currently do in areas like innovation and research and development.



Real Estate market

I am worried that the residential real estate market in major Canadian markets like Toronto, Montreal and Vancouver will crash

