



Winnipeg, Man.

# Manitoba's Economic Outlook

## July 2016

# Survey Methodology

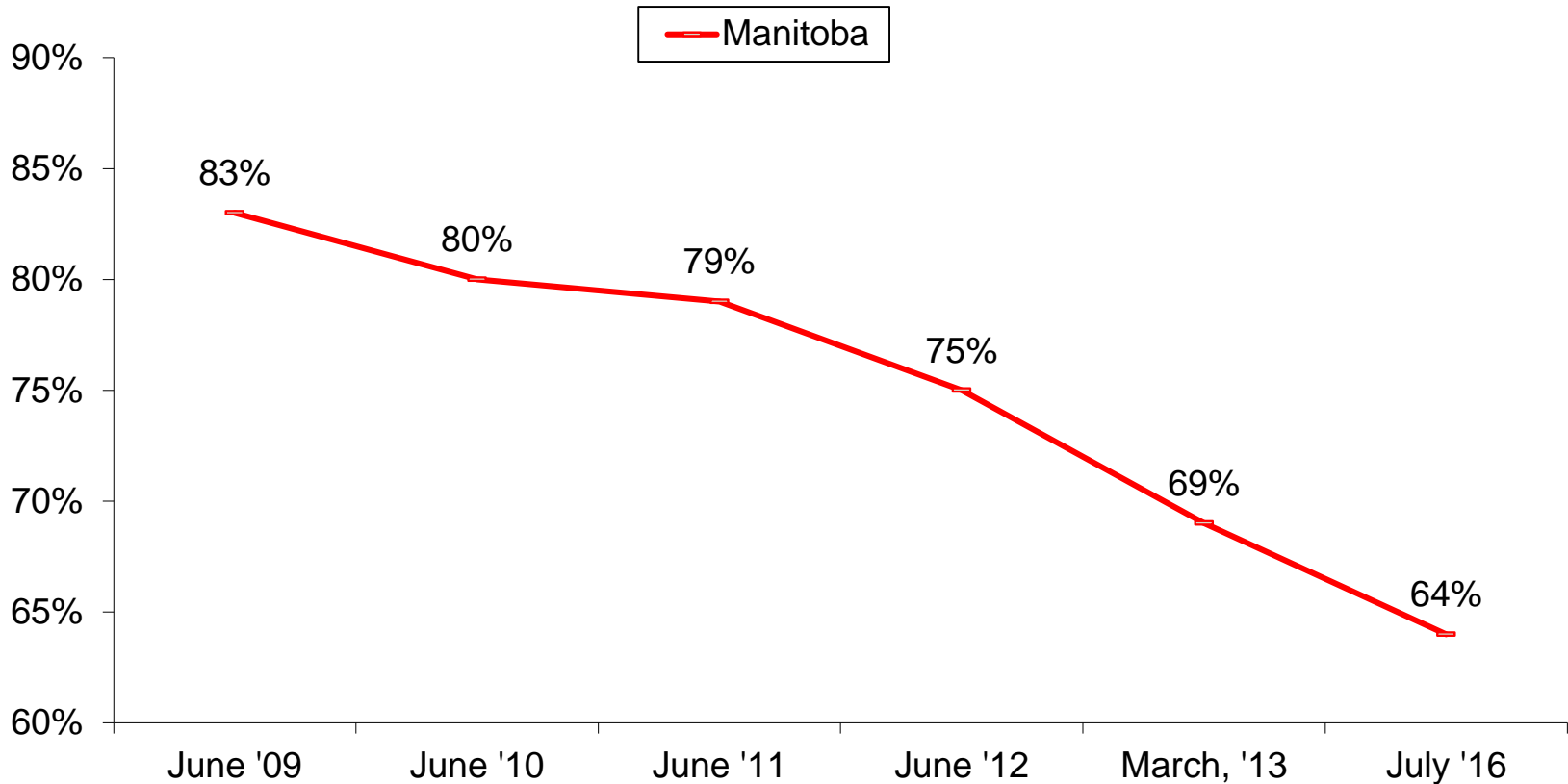
- This province-wide survey was conducted by Probe Research Inc. between June 30<sup>th</sup> and July 4<sup>th</sup>, 2016 using Probe's proprietary online panel.
- Participants in the online panel are recruited through Probe Research's quarterly, random, general population telephone survey.
- Because this is a non-probability sample, no statistical margin of error can be ascribed. However, a margin of error on a probability sample of 653 is typically +/- 3.9, 19 times out of 20. The margin of error is higher within each of the survey's population sub-groups.
- Minor statistical weighting has been applied to this sample to that it corresponds with the city population distribution.

**For more information, please contact:**

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# Manitobans' Economic Outlook

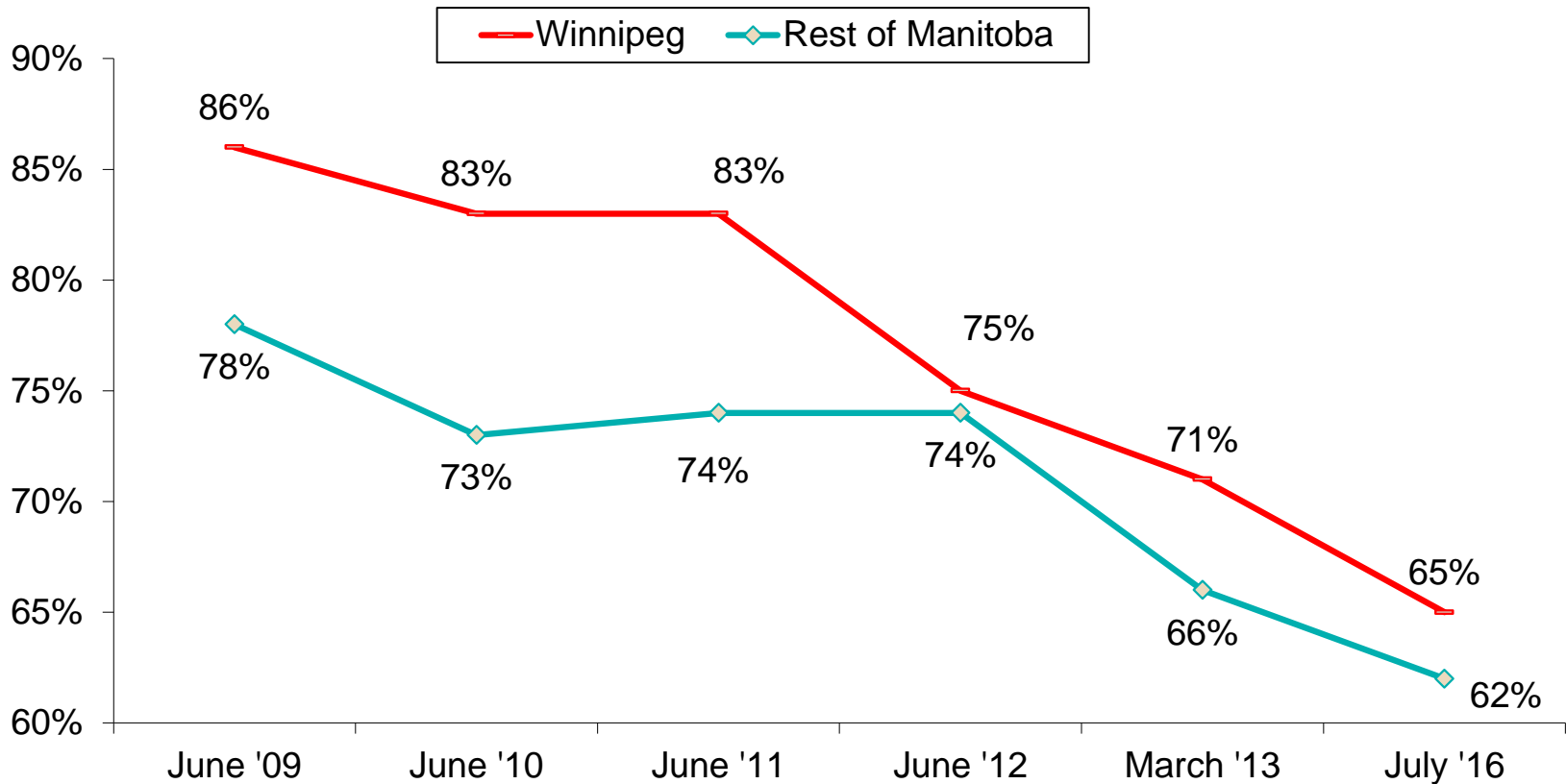
Q.1 "Thinking about the economy, are you optimistic or pessimistic about the economic future of your community? (n=653)



- Percent of respondents saying they are "very" or "somewhat" optimistic -

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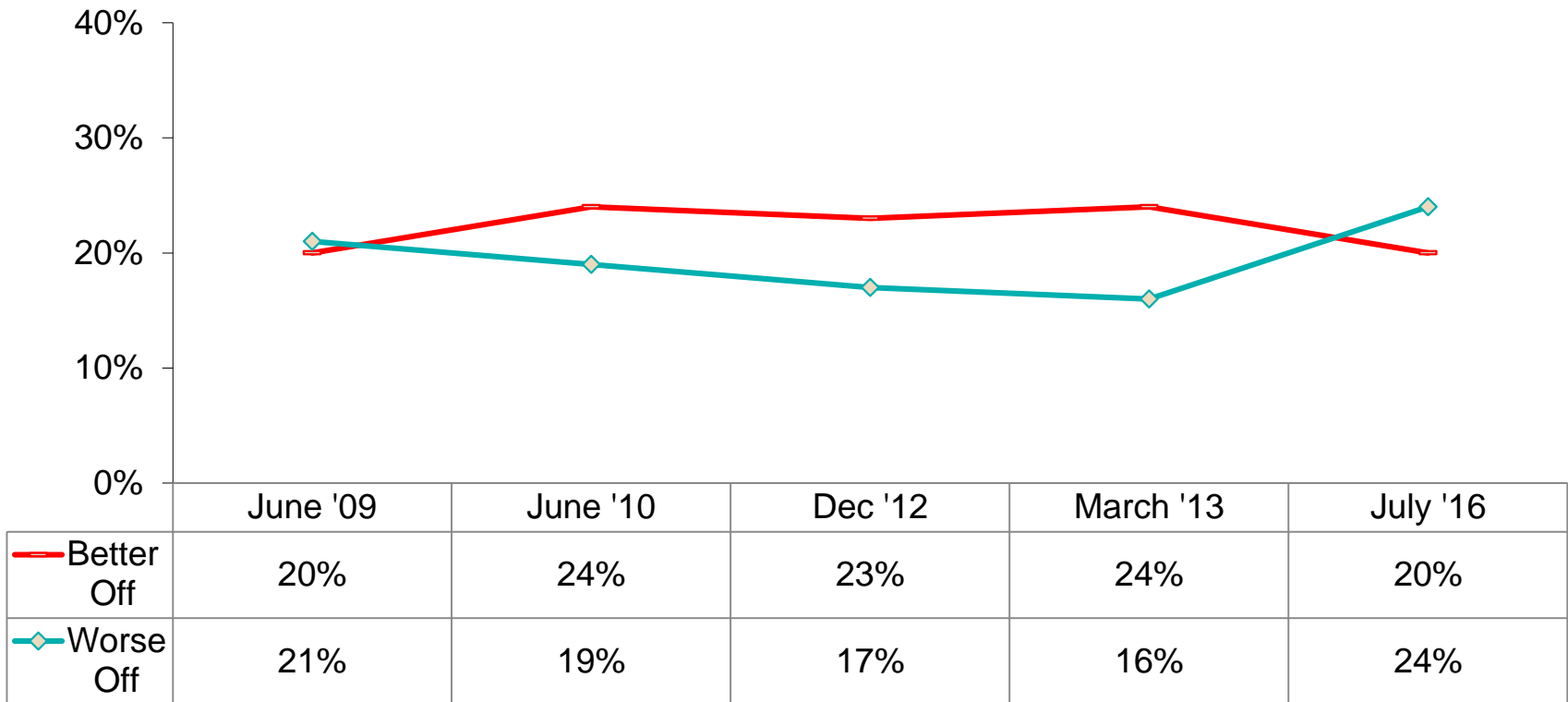


- Percent of respondents saying they are "very" or "somewhat" optimistic -

# Household Financial Retrospective

Q.2 "Would you say that you and your family are better off, worse off, or just the same financially as you were a year ago?" (n=653)

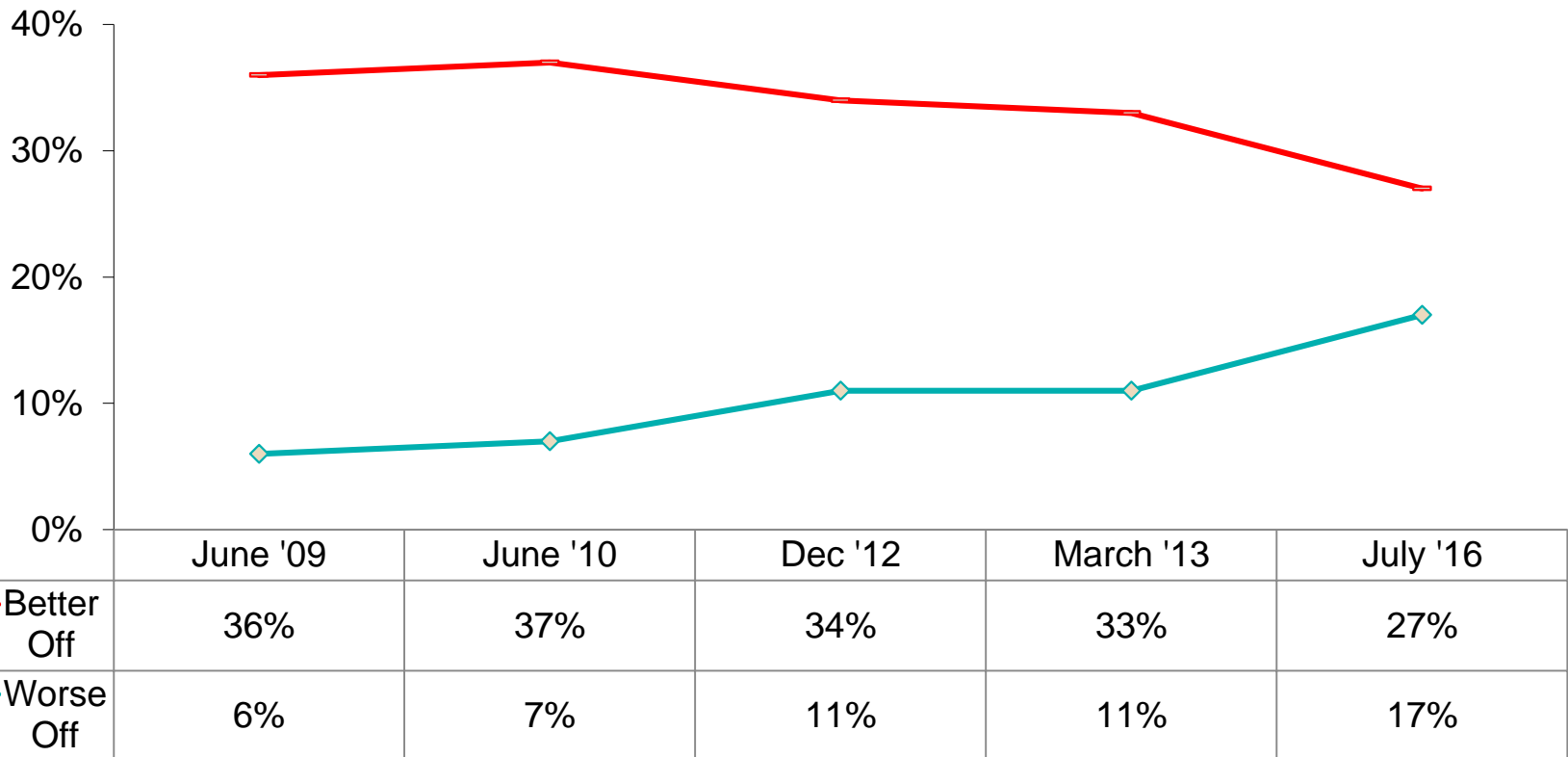
— Better Off    — Worse Off



# Household Financial Forecast

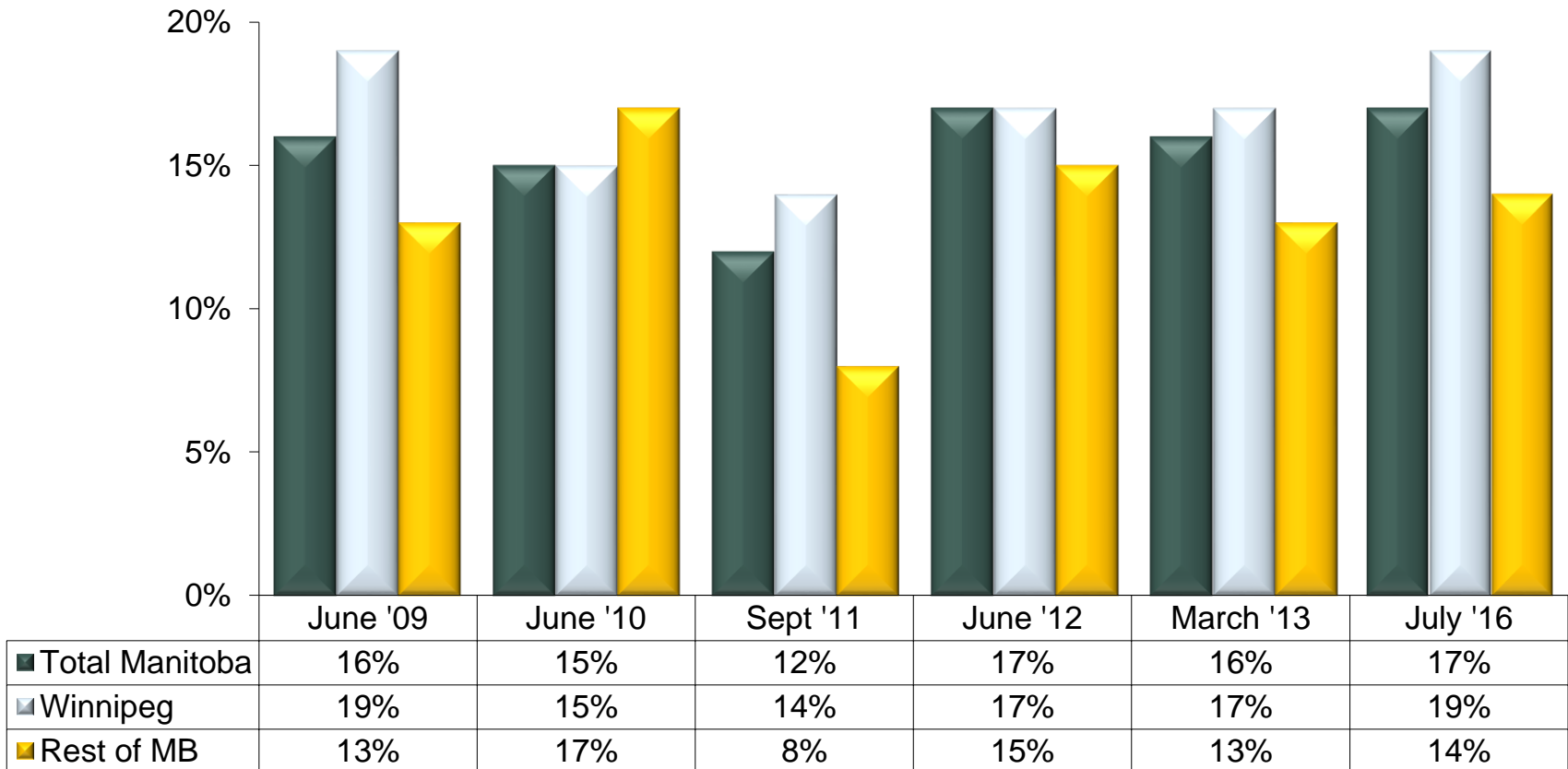
Q.3 “Now looking ahead, do you think that a year from now you and your family will be better off, worse off, or just the same financially as you are today?” (n=653)

— Better Off    — Worse Off



# Employment Anxiety in Manitoba

Q.4 "Are you concerned that you or anyone else in your household will lose their job or experience an unwanted reduction in working hours during the next six months?" (n=653)



Percent of respondents who answered "yes".

# Manitoba's Economic Outlook – July 2016

## Across Socio-demographic sub-groups

		Total	Gender		Age		
		(n=653) (%)	Male (n=317) (%)	Female (n=336) (%)	18-34 (n=191) (%)	35-54 (n=235) (%)	55+ (n=227) (%)
<b>Economic Outlook</b>	Optimistic	<b>64</b>	69	59	64	61	67
	Pessimistic	<b>30</b>	27	33	27	33	29
	Neutral	<b>6</b>	4	8	8	6	4
<b>Household Retrospective</b>	Better off	<b>20</b>	22	19	30	23	8
	Worse off	<b>24</b>	18	29	17	28	25
	Same	<b>55</b>	58	51	48	49	66
	Unsure	<b>2</b>	2	1	5	NA	1
<b>Household Forecast</b>	Better off	<b>27</b>	30	23	45	26	12
	Worse off	<b>17</b>	16	17	8	17	23
	Same	<b>50</b>	47	52	38	51	57
	Unsure	<b>7</b>	6	8	9	6	7



# Manitoba's Economic Outlook – July 2016

## Across Socio-demographic sub-groups

		Total	Education			Household Income		
		(n=653) (%)	HS or less (n=129) (%)	Some Post- Sec (n=124) (%)	PS Grad (n=394) (%)	<\$30K (n=75) (%)	\$30K-\$80K (n=247) (%)	\$80K+ (n=245) (%)
<b>Economic Outlook</b>	Optimistic	<b>64</b>	63	55	67	51	62	70
	Pessimistic	<b>30</b>	26	39	29	34	33	26
	Neutral	<b>6</b>	11	6	4	16	4	4
<b>Household Retrospective</b>	Better off	<b>20</b>	18	14	22	13	13	31
	Worse off	<b>24</b>	26	25	23	37	29	14
	Same	<b>55</b>	53	61	53	43	58	55
	Unsure	<b>2</b>	3	1	1	7	0	0
<b>Household Forecast</b>	Better off	<b>27</b>	29	23	27	25	27	32
	Worse off	<b>17</b>	20	20	15	19	18	14
	Same	<b>50</b>	40	54	52	40	48	50
	Unsure	<b>7</b>	11	3	7	16	7	3