

PREDICTIONS FOR THE NEW YEAR

Canadians don't expect loonie to soar again, divided on likelihood of a new PM in Ottawa

Most respondents optimistic on what 2008 will bring for them

[VANCOUVER – Jan. 2, 2008] – Canadian adults are split on the possibility of having a new head of government this year, but markedly fewer expect their currency to rise to unprecedented heights or for Canada to reclaim its position as the country with the highest quality of life, an Angus Reid Strategies poll has found.

In the online survey of a representative national sample, only 19 per cent of respondents believe the Canadian dollar will rise to \$1.25 U.S. throughout the course of 2008. In late 2007, the loonie achieved parity with the American greenback. Men (82%), British Columbians (82%) and Atlantic Canadians (81%) doubt a new Canadian dollar surge will take place this year.

When asked if Canada will have a new prime minister in 2008, 39 per cent of respondents believe this is likely, while 39 per cent deem it unlikely. A majority of Albertans (53%) reject the notion of anyone other than Stephen Harper living at 24 Sussex, while Quebecers (51%) and Atlantic Canadians (48%) think Canada may have a new head of government before the year is over.

Canada headed the United Nations Human Development Index from 1994 to 2000, but finished in fourth place in 2007 (behind Iceland, Norway and Australia). Only 14 per cent of respondents expect Canada to return to the top spot in the global benchmark of education, life expectancy, literacy and standard of living, with Ontarians (68%) expressing particular skepticism.

KEY FINDINGS

- » **39% expect a new prime minister in Ottawa; 33% think a Canadian team will win the Stanley Cup**
- » **19% say the Canadian dollar will rise to \$1.25 U.S. this year; 14% believe Canada will be ranked number one in the United Nations Human Development Index**
- » **2007 was a good year personally (67%), for the family (68%) and for Canada (53%), but not for the world (17%)**
- » **Canadians optimistic about 2008 personally (84%), for their families (83%) and for Canada (62%), but not for the world (39%)**

Full topline results are at the end of this release.

From December 13 to 14, 2007, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,025 adult Canadians. The margin of error for the total sample is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Only a third of Canadians (33%) believe a Stanley Cup victory by a Canadian hockey team is likely to happen in 2008. While Canadian franchises have played in the past three editions of the Stanley Cup finals, no Canadian team has been able to capture the trophy since the Montreal Canadiens in 1993. In British Columbia (44%) and Quebec (40%), a plurality of respondents remains hopeful of a Canadian triumph this year.

The survey asked respondents to assess the year 2007 on four levels. Two-thirds of respondents think the year that just ended was good for them personally (67%) and for their families (68%), while a majority (53%) saw a positive trend for Canada. However, only 17 per cent of respondents believe 2007 was a good year for the world.

A similar scenario ensues when Canadians are asked about their expectations for 2008. Once again, respondents are clearly optimistic on both the personal (84%) and family (83%) levels, slightly less buoyant when it comes to Canada (62%) and more cautious when assessing the world (39%). In Alberta many respondents (85%) expect positive things for Canada, while less than half of Quebecers (45%) concur.

Do you think each of the following events is likely or unlikely to happen in 2008? - The Canadian dollar will rise to \$1.25 U.S.

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Likely	19%	11%	29%	18%	14%	25%	16%	11%	27%
Unlikely	70%	82%	56%	70%	78%	55%	81%	82%	58%
Not sure	12%	7%	15%	12%	8%	20%	3%	8%	16%

Predictions for 2008 - 24 Sussex

Do you think each of the following events is likely or unlikely to happen in 2008? - Canada will have a new prime minister.

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Likely	39%	40%	32%	35%	32%	51%	48%	38%	41%
Unlikely	39%	37%	53%	41%	40%	33%	38%	46%	32%
Not sure	21%	22%	15%	25%	28%	16%	14%	17%	26%

Predictions for 2008 - Canada in the world

Do you think each of the following events is likely or unlikely to happen in 2008? - Canada will be ranked number one in the United Nations Human Development Index.

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Likely	14%	15%	17%	11%	12%	16%	15%	12%	15%
Unlikely	59%	58%	51%	55%	68%	55%	54%	62%	57%
Not sure	27%	27%	32%	34%	21%	30%	32%	26%	28%

Predictions for 2008 - Professional Hockey

Do you think each of the following events is likely or unlikely to happen in 2008? - A Canadian team will win the Stanley Cup.

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Likely	33%	44%	38%	25%	25%	40%	29%	32%	34%
Unlikely	38%	27%	31%	37%	48%	33%	35%	47%	29%
Not sure	29%	30%	31%	38%	26%	27%	36%	22%	36%

The Year 2007 - Personal

Looking back on the year 2007, would you say it was a good year or bad year for you personally?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Good year	67%	73%	73%	66%	64%	67%	64%	72%	62%
Bad year	23%	17%	20%	21%	23%	26%	28%	16%	30%
Not sure	10%	11%	7%	13%	13%	7%	8%	12%	8%

The Year 2007 - Family

Looking back on the year 2007, would you say it was a good year or bad year for your family?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Good year	68%	78%	63%	66%	67%	67%	69%	73%	63%
Bad year	19%	15%	17%	21%	17%	20%	27%	13%	25%
Not sure	13%	7%	20%	13%	16%	13%	4%	15%	11%

The Year 2007 - Canada									
Looking back on the year 2007, would you say it was a good year or bad year for Canada?									
		Region						Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Good year	53%	55%	78%	56%	53%	36%	76%	58%	48%
Bad year	27%	27%	18%	16%	21%	43%	17%	25%	28%
Not sure	20%	17%	4%	28%	26%	22%	7%	17%	23%

The Year 2007 - The World									
Looking back on the year 2007, would you say it was a good year or bad year for the world?									
		Region						Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Good year	17%	18%	23%	16%	17%	18%	11%	21%	13%
Bad year	55%	55%	48%	45%	56%	58%	64%	50%	60%
Not sure	27%	27%	29%	39%	28%	25%	25%	28%	27%

The Year 2008 - Personal

Are you optimistic or pessimistic on what the year 2008 will bring for you personally?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Optimistic	84%	89%	92%	86%	81%	85%	75%	85%	83%
Pessimistic	8%	5%	4%	2%	9%	7%	16%	6%	9%
Not sure	8%	6%	4%	12%	9%	8%	9%	9%	7%

The Year 2008 - Family

Are you optimistic or pessimistic on what the year 2008 will bring for your family?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Optimistic	83%	83%	96%	81%	81%	84%	76%	83%	83%
Pessimistic	6%	5%	4%	5%	7%	4%	16%	4%	8%
Not sure	11%	12%	0%	14%	12%	12%	8%	13%	9%

The Year 2008 - Canada

Are you optimistic or pessimistic on what the year 2008 will bring for Canada?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Optimistic	62%	64%	85%	69%	65%	45%	73%	65%	60%
Pessimistic	24%	26%	8%	12%	21%	36%	21%	21%	26%
Not sure	14%	11%	7%	19%	15%	19%	6%	14%	14%

The Year 2008 - The World

Are you optimistic or pessimistic on what the year 2008 will bring for the world?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Optimistic	39%	34%	51%	51%	42%	30%	33%	39%	38%
Pessimistic	43%	47%	25%	25%	40%	52%	50%	43%	42%
Not sure	19%	19%	24%	24%	17%	18%	17%	18%	20%

Angus Reid Strategies is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto, and Montreal, our team of specialists provides solutions across every type and sector of research.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies has been successful in predicting the outcome of the 2007 provincial elections in:

Quebec: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=37>

Manitoba: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=56>

Ontario: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=129>

Saskatchewan: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=138>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**