

Second of Two Part Series on Forecasting the Economy
Part 1 was on the Global Situation

**Canada—Slow or No Growth for 2-3 Years
Hints that Recovery May Begin in a Year
Firms' Revenues Likely Up this Year**

**Weekly CEO/Business Leader Poll by COMPAS in *Canadian Business*
for Publication Week of April 23th, 2012**



**COMPAS Inc.
Public Opinion and Customer Research
Week of April 23th, 2012**

1.0 Introduction

CEOs and business leaders on the COMPAS business panel anticipate that Canada will experience a period of slow or no growth for another 2-3 years (table 2.3) with a hint that recovery may begin in a year (table 2.1). They report seeing an uptick in revenue among the firms they know best (table 2.2).

These are the key findings from this past week's Internet survey of CEOs and business leaders on the COMPAS panel. The weekly business survey is undertaken for *Canadian Business* magazine.

2.0 Details

Table 2.1: How do you think Canada's economy will be in... ? Will it get... (%)

	A LOT BETTER	SOMEWHAT BETTER	REMAIN ABOUT THE SAME	SOMEWHAT WORSE	A LOT WORSE	DNK
6 mos	4	47	38	11	0	0
12 mos	6	60	21	14	0	0



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Table 2.2: Thinking of the businesses you know best and their intentions in 2012 compared to 2011, please estimate their likely changes:(%)

	MEAN	Down >10%	Down 5-9%	Down < 5%	No change	Up <5%	Up 5-9%	Up >10 %	DNK
Staffing	4.3	4	1	16	26	43	7	1	0
Revenue	5.6	6	4	10	18	38	19	6	0
Capital spending	4.4	3	3	20	32	24	10	9	0

Table 2.3: Thinking about the Canadian economy, do you foresee the period of slow growth lasting? Please choose one (%)

Less than a year	1-3 years	4-6 years	7-10 years	11-15 years	More than 15 years	DNK
23	47	23	9	0	0	0

The following verbatim comments provide a nuanced sense of respondent opinion:

Consumerism has to be cut back in the western world and redirected to the third world where the markets are huge.

The economy will not recover until the US and Europe reduce their size of government, begin to pay off debt, reduce military spending or a new trade currency is created and individual countries' currencies are created against the new currency. We cannot support the size of government, the taxation levels or the retirement demands of government for any extended period of time.



3.0 Methodology

The COMPAS web-survey of CEOs and leaders of small, medium, and large corporations was conducted April 13 – 17, 2012. Respondents constitute an essentially hand-picked panel with a higher numerical representation of small and medium-sized firms.

Because of the small population of CEOs and business leaders from which the sample was drawn, the study can be considered more accurate than comparably sized general public studies. In studies of the general public, surveys of n=72 are deemed accurate to within approximate 11.5 percentage points 19 times out of 20. The principal and investigator on this study is Conrad Winn, Ph.D.

Appendix as Separate Document

