

Pollsters indicate the recession is over. Green is back!

BURLINGTON Nov. 23, 2009/CNW, The recession is no longer the most pressing concern among Canadian pollsters according to the Stats Link Canada index. As of the third quarter of 2009 the economy has again taken a back seat to the environment.

The Stats Link Canada Index is a measurement of the topics covered in publicly released non-recurring non-political polls and surveys. These topics are driven by media and corporate interest and so provide a keen insight into the public psyche. The Index is based on the Stats Link Canada Source Lists. Stats Link Canada has been tracking Canadian statistics since 1997 with the primary purpose of helping Canadian entrepreneurs source relevant market and industry data.

John White, owner of Stats Link Canada is fascinated by the results. "It is always interesting to see how various subjects wax and wane. In 2001 the E-commerce was the rage. Five years later polls concentrated more on stress and the work-life balance.

" With the financial downturn there was an intense and sustained focus on the economy such as we have not witnessed before. Usually economic polls such as consumer confidence are recurring so they are not tracked in the Index. The recession however spawned numerous "special" surveys designed to understand what was happening."

Over the last year the Stats Link Canada Index has traced the Canadian psyche in the face of crisis. At first pollsters concentrated their efforts on determining how long the crisis was going to last. Small businesses were keenly polled. They were the "canaries in the mine shaft."

When it was clear the recession was not short-lived, attention was turned to assessing how bad conditions were. The crisis itself become its own survey topic.

With the worst considered over, surveys in Q3 2009 returned to their pre-recession favourite: the environment. It should be noted however that in many cases there is still an economic twist. Pollsters want to know if the recession has changed our commitment to be "green"?

For a more detailed description of the top poll topics see below: The Tale of the Recession According to Poll Topics

About Stats Link Canada

GDSourcing - Stats Link Canada has been tracking Canadian statistics since 1997 with the primary purpose of helping Canadian entrepreneurs source relevant market and industry data. The searchable database now contains over 18,000 references sorted by subject index and sector. It contains recurring and non-recurring polls, survey and reports that are accessible free of charge or for a low cost. It does not contain any political polls.

For a free trial of the database and advice on researching a small business in Canada see: <http://www.statslinkcanada.com>

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THE TALE OF THE RECESSION ACCORDING TO POLL TOPICS

The following traces the recession through the top subjects surveyed. The rankings refer to the Stats Link Canada subject rankings.

Q3 2008 - GREEN CONSUMERS

1. Environment, 2. HR 3. Baby Boomers

Prior to the recession the economy was not among the top subjects surveyed. Instead the environment and Canadians' commitment to protecting it was the most popular. This was followed by Human Resources issues and Baby Boomers. As usual the ranking was filled with a divergent collection of topics.

Q4 2008 – HOW LONG IS THIS GOING TO LAST?

1. Forecasts, 2. Consumers, 3. Small Businesses

It was clear from the beginning this was a major event. In the first full quarter of the recession pollsters concentrated on trying to determine how long the downturn was going to last. Businesses and individuals were surveyed on their outlook and spending intentions. Small businesses were also keenly polled. They were treated like “canaries in the mine shaft” to try and gauge how severe the crisis was.

Q1 2009: HOW BAD IS IT?

1. Investing, 2. Financial Crisis 2008, 3. Forecasts

At the start of 2009 focus turned away from simply how long to trying to determine how bad things really were. In the midsts of RRSP season, investing and investments were closely examined and took top spot. Close behind though were surveys interested in assessing all types of impact. In fact for the first time in 12 years Stats Link Canada had to create a new polling category - “Financial Crisis 2008” to specifically track surveys that examined the damage of this crisis.

Q2 2009: IS IT ALMOST OVER?

1. Forecasts, 2. Consumers, 3. Environment

In the spring, when it was clear the worst of the damage was over pollsters again returned to trying to determine how much longer it was going to last. While economic concerns about the future and consumer spending still dominated, a non-economic topic finally returned to the top of the ranking – the environment.

Q3 2009: IS THE ENVIRONMENT STILL A PRIORITY?

1. Environment, 2. Consumers, 3. Forecasts

By the summer of 2009 the environment was back on top. Granted many of the surveys examined the effect of the recession on green consumer behaviour, nevertheless there has been a clear shift from discussing the economy to saving the planet. The crisis itself as a poll topic has slipped to fifth in poll rankings.