



# Consumer Confidence Index: Canada

September 29, 2005

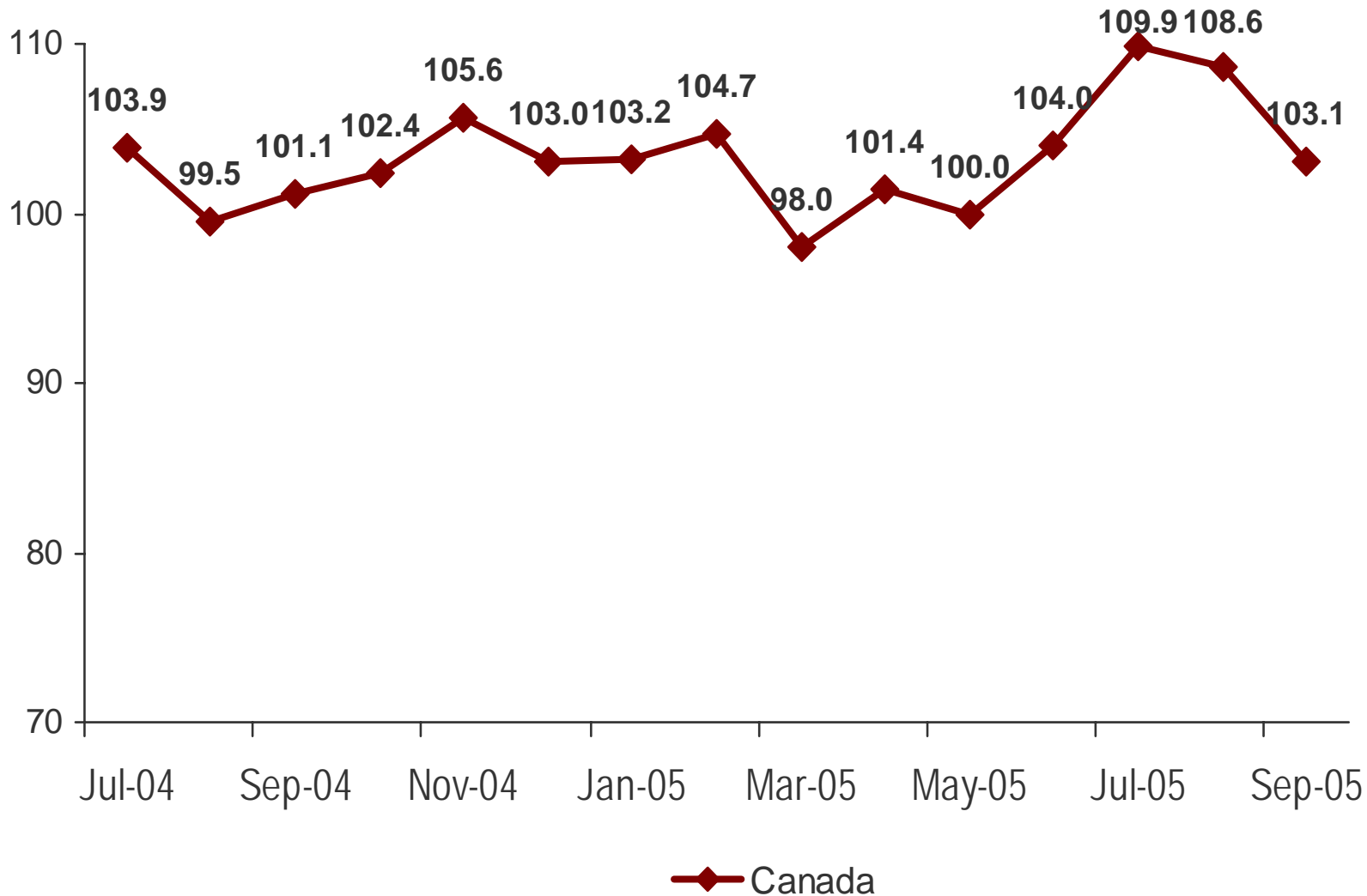
# Methodology

- **Timing:** Monthly
- **Vehicle:**
  - Conducted using **TNS Express Telephone**, a low cost, bi-weekly omnibus
  - Survey of 1,000 Canadians
  - Results are nationally representative of the general adult population
- **Questions:**
  - 6 core questions covering main areas of economic confidence
    - Current and future economy
    - Current and future employment
    - Future personal household income
    - Time to buy major purchases
  - 1 general state-of-nation question
  - Opportunities for time sensitive questions

Date	Fieldwork	N
07-2004	July	1014
08-2004	August 9-11	1019
09-2004	September 7-11	1028
10-2004	October 4-7	1021
11-2004	November 1-4	1019
12-2004	December 13-16	1014
01-2005	January 10-13	1013
02-2005	February 21-24	1017
03-2005	March 21-24	1015
04-2005	April 4 -7	1016
05-2005	May 2-5	1018
06-2005	June 13-16	1016
07-2005	July 25-28	1017
08-2005	August 8-11	1015
09-2005	September 19-22	1015

# Indices

# Present Situation Index: Canada

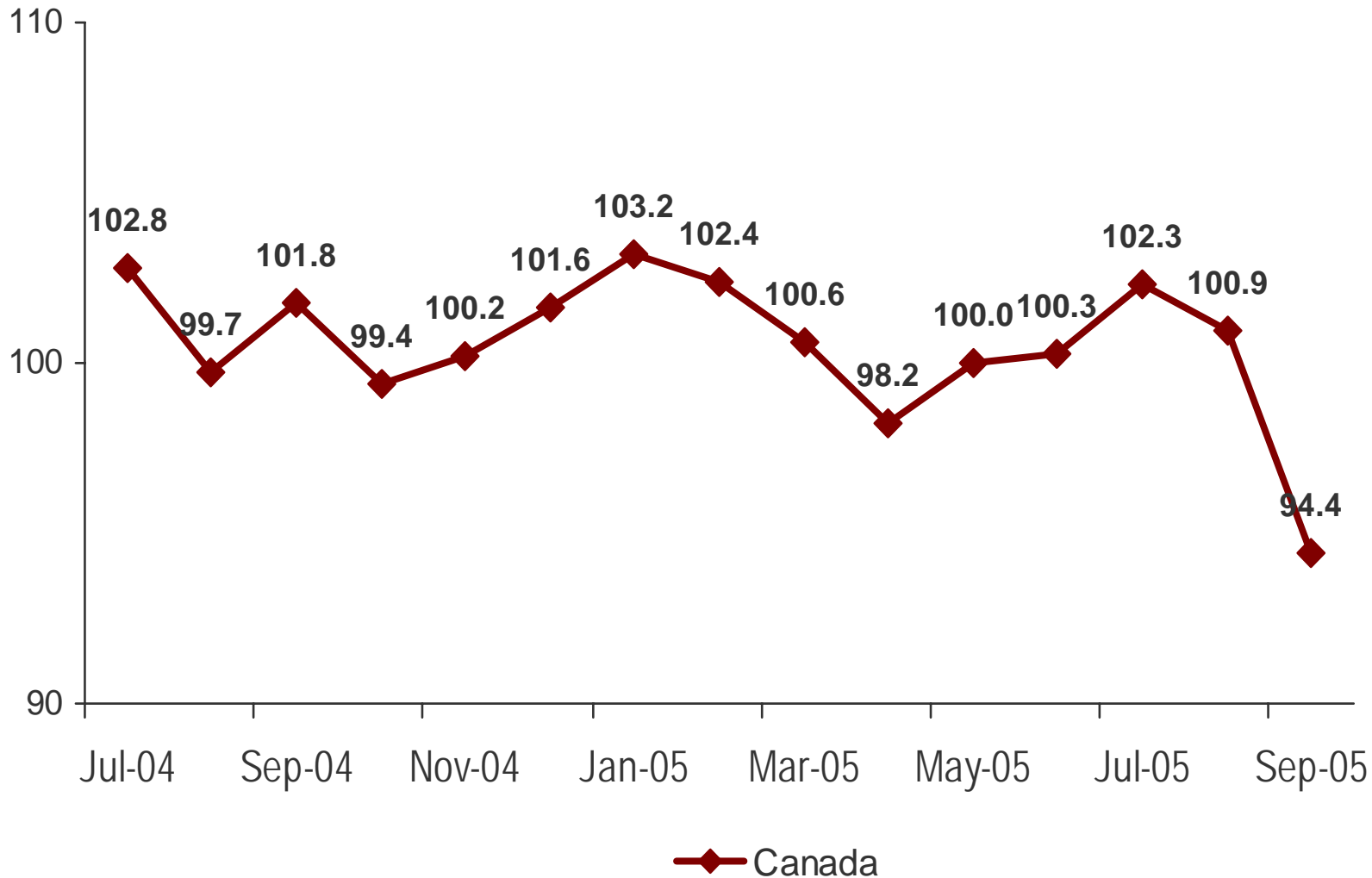


## Current Index:

- How would you describe your country's current economic situation?
- How would you describe your country's current employment situation?
- What do you think your income will be in 6 months time?

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# Expectations Index: Canada

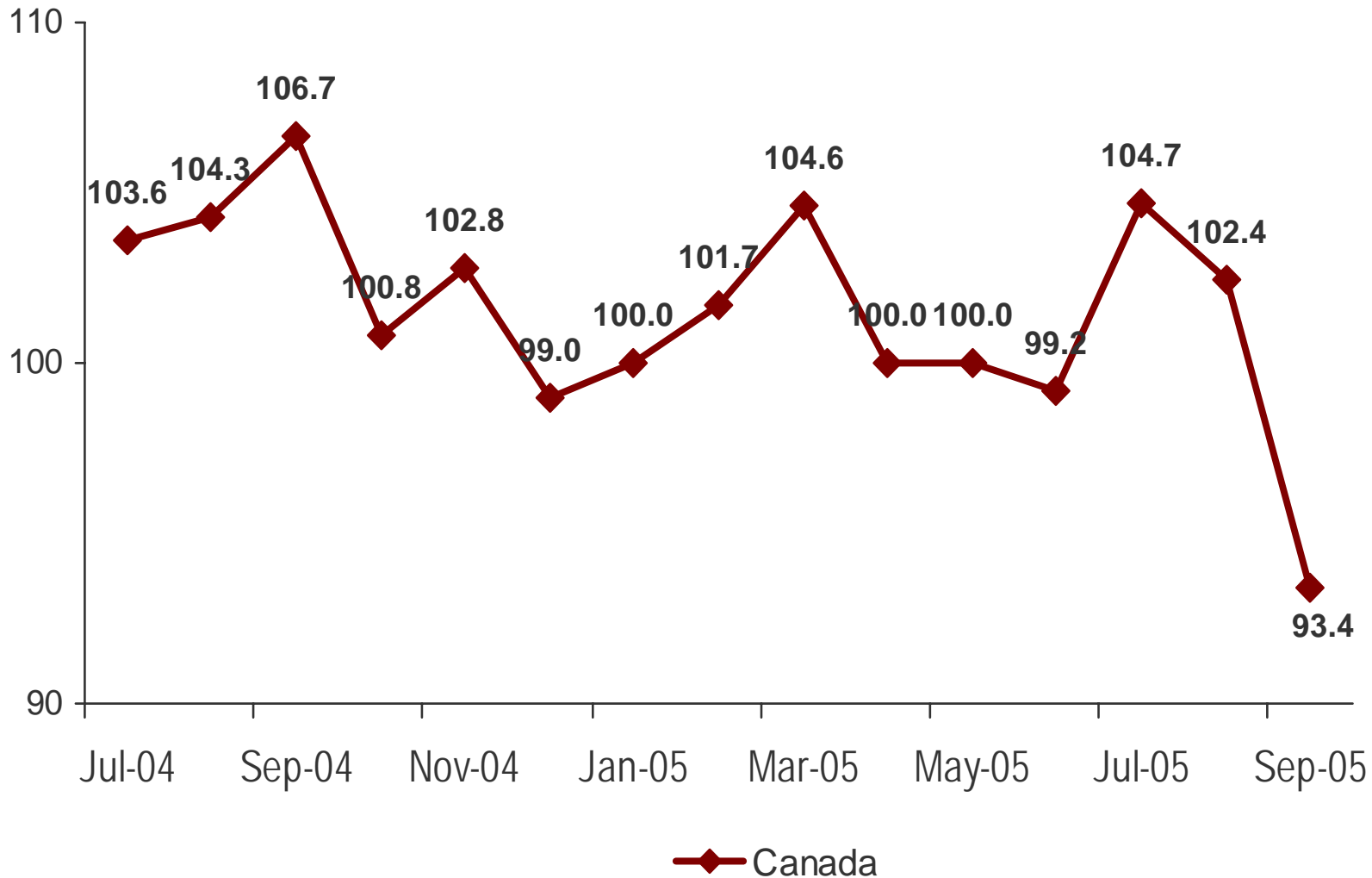


## Index Variables:

- What do you think will be your country's economic situation in the next 6 months?
- What do you think will be your country's employment situation in the next 6 months?

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# Buy Index: Canada



## Index Variable:

- Taking into consideration the cost of things today and the financial situation in general, to what extent would you say that now is a good or bad time to buy products such as: a house or apartment, a car, household appliances such as a washing machine, a refrigerator, a TV set etc.?

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