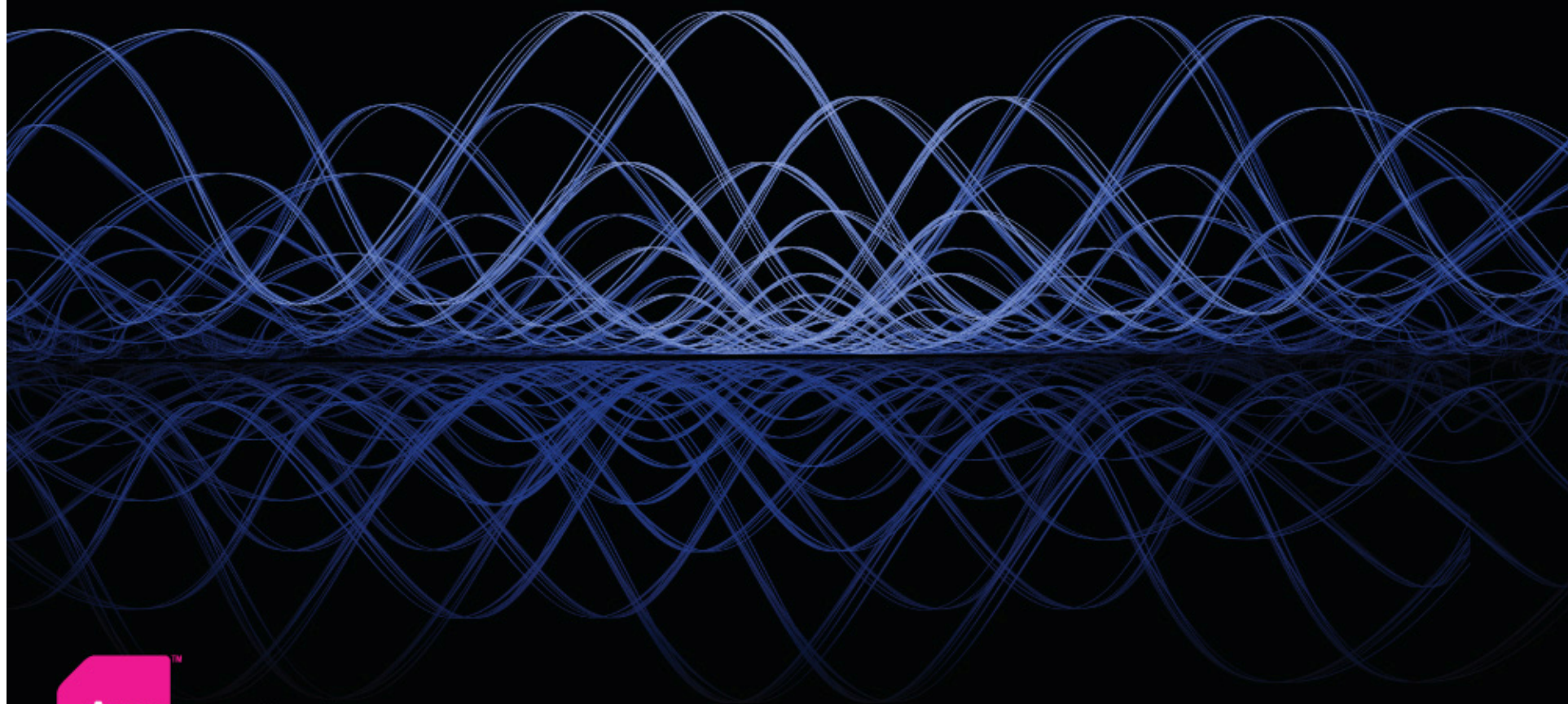


TNS Vibe

Economic Impact Monitor



Introducing TNS Vibe

TNS Canadian Facts is pleased to offer quarterly information on consumer perceptions of the economy and how Canadians from coast to coast are coping with the economic challenges of today.

TNS *Vibe* is a more detailed complement to the TNS Consumer Confidence Index (CCI), providing detailed sector level results that highlight the perceptions and reported behaviour of consumers as they try to make sense of the economy and its impact on their personal lives.



Methodology

The TNS *Vibe* survey was administered online among a national cross-section of TNS Canadian Facts online panel members. Respondents were 18 years of age and older, and reside in all provinces and sizes of community across Canada.

The Canadians who were invited to participate in the survey were drawn to be representative of the Canadian population by age and sex, household income and community size within region, with slight oversampling in Atlantic Canada and B.C., to allow for independent regional analysis.

Interviewing occurred between March 18 and March 25, 2010.

In total, 1,032 interviews were completed.

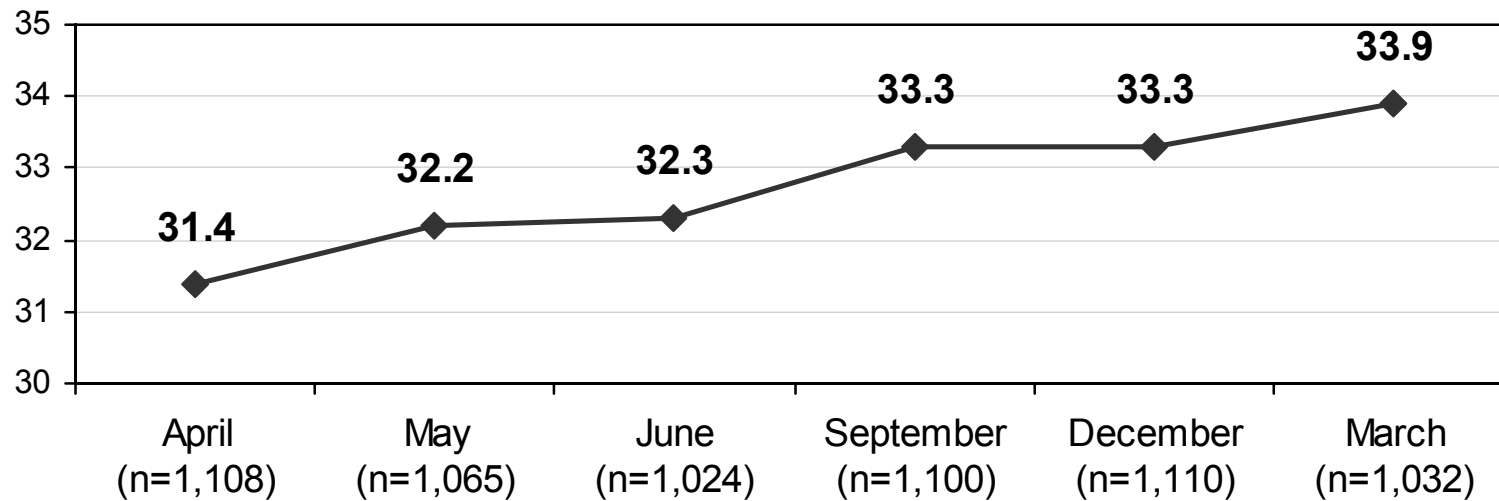
At the tabulation stage, the data were weighted by age and sex within region to reflect the Canadian population.

The proportion of respondents giving a “don’t know” response is low throughout the report, and is not shown when it accounts for 4% or less of the base under examination.



Vibe Index

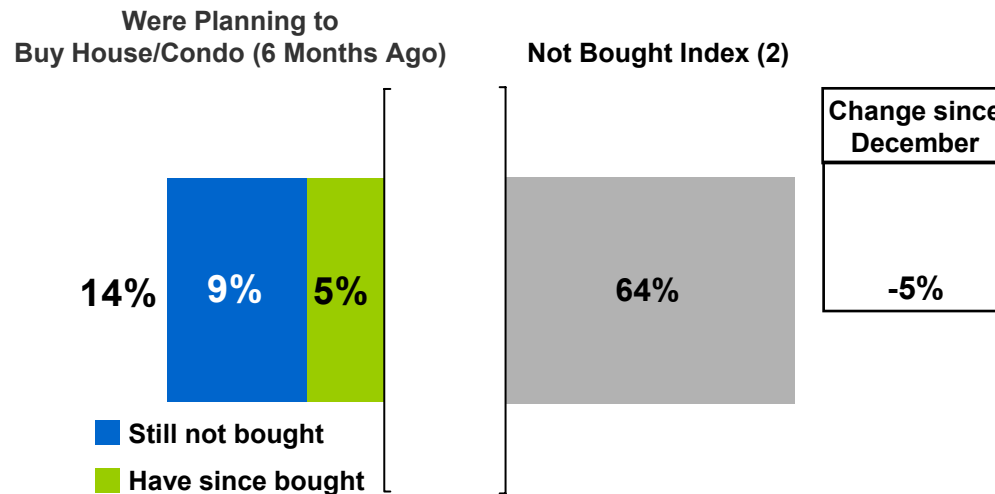
The Vibe Economic Recovery Index has taken a step forward since December, after holding steady for the past two quarters. This is consistent with the positive movement in the March TNS Consumer Confidence Index. Clearly, consumers are expressing a more positive view of the Canadian economy and the job situation. However, they are still expressing uncertainty about the speed of the economic recovery, with many believing that the economic downturn is going to continue to impact them for another 1 to 2 years.



CONSUMER SPENDING ON BIG-TICKET ITEMS

Which of the following items were you planning to buy 6 months ago, regardless of whether you followed through on your plans, or not?

The ongoing uncertainty about the economy continues to strike a cautionary note to shoppers, with many items (particularly big-ticket items) still remaining on the list of pending purchases, including home renovations, home furnishings/appliances, and housing.



Base: Total Canadian Adults : (n=1032)
 (2) Not Bought Index = % not bought/ % were planning to buy

EFFECT OF DOWNTURN ON ABILITY TO DEAL WITH MORTGAGES

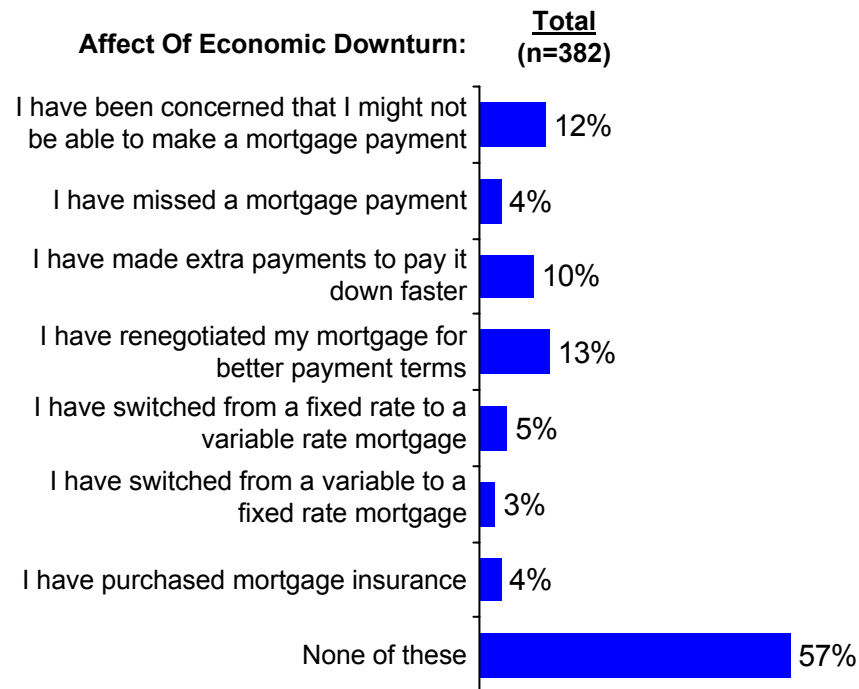
How has the economic downturn affected the way that you deal with your mortgage?

Nearly half (43%) of Canadian mortgage holders report that their mortgage has been a source of concern or that they have taken action with regard to their mortgage because of the economic downturn.

About one-in-eight (12%) have been concerned that they may not be able to make a payment, and a similar proportion (13%) have negotiated better terms.

One-in-ten (10%) have made extra payments to pay down the principal more quickly, perhaps seeking to take advantage of historically low interest rates.

Only four percent admit to having missed a payment; a similar proportion (4%) purchased mortgage insurance.



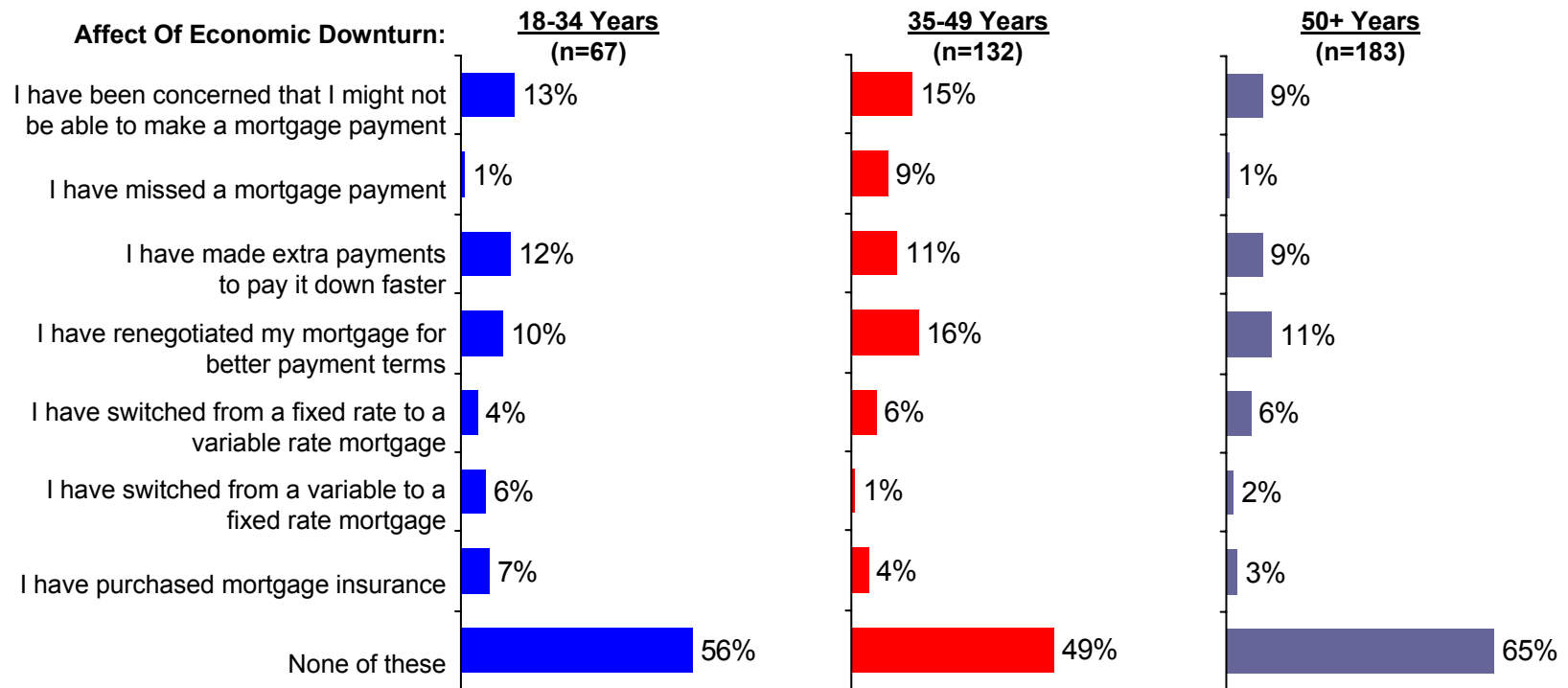
EFFECT OF DOWNTURN ON ABILITY TO DEAL WITH MORTGAGES – DIFFERENCES ACROSS AGE GROUPS

How has the economic downturn affected the way that you deal with your mortgage?

Older Canadians with mortgages (aged 50+) are slightly less likely to have been concerned about missing a payment than their younger counterparts (9% vs. 15% among 35-49 and 13% among 18-34). They are also the least likely to have experienced any of the assessed mortgage-related changes in attitude or behaviour resulting from the economic downturn.

Those who are middle aged are far more likely to have missed a mortgage payment than younger or older mortgage holders (9% vs. 1% and 1%, respectively). They are directionally more likely to have renegotiated better payment terms.

The youngest group of mortgage holders are more likely to have switched from a variable to a fixed rate than those in the middle or older age groups (6% versus 1% and 2%, respectively).

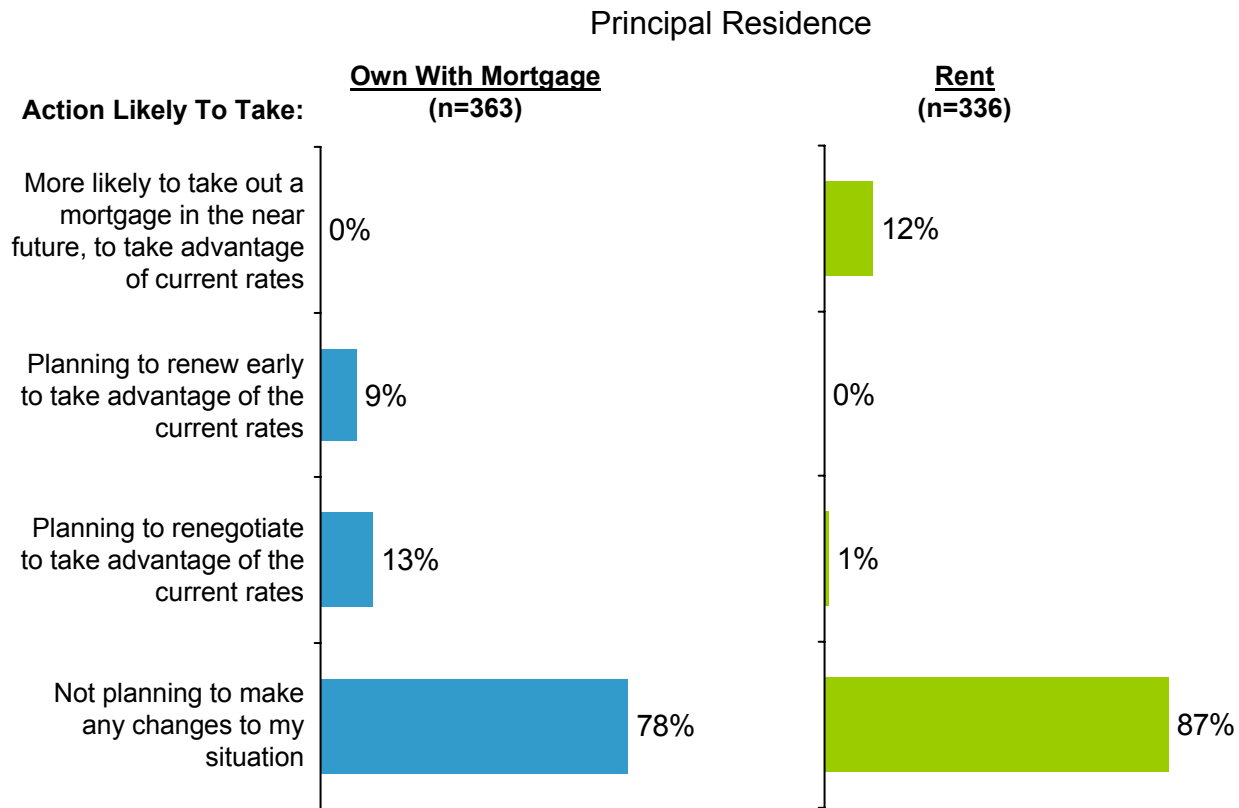


ACTION(S) LIKELY TO TAKE IN LIGHT OF CURRENT INTEREST RATES

Given the comments in the media about possible increases in interest rates, are you...?

About one-in-eight (12%) Canadian renters are more likely to take out a mortgage in the near future to take advantage of current rates.

Among those who own their home and hold a mortgage, about one-in-eight (13%) intend to renegotiate to take advantage of current rates, and about one-in-ten (9%) are planning to renew early.

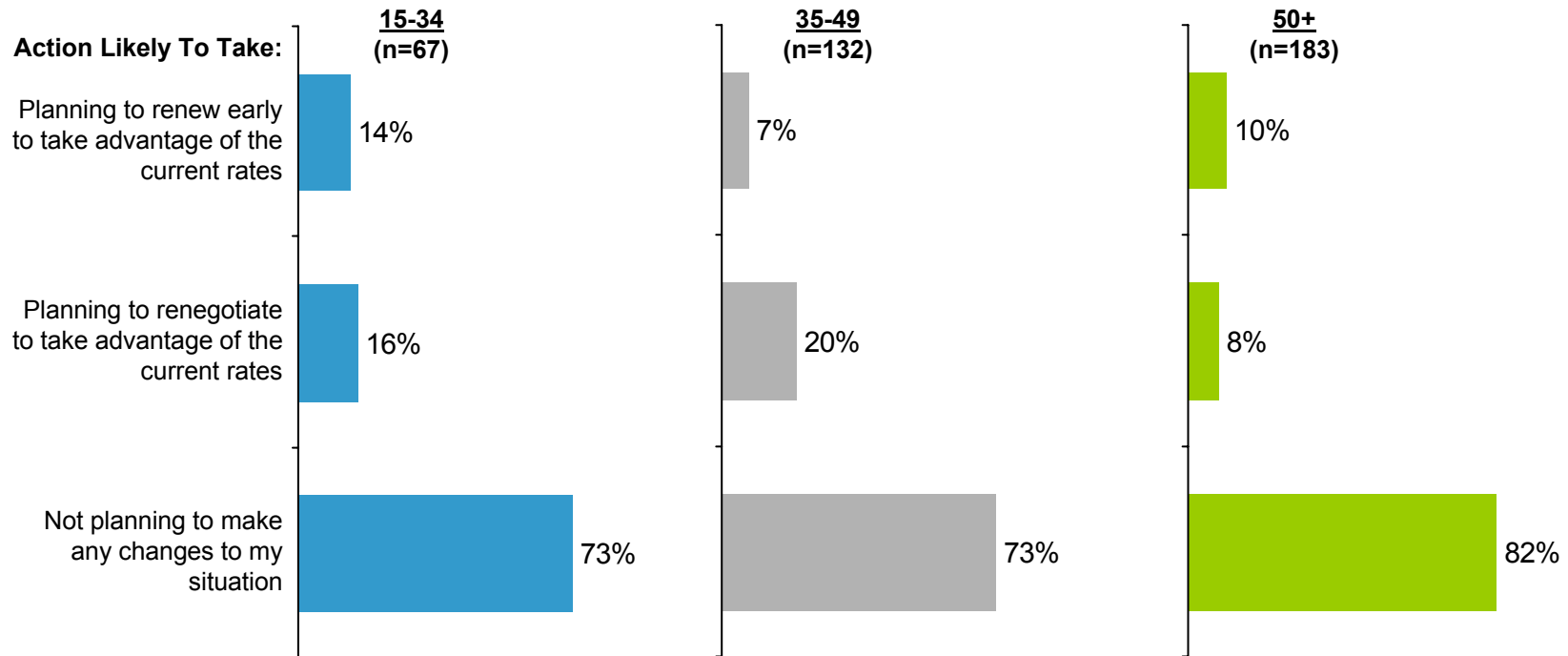


ACTION(S) LIKELY TO TAKE IN LIGHT OF CURRENT INTEREST RATES – DIFFERENCES BY AGE

Given the comments in the media about possible increases in interest rates, are you...?

While older mortgage holders (50+) are less likely to be planning any changes in their mortgages, still, one-in-ten (10%) say they are planning to renew early to take advantage of the current rates.

Principal Residence – Own with Mortgage



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