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Canadian Confidence Index

a TNS Canadian Facts News Release

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CONSUMER CONFIDENCE IN FUTURE A GROWING CONCERN: SURVEY

The latest results from TNS Canadian Facts' *Consumer Confidence Index* suggest that Canadians may still not actually be ready to cross that threshold when it comes to their confidence in the Canadian economy. Although Canadians are pretty okay with the here-and-now, concern about the future is growing. Overall, the index fell below the 100-point marker after finally passing it last month for the first time in two years. It ended the month at 98.7, down 1.8 points from April's 100.5.

"It feels like the acceleration and deceleration you get from ABS brakes," said Dr. Michael Antecol, vice-president of TNS Canadian Facts and director of the marketing research firm's monthly tracking study. "Canadians seems to be lurching forward and back based on the news they're getting – last month the news was positive, this month it's negative. It seems that we can expect this bumpy ride to continue along with the uneven economic news landscape."

The *Present Situation Index*, which captures evaluations of the overall state of the current economic and employment situations, stayed steady at 93.6. It was up just 0.3 points after April's strong 4.4-point jump.

But future-oriented confidence fell. The *Expectations Index*, which measures consumers' estimation of the economy, household income and employment in the next six months, dropped for the second consecutive month. It declined 1.8 points from April's close of 109.7, which itself was off 2.2 points from March's historic high. The index now stands at 107.9.

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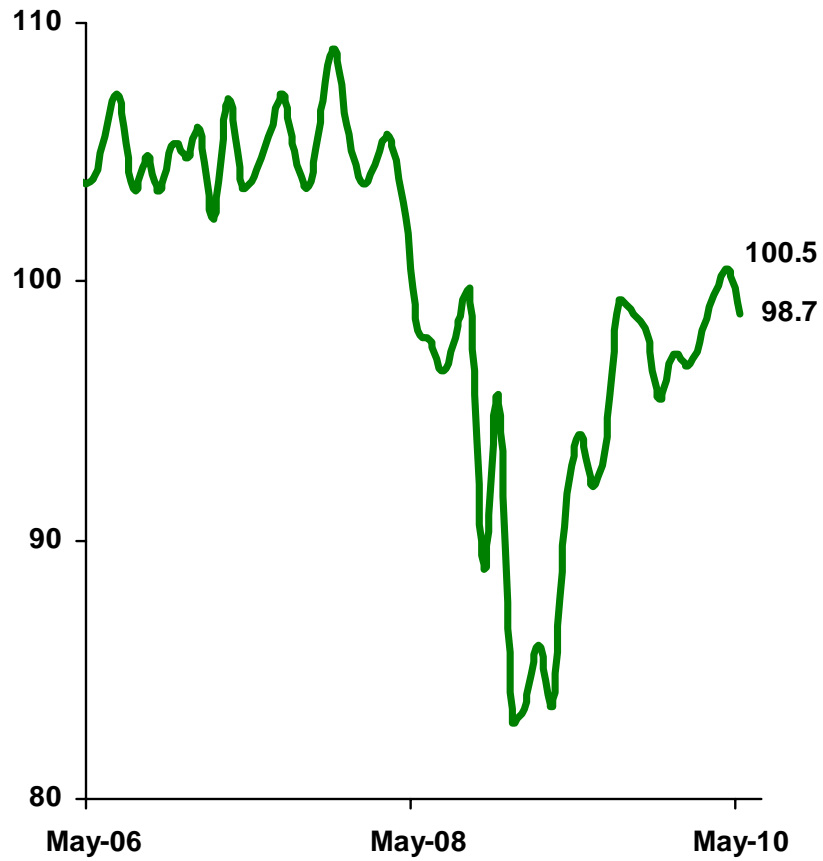
Likewise, the *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, compounded the slight declines recorded in both March and April with a 4.5-point drop this month to settle at 96.4, putting it below 100 for the first time since last November.

“While the media may not tell people what to think, they do tell people what to think about. After a period of some solidly good economic news, the airwaves and broadsheets have been full of stories recently about the unfolding debt crisis in Greece, the big stock market drop, and growing fears about interest rate increases. Not surprisingly, today’s economy seems pretty good to Canadians. It’s what is lurking around the corner that – at least for the moment – is making them feel super jumpy,” added Dr. Antecol.

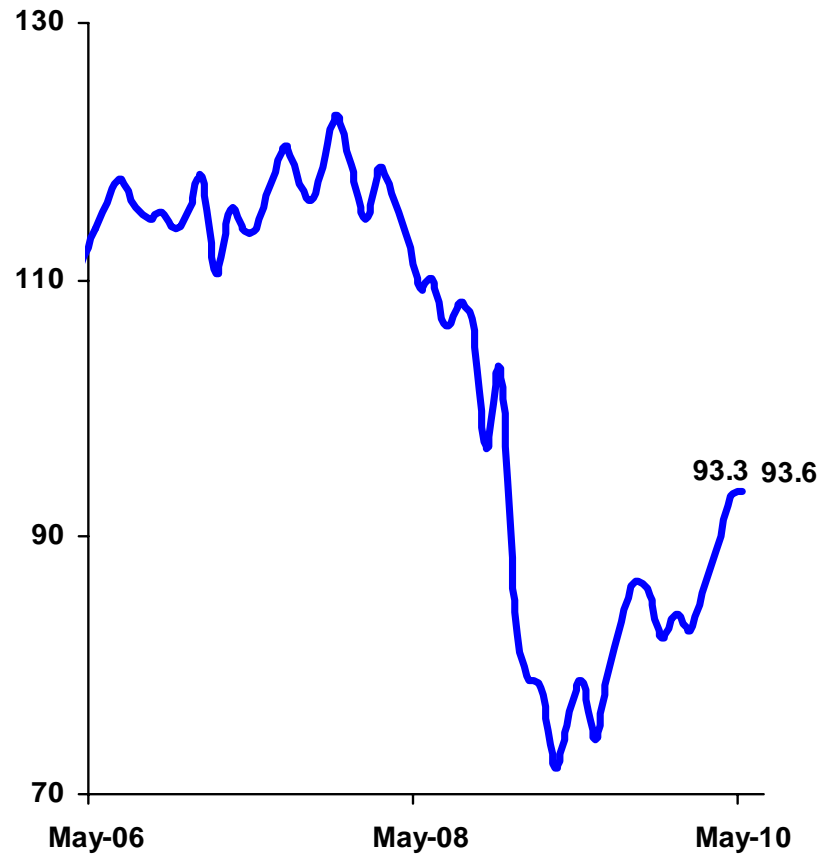
Consumer Confidence Index tracks Canadians’ attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: *Present Situation Index*; an *Expectations Index*; and a *Buy Index*. The Canadian fieldwork is conducted using the firm’s national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between May 10 and 13, 2010. For a survey sample this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.



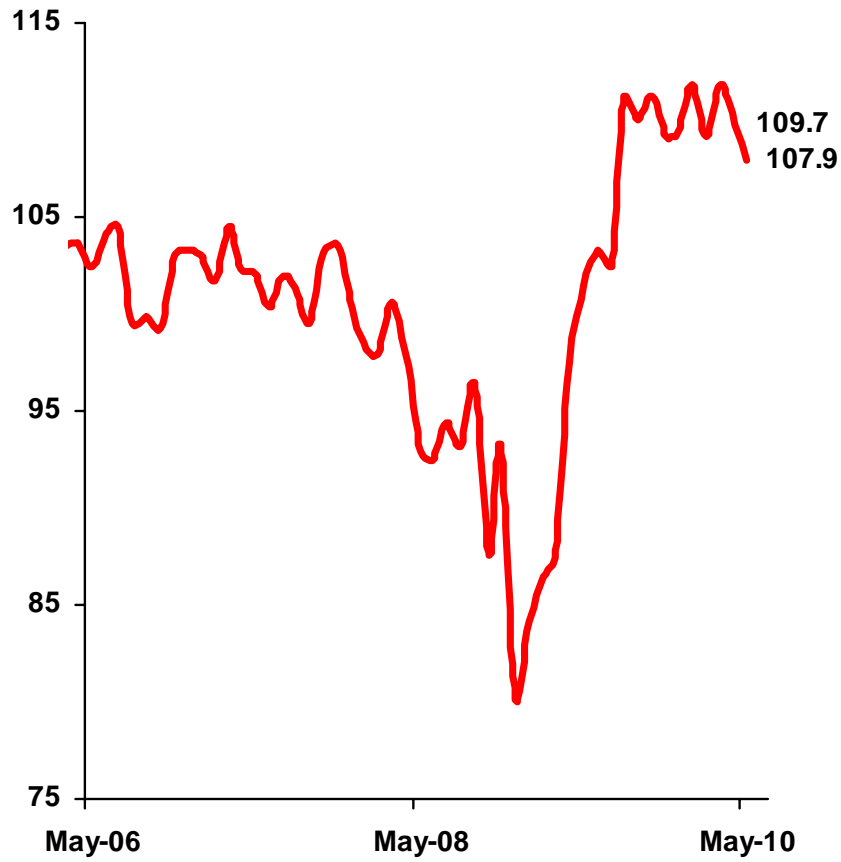
Consumer Confidence Index



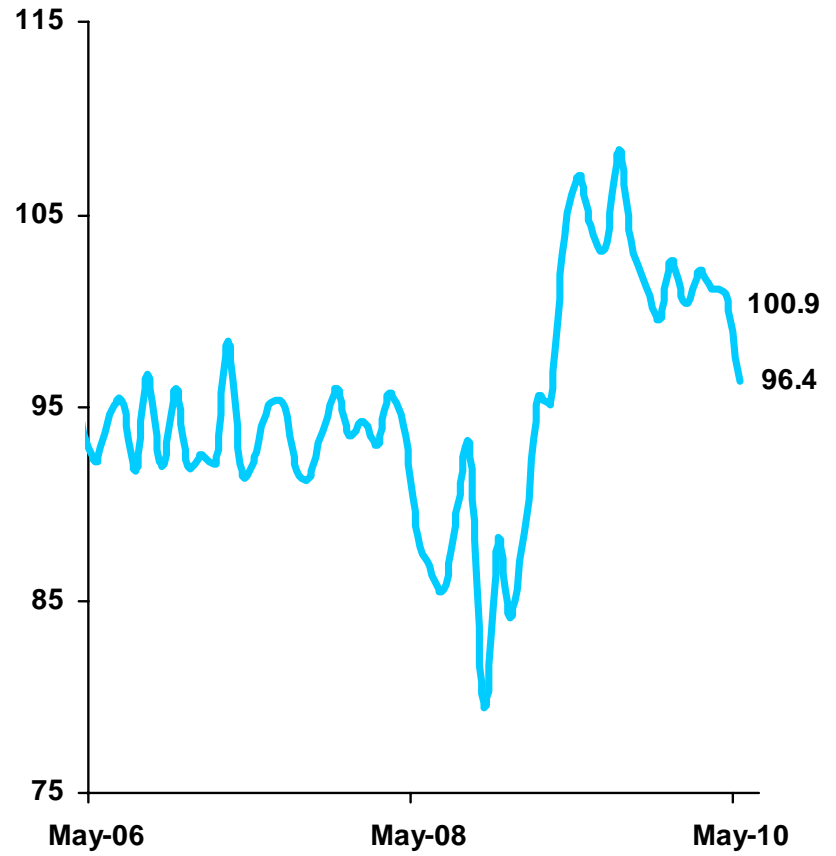
Present Situation Index



Expectations Index



Buy Index



About the CCI study

Seven questions make up the core survey of Consumer Confidence. While the overall CCI index uses all 7 questions to produce an index score, there are three sub-indices that rely on some of the questions.

CCI Index: Includes all 7 variables

Present Situation Index:

- How would you describe your country's current economic situation?
- How would you describe your country's current employment situation?

Expectations Index:

- 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?
- What do you think your income will be in 6 months time?

Buy Index:

- 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.?

About Dr. Michael Antecol:

An accomplished researcher, Dr. Antecol is responsible for TNS Canadian Facts' Vancouver office and the company's Western Canadian research. Dr. Antecol has more than 11 years of direct private-sector market research experience, working with major clients in the Canada and the US. He is also a primary spokesperson for TNS Canadian Facts for news interviews and analysis of recent trends in public opinion and market behaviour.

Over the years, Dr. Antecol's studies have been quoted in various media outlets including Broadcasting & Cable, Chief Executive Magazine, Christian Science Monitor, CNET Radio, the Globe and Mail, Information Week, MSNBC News, the National Post, PC Magazine, the Philadelphia Inquirer, Poynter Online, San Diego Union-Tribune, St. Louis Post-Dispatch and the Toronto Star. He has also presented findings in speeches at the BC Egg Marketing Board, Professional Marketing Research Society (PMRS) Speakers Series, BBM Canada, the PMRS Annual conference, Television Bureau of Advertising (TVB) and Web CT.

Dr. Antecol completed a B.A. in Political Science at York University and a LL.B. from Osgoode Hall Law School. He then attended the Graduate School of Journalism at the University of Western Ontario where he completed an M.A. in Journalism. He then continued on with his studies and completed a Ph.D. in the School of Journalism at the University of Missouri. Following this, Dr. Antecol completed a Post-Doctoral Fellowship at Stanford University, receiving independent funding from the California Tobacco-Related Disease Research Program for a project that investigated the effects of advertising as it pertains to anti-smoking campaigns.

Michael's academic research has been widely published in journals such as the Canadian Journal of Communication, Mass Communication & Society, Newspaper Research Journal and Political Communication. Abstracts can be found in various Proceedings of the American Academy of Advertising and Psychophysiology. He has also presented numerous papers to the Association for Education in Journalism and Mass Communication (AEJMC), International Communication Association, the American Academy of Advertising, the Society for Psycho-physiological Research, and the Society for Research on Nicotine and Tobacco. His research has earned several awards including membership in the Kappa Tau Alpha Honor Society and a "Top Three Research Paper" in the Communication and Theory Division of AEJMC.

Before joining TNS Canadian Facts, Dr. Antecol spent three years as Vice President at POLLARA (2004-2006), two years as Director of Online Research at Frank N. Magid Associates, and two years as the Wired Youth Analyst at Forrester Research. He is a member of the Market Research Intelligence Association (MRIA) and served as a board member for the Vancouver Chapter from 2005 to 2006.

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