



Canadian Confidence Index

a TNS Canadian Facts News Release

June 18, 2010



CONSUMER CONFIDENCE IN FUTURE A GROWING CONCERN: SURVEY

The latest results from TNS Canada's Consumer Confidence Index suggest that the future concerns still loom large for Canadians when it comes to their confidence in the Canadian economy. While there was a slight uptick with the here-and-now, worries about the future has not abated. Overall, the index remained basically unchanged – it ended the month at 98.9, up from 98.7 in May.

“Canadians continue to feel wary about Canada's economic future,” said Dr. Michael Antecol, vice-president of TNS Canada and director of the marketing research firm's monthly tracking study. “It's not that Canadians don't see the short-term positive developments now under way. They do. It's just that these developments aren't easing future worries.”

The Present Situation Index, which captures evaluations of the overall state of the current economic and employment situations, continued its recent ascent. It ended the month at 95.3, 1.8 points ahead of May's at 93.6.

But future-oriented confidence either fell or remained stagnant. The Expectations Index, which measures consumers' estimation of the economy, household income and employment in the next six months, continued its three-month long drop. It declined 2.1 points from May's 107.9 which itself was off 1.8 points from April's close of 109.7. The index now stands at 105.8.

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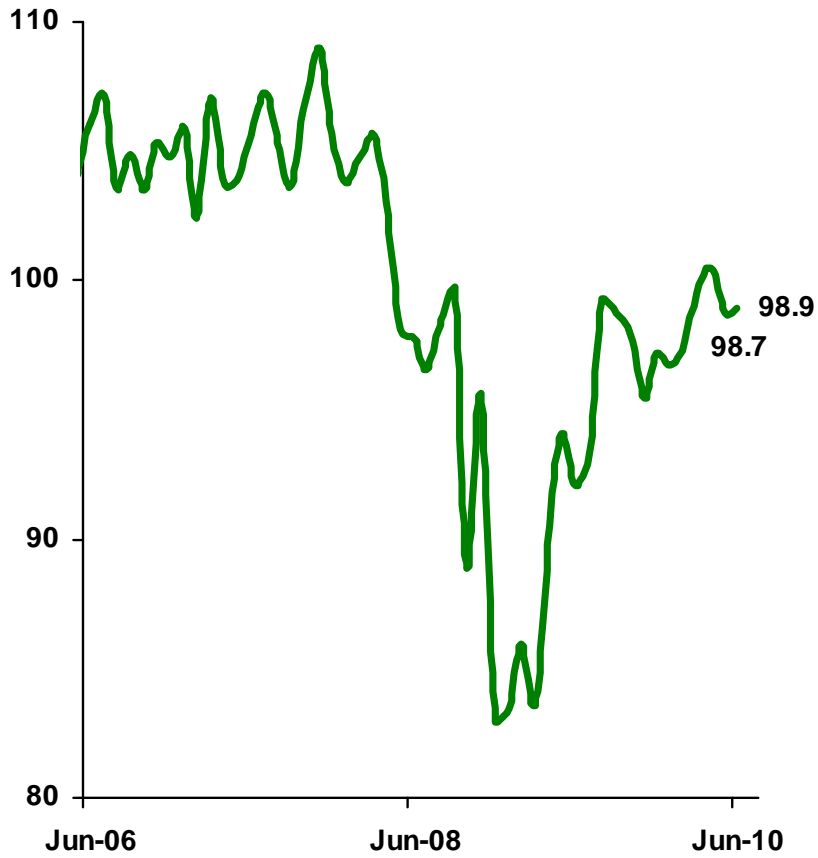
The Buy Index, which gauges the degree to which people think the current period is a good time to make major purchases, was stagnant. It crept up 0.6 points in June, ending the month at 97.0 – a hardly inspiring result after the declines of March, April and May.

“The good economic news currently coming out in Canada should inspire future confidence. But that doesn’t appear to be the case. At least not yet. Perhaps Canadians are realizing that they are going to have to pay for all that recent government largess, with those payments taking the form of higher taxes and interest rates on one hand and reduced services on the other. And with the HST looming in Ontario and British Columbia, there may be a newfound realization that those payments will be starting sooner rather than later.”

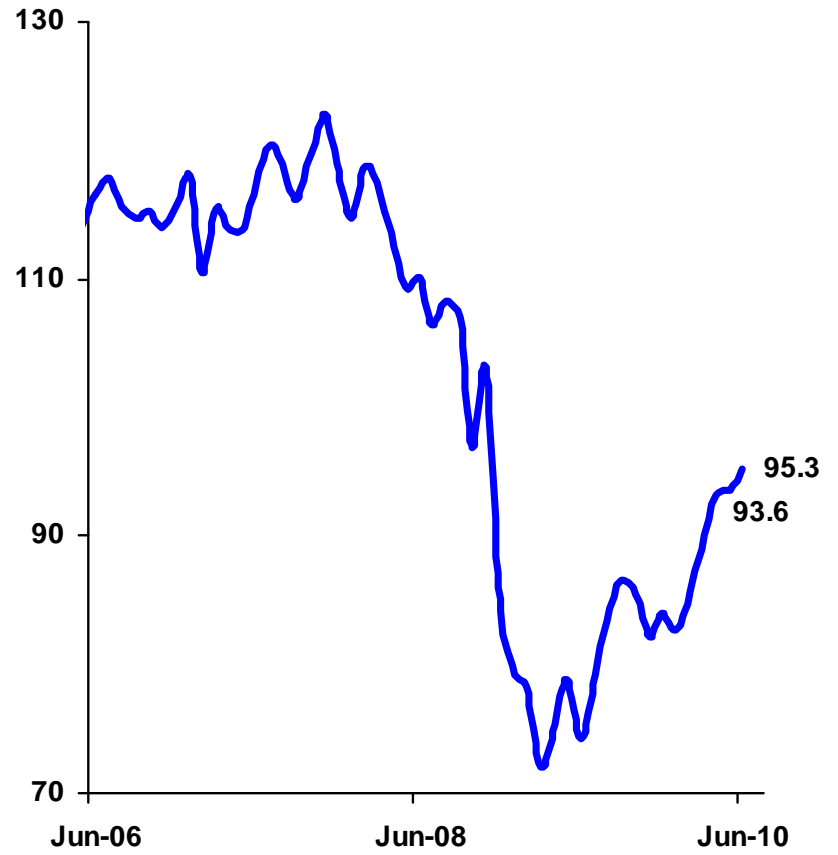
Consumer Confidence Index tracks Canadians’ attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: *Present Situation Index*; an *Expectations Index*; and a *Buy Index*. 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 June 7 and 10, 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

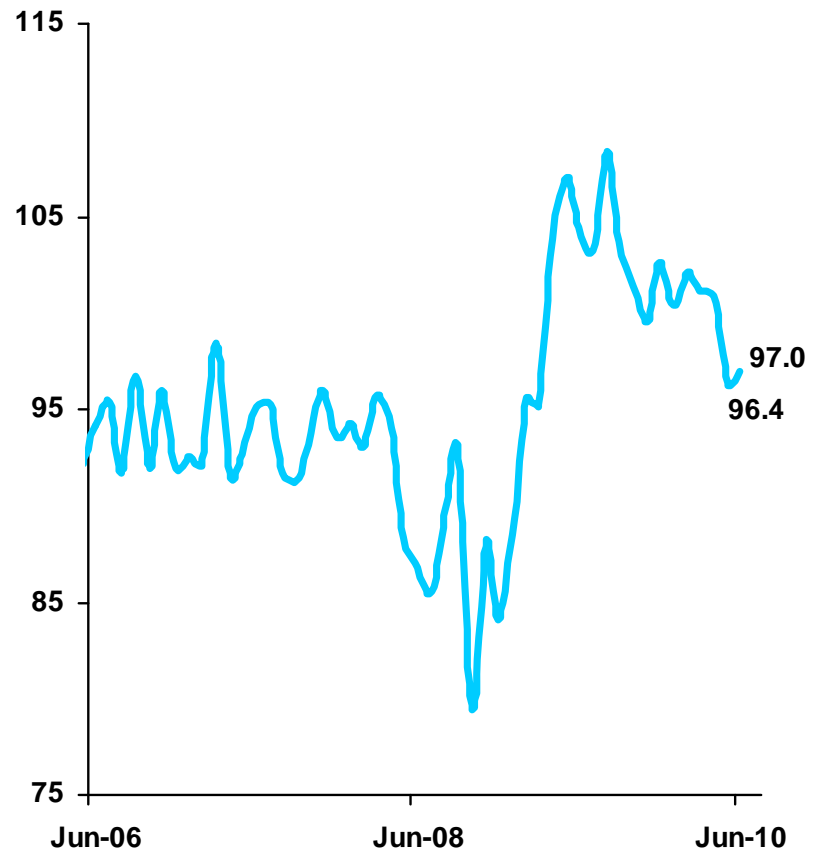
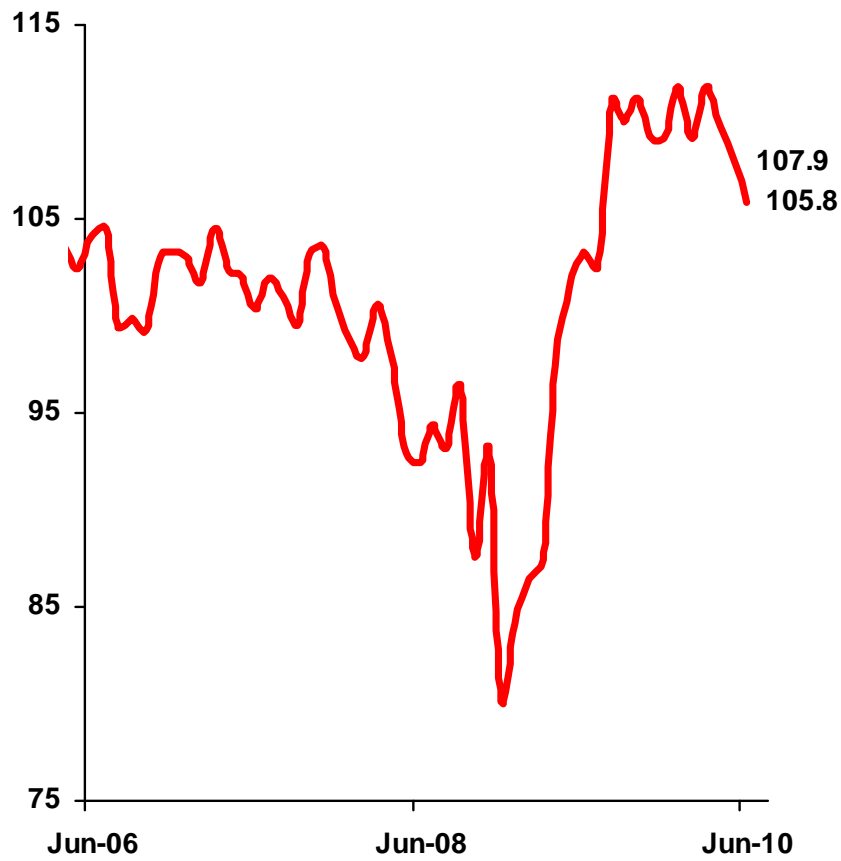


Present Situation Index



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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