

canadian economy buy consumers strong national outlook evaluations incline household
sent situation atlantic performance inflation moderate unchanged british columbia consiste
expectations provincial perceptions confidence employment regional results growing ontari



Canadian Confidence Index

a TNS Canadian Facts News Release

ons confidence employment regional results growing ontario value situation booming stead
nomy buy consumers strong national outlook evaluations incline household income quebe

February 17, 2011

tion atlantic performance inflation moderate unchanged british columbia consistent foreca
provincial perceptions confidence employment regional results growing ontario value situ

ners strong national outlook evaluations incline household income quebec purchases albe
m. unchanged british columbia consistent forecast sixth sense of



VALENTINE'S DAY FEEL GOOD SPILLS OVER INTO OPTIMISM ABOUT ECONOMY: SURVEY

It looks like Canadians' are feeling good about more than Valentine's Day this year, as TNS Canada's Monthly *Consumer Confidence Index* showed another significant gain of 1.3 points in February, nudging up to 99.7 from 98.4 in January. Canadians' continue to feel better about their present economic situation, as well as their economic prospects for the next six months. Only the *Buy Index*, which measures consumers' intent to purchase "big ticket items" showed another decline in February.

"Consumers have now said for the last two months that they think things are improving" said Norman Baillie-David, Vice President of TNS Canada and Director of the Marketing and Social Research firm's monthly tracking study. "Whereas in January we hedged saying that Canadians haven't been able to decide whether or not things are looking good – this second month in a row is beginning to (hopefully) point to an upward trend. The last six months have seen a bumpy ride as confidence has gone up and down, but with February's increase, it looks like we're at close to post-recession highs. One more month with these gains and we'll be officially out of the hole from a confidence standpoint."

The *Present Situation Index*, which captures evaluations of the overall state of the current economic and employment situation, has also risen for the second consecutive month after a marked drop in December. After falling 4.5 points to end 2010 at 89.0, the index rebounded 3.6 points in January, and another 1.9 points in February, to reach 94.5 points – a number reached only once since November 2008.



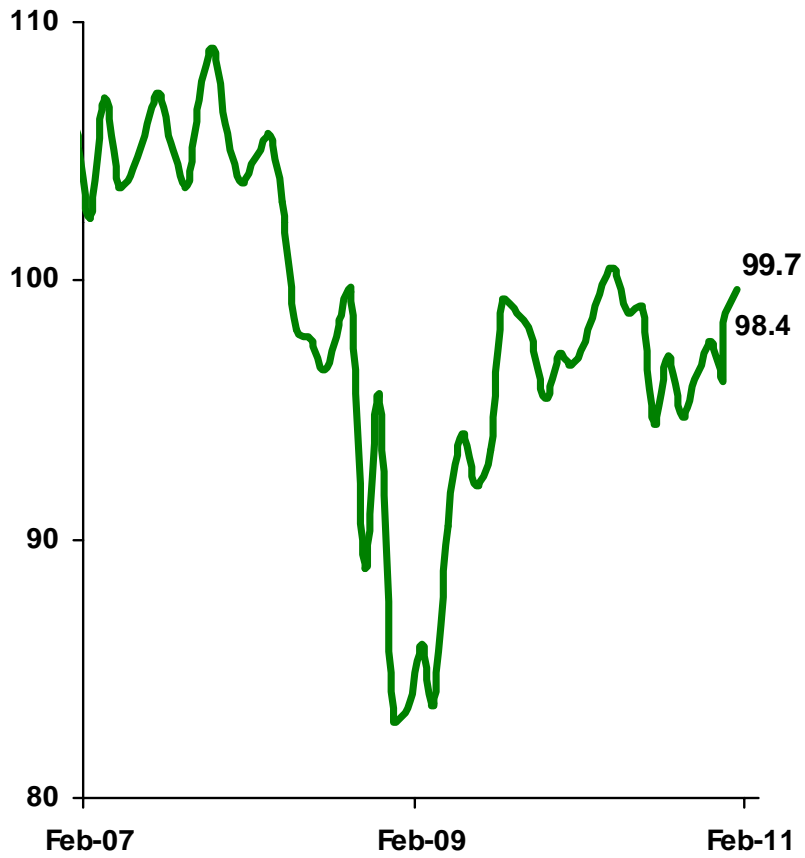
The *Expectations Index*, which measures consumers' outlook for the economy, household income and employment in the next six months, continued its upward trend after seeing a 1.7 point increase from January to 109.5 points in February - the highest the index has been since April 2010; and another reason to be hopeful that the confidence is here to stay.

The *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, remained the same in February at 96.7 points after we saw a slight decrease of 0.3 points to open 2011, reinforcing our view that while Canadians are starting to feel pretty good about things again, they're heeding the calls for caution with regard to using debt to finance these purchases. "It's like we feel good about keeping a tighter grip on our wallets", Mr. Baillie-David reiterated.

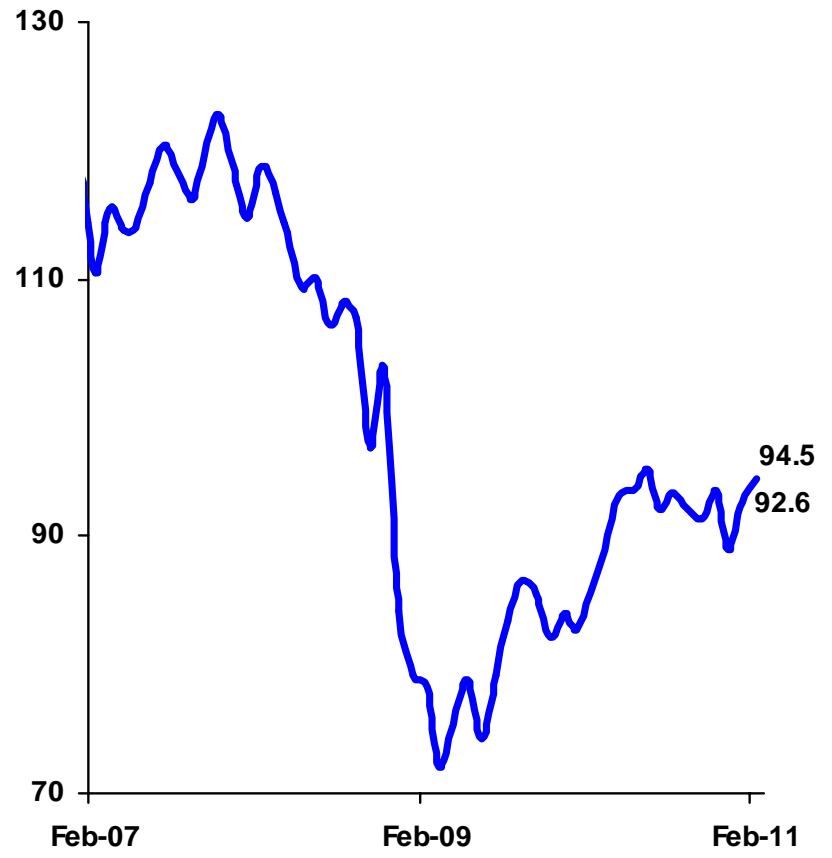
Consumer Confidence Index tracks Canadians' attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: *Present Situation Index*; an *Expectations Index*; and a *Buy Index*. 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 February 7 and 11, 2011. For a survey sample of this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.



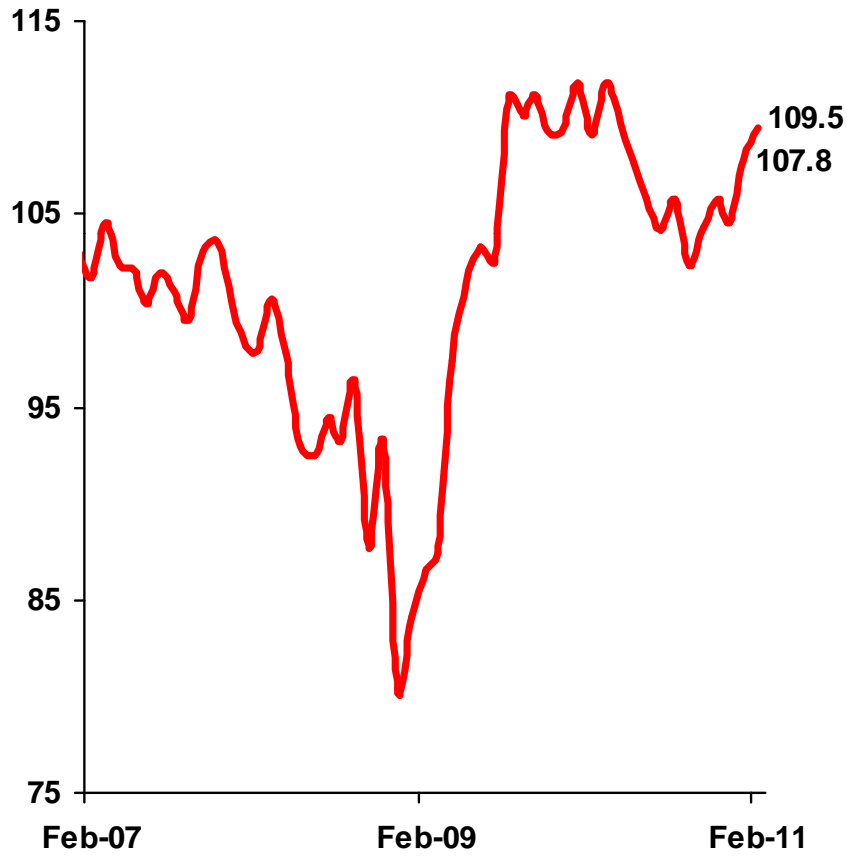
Consumer Confidence Index



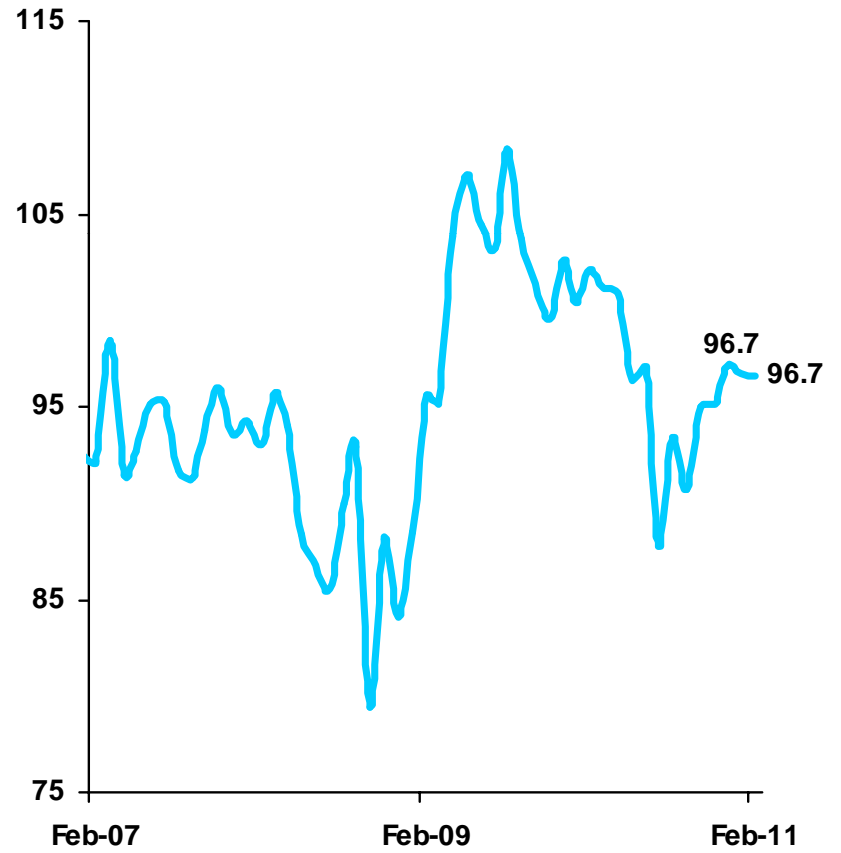
Present Situation Index



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 Norman Baillie-David:

Norman (“Norm”) Baillie-David is Vice President and Director of Public Opinion Research , Head of Qualitative Research for TNS Canada, and he leads the TNS office in the National Capital Region. Norm also sits on the TNS Global Steering Committee for Political and Social Research.

Norm is a seasoned market researcher and bilingual focus group moderator, with more than twenty five years of experience in market and social research and strategy development. As a bilingual and bicultural Montrealer originally, Norman is one of those rare researchers who conducts research in a seamless and transparent manner among both English and French Canadians, with each group believing that he is “one of their own”. The result is a keen insider’s perspective on sentiments across the country among both English and French. Having conducted more than 1,000 surveys and many more focus groups, Norm is constantly abreast of what Canadian consumers across the country are thinking and feeling about their prospects.

Norm has designed and managed more than 1,000 surveys in a wide-variety of areas, ranging from high-technology to consumer products, and is a recognized “expert” in complex survey methodology design and multivariate statistical analysis. He is in frequent demand by the media and market research industry in Canada to speak on the comparisons and contrasts of public opinion in Quebec and the rest of Canada, and has published widely. In addition, Norm has conducted assignments in more than 40 different countries around the world, and has a keen interest in cross-cultural issues, especially related to public opinion and the use of technology.

Before joining TNS Canada, Norm was Managing Partner of an Ottawa-based public opinion research and management consulting firm (2001-2009). He spent most of his preceding career at the management consulting firm PricewaterhouseCoopers/Coopers & Lybrand, as well as three years with a well-known Quebec market research firm. He is a Certified Marketing Research Professional (CMRP), member of the Market Research Intelligence Association (MRIA), and he served as a President of the Ottawa Chapter from 2002 to 2004.

If you would like to add proprietary questions to the CCI study, obtain full tabular results, receive a historical time series for all the index scores, or if you have other inquiries about CCI, please contact:

For more information please contact:

Norman Baillie-David
Vice President
(613) 230-4408 x101
norman.baillie-david@tnsglobal.com