



# Canadian Confidence Index

a TNS Canada News Release

May 12, 2011



## ELECTION RESULTS DRIVE REBOUND IN CONSUMER CONFIDENCE: SURVEY

**TORONTO, May 12, 2011** – The 2011 Canadian Federal election is now in the books, and it looks like Canadians think that the outcome will be very good for their economic prospects economy. The TNS Consumer Confidence Index is up slightly, from 99.3 to 99.7. However, the *real* story is a sharp 3 point rise in the Expectations Index, from 105.0 to 108.3. This rise follows the sharp drops in both March and April, which were brought on by the Middle East crisis (Tunisia, Egypt, Libya) and sharply rising gas prices. The *Expectations Index* measures how Canadians believe their economic situation will be in six months' time.

*"Last month, Canadians were in a holding pattern, awaiting the results of the federal election. Now, that the election is over, Canadians' have given it a thumbs up in terms of their feeling about what it means for the economy"* said Norman Baillie-David, Vice President of TNS Canada and Director of the Marketing and Social Research firm's monthly tracking study. *"Canadians have signified their approval of the results in terms of their economic prospects, at least in the next six months"*

The *Present Situation Index*, which measures how people feel about the economy right now, was also up slightly, from 98.0 to 98.5. *"This slight increase shows that a few people feel better today, but the real hope is that the economy will improve six months down the road"* reiterated Mr. Baillie-David.

The *Buy Index*, which measures the extent to which Canadians' feel that now is a good time to purchase a "big ticket item", such as a car or major household appliances, is bucking the trend of this month's positive results. This Index shows a drop from 95.2 to 92.7, which essentially means it has returned to its level of two months ago, following a "blip", last month.

*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 2 and May 6, 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.



## About TNS

**TNS Canada** (formerly known as TNS Canadian Facts) is the Canadian arm of **TNS**. TNS is the global leader in custom market research delivering actionable insights and research-based business advice to clients around the globe so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 80 countries, TNS is dedicated to discovering growth opportunities for its clients in an ever-changing world. Through its pioneering and innovative culture, TNS understands the latest marketing challenges and research techniques, being the first to discover and solve new marketing issues for clients.

### **DISCOVER – A changing world: New territories, new media, new opportunities.**

TNS is part of Kantar, one of the world's largest insight, information and consultancy networks.

Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

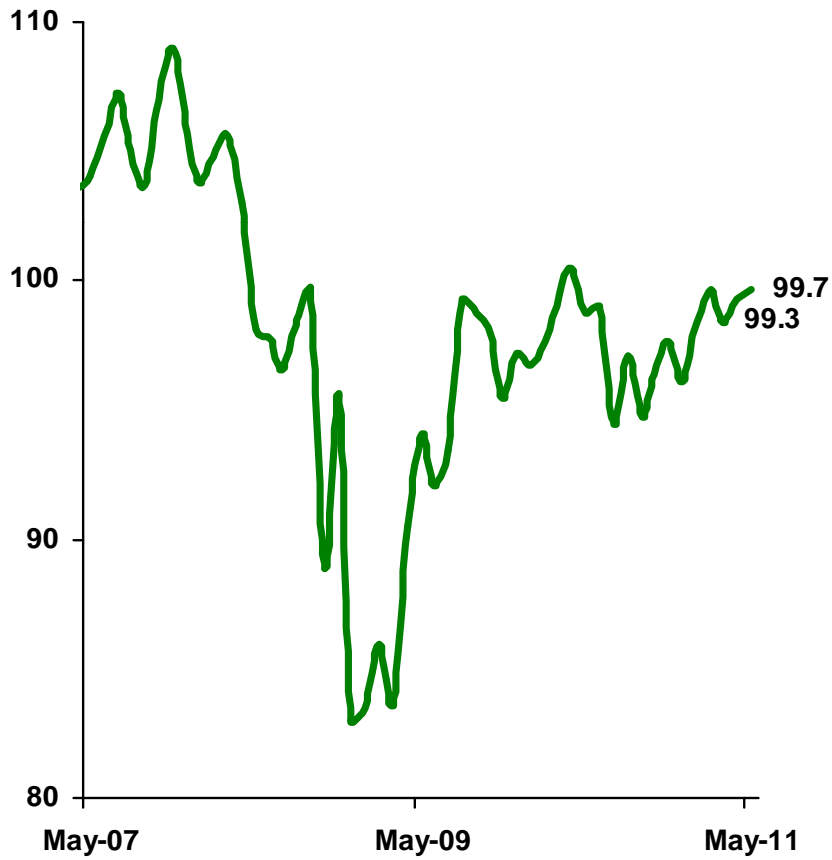
## About Kantar

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at [www.kantar.com](http://www.kantar.com)



Consumer Confidence Index



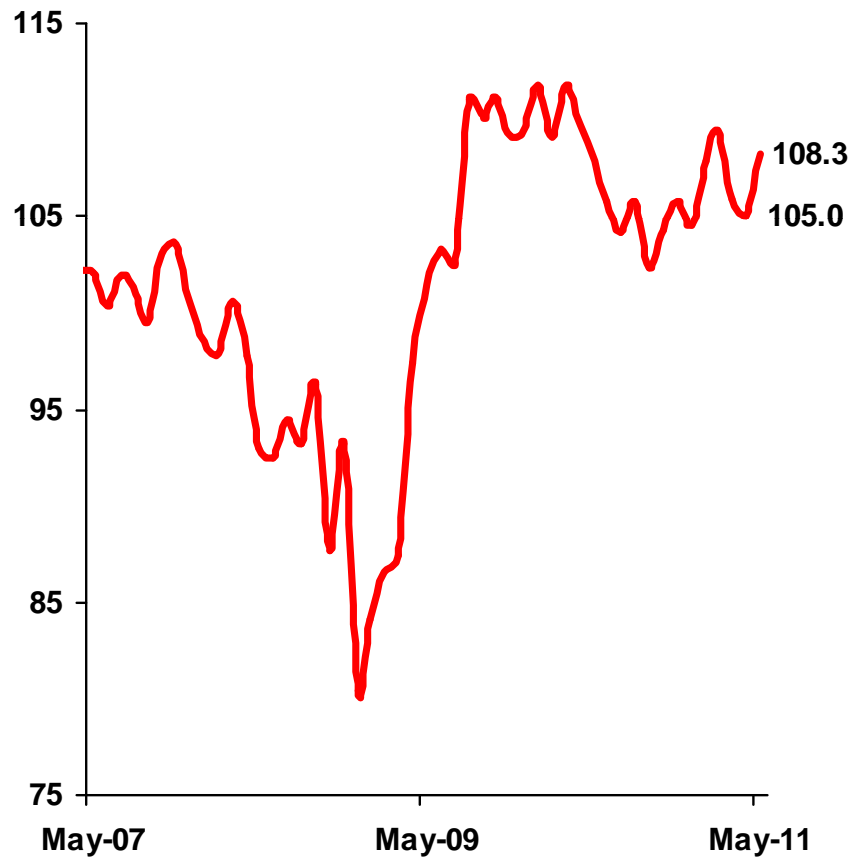
Present Situation Index



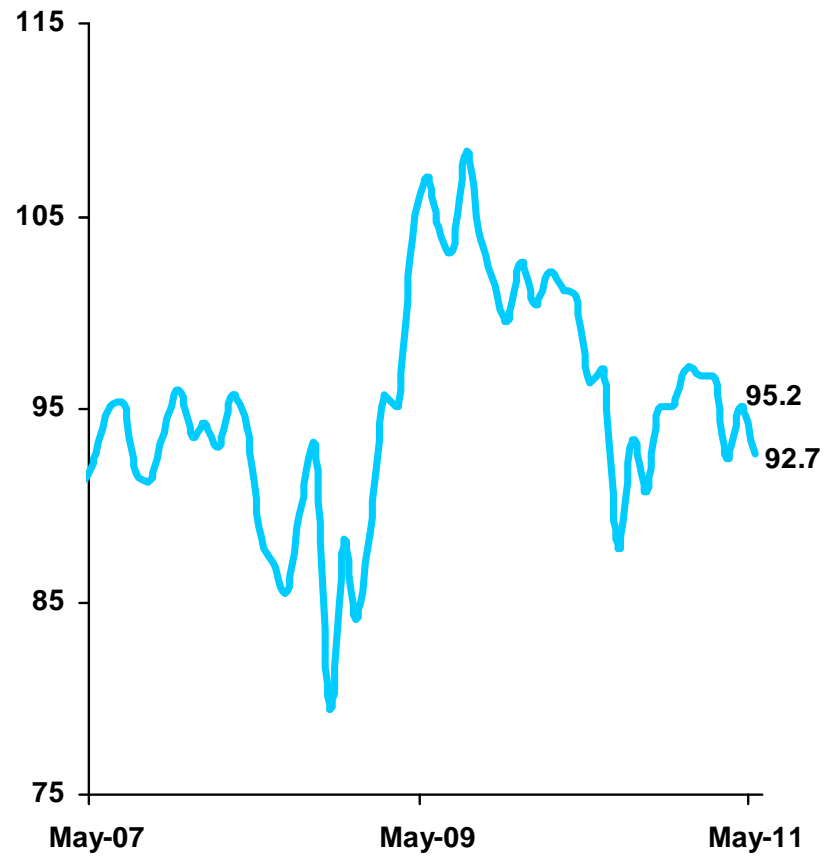
# National

# consumer confidence 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 , and Head of Qualitative Research and Strategy for TNS Canada. He also leads the TNS office in the National Capital Region, as well as sitting 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 Norman 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 a major management consulting firm, 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](mailto:norman.baillie-david@tnsglobal.com)

[www.tnscanada.ca](http://www.tnscanada.ca)