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Canadian Confidence Index

a TNS Canadian Facts News Release

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CANADIANS IN WAIT AND SEE MOOD ON THE ECONOMY: SURVEY

TORONTO, April 21, 2011 – With an election campaign under way, and the Middle East and Afghanistan now on the backburner in terms of news coverage offered to Canadians, it's not surprising to see TNS Canada's Monthly *Consumer Confidence Index* rebounding ever so slightly, with a minimal 0.9 point increase since March. The Index rose from 98.4 to 99.3, gaining the ground it lost mainly as a result of the unrest in Egypt, Tunisia, and Libya, with the subsequent rise in oil and prices at the gas pumps. The slight rebound is once again due to continued confidence Canadians' economic situation right now, as the *Present Situation Index* rose just over half a point, from 97.4 to 98.0.

Once again, the *Expectations Index*, which measures how Canadians' believe their economic prospects will be six months from now, lost almost another full point, dropping from 105.8 to 105.0, meaning high gas prices are some cause for future concern.

Finally, there is a piece of good news for those who make and sell big ticket items, as the *Buy Index* rose for the first time since October of last year. The *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, rose almost three full points, from 92.4 to 95.2.

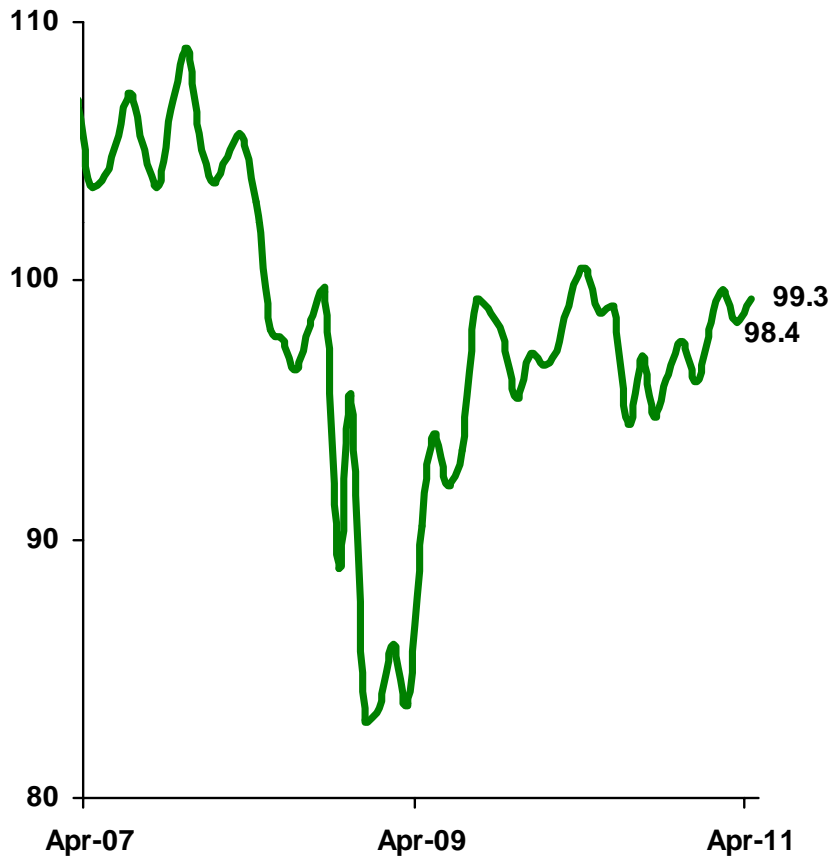
"Canadians are essentially standing pat on their view of the economy right now." said Norman Baillie-David, Vice President of TNS Canada and director of the marketing and social research firm's monthly tracking study. *"We're seeing a combination of very small movements in both directions, which basically tells me that we're in a wait and see mode. Let's wait and see what happens in the election. Let's wait and see if gas prices keep going up or come down. The one piece of good news is that Canadians appear ready to start buying those big ticket items again – after six months of holding off."*



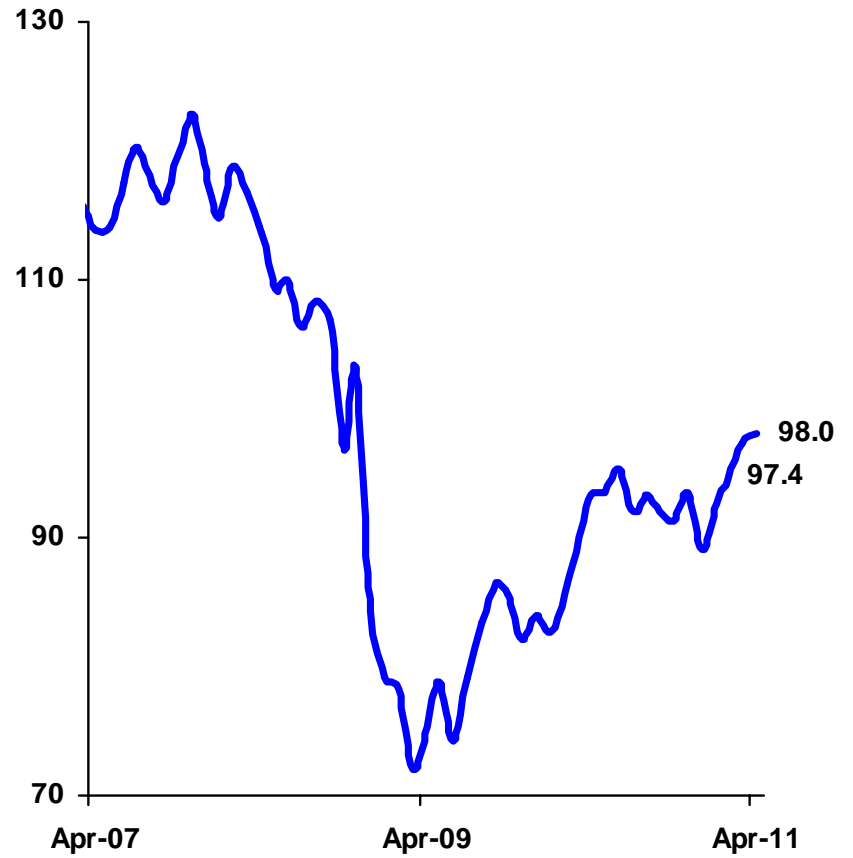
Consumer Confidence Index tracks Canadians' attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: *Present Situation Index*; an *Expectations Index*; and a *Buy Index*. The Canadian fieldwork is conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,018 nationally representative Canadian adults were interviewed between April 4 and 8, 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.



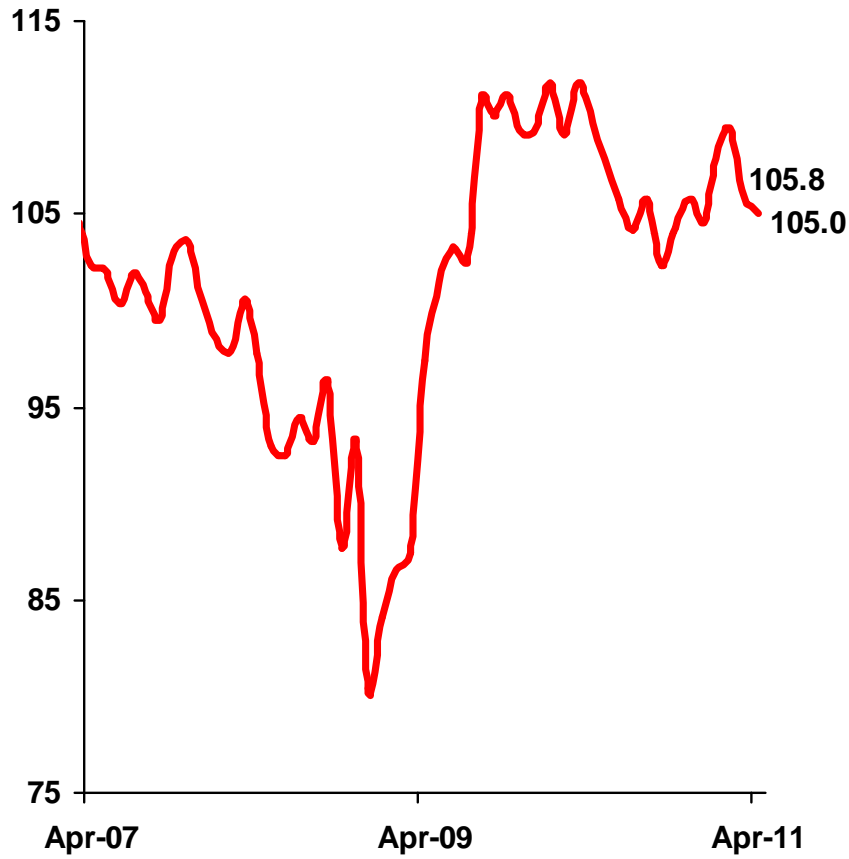
Consumer Confidence Index



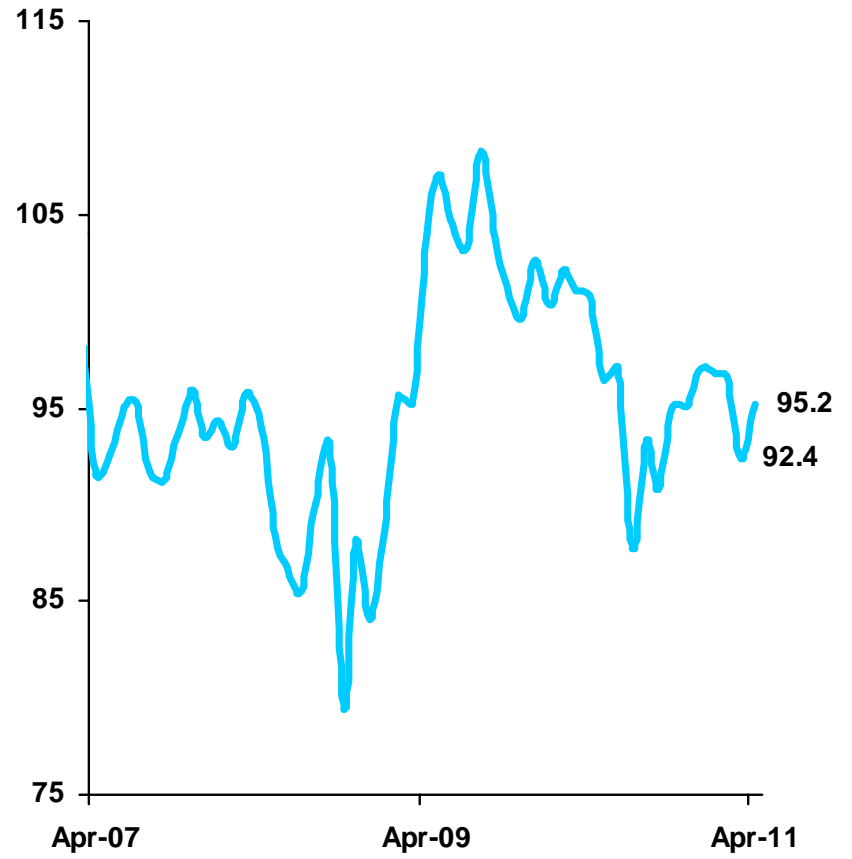
Present Situation Index



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 , 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.

About Norman Baillie-David:

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:

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