



# Canadian Confidence Index

a TNS Canada News Release

July 7, 2011



## CONSUMER CONFIDENCE CONTINUES TO CLIMB AGAIN IN JUNE, BUT WE'RE NOT OUT OF THE WOODS YET: SURVEY

**TORONTO, July 7, 2011** – Canadian consumers continue to show increasing signs of optimism about the economy as we head into the summer months, but continuing high gas prices and the recent stock market means we don't think we're out of the woods quite yet. The TNS Consumer Confidence Index nudged up slightly once again in June, from 99.7 to 100.3, which is the highest it has been since April 2010.

*“Canadian consumers are continuing to show a strengthening confidence in our economy, with consumer confidence stable or increasing for the fourth straight month. It looks like we're beginning to feel pretty good about our situation, and we're seriously getting back into a buying mood”* said Norman Baillie-David, Vice President of TNS Canada and director of the marketing and social research firm's monthly tracking study. *“This is a hopeful sign that the economy will be getting even better in the second half of the year.”*

The *Present Situation Index*, which measures how people feel about the economy right now, was also up slightly, from 98.5 (and 98.0 in April) to 100.1.

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, has rebounded nicely after having dropped in May, rising from 92.7 to 95.4. *People are now saying more definitely that they're in a buying mood, and this is the big change from previous months”* added Mr. Baillie-David.

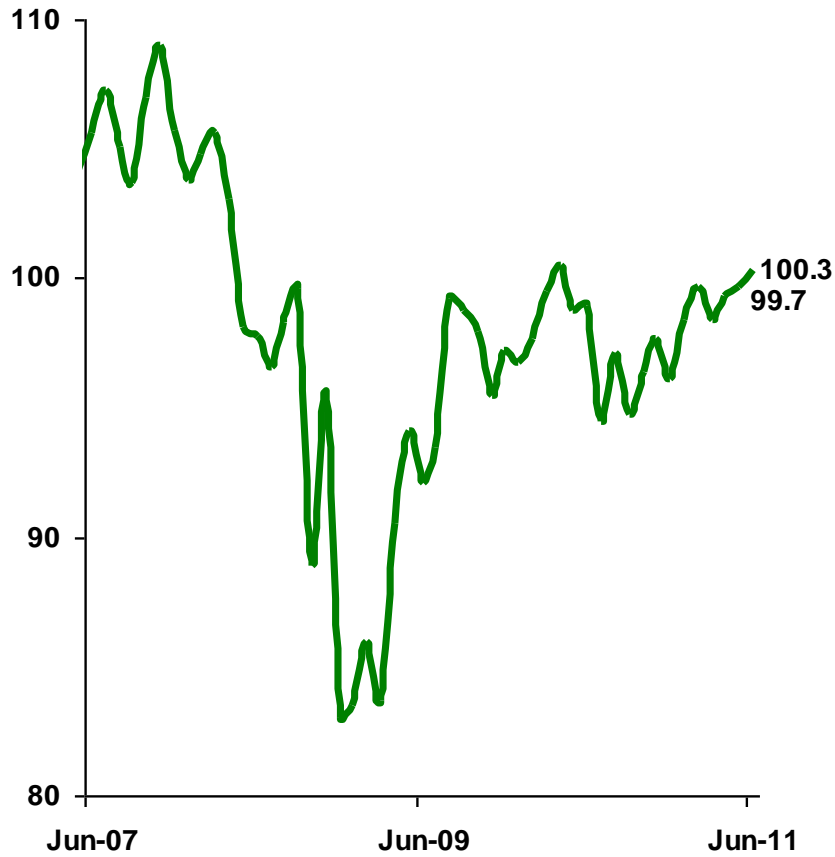


The *Expectations Index*, which measures people's outlook for the economy six months from now, is the only sub-index that dropped during the month of June, dropping from 108.3 to 105.4. *"While people feel good about "the now", they're still not sure about the immediate future."* continued Mr. Baillie-David. *This is likely the impact of continuing high gas prices and the drop in the stock market, both of which the media tend to focus a lot of attention on."*

*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 13 and June 17, 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.



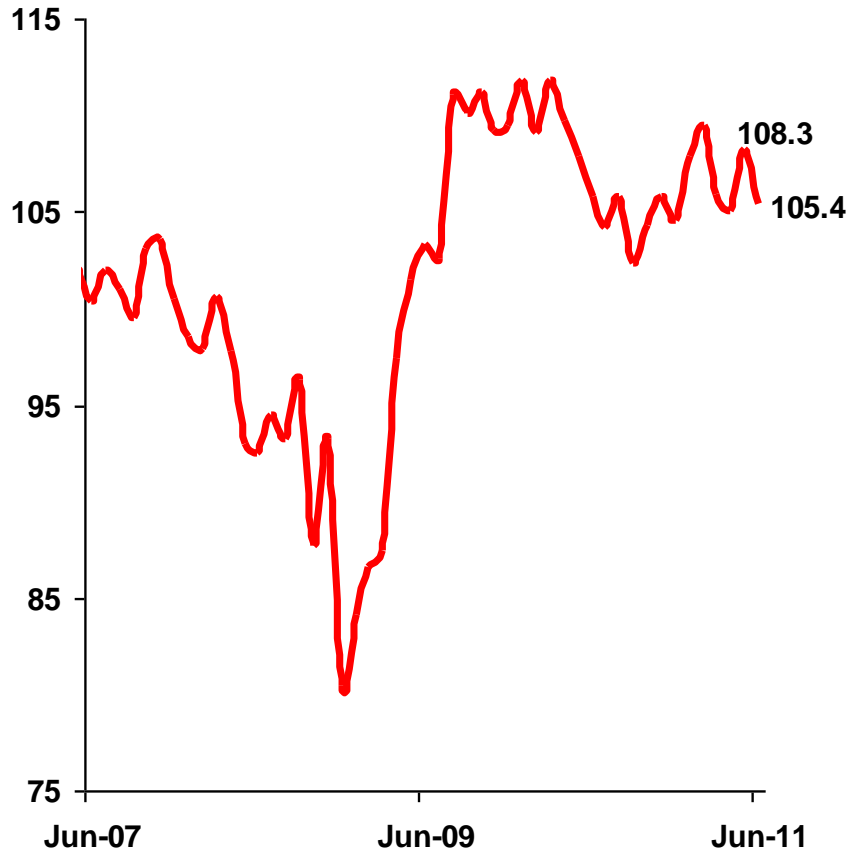
Consumer Confidence Index



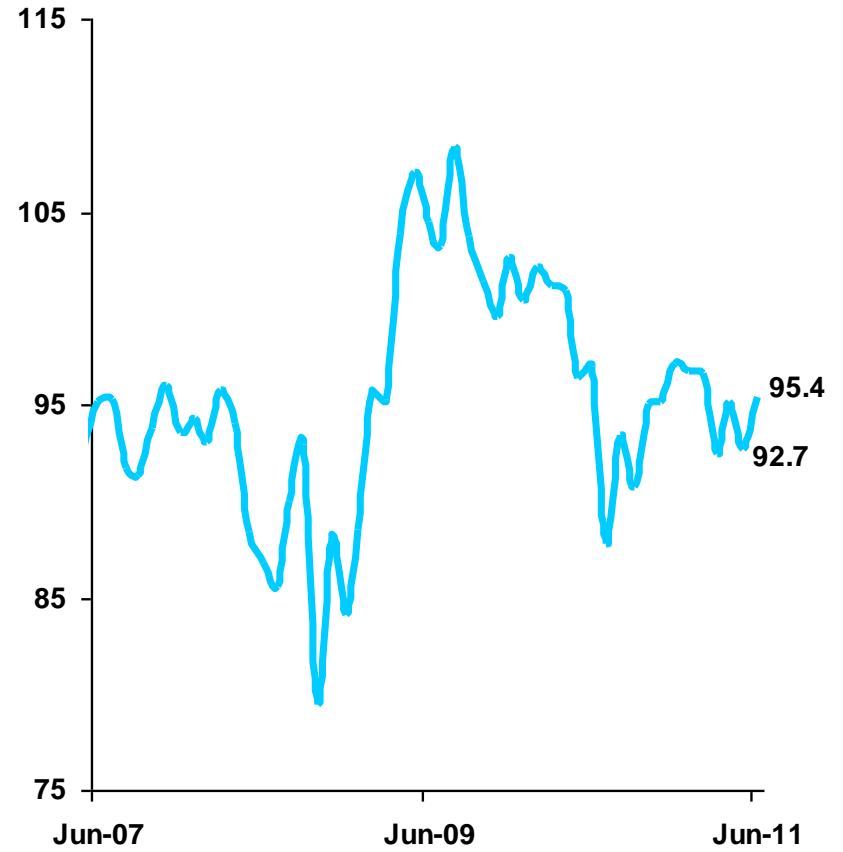
Present Situation Index



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.

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)

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