

# The economy depends on economists about as much as the weather depends on weather forecasters.

**So what does our economy depend on? Consumers. And we can tell you what they're thinking.**

Today, more than ever before, knowing what consumers — and your customers — are thinking about the economy and their personal finances is critical to understanding your own business prospects.

Consumer spending has fuelled Canada's economic growth over the past several years. Will Canadians remain bullish even as interest rates creep higher? Are they feeling the impact of inflation? The soaring loonie? How does the average Canadian perceive the job market?

Understanding the views of Canadians on the state of the economy today has never been more important.

## Connecting you to Canadian consumers

TNS Canadian Facts can help keep you informed about the attitudes of Canadian consumers with information you can rely on to run your business. Introducing the **Consumer Confidence Index (CCI)**, a monthly tracking study comprising three solid indicators of consumer sentiment regarding economic performance today and into the future: the Present Situation Index, the Expectations Index and the Buy Index.

The CCI study tracks key measures of Canadian confidence in the economy, nationally and by region, including consumers' assessments of the employment situation, their personal financial situation, whether conditions favour making major purchases, and the overall direction the country is taking. Consumers are asked for their views about the current period and what they think the economy will be like six months from now.



## Add select questions pertinent to your business

Clients are invited to add their own proprietary questions to the CCI study. By adding customized questions pertinent to your business or sector, you can gain added power that comes from the ability to profile consumer intentions, attitudes and behaviours against the core CCI measures. You can assess the impact of overall consumer confidence and purchase sentiment against those for your own sector or for your firm's brands in particular.

## Add the CCI questions to surveys of your customers

For even richer analysis and information, you can ask the CCI questions to representative samples of your customers, whether consumer or business-to-business, and track how their assessments of the economy compare to those of the Canadian population.

**About TNS** TNS is one of the world's leading market information groups, providing market measurement, analysis and insight through its operating companies in 70 countries. Working with national and multi-national organizations, we help our clients develop effective business strategies and enhance relationships with their customers.

In Canada, TNS Canadian Facts provides full-service, primary market research. Our mission is to become our clients' **sixth sense of business™** by giving them a deeper understanding of their customers' behaviour, better anticipation of their actions and greater insight into what they really want.

Present Situation Index: Canada



The **Present Situation Index** is a measure of how Canadians rate the current economic situation. It provides an important indication of Canadians' optimism (or pessimism) regarding the economic situation for the current month and, in relative terms, compared to the preceding 12 months.

Expectations Index: Canada



The **Expectations Index** is a measure of what Canadians think the economic situation will be like in the next six months. This is a more predictive measure, reflecting confidence in the future state of the economy and job market.

Buy Index: Canada



The **Buy Index** is the degree to which consumers think the current period is a good or bad time to make major purchases. An important measure of momentum in the purchase of larger ticket items, this is a central indicator of future business activity for many important sectors in the Canadian economy.

## A global TNS study

TNS conducts the Consumer Confidence Index in 18 countries, including the United Kingdom and the United States. Since May 2004, the Canadian fieldwork has been collected monthly using TNS Canadian Facts' national bi-weekly telephone omnibus service, TNS Express Telephone. The survey of over 1,000 Canadian adults is nationally representative and the results are considered accurate to 3.1 percentage points, 19 times out of 20.

## Pricing

Detailed monthly results can be purchased for as little as \$5,000 per annum, with reasonable rates for the addition of customized questions.

## Complimentary newsletter

Subscribers and TNS clients can also receive *trends*, a concise review of topline CCI results from the preceding quarter. The pdf newsletter is delivered to your inbox in January, April, July and October, and you can unsubscribe at any time.

## For more information contact your TNS Canadian Facts account representative or:

Dr. Michael Antecol, LL.B Ph.D  
Vice President  
michael.antecol@tns-global.com  
(604) 668-3306

[www.tns-cf.com](http://www.tns-cf.com)