



Consumer Confidence Index: Canada

November 28, 2005

Methodology

- **Timing:** Monthly
- **Vehicle:**
 - Conducted using **TNS Express Telephone**, a low cost, bi-weekly omnibus
 - Survey of 1,000 Canadians
 - Results are nationally representative of the general adult population
- **Questions:**
 - 6 core questions covering main areas of economic confidence
 - Current and future economy
 - Current and future employment
 - Future personal household income
 - Time to buy major purchases
 - 1 general state-of-nation question
 - Opportunities for time sensitive questions

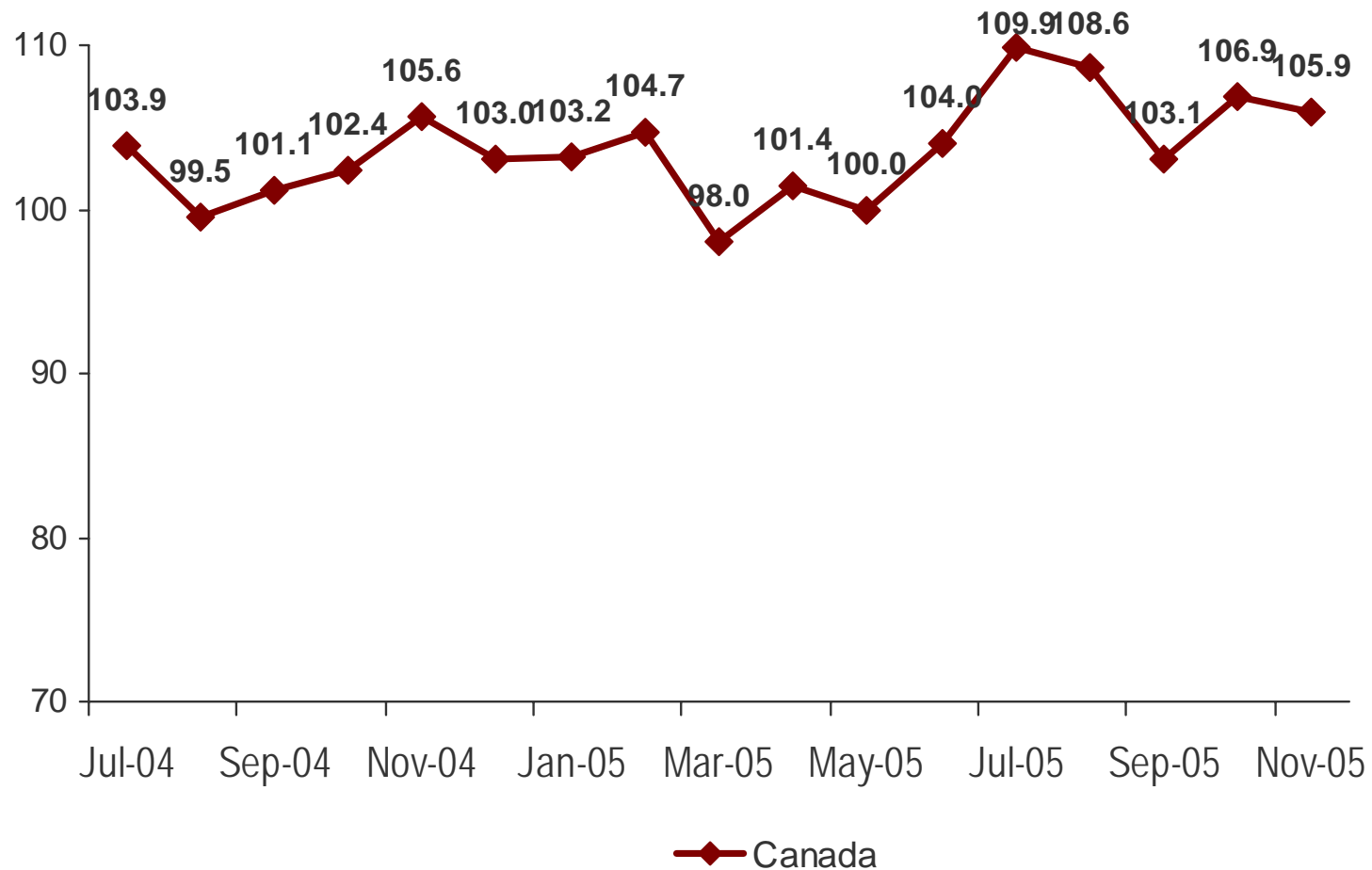
Date	Fieldwork	N
07-2004	July	1014
08-2004	August 9-11	1019
09-2004	September 7-11	1028
10-2004	October 4-7	1021
11-2004	November 1-4	1019
12-2004	December 13-16	1014
01-2005	January 10-13	1013
02-2005	February 21-24	1017
03-2005	March 21-24	1015
04-2005	April 4 -7	1016
05-2005	May 2-5	1018
06-2005	June 13-16	1016
07-2005	July 25-28	1017
08-2005	August 8-11	1015
09-2005	September 19-22	1015
10-2005	October 17-20	1015
11-2005	November 14-17	1015

Indices



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Present Situation Index: Canada

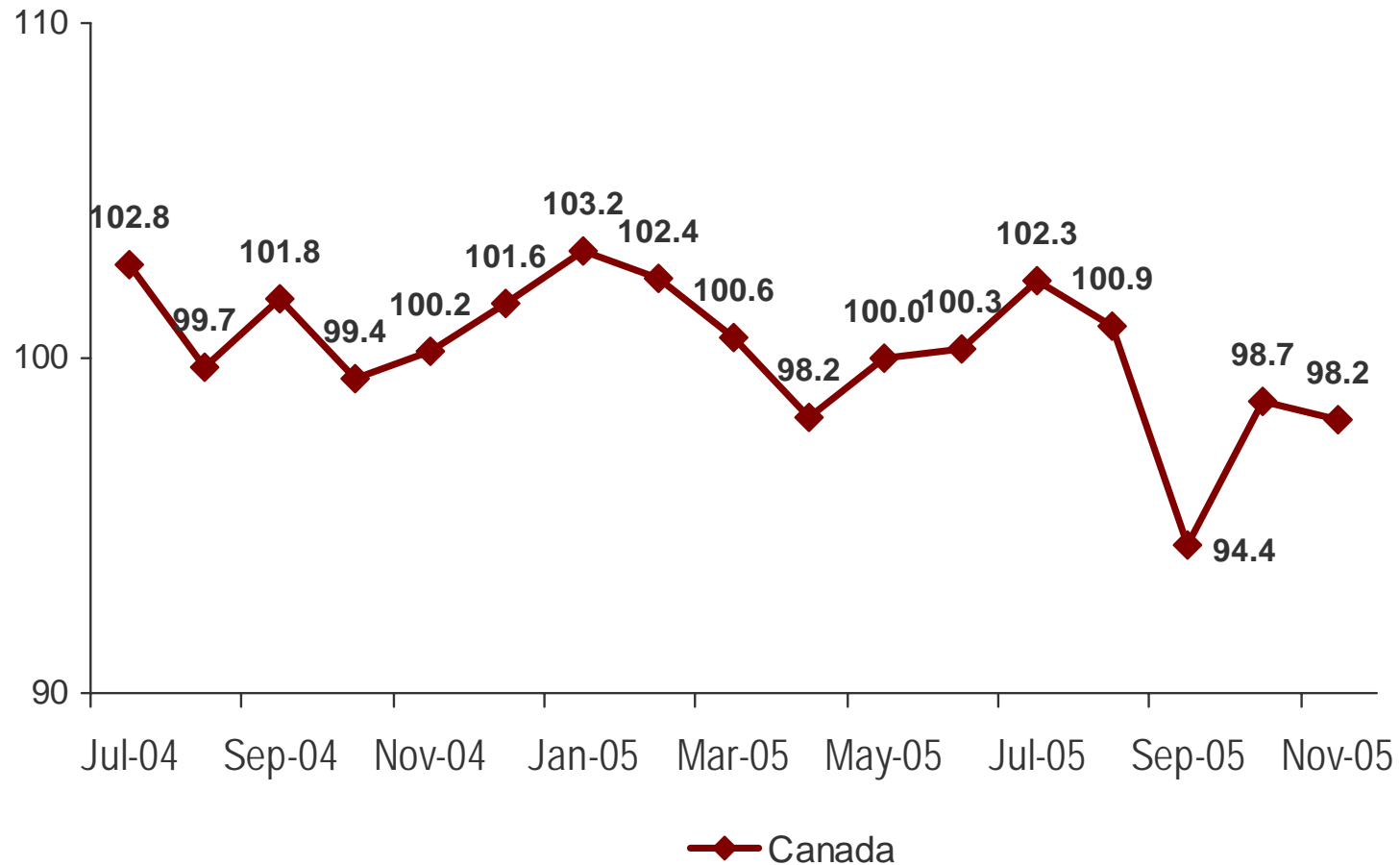


Current Index:

- How would you describe your country's current economic situation?
- How would you describe your country's current employment situation?
- What do you think your income will be in 6 months time?

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Expectations Index: Canada

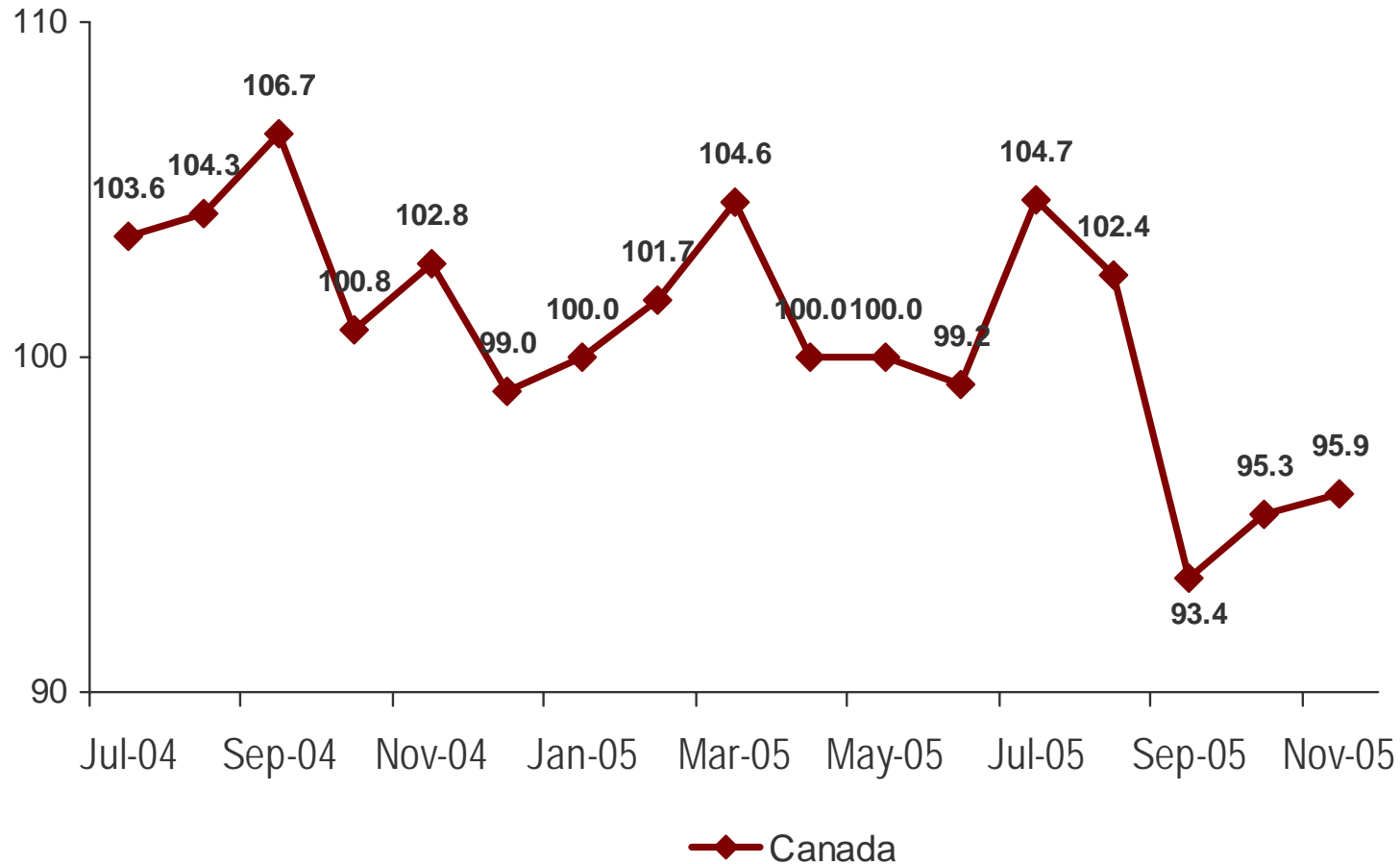


Index Variables:

- 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?

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Buy Index: Canada



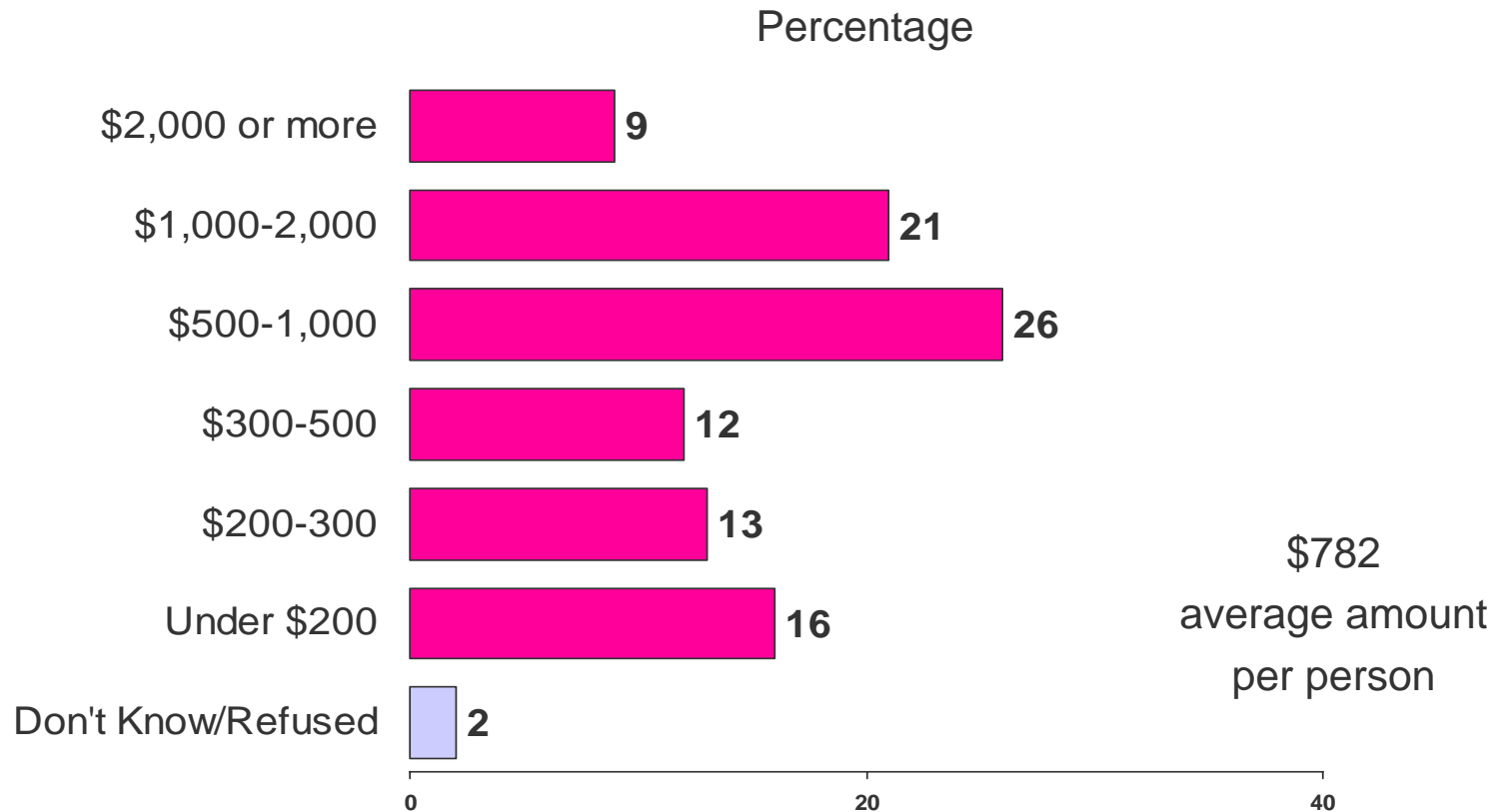
Index Variable:

- 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.?

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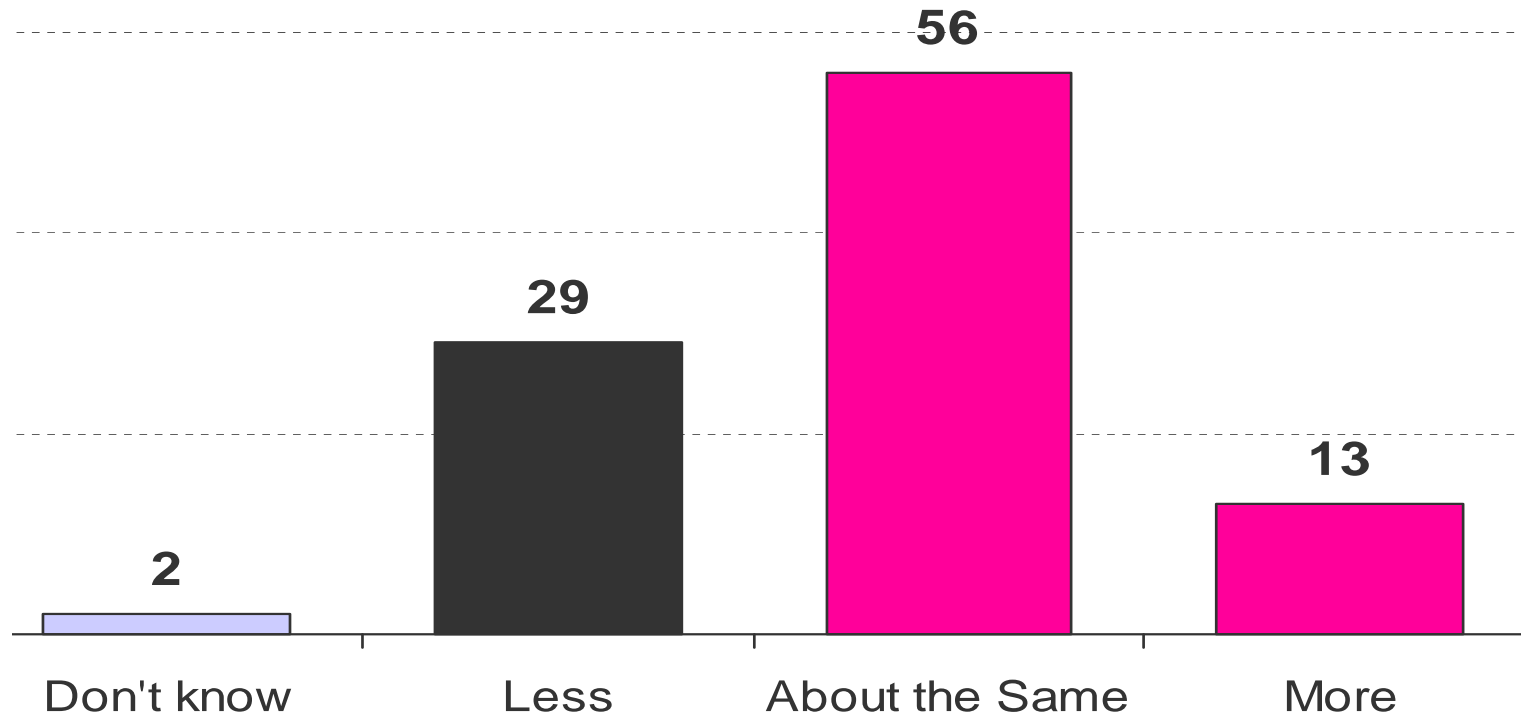
Holiday Spending

Holiday Spending



Q. Approximately how much will you spend on holiday gifts, decorations or other holiday items this season?

Spending Compared to Last Year



Q. Would you say that you are spending more, less or about the same on holiday items as you spent last year?

Holiday Spending by Group

	Household Income				
	Under \$35,000	\$35,000-\$49,000	\$50,000 and over		
Average	\$480.20	\$502.40	\$1038.90		
	Region				
	Atlantic	Quebec	Ontario	Prairies	B.C.
Average	\$786.50	\$610.80	\$849.60	\$760.70	\$914.30
	Gender				
	Men		Women		
Average	\$847.50		\$720.20		



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