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Canadian Confidence Index

a TNS Canadian Facts News Release

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Expectations worsening...

Overall confidence bounced back somewhat from the consecutive declines in all the *Indices* that have characterized the last few months.

Not everything is rosy. While consumers have regained some confidence in the current state of the economy, their expectations about the future continue to deteriorate.



National Results

February 2008 – Expectations worsening

RESULTS

The *Consumer Confidence Index*, which captures all the variables, now stands at 104.8. This is a slight improvement from 103.7 last month and seems to reflect the realization that the economy is currently performing well.

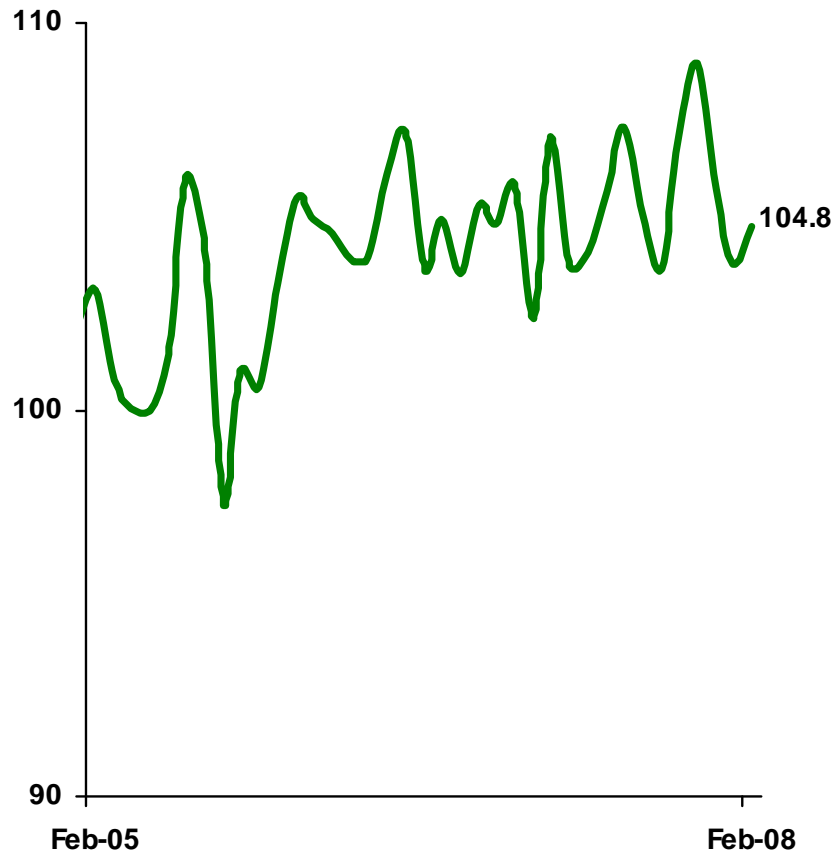
The *Present Situation Index*, which captures evaluations of the overall state of the economy and the employment situation, now stands at 118.7 (up from 114.7 in January).

Confidence in the future, however, continues to erode. The *Expectations Index*, which measures consumers' estimation of the economy, household income and employment in six months, declined for the third consecutive month. The index value is now 97.9 (down from 98.5 in January). This is the lowest point the Index has reached since the fallout from Hurricane Katrina in the fall of 2005.

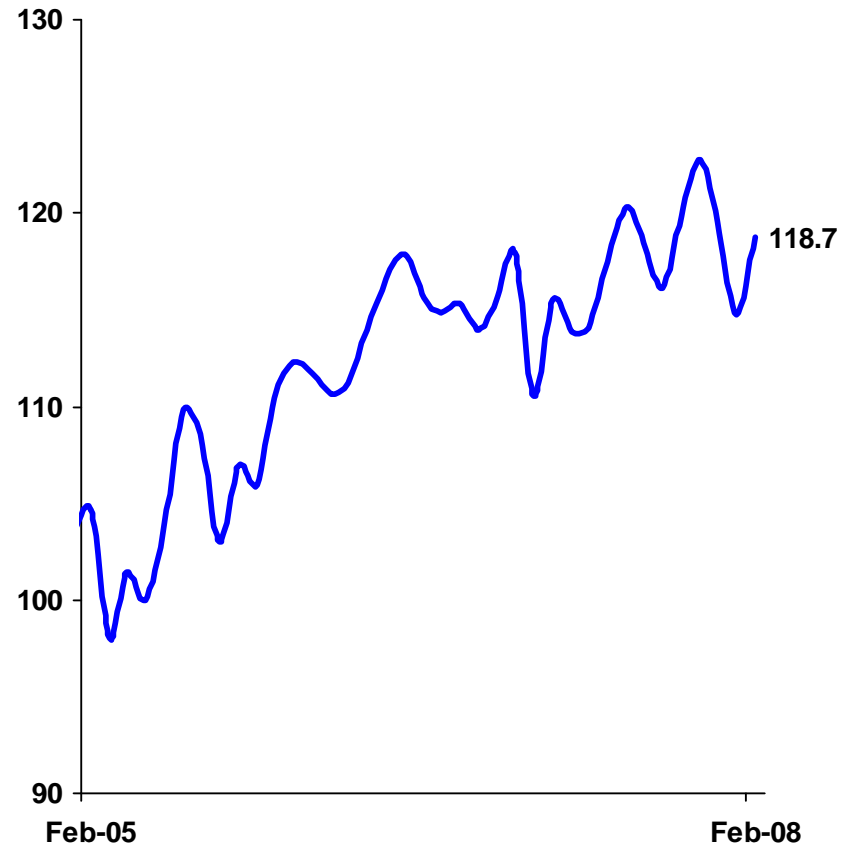
The *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, went down from 94.3 in January to 93.0 now.



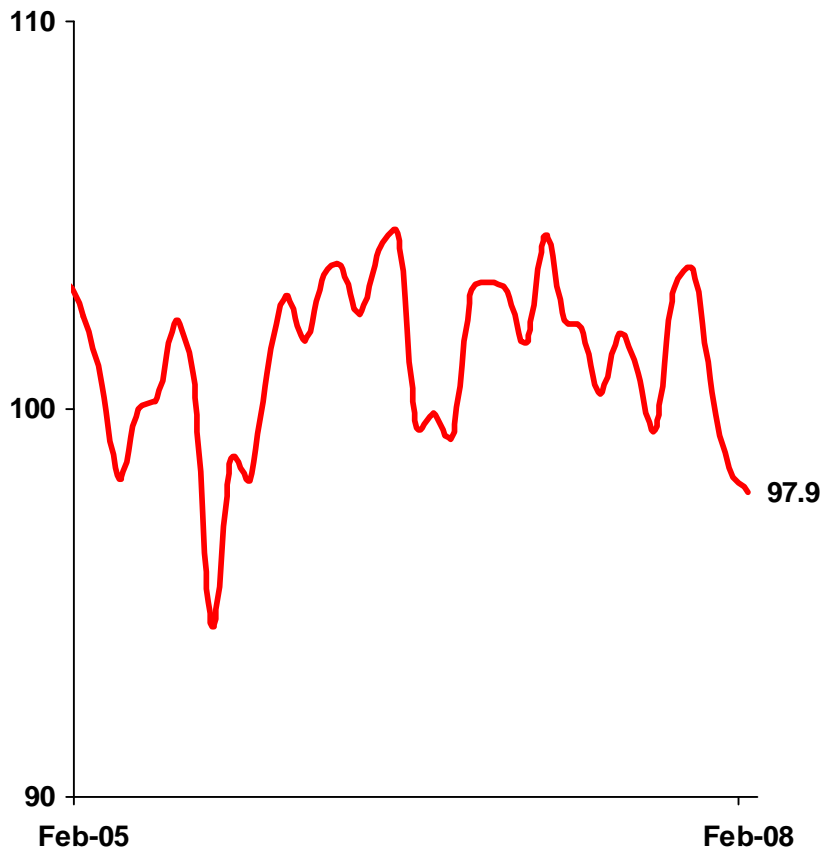
Consumer Confidence Index



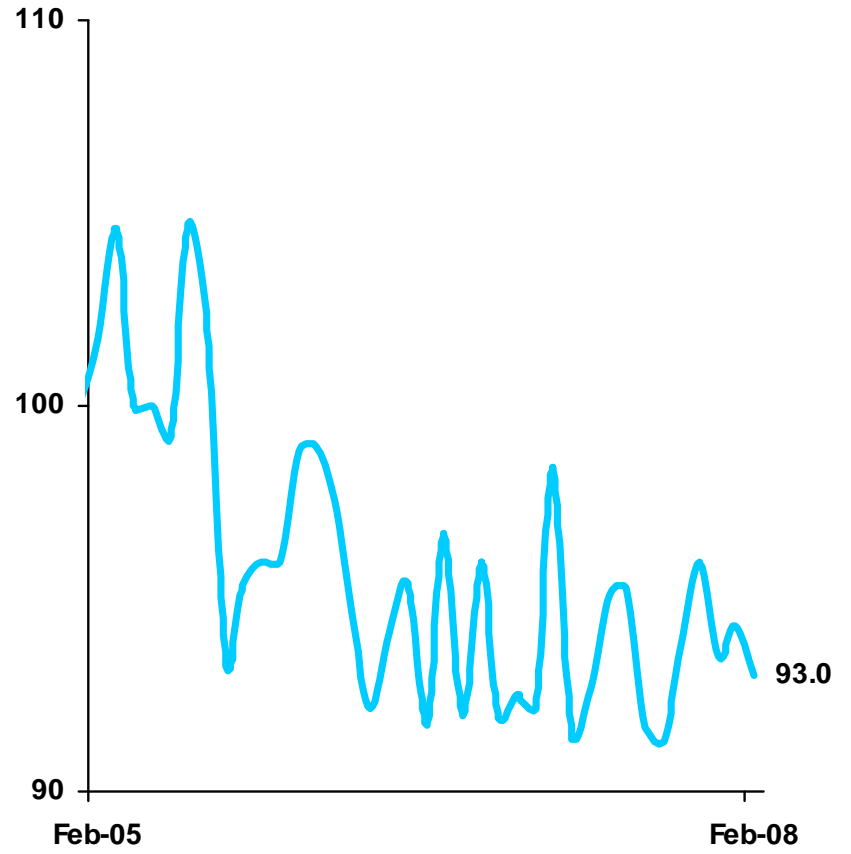
Present Situation Index



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 seven questions to produce an index score, there are three sub-indices that rely on some of the questions.

CCI Index: Includes all six 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 six months?
- What do you think will be your country's employment situation in the next six months?
- What do you think your income will be in six 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 Dr. Richard Jenkins

An accomplished researcher, Dr. Jenkins is responsible for TNS Canadian Facts' public sector research. This includes traditional public opinion and market research as well as all research conducted by the Social and Policy Research Group at TNS. He is also the primary spokesperson for TNS Canadian Facts for news interviews and analysis of recent trends in public opinion and market behaviour.

Dr. Jenkins has more than nine years of experience, derived from both academic and private sector experience, as a researcher of public opinion and public policy. He has published articles in a number of respected peer-reviewed journals, including the *Canadian Journal of Political Science*, and chapters in a number of edited books, including the *State of the Federation* (2001) and the *Review of Economic Performance and Social Progress* (2002) and continues to contribute to our collective understanding of politics through his recent publications on turnout and attitudes about democracy.

Dr. Jenkins holds Honours and Masters degrees in Political Studies from Queen's University and a Doctoral degree in Political Science from the University of British Columbia. His academic training focused on public opinion (including both methodological and substantive issues), public policy and Canadian politics. Before joining TNS Canadian Facts, Dr. Jenkins spent two years at EKOS Research Associates and two years as an Assistant Professor in Political Studies at Queen's University, where he taught Canadian politics, democracy and election, and statistics. He is a member of MRIA and a number of professional associations devoted to the study of public opinion and politics.

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