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CONFIDENCE SLIDES IN APRIL: SURVEY

Bad News Taking Toll on Canadian Consumers

TORONTO, April 17, 2008 – While many Canadians continue to hold an optimistic outlook on the economy, the April findings from TNS Canadian Facts' *Consumer Confidence Index* show a rise in pessimism.

“Consumers in Canada are nowhere near as negative as their neighbours to the South, but they are clearly absorbing the mixed economic news and moderating their optimism,” said Richard Jenkins, vice-president of TNS Canadian Facts and director of the marketing research firm's monthly tracking study.

The *Present Situation Index*, which captures evaluations of the overall state of the economy and the employment situation, now stands at 113.7 (down from 116.8 in March). Current perceptions are down significantly from last month and especially from November of 2007 when the Index reached a high of 122.8.

The *Expectations Index*, which measures consumers' estimation of the economy, household income and employment in the next six months fell significantly. The April index value is 97.8 (down from 100.6 in March). This is the lowest level of consumer optimism about the future that TNS has recorded in the past two years.

The *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, also declined. The index now sits at 94.0 (down from 95.8 last month).

“The drop in confidence in Canada is important given that strong domestic consumer demand will be essential to offset continued weakness in consumer confidence in the U.S.” added Jenkins.

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 April 7 to 11, 2008. For a survey sample this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20

TNS Canadian Facts (www.tns-cf.com) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

About TNS

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TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behaviour.

TNS is the world’s leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

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