

FOR IMMEDIATE RELEASE

## **CANADIANS ARE FAR FROM DESPAIRING ABOUT THE ECONOMY: SURVEY**

**TORONTO, April 23, 2009** – Although news reports suggest that Canadians’ perceptions of the state of the economy worsened in March, results of a new TNS Canadian Facts tracking survey point to areas of emerging optimism and indicate that negative views of the economy are not universally held. In fact, few Canadians are very negative regarding Canada’s economic and employment situation.

“With the faltering economy continuing to dominate our news, it is encouraging to note that Canadians’ attitudes have not deteriorated to the negative extreme. In fact, the majority of Canadians are neutral or moderately negative about our economy and the employment situation,” said Rhonda Grunier, vice-president of TNS Canadian Facts and director of the marketing research firm’s quarterly tracking study called *Vibe*.

Regarding Canada’s current economic climate, most Canadians are either neutral (39%) or moderately negative (37%). Only about one in 10 Canadians (12%) is very negative while a similar proportion is positive (10%). Sentiments about Canada’s current employment situation are also cautious and concerned, with most Canadians reporting that the job situation is either mixed (37%) or moderately difficult (36%). Again, relatively few Canadians express an extremely negative (16%) or positive (10%) opinion.

“One of the consequences of the prolonged economic downturn is that consumers have made reductions and shifts in their purchasing patterns. More specifically, while Canadians have experienced a measure of success in cutting some expenses, particularly in the areas of

discretionary spending, it is evident that they are still looking for additional savings. Top priorities for future savings are most noted in the areas of banking fees, TV and cellphone subscriptions. Conversely, certain sectors have seen significant change already, and consumer attention is less focused on continued cutbacks in these areas – such as travel, eating out, entertainment, and on-premises beer, wine and spirits expenditures,” added Grunier.

*Vibe* tracks Canadians’ attitudes about the economy and consumer behaviour on a quarterly basis. In addition to high-level measures of the economy, the *Vibe* survey incorporates modules reporting detailed consumer expenditures in areas such as grocery shopping, restaurants, alcoholic beverages, telecom, financial institutions and travel. Online interviews were conducted between March 5 and 16, 2009, among 1,455 Canadians who were randomly selected from the TNS Canadian Facts interactive research panel. The survey data were weighted to reflect the demographic composition of the Canadian population, aged 18 and older.

TNS Canadian Facts ([www.tns-cf.com](http://www.tns-cf.com)) is one of Canada’s most prestigious full-service marketing, opinion and social research organizations.

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