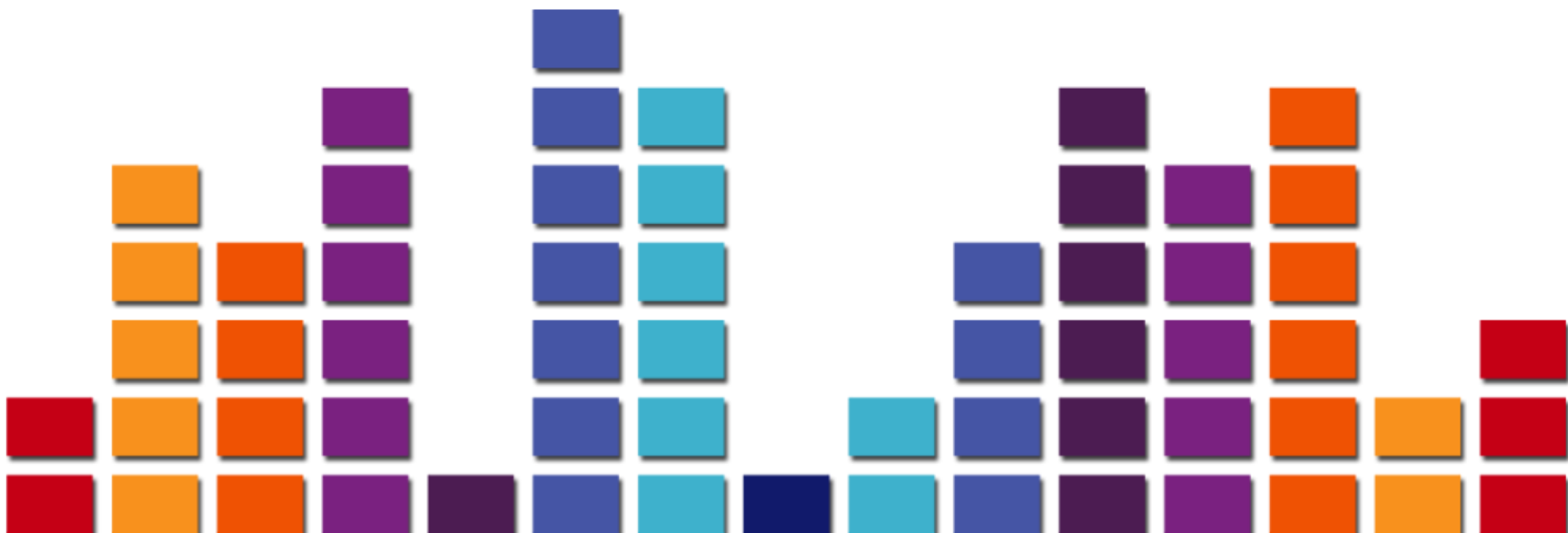




Canadian Consumer Confidence Index

A TNS News Release — May 16, 2013

Canadian Consumer Confidence Rebounds in May – but variability means there is still considerable uncertainty



Consumer Confidence

TORONTO, May 16th, 2013

After a downward slide over the last three months Canadian Consumer Confidence rebounded significantly in May, as Canadians appear to have shaken off bad economic news on jobs and the slumping housing market.

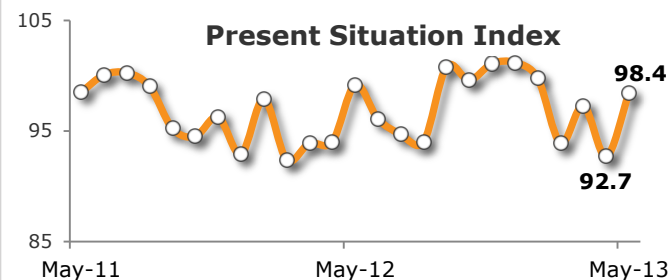
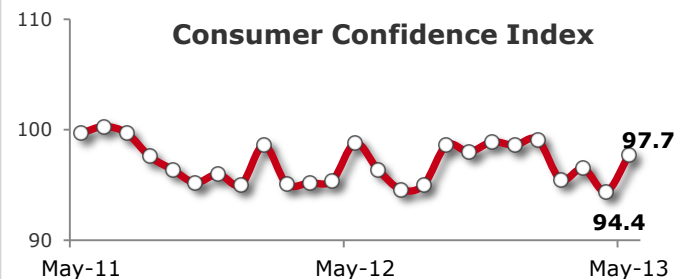
According to the latest consumer confidence survey conducted by TNS, the Canadian Consumer Confidence Index rose by more than three points, climbing from 94.4 in April to 97.7 in May.

The *Present Situation Index*, which measures how people feel about the economy right now rebounded sharply in May, rising more than five full points, from 92.7 to 98.4.

"Canadians' confidence in the economy continues to be highly variable as we are seeing sharp swings up and down, with this month being more on the positive side. This tells us that

Canadians' are still unsure how to interpret economic signals, and even though there are positive signs in this month's figures, there is still a lot of uncertainty out there." explained Norman Baillie-David, Senior Vice President of TNS in Canada and Director of the Marketing and Social research firm's monthly tracking study.

Indices Overview



Consumer Confidence

...continued from previous

The *Expectations Index*, which measures people's outlook for the economy six months from now, represents perhaps the best cause for optimism. This index rose from 99.0 to 102.8, significantly above the long-term trend, and its highest point since January 2012. This shows that even though Canadians don't quite know what to make of the economy right now, there is optimism that the future will be brighter.

The *Buy Index*, which measures the extent to which Canadians feel that now is a good time to purchase a "big ticket item" such as a car or a major household appliance, remained relatively flat in May, dropping 0.6 points from 92.2 to 91.6, which means no change in statistical terms.

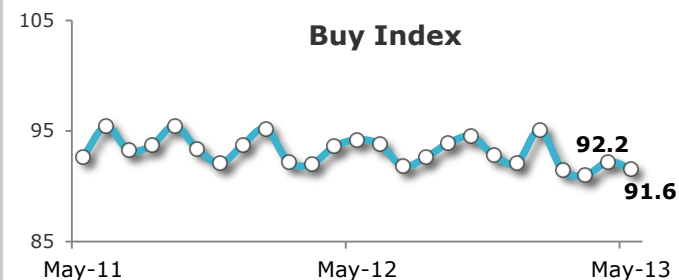
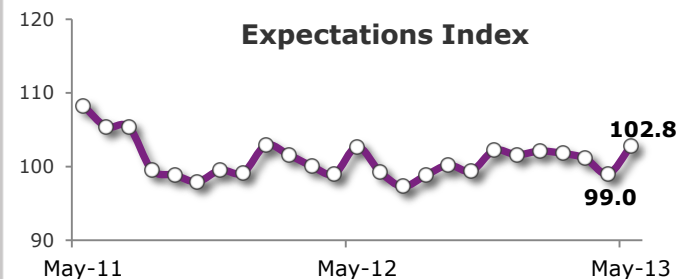
"Canadians are being prudent, and not letting emotional highs or lows about economic news affect spending plans, which are pretty set. We continue to heed high consumer debt warnings and

avoid spending sprees on big ticket items, but we're also not cancelling any spending plans either." added Mr. Baillie-David.

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.

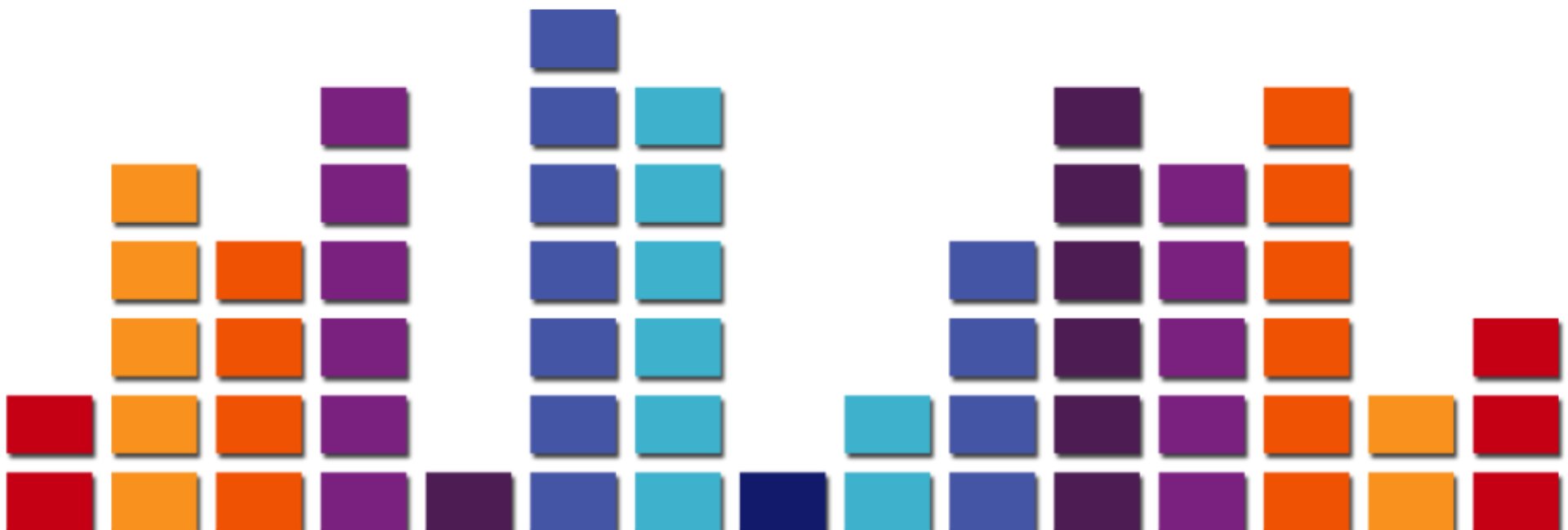
The Canadian fieldwork is conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between May 6 and May 9, 2013. For a survey sample of this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.

Indices Overview





About the CCI Study



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Seven questions make up the core survey of Consumer Confidence. While the overall CCI index uses all 7 questions to produce an index score, there are three sub-indices that rely on some of the questions.



CCI Index:

- Includes all 7 variables



Present Situation Index:

- How would you describe your country's current economic situation?
- How would you describe your country's current employment situation?



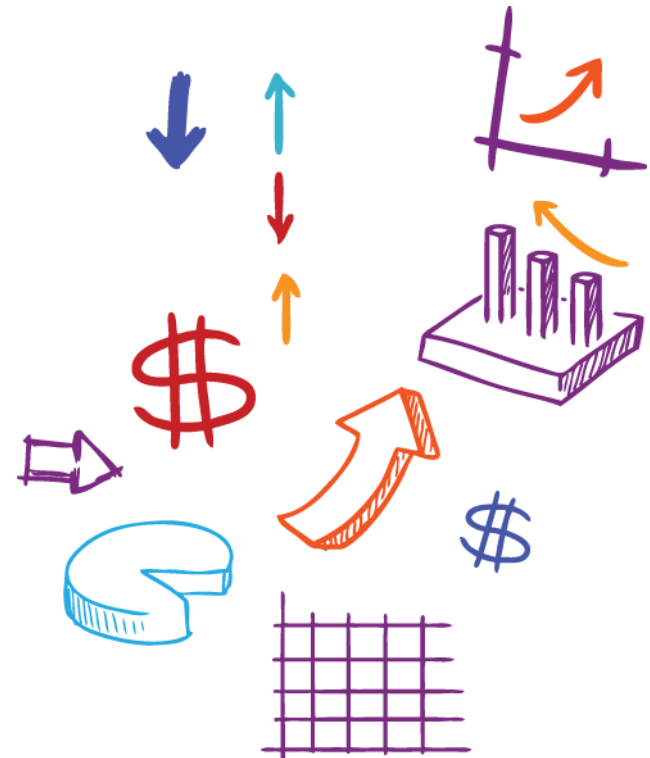
Expectations Index:

- What do you think will be your country's economic situation in the next 6 mos?
- What do you think will be your country's employment situation in the next 6 mos?
- What do you think your income will be in 6 mos 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 the Director of the CCI Study

Norman ("Norm") Baillie-David is Senior Vice President, Director of Public Opinion Research, and Head of Qualitative Research and Strategy for TNS in Canada. He also leads the TNS office in the National Capital Region, as well as sitting on the TNS Global Steering Committee for Political and Social Research.

Over his twenty-five year plus career, Norm has designed and managed more than 1,000 surveys in a wide-variety of areas, ranging from high-technology to consumer products, and Norman is a recognized "expert" in complex survey methodology design and multivariate statistical analysis. He is in frequent demand by the media and market research industry in Canada to speak on the comparisons and contrasts of public opinion in Quebec and the rest of Canada, and has published widely. In addition, Norm has conducted assignments in more than 40 different countries around the world, and has a keen interest in cross-cultural issues, especially related to public opinion, the economy, and the use of technology.

Before joining TNS, Norm was Managing Partner of an Ottawa-based public opinion research and management consulting firm (2001-2009). He spent most of his preceding career at a major management consulting firm, as well as three years with a well-known Quebec market research firm. He is a Certified Marketing Research Professional (CMRP), member of the Market Research Intelligence Association (MRIA), and he served as a President of the Ottawa Chapter from 2002 to 2004.

If you would like to add proprietary questions to the CCI study, obtain full tabular results, receive a historical time series for all the index scores, or if you have other inquiries about CCI, please contact:

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