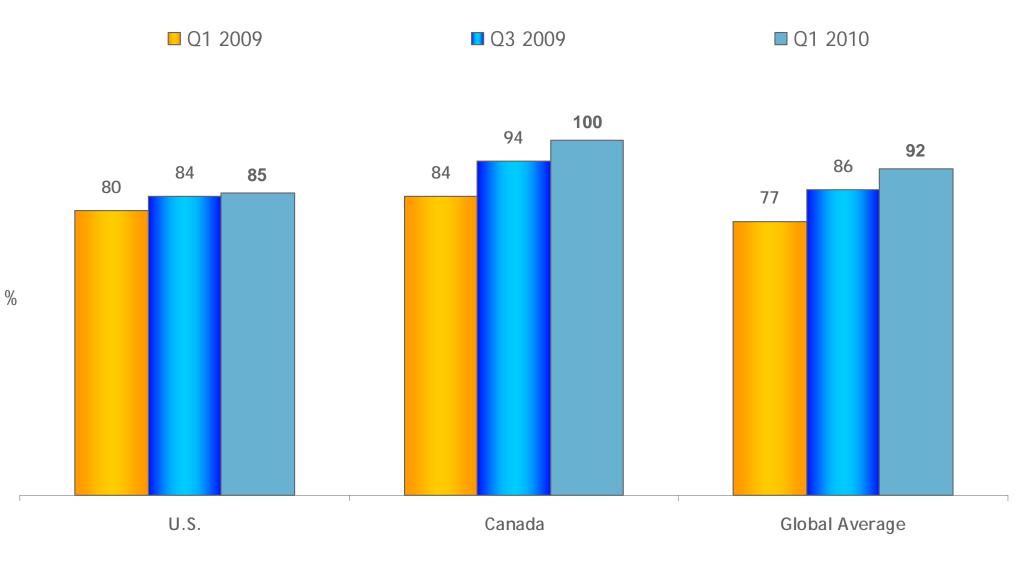
Consumer Confidence Index

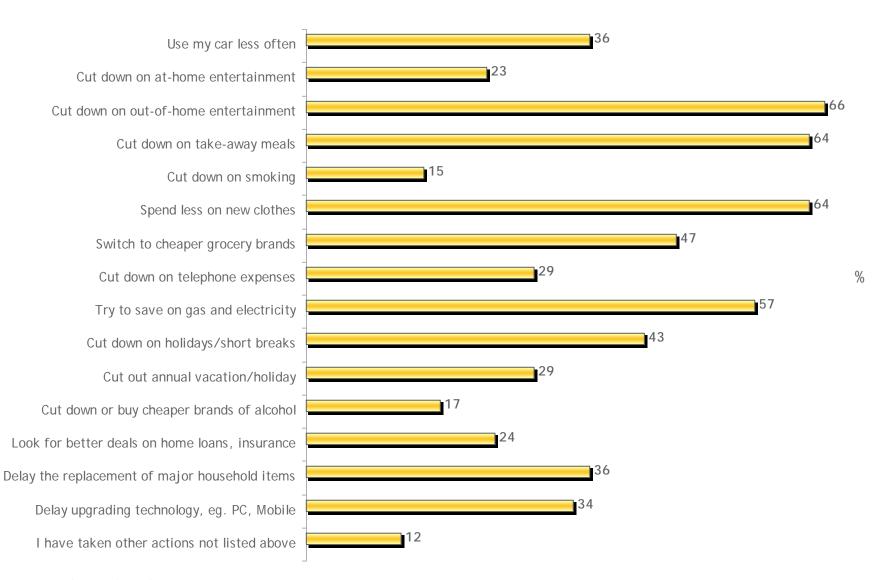


Base : All respondents n=30765

nielsen Consumer Confidence Survey - Q1 2010 Field dates 08/03/10 - 28/03/10

Page 1 Confidential & Proprietary Copyright © 2010 The Nielsen Company

Compared to this time last year, what actions have you taken to save on household expenses?



Base : 329 respondents, Canada

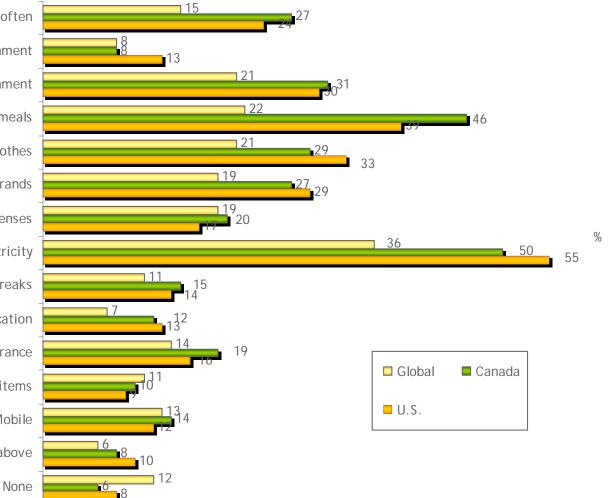
- • • • • • • • • • •

nield dates 08/03/10 - 28/03/10

Page 2 Confidential & Proprietary Copyright © 2010 The Nielsen Company

When economic conditions improve, which of these do you expect you will continue to do?

Use my car less often Cut down on at-home entertainment Cut down on out-of-home entertainment Cut down on take-away meals Spend less on new clothes Switch to cheaper grocery brands Cut down on telephone expenses Try to save on gas and electricity Cut down on holidays/short breaks Cut out annual holiday/vacation Look for better deals on home loans, insurance Delay the replacement of major household items Delay upgrading technology, eq. PC, Mobile Other actions not listed above



Base : 18,627 respondents



nielsen consumer Confidence Survey - Q1 2010 Field dates 08/03/10 - 28/03/10

Page 3 Confidential & Proprietary Copyright © 2010 The Nielsen Company