

Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, October 3rd, 2014 (Project 2013-284)

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Your weekly look
at Canada's
Economic Mood

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Consumer sentiment west of the Ottawa River near 12 month high, Quebec noticeably below 12 month high (October 3rd, 2014)

The latest weekly tracking in the Bloomberg Nanos Canadian Consumer Confidence Index suggests consumer sentiment remains near the 2014 high.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 59.64 compared with last week's 60.01. The high for 2014 stands at 60.60. The Bloomberg Nanos Pocketbook Index is based on survey responses to questions on personal finances and job security. This sub-index was at 60.56 this week compared to 60.84 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 58.71 this week (compared to 59.19 last week).

The average for the BNCCI since 2008 has been 57.28, with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged

58.93 this year.

"Positive economic sentiment in Canada continues to be driven by consumer attitudes West of the Ottawa River," said Nanos Research Group Chairman Nik Nanos.

"While index scores for BC, the Prairies and Alberta remain near their 2014 high, consumer confidence in Quebec is noticeably below its 12 month high."

"Since 2011, consumer sentiment in the western provinces has been more closely related to trends in the Canadian equity market than sentiment in the eastern provinces. With the energy sector comprising a quarter of the TSX and with energy prices and the Canadian dollar slipping, it remains to be seen if the drop in Canadian equity share prices is a correction or if it could have a far reaching effect on Canadian sentiment," said Robert Lawrie, Bloomberg Economist.

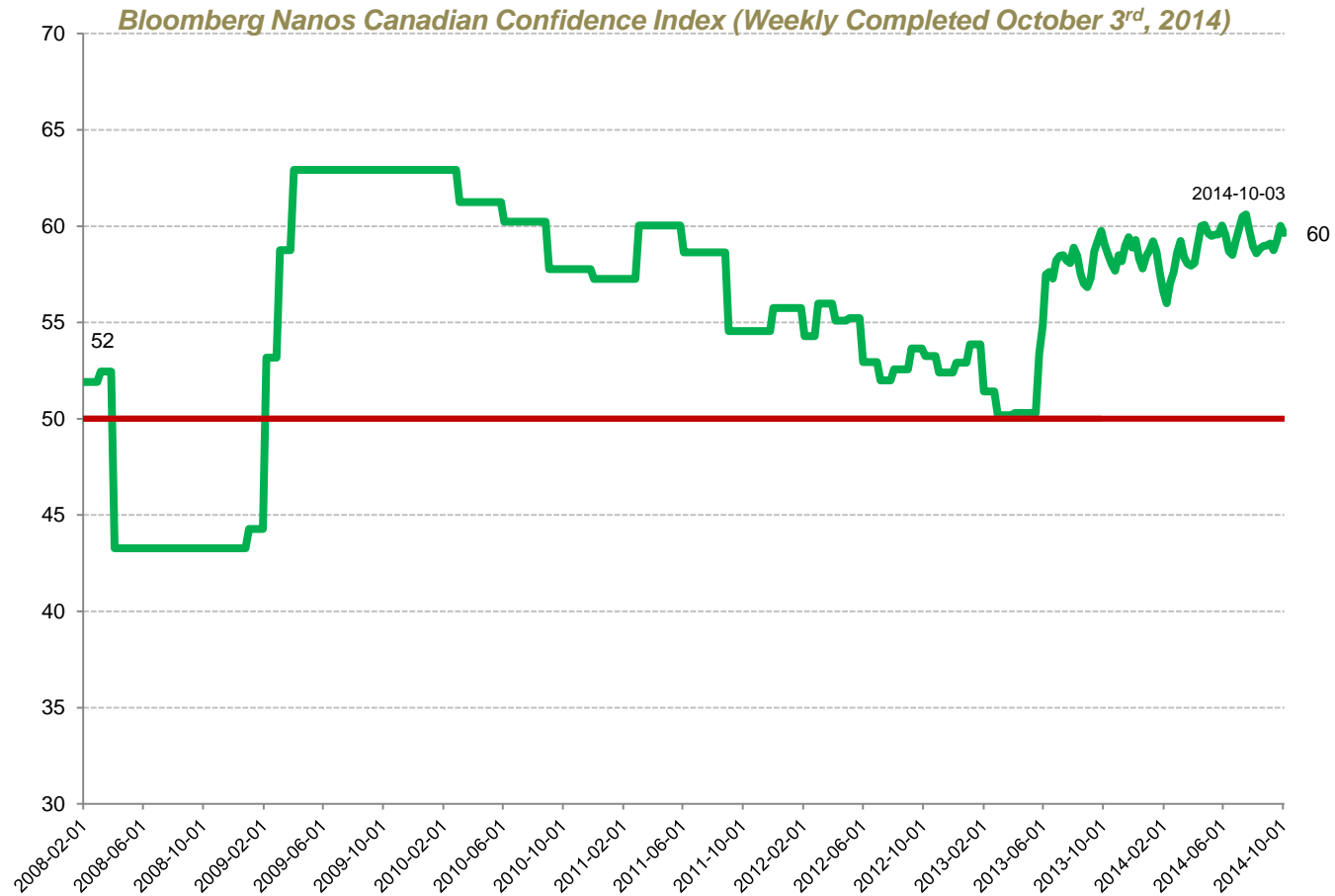
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The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms of the economic mood of Canadians. The data is based on perceptions related to personal finances, job security, economic strength, and real estate value.



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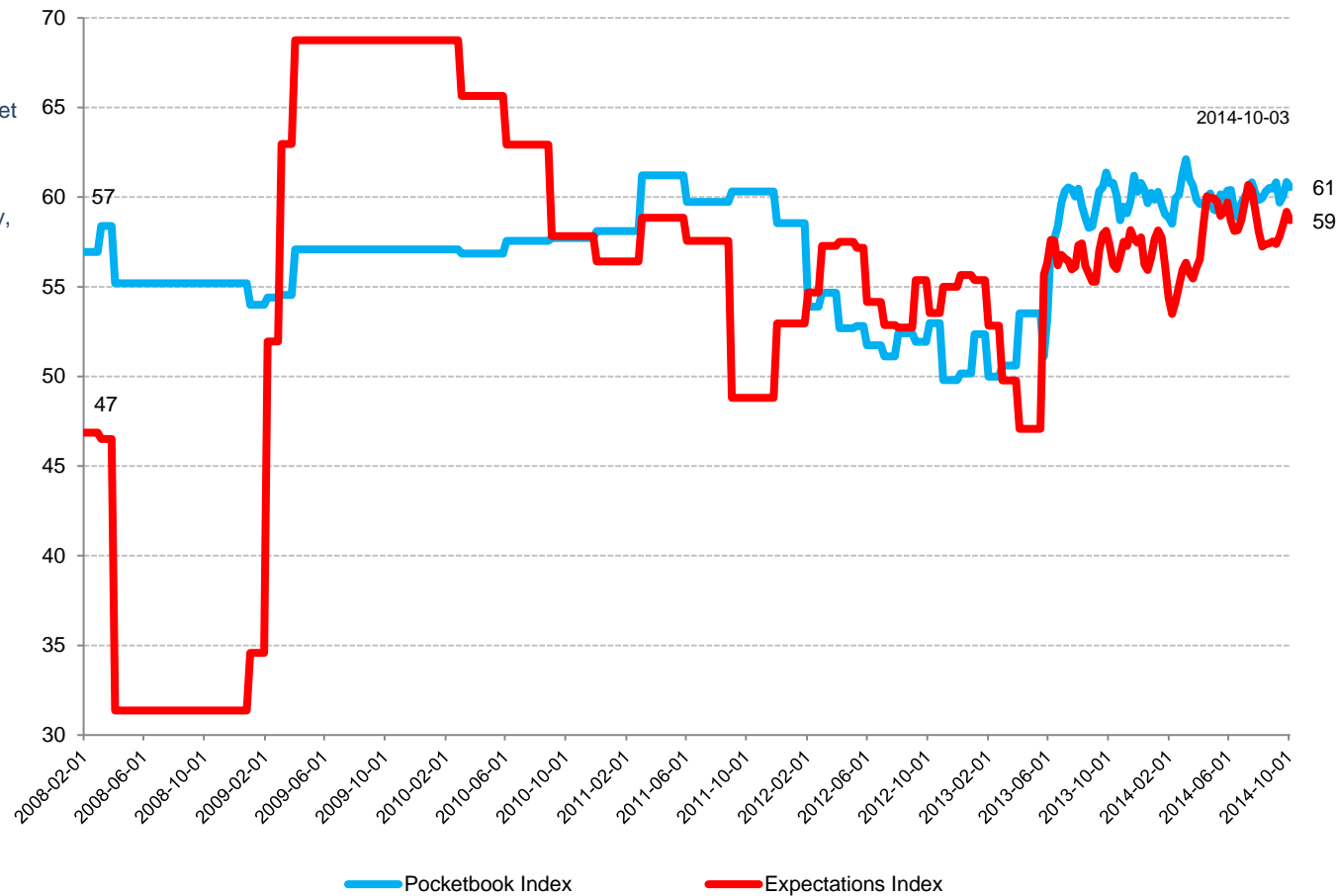
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms of the economic mood of Canadians. The data for the Pocketbook Index is based on perceptions related to personal finances and job security, and the data for the Expectations Index is based on perceptions related to economic strength and real estate value.

Bloomberg Nanos Canadian Pocketbook and Expectations Indices (Weekly Completed October 3rd, 2014)



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*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
October 3rd, 2014*

	BNCCI	
This week	59.64	
Last week	60.01	
2014 high	60.60	July 18
2014 low	56.00	Feb 07
2014 average	58.93	
2008 average	49.21	Worst full year
2010 average	59.13	Best full year
Dec 31, 2008	43.28	Record low
Dec 31, 2009	62.92	Record high
Overall index average	57.28	

Individual Measures:

Positive ratings	This week	Last week	Average 2014	Average 2008-2014	
Personal finances	20.01	20.02	19.60	19.42	
Canadian economy	18.75	20.82	21.15	22.57	
Job security	68.55	70.74	67.04	65.23	
Real estate	44.41	43.64	40.52	36.92	
Full Ratings	Better off	Worse off	No change	Don't know	
Personal finances	20.01	25.23	53.57	1.19	
Canadian Economy	Stronger 18.75	Weaker 17.74	No change 57.46	Don't know 6.05	
Job security	Secure 49.67	Somewhat secure 18.88	Somewhat not secure 6.54	Not secure 6.04	Don't know 18.88
Real estate	Increase 44.41	Stay the same 42.90	Decrease 10.57	Don't know 2.11	

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		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Oct)	12 Month High	12 Month Low	12 Month Average
Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for October 3rd, 2014	Canada								
	Economic Mood	59.64	60.01	59.10	59.87	59.04	60.60	56.00	58.83
	Pocketbook Index	60.56	60.84	60.82	60.02	60.77	62.11	58.51	60.08
	Expectations Index	58.71	59.19	57.38	59.72	57.32	60.69	53.48	57.59
	Economic Mood by Demographic								
	Region								
	Atlantic	54.81	56.25	55.13	58.53	53.34	58.68	50.66	53.80
	Quebec	53.02	54.34	55.03	56.53	56.63	59.15	53.02	56.39
	Ontario	61.75	63.02	61.08	59.68	58.33	63.02	54.50	59.23
	Prairies	66.31	63.91	63.51	66.53	65.80	68.46	61.00	64.39
British Columbia	60.65	60.66	58.68	57.81	59.18	62.71	54.23	58.04	
Age									
18 to 29	60.66	61.92	61.19	66.96	64.44	66.96	57.68	62.53	
30 to 39	62.74	63.48	62.22	59.12	60.14	64.00	55.22	60.35	
40 to 49	59.63	58.99	57.22	58.44	58.19	61.81	56.03	58.39	
50 to 59	58.64	58.26	56.76	57.72	56.79	58.93	53.30	56.48	
60 plus	57.31	58.11	58.50	57.16	56.04	58.68	53.82	56.72	
Income									
\$0 to \$14,999	45.69	46.44	52.78	51.06	49.62	57.19	40.92	49.16	
\$15,000 to \$29,999	50.74	51.91	54.74	51.80	55.51	57.75	45.72	52.82	
\$30,000 to \$44,999	59.40	57.87	55.46	57.37	57.31	59.77	51.24	55.44	
\$45,000 to \$59,999	55.55	58.94	55.15	57.39	56.80	59.93	52.18	57.04	
\$60,000 to \$74,999	61.89	62.32	59.55	59.73	58.76	63.21	55.71	59.80	
\$75,000 or more	63.79	63.91	62.51	63.94	62.53	65.58	60.41	62.84	
Home									
Own	60.37	60.79	59.45	60.15	58.90	61.42	56.62	58.94	
Rent	57.03	56.24	56.67	58.67	59.90	61.98	53.88	58.03	

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About the Bloomberg Nanos Canadian Confidence Index

The Bloomberg Nanos Canadian Confidence Index (BNCCI) is a weekly measurement of the economic mood of Canadians on the strength of the economy, job security, real estate in their neighbourhood, and their personal financial situation. It is a composite of those variables and has two sub indices: a Bloomberg Nanos Expectations Sub-index on forward views; and, Bloomberg Nanos Pocketbook Index on their personal economic situation. The longitudinal data on the index begins in 2008 and is a significant data source for decision-makers.

For more information, visit www.bloomberg.com/news/canada or www.nanosresearch.com

For interviews contact: Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Robert Lawrie

Economist, Bloomberg LP
New York
1 (212) 617-7664
rlawrie2@bloomberg.net



Methodology

Methodology

The BNCCI is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random telephone interviews with 1,000 Canadian consumers (land- and cell-lines), using a four week rolling average of 250 respondents each week, 18 years of age and over. The random sample of 1,000 respondents may be weighted using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews where each week, the oldest group of 250 interviews is dropped and a new group of 250 interviews is added. The views of 1,000 respondents are compiled into a diffusion index from 0 to 100. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above 50 suggest net positive views, while those below 50 suggest net negative views in terms of the economic mood of Canadians.

A random telephone survey of 1,000 consumers in Canada is accurate 3.1 percentage points, plus or minus, 19 times out of 20. This report is based on the four waves of tracking ending October 3rd, 2014.

The following questions are used for the index calculations:

- Thinking of your personal finances, are you better off, worse off, or has there been no change over the past year? (Overall Confidence Index and Pocketbook Sub-Index)
- Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure, or not at all secure? (Overall Confidence Index and Pocketbook Sub-Index)
- In the next six months, do you think the Canadian economy will become stronger, weaker, or will there be no change? (Overall Confidence Index and Expectations Sub-Index)
- In the next six months, do you believe that the value of real estate in your neighbourhood will increase, stay the same or decrease? (Overall Confidence Index and Expectations Sub-Index)

About Bloomberg

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About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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