

Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, July 11th, 2014 (Project 2013-284)

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Your weekly look
at Canada's
Economic Mood

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Canadian consumer confidence hits a high for 2014 (July 11th, 2014)

Tracking of Canadian consumer sentiment hit a high for 2014 this past week according to the Bloomberg Nanos Canadian Confidence Index.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 60.50 compared with last week's 59.87. The Bloomberg Nanos Pocketbook Index is based on survey responses to questions on personal finances and job security. This sub-index was at 60.31 this week compared to 60.02 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 60.69 this week (compared to 59.72 last week).

The average for the BNCCI since 2008 has been 57.01, with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 58.77 this year.

"Consumer confidence in Canada is being noticeably propelled by views on real estate," said Nanos Research

Group Chairman Nik Nanos. "Perceptions related to the value of real estate in people's neighbourhood is 10 percentage points above the six year average and seven points above the 2014 average."

"Wealth effects, most obviously the 13.4% average annual growth in equity prices during the current two year up-cycle in the TSX index, are contributing to the upsurge in consumer sentiment. The Cassandras among us might point to the latest up-tick in unemployment to 7.1%, the decline in productivity in the latest quarter, the three-year downtrend in employment growth, and the potential of a top forming in Prairie economic activity as cautionary flags," said Joseph Brusuelas, Sr. Economist Bloomberg, LP.

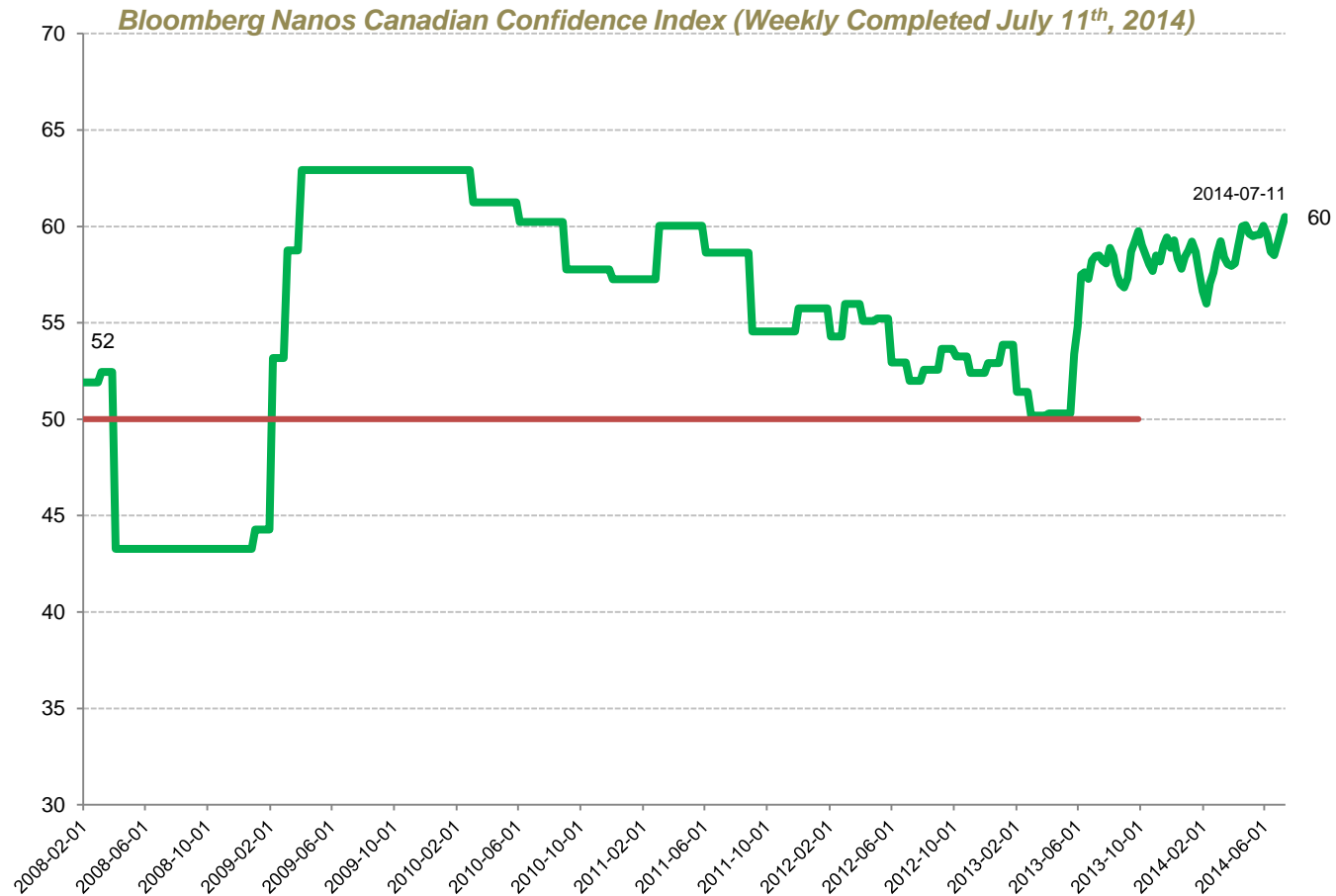
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The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms 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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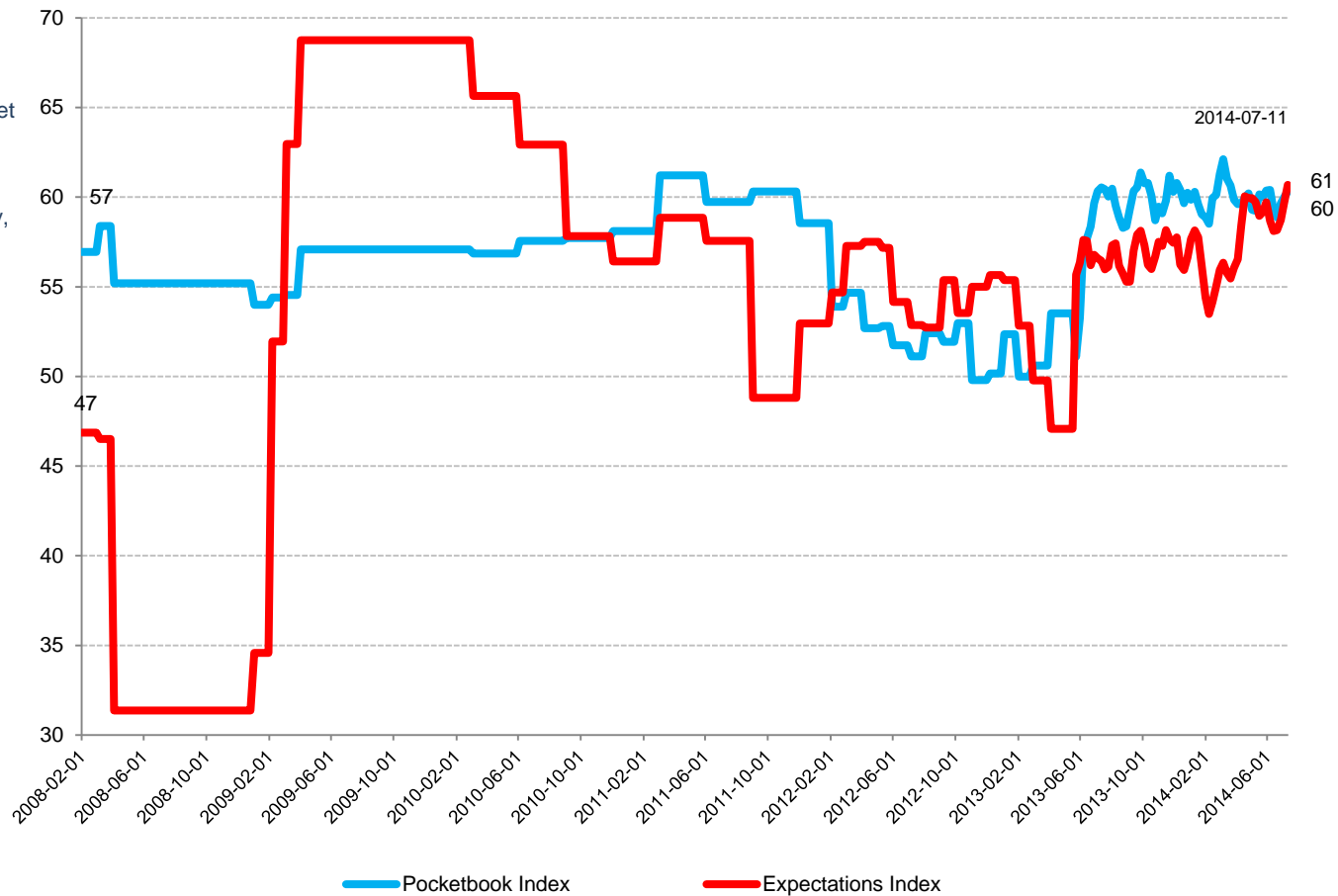
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative 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 July 11th, 2014)



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Canadian Consumer
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Data Summary for
July 11th, 2014*

	BNCCI				
This week	60.50				
Last week	59.87				
2014 high	60.50	July 11			
2014 low	56.00	Feb 07			
2014 average	58.77				
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	57.01				
Individual Measures:					
	This week	Last week	Average 2014	Average 2008-2014	
Positive ratings					
Personal finances	18.87	17.78	19.57	19.39	
Canadian economy	22.57	23.74	21.64	22.91	
Job security	67.34	67.37	66.58	64.85	
Real estate	46.99	44.31	39.89	36.25	
	Better off	Worse off	No change	Don't know	
Personal finances	18.87	23.04	56.76	1.32	
	Stronger	Weaker	No change	Don't know	
Canadian Economy	22.57	15.21	55.31	6.91	
	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	48.47	18.87	6.32	6.95	19.39
	Increase	Stay the same	Decrease	Don't know	
Real estate	46.99	38.16	11.62	3.22	

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		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (July)	12 Month High	12 Month Low	12 Month Average
Canada									
	Economic Mood	60.50	59.87	58.69	59.04	58.49	60.50	56.00	58.59
	Pocketbook Index	60.31	60.02	59.27	59.64	60.54	62.11	58.29	59.95
	Expectations Index	60.69	59.72	58.11	58.43	56.45	60.69	53.48	57.22
Economic Mood by Demographic									
Region									
	Atlantic	58.68	58.53	52.80	52.65	56.96	58.68	50.66	54.02
	Quebec	56.24	56.53	58.20	56.56	55.77	59.15	53.59	56.44
	Ontario	61.17	59.68	58.00	59.41	57.80	61.17	54.50	58.56
	Prairies	68.16	66.53	63.56	64.58	64.17	68.16	61.00	64.10
	British Columbia	57.24	57.81	58.34	59.23	57.79	62.71	53.90	57.89
Age									
	18 to 29	65.61	66.96	64.84	62.42	61.24	66.96	57.68	62.35
	30 to 39	60.60	59.12	55.22	61.75	60.72	64.00	55.22	60.41
	40 to 49	60.95	58.44	58.47	59.23	59.36	61.79	55.95	58.16
	50 to 59	58.10	57.72	57.96	55.55	56.06	58.93	53.30	56.29
	60 plus	57.43	57.16	56.58	56.63	55.62	57.54	53.82	56.14
Income									
	\$0 to \$14,999	49.42	51.06	50.91	48.31	50.88	57.19	40.92	48.64
	\$15,000 to \$29,999	48.31	51.80	51.38	55.90	53.33	57.75	45.72	52.63
	\$30,000 to \$44,999	57.62	57.37	53.53	54.71	58.98	59.23	51.24	55.30
	\$45,000 to \$59,999	59.18	57.39	55.59	56.48	58.84	60.30	52.18	57.32
	\$60,000 to \$74,999	61.26	59.73	60.24	58.18	52.92	63.21	52.92	59.33
	\$75,000 or more	64.81	63.94	63.38	63.25	61.97	64.81	60.41	62.64
Home									
	Own	61.21	60.15	58.78	59.30	58.26	61.21	56.62	58.58
	Rent	57.38	58.67	58.22	58.48	58.20	61.98	53.88	58.50

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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

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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 July 11th, 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)

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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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