

# Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, October 10<sup>th</sup>, 2014 (Project 2013-284)

## CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

Bloomberg

 NANOS



# CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

Bloomberg

 NANOS

## *Consumer confidence remains in the upper positive range for 2014 (October 10<sup>th</sup>, 2014)*

Canadian consumer confidence remains near its twelve month high.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 59.17 compared with last week's 59.64. The twelve month high 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 61.22 this week compared to 60.56 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 57.13 this week (compared to 58.71 last week).

The average for the BNCCI since 2008 has been 57.29, 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.

"There has been some minor week over week pressure on Canadian consumer confidence largely driven by forward perceptions of the economy and views of real estate," said Nanos Research Group Chairman Nik Nanos.

"The recent improvement in Canada's labor market was clearly not picked up in the expectations component of consumer sentiment. The unemployment rate itself has not been a direct determinant of consumer sentiment, however, probably due to the persistence of high unemployment rates in the eastern provinces and persistently lower levels of unemployment in the energy-rich provinces since 2012," said Robert Lawrie, Bloomberg Economist.

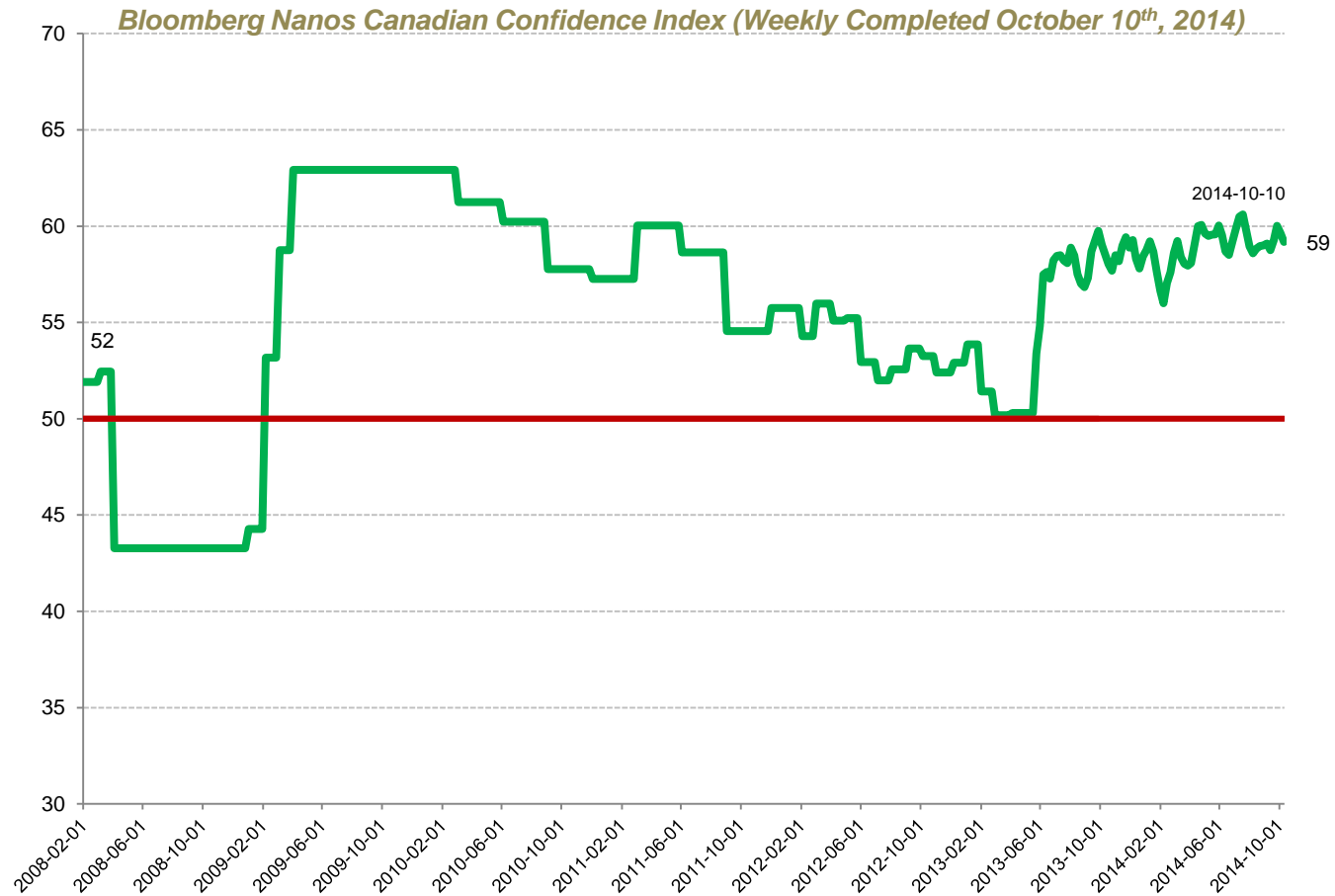
# CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

Bloomberg



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.



# CANADA INDEX

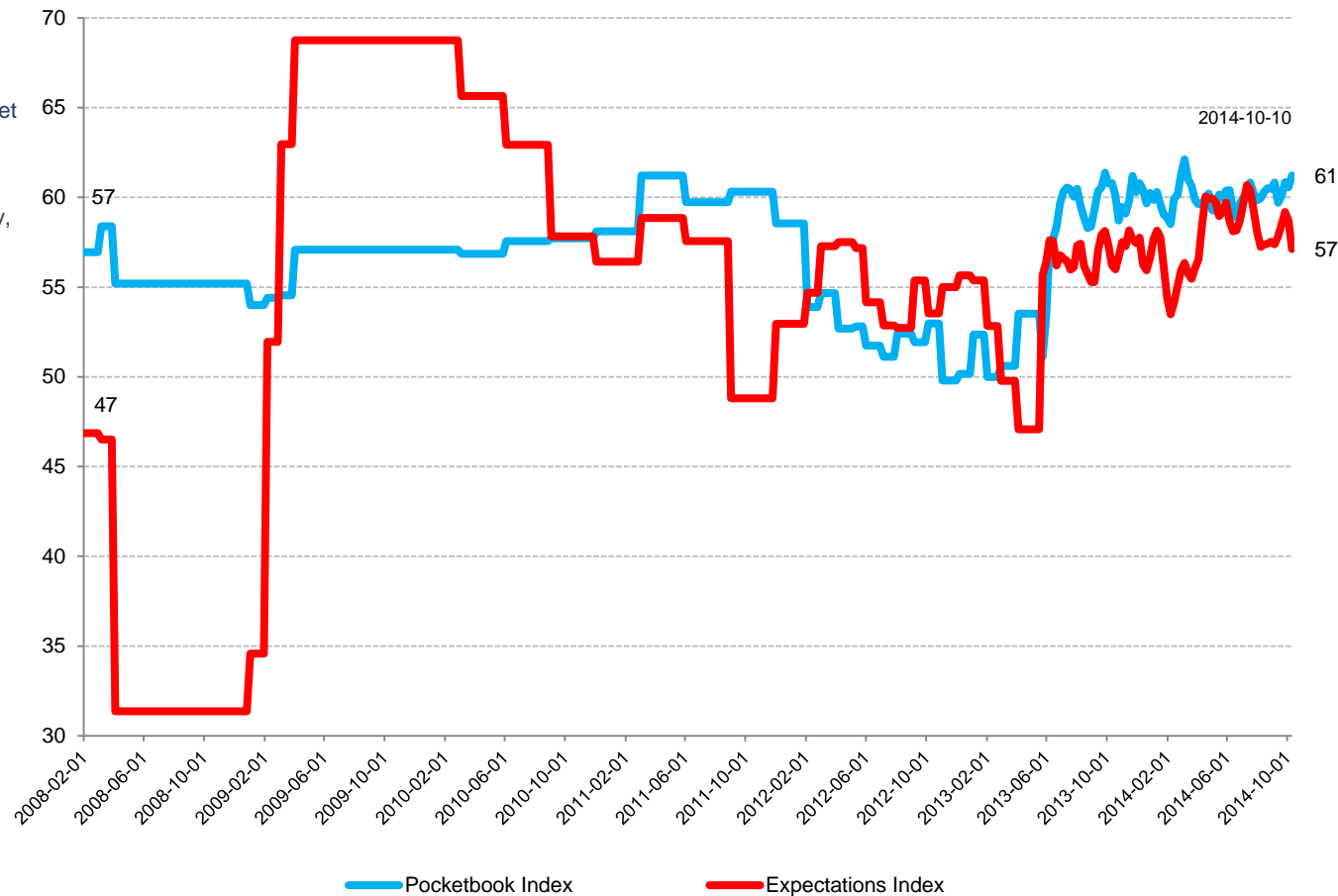
Your weekly look  
at Canada's  
Economic Mood

Bloomberg

 NANOS

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 10<sup>th</sup>, 2014)*



# CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

Bloomberg

 NANOS

*Bloomberg Nanos  
Canadian Consumer  
Confidence Index  
Data Summary for  
October 10<sup>th</sup>, 2014*

	<b>BNCCI</b>	
This week	59.17	
Last week	59.64	
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	57.29	

**Individual Measures:**

<b>Positive ratings</b>	<b>This week</b>	<b>Last week</b>	<b>Average 2014</b>	<b>Average 2008-2014</b>
Personal finances	20.64	20.01	19.63	19.43
Canadian economy	17.60	18.75	21.06	22.52
Job security	69.64	68.55	67.11	65.28
Real estate	42.64	44.41	40.57	36.98

<b>Full Ratings</b>	<b>Better off</b>	<b>Worse off</b>	<b>No change</b>	<b>Don't know</b>
Personal finances	20.64	23.47	54.57	1.33

	<b>Stronger</b>	<b>Weaker</b>	<b>No change</b>	<b>Don't know</b>
Canadian Economy	17.60	21.09	55.81	5.51

	<b>Secure</b>	<b>Somewhat secure</b>	<b>Somewhat not secure</b>	<b>Not secure</b>	<b>Don't know</b>
Job security	50.44	19.21	5.92	6.86	17.58

	<b>Increase</b>	<b>Stay the same</b>	<b>Decrease</b>	<b>Don't know</b>
Real estate	42.64	44.05	10.64	2.66

# CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

Bloomberg

 NANOS

*Bloomberg Nanos  
Canadian Consumer  
Confidence Index  
Data Summary for  
October 10<sup>th</sup>, 2014*

		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Oct)	12 Month High	12 Month Low	12 Month Average
<b>Canada</b>									
	Economic Mood	59.17	59.64	58.76	60.50	58.50	60.60	56.00	58.83
	Pocketbook Index	61.22	60.56	59.69	60.31	60.79	62.11	58.51	60.08
	Expectations Index	57.13	58.71	57.83	60.69	56.22	60.69	53.48	57.59
<b>Economic Mood by Demographic</b>									
<b>Region</b>									
	Atlantic	53.46	54.81	54.71	58.68	52.62	58.68	50.66	53.81
	Quebec	53.47	53.02	53.90	56.24	56.70	59.15	53.02	56.26
	Ontario	61.21	61.75	60.92	61.17	58.61	63.02	54.50	59.33
	Prairies	64.41	66.31	63.74	68.16	64.83	68.46	61.00	64.34
	British Columbia	61.33	60.65	58.57	57.24	56.79	62.71	54.23	58.11
<b>Age</b>									
	18 to 29	59.05	60.66	61.11	65.61	62.54	66.96	57.68	62.33
	30 to 39	63.06	62.74	60.14	60.60	60.73	64.00	55.22	60.44
	40 to 49	58.83	59.63	58.47	60.95	57.51	61.81	56.03	58.43
	50 to 59	58.34	58.64	56.81	58.10	55.61	58.93	53.30	56.54
	60 plus	57.45	57.31	57.49	57.43	56.48	58.68	53.82	56.76
<b>Income</b>									
	\$0 to \$14,999	49.30	45.69	49.77	49.42	48.14	57.19	40.92	49.06
	\$15,000 to \$29,999	50.10	50.74	51.78	48.31	54.63	57.75	45.72	52.67
	\$30,000 to \$44,999	56.76	59.40	56.96	57.62	54.54	59.77	51.24	55.43
	\$45,000 to \$59,999	54.77	55.55	55.88	59.18	59.44	59.93	52.18	56.97
	\$60,000 to \$74,999	61.98	61.89	59.38	61.26	56.79	63.21	55.71	59.87
	\$75,000 or more	63.52	63.79	62.36	64.81	62.79	65.58	60.41	62.86
<b>Home</b>									
	Own	60.01	60.37	59.79	61.21	58.38	61.42	56.62	58.97
	Rent	57.13	57.03	53.99	57.38	59.12	61.98	53.88	57.94

# CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

**Bloomberg**

**n NANOS**

## *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](http://www.bloomberg.com/news/canada) or [www.nanosresearch.com](http://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](mailto:nnanos@nanosresearch.com)

**Robert Lawrie**

Economist, Bloomberg LP  
New York  
1 (212) 617-7664  
[rlawrie2@bloomberg.net](mailto: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 10<sup>th</sup>, 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*

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Professional service, which provides real time financial information to more than 310,000 subscribers globally. Bloomberg's enterprise solutions build on the company's core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively. Through Bloomberg Law, Bloomberg Government, Bloomberg New Energy Finance and Bloomberg BNA, the company provides data, news and analytics to decision makers in industries beyond finance. And Bloomberg News, delivered through the Bloomberg Professional service, television, radio, mobile, the Internet and two magazines, Bloomberg Businessweek and Bloomberg Markets, covers the world with more than 2,300 news and multimedia professionals at 146 bureaus in 72 countries. Headquartered in New York, Bloomberg employs more than 15,000 people in 192 locations around the world.

# *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.



View our brochure