

Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, February 20th, 2015 (Project 2013-284)

CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg

 NANOS



Bloomberg Nanos Canadian Confidence Index (BNCCI)

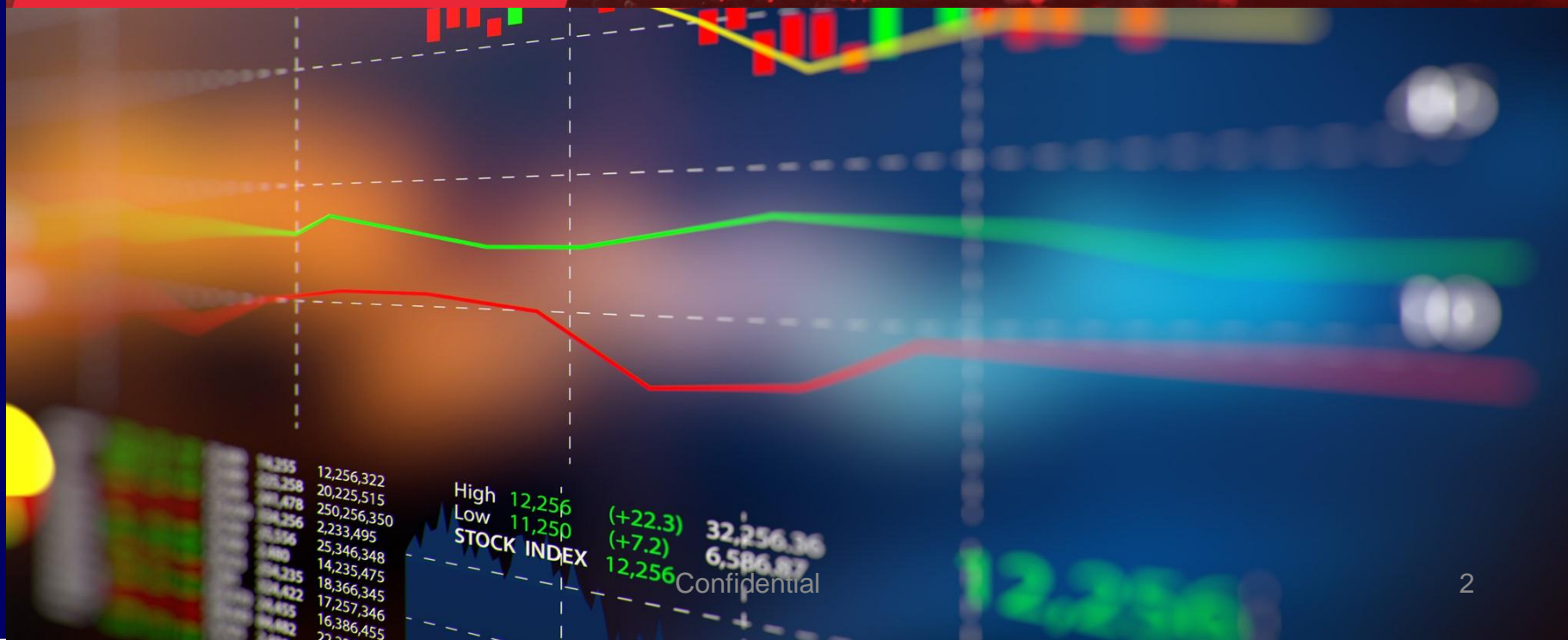
submitted by Nanos, February 20th, 2015 (Project 2013-284)

CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg

 NANOS



CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg

 NANOS

Canadian consumer confidence slides – British Columbia and Prairie Provinces hit 12 month low *(February 20th, 2015)*

The trajectory of Canadian consumer confidence continues to be negative according to the Bloomberg Nanos Canadian Consumer Confidence Index (BNCCI).

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 53.84 compared with last week's 54.15. 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 61.90 this week compared to 63.10 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 45.78 this week (compared to 45.21 last week).

The average for the BNCCI since 2008 has been 57.18 with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 55.42 this year.

"The negative pressure on consumer confidence has been largely driven by Canada's western provinces," said Nanos Research Group Chairman Nik Nanos. "Both the Prairie provinces and British Columbia have hit 12 month lows in the Bloomberg Nanos tracking."

"The drop in consumer sentiment is becoming apparent in household consumption patterns that are likely to have both short and long-term effects on the economy. Retail sales were disappointing at the end of 2014 and monthly housing starts have moved below long-term average levels. Reports of a housing market correction is a concern because of wealth effects and because residential investment has comprised nearly 7 percent of Canadian GDP and about 28 percent of total investment over the past five years," said Robert Lawrie, Bloomberg Economist.

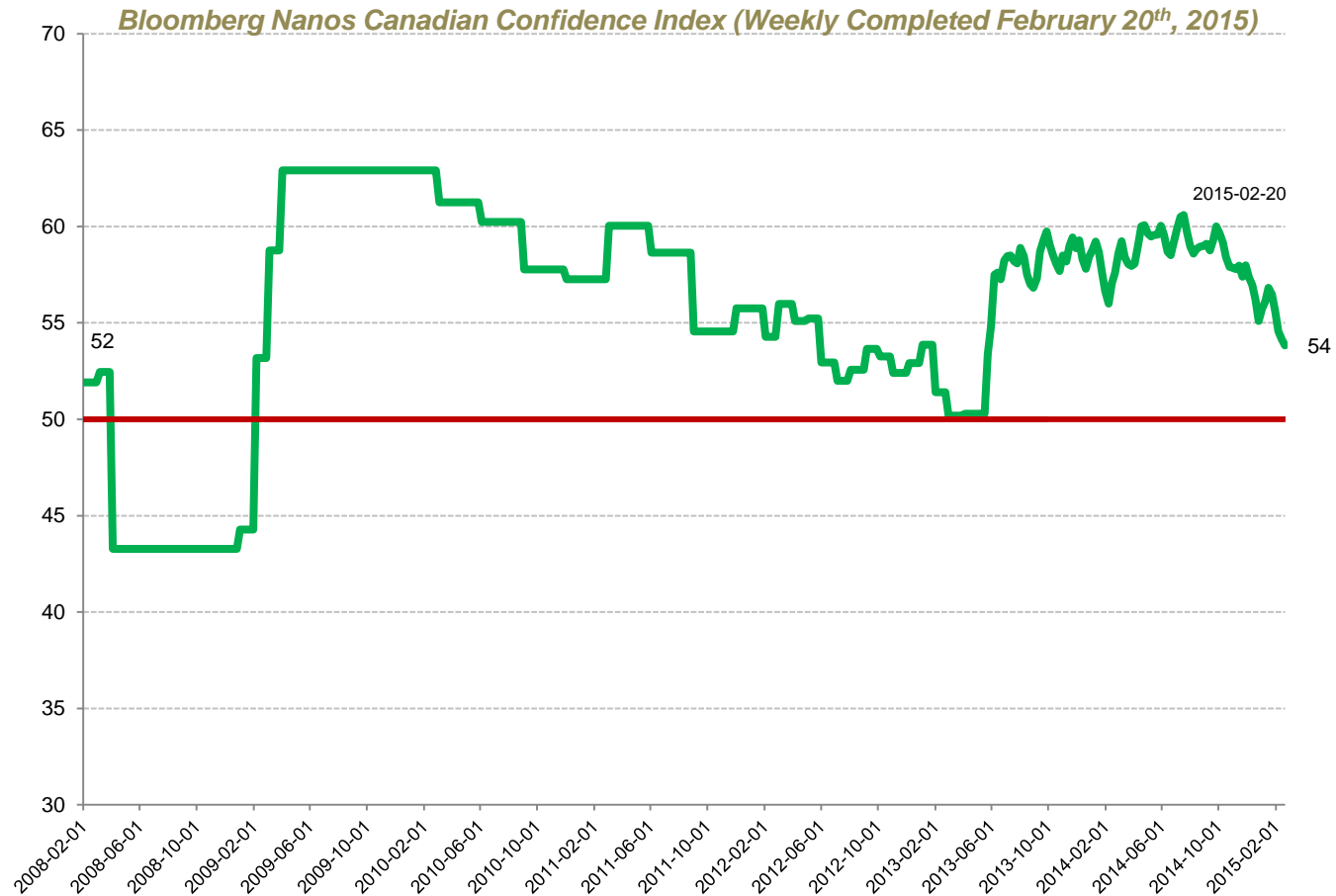
CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg

 NANOS

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

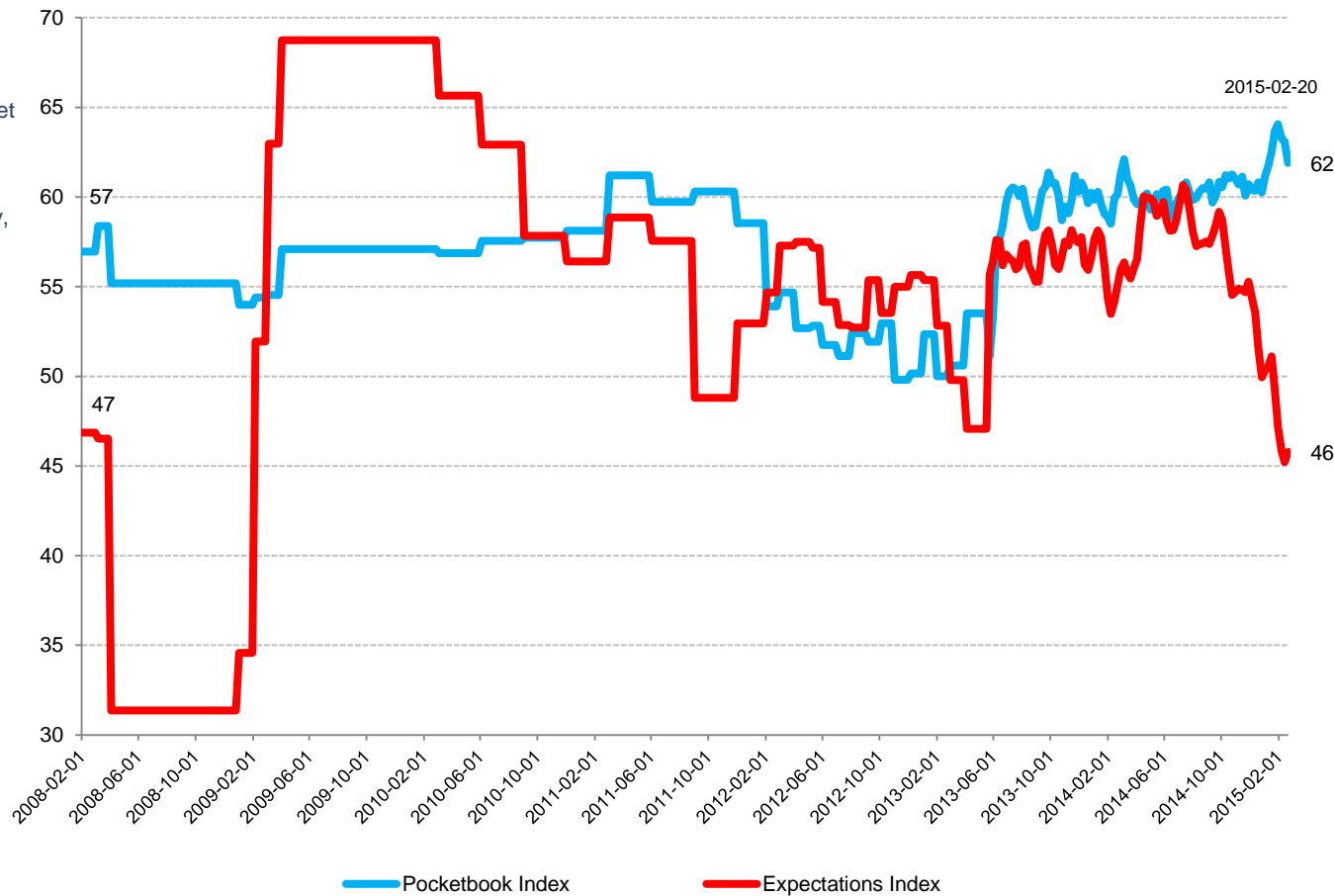
Your weekly look
at Canada's
Economic Mood

Bloomberg



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 February 20th, 2015)



CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg

 NANOS

*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
February 20th, 2015*

	BNCCI	
This week	53.84	
Last week	54.15	
2015 high	56.82	Jan 16
2015 low	53.84	Feb 20
2015 average	55.42	
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	57.18	

Individual Measures:

Positive ratings	This week	Last week	Average 2015	Average 2008-2015	
Personal finances	21.23	23.73	23.22	19.69	
Canadian economy	14.56	14.48	16.75	21.67	
Job security	70.97	71.67	70.40	66.00	
Real estate	33.42	33.06	31.69	36.66	
Full Ratings	Better off	Worse off	No change	Don't know	
Personal finances	21.23	22.57	55.13	1.07	
Canadian Economy	14.56	44.80	36.75	3.89	
	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	50.91	20.06	5.27	6.58	17.19
	Increase	Stay the same	Decrease	Don't know	
Real estate	33.42	43.95	20.06	2.57	

CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg



*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
February 20th, 2015*

		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Feb)	12 Month High	12 Month Low	12 Month Average
Canada									
	Economic Mood	53.84	54.15	56.47	57.39	57.60	60.60	53.84	58.24
	Pocketbook Index	61.90	63.10	63.68	60.09	60.14	64.07	58.86	60.69
	Expectations Index	45.78	45.21	49.25	54.70	55.06	60.69	45.21	55.79
Economic Mood by Demographic									
Region									
	Atlantic	51.29	48.46	51.49	52.15	51.90	58.68	48.46	53.42
	Quebec	53.06	55.22	55.33	54.84	57.19	59.15	51.44	55.59
	Ontario	57.87	56.73	58.95	59.19	56.60	63.02	56.32	59.20
	Prairies	49.19	50.26	55.72	60.16	62.83	68.46	49.19	62.15
	British Columbia	54.97	56.22	57.69	57.81	57.11	62.71	54.97	58.67
Age									
	18 to 29	57.33	57.67	60.78	61.09	62.36	66.96	57.33	62.07
	30 to 39	53.75	54.10	57.64	59.39	59.40	64.00	53.75	59.71
	40 to 49	54.77	55.57	55.38	57.49	56.45	61.81	53.90	57.79
	50 to 59	52.88	51.09	52.56	56.24	54.86	58.93	50.85	55.87
	60 plus	50.71	52.13	55.79	53.57	55.27	58.68	50.71	56.04
Income									
	\$0 to \$14,999	46.76	48.00	51.79	55.11	51.48	57.65	45.69	50.50
	\$15,000 to \$29,999	51.52	53.20	50.39	49.47	52.41	55.90	48.31	52.03
	\$30,000 to \$44,999	49.59	48.84	55.27	54.34	53.49	59.98	48.84	54.98
	\$45,000 to \$59,999	51.83	54.17	57.96	55.95	55.44	59.44	51.83	56.62
	\$60,000 to \$74,999	57.42	57.49	55.16	56.36	60.68	63.21	52.60	58.97
	\$75,000 or more	55.22	55.43	58.85	60.62	61.79	65.58	55.22	61.76
Home									
	Own	53.19	53.08	55.94	57.67	57.68	61.42	53.08	58.37
	Rent	53.61	54.99	57.11	55.77	58.09	61.98	53.16	57.18

CANADA INDEX

Your weekly look
at Canada's
Economic Mood

Bloomberg

 **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 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) 617-2251
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 February 20th, 2015.

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