

# Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, February 27<sup>th</sup>, 2015 (Project 2013-284)

## CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

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## Forward-looking Expectations Sub-indices continues to show weakness (February 27<sup>th</sup>, 2015)

Canadian consumer sentiment has hit a new low since May of 2013 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 53.63 compared with last week's 53.84. 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-indices was at 61.25 this week compared to 61.90 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 46.00 this week (compared to 45.78 last week).

The average for the BNCCI since 2008 has been 57.15 with a low of 43.28 in December 2008 and a

high of 62.92 in December 2009. The index has averaged 55.22 this year.

"Canadians forward view on the economy continues to show weakness as measured by the Expectations Sub-indices," said Nanos Research Group Chairman Nik Nanos. "Also of note, the Pocketbook Sub-indices which rose in the wake of falling gas and mortgage rates over the past few weeks is also starting slide."

"Households are beginning to adjust their spending decisions to the new normal. The positive repercussions for consumers from the oil-price shock might be giving way to uncertainty over further labor-market dislocation and the ability of the economy to reach full capacity," said Robert Lawrie, Bloomberg Economist.

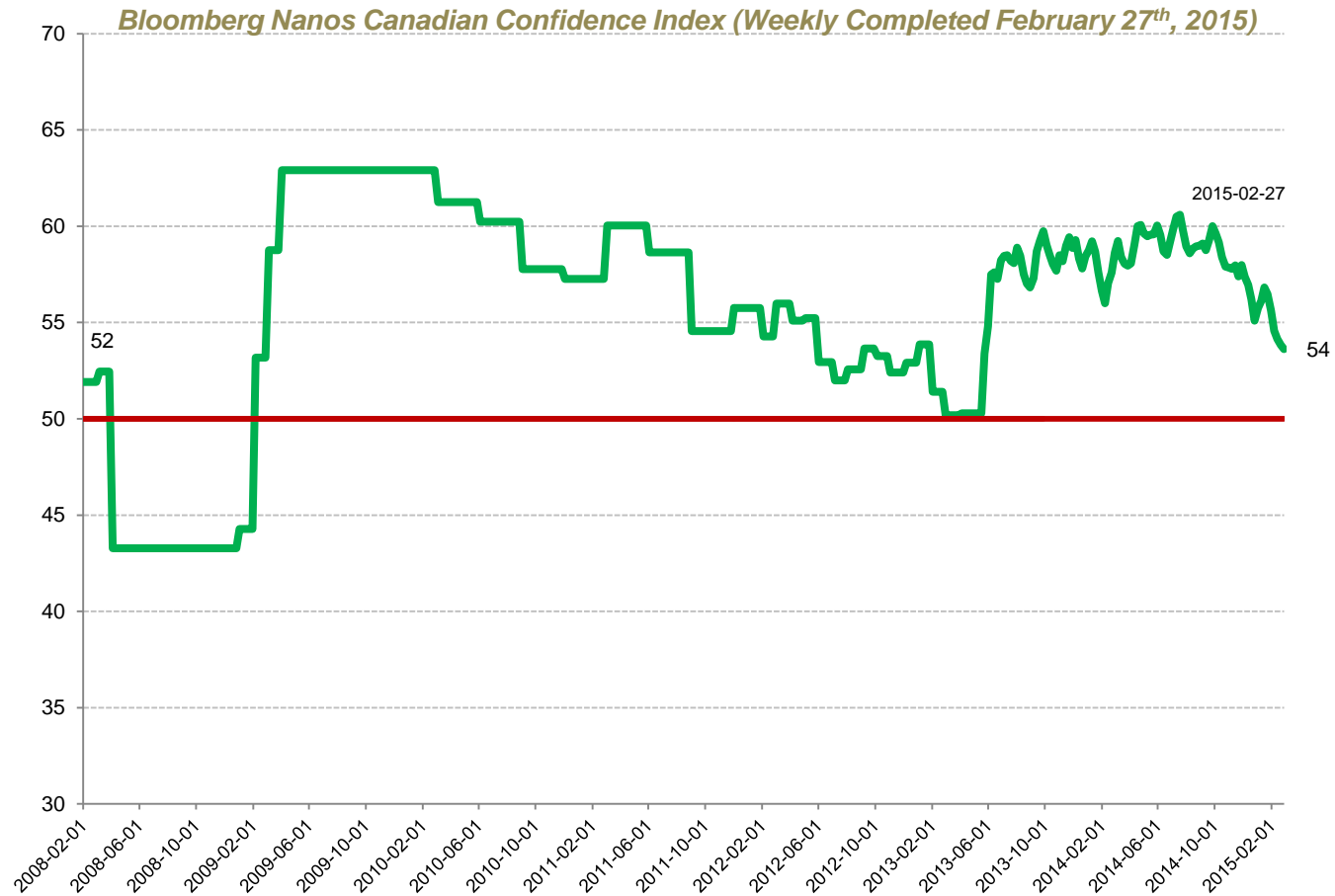
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The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms 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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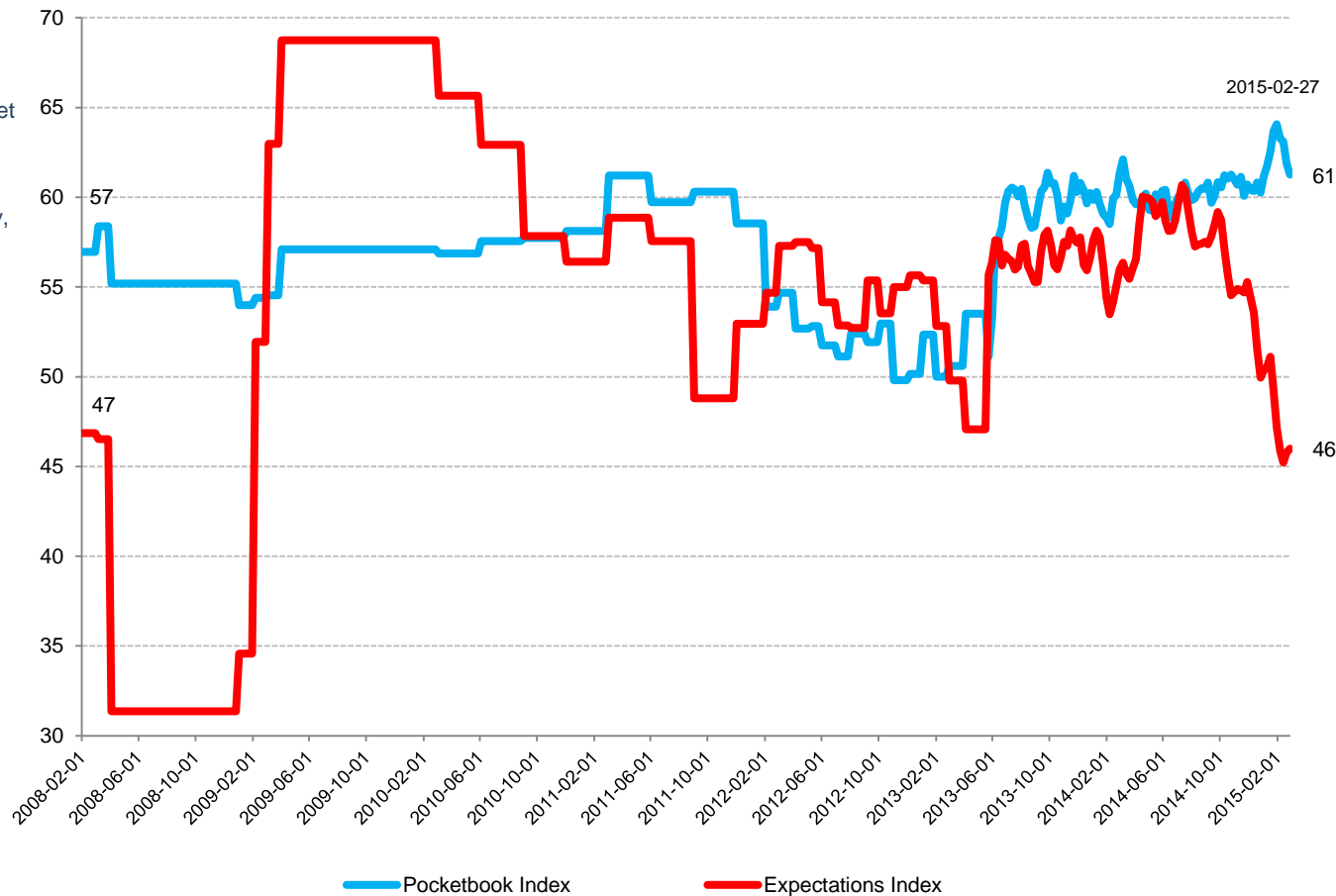
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative 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 February 27<sup>th</sup>, 2015)*





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***Bloomberg Nanos  
Canadian Consumer  
Confidence Index  
Data Summary for  
February 27<sup>th</sup>, 2015***

	BNCCI	
This week	53.63	
Last week	53.84	
2015 high	56.82	Jan 16
2015 low	53.63	Feb 20
2015 average	55.22	
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	57.15	

Individual Measures:

Positive ratings	This week	Last week	Average 2015	Average 2008-2015
Personal finances	19.28	21.23	22.78	19.68
Canadian economy	15.08	14.56	16.56	21.62
Job security	70.55	70.97	70.42	66.04
Real estate	32.60	33.42	31.79	36.63

Full Ratings	Better off	Worse off	No change	Don't know
Personal finances	19.28	23.34	56.92	0.47

Canadian Economy	Stronger	Weaker	No change	Don't know
Canadian Economy	15.08	42.23	39.03	3.65

Job security	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	50.52	20.03	4.82	6.22	18.42

Real estate	Increase	Stay the same	Decrease	Don't know
Real estate	32.60	43.69	21.45	2.26

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		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Feb)	12 Month High	12 Month Low	12 Month Average
<b><i>Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for February 27<sup>th</sup>, 2015</i></b>	Canada								
	Economic Mood	53.63	53.84	55.63	57.99	58.62	60.60	53.63	58.16
	Pocketbook Index	61.25	61.90	64.07	60.71	61.29	64.07	58.86	60.71
	Expectations Index	46.00	45.78	47.19	55.27	55.94	60.69	45.21	55.61
	Economic Mood by Demographic								
	Region								
	Atlantic	50.54	51.29	50.72	53.34	51.80	58.68	48.46	53.39
	Quebec	52.03	53.06	55.53	55.73	58.05	59.15	51.44	55.50
	Ontario	57.99	57.87	57.78	58.64	58.66	63.02	56.32	59.23
	Prairies	50.29	49.19	53.44	60.40	62.57	68.46	49.19	61.91
British Columbia	54.04	54.97	57.67	60.29	58.74	62.71	54.04	58.61	
Age									
18 to 29	56.87	57.33	60.57	61.03	64.78	66.96	56.87	61.97	
30 to 39	54.67	53.75	56.85	59.85	57.97	64.00	53.75	59.62	
40 to 49	52.85	54.77	54.92	58.75	57.92	61.81	52.85	57.72	
50 to 59	52.68	52.88	51.90	55.69	55.48	58.93	50.85	55.83	
60 plus	51.48	50.71	53.81	55.11	56.72	58.68	50.71	55.97	
Income									
\$0 to \$14,999	47.95	46.76	51.20	57.65	52.79	57.65	45.69	50.44	
\$15,000 to \$29,999	48.46	51.52	52.42	48.62	53.15	55.90	48.31	51.96	
\$30,000 to \$44,999	50.45	49.59	52.53	54.83	53.95	59.98	48.84	54.92	
\$45,000 to \$59,999	50.77	51.83	59.10	56.77	57.31	59.44	50.77	56.53	
\$60,000 to \$74,999	56.83	57.42	56.22	56.44	63.21	63.21	52.60	58.89	
\$75,000 or more	55.79	55.22	56.53	61.32	63.04	65.58	55.22	61.64	
Home									
Own	53.35	53.19	54.74	58.14	58.65	61.42	53.08	58.29	
Rent	53.15	53.61	56.51	57.35	58.67	61.98	53.15	57.09	

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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](http://www.bloomberg.com/news/canada) or [www.nanosresearch.com](http://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 February 27<sup>th</sup>, 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)

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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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