Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, March 27ᵗʰ, 2015 (Project 2013-284)

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Your weekly look at Canada's Economic Mood

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Forward-looking Expectations Sub-indice shows a five point increase over the past five weeks
(March 27th, 2015)

The Bloomberg Nanos Canadian Confidence Index moved up for another week largely fueled by more positive views on the expected strength of the Canadian economy.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 55.59 compared with last week's 55.02. 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-indice was at 60.81 this week compared to 60.89 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 50.37 this week (compared to 49.16 last week).

The average for the BNCCI since 2008 has been 57.08 with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 55.11 this year.

"The past five weeks have registered a significant five point positive increase in the Expectations Sub-indice," said Nanos Research Group Chairman Nik Nanos.

"The bottoming in consumer sentiment appears to be signaling confidence in both the U.S. economic recovery and the stabilizing influence of the Bank of Canada on the boom-or-bust aspects of the Canadian economy", said Robert Lawrie and Peter Savvin of Bloomberg Economics.
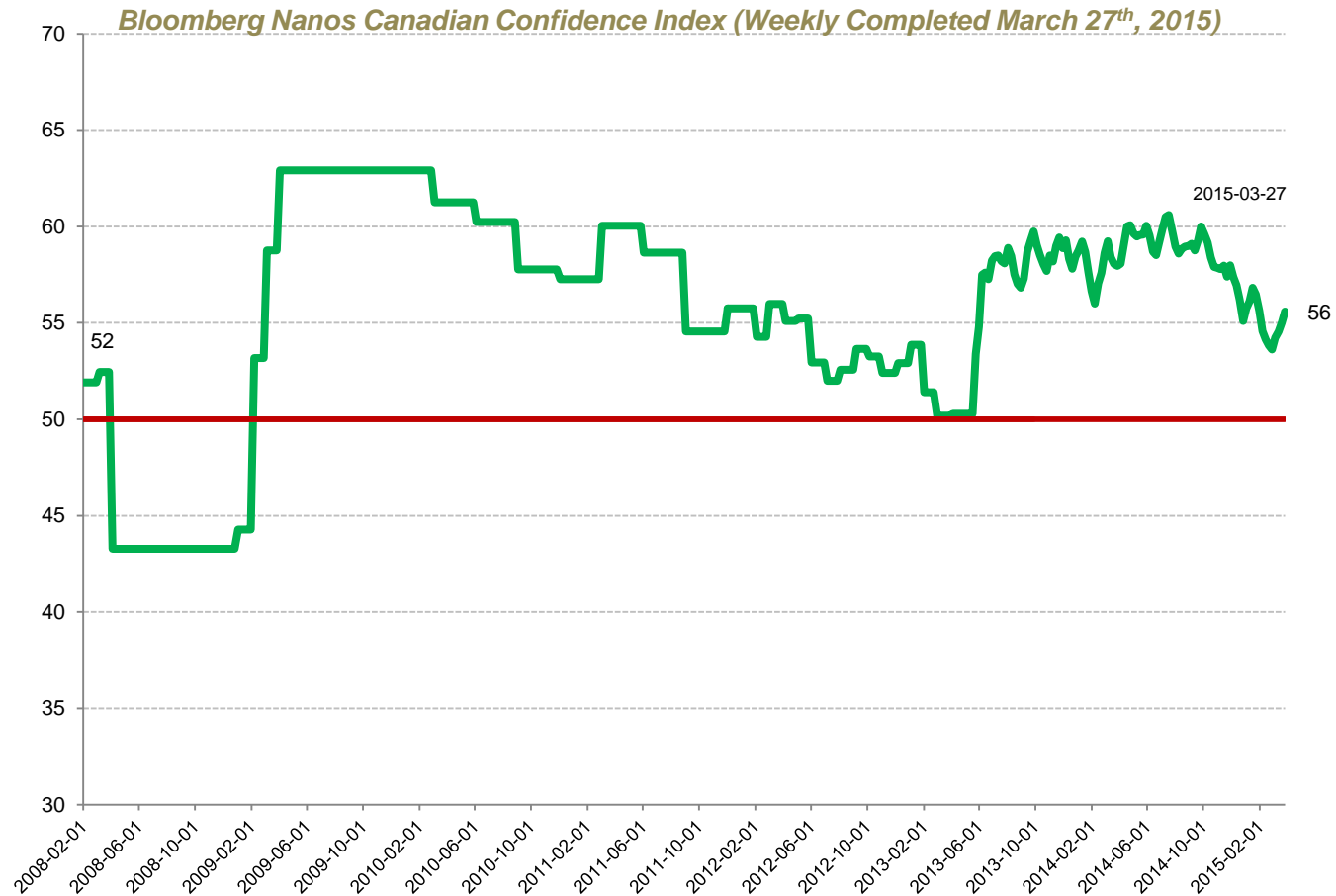
The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms of the economic mood of Canadians. The data is based on perceptions related to personal finances, job security, economic strength, and real estate value.

Bloomberg Nanos Canadian Confidence Index (Weekly Completed March 27th, 2015)
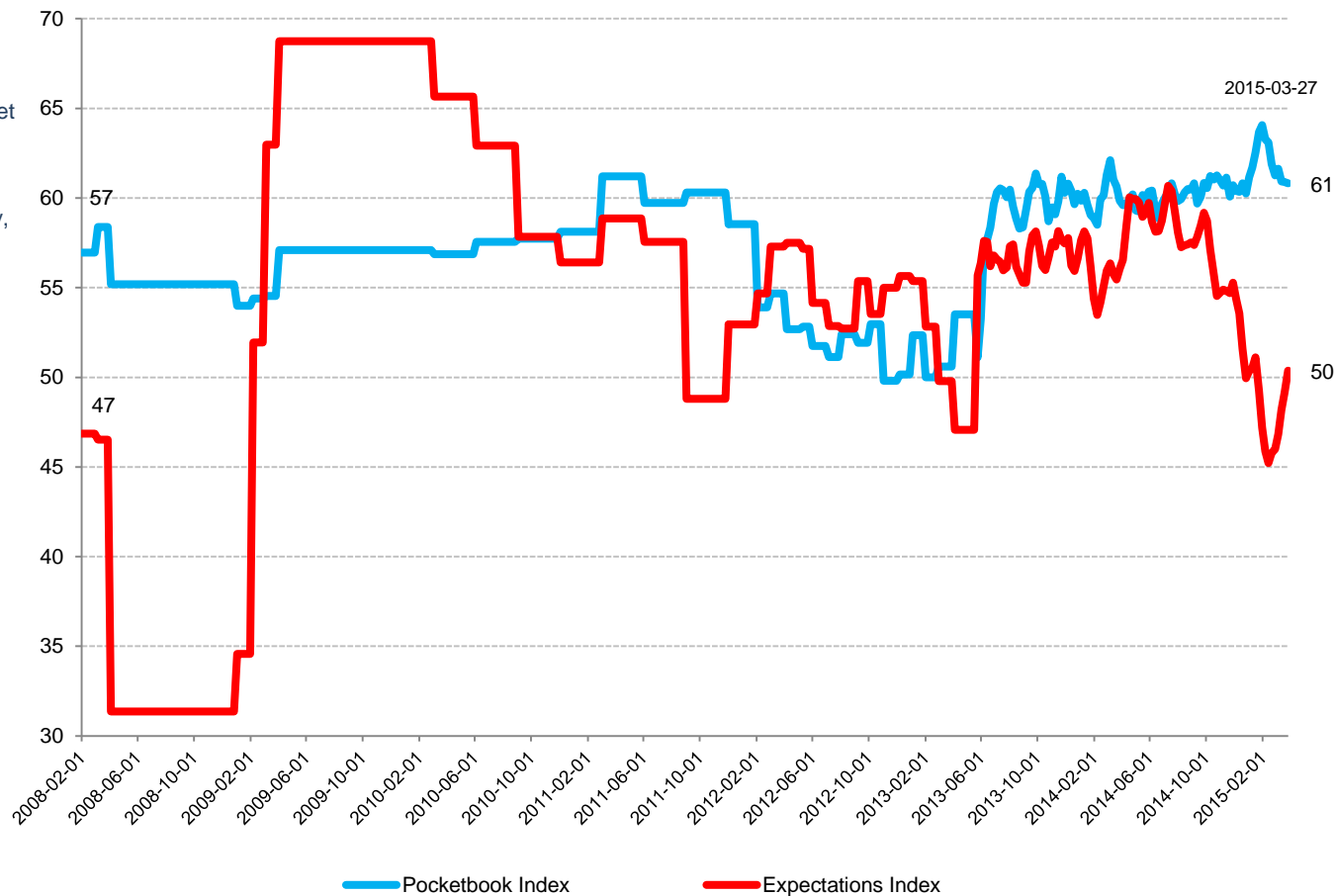
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative 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 March 27th, 2015)

Legend: — Pocketbook Index　　— Expectations Index

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*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
March 27th, 2015*

	BNCCI	
This week	55.59	
Last week	55.02	
2015 high	56.82	Jan 16
2015 low	53.63	Feb 27
2015 average	55.11	
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	57.08	

Individual Measures:

Positive ratings	This week	Last week	Average 2015	Average 2008-2015
Personal finances	18.90	18.64	21.46	19.65
Canadian economy	16.63	15.50	16.12	21.41
Job security	70.64	70.19	70.54	66.19
Real estate	35.93	34.24	32.51	36.55

Full Ratings	Better off	Worse off	No change	Don't know
Personal finances	18.90	23.22	56.93	0.95

	Stronger	Weaker	No change	Don't know
Canadian Economy	16.63	34.86	42.95	5.56

	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	51.29	19.35	5.86	7.91	15.59

	Increase	Stay the same	Decrease	Don't know
Real estate	35.93	45.45	16.23	2.38

Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for March 27th, 2015

		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Mar)	12 Month High	12 Month Low	12 Month Average
Canada									
	Economic Mood	55.59	55.02	53.63	55.09	57.95	60.60	53.63	57.88
	Pocketbook Index	60.81	60.89	61.25	60.25	59.85	64.07	58.86	60.69
	Expectations Index	50.37	49.16	46.00	49.94	56.06	60.69	45.21	55.07
Economic Mood by Demographic									
Region									
	Atlantic	51.84	49.97	50.54	52.38	54.30	58.68	48.46	53.24
	Quebec	54.63	54.29	52.03	51.44	56.63	58.20	51.44	55.20
	Ontario	58.33	58.07	57.99	56.32	57.97	63.02	56.32	59.22
	Prairies	51.27	51.57	50.29	56.82	61.85	68.46	49.19	61.08
	British Columbia	59.92	58.06	54.04	58.19	57.37	62.71	53.75	58.45
Age	18 to 29	58.91	57.48	56.87	59.76	62.04	66.96	56.87	61.48
	30 to 39	58.03	57.63	54.67	58.40	61.19	64.00	53.75	59.42
	40 to 49	56.46	54.70	52.85	53.90	56.84	61.81	52.85	57.54
	50 to 59	50.80	51.47	52.68	52.33	54.64	58.93	50.80	55.59
	60 plus	53.83	53.99	51.48	51.83	55.59	58.68	50.71	55.70
Income									
	$0 to $14,999	54.18	53.23	47.95	47.31	52.43	59.56	45.69	50.53
	$15,000 to $29,999	51.06	49.88	48.46	51.00	55.36	55.90	47.79	51.63
	$30,000 to $44,999	53.50	54.94	50.45	54.46	51.99	59.98	48.84	54.98
	$45,000 to $59,999	56.02	54.64	50.77	53.86	56.47	59.44	50.77	56.22
	$60,000 to $74,999	55.45	53.68	56.83	54.00	56.56	62.74	52.60	58.42
	$75,000 or more	57.65	57.48	55.79	57.82	62.33	65.58	55.22	61.20
Home									
	Own	55.38	54.87	53.35	55.57	57.35	61.42	53.08	58.04
	Rent	55.53	55.29	53.15	53.16	60.39	60.39	53.15	56.69

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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 March 27th, 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

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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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