

Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, January 26th, 2018 (Project 2013-284)

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Four week tracking suggests negative pressure on Canadian consumer confidence – Jobs security sentiment softens with focus on trade talks

(January 26th, 2018)

The Bloomberg Nanos Canadian Confidence Index (BNCCI) showed negative pressure over the past four weeks dropping from 62.17 to 59.12 points.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 59.12 compared with last week's 60.04. The twelve month high stands at 62.17.

The Bloomberg Nanos Pocketbook Index is based on survey responses to questions on personal finances and job security. This sub-index was at 60.72 this week compared to 61.25 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 57.52 this week (compared to 58.83 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 60.83 this year.

"Softening views have occurred coincidentally with a focus on trade talks – both on the NAFTA and also the Comprehensive and Progressive Agreement for Trans Pacific Trade," said Nanos Research Group Chairman Nik Nanos.

"Consumer sentiment hasn't dropped this much in a month since July 2015, when oil prices were free-falling and the unemployment rate was climbing again. This time around, consumers' expectations for the economy and perceptions of job security appear to be front-running an anticipated moderation of the recent growth spurt and the chilling prospect of a disruption of global trade", said Bloomberg economist Robert Lawrie.

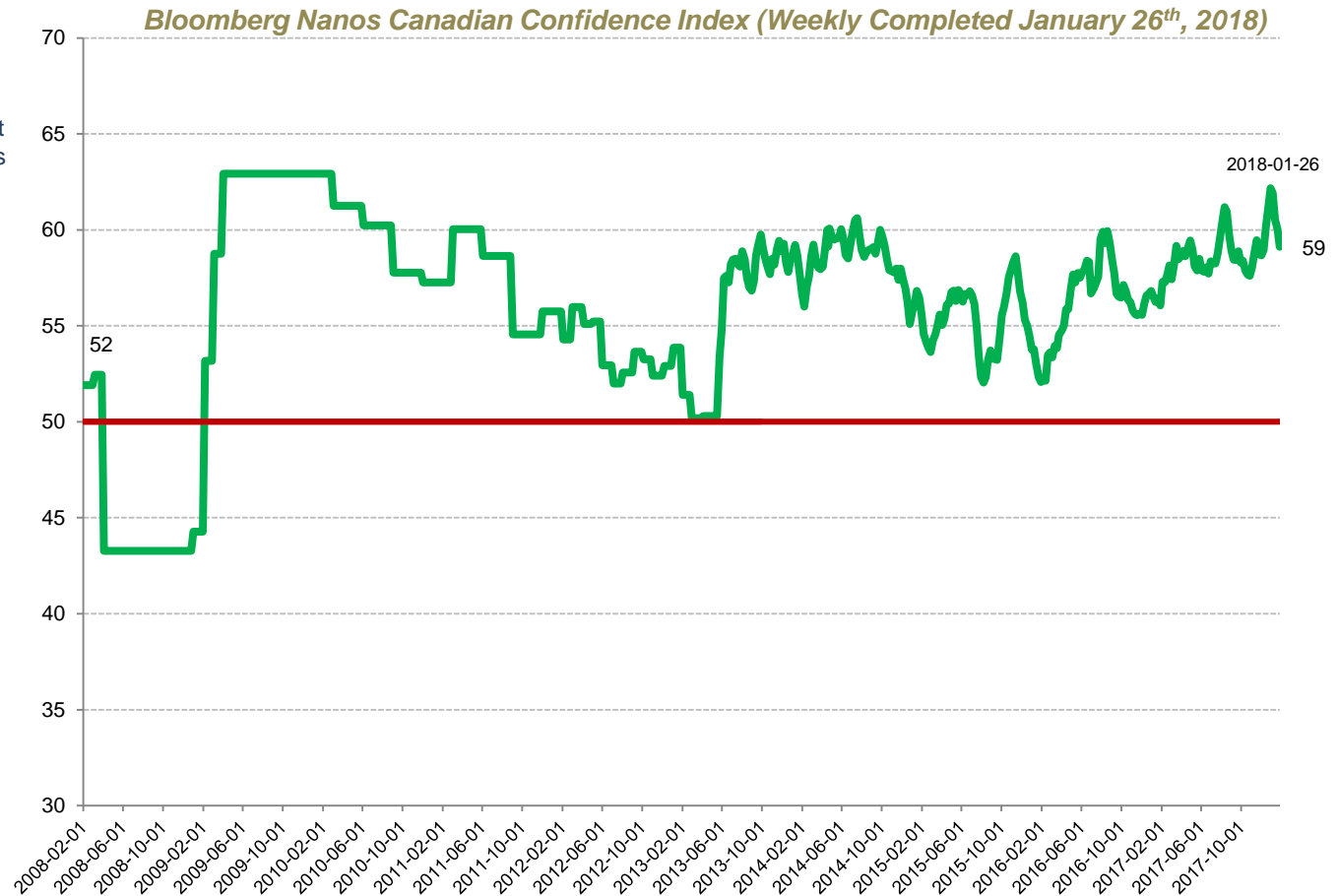
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Economic Mood

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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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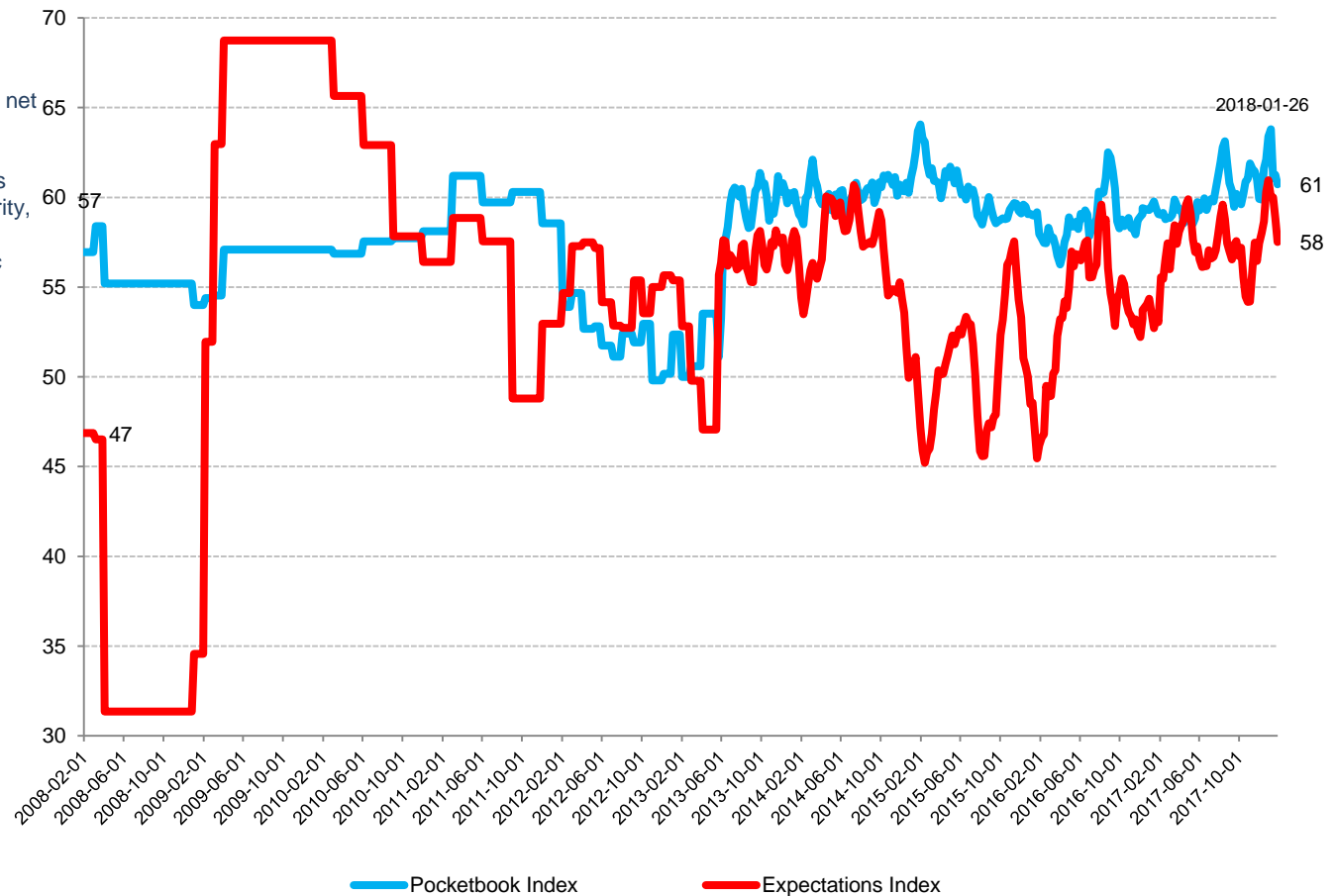
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at Canada's
Economic Mood

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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 January 26th, 2018)



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*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
January 26th, 2018*

| | BNCCI | |
|-----------------------|--------------|-----------------|
| This week | 59.12 | |
| Last week | 60.04 | |
| 2018 high | 61.91 | Jan 5 |
| 2018 low | 59.12 | Jan 26 |
| 2018 average | 60.40 | |
| 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 | 4 weeks ago | Average 2018 | Average 2008-2018 |
|-------------------------|------------------|------------------|--------------------|-------------------------|------------------------------|
| Positive ratings | | | | | |
| Personal finances | 18.77 | 18.88 | 21.75 | 19.68 | 18.36 |
| Canadian economy | 25.61 | 27.05 | 29.50 | 27.78 | 21.95 |
| Job security | 64.85 | 68.77 | 71.50 | 68.24 | 66.85 |
| Real estate | 39.68 | 41.76 | 42.28 | 41.59 | 37.51 |

| | Better off | Worse off | No change | Don't know |
|---------------------|-------------------|------------------|------------------|-------------------|
| Full Ratings | | | | |
| Personal finances | 18.77 | 22.05 | 57.78 | 1.40 |

| | Stronger | Weaker | No change | Don't know |
|------------------|-----------------|---------------|------------------|-------------------|
| Canadian Economy | 25.61 | 23.12 | 43.35 | 7.92 |

| | Secure | Somewhat secure | Somewhat not secure | Not secure | Don't know |
|--------------|---------------|----------------------------|--------------------------------|-------------------|-------------------|
| Job security | 48.09 | 16.76 | 3.40 | 6.13 | 25.62 |

| | Increase | Stay the same | Decrease | Don't know |
|-------------|-----------------|----------------------|-----------------|-------------------|
| Real estate | 39.68 | 43.86 | 12.10 | 4.36 |

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| | | This Week | Last Week | 4 Weeks Ago | 3 Months Ago | 1 Year Ago (Jan) | 12 Month High | 12 Month Low | 12 Month Average |
|--|----------------------|-----------|-----------|-------------|--------------|------------------|---------------|--------------|------------------|
| Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for January 26th, 2018 | | | | | | | | | |
| Canada | | | | | | | | | |
| | Economic Mood | 59.12 | 60.04 | 62.17 | 57.60 | 56.06 | 62.17 | 56.06 | 58.82 |
| | Pocketbook Index | 60.72 | 61.25 | 63.39 | 61.03 | 59.07 | 63.79 | 58.54 | 60.26 |
| | Expectations Index | 57.52 | 58.83 | 60.95 | 54.17 | 53.05 | 60.95 | 53.05 | 57.37 |
| Economic Mood by Demographic | | | | | | | | | |
| Region | | | | | | | | | |
| | Atlantic | 57.42 | 55.98 | 57.97 | 55.92 | 55.96 | 62.17 | 52.30 | 56.96 |
| | Quebec | 60.95 | 63.69 | 65.19 | 58.05 | 57.25 | 65.52 | 57.25 | 60.85 |
| | Ontario | 57.39 | 58.65 | 61.86 | 58.78 | 57.77 | 63.35 | 54.97 | 59.57 |
| | Prairies | 56.01 | 54.49 | 59.01 | 53.81 | 50.09 | 59.01 | 49.59 | 53.01 |
| | British Columbia | 64.76 | 66.84 | 64.76 | 60.60 | 58.68 | 66.84 | 58.68 | 62.88 |
| Age | | | | | | | | | |
| | 18 to 29 | 65.60 | 66.34 | 68.73 | 57.92 | 61.90 | 68.92 | 57.92 | 62.72 |
| | 30 to 39 | 57.96 | 56.98 | 61.04 | 61.12 | 54.62 | 62.83 | 54.62 | 60.27 |
| | 40 to 49 | 58.01 | 59.87 | 60.71 | 58.67 | 55.95 | 61.12 | 54.16 | 58.19 |
| | 50 to 59 | 57.52 | 58.14 | 59.84 | 56.07 | 54.27 | 60.29 | 53.76 | 56.89 |
| | 60 plus | 56.94 | 58.72 | 60.69 | 55.54 | 55.51 | 60.69 | 54.91 | 56.88 |
| Income | | | | | | | | | |
| | \$0 to \$14,999 | 53.92 | 55.35 | 54.05 | 48.82 | 48.29 | 60.24 | 47.89 | 52.95 |
| | \$15,000 to \$29,999 | 49.65 | 52.46 | 58.03 | 48.98 | 53.99 | 59.25 | 48.98 | 54.60 |
| | \$30,000 to \$44,999 | 57.82 | 61.22 | 63.23 | 54.82 | 54.38 | 65.53 | 54.38 | 58.24 |
| | \$45,000 to \$59,999 | 60.37 | 61.74 | 65.36 | 59.62 | 56.22 | 65.36 | 54.93 | 58.63 |
| | \$60,000 to \$74,999 | 61.77 | 58.47 | 60.45 | 63.90 | 58.57 | 64.88 | 53.01 | 59.20 |
| | \$75,000 or more | 61.97 | 62.88 | 64.32 | 59.68 | 57.92 | 64.32 | 57.92 | 61.35 |
| Home | | | | | | | | | |
| | Own | 58.69 | 60.10 | 61.49 | 57.90 | 55.90 | 61.49 | 55.90 | 58.63 |
| | Rent | 59.88 | 60.00 | 63.84 | 56.10 | 57.43 | 64.37 | 55.53 | 59.44 |

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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 January 26th, 2018.

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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Technical Note

| Element | Description |
|--|--|
| Organization who commissioned the research | Nanos Research |
| Final Sample Size | 1,000 Randomly selected individuals, four week rolling average of 250 interviews a week. |
| Margin of Error | ±3.1 percentage points, 19 times out of 20. |
| Mode of Survey | RDD dual frame (land- and cell-lines) telephone survey |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| Demographics (Captured) | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography. |
| Demographics (Other) | Age, gender, education, income |
| Fieldwork/Validation | Live interviews with live supervision to validate work as per the MRIA Code of Conduct |
| Number of Calls/ | Maximum of five call backs. |
| Time of Calls | Local time 5:00-9:00 pm, on weekends 12:00-6:00 pm |
| Field Dates | Four week period January 26 th , 2018 |
| Language of Survey | The survey was conducted in both English and French. |

| Element | Description |
|-------------------------|--|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure |
| Screening | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data. |
| Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell line could not participate. |
| Stratification | By age and gender using the latest Census information (2011) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample. |
| Estimated Response Rate | Nine percent, consistent with industry norms. |
| Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire (party options were randomized in their introduction) |
| Question Content | This was module two of an omnibus survey. Respondents were asked for their opinions the state of their personal finances, the Canadian economy, their perception of their job security and 6 month views of real estate in their neighbourhood. |
| Question Wording | The questions in the appended tabulations are written exactly as they were asked to individuals. |
| Survey Company | Nanos Research |
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