Consumer confidence rises on upward movement job security and real estate
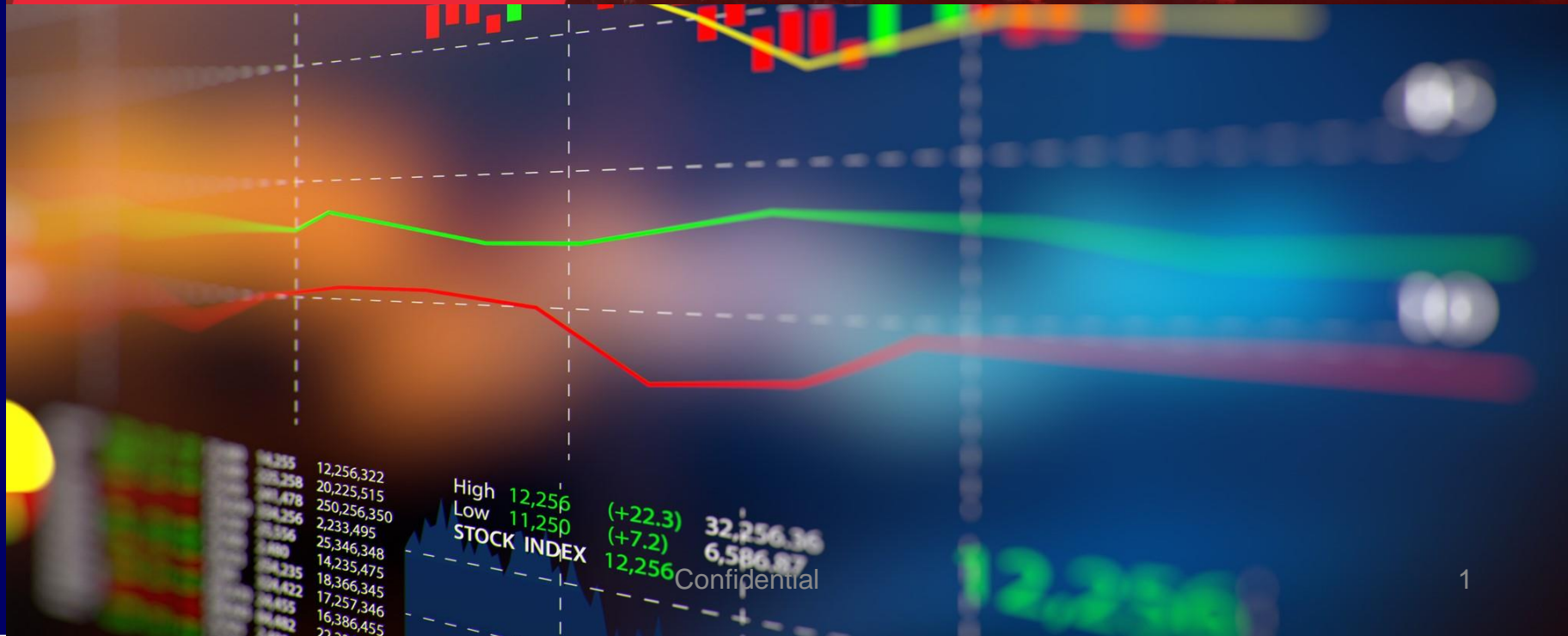
submitted by Nanos, December 20, 2019 (Project 2013-284)

CANADA INDEX
Your weekly look
at Canada's
Economic Mood

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Summary

After some softening in consumer sentiment in November the Bloomberg Nanos Canadian Confidence Index showed upward movement largely on more positive perceptions on job security and also real estate over the past four weeks.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 56.69 compared with 55.00 four weeks ago. The twelve month high stands at 59.06.

The Bloomberg Nanos Pocketbook Index is based on survey responses to questions on personal finances and job security. This sub-indice was at 59.78 this week compared to 57.59 four weeks ago. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 53.59 this week compared to 52.42 four weeks ago).

The average for the BNCCI since 2008 has been 56.83 with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 56.23 this year.
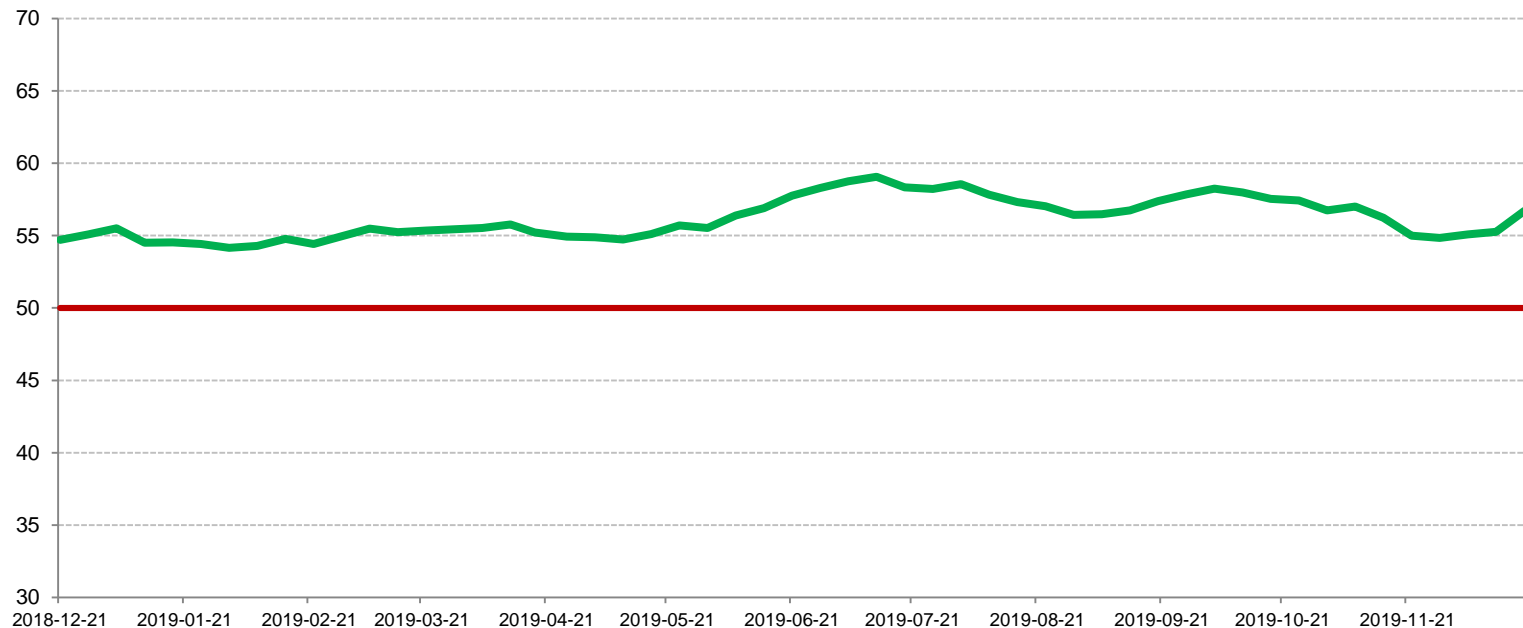
CANADA INDEX
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ONE YEAR TREND LINE
Bloomberg Nanos Canadian Confidence Index
Weekly Completed December 20, 2019)

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.

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.
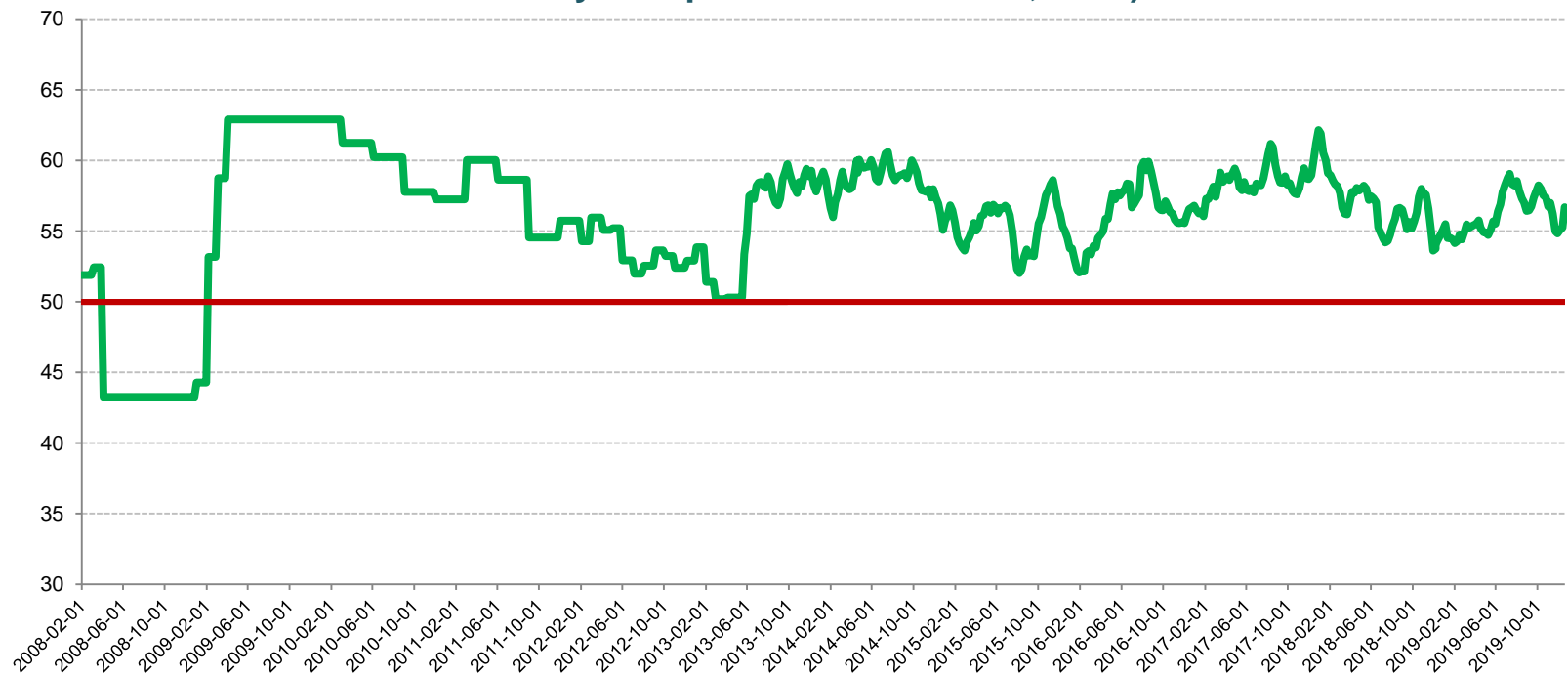
ONE YEAR TREND
Bloomberg Nanos Canadian Pocketbook and Expectations Indices
(Weekly Completed December 20, 2019)

Pocketbook Index — Expectations Index

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.

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LONGER TERM TREND
Bloomberg Nanos Canadian Pocketbook and Expectations Indices
(Weekly Completed December 20, 2019)

Legend: Pocketbook Index — Expectations Index

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.
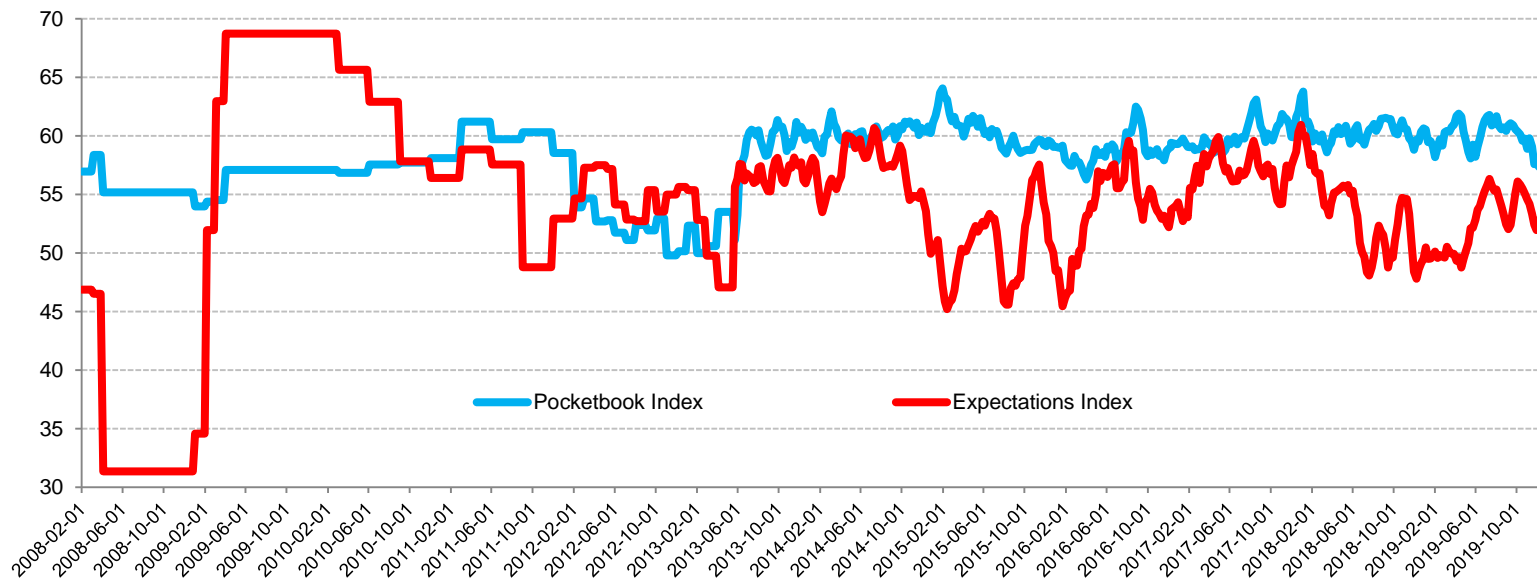
CANADA INDEX
Your weekly look at Canada's Economic Mood

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Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for December 20, 2019

	BNCCI	
This week	56.69	
Last week	55.27	
2019 high	59.06	July 12
2019 low	54.15	Feb 1
2019 average	56.23	
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	56.83	

Individual Measures:

Positive ratings	This week	Last week	4 weeks ago	Average 2019	Average 2008-2019
Personal finances	18.76	18.02	13.68	19.76	18.63
Canadian economy	14.97	12.92	14.36	15.36	20.50
Job security	64.09	59.71	59.68	66.49	67.00
Real estate	44.71	42.05	39.43	40.11	38.20

Full Ratings	Better off	Worse off	No change	Don't know	
Personal finances	18.76	24.76	55.23	1.25	

	Stronger	Weaker	No change	Don't know	
Canadian Economy	14.97	33.18	45.94	5.91	

	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	46.79	17.30	4.09	5.80	26.02

	Increase	Stay the same	Decrease	Don't know	
Real estate	44.71	40.30	12.14	2.85	

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CANADA INDEX
Your weekly look at Canada's Economic Mood

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Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for December 20, 2019

		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low	12 Month Average
Canada									
	Economic Mood	56.69	55.27	55.00	57.38	54.72	59.06	54.15	56.18
	Pocketbook Index	59.78	58.25	57.59	60.93	60.34	61.91	57.33	60.01
	Expectations Index	53.59	52.29	52.42	53.83	49.10	56.34	48.77	52.35
Economic Mood by Demographic									
Region									
	Atlantic	57.17	57.36	55.51	55.28	53.87	61.87	50.39	55.46
	Quebec	64.50	64.02	63.26	63.02	63.70	66.90	59.77	62.64
	Ontario	57.92	55.87	57.83	58.88	55.40	60.98	54.76	57.67
	Prairies	47.81	45.09	42.61	51.04	47.74	51.66	42.61	48.19
	British Columbia	52.86	51.79	51.93	54.92	48.43	58.34	48.43	53.70
Age									
	18 to 29	62.65	60.04	58.02	62.65	61.75	64.30	57.31	61.48
	30 to 39	58.02	55.04	57.81	61.64	56.15	64.38	54.74	59.50
	40 to 49	54.64	54.83	53.68	58.51	55.54	60.74	51.91	55.68
	50 to 59	54.41	52.84	54.13	53.43	53.90	57.30	49.98	53.68
	60 plus	54.51	53.89	52.60	52.88	48.63	57.43	48.63	52.36
Income									
	$0 to $14,999	55.20	53.17	50.35	53.87	54.14	62.20	45.33	53.91
	$15,000 to $29,999	53.66	51.77	51.13	52.65	52.58	60.07	47.68	53.55
	$30,000 to $44,999	59.01	57.44	56.30	56.87	55.66	60.12	50.31	55.56
	$45,000 to $59,999	57.27	57.59	56.27	60.38	56.16	62.55	51.44	56.52
	$60,000 to $74,999	58.47	56.78	54.85	58.71	53.79	61.68	51.70	57.55
	$75,000 or more	58.28	56.89	56.65	59.02	55.89	61.10	54.64	57.37
Home									
	Own	55.60	53.54	53.36	56.22	51.90	58.17	51.90	54.73
	Rent	60.82	60.67	59.77	59.22	61.02	62.19	54.92	59.34

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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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Washington DC (202) 697-9924
nnanos@nanosresearch.com

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 December 20, 2019.

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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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.

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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
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 December 20, 2019
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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 (2016) 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
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com.

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Bloomberg – Tracking, ending December 20th, 2019 - STAT SHEET

			Canada 2019-12-20	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
					Region					**Gender**				**Age**	
Question 1 - Thinking of your personal finances, are you better off, worse off or has there been no change over the past year	Total	Unwgt N	1045	104	250	313	214	164	509	536	121	120	154	218	432
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Better off	%	18.8												
	Worse off	%	24.8												
	There has been no change	%	55.2			**Subscribers Only**									
	Unsure	%	1.2												

			Canada 2019-12-20	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
					Region					**Gender**				**Age**	
Question 2 - Thinking of the upcoming year do you think the Canadian economy will become stronger, weaker or will there be no change	Total	Unwgt N	1045	104	250	313	214	164	509	536	121	120	154	218	432
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Stronger	%	15.0												
	Weaker	%	33.2												
	There will be no change	%	45.9			**Subscribers Only**									
	Dont' know	%	5.9												

			Canada 2019-12-20	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
					Region					**Gender**				**Age**	
Question 3 - Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure or not at all secure?	Total	Unwgt N	1045	104	250	313	214	164	509	536	121	120	154	218	432
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Secure	%	46.8												
	Somewhat secure	%	17.3												
	Somewhat not secure	%	4.1												
	Not at all secure	%	5.8			**Subscribers Only**									
	Unsure	%	26.0												

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,045 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending December 20th, 2019. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

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			Canada 2019-12-20		Region				Gender			Age			
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?	Total	Unwgt N	1045	104	250	313	214	164	509	536	121	120	154	218	432
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Increase	%	44.7												
	Stay the same	%	40.3												
	Decrease	%	12.1			**Subscribers Only**									
	Unsure	%	2.9												

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,045 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending December 20th, 2019. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

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