

Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, January 16th, 2014 (Project 2013-284)

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Your weekly look
at Canada's
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Consumer Confidence at 58.68 compared to 59.22 last week BNCCI Analysis (January 17th, 2014)

After three weeks of positive movement in the Bloomberg Nanos Consumer Confidence Index, the recent waver realized a decline.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 58.68 compared with last week's 59.22. The Bloomberg Nanos Pocketbook Index which is based on survey responses to questions on personal finances and job security. This sub-index was at 59.60 this week compared to 60.29 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 57.76 this week (compared to 58.14 last week).

The average for the BNCCI since 2008 has been 56.33, with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 58.88 this year.

"Of note, a significant portion of the decline in consumer confidence was in the province of Ontario where in a one week period it slid from 61.02 to 59.57 points," said Nanos Research Group Chairman Nik Nanos. "Considering Ontario over the past year showed a noticeable improvement in consumer confidence, this will need to be monitored."

"Recent deterioration in fundamental economic data, especially the quality of employment and growth estimates, as well as home sales, are likely to weigh heavily on Canadian consumer sentiment going forward. The decline in the both pocketbook and expectations indices tell a tale of a consumer that is likely to remain cautious in their spending outlook, given the decline in purchasing power due to falling valuations of the Canadian dollar," said Joseph Brusuelas, Sr. Economist Bloomberg, LP.

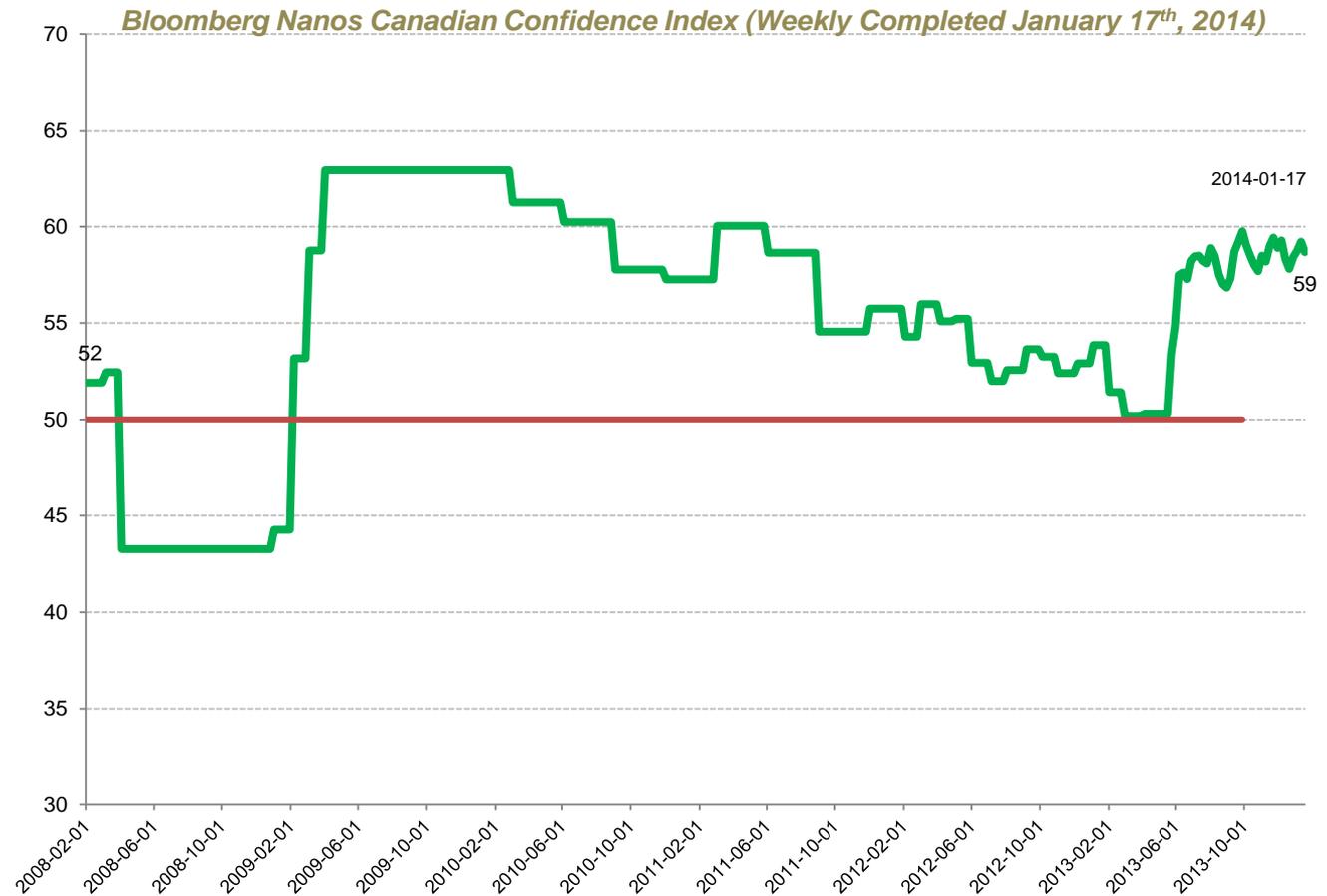
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The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms 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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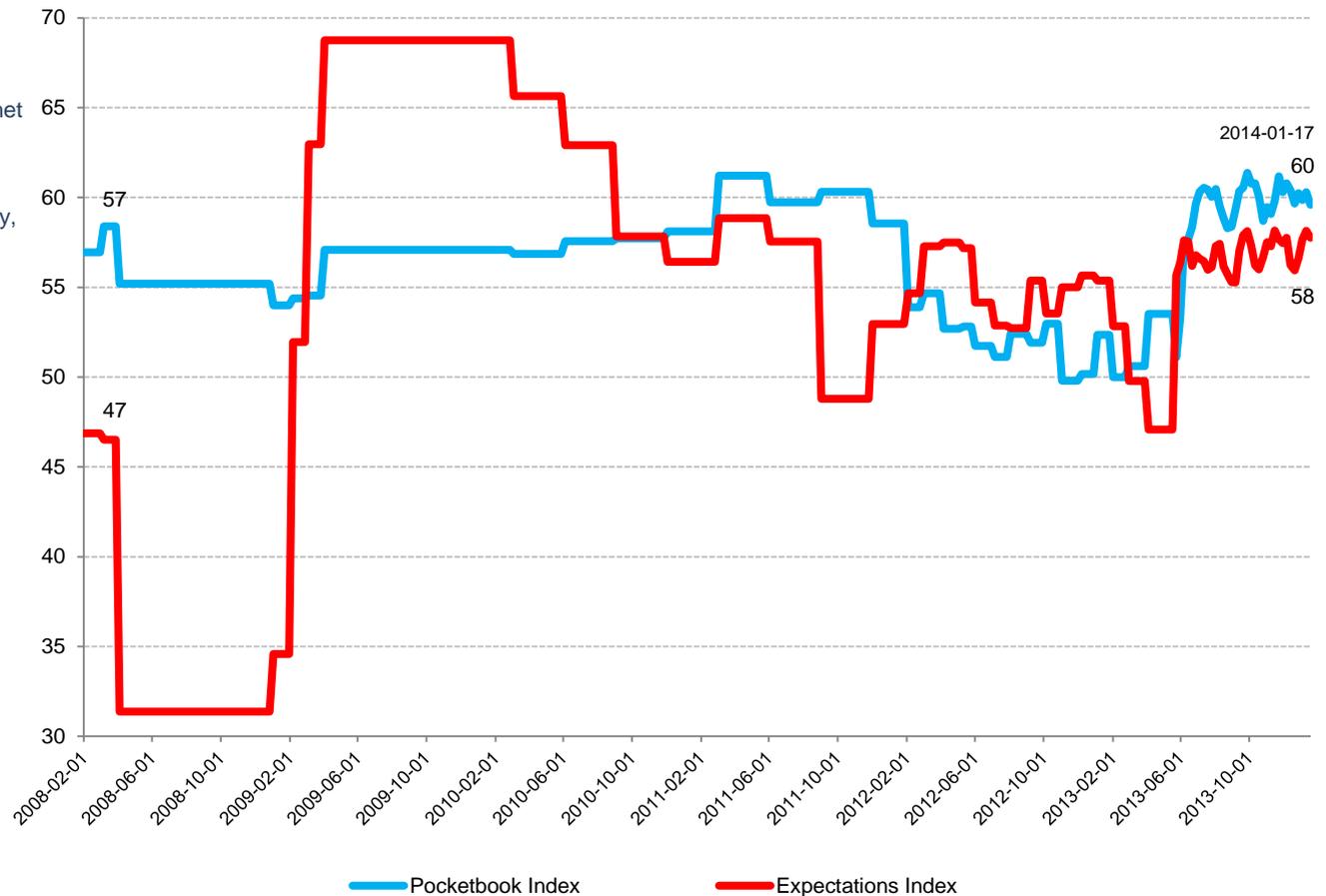
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative 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 January 17th, 2014)



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*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
Jan 17, 2014*

	BNCCI	
This week	58.68	
Last week	59.22	
2014 high	59.22	Jan 10
2014 low	58.68	Jan 17
2014 average	58.88	
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	56.33	

Individual Measures:

	Positive ratings	This week	Last week	Average 2014	Average 2008-2014	
Personal finances		20.31	21.44	20.67	19.37	
Canadian economy		23.77	23.04	22.86	23.46	
Job security		63.35	65.04	64.52	64.09	
Real estate		37.29	36.76	36.48	34.69	
	Full Ratings	Better off	Worse off	No change	Don't know	
Personal finances		20.31	25.20	52.72	1.77	
		Stronger	Weaker	No change	Don't know	
Canadian Economy		23.77	19.89	50.13	6.21	
		Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security		46.14	17.22	5.30	6.56	24.79
		Increase	Stay the same	Decrease	Don't know	
Real estate		37.29	49.10	10.15	3.46	

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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 Jan 17, 2014	Canada								
	Economic Mood	58.68	59.22	57.80	58.03	53.86	59.75	50.19	57.41
	Pocketbook Index	59.60	60.29	59.66	60.08	52.35	61.37	49.99	58.55
	Expectations Index	57.76	58.14	55.94	55.98	55.37	58.16	47.07	56.28
	Economic Mood by Demographic								
	Region								
	Atlantic	53.53	53.35	52.63	52.51	51.75	58.15	45.65	53.55
	Quebec	56.87	56.93	55.60	56.63	53.17	57.70	47.60	55.39
	Ontario	59.53	61.02	58.20	57.72	55.13	61.14	48.76	57.84
	Prairies	64.54	64.33	61.59	63.33	57.43	67.42	52.74	62.08
British Columbia	55.60	56.50	58.99	57.59	49.14	60.78	45.86	56.29	
Age									
18 to 29	62.09	62.56	59.79	60.11	60.79	66.04	51.32	60.51	
30 to 39	60.72	60.53	59.70	59.57	54.53	67.32	53.18	60.24	
40 to 49	59.36	59.21	58.31	57.47	53.30	60.09	46.60	56.78	
50 to 59	55.70	57.04	55.33	57.00	49.91	58.34	47.64	55.25	
60 plus	55.92	57.04	56.13	56.41	50.83	57.48	46.81	54.92	
Income									
\$0 to \$14,999	49.10	48.90	48.12	48.23	51.03	54.03	40.92	47.76	
\$15,000 to \$29,999	51.45	55.87	54.03	54.07	48.05	57.75	40.76	52.16	
\$30,000 to \$44,999	54.49	55.17	55.37	53.69	52.53	59.23	44.78	55.37	
\$45,000 to \$59,999	56.79	58.71	57.13	58.05	52.81	60.30	48.65	56.26	
\$60,000 to \$74,999	58.47	58.09	58.28	55.71	56.43	62.77	51.50	57.62	
\$75,000 or more	64.32	63.52	61.09	62.08	59.52	64.68	53.49	61.56	
Home									
Own	58.32	58.83	57.61	58.01	55.67	59.95	50.82	57.69	
Rent	58.98	59.81	59.30	57.95	50.74	60.25	46.92	56.95	

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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 17th, 2014.

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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