

# Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, January 16<sup>th</sup>, 2015 (Project 2013-284)

## CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

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## Slide in consumer confidence abates – Pocketbook sub-indices up (January 16<sup>th</sup>, 2015)

After a closing quarter in 2014 which largely realized declines in the Bloomberg Nanos Canadian Consumer Index the past two weeks suggest a possible stop in the slide of consumer confidence.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 56.82 compared with last week's 56.11. 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 62.53 this week compared to 61.70 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 51.11 this week (compared to 50.52 last week).

The average for the BNCCI since 2008 has been 57.27 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.

"The increase in the Pocketbook Sub-indices suggests that the lower price of gas is likely having a positive impact on the view Canadians have on their personal finances," said Nanos Research Group Chairman Nik Nanos. "However, the gap between the retrospective Pocketbook Sub-indices and the prospective Expectations Sub-indices indicates that the longer term view remains noticeably more negative."

"January appears to be marking the end of an eight-month, energy-induced correction in Canadian consumer expectations. Between the end of April and the end of December 2014, the price of crude oil dropped by more than 45 percent, the stock market reversed its gains, the Canadian dollar lost more than five percent of its value, and the drop in consumer expectations in the energy-dependent Prairies was twice the national average," said Robert Lawrie, Bloomberg Economist.

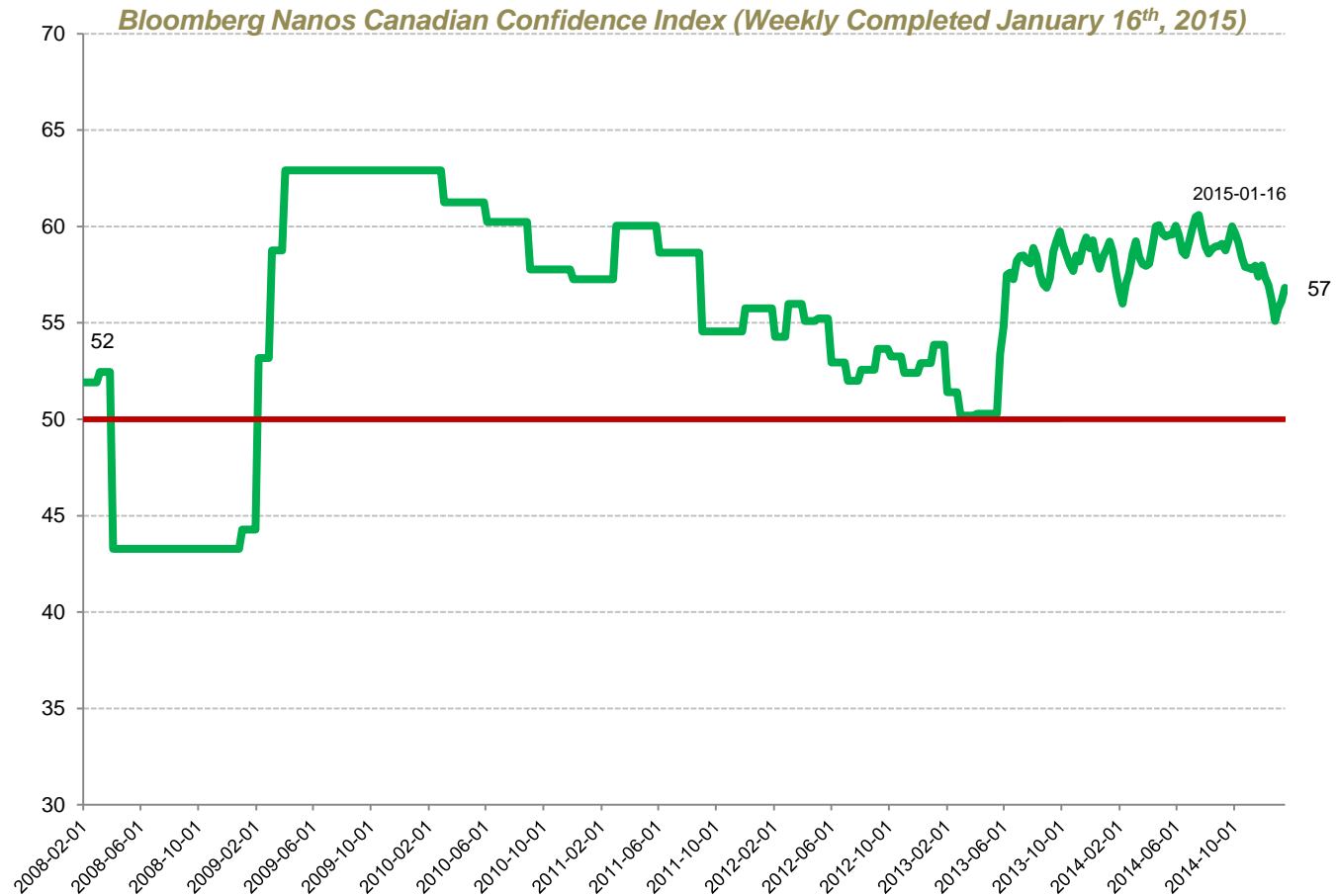
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The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms 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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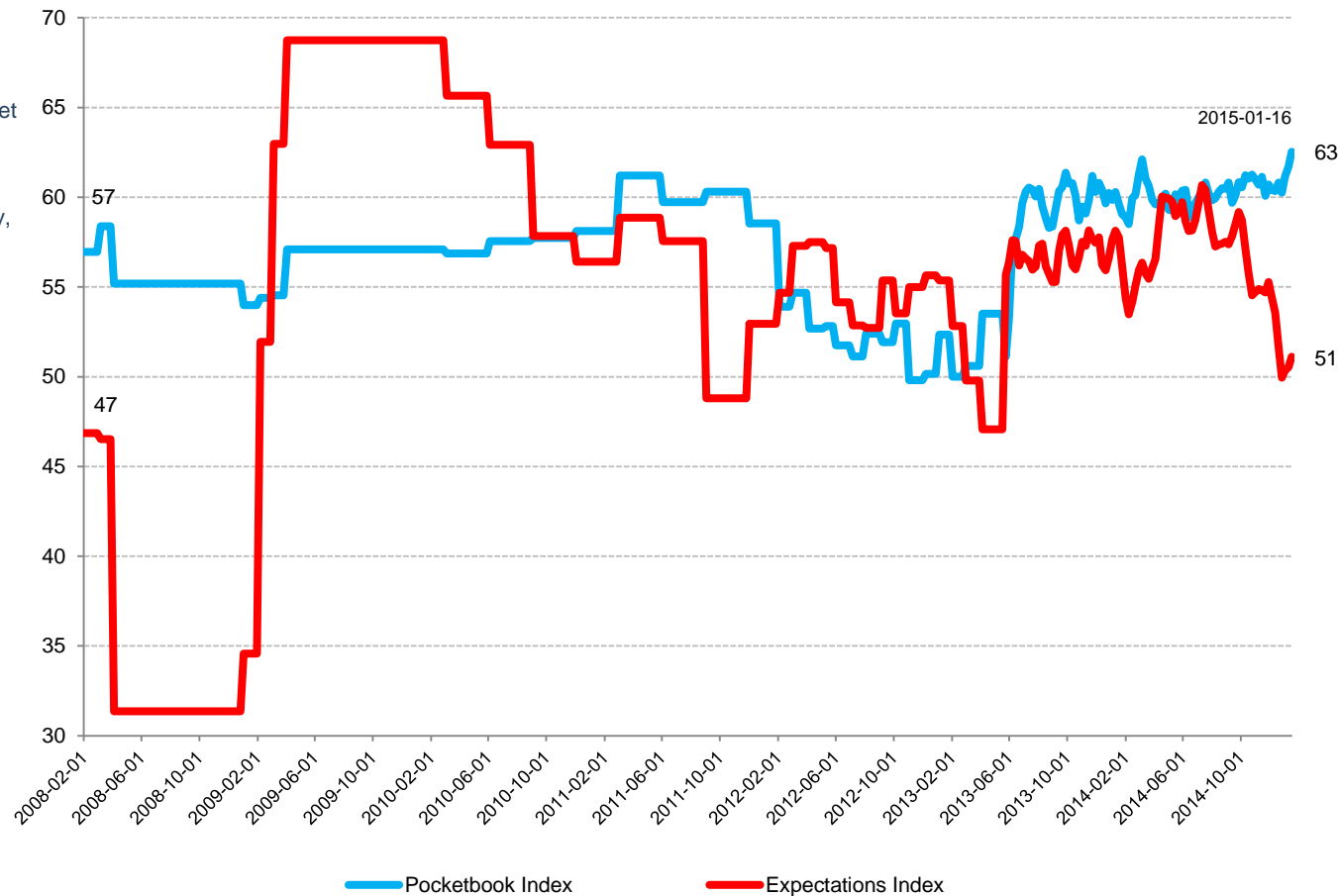
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative 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 January 16<sup>th</sup>, 2015)*



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*Bloomberg Nanos  
Canadian Consumer  
Confidence Index  
Data Summary for  
January 16<sup>th</sup>, 2015*

	<b>BNCCI</b>	
This week	56.82	
Last week	56.11	
2015 high	56.82	Jan 16
2015 low	55.75	Jan 2
2015 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	57.27	

**Individual Measures:**

	<b>This week</b>	<b>Last week</b>	<b>Average 2015</b>	<b>Average 2008-2015</b>	
<b>Positive ratings</b>					
Personal finances	23.07	21.88	22.04	19.51	
Canadian economy	20.12	18.76	18.50	21.93	
Job security	69.10	68.78	68.75	65.77	
Real estate	31.08	30.70	30.95	36.86	
<b>Full Ratings</b>	<b>Better off</b>	<b>Worse off</b>	<b>No change</b>	<b>Don't know</b>	
Personal finances	23.07	21.58	53.99	1.36	
	<b>Stronger</b>	<b>Weaker</b>	<b>No change</b>	<b>Don't know</b>	
Canadian Economy	20.12	31.79	41.21	6.88	
	<b>Secure</b>	<b>Somewhat secure</b>	<b>Somewhat not secure</b>	<b>Not secure</b>	<b>Don't know</b>
Job security	51.10	18.00	5.60	6.32	18.98
	<b>Increase</b>	<b>Stay the same</b>	<b>Decrease</b>	<b>Don't know</b>	
Real estate	31.08	50.99	14.96	2.96	

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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
<b>Canada</b>									
	Economic Mood	56.82	56.11	56.20	58.40	58.68	60.60	55.09	58.45
	Pocketbook Index	62.53	61.70	60.81	61.03	59.60	62.53	58.51	60.31
	Expectations Index	51.11	50.52	51.59	55.78	57.76	60.69	49.94	56.59
<b>Economic Mood by Demographic</b>									
<b>Region</b>									
	Atlantic	54.21	53.25	53.26	53.78	53.53	58.68	50.66	53.64
	Quebec	54.56	54.45	52.53	53.71	56.87	59.15	51.44	55.66
	Ontario	58.75	57.14	57.28	59.58	59.53	63.02	54.50	59.11
	Prairies	57.00	56.74	57.52	63.02	64.54	68.46	56.74	63.27
	British Columbia	58.21	57.88	60.29	60.72	55.60	62.71	54.23	58.53
<b>Age</b>									
	18 to 29	61.66	61.09	60.10	58.80	62.09	66.96	57.68	62.09
	30 to 39	57.93	57.18	60.27	62.53	60.72	64.00	55.22	60.20
	40 to 49	53.95	54.75	56.10	58.37	59.36	61.81	53.90	58.00
	50 to 59	54.38	52.62	52.56	56.62	55.70	58.93	51.35	56.12
	60 plus	56.22	54.89	52.78	56.50	55.92	58.68	51.83	56.22
<b>Income</b>									
	\$0 to \$14,999	51.62	49.46	49.69	47.77	49.10	57.65	45.69	50.33
	\$15,000 to \$29,999	49.80	49.43	49.27	53.94	51.45	55.90	45.72	51.77
	\$30,000 to \$44,999	59.98	58.33	50.79	54.35	54.49	59.98	50.79	55.14
	\$45,000 to \$59,999	57.98	58.77	54.58	56.37	56.79	59.44	52.18	56.52
	\$60,000 to \$74,999	54.81	53.57	55.92	58.58	58.47	63.21	52.60	59.17
	\$75,000 or more	58.08	58.07	60.52	62.58	64.32	65.58	57.82	62.30
<b>Home</b>									
	Own	56.77	56.12	56.47	58.99	58.32	61.42	55.57	58.67
	Rent	56.65	55.55	55.48	57.49	58.98	61.98	53.16	57.27

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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 January 16<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)

# *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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