

Expectation Index down from 118 to 114 points

BACKGROUND

Nanos Economic Mood Index

The Nanos Economic Mood Index is based on a series of questions related to the economy among Canadian adults 18 years of age and older.

Nanos Pocketbook Index

The Nanos Pocketbook Index captures views related to job security and how a consumer's personal financial situation has changed in the past year.

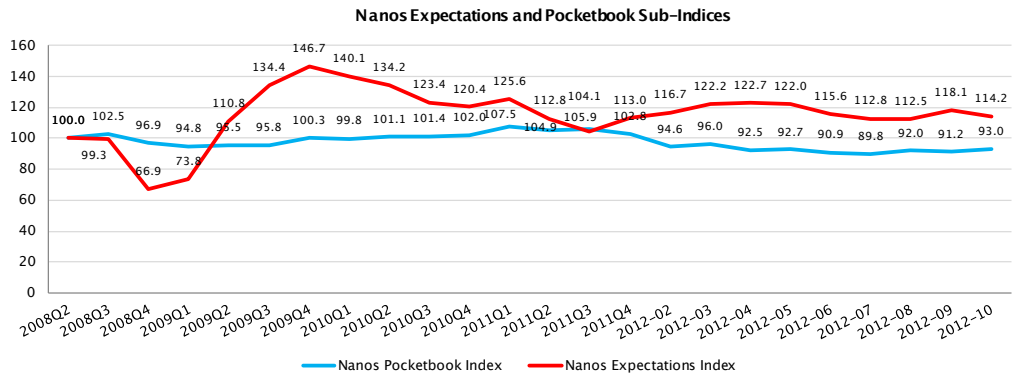
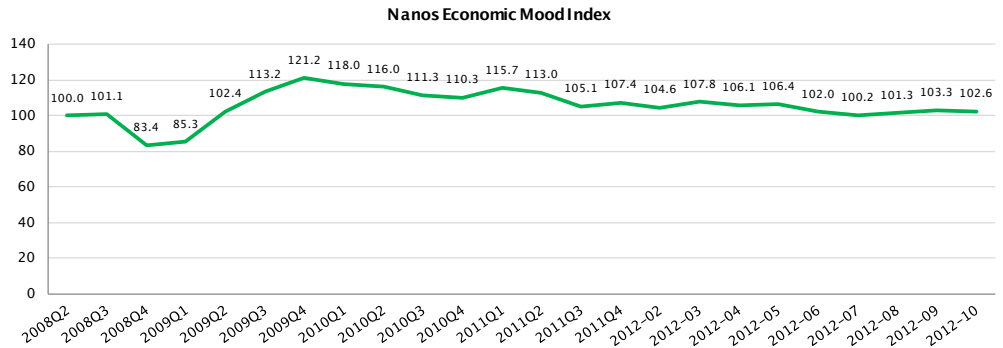
Nanos Expectations Index

The Nanos Expectations Index is based on the direction consumers see the economy going in terms of strength as well as weakness and perceptions related to the expected value of real estate in their neighborhood.

For more background please refer to the methodology.

The current wave is based on a representative random sample of 1,000 Canadians, conducted online by Nanos Research between October 13th and 14th, 2012.

All references or use of this data must cite Nanos Research as the source.



ABOUT NANOS

Nanos Research is one of Canada's most trusted research organizations. Our team of professionals provides to our client the latest quantitative and qualitative techniques in order to deliver superior intelligence and market advantage. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups.

Whether it is understanding customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

CONTACT

Inquiries should be directed to:

Nik Nanos, FMRIA
nnanos@nanosresearch.com
 (613) 234-4666 x237

Visit the Nanos website or sign up for instant email updates at www.nanosresearch.com to get the latest Nanos data.

Economic Index – Tables

METHODOLOGY

The Nanos Economic Mood Index is based on a series of questions related to the economy posed to Canadian adults 18 years of age and older. It is a composite of the Nanos Expectation Index which tracks forward looking perceptions and the Nanos Pocketbook Index which tracks the economic impact of the past year. Factoring these two views, the Nanos Economic Mood Index provides an understanding of consumer sentiment.

The index scores are calculated using the base first wave of tracking of 2008–02. The base data point is assigned a value of 100 and subsequent waves reflect the changes in index values relative to the base wave of research.

The current wave is based on a representative random sample of 1,000 Canadians, conducted online by Nanos Research between October 13th and 14th, 2012.

The data has been weighted using the latest Census results to ensure that the final sample group is representative of the Canadian populace and is believed to be a true reflection of Canadian opinion at the time of the research.

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Time Series Tables

	Pocketbook Index	Expectations Index	Economic Mood Index
2012-10	93.0	114.2	102.6
2012-09	91.2	118.1	103.3
2012-08	92.0	112.5	101.3
2012-07	89.8	112.8	100.2
2012-06	90.9	115.6	102.0
2012-05	92.7	122.0	106.4
2012-04	92.5	122.7	106.1
2012-03	96.0	122.2	107.8
2012-02	94.6	116.7	104.6
2011-12	102.8	113.0	107.4
2011-09	105.9	104.1	105.1
2011-06	104.9	112.8	113.0

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