

# Canadian consumer confidence steady – Prairies remain laggards

submitted by Nanos, August 31, 2018 (Project 2013-284)

## CANADA INDEX

Your weekly look  
at Canada's  
Economic Mood

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## Summary

Canadian consumer confidence remained relatively steady when looking at the week over week and four week change.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 56.52 compared with 55.40 four weeks ago. 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 61.49 this week compared to 61.03 four weeks ago. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 51.55 this week (compared to 49.77 four weeks ago).

The average for the BNCCI since 2008 has been 56.99 with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 57.23 this year.

“Canada’s energy rich Prairie province remain laggards on the economic confidence front,” said Nanos Research, Chief Data Scientist, Nik Nanos. “Their index score for consumer confidence remains five to ten points below other regions in Canada and at 49.54 points out of a possible 100 points remains net neutral. The BNCCI is a diffusion index where scores above 50 indicate consumer sentiment is net positive while those below 50 suggest consumer sentiment is net negative.”

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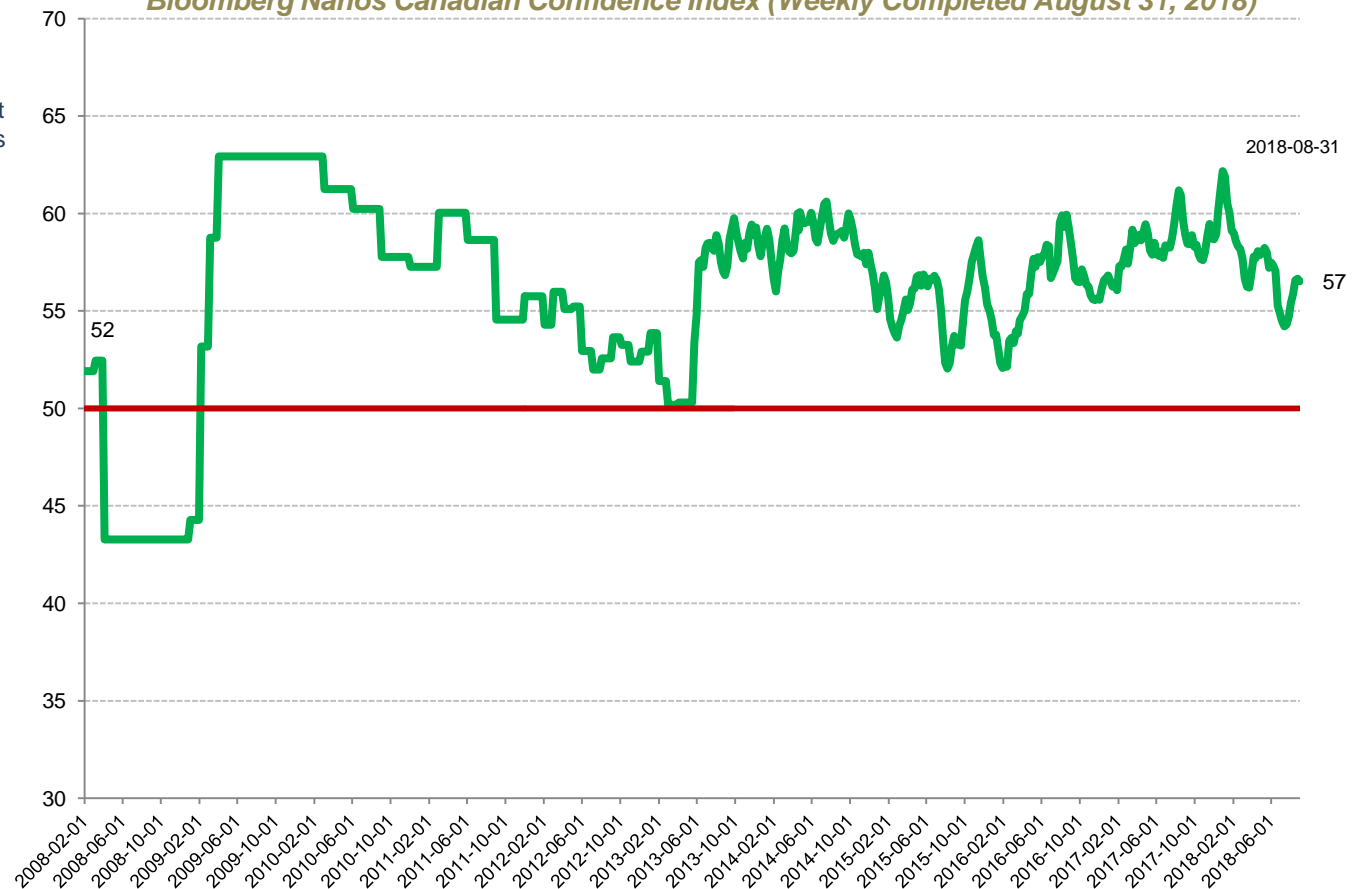
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The BNCCI is a diffusion index comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms of the economic mood of Canadians. The data is based on perceptions related to personal finances, job security, economic strength, and real estate value.

*Bloomberg Nanos Canadian Confidence Index (Weekly Completed August 31, 2018)*



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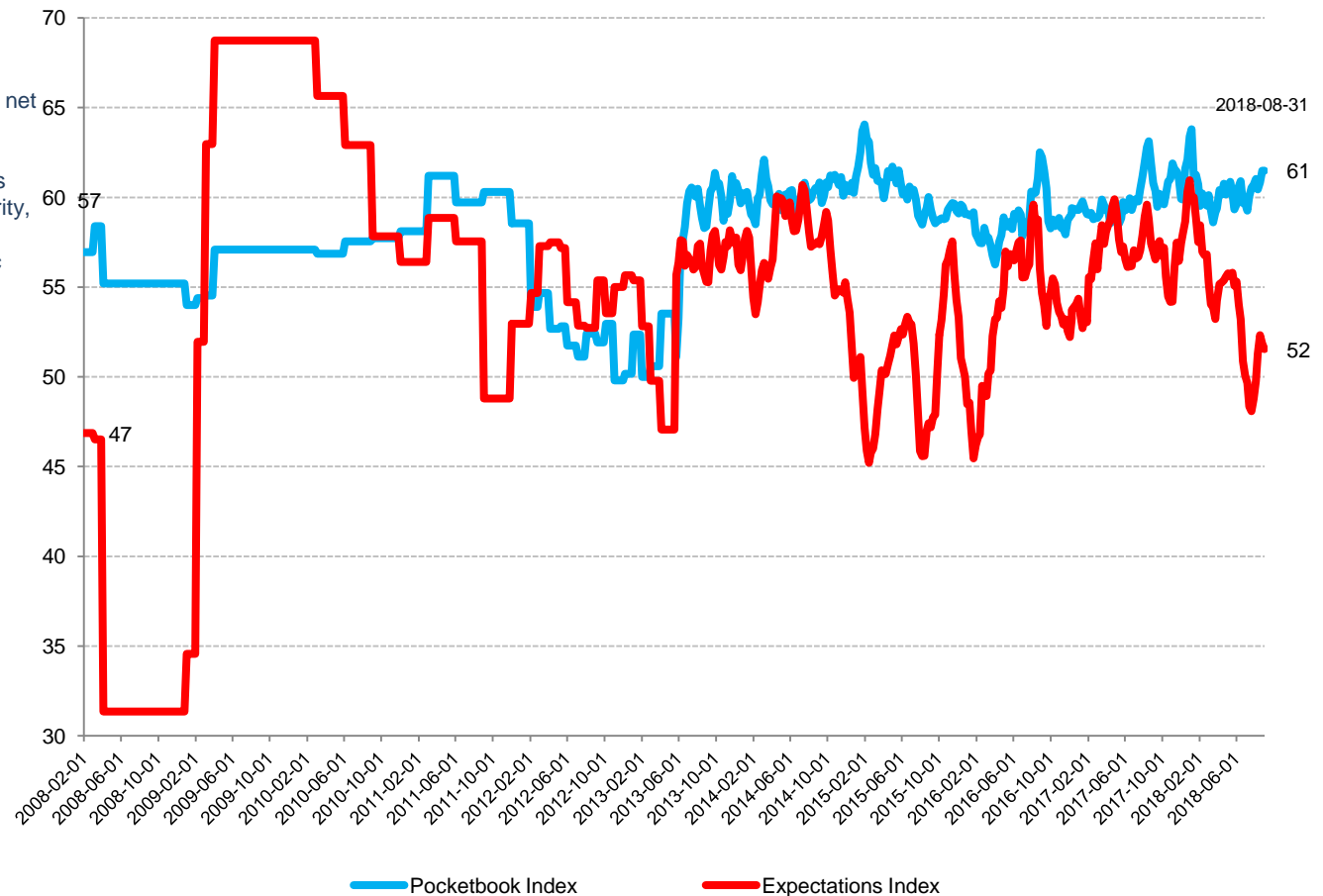
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The BNCCI Pocketbook and Expectations Sub-Indices are comprised of the views of 1,000 Canadians. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative 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 August 31, 2018)*





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***Bloomberg Nanos  
Canadian Consumer  
Confidence Index  
Data Summary for  
August 31, 2018***

	<b>BNCCI</b>	
This week	56.52	
Last week	56.66	
2018 high	61.91	Jan 5
2018 low	54.21	July 13
2018 average	57.23	
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	56.99	

**Individual Measures:**

	<b>This week</b>	<b>Last week</b>	<b>4 weeks ago</b>	<b>Average 2018</b>	<b>Average 2008-2018</b>
<b>Positive ratings</b>					
Personal finances	20.10	20.51	17.91	19.16	18.44
Canadian economy	16.41	15.27	14.84	19.48	21.59
Job security	67.72	67.33	72.17	67.39	66.90
Real estate	40.37	41.39	39.92	40.85	37.84

	<b>Better off</b>	<b>Worse off</b>	<b>No change</b>	<b>Don't know</b>
<b>Full Ratings</b>				
Personal finances	20.10	21.82	57.01	1.07

	<b>Stronger</b>	<b>Weaker</b>	<b>No change</b>	<b>Don't know</b>
Canadian Economy	16.41	36.57	36.93	10.09

	<b>Secure</b>	<b>Somewhat secure</b>	<b>Somewhat not secure</b>	<b>Not secure</b>	<b>Don't know</b>
Job security	50.73	16.99	4.23	7.04	21.02

	<b>Increase</b>	<b>Stay the same</b>	<b>Decrease</b>	<b>Don't know</b>
Real estate	40.37	42.34	14.00	3.28

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		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Aug)	12 Month High	12 Month Low	12 Month Average
<b>Canada</b>	Economic Mood	56.52	56.66	55.40	57.47	58.90	62.17	54.21	57.81
	Pocketbook Index	61.49	61.48	61.03	59.62	60.80	63.79	58.60	60.50
	Expectations Index	51.55	51.84	49.77	55.31	57.00	60.95	48.08	55.11
<b>Economic Mood by Demographic</b>									
<b>Region</b>	Atlantic	54.83	55.08	55.72	51.53	62.17	62.17	50.93	55.40
	Quebec	59.51	60.50	60.94	59.77	59.54	65.52	58.05	61.39
	Ontario	59.13	57.71	55.90	57.62	58.08	61.86	54.94	57.60
	Prairies	49.54	50.66	46.45	51.17	54.39	59.01	45.93	52.29
	British Columbia	56.81	57.27	56.94	65.62	63.27	66.84	55.40	61.18
<b>Age</b>	18 to 29	61.19	62.86	59.55	63.30	61.15	68.92	57.62	62.50
	30 to 39	61.95	59.56	55.99	59.00	61.70	62.67	55.34	59.36
	40 to 49	56.31	58.14	54.54	55.98	58.41	61.09	52.91	57.14
	50 to 59	53.78	53.64	53.92	53.97	58.32	60.29	52.59	55.75
	60 plus	51.84	51.39	53.61	55.74	56.28	60.69	50.72	55.39
<b>Income</b>									
	\$0 to \$14,999	58.16	58.79	49.55	50.88	60.24	60.24	47.17	52.89
	\$15,000 to \$29,999	55.34	52.73	56.35	55.49	56.56	58.78	48.12	54.46
	\$30,000 to \$44,999	51.04	49.01	52.90	52.97	58.37	65.53	48.01	56.36
	\$45,000 to \$59,999	56.14	57.33	53.57	57.55	54.93	65.36	51.05	57.73
	\$60,000 to \$74,999	61.89	60.71	56.61	56.11	59.16	66.47	53.01	59.01
	\$75,000 or more	58.89	59.69	57.19	60.03	61.90	64.32	55.23	60.04
<b>Home</b>									
	Own	54.84	55.60	54.51	56.44	59.06	61.49	53.01	57.11
	Rent	59.84	57.76	58.01	58.26	58.32	64.37	56.10	59.22

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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 August 31, 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

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	Element	Description
Organization who commissioned the research	Nanos Research	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
Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) telephone survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine percent, consistent with industry norms.
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.	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)
Demographics (Other)	Age, gender, education, income	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.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the appended tabulations are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com.
Field Dates	Four week period August 31, 2018		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: <a href="https://mria-arim.ca/polling">https://mria-arim.ca/polling</a>		