

Positive trajectory for Canadian consumer confidence pauses

submitted by Nanos, July 19, 2019 (Project 2013-284)

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Summary

After a flat first quarter in 2019 followed by rising consumer confidence, the past week of Bloomberg Nanos Canadian Confidence Index was the first where the positive trajectory abated.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 58.34 compared with 57.75 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-index was at 60.90 this week compared to 60.77 four weeks ago. The Bloomberg Nanos Expectations Index,

based on surveys for the outlook for the economy and real estate prices, was at 55.78 this week (compared to 54.74 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 55.73 this year.

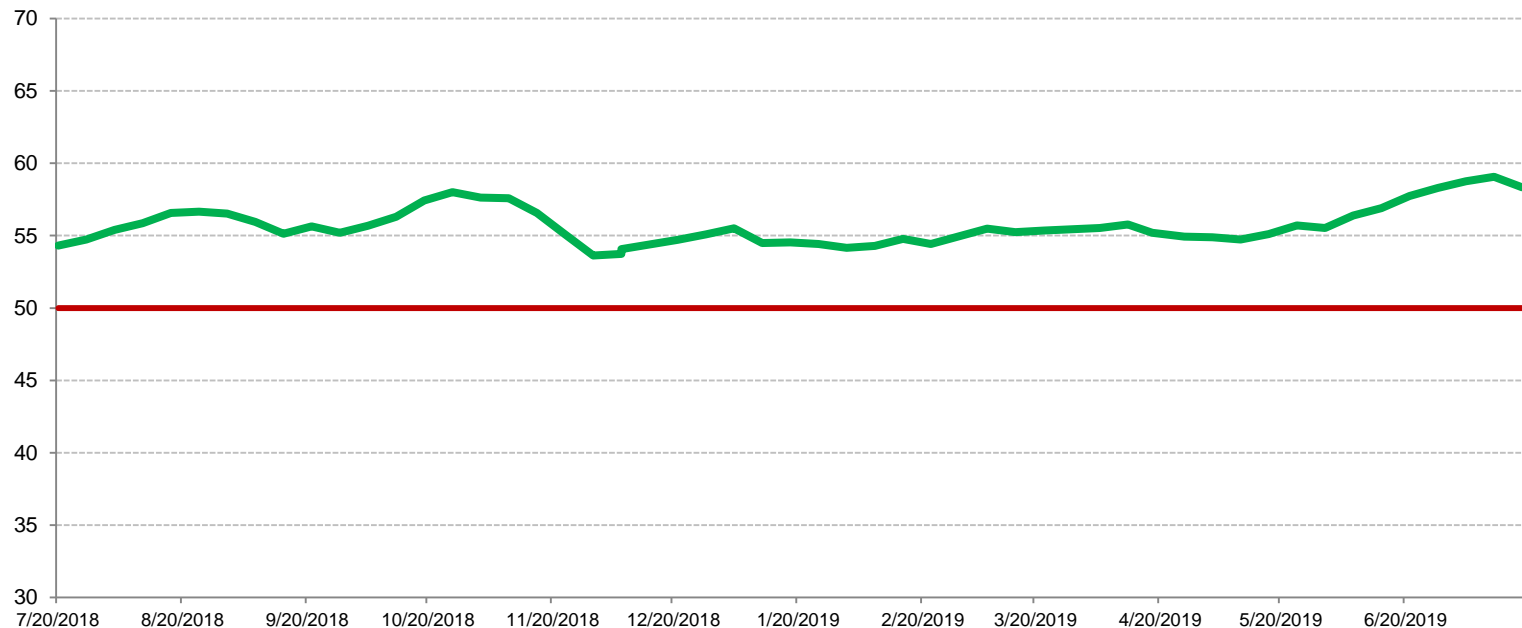
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ONE YEAR TREND LINE Bloomberg Nanos Canadian Confidence Index (Weekly Completed July 19, 2019)



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.

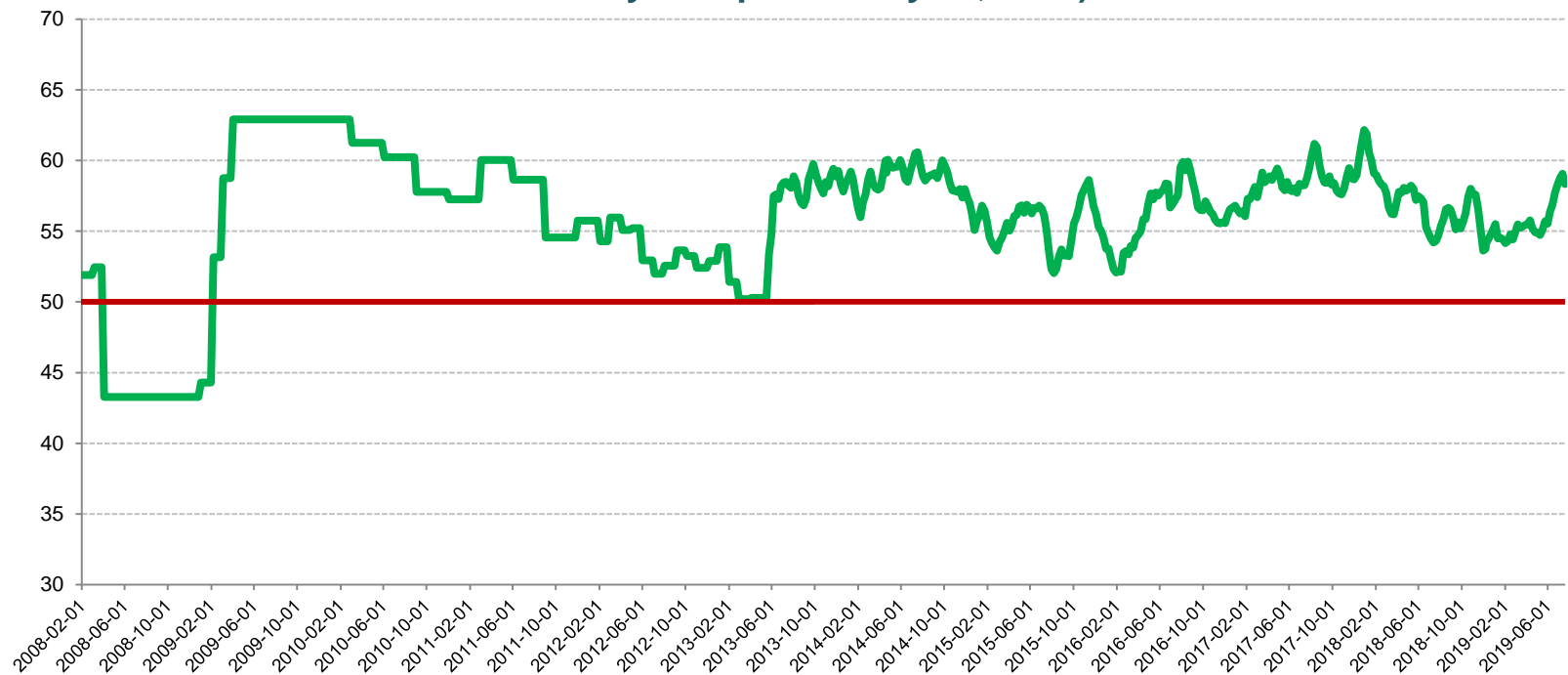
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LONGER TERM TREND LINE Bloomberg Nanos Canadian Confidence Index (Weekly Completed July 19, 2019)



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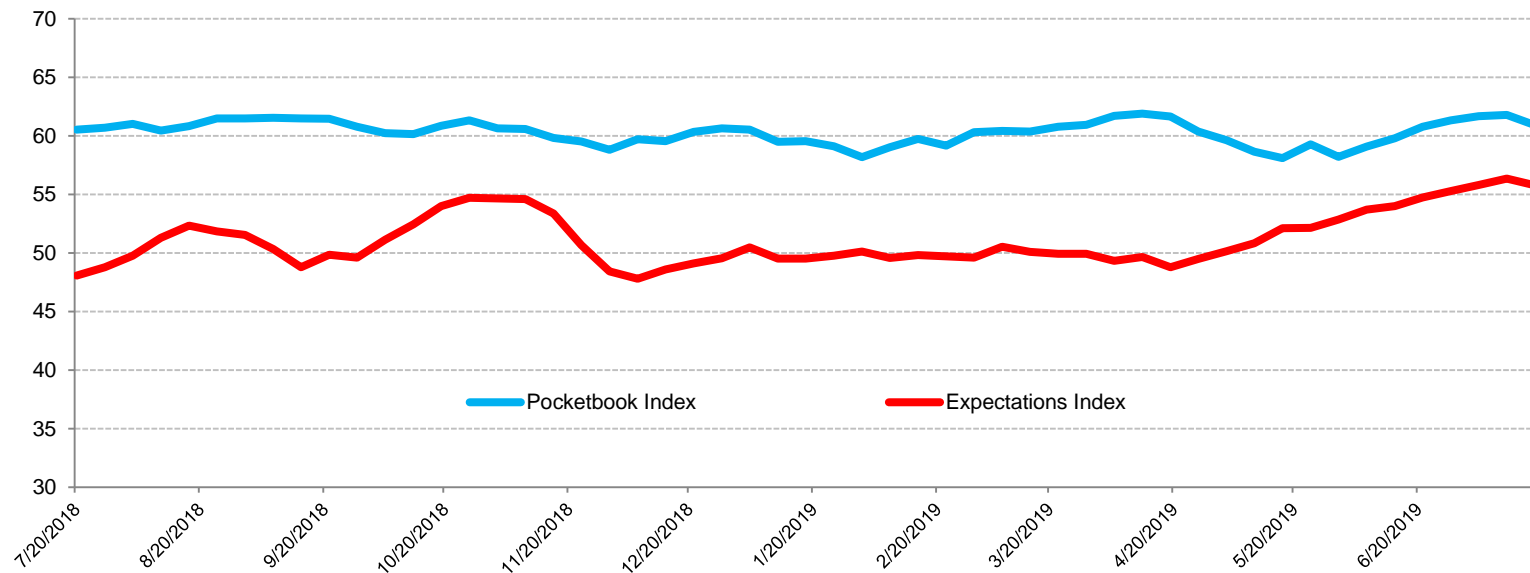
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ONE YEAR TREND *Bloomberg Nanos Canadian Pocketbook and Expectations Indices (Weekly Completed July 19, 2019)*



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.

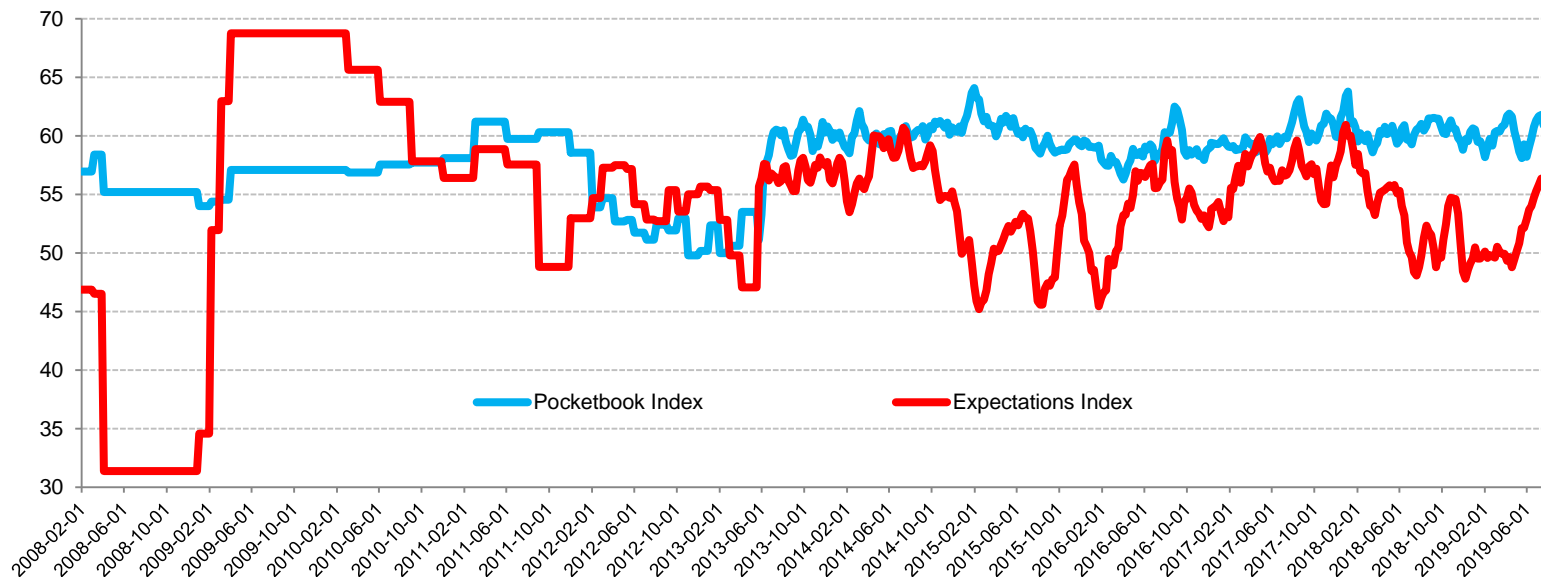
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LONGER TERM TREND Bloomberg Nanos Canadian Pocketbook and Expectations Indices (Weekly Completed July 19, 2019)



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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Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for July 19, 2019

	BNCCI	
This week	58.34	
Last week	59.06	
2019 high	59.06	July 12
2019 low	54.15	Feb 1
2019 average	55.73	
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:

	This week	Last week	4 weeks ago	Average 2019	Average 2008-2019
Positive ratings					
Personal finances	19.25	21.16	23.35	20.33	18.60
Canadian economy	18.42	18.69	17.12	15.11	20.80
Job security	68.18	68.04	64.69	67.61	67.13
Real estate	43.72	44.14	42.03	39.21	38.01

	Better off	Worse off	No change	Don't know
Full Ratings				
Personal finances	19.25	24.48	53.65	2.63

	Stronger	Weaker	No change	Don't know
Canadian Economy	18.42	23.99	46.66	10.93

	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	51.01	17.17	4.89	6.02	20.92

	Increase	Stay the same	Decrease	Don't know
Real estate	43.72	37.26	15.05	3.97

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*Bloomberg Nanos
Canadian Consumer
Confidence Index
Data Summary for
July 19, 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	58.34	59.06	57.75	55.21	54.31	59.06	53.62	55.73
	Pocketbook Index	60.90	61.79	60.77	61.65	60.54	61.91	58.09	60.31
	Expectations Index	55.78	56.34	54.74	48.77	48.08	56.34	47.81	51.15
Economic Mood by Demographic									
Region	Atlantic	55.07	57.48	61.87	54.52	52.05	61.87	50.39	55.00
	Quebec	64.07	66.90	64.55	60.70	59.79	66.90	59.42	61.42
	Ontario	60.01	60.31	58.86	57.02	55.15	60.31	54.76	57.29
	Prairies	50.49	50.90	50.82	47.60	46.55	51.34	41.54	47.98
	British Columbia	58.14	55.61	50.91	53.13	55.40	59.37	48.43	54.04
Age	18 to 29	61.51	62.08	64.30	62.12	57.62	64.30	55.85	61.00
	30 to 39	62.59	63.67	63.82	59.31	56.41	64.38	55.88	59.64
	40 to 49	56.53	56.99	56.70	52.53	53.22	58.15	51.44	54.93
	50 to 59	57.30	56.31	53.56	54.55	52.59	57.30	49.98	52.99
	60 plus	55.39	57.43	52.91	49.93	52.56	57.43	48.63	51.94
Income									
	\$0 to \$14,999	48.74	51.20	58.69	51.80	47.17	59.49	45.33	52.36
	\$15,000 to \$29,999	60.07	58.96	57.06	51.07	56.79	60.07	47.68	53.98
	\$30,000 to \$44,999	54.51	58.57	59.52	52.88	54.98	60.12	48.01	55.43
	\$45,000 to \$59,999	56.79	58.76	59.51	55.96	51.95	61.16	51.44	55.75
	\$60,000 to \$74,999	56.09	57.56	59.50	58.51	55.04	66.47	52.03	57.30
	\$75,000 or more	60.81	61.01	58.11	56.72	55.63	61.01	54.64	56.96
Home									
	Own	57.09	58.17	55.59	53.97	53.04	58.17	51.48	54.27
	Rent	61.19	61.28	61.90	57.77	58.17	61.90	54.92	58.84

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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 July 19, 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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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 (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.
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	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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com.
Field Dates	Four week period July 19, 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.		

Bloomberg – Tracking, ending July 19th - STAT SHEET

			Region						Gender		Age				
			Canada 2019-07- 19	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
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	1000	100	248	299	201	152	522	478	184	177	196	188	255
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Better off	%	19.2												
	Worse off	%	24.5												
	There has been no change	%	53.6												
	Unsure	%	2.6												

Subscribers Only

		Region							Gender		Age				
		Canada 2019-07- 19	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
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	1000	100	248	299	201	152	522	478	184	177	196	188	255
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Stronger	%	18.4												
	Weaker	%	24.0												
	There will be no change	%	46.7												
	Dont' know	%	10.9												

Subscribers Only

			Region					Gender			Age				
			Canada 2019-07- 19	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
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	1000	100	248	299	201	152	522	478	184	177	196	188	255
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Secure	%	51.0												
	Somewhat secure	%	17.2												
	Somewhat not secure	%	4.9												
	Not at all secure	%	6.0												
	Unsure	%	20.9												

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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,000 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending July 19th, 2019. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20.

Bloomberg – Tracking, ending July 19th - STAT SHEET

			Region					Gender		Age					
			Canada 2019-07- 19	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	1000	100	248	299	201	152	522	478	184	177	196	188	255
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Increase	%	43.7												
	Stay the same	%	37.3												
	Decrease	%	15.1												
	Unsure	%	4.0												

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