

# Consumer confidence on a noticeable decline

Weekly Bloomberg Nanos Canadian Confidence Index, Released September 3, 2021  
Project 2013-284



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*Bloomberg-Nanos is a must have weekly pulse of consumer confidence in Canada. For over a decade of tracking, the Bloomberg-Nanos Expectations Sub-index has been a consistent leading indicator of GDP. The data has been cited in the Bank of Canada Monetary Policy Report.*

**Monthly Bloomberg/Nanos Canada Expectations Index and  
Canada's rGDP Growth YoY - Six month lag - Full period  
ending 30/01/2020**



## SUMMARY

*Canadian consumer confidence continues to be on a negative trajectory with noticeable four week drops in positive sentiment for real estate value, views on the future strength of the Canadian economy and personal finances.*

**Nik Nanos**  
**Chief Data Scientist**

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 61.57 compared with 64.93 four weeks ago. The twelve month high stands at 66.42.

The Bloomberg Nanos Pocketbook Index is based on survey responses to questions on personal finances and job security. This sub-index was at 61.68 this week compared to 62.97 four weeks ago. The Bloomberg Nanos

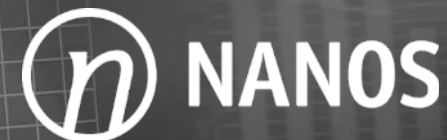
Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 61.45 this week compared to 66.88 four weeks ago.

The average for the BNCCI since 2008 has been 56.48 with a low of 37.08 in April 2020 and a high of 66.42 in July 2021. The index has averaged 62.56 this year.

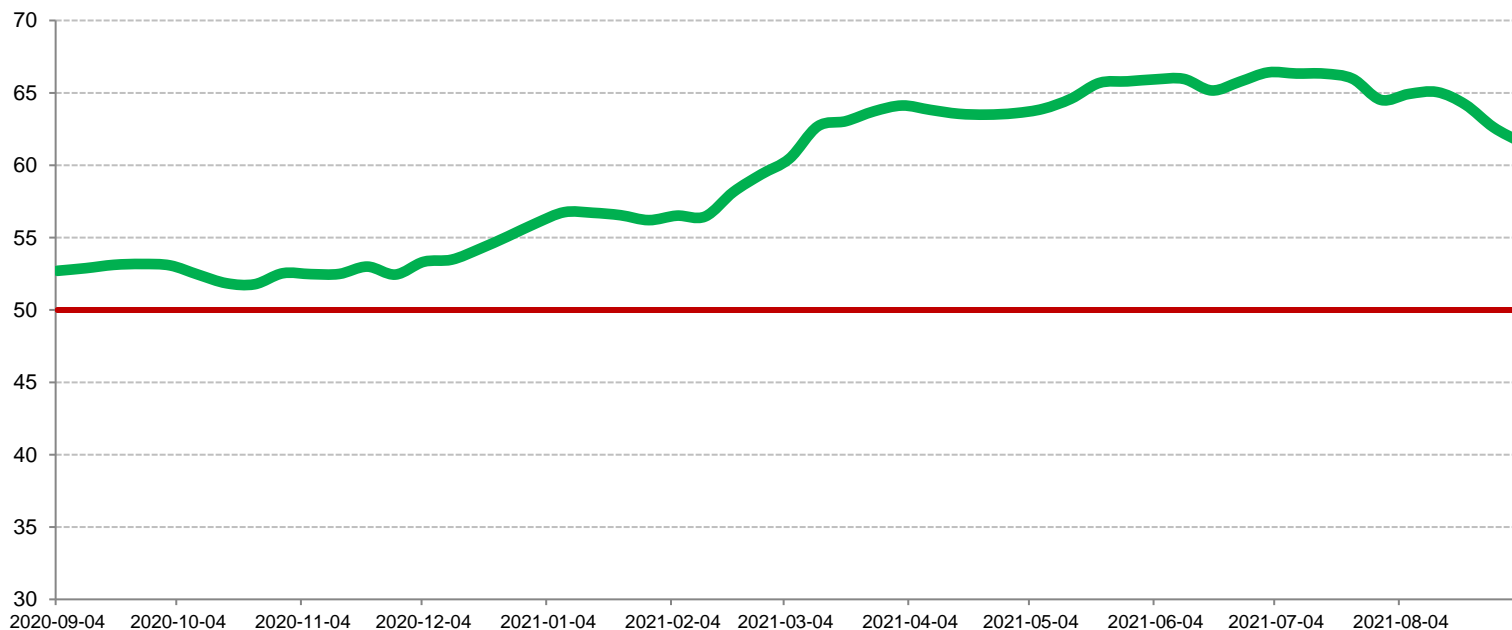
# CANADA INDEX

Your weekly look  
at Canada's  
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**ONE YEAR TREND LINE**  
**Bloomberg Nanos Canadian Confidence Index**  
**(Weekly Completed September 3, 2021)**



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.

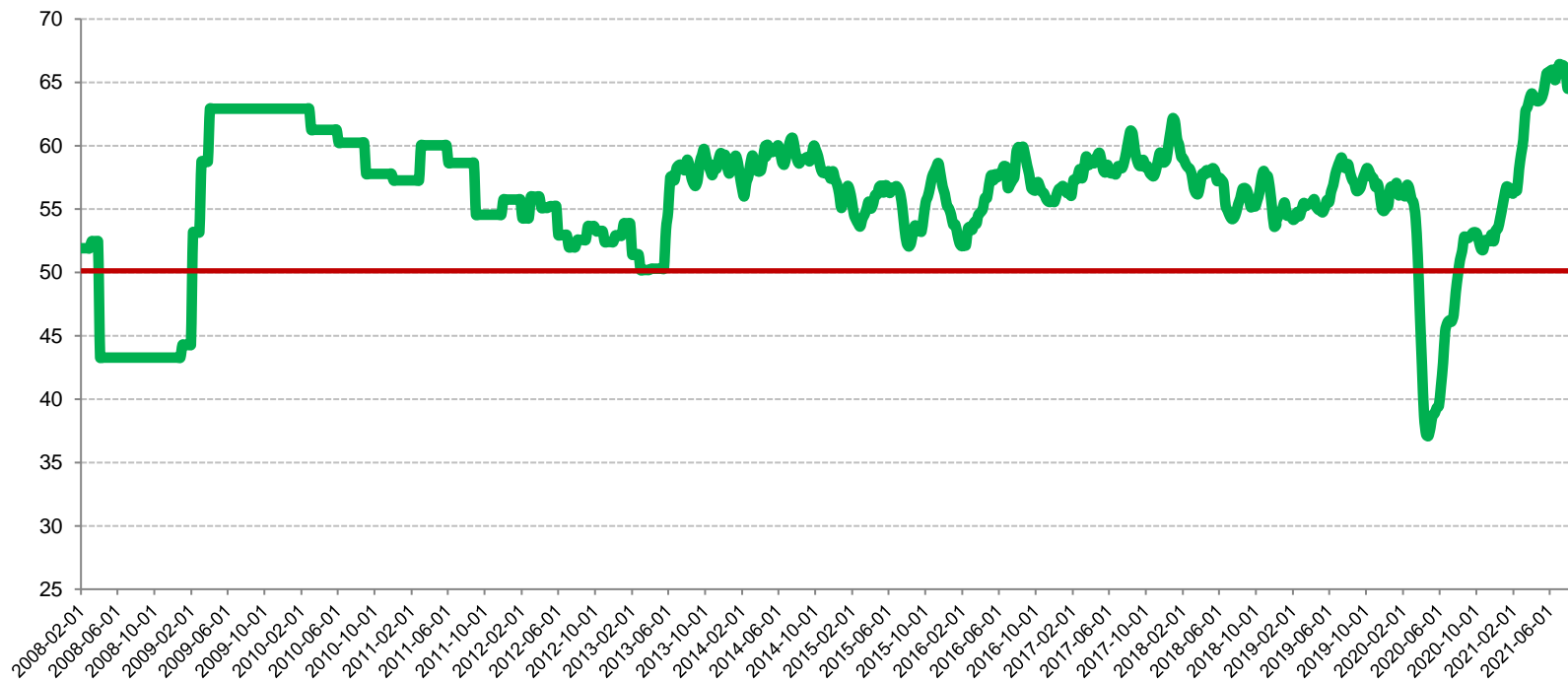
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## LONGER TERM TREND LINE Bloomberg Nanos Canadian Confidence Index (Weekly Completed September 3, 2021)



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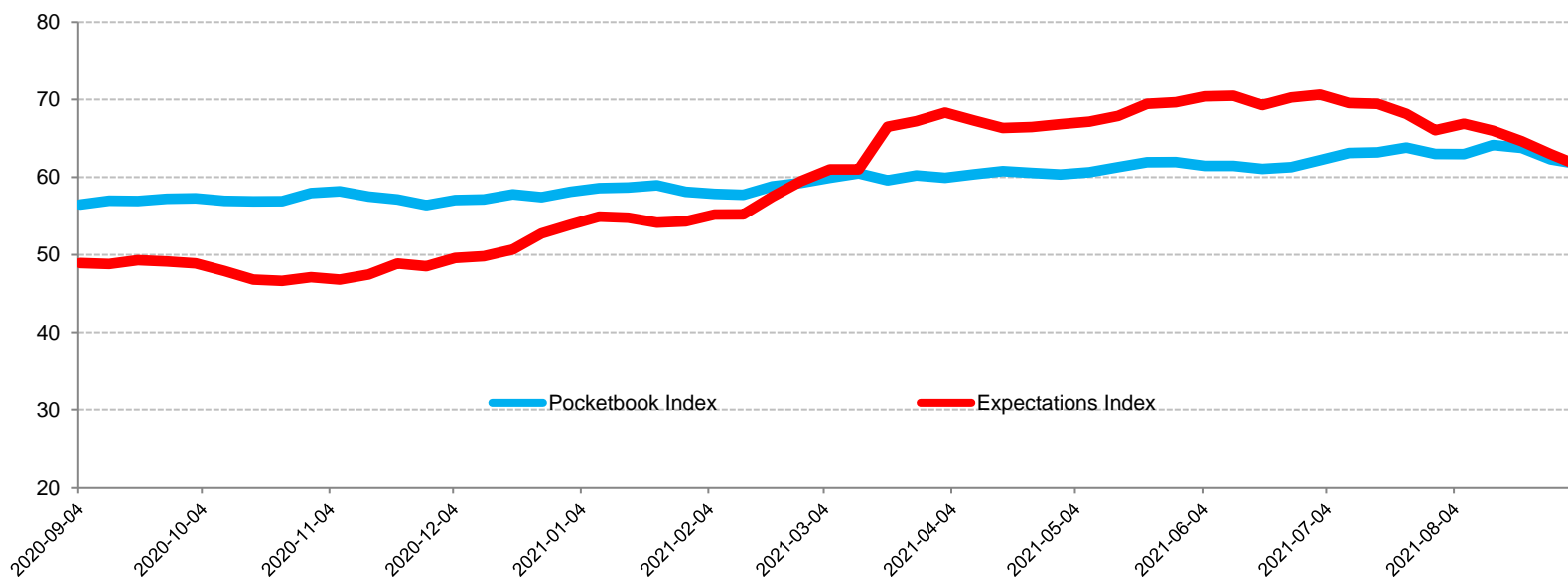
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## ONE YEAR TREND

*Bloomberg Nanos Canadian Pocketbook and Expectations Indices*  
(Weekly Completed September 3, 2021)



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.

# CANADA INDEX

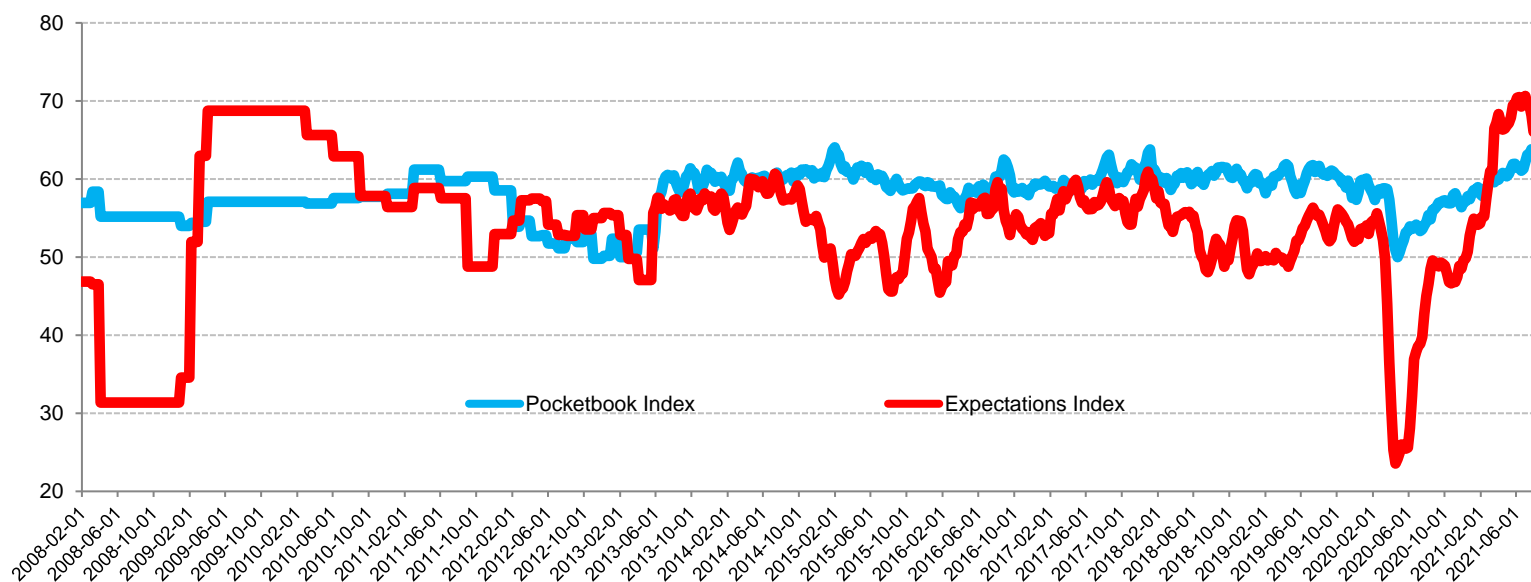
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## LONGER TERM TREND

### Bloomberg Nanos Canadian Pocketbook and Expectations Indices (Weekly Completed September 3, 2021)



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



## Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for September 3, 2021

	<b>BNCCI</b>	
This week	61.57	
Last week	62.63	
2021 high	66.42	July 2
2021 low	56.00	Jan 1
2021 average	62.56	
2008 average	49.21	Worst full year
2010 average	59.13	Best full year
April 24, 2020	37.08	Record low
Dec 31, 2009	66.42	Record high
Overall index average	56.48	

### Individual Measures:

	<b>This week</b>	<b>Last week</b>	<b>4 weeks ago</b>	<b>Average 2021</b>	<b>Average 2008-2021</b>
<b>Positive ratings</b>					
Personal finances	20.44	20.86	25.25	22.16	18.60
Canadian economy	35.40	36.80	43.27	39.22	21.50
Job security	68.09	67.47	69.66	69.06	66.57
Real estate	49.66	51.38	57.11	57.26	39.21
<b>Full Ratings</b>	<b>Better off</b>	<b>Worse off</b>	<b>No change</b>	<b>Don't know</b>	
Personal finances	20.44	23.72	54.01	1.83	
<b>Canadian Economy</b>	<b>Stronger</b>	<b>Weaker</b>	<b>No change</b>	<b>Don't know</b>	
	35.40	27.47	27.49	9.63	
<b>Job security</b>	<b>Secure</b>	<b>Somewhat secure</b>	<b>Somewhat not secure</b>	<b>Not secure</b>	<b>Don't know</b>
	52.20	15.90	4.54	5.76	21.61
<b>Real estate</b>	<b>Increase</b>	<b>Stay the same</b>	<b>Decrease</b>	<b>Don't know</b>	
	49.66	34.77	11.77	3.80	



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## Bloomberg Nanos Canadian Consumer Confidence Index Data Summary for September 3, 2021

		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low	12 Month Average
<b>Canada</b>	Economic Mood	61.57	62.63	64.93	65.94	52.71	66.42	51.78	59.48
	Pocketbook Index	61.68	62.29	62.97	61.46	56.48	64.14	56.39	59.66
	Expectations Index	61.45	62.97	66.88	70.42	48.93	70.64	46.65	59.30
<b>Economic Mood by Demographic</b>									
<b>Region</b>	Atlantic	58.25	59.05	60.50	65.95	50.22	68.05	49.78	59.68
	Quebec	64.49	65.01	67.49	70.34	56.14	70.74	52.65	62.26
	Ontario	62.98	64.44	64.86	67.28	55.79	68.97	53.89	61.25
	Prairies	56.40	58.19	59.71	56.55	46.26	61.15	41.09	51.70
	British Columbia	62.98	63.38	70.67	68.46	51.11	70.67	51.11	61.53
<b>Age</b>	18 to 29	63.09	63.34	68.22	66.27	51.78	69.54	51.78	59.91
	30 to 39	60.82	62.80	66.05	66.54	52.58	70.29	48.52	59.67
	40 to 49	60.07	61.85	67.05	63.00	53.90	68.46	50.13	58.90
	50 to 59	64.20	65.59	63.85	66.02	51.50	66.22	51.50	59.58
	60 plus	60.07	60.46	61.08	67.34	53.48	67.84	48.73	59.37
<b>Income</b>	\$0 to \$14,999	55.53	56.66	72.19	54.79	41.36	72.19	34.23	51.08
	\$15,000 to \$29,999	57.86	58.70	59.74	60.07	48.66	61.77	45.02	53.78
	\$30,000 to \$44,999	60.96	58.40	61.21	61.08	46.04	64.34	45.82	55.46
	\$45,000 to \$59,999	61.06	62.62	62.73	61.17	47.69	65.90	47.69	57.19
	\$60,000 to \$74,999	61.37	65.11	65.04	66.11	52.54	69.69	50.13	59.24
	\$75,000 or more	64.89	65.42	67.61	68.61	56.73	69.78	54.07	62.40
<b>Home</b>	Own	60.67	64.89	64.47	66.08	54.39	67.14	51.50	59.89
	Rent	64.07	64.89	66.77	64.09	48.49	67.92	48.49	58.15



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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.nanos.co](http://www.nanos.co)

**For interviews contact: Nik Nanos**  
Chief Data Scientist  
Ottawa (613) 234-4666 ext. 237  
Washington DC (202) 697-9924  
[nik@nanos.co](mailto:nik@nanos.co)

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	Subscribers	Non-subscribers
Weekly Issue Tracking Canada (2015 to present)	✓	
Weekly Canadian Consumer Confidence Tracking (2008 to present)	✓	
Weekly National Ballot Tracking Canada (2014 to present)	✓	
Weekly Undecided Tracking (new) (2014 to present)	✓	
Weekly Preferred PM Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Party Power Index Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Consider Voting for Liberal Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Conservative Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the NDP of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Green Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Bloc Québécois (new) (2014 to present)	✓	
Weekly Consider Voting for the People's Party of Canada (new) (2014 to present)	✓	
2015 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
CTV-Globe-Nanos 2019 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
Canada-US Relations Annual Tracking (2005 to present)	✓	
The Nanos Annual Public Policy Map (2015 to present)	✓	
The Mood of Canada Annual Tracking Survey (2007 to present)	✓	



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 interviews with 1,000 Canadian consumers (recruited by RDD land- and cell-line sample), 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 survey of 1,000 respondents 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 September 3, 2021. Due to the Covid-19 outbreak and ESOMAR standards between April 3 and July 24, 2020 Nanos used its probability online panel. Data collection returned to telephone as of the week ending July 31, 2020. The data collection returned to the Nanos probability panel as of the week ending January 1, 2021 due to the lockdown imposed by the provincial health authorities. Data collection returned to telephone between the weeks ending March 19<sup>th</sup> and April 9<sup>th</sup>, 2021. As a result of the latest provincial lockdown the tracking returned to Nanos probability online panel between the weeks ending April 16, and June 11, 2021. The tracking returned to telephone as of the week ending June 18, 2021.

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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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.

# TECHNICAL NOTE

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	Recruited by RDD dual frame (land- and cell-lines) telephone survey.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	Four-week period September 3, 2021
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
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.
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
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.
Estimated Response Rate	Eight percent, consistent with industry norms.
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)
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 six-month views of real estate in their neighbourhood.
Question Wording	The questions in the appended tabulations are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



## Bloomberg – Tracking, ending September 3<sup>rd</sup>, 2021 – STAT SHEET

			Region					Gender		Age					
			Canada 2021-09-03	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	1320	123	321	398	276	202	714	606	228	263	316	161	352
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Better off	%	20.4												
	Worse off	%	23.7												
	There has been no change	%	54.0												
	Unsure	%	1.8												
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			Region					Gender		Age					
			Canada 2021-09-03	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	1320	123	321	398	276	202	714	606	228	263	316	161	352
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Stronger	%	35.4												
	Weaker	%	27.5												
	There will be no change	%	27.5												
	Don't know	%	9.6												

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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,320 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending September 3<sup>rd</sup>, 2021. The margin of error for this survey is  $\pm 2.9$  percentage points, 19 times out of 20.

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			Region					Gender			Age				
			Canada 2021-09-03	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	1320	123	321	398	276	202	714	606	228	263	316	161	352
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Secure	%	52.2												
	Somewhat secure	%	15.9												
	Somewhat not secure	%	4.5												
	Not at all secure	%	5.8												
	Unsure	%	21.6												
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			Region						Gender		Age				
			Canada 2021-09-03	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	1320	123	321	398	276	202	714	606	228	263	316	161	352
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Increase	%	49.7												
	Stay the same	%	34.8												
	Decrease	%	11.8												
	Unsure	%	3.8												
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