

Bloomberg Nanos Canadian Confidence Index (BNCCI)

submitted by Nanos, February 7th , 2014 (Project 2013-284)

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Your weekly look
at Canada's
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2014 Opens with Dampened Canadian Consumer Confidence – Slide Continues (February 7th, 2014)

Canadian consumer confidence slides four weeks in succession according to the Bloomberg Nanos Consumer Confidence.

The BNCCI, a composite of a weekly measure of financial health and economic expectations, registered at 56.00 compared with last week's 56.64. The Bloomberg Nanos Pocketbook Index which is based on survey responses to questions on personal finances and job security. This sub-index was at 58.51 this week compared to 58.87 the previous week. The Bloomberg Nanos Expectations Index, based on surveys for the outlook for the economy and real estate prices, was at 53.48 this week (compared to 54.40 last week).

The average for the BNCCI since 2008 has been 56.35, with a low of 43.28 in December 2008 and a high of 62.92 in December 2009. The index has averaged 57.81 this year. "Consumer confidence continues to slide largely on

pessimistic views on the future strength of the Canadian economy," said Nanos Research Group Chairman Nik Nanos. "With a weakened Canadian dollar and speculation from the IMF that the Government of Canada may have difficulties balancing the budget, 2014 has opened with dampened confidence."

"Despite an improvement in hiring, household sentiment continues to slide on concerns over the deceleration in growth and the reduced purchasing power of the Loonie," said Joseph Brusuelas, Sr. Economist Bloomberg, LP.

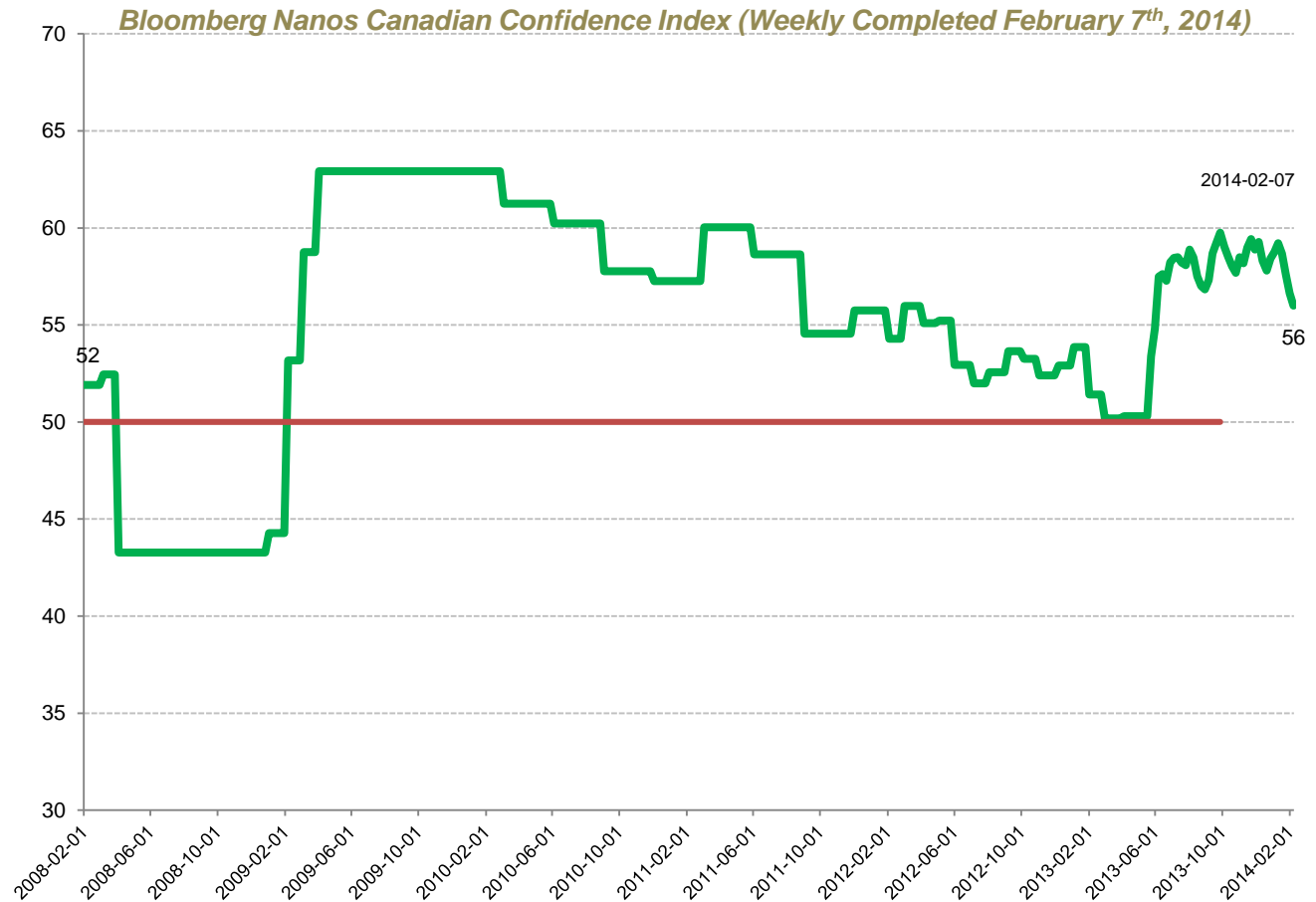
CANADA INDEX

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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.



CANADA INDEX

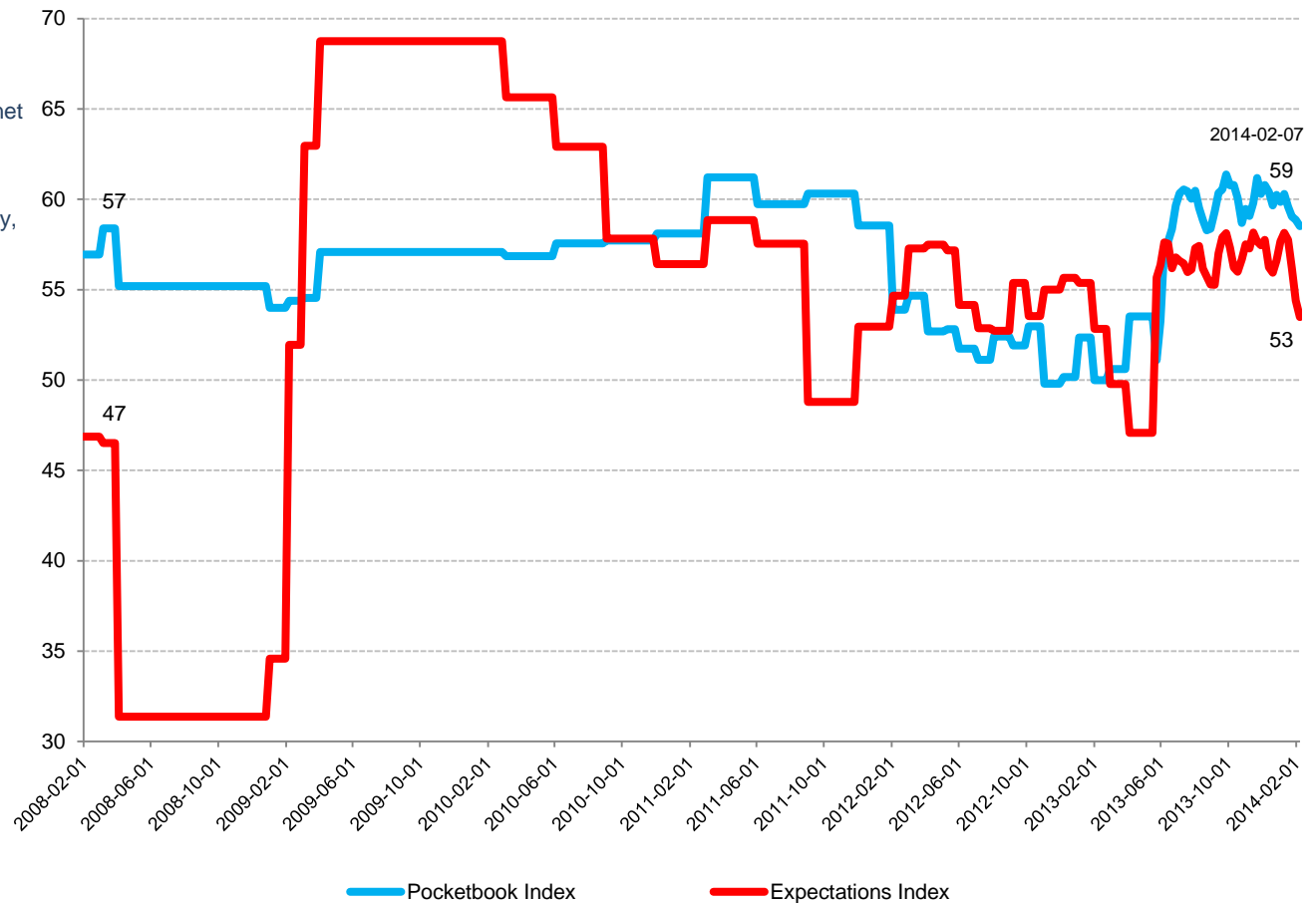
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at Canada's
Economic Mood

Bloomberg

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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 February 7th, 2014)



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Canadian Consumer
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Data Summary for
Feb 7, 2014*

	BNCCI				
This week	56.00				
Last week	56.64				
2014 high	59.22	Jan 10			
2014 low	56.00	Feb 07			
2014 average	57.81				
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	56.35				
Individual Measures:					
	This week	Last week	Average 2014	Average 2008-2014	
Positive ratings					
Personal finances	17.32	18.58	19.58	19.33	
Canadian economy	17.98	19.87	21.49	23.31	
Job security	64.56	63.30	64.04	64.06	
Real estate	36.32	38.15	36.98	34.81	
	Better off	Worse off	No change	Don't know	
Full Ratings					
Personal finances	17.32	27.11	54.51	1.06	
	Stronger	Weaker	No change	Don't know	
Canadian Economy	17.98	28.40	48.26	5.36	
	Secure	Somewhat secure	Somewhat not secure	Not secure	Don't know
Job security	47.69	16.87	4.75	7.64	23.05
	Increase	Stay the same	Decrease	Don't know	
Real estate	36.32	48.84	11.97	2.88	

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		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Feb)	12 Month High	12 Month Low	12 Month Average
Canada									
	Economic Mood	56.00	56.64	59.22	58.19	51.41	59.75	50.19	57.45
	Pocketbook Index	58.51	58.87	60.29	59.09	49.99	61.37	49.99	58.72
	Expectations Index	53.48	54.40	58.14	57.28	52.83	58.16	47.07	56.19
	Economic Mood by Demographic								
	Region								
	Atlantic	51.77	51.80	53.35	54.69	51.35	58.15	45.65	53.50
	Quebec	54.94	53.59	56.93	56.40	47.60	57.70	47.60	55.40
	Ontario	54.50	55.93	61.02	58.46	52.42	61.14	48.76	57.76
	Prairies	63.01	64.46	64.33	64.69	56.00	67.42	52.74	62.34
	British Columbia	54.23	55.88	56.50	54.30	49.65	60.78	45.86	56.38
	Age								
	18 to 29	57.95	57.68	62.56	61.40	51.85	66.04	51.32	60.35
	30 to 39	59.11	62.36	60.53	60.71	55.59	67.32	53.18	60.44
	40 to 49	56.33	56.80	59.21	56.03	51.87	60.09	46.60	56.87
	50 to 59	53.30	53.59	57.04	56.86	49.05	58.34	47.64	55.27
	60 plus	53.83	53.82	57.04	56.51	49.38	57.48	46.81	54.98
	Income								
	\$0 to \$14,999	46.54	46.48	48.90	40.92	42.64	54.03	40.92	47.57
	\$15,000 to \$29,999	48.52	45.72	55.87	52.26	45.46	57.75	40.76	51.96
	\$30,000 to \$44,999	54.00	51.24	55.17	54.80	49.81	59.23	44.78	55.24
	\$45,000 to \$59,999	52.18	52.29	58.71	55.68	48.65	60.30	48.65	56.12
	\$60,000 to \$74,999	58.14	58.57	58.09	58.75	53.48	62.77	51.50	57.73
	\$75,000 or more	60.41	62.15	63.52	62.73	58.27	64.68	53.49	61.63
	Home								
	Own	56.62	56.63	58.83	58.41	54.36	59.95	50.82	57.68
	Rent	53.88	56.03	59.81	56.78	46.92	60.25	46.92	57.02

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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 by age and gender using the latest census information for Canada and the sample is geographically stratified to be representative of 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 February 7th, 2014.

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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