

Duke's Fuqua School of Business / CFO Magazine Business Outlook

Results for 35 Canadian firms (own-firm changes expected during the next 12 months)

	Sept 2016	Jun 2016	Mar 2016	Dec 2015	Sept 2015
Weighted Averages for	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months
Earnings growth*	7.0%	4.7%	6.3%	7.5%	7.2%
Capital spending	1.9%	1.7%	4.8%	3.7%	26.1% Median=5%
Technology spending	6.9%	NA	NA	NA	NA
R&D spending	2.0%	NA	NA	NA	NA
Advertising and marketing spending	4.2%	NA	NA	NA	NA
Employment – full-time	-0.5%	3.3%	-0.8%	4.2%	4.7%
Wages and Salaries	2.5%	2.6%	0.9%	3.4%	3.1%
Inflation (Chg in prices of own-firm products)	1.8%	-3.0%	1.3%	1.0%	2.1%
Health Care Costs	4.2%	NA	NA	NA	NA
Revenue	5.3%	0.4%	2.7%	8.2%	8.2%

* indicates public firms only. All other numbers are for all survey respondents (including private). The reported averages are weighted by revenue or number of employees, so that large firms are weighted more heavily.

Canadian BUSINESS OPTIMISM

	Sept 2016	Jun 2016	Mar 2016	Dec 2015	Sept 2015
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
Optimism about the country's economy	More opt: 37.1% Less opt: 25.7% No chg: 37.1%	More opt: 38.9% Less opt: 30.6% No chg: 30.6%	More opt: 17.3% Less opt: 61.5% No chg: 21.2%	More opt: 27.8% Less opt: 41.7% No chg: 30.6%	More opt: 12.5% Less opt: 53.1% No chg: 34.4%
Country optimism level	64.4	63.4	56.1	59.3	59.6
Optimism about own company	More opt: 42.9% Less opt: 20.0% No chg: 37.1%	More opt: 37.1% Less opt: 31.4% No chg: 31.4%	More opt: 37.7% Less opt: 39.6% No chg: 22.6%	More opt: 38.9% Less opt: 33.3% No chg: 27.8%	More opt: 42.2% Less opt: 20.3% No chg: 37.5%
Own company optimism level	70.3	68.1	64.9	69.2	70.6