

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

Results for 22 Canadian firms (own-firm changes expected during the next 12 months)

	Sept 2019	Dec 2018	Sept 2018	Jun 2018	Mar 2018
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*	23.3% Median=14.1%	13.1%	-3.0% Median=11.0%	20.0% Median=10.0%	7.4%
Capital spending	7.0% Median=2.3%	8.4% Median=4.7%	-1.2% Median=2.6%	7.6% Median=3.7%	-6.2% Median = 0%
Advertising and marketing spending	17.7% Median=20.0%	3.1%	4.0%	7.8%	1.9%
Technology spending	11.3% Median=5.0%	5.5%	4.9%	2.7%	7.4%
R&D spending	6.9% Median=5.0%	5.7%	1.1%	1.8%	4.1%
Employment – full-time	6.4% Median=5.0%	3.1% Median=3.0%	3.4% Median=4.9%	4.7% Median=4.4%	2.4%
Wages and Salaries	4.2% Median=3.0%	2.8% Median=3.7%	3.4% Median=2.7%	5.1% Median=4.7%	3.4%
Inflation (Chg in prices of own-firm products)	0.6% Median=1.0%	2.2%	1.4%	4.5%	1.7%
Health Care Costs	10.6% Median=3.8%	6.7%	3.5%	10.5%	4.7%
Revenue	6.5% Median=5.0%	10.8%	3.6%	4.2%	4.5%

* 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 2019	Dec 2018	Sept 2018	Jun 2018	Mar 2018
	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: 13.6% Less opt: 50.0% No chg: 36.4%	More opt: 7.1% Less opt: 78.6% No chg: 14.3%	More opt: 14.3% Less opt: 42.9% No chg: 42.9%	More opt: 15.8% Less opt: 57.9% No chg: 26.3%	More opt: 33.3% Less opt: 50.0% No chg: 16.7%
Country optimism level	63.4	50.4	58.1	61.8	59.3
Optimism about own company	More opt: 45.5% Less opt: 13.6% No chg: 40.9%	More opt: 14.3% Less opt: 50.0% No chg: 35.7%	More opt: 42.9% Less opt: 14.3% No chg: 42.9%	More opt: 55.6% Less opt: 11.1% No chg: 33.3%	More opt: 38.9% Less opt: 16.7% No chg: 44.4%
Own company optimism level	77.4	58.5	70.0	73.2	65.6