



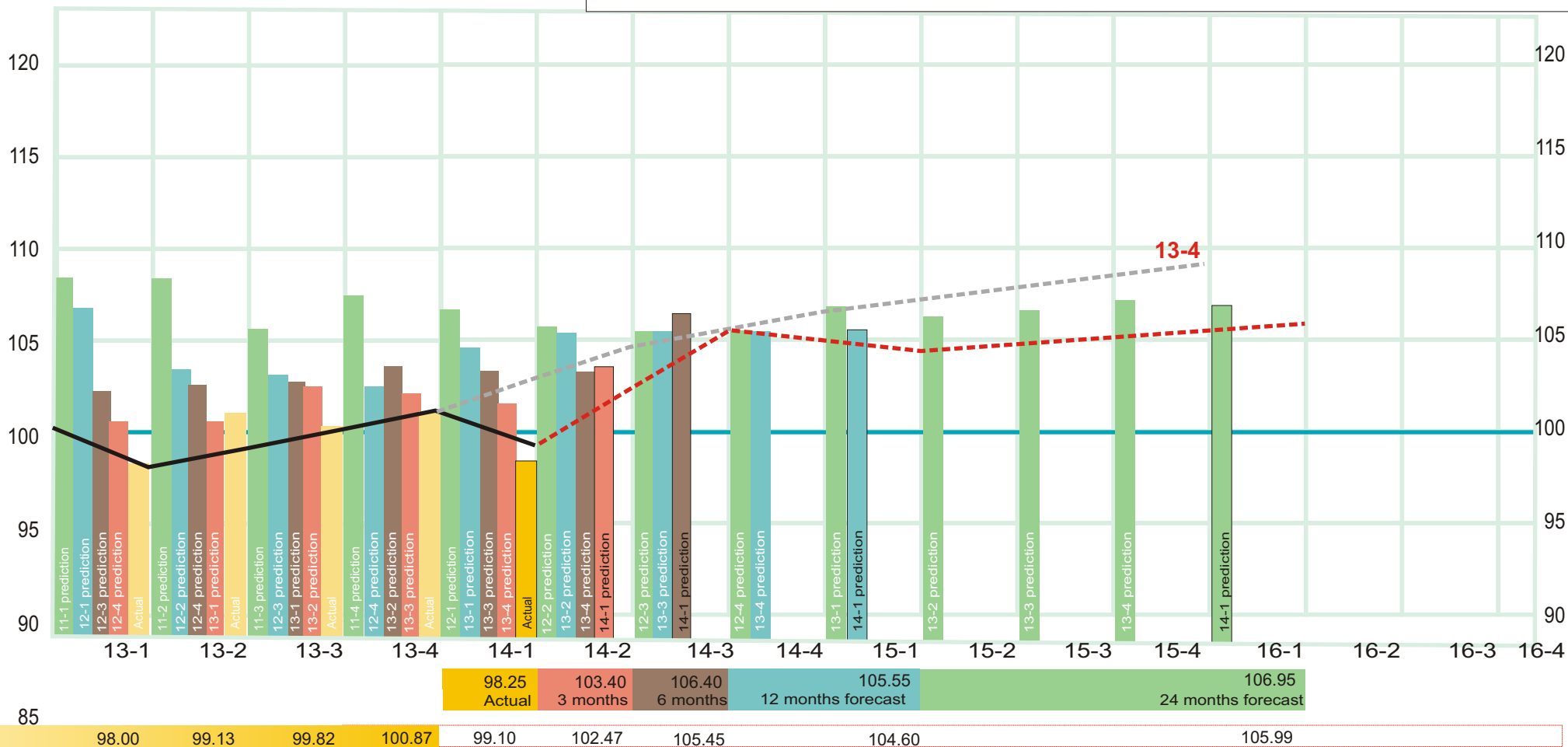
ELECTRICAL COUNCIL  
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## Business Confidence for Mar. 2014 (14-1)

This quarter shows a significant slowdown of the economy. 46% of responders saw sales slip, while 1/3 saw them stay the same.

Better news is that in the coming quarter, 60% see sales going back up to peak in the 3rd quarter, followed by moderate growth in the year ahead.

The slow growth and rebound imply our cold winter may have had a damper on the economy and the spring and summer will pick up the slack.



Average number compiled from industry responses to ChannelVision poll. Industry is asked to predict sales future, with the combined average on display. 100 represents no change. Above or below represents growth or decline from time of prediction.

Golden bar represents actual change from the past quarter. Orange represents predicted change in next quarter. Brown represents in six months. Blue represents predicted change in one year. Green is the change in two years.

The solid black line shows the actual growth by the poll. The red dotted line shows the anticipated forecast over the next two years. Grey lines show projected forecasts from previous polls. Base line of 100 is at 11-4 (December 2011).

Note: This is based on the opinions of over 60 leaders of our industry across Canada on a quick poll.

It is meant to be an indicator of business confidence moving forward, not an accurate dollar volume. It shows the optimism or lack thereof, moving forward for the next two years.

Numbers are based on the average of the collective responses, based on the theory that I may be low, you may be high, but collectively we have insight.