

# Economic Impact On Consumers

Oct 27, 2022



## PRESENTATION OUTLINE

1

Some Context: What is on Canadian's minds?

2

Overall state of household finances, Interest rates and inflation

3

Mental Health and Stress levels

4

Employee Loyalty and Recession Worries

5

Christmas shopping



# Leger

THE LARGEST CANADIAN-OWNED  
POLLING, MARKET RESEARCH  
AND ANALYTICS FIRM

MONTREAL • QUEBEC

TORONTO • WINNIPEG • EDMONTON • CALGARY

VANCOUVER • PHILADELPHIA

## BUILT FOR SUCCESS

THE BEST  
OF BOTH  
WORLDS

DIVERSE  
CLIENTS WITH  
COMPLEX  
MANDATES

ONE-STOP SHOP  
THE ONLY FULLY  
INTEGRATED MARKET  
RESEARCH COMPANY IN  
CANADA.

EFFICIENT  
OPERATIONAL  
STRUCTURE

THE MOST  
ACCURATE  
POLLING FIRM  
IN CANADA

8 offices in Canada coast to coast and the USA, and over 600 employees, including 235 professionals.



I'VE BEEN IN THE RESEARCH INDUSTRY FOR **30+ YEARS**, AND I  
LEARNED THE **KEY TO SUCCESS** IS ASKING THE RIGHT QUESTIONS

**KANTAR**  
**TNS**



**Leger**

angus reid

Insights West

## REMEMBER THE **COKE MARKETING DISASTER** OF THE MID-80'S?








THEY DIDN'T  
**ASK THE  
RIGHT QUESTION**  
EITHER






## THE **MOST ACCURATE** POLLING FIRM IN CANADA







### QUEBEC 2022

	LEGER POLL Published on October 2, 2022	OFFICIAL RESULTS 2022 Quebec Provincial Election
	38%	40.97%
	15%	15.42%
	15%	14.60%
	17%	14.37%
	14%	12.92%






### BRITISH COLUMBIA 2020

	LEGER POLL Published on October 23, 2020	OFFICIAL RESULTS 2020 British Columbia Provincial Election
	47%	48%
	36%	34%
	14%	15%
Others	3%	3%







### ONTARIO 2022

	LEGER POLL Published on June 1, 2022	OFFICIAL RESULTS 2022 Ontario Provincial Election
	40%	41%
	25%	24%
	24%	24%
	5%	6%
	3%	3%
	2%	2%
Others	1%	1%







### NEW BRUNSWICK 2020

	LEGER POLL Published on August 29, 2020	OFFICIAL RESULTS 2020 New Brunswick Provincial Election
	40%	39%
	32%	34%
	13%	15%
	7%	9%
	6%	2%

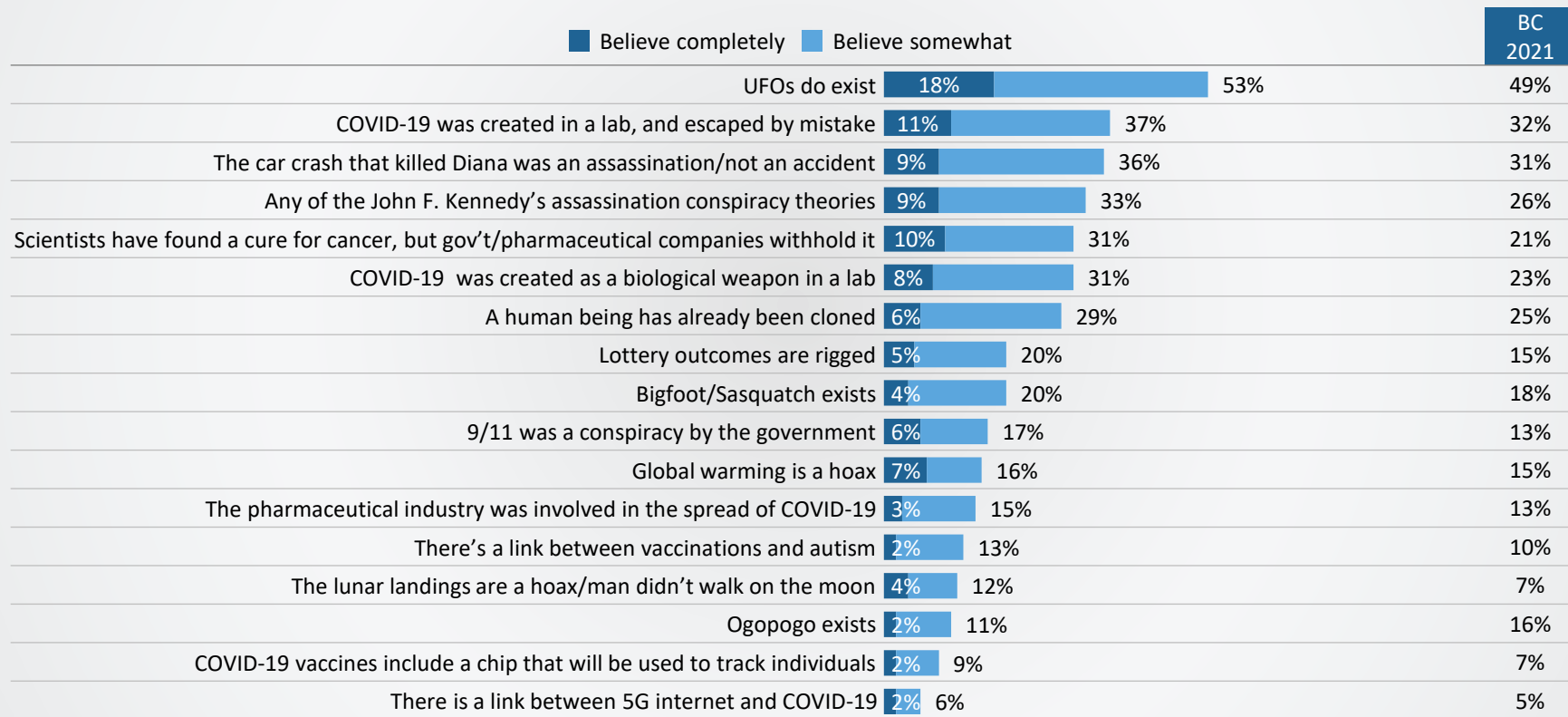
### CANADA 2021

	LEGER POLL Published on September 18, 2021	OFFICIAL RESULTS 2021 Canadian Federal Election
	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

### CANADA 2019

	LEGER POLL Published on October 20, 2019	OFFICIAL RESULTS 2019 Canadian Federal Election
	33%	33%
	33%	34%
	18%	16%
	8%	8%
	6%	7%
	2%	2%

# IT'S DIFFICULT TO PREDICT ELECTION RESULTS WHEN...



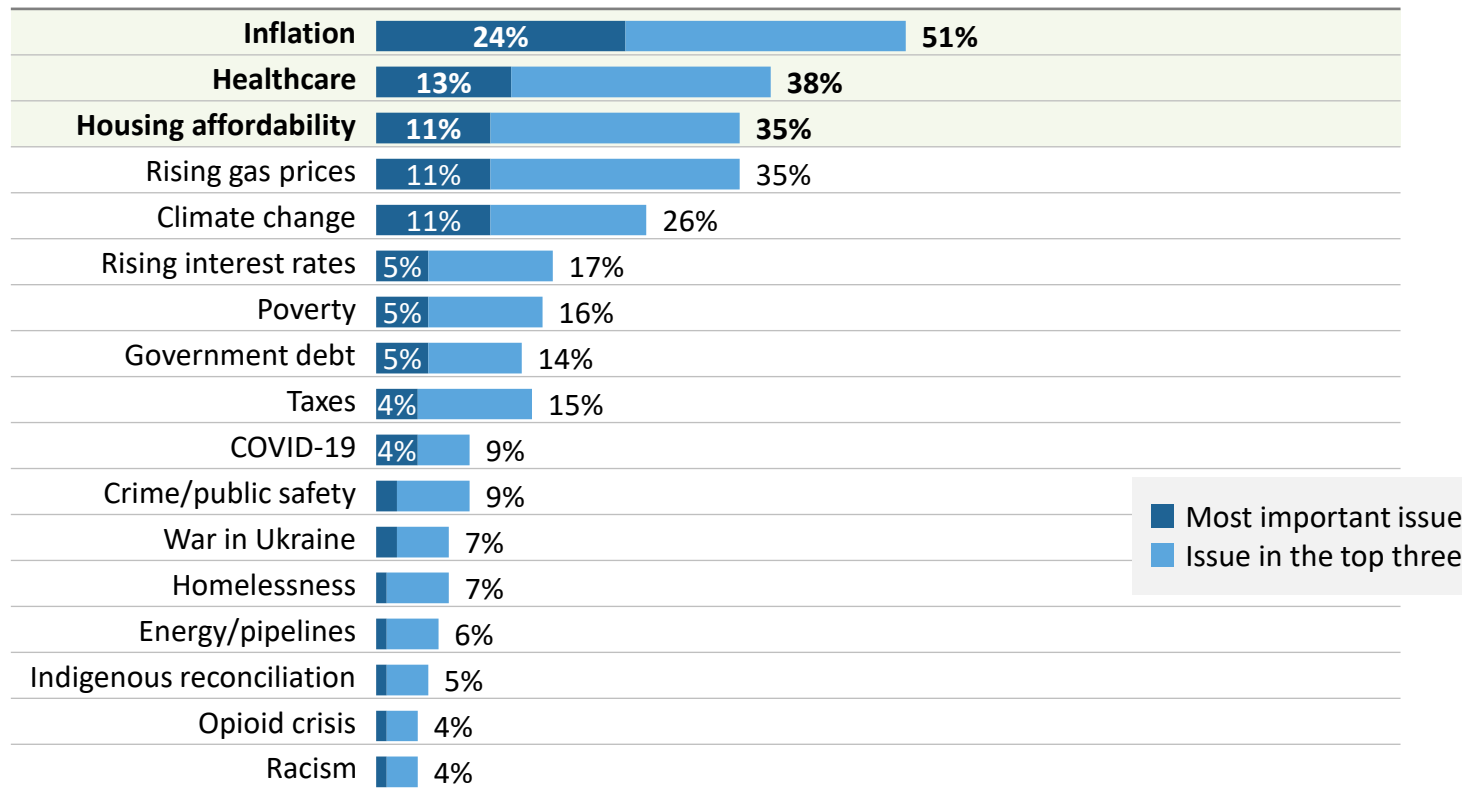


A close-up photograph of a person's hand holding an open, dark brown leather wallet. Several Canadian coins are spilling out from the wallet onto the palm of the hand. The background is blurred, showing a person's face in profile. The image has a dark, moody tone with a red horizontal line at the top.

***What is on Canadian's Minds?***

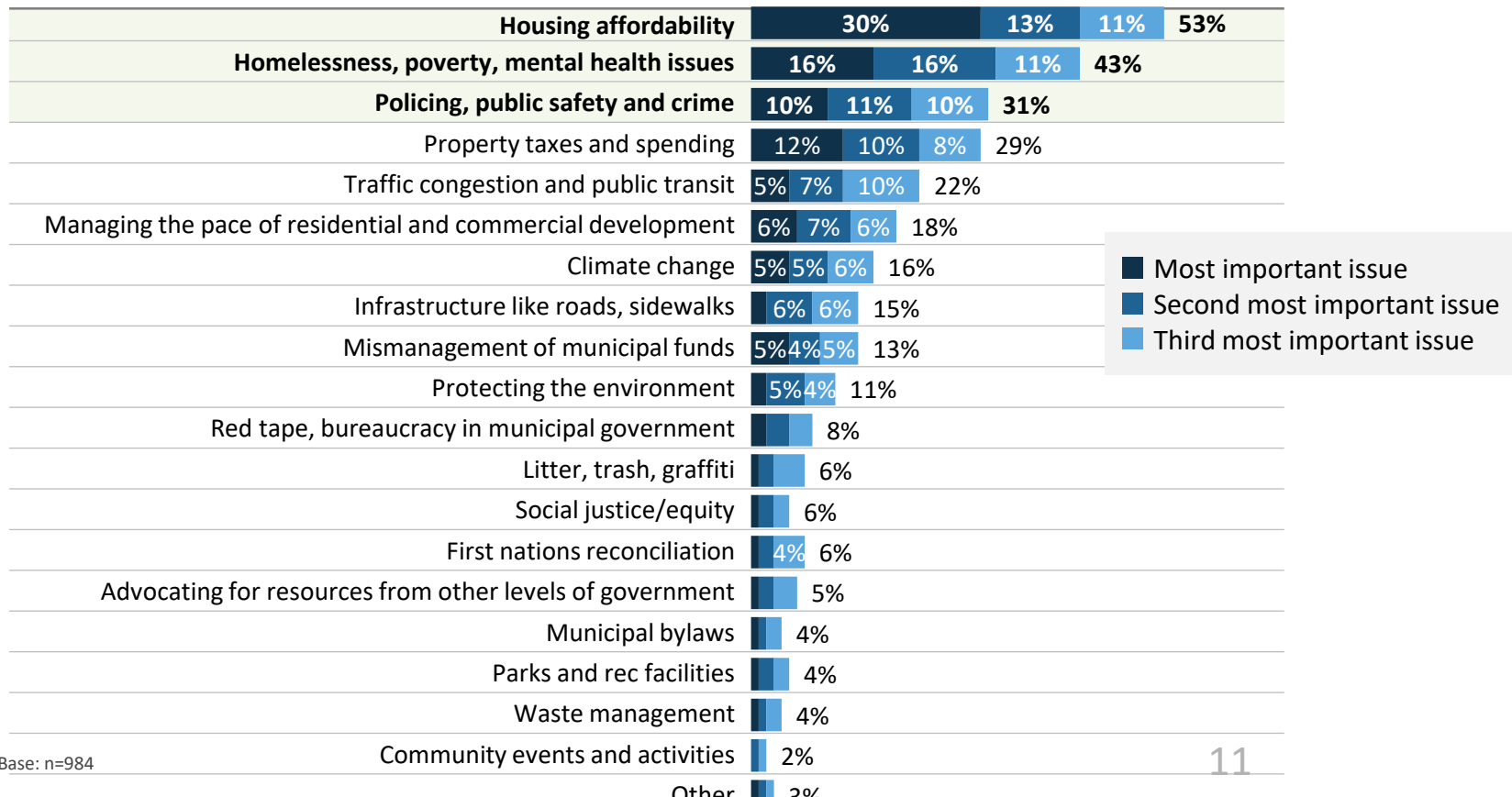
# The Biggest Issue Facing the Country by Far, Is Inflation

What is the number one issue facing Canada today? What is the second most important issue? The third most important issue?



# Top Local Issues Shows Voter Concerns Extend Beyond Municipal Jurisdictions

What is the most important issue facing your municipality today?

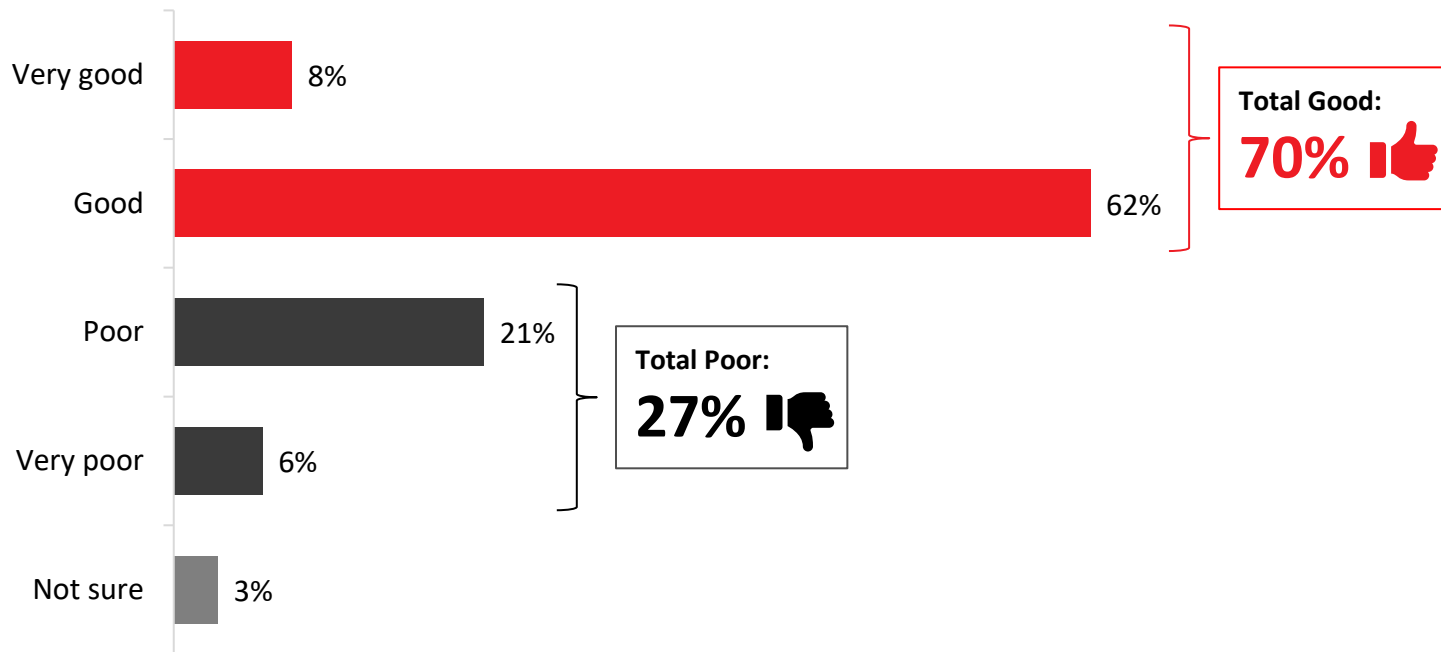


A mountain biker is riding on a rocky trail in the foreground. The background features a range of rugged mountains with significant snow cover under a cloudy sky. A semi-transparent grey banner is positioned across the middle of the image, containing the title text.

# THE STATE OF HOUSEHOLD FINANCES

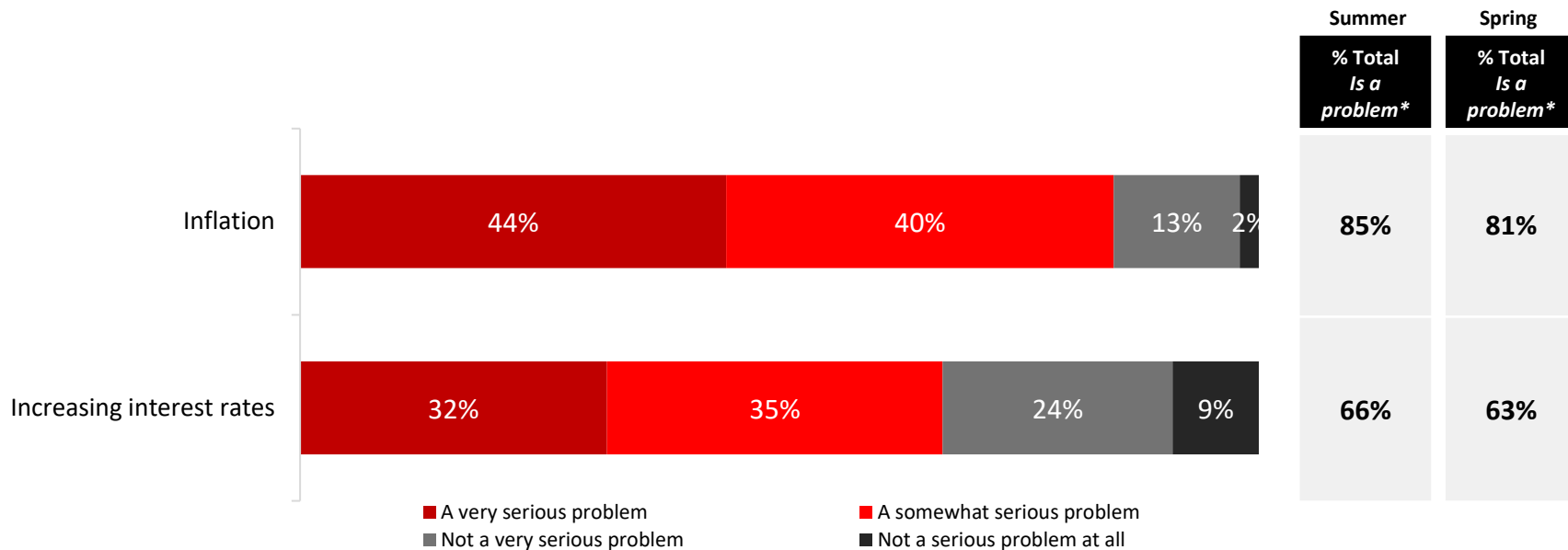
# STATE OF HOUSEHOLD FINANCES (Summer)

*The state of household finances in early summer was good, and inflation was only a future concern*



# IMPACT OF INFLATION & INTEREST RATES ON HOUSEHOLDS IN CANADA

*Inflation was seen as a serious FUTURE problem, but a very serious one*



Base: All respondents (n=1,534)

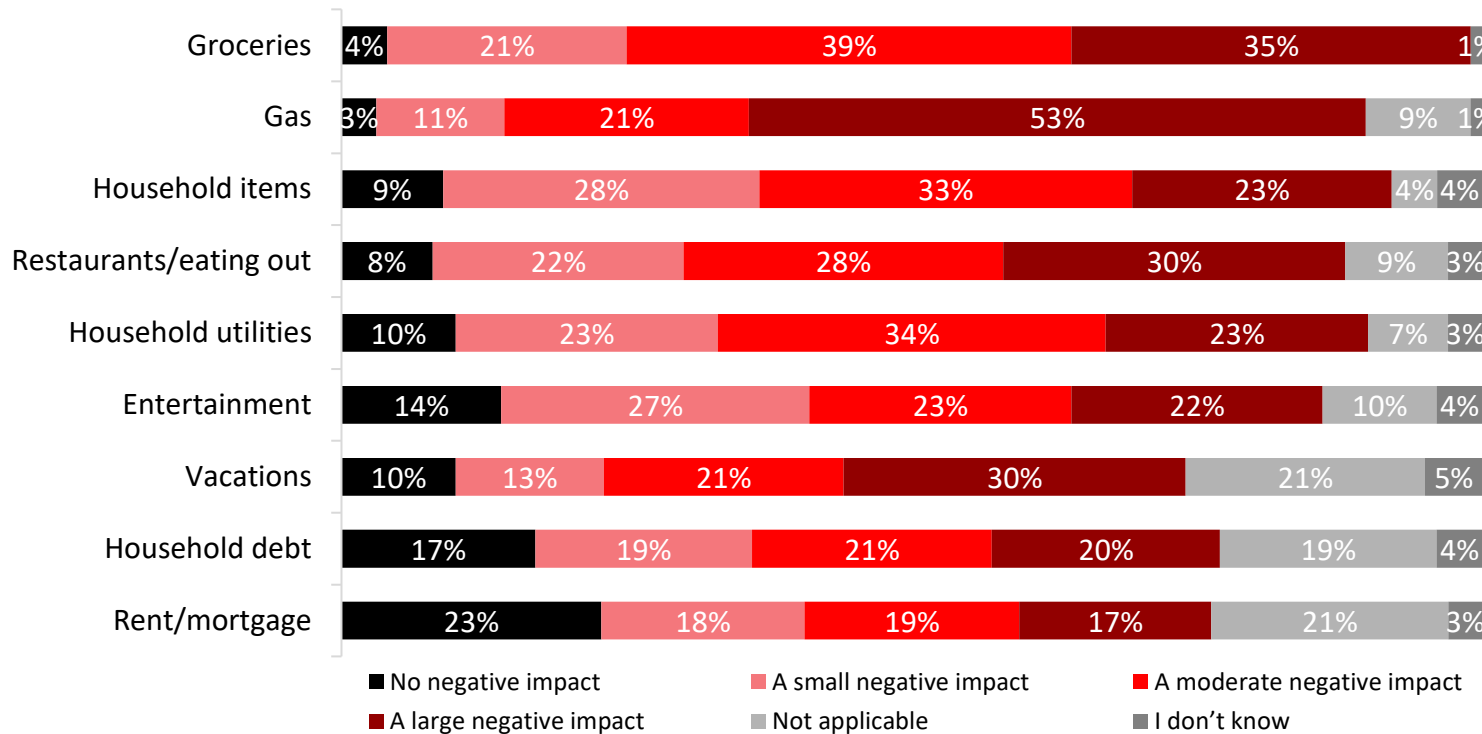
How serious a problem is inflation/increasing interest rates for your household?

\*Total A very serious problem + A somewhat serious problem



# IMPACT OF INFLATION

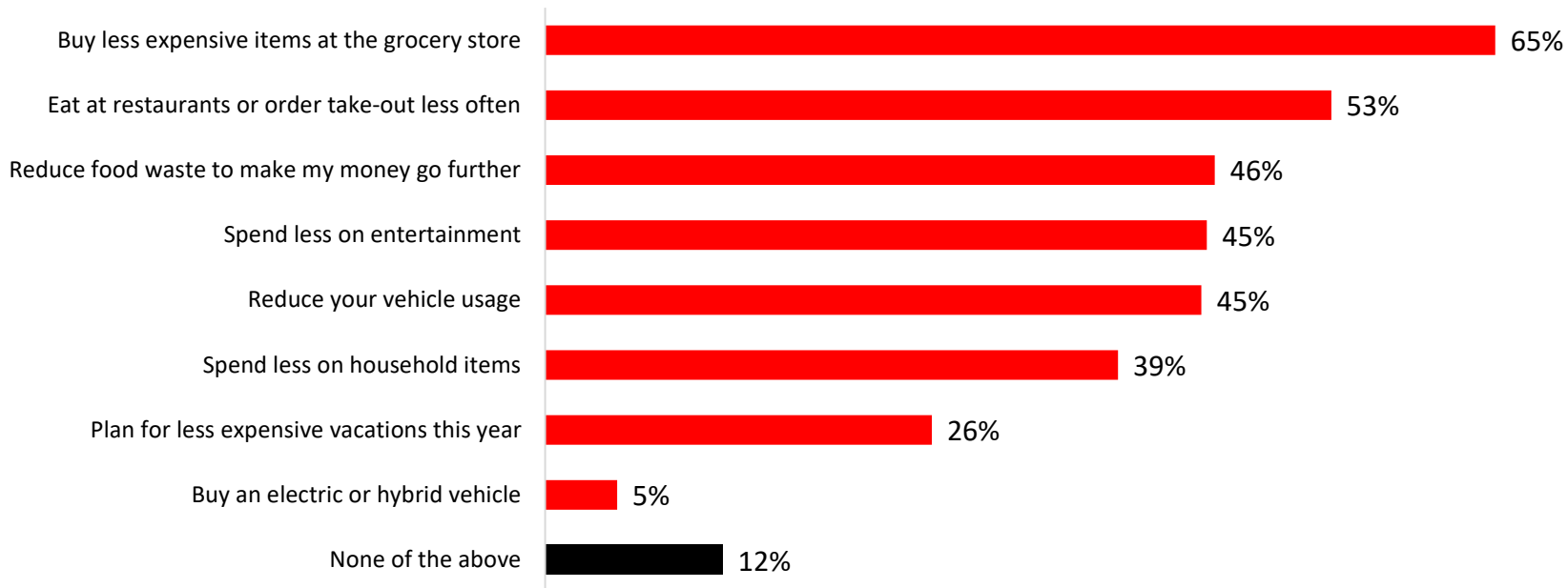
*The impact at a household level was immediately very severe*



Base: All respondents (n=1,534)

What is the impact of inflation on your household in the following areas? Has inflation had... Choose one for each row.

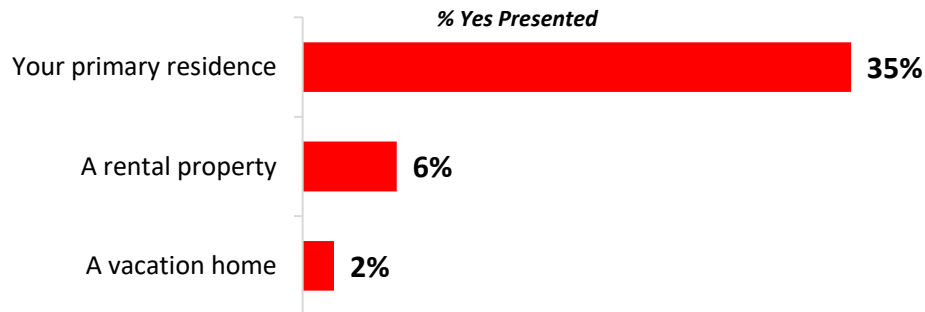
# ACTIONS TAKEN DUE TO INFLATION



# MORTGAGE HOLDERS IN CANADA

Do you currently hold a mortgage for...

Base: All respondents (n=1,534)



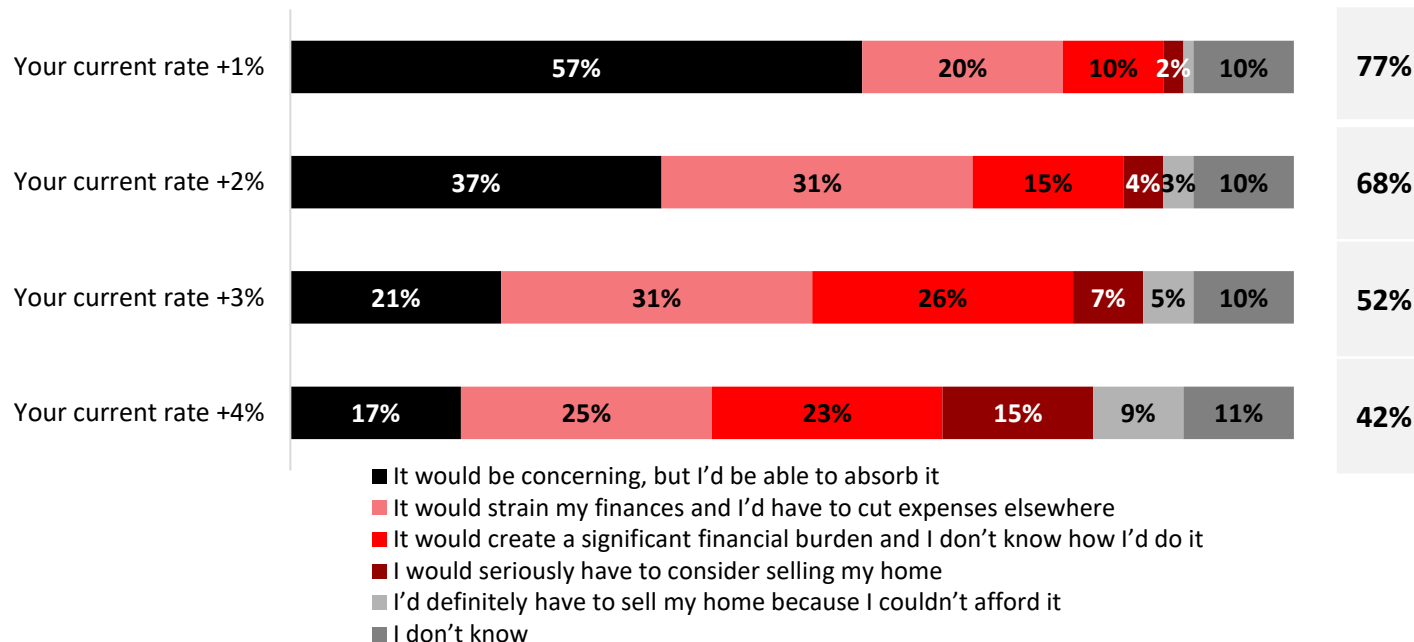
	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,534	105	360	588	100	172	208	418	523	593	648	530	343
Unweighted n=	1,534	102	415	608	126	128	155	424	595	515	677	538	309
<b>% Yes Presented</b>													
Your primary residence	35%	44%	39%	29%	36%	45%	32%	37%	47%	23%	31%	38%	39%
A rental property	6%	0%	7%	5%	5%	13%	3%	11%	6%	1%	8%	5%	2%
A vacation home	2%	1%	3%	2%	0%	2%	2%	3%	3%	1%	2%	3%	1%

# IMPACT OF MORTGAGE RATES INCREASE (Mid-May)

If mortgage rates went up, what would be the impact on your household finances?

Base: Respondents who hold a mortgage (n=632)

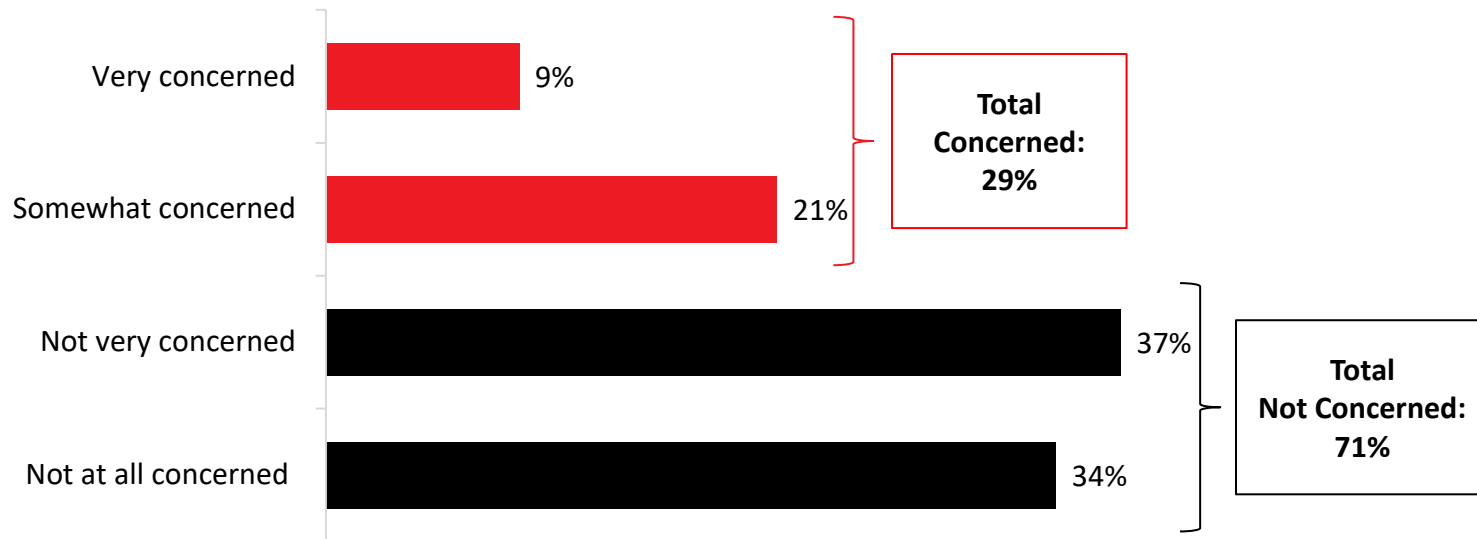
% Total Would be able to handle it\*



\*It would be concerning, but I'd be able to absorb it + It would strain my finances and I'd have to cut expenses elsewhere

# CONCERN ABOUT LOSING JOB (September)

*Concerns about job loss are only a very recent phenomenon that has flipped the tables on employer/employee dynamics*





# CONCERN ABOUT LOSING JOB

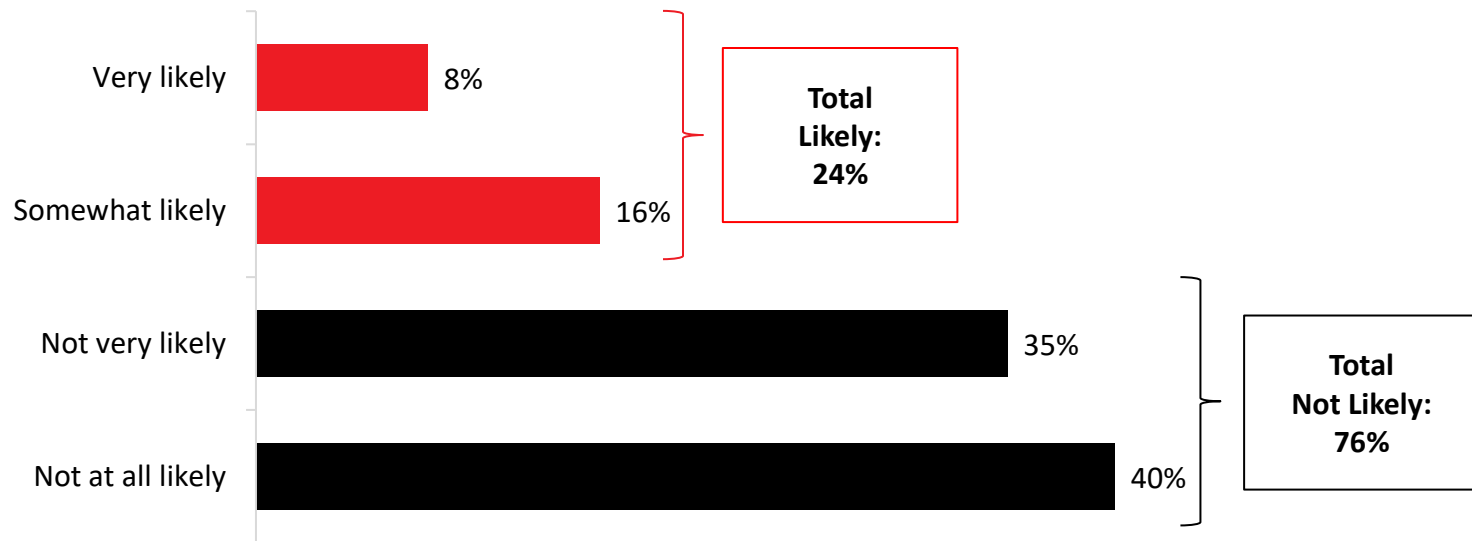
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	866	60	203	331	51	108	114	319	382	166	369	331	153
Unweighted n=	974	69	274	384	74	82	91	375	442	157	428	365	170
<b>Total Concerned</b>	<b>29%</b>	19%	16%	35%	37%	37%	30%	33%	30%	19%	34%	30%	17%
Very concerned	9%	7%	5%	11%	12%	11%	5%	11%	9%	5%	11%	8%	3%
Somewhat concerned	21%	11%	12%	24%	25%	26%	25%	23%	21%	14%	23%	22%	13%
<b>Total Not Concerned</b>	<b>71%</b>	81%	84%	65%	63%	63%	70%	67%	70%	81%	66%	70%	83%
Not very concerned	37%	46%	33%	36%	35%	40%	39%	37%	33%	43%	36%	34%	40%
Not at all concerned	34%	35%	51%	29%	28%	23%	31%	29%	37%	38%	29%	36%	43%



# CONCERN ABOUT LOSING JOB (CANADA VS UNITED STATES)

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n=	866	584	
Unweighted n=	974	560	
<b>Total Concerned</b>	<b>29%</b>	<b>37%</b>	8
Very concerned	9%	19%	10
Somewhat concerned	21%	18%	3
<b>Total Not Concerned</b>	<b>71%</b>	<b>63%</b>	8
Not very concerned	37%	33%	4
Not at all concerned	34%	30%	4

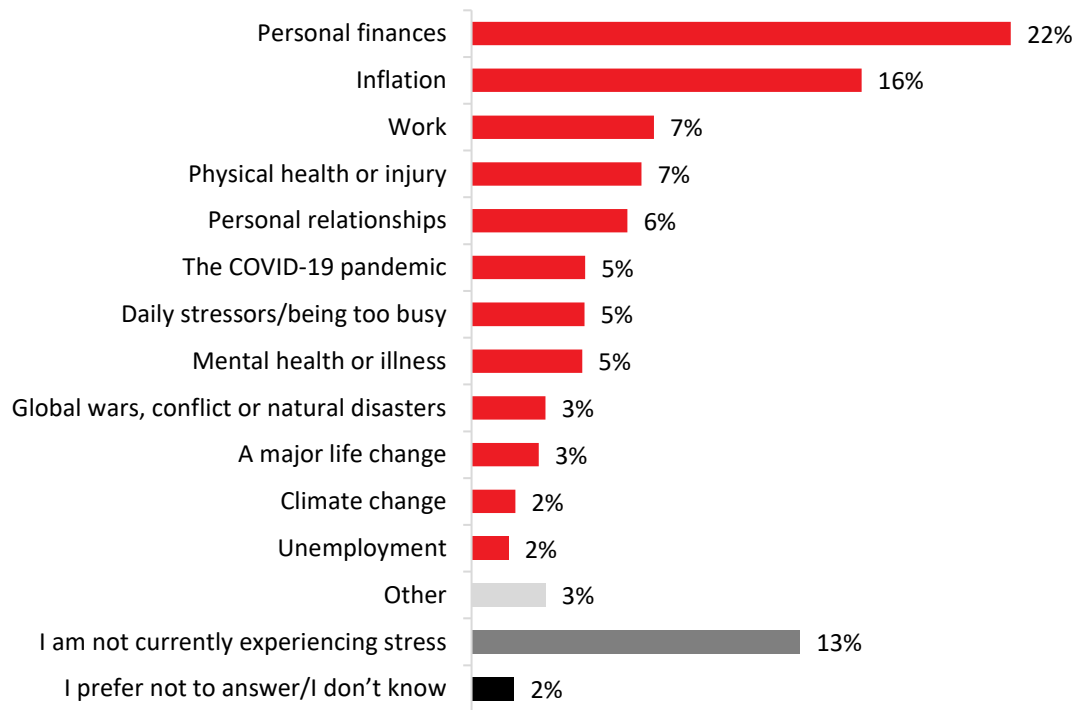
# LIKELIHOOD OF QUITTING JOB



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	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	866	60	203	331	51	108	114	319	382	166	369	331	153
Unweighted n=	974	69	274	384	74	82	91	375	442	157	428	365	170
<b>Total Likely</b>	<b>24%</b>	25%	14%	28%	21%	22%	33%	33%	21%	14%	24%	27%	19%
Very likely	8%	3%	5%	9%	6%	13%	10%	11%	7%	6%	9%	6%	9%
Somewhat likely	16%	22%	9%	19%	15%	9%	22%	22%	14%	9%	14%	21%	11%
<b>Total Not Likely</b>	<b>76%</b>	75%	86%	72%	79%	78%	67%	67%	79%	86%	76%	73%	81%
Not very likely	35%	38%	37%	35%	38%	36%	31%	33%	36%	39%	36%	32%	41%
Not at all likely	40%	38%	49%	37%	41%	42%	37%	34%	43%	47%	40%	42%	40%

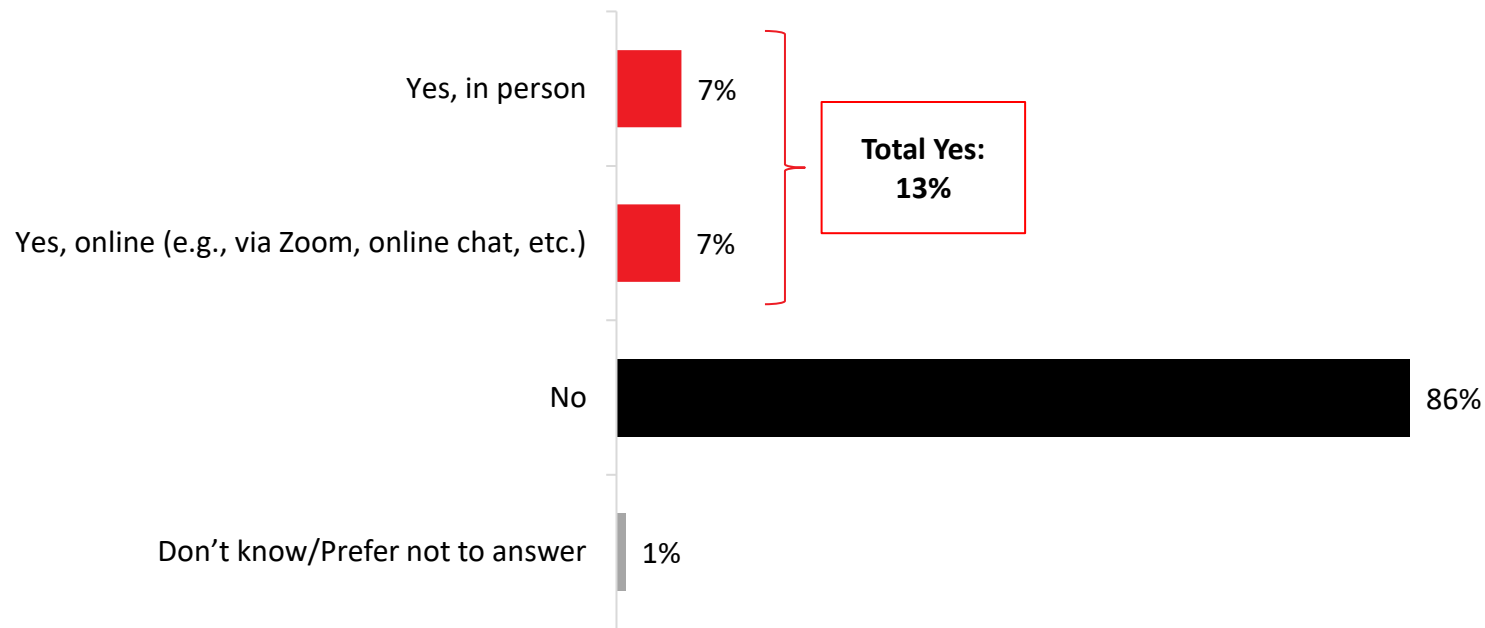
# GREATEST SOURCE OF STRESS



# GREATEST SOURCE OF STRESS

	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
Personal finances	22%	23%	19%	22%	27%	28%	19%	26%	26%	16%	21%	23%	25%	20%	19%
Inflation	16%	20%	17%	15%	12%	20%	15%	16%	20%	13%	16%	15%	17%	14%	18%
Work	7%	9%	7%	6%	4%	9%	11%	13%	9%	3%	8%	7%	10%	7%	4%
Physical health or injury	7%	5%	7%	7%	8%	7%	7%	1%	6%	12%	6%	8%	7%	7%	8%
Personal relationships	6%	10%	5%	8%	5%	1%	6%	8%	5%	7%	5%	7%	6%	8%	6%
The COVID-19 pandemic	5%	6%	3%	4%	6%	6%	6%	3%	3%	7%	5%	4%	4%	6%	3%
Daily stressors/being too busy	5%	2%	5%	4%	7%	1%	9%	8%	4%	2%	5%	5%	3%	7%	4%
Mental health or illness	5%	3%	3%	5%	5%	10%	2%	6%	4%	4%	4%	5%	5%	3%	6%
Global wars, conflict or natural disasters	3%	3%	7%	2%	0%	1%	1%	1%	1%	6%	3%	3%	2%	4%	3%
A major life change	3%	1%	2%	4%	5%	1%	2%	4%	3%	2%	2%	3%	3%	2%	3%
Climate change	2%	1%	2%	2%	0%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%
Unemployment	2%	0%	1%	2%	4%	2%	0%	3%	2%	0%	2%	1%	2%	2%	0%
Other	3%	2%	1%	4%	3%	2%	5%	2%	4%	3%	3%	3%	2%	3%	4%
I am not currently experiencing stress	13%	15%	16%	12%	12%	10%	14%	5%	10%	21%	17%	10%	12%	14%	16%
I prefer not to answer/I don't know	2%	0%	3%	2%	2%	1%	0%	2%	1%	2%	1%	2%	2%	1%	1%

# MENTAL HEALTH SUPPORT





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	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Urban	Sub-urban	Rural
Weighted n=	1,565	105	361	606	101	174	218	402	519	644	763	802	651	574	318
Unweighted n=	1,565	102	427	610	126	134	166	408	586	571	769	796	683	559	307
<b>Total Yes</b>	<b>13%</b>	<b>6%</b>	<b>10%</b>	15%	11%	16%	16%	<b>25%</b>	13%	<b>6%</b>	13%	14%	<b>16%</b>	<b>11%</b>	12%
Yes, in person	<b>7%</b>	5%	7%	8%	5%	8%	7%	<b>12%</b>	8%	<b>3%</b>	8%	6%	<b>9%</b>	<b>4%</b>	6%
Yes, online (e.g., via Zoom, online chat, etc.)	<b>7%</b>	<b>1%</b>	<b>3%</b>	8%	7%	8%	11%	<b>14%</b>	7%	<b>3%</b>	5%	8%	7%	7%	6%
No	<b>86%</b>	<b>92%</b>	<b>90%</b>	84%	87%	84%	83%	<b>73%</b>	86%	<b>94%</b>	86%	85%	<b>83%</b>	<b>89%</b>	88%
Don't know/Prefer not to answer	<b>1%</b>	2%	0%	1%	2%	<b>0%</b>	1%	2%	1%	0%	1%	1%	1%	0%	<b>0%</b>

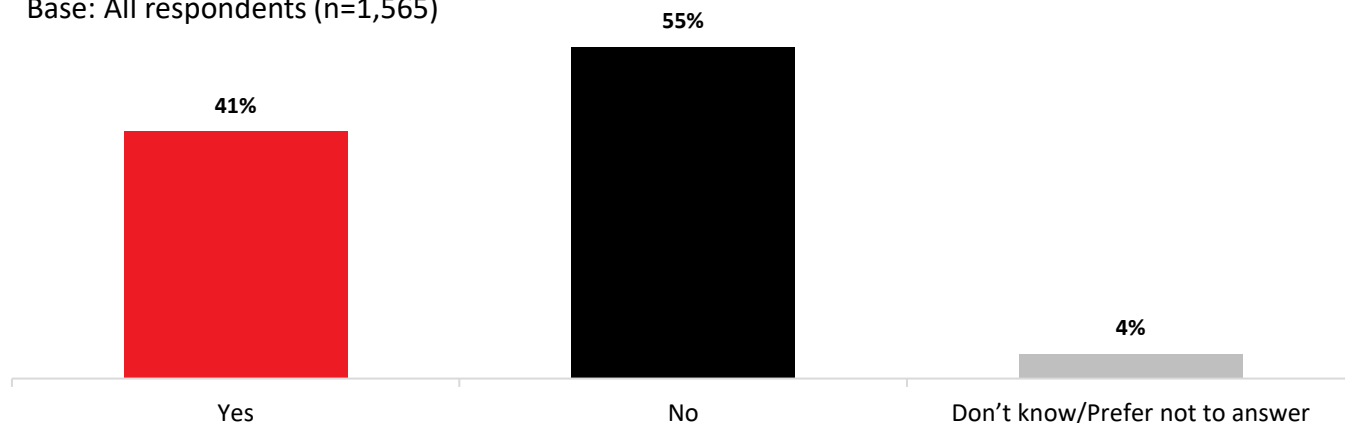
Base: All respondents (n=1,565)

Are you currently seeing a mental health professional (such as a counsellor, psychologist or psychiatrist)? Please select all that apply.

## STATE OF PERSONAL FINANCES

Are you currently living paycheck to paycheck?

Base: All respondents (n=1,565)

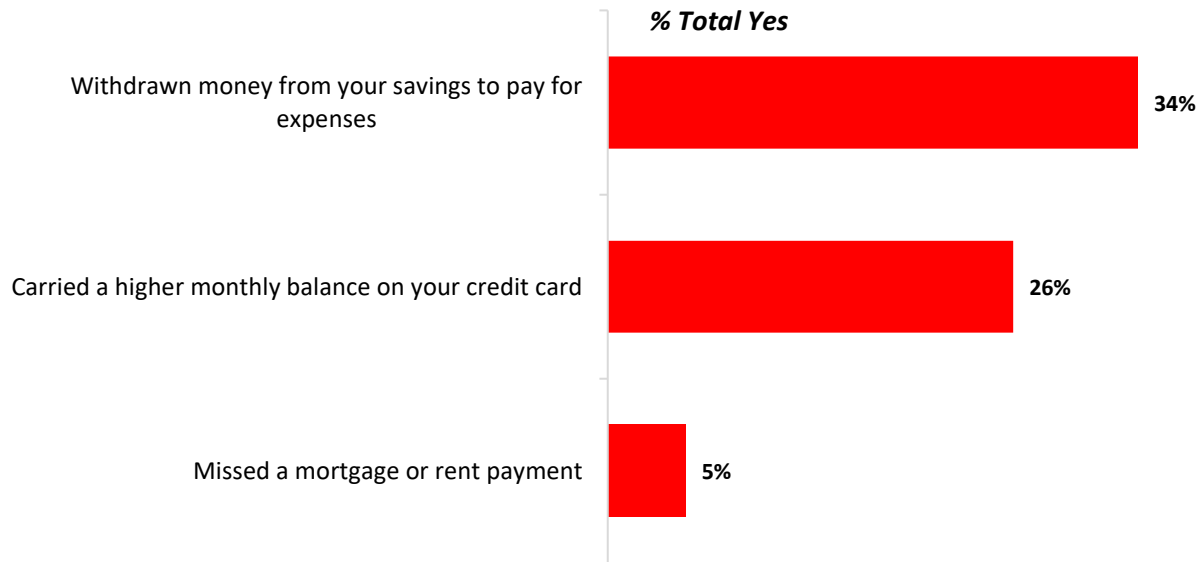



	Weighted n=	TOTAL CANADA	18-34	35-54	55+	Male	Female
Yes	1,565	41%	48%	49%	30%	37%	45%
No		55%	47%	49%	65%	60%	50%
Don't know/Prefer not to answer		4%	5%	3%	5%	3%	5%

## IMPACT OF INFLATION ON PERSONAL FINANCES

As a result of rising inflation over the past few months, have you...

Base: All respondents (n=1,565)





# RCC Holiday Shopping Survey 2022

**RCC** RETAIL  
COUNCIL  
OF CANADA

**CCCD** CONSEIL CANADIEN  
DU COMMERCE  
DE DÉTAIL

**Leger**

## BACKGROUND

Leger, in association with Retail Council of Canada, conducted our 5<sup>th</sup> annual study among Canadians on behaviours and attitudes towards the upcoming holiday shopping season. With retailers still adjusting from the pandemic's ongoing effects, and consumers and retailers alike now facing new challenges with supply chain strains, labour shortages, sustainability concerns, and ever growing financial and economic fears, understanding how, when, and why consumers will adjust their holiday shopping behaviours is critically important this year.

While this study is similar to the RCC x Leger Holiday Shopping Survey conducted in 2021, new questions have been added to explore not just how people plan to shop in 2022 but also dig deeper to understand how consumers make decisions, their trade-offs, and how their decision making for gifting may be different from how they decide what and how to buy at other times of the year. Where applicable, key differences vs 2021 and other years have also been shown to help showcase the most important trends.

## METHODOLOGY

Leger conducted a 12-minute online survey:

- Sample size: n=2,506
- Nationally representative sample to the Canadian population, 18+
- Research was conducted in both English and French
- Data was collected between August 9 and 23 2022
- The margin of error for this study was +/- 2%, 19 times out of 20

Many Canadians raise concerns about finances this holiday season. They will be on the hunt for deals and sales will help them alleviate financial pressures.

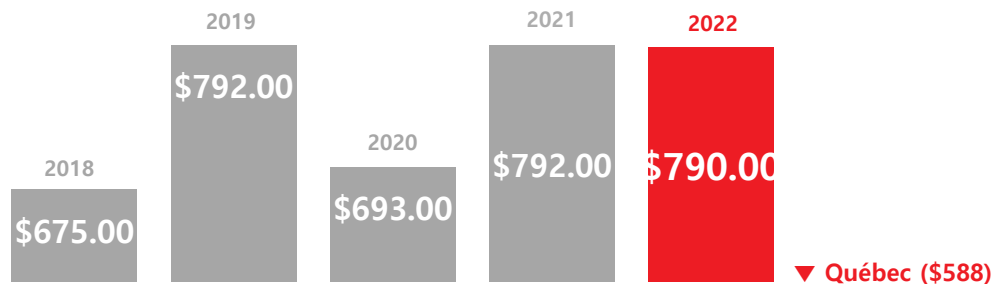


Q. Are you doing better than last year financially?

Q. How strongly would you agree or disagree with each of the following statements?

In spite of having worries regarding their finances, Canadians overall are planning to spend a similar amount to last year. With inflation being a key driver of these increased financial concerns, Canadians will be looking for ways to counteract their financial stresses, including shopping at different retailers who offer better prices, and being more selective for whom they will buy gifts.

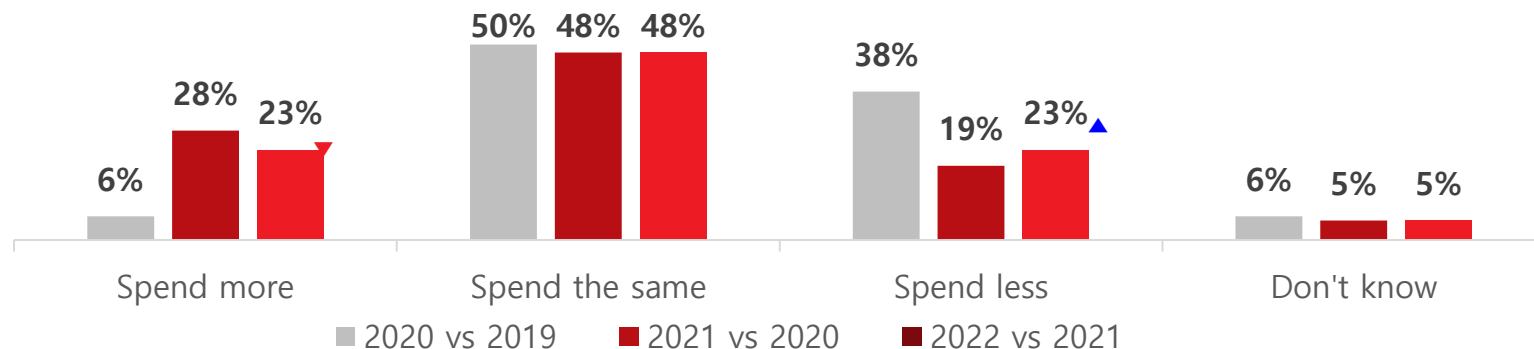
Q. About how much are you planning to spend during this holiday season?



Quebecers historically report a planned spend that is lower than for those in the rest of Canada.

A quarter say they will spend more than last year, and about half will spend the same. Nearly a quarter say they will spend less than they did last year. Inflation and increasing cost of living is sourced as a main cause.

Q. In the coming holiday season, are you planning on spending...?



### Top reasons for spending more:

- 23% say they have more money to spend
- 19% say that this is due to inflation and increased cost of living
- 17% say they have a bigger family
- 15% say restrictions are being lifted
- 13% say spending more time with family

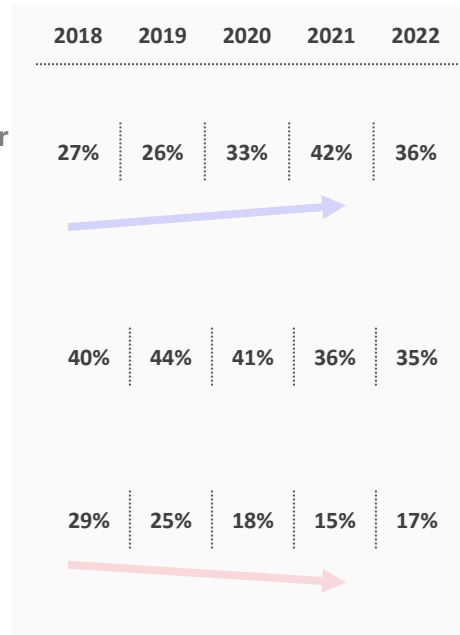
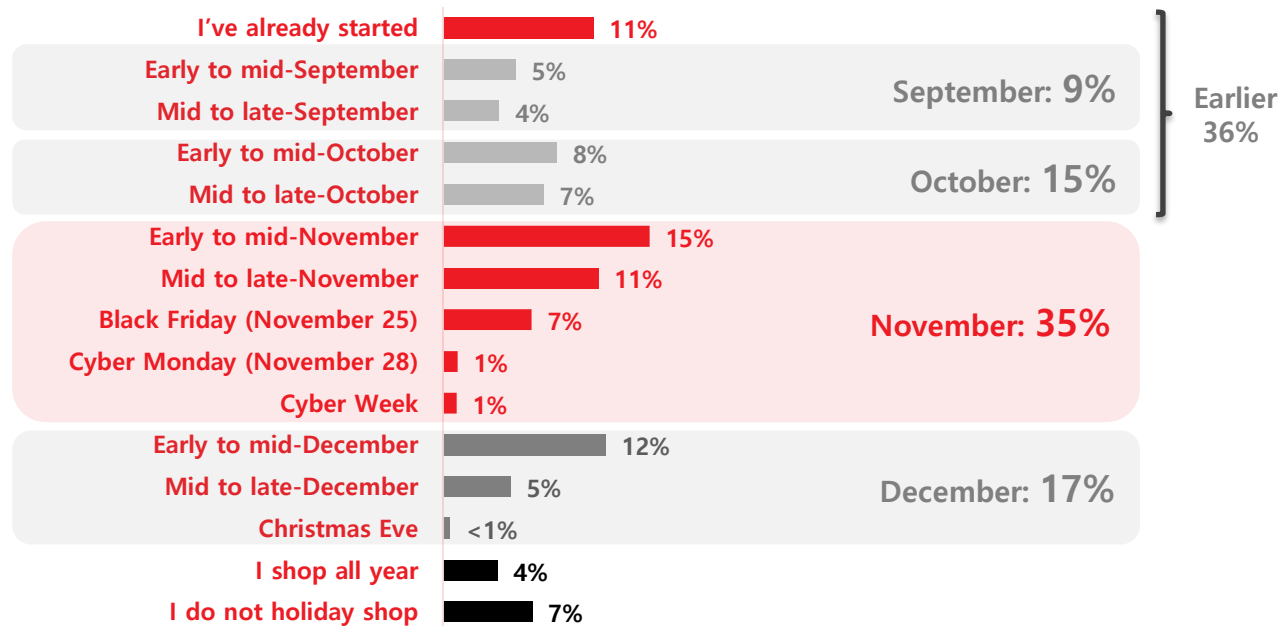
### Top reasons for spending less:

- 39% say it is due to inflation and increased cost of living
- 32% say they have less money to spend
- 7% say they are trying to save



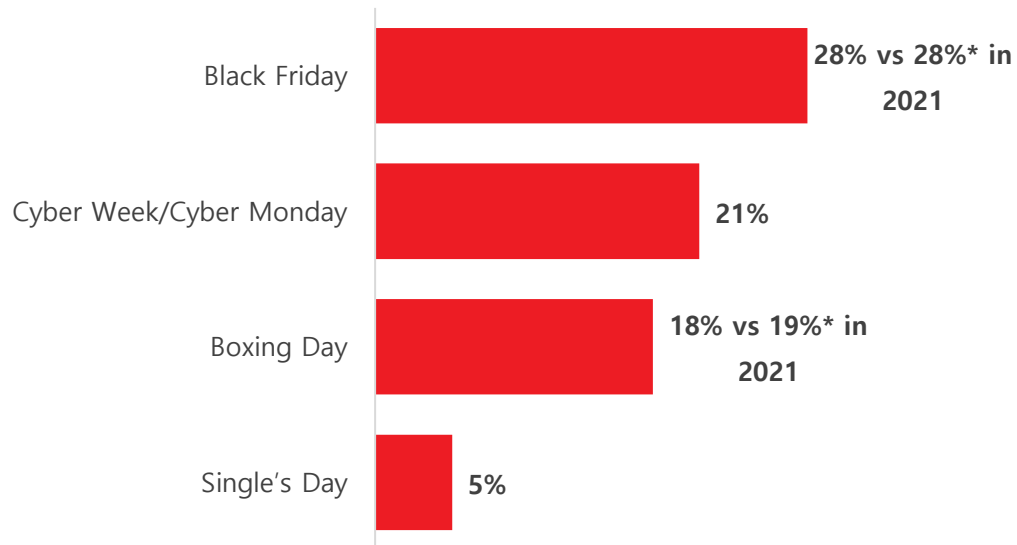
Like the past several years, November is set to be the busiest shopping month for Canadians this year. Canadians are shopping similarly to last year, however there is a trend to shop earlier from previous years.

Q. When are you planning to start your holiday shopping this year?



**Similar to last year, Black Friday is the most popular holiday shopping day.**

% planning on taking advantage of sales/deals on these days





# KEY CONCLUSIONS

# KEY CONCLUSIONS

1

## Top of Mind Issues

- Inflation/gas prices/rising interest rates DOMINATE the public agenda unlike any other time in history
- The state of household finances are worse off than what they were this time last year, but the vast majority still feel they are doing well.
- The direct impact of inflation is felt most acutely at the grocery store and household items and restaurant spending

2

## FINANCIAL STRESSES

- Consumers are stressed—and the number one cause is financial
- Many are continuing to struggle with mental health post-pandemic because of this

3

## Holiday Shopping

- Early indicators are that Christmas shopping plans have NOT been dramatically impacted
- Heavy savings from the pandemic coupled with strong pent up demand will counter inflation pressures
- Consumers will shop early, and bargain hunt in the desire to curb inflation

## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**  
EMPLOYEES



**185**  
CONSULTANTS



**8**  
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA



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Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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