
Understanding BC Consumers in a Changing World:

Preoccupations, Presents and Perspectives

Leger

RCC | Retail West
Conference

STEVE MOSSOP, EXECUTIVE VICE-PRESIDENT

Nov 2, 2023

AGENDA

- » Introduction and Life Lessons
- » Conspiracy Theories and Relevance
- » Consumer Confidence
- » The Housing Crisis
- » Overall Conclusions

A Little Bit About Leger

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

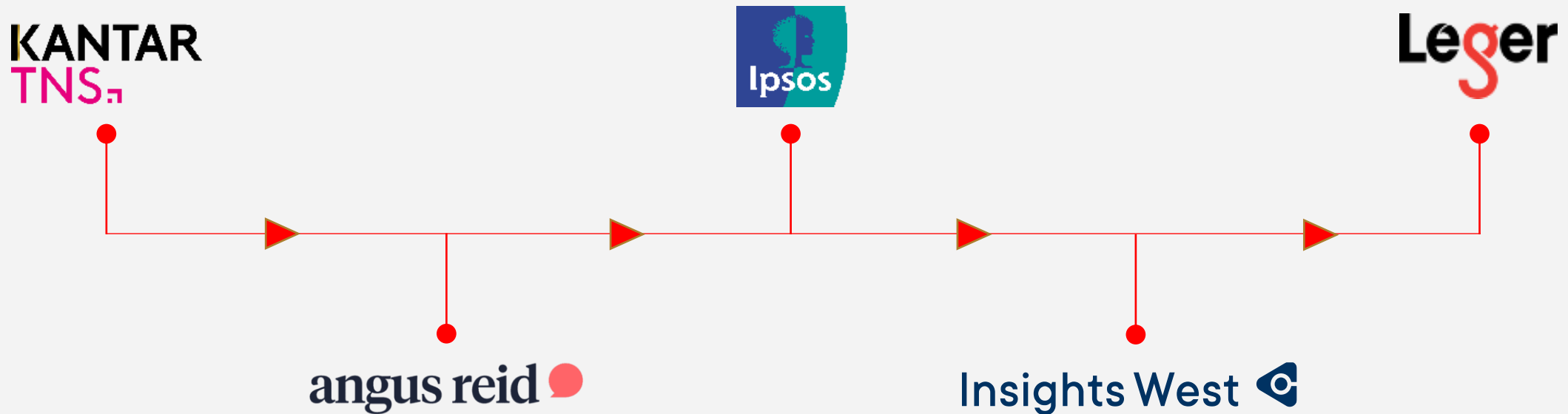
8 offices in Canada coast to coast and the USA, and over

600 employees, including

300+ professionals.



I'VE BEEN IN THE RESEARCH INDUSTRY FOR **38 YEARS**, AND I LEARNED THE **KEY TO SUCCESS** IS ASKING THE RIGHT QUESTIONS

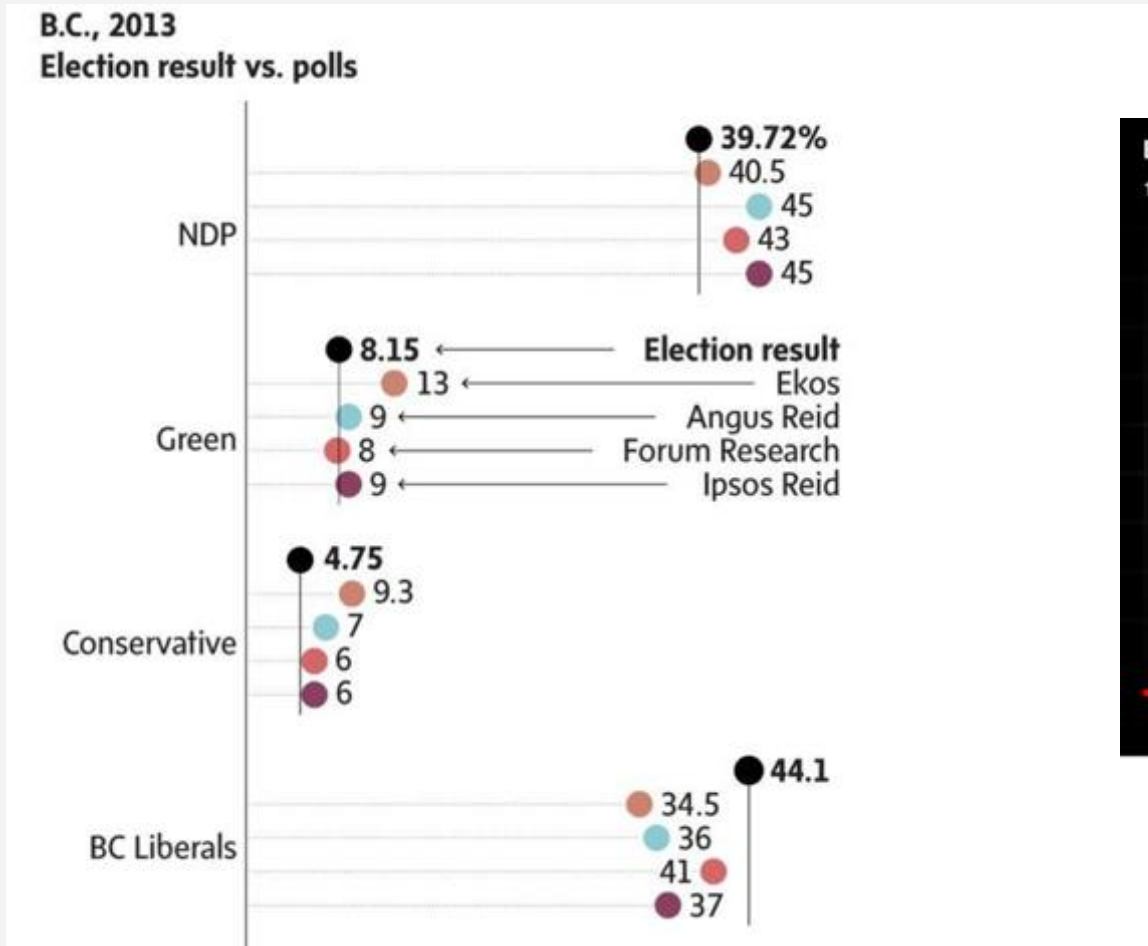


Remember The **Coke Marketing Disaster Of The** Mid-80's?



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

Remember the **Failed Election Call** of Pollsters in the 2013 BC Election? **THEY DIDN'T ASK THE RIGHT QUESTION** EITHER



<https://www.cbc.ca/news/canada/british-columbia/attack-ad-launched-targeting-adrian-dix-1.977059>

The **MOST ACCURATE** Polling Firm In Canada

ALBERTA 2023

LEGER POLL
Published on
May 31, 2023

OFFICIAL RESULTS
2023 May
Provincial Election

	49%	52.56%
	46%	44.00%

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%

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%

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%

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%

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%

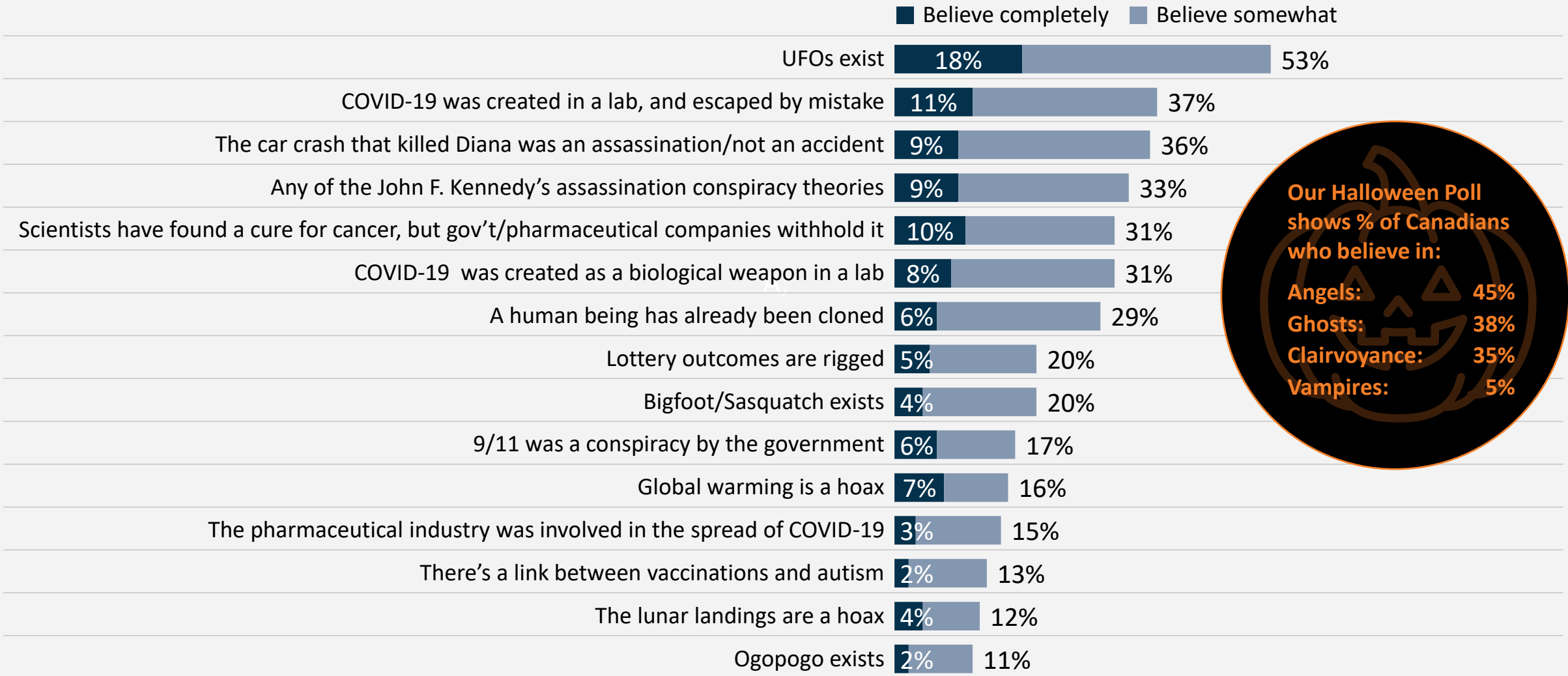
CANADA 2019

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...



Our Halloween Poll shows % of Canadians who believe in:

- Angels: 45%
- Ghosts: 38%
- Clairvoyance: 35%
- Vampires: 5%

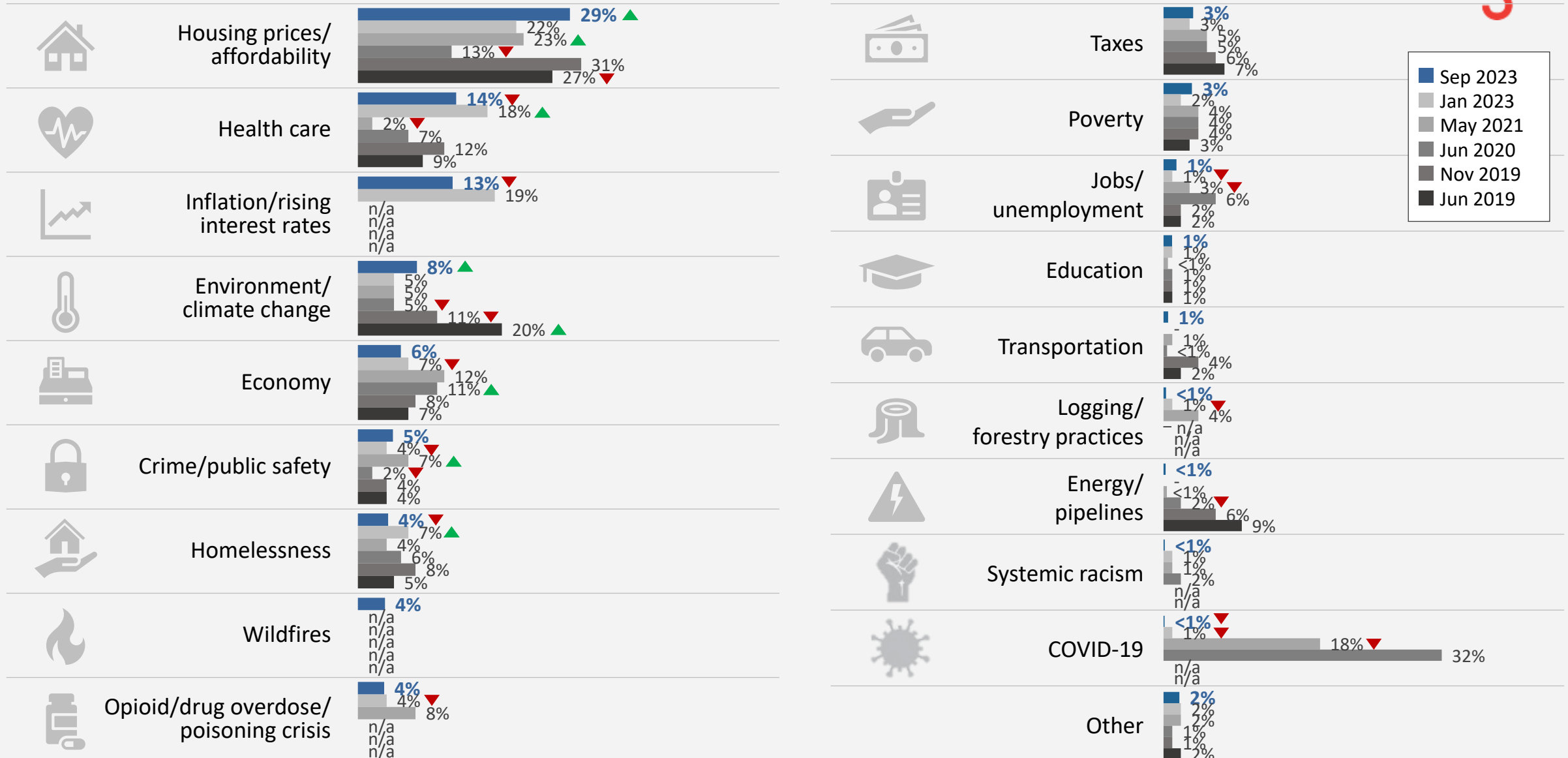
A woman with long brown hair, wearing a white top, is smiling and looking upwards. She is holding a large, light green speech bubble with both hands. The background is a plain, light grey color. A thin red horizontal line is positioned above the woman's head.

WHAT IS ON THE MINDS OF CANADIANS & BRITISH COLUMBIANS

MOST IMPORTANT ISSUE FACING CANADIANS

	Canada		British Columbia	
	Aug 2022 (n=1,509)	Sep 2023 (n=2,142)	Aug 2022 (n=151)	Sep 2023 (n=410)
Inflation	21%	24%	16%	21%
Housing affordability	10%	17%	21%	27%
Healthcare	19%	13%	20%	8%
Climate change	11%	9%	6%	11%
Rising interest rates	5%	8%	8%	5%
Poverty	4%	5%	4%	5%
Taxes	4%	4%	2%	2%
Homelessness	2%	3%	2%	4%
Government debt	6%	3%	5%	1%
Rising gas prices	5%	2%	4%	3%
Crime/public safety	2%	2%	5%	5%

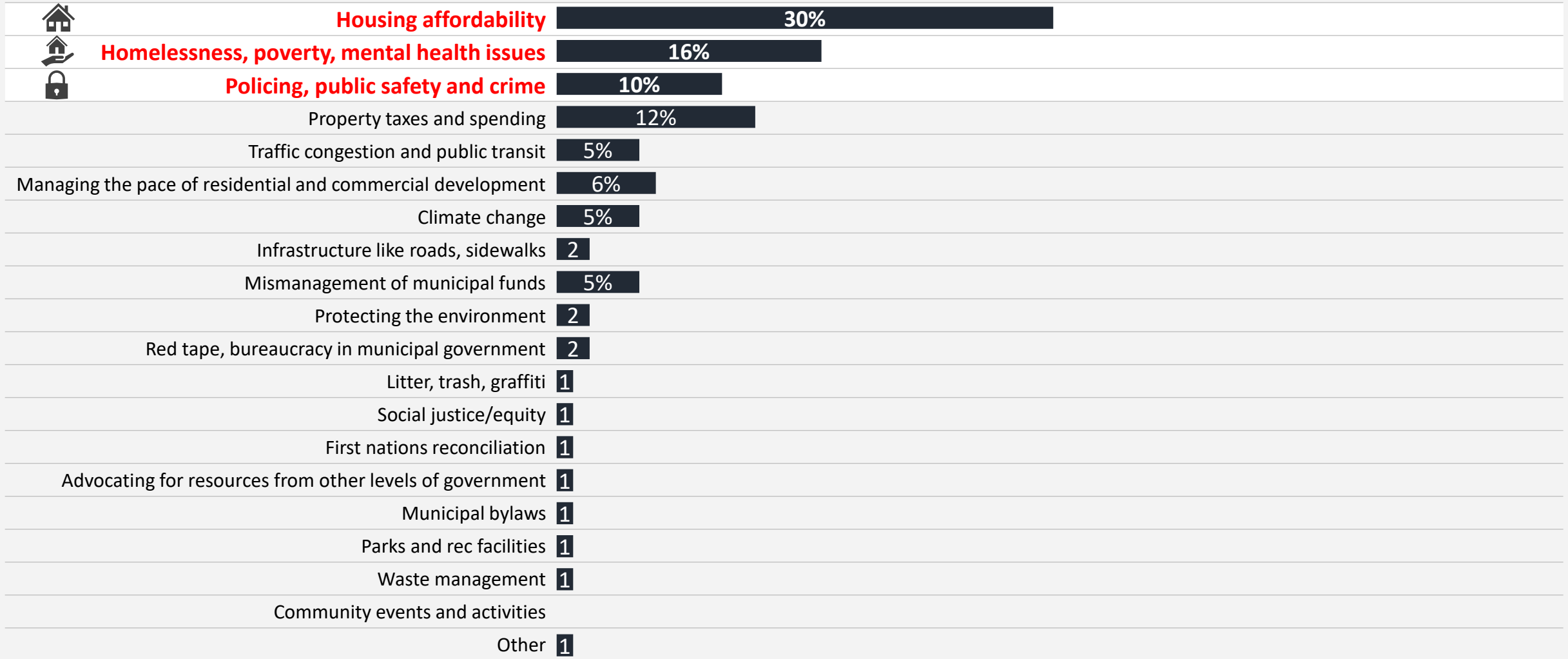
BC ISSUES – MOST IMPORTANT



*Wording change from environment in 2018 to environment/climate change in 2019. In your view, what is the most important issue facing British Columbia today?
Base: All respondents (n= 1,001)

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

THE BIGGEST ISSUE IN YOUR MUNICIPALITY



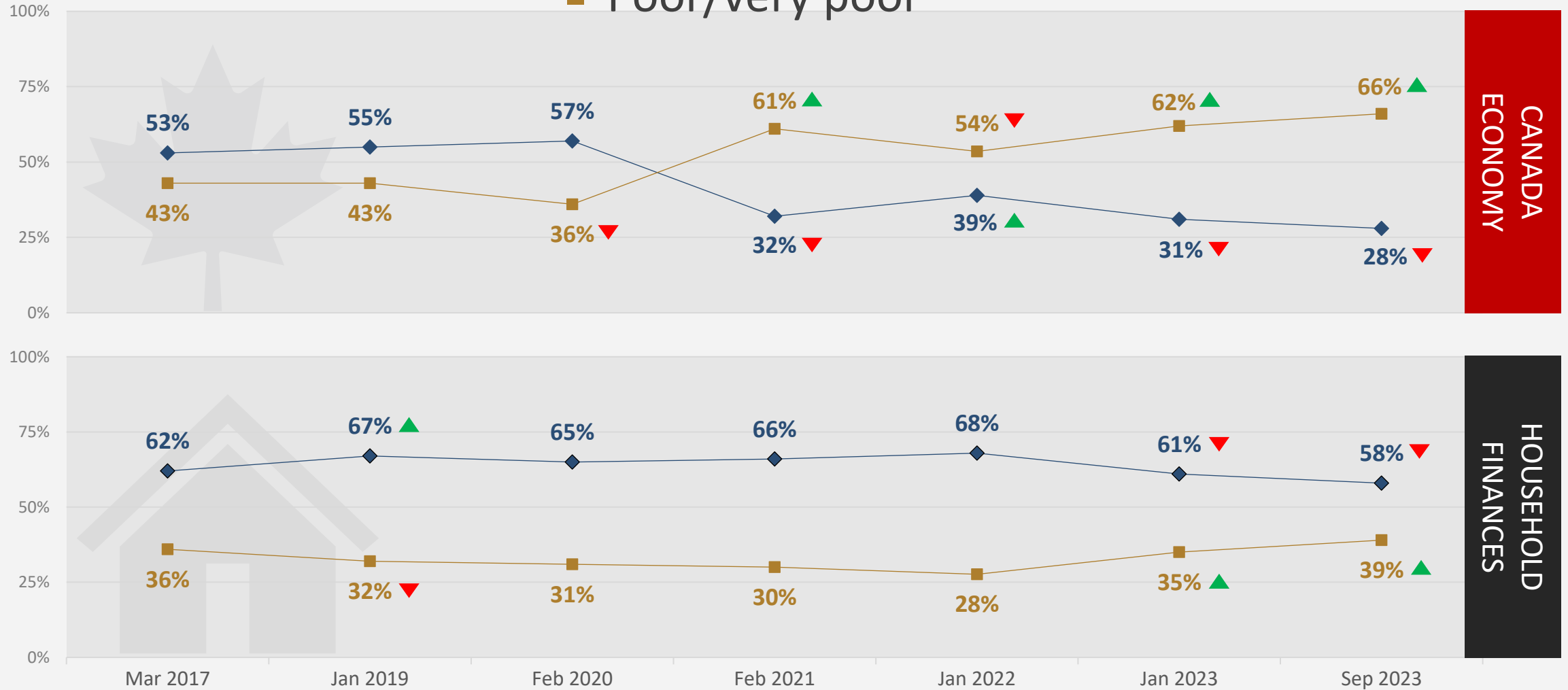
A smiling woman with long brown hair, wearing a white top, is holding up a large, light green speech bubble with both hands. The speech bubble is positioned above the text. The background is a light gray gradient.

ECONOMIC CONFIDENCE

CURRENT ECONOMIC PERCEPTIONS



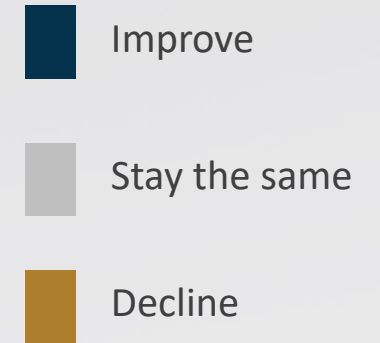
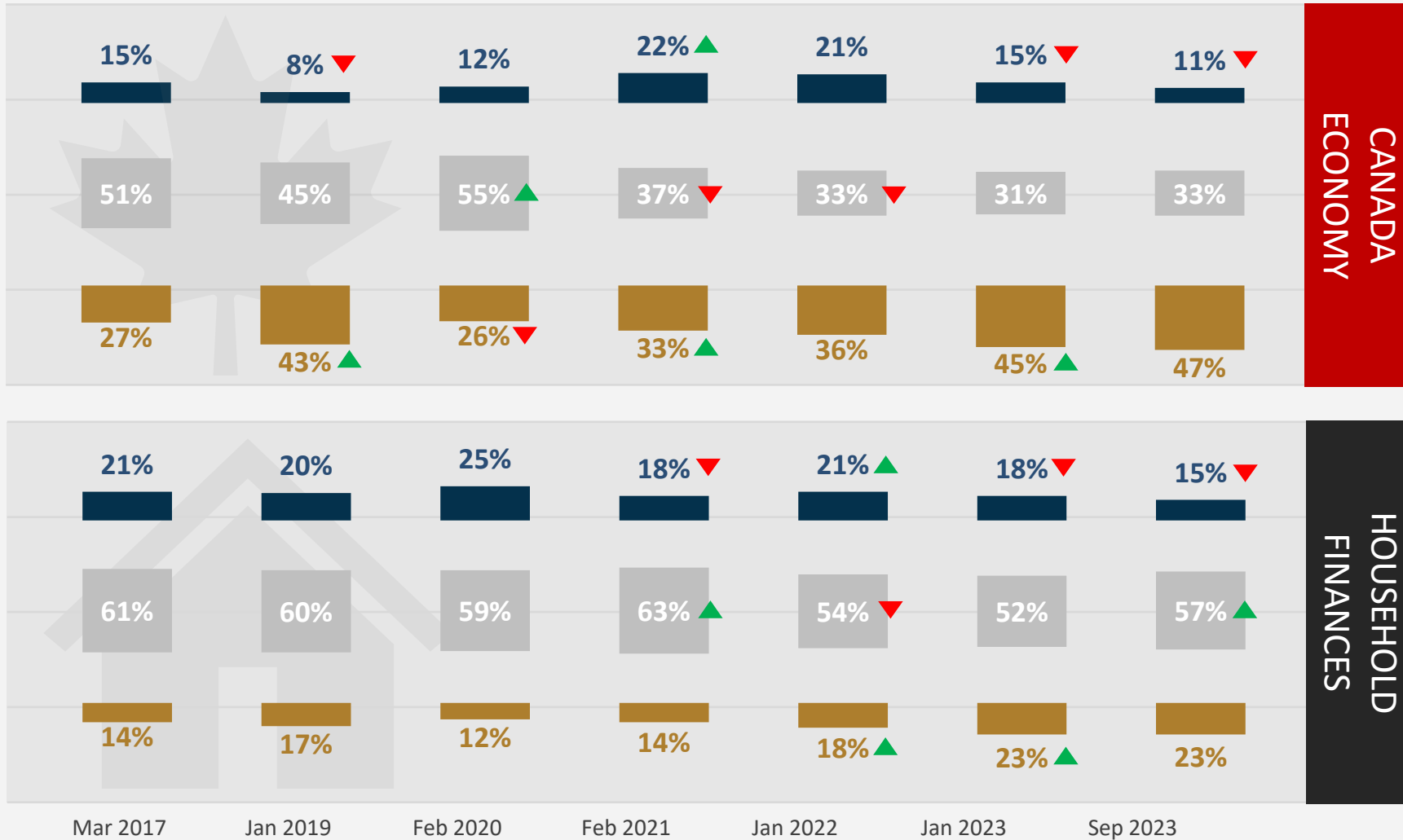
◆ Very good/good
 ■ Poor/very poor



How would you describe the economic conditions in Canada today?
 How would you describe your own household's finances today?

▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

FUTURE ECONOMIC CONFIDENCE

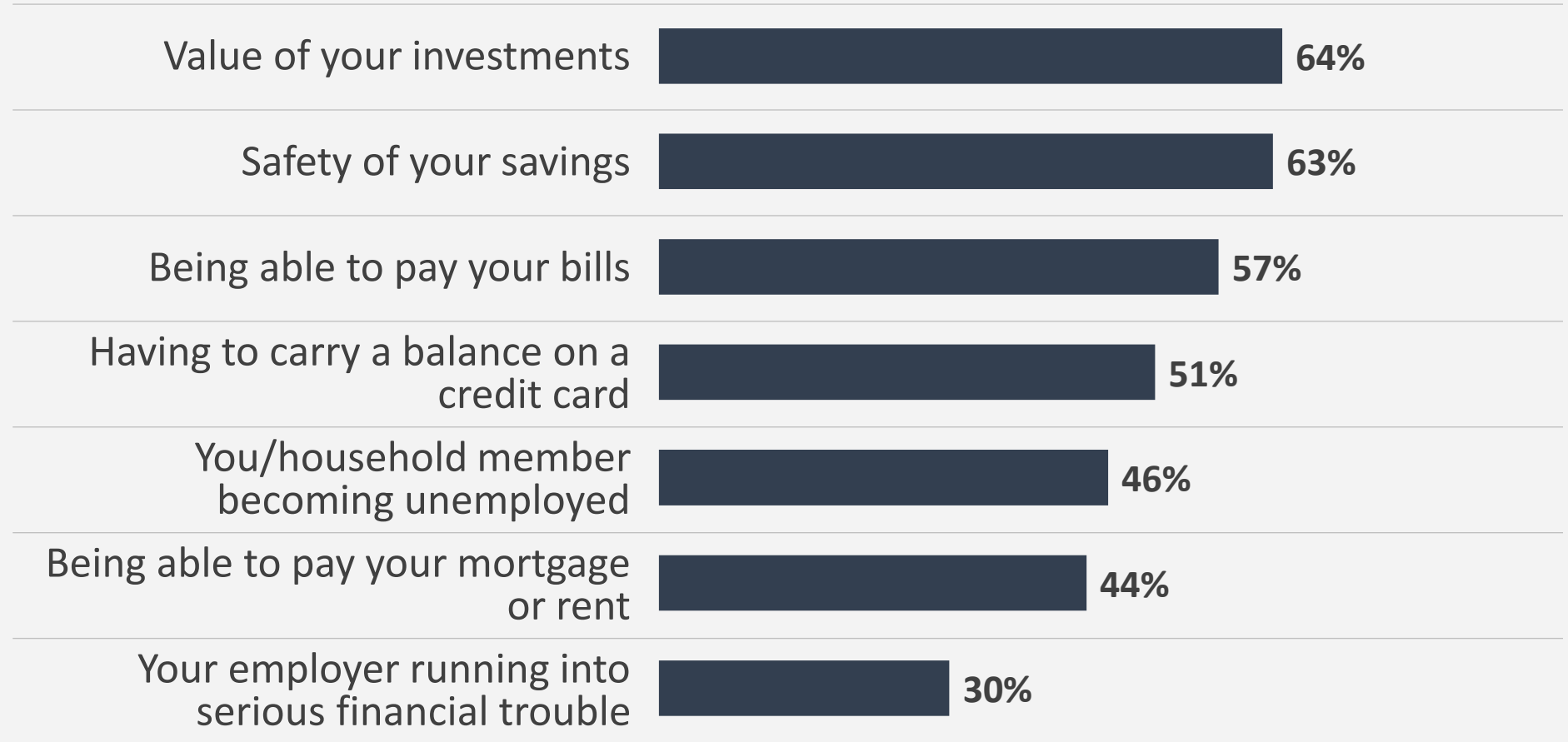


Over the next six months, do you expect the Canadian economy to improve, remain the same, or decline?
 Over the next six months, do you expect your own household's finances to improve, remain the same, or decline?

▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

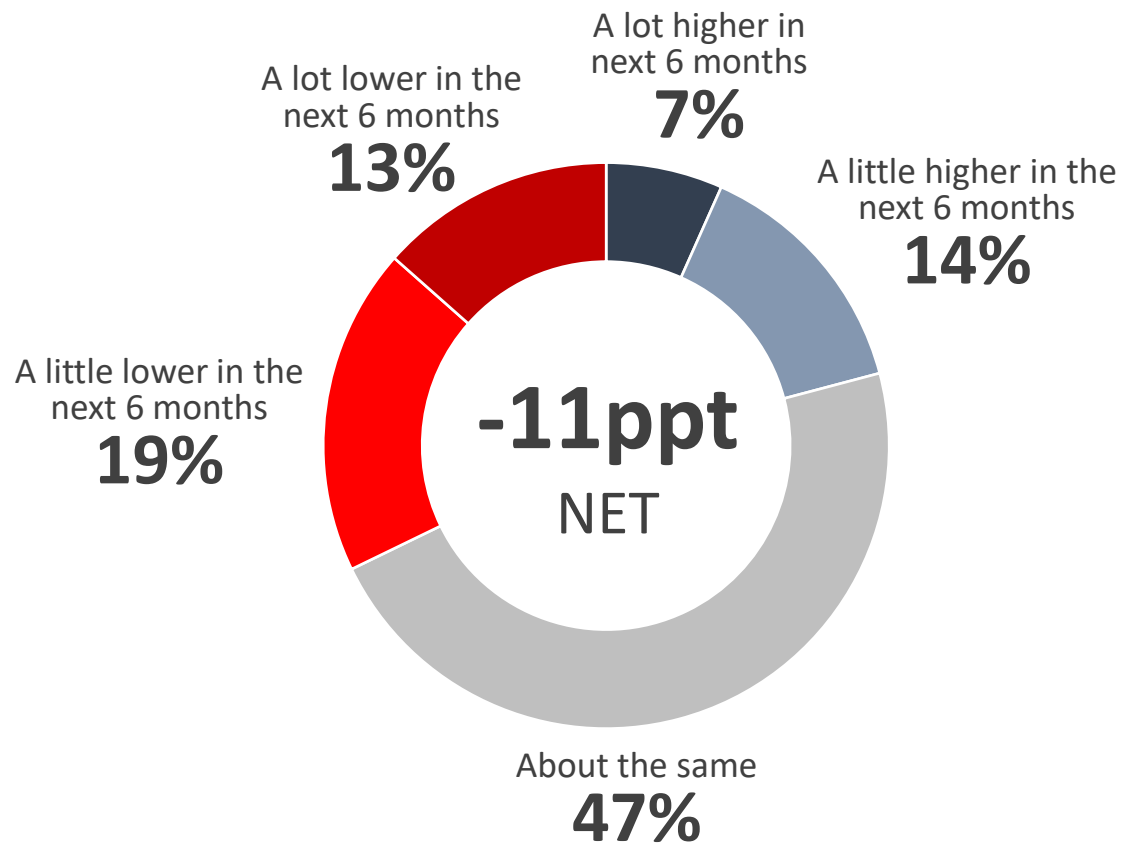
WORRIES

SEPTEMBER 2023



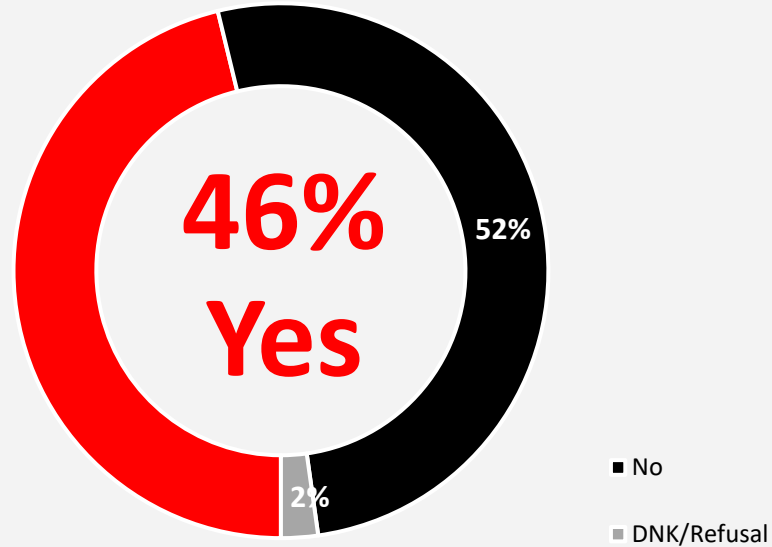
■ Worried frequently/ occasionally/ once or twice over past couple of months

OVERALL DISCRETIONARY SPENDING EXPECTATIONS



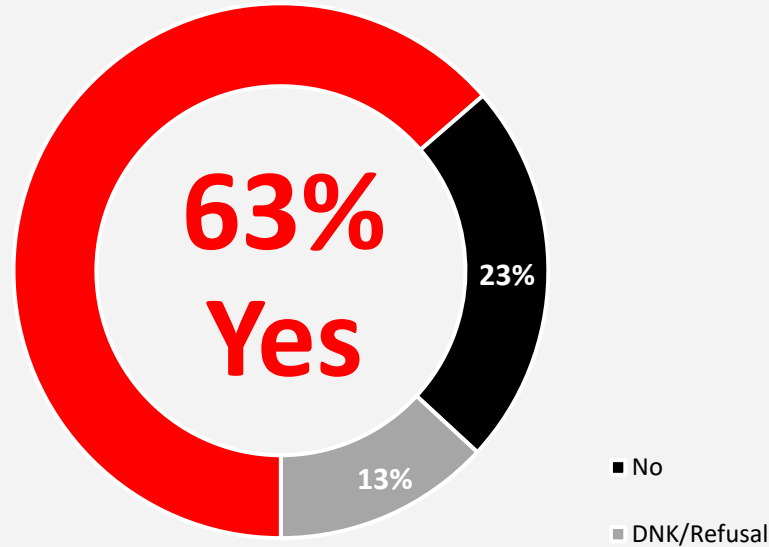
The next questions are about your **discretionary spending** – by this, we mean your spending on **non-essential** items (items that you can choose to spend your money on or not). Do you expect your discretionary spending in the **next 6 months** (October 2023-March 2024) to be higher, about the same or lower compared to the past 6 months (April-September 2023)?

LIVING PAYCHECK TO PAYCHECK



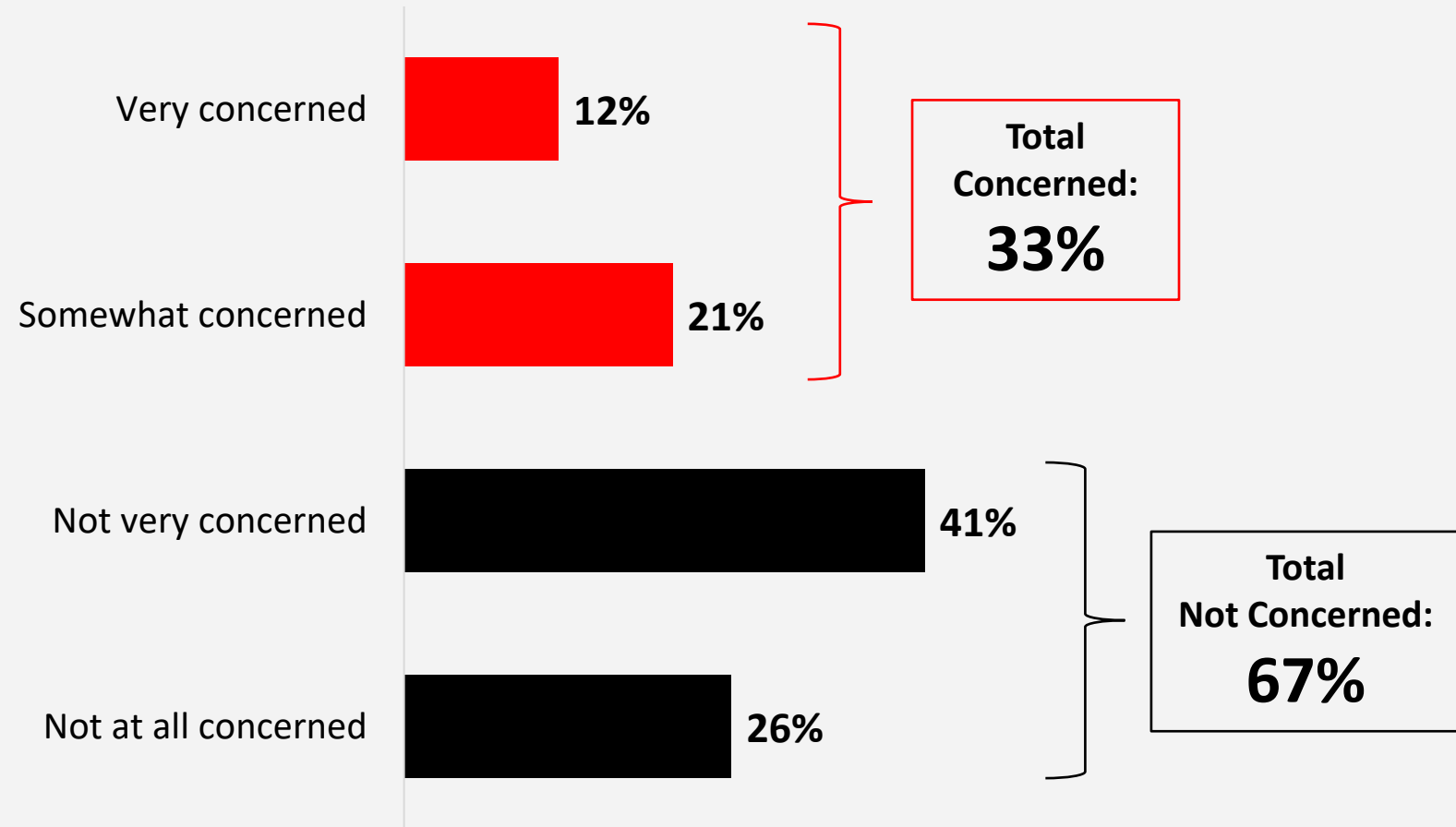
	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 31 st 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,597	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,597	
Yes	46%	59%	40%	50%	55%	40%	40%	41%	51%	51%	53%	38%	44%	46%	50%	47%	-1
No	52%	41%	57%	47%	43%	58%	58%	56%	47%	45%	46%	60%	53%	53%	48%	51%	+1
Don't know/Refusal	2%	0%	3%	2%	2%	2%	2%	2%	2%	4%	1%	2%	3%	2%	2%	3%	-1

ARE WE IN AN ECONOMIC RECESSION IN THIS COUNTRY?



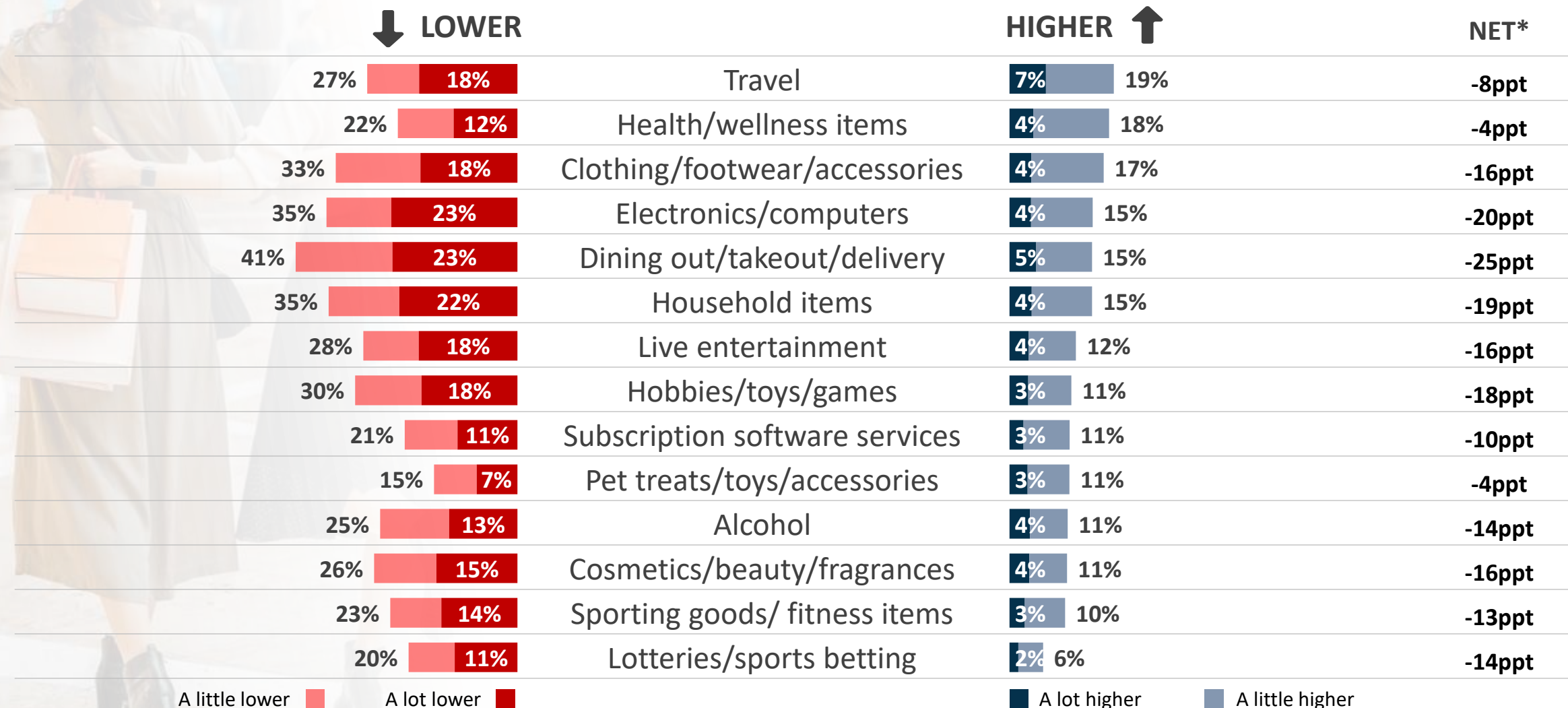
	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 31 st 2023	Gap
Weighted n=	1,652	111	382	641	105	184	229	804	848	438	533	681	696	639	303	1,597	
Unweighted n=	1,652	106	436	640	142	152	176	851	801	377	622	653	727	622	291	1,597	
Yes	63%	63%	64%	65%	61%	61%	60%	58%	69%	66%	68%	58%	62%	66%	64%	61%	+2
No	23%	22%	24%	22%	26%	23%	26%	30%	18%	16%	19%	31%	25%	21%	24%	23%	-
Don't know/Refusal	13%	15%	11%	13%	13%	16%	13%	12%	14%	18%	12%	11%	13%	13%	12%	16%	-3

CONCERNS ABOUT LOSING JOB



How concerned are you about losing your job in the next 12 months?
 Base: Respondents who are currently employed (n=925)

DISCRETIONARY SPENDING *EXPECTATIONS BY CATEGORY*



* % higher spending minus % lower spending.

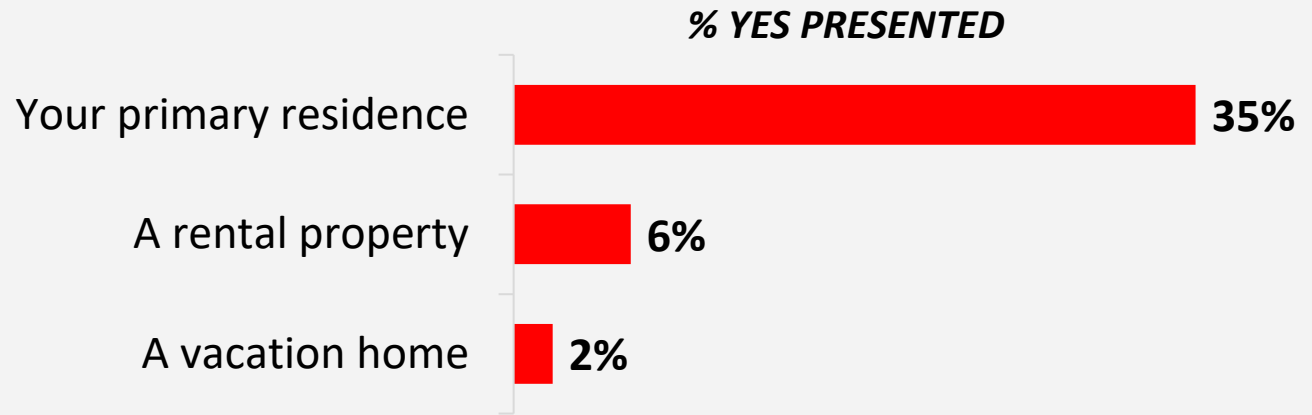
In the **next 6 months** do you expect your **discretionary** spending to be higher, about the same or lower on each of the following compared to the 6 months previously? If you don't ever buy in any of these categories, please choose the last option.



THE HOUSING CRISIS

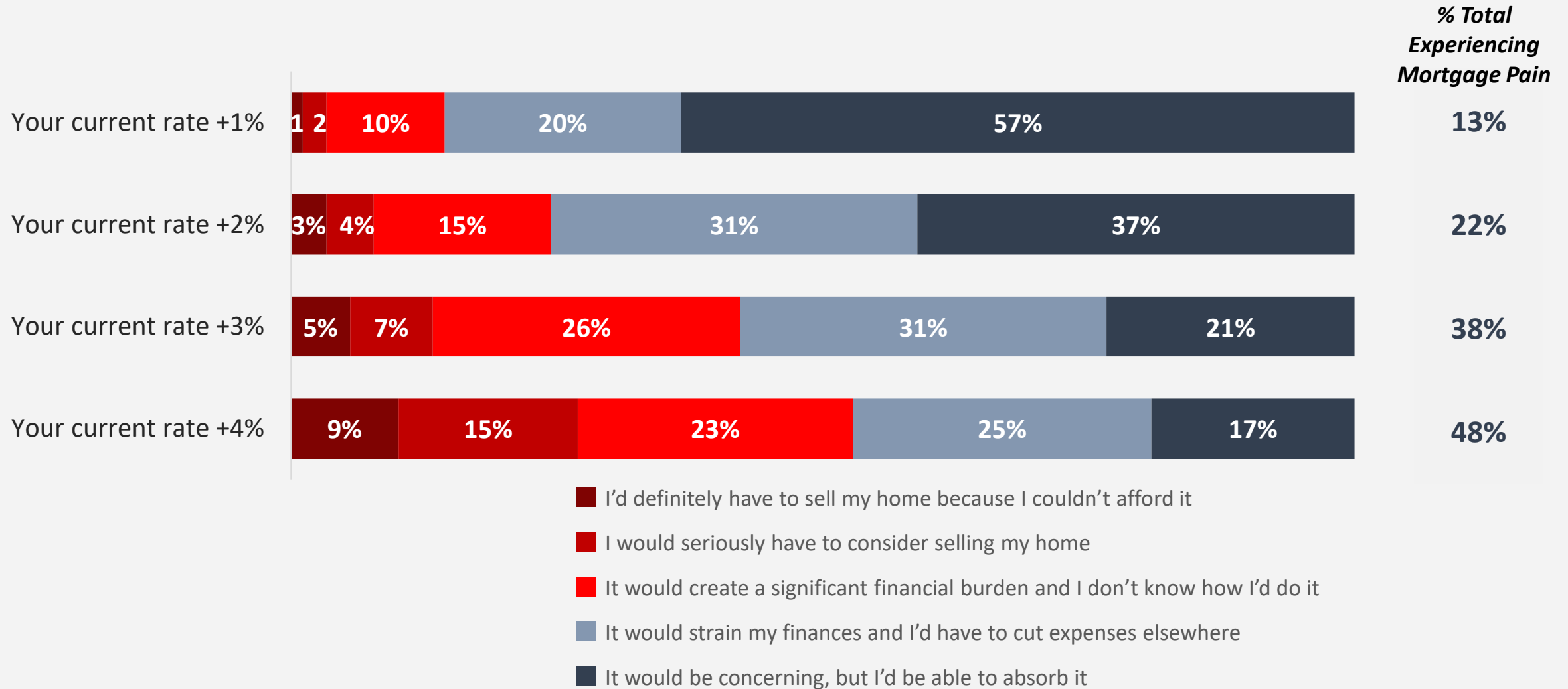
MORTGAGE HOLDERS IN CANADA (May 2022)

Do you currently hold a mortgage for...



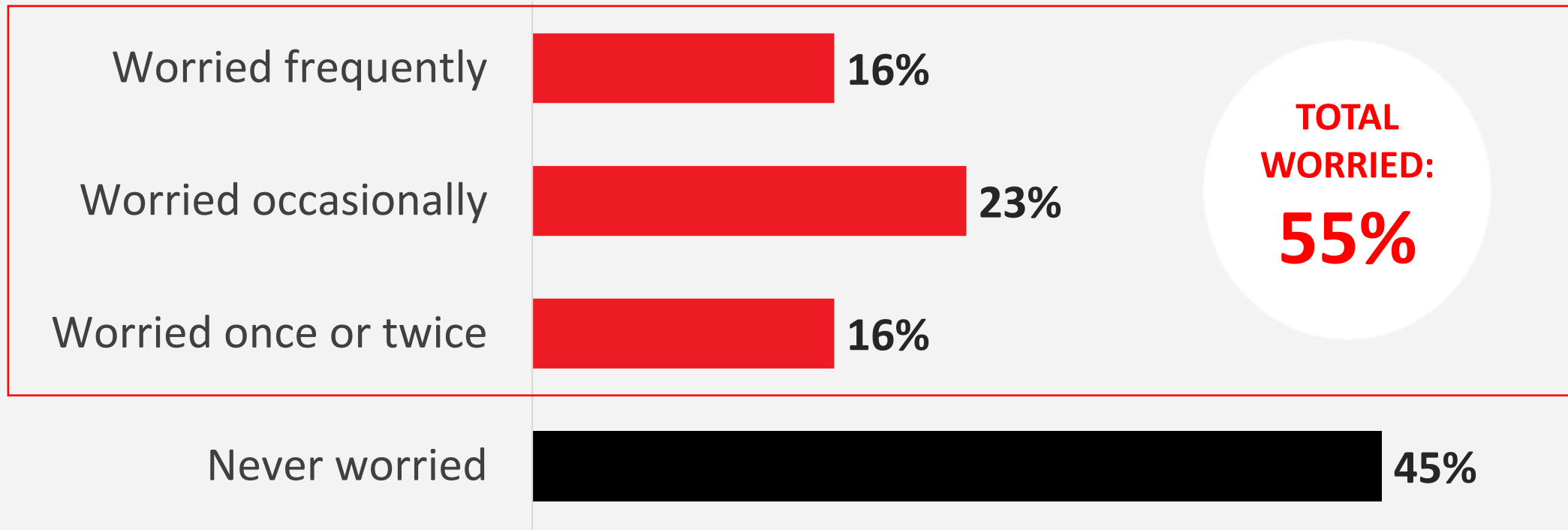
% Yes	Weighted n=	TOTAL CANADA	Atl.	QC	ON	MB/SK	AB	BC
		1,534	105	360	588	100	172	208
Your primary residence		35%	44%	39%	29%	36%	45%	32%
A rental property		6%	0%	7%	5%	5%	13%	3%
A vacation home		2%	1%	3%	2%	0%	2%	2%

IMPACT OF MORTGAGE RATE INCREASES (MAY 2022)



If mortgage rates went up, what would be the impact on your household finances?
 Base: Respondents who hold a mortgage (n=632)

% OF CANADIANS CURRENTLY WHO WORRY ABOUT BEING ABLE TO PAY FOR RENT OR MORTGAGE



WORRIES ABOUT BEING ABLE TO PAY FOR RENT OR MORTGAGE

	TOTAL CANADA	BC	AB	MB/SK	ON	QC	ATL
Weighted n=	1,015	139	115	64	390	238	69
TOTAL WORRIED	55%	68%	67%	53%	59%	34%	57%
Worried frequently	16%	20%	24%	17%	16%	8%	23%
Worried occasionally	23%	31%	23%	32%	24%	14%	19%
Worried once or twice	16%	16%	20%	5%	19%	11%	14%
Never worried	45%	32%	33%	47%	41%	66%	43%



HALLOWEEN SPEND

Halloween Report

- **79% of parents with kids participated trick or treating**
- **48% of households handed out candy**
- **37% decorated house/property**
- **28% of adults celebrated**
- **Average spend was \$64 (\$116 HH with kids)**
- **71% spent the same, (15% less, 11% more)**



RCC x Leger Holiday Shopping Survey 2023

RCC Member-Exclusive Report



TABLE OF CONTENTS

Introduction	3
Background & Methodology	4
Key Findings	6
Summary of Results	8
Detailed Findings	18
Holiday Spending & Budgeting	19
Gift Card Spend	35
Shopping & Spending by Retail Channel	40
Holiday Shopping Days	51
Moneris Feature Story	59
Influences on Retailer Selection	66
Holiday Shopping Behaviours & Attitudes	72
Advanced Analytics – Key Drivers of Spend	91
Appendix	94
Respondent Profile	99





44% INTEND TO CHANGE THEIR BUDGET

INCREASED BUDGET (23%)

27% Cost of living/inflation
21% More people to buy for
19% More money to spend

DECREASED BUDGET (21%)

42% Cost of living/inflation
31% Less money to spend
7% Will reduce spending

80% of Canadians have concerns they believe will affect their holiday shopping, with financial matters topping the list.

88% are planning on taking proactive measures (start planning earlier, look for deals, set budget).



GIFTS FOR OTHERS 80% OF BUDGET

*Over the years, Canadians have continuously exhibited a **strong spirit of generosity.***

\$898
ANTICIPATED SPEND
(+14% vs. 2022)

62% IN STORE
Vs. 38% ONLINE

19% OF CANADIANS SAY THEY PLAN TO SPEND MORE ON TRAVEL THAN LAST YEAR

% who plan to spend more in each category



CLOTHING & HOLIDAY HOME ENTERTAINING HIGHEST SPEND CATEGORIES

Clothing (17%)
Food & alcohol (16%)
Toys & games (11%)

Clothing and holiday home entertaining are consistently the highest spending categories.

% of holiday shopping budget allocated to each category

16% OF BUDGET ALLOCATED FOR GIFT CARDS

Restaurants (42%)
Big box retailers (33%)
Food & beverage (27%)

*Purchase of **restaurant gift cards** saw a significant increase from previous years (2022, 33%; 2021, 36%).*

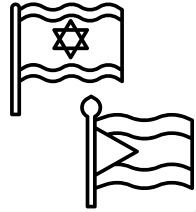
% who purchased gift cards at each retailer in 2022



OTHER INTERESTING POLLS WORTH MENTIONING



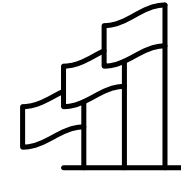
1 MUNICIPAL POLITICS (ONE-YEAR-AFTER)



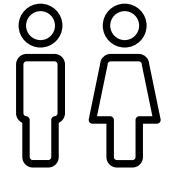
2 ISRAEL/PALESTINIAN CONFLICT



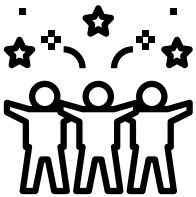
3 HALLOWEEN POLL



4 CANADIAN FOREIGN POLICY



5 SEXUAL ORIENTATION & GENDER IDENTITY



6 2023 YOUTH STUDY



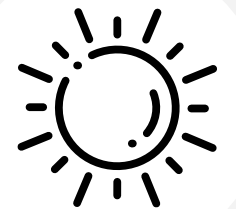
7 TRUTH & RECONCILIATION



8 CLIMATE CHANGE



9 SHOPLIFTING & RETAIL SECURITY MEASURES



10 HEAT WAVE IMPACTS

OVERALL CONCLUSIONS

1. Overall consumer sentiment is bleak, with very little in the way of any good news on the horizon
2. Interest rates/inflation dominate the agenda federally, provincially, and locally.
3. Next to this, social issues are dominant on the horizon, and affecting lives at a local level more than ever
4. The mortgage crisis will be worsening before it gets better
5. Halloween spend remains robust, with widespread participation
6. Retail spending at Christmas is a bright spot in the economic context
7. Shopper behaviours have been modified this year because of economic factors: Shopping early, deal-buying & budgeting
8. Gift card spending, health & wellness, pets, and travel remain robust

The background features a complex network of white nodes and connecting lines on a dark blue-grey gradient. Faint binary code (0s and 1s) is scattered throughout the network.

Le^Sger

STEVE MOSSOP
EXECUTIVE VICE-PRESIDENT