

Consumer Economic Pulse: Monitoring Uncertainty

WAVE #5

angus reid group
questions that matter



| Methodology



Study

With inflation surging to a four-decade high amidst a slow economic recovery from the effects of the COVID-19 pandemic, the Angus Reid Group has launched this tracker to understand Canadians' purchasing behaviours and perceptions of the economy.



Field dates

Wave 1: May 19-24, 2022
Wave 2: June 20-22, 2022
Wave 3: July 19-21, 2022
Wave 4: August 18-22, 2022
Wave 5: September 23-27, 2022



Sample

Wave 1: n=1,530
Wave 2: n=1,503
Wave 3: n=1,503
Wave 4: n=1,508
Wave 5: n=1,507

For this wave, a nationally representative sample of n=1,507 Canadian Adults (age 18+ yrs.) who are members of the Angus Reid Forum. The sample frame was balanced and weighted on age, gender, region and education according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin or error of +/- 2.5 percentage points, 19 times out of 20.



Next fielding date

October 2022

| 4 Things You Need to Know

1 More Canadians Feel a Recession is Imminent

While the proportion of Canadians who feel the country is already in a recession holds steady from last month at about three-in-ten, there has been a significant increase in the number who believe we are headed towards a recession in the near future (50%, up from 44% in August). This rises to 56 percent among younger Canadians (56%, vs. 48% of those 55+).

3 Rising Interest Rates & Inflation Impacting Home Sales

With the Central Bank of Canada raising its overnight interest rate another 75 basis points at the start of September to reach its highest rate (3.25%) since the Great Recession, many prospective homebuyers may be wary of applying for a mortgage at this time. Nearly one-in-five (18%) Canadians say they have delayed their purchase a home in the past year, rising to three-in-ten (29%) among young Canadians (18-34).

2 More Households Living Paycheque-to-Paycheque

Although there not been a change in the proportion of Canadians who are able to afford their monthly expenses, significantly fewer households report having money left over in September. More than a quarter (27%) of Canadians – including 36 percent of low-income households (<\$50k) – say did not have any extra spending money after accounting for all their essential expenses last month.

4 Canadians Planning to Cut Back on Holiday Spending this Year

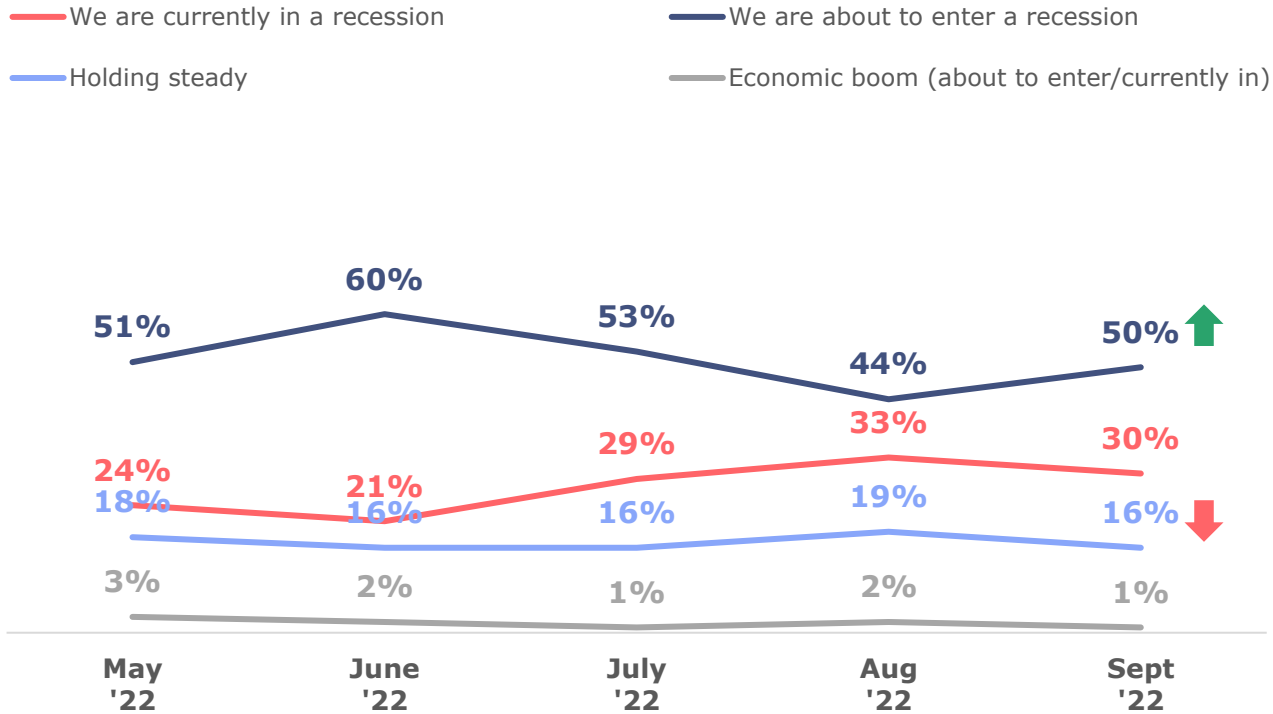
With the holiday season about two months away, many are already anticipating a reduction in gifts, travel and entertaining. Slightly more than half (53%) of Canadians say they plan to spend less this upcoming holiday season than they did last year, a significant increase from just a month ago (47%). Women appear to be driving this trend, with two-thirds saying they plan to cut back on holiday décor, dining out and major gifts (i.e., phones, computers, TVs, etc.)



Perspective on the Economy



| Current State of the Economy



ANALYSIS

- Half (50%) of Canadians believe the country is headed towards a recession, a significant uptick from last month. Younger Canadians (18-34) are most likely to believe this (56%, vs. 48% of those 35+).
- Older Canadians (55+) are more than twice as likely as younger Canadians (18-34) to believe the economy is holding steady (23% vs. 10%, respectively).

SEPTEMBER 23-27, 2022

We are currently in a recession

30%

We are about to enter a recession

50%

The economy is neither in a recession nor a boom – we are holding steady

16%

We are coming out of a recession

2%

We are about to enter an economic boom

1%

We are currently in an economic boom

0%

NET
81%

NET
1%

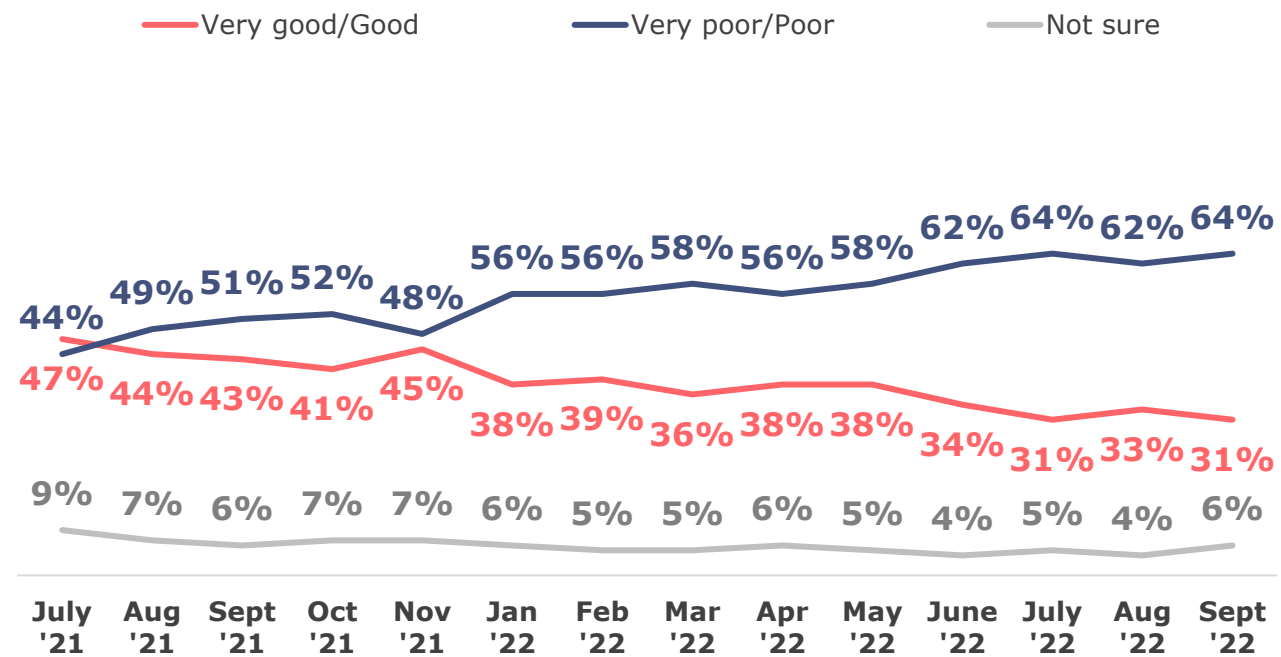
81%

of Canadians believe that we are currently in or headed towards a recession.

↑ 4 percentage points since August



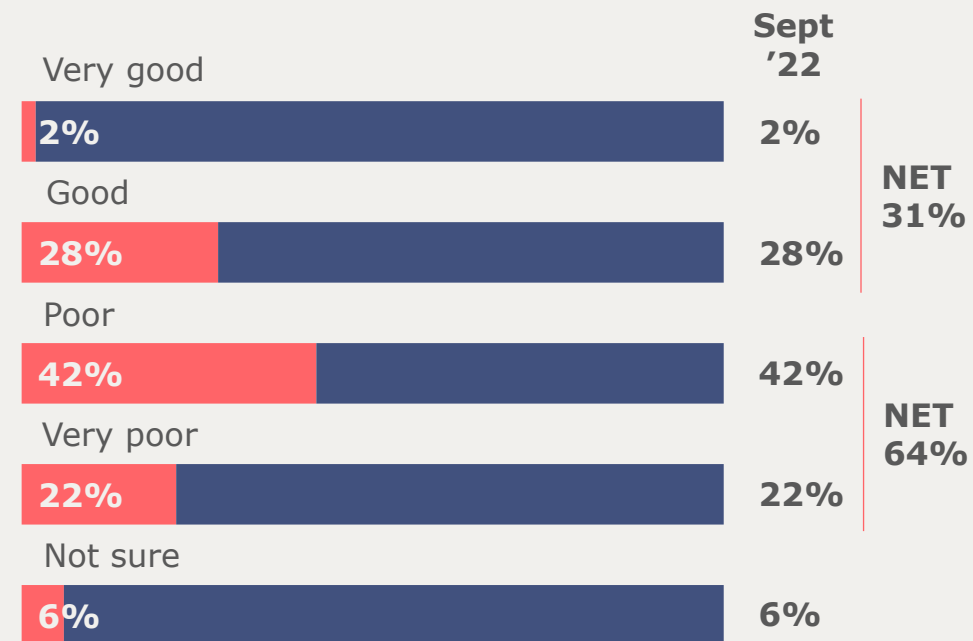
Perceptions of the Canadian Economy



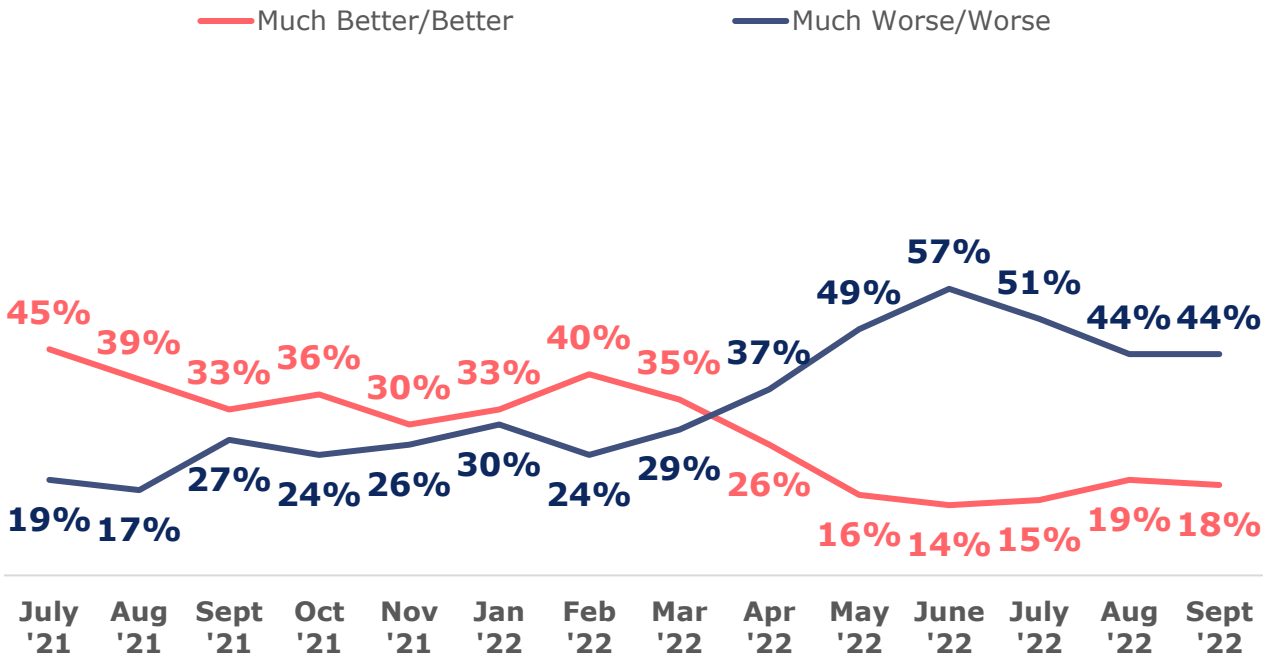
ANALYSIS

- Perceptions of the Canadian economy continue to hold steady this month, with nearly two-thirds believing it is in a poor state.
- Men are more likely than women (34% vs. 27%, respectively) to say the economy is in a good state.
- Residents of Quebec are most positive about the Canadian economy (37%, vs. 29% in the rest of the country).

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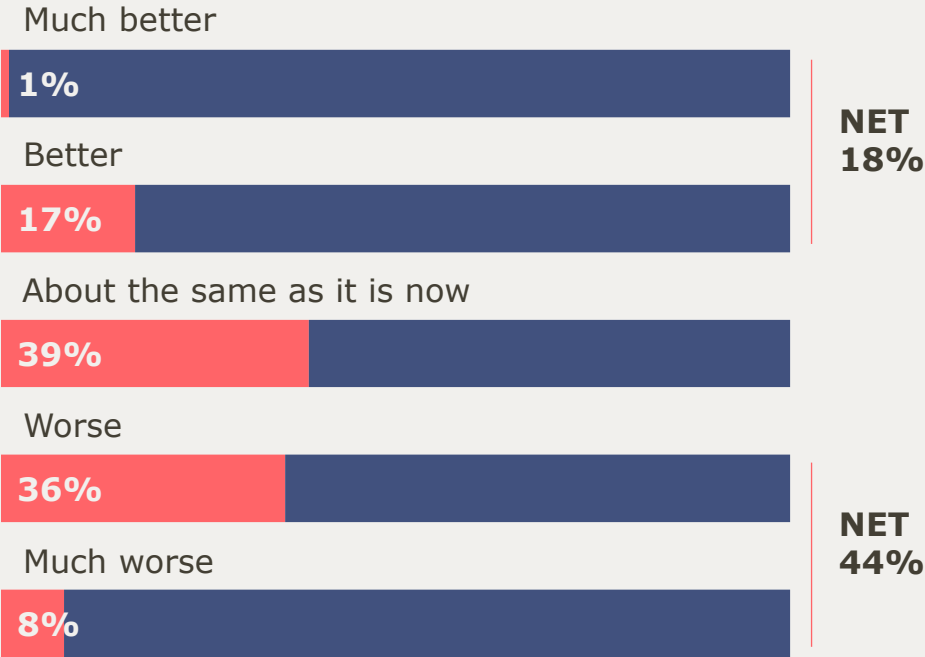
Projections of the Canadian Economy a Year from Now



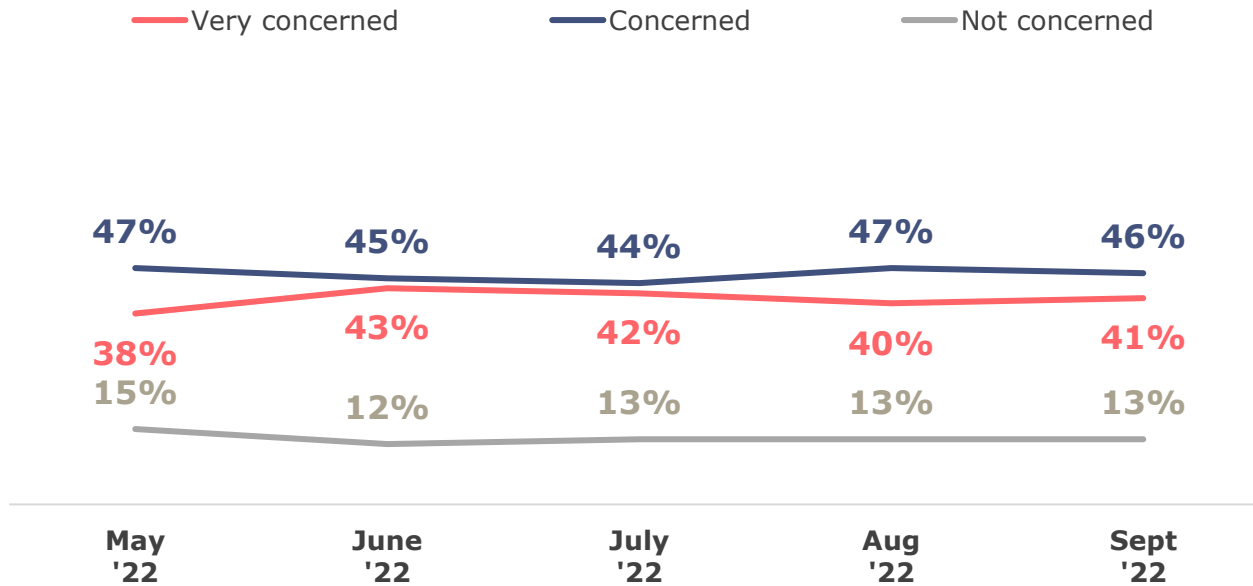
ANALYSIS

- Public pessimism about the future of the Canadian economy remains unchanged from last month, with two-in-five saying the economy will be worse a year from now. That being said, it is still significantly lower than it was in June.
- Half (49%) of younger Canadians (18-54) believe the economy will be a worse a year from now, compared to only about a third (35%) of those aged 55+.
- One-in-five Ontarians (21%) are optimistic about the economy a year from now, the highest rate in the country.

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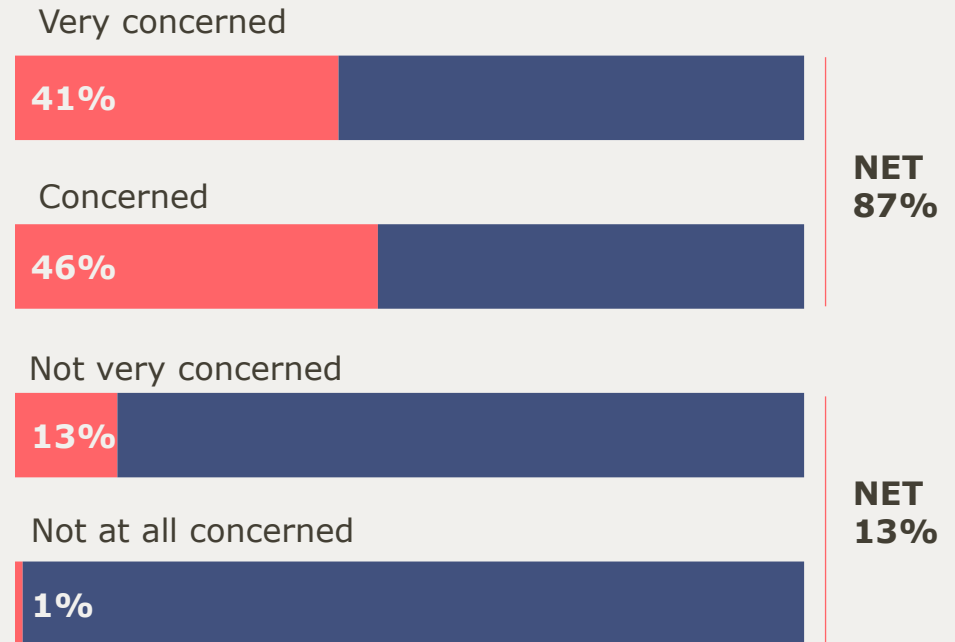
Level of Concern About Canadian Economy



ANALYSIS

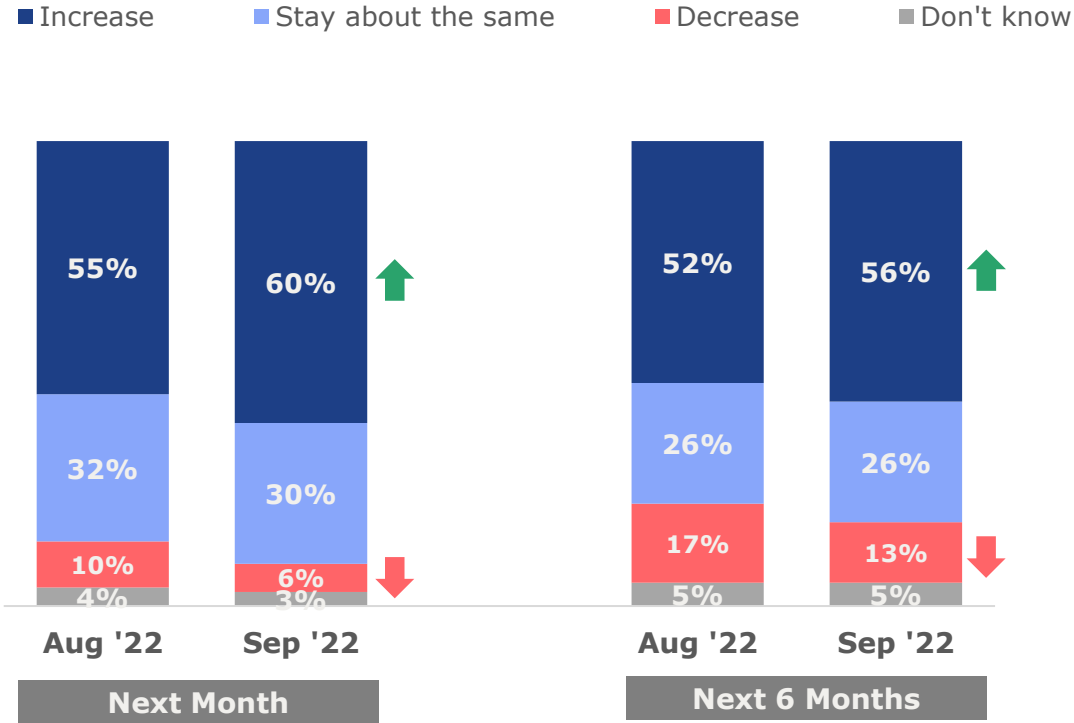
- Levels of economic concern have remained more or less unchanged since May.
- Although overall concern is the same across regions, Québécois are significantly less likely to describe themselves as “very concerned” about the economy (27%, vs. 45% in the rest of the country).

SEPTEMBER 23-27, 2022



Across every region, age group and household income level, nearly nine-in-ten Canadians express concern about the current state of the national economy

| Anticipated Change in Inflation



ANALYSIS

- Canadians are significantly more likely than they were a month ago to anticipate further increases in inflation over the next month (+5 percentage points), as well as the next six months (+4).
- Men are about three times more likely than women to anticipate *decreases* in inflation, both in terms of their one-month outlook and six-month outlook.

Base:
TOTAL (n=1,507)

Q: Do you believe that inflation will increase, decrease or stay about the same in the next month?
Q: Do you believe that inflation will increase, decrease or stay about the same in the next six months?

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60%

of Canadians believe that inflation will increase over the course of the next month.

↑ **5 percentage points** since August

56%

of Canadians believe that inflation will increase over the course of the next six months.

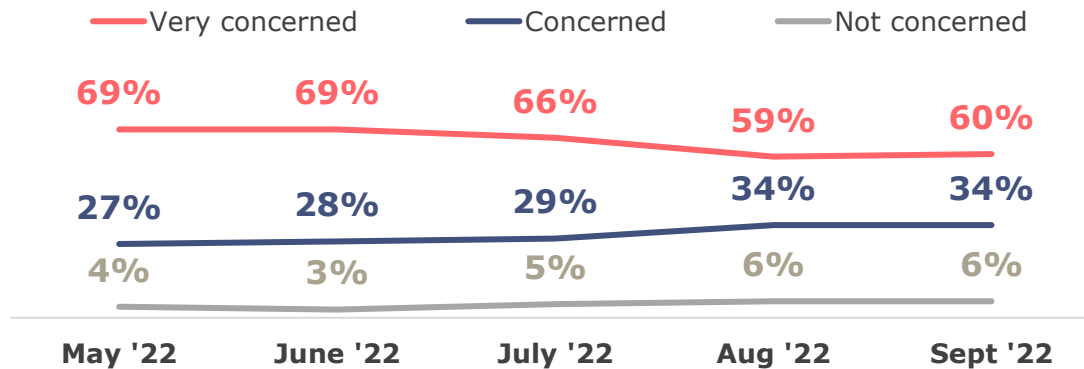
↑ **4 percentage points** since August

Personal Finances

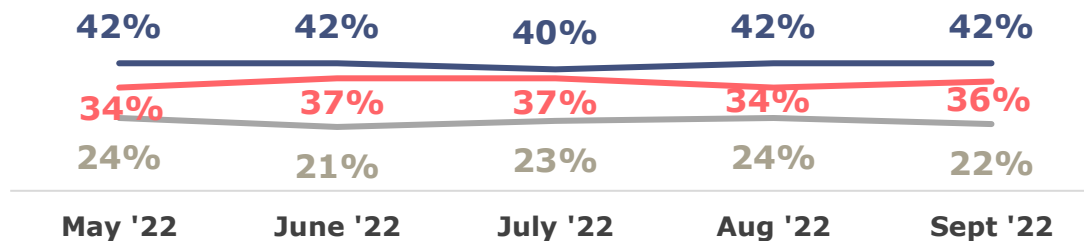


Level of Financial Concern

Inflation/ Cost Of Living



Your Personal Finances

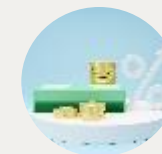
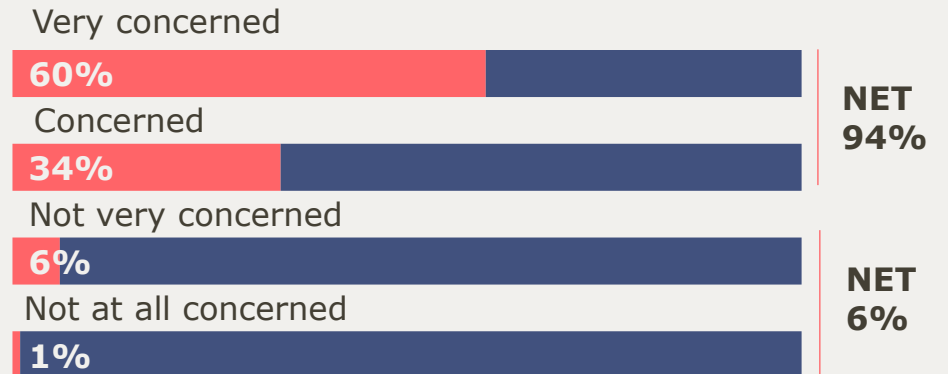


ANALYSIS

- Two-in-five (42%) younger Canadians (18-54) are very concerned about their personal finances, compared to only three-in-ten (28%) older Canadians (55+).
- Nearly half (45%) of lower-income Canadians (<\$50k) are very concerned about their personal financial situation, compared to only three-in-ten (31%) higher-income Canadians (\$100k+).

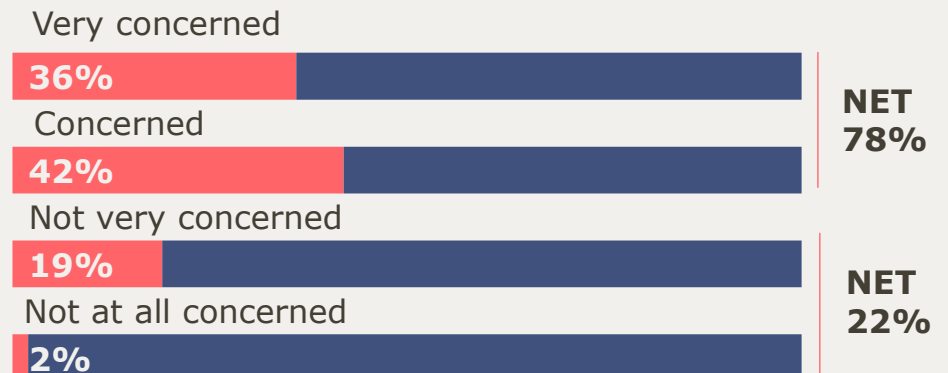
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Inflation/ Cost Of Living



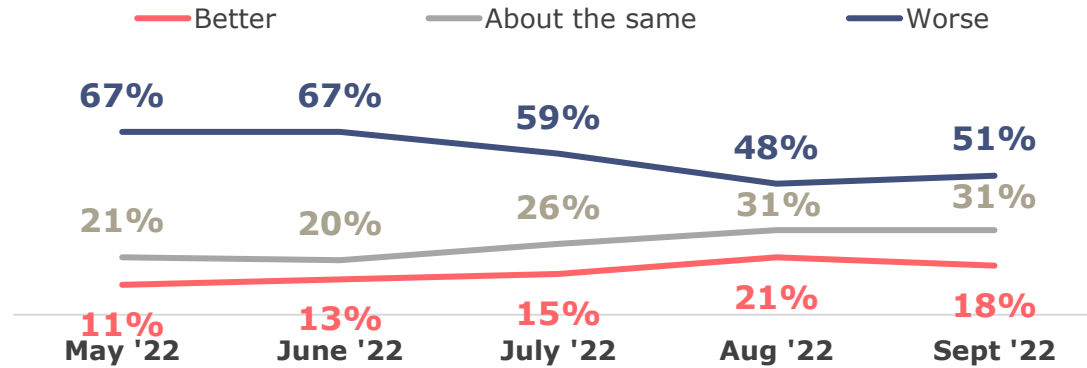
Nearly all Canadians (94%) are concerned about inflation and the cost of living, including three-in-five (60%) who describe themselves as very concerned.

Your Personal Finances

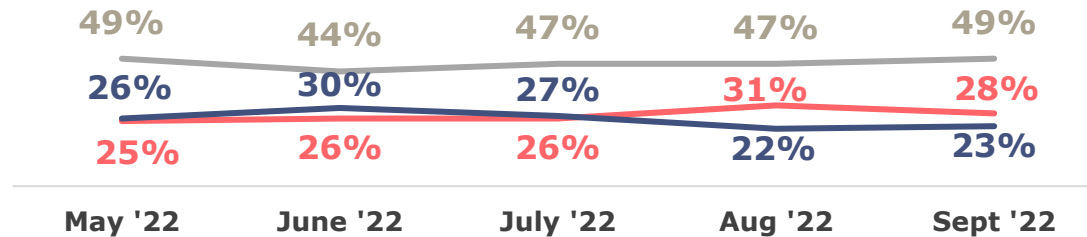


Projections a Year from Now

Inflation/ Cost Of Living



Your Personal Finances

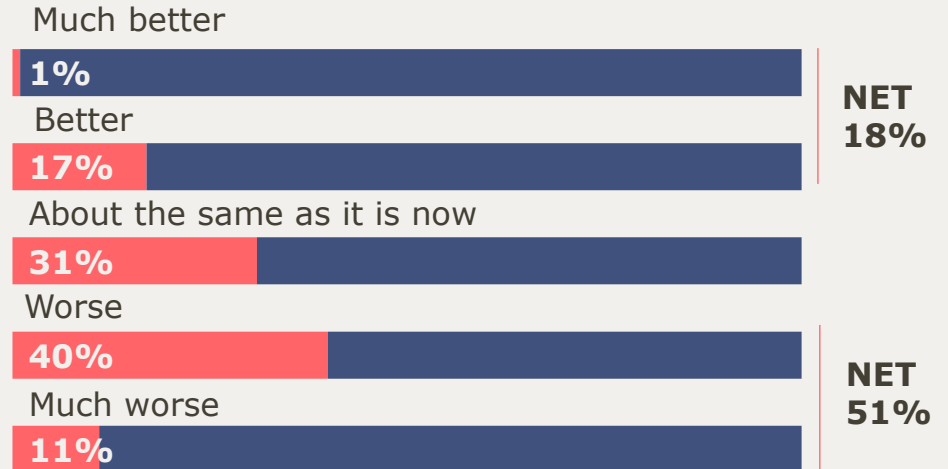


ANALYSIS

- Young Canadians (18-34) are more than *twice as likely* as older Canadians (55+) to believe their personal financial situation will be better a year from now (41% vs. 17%, respectively).
- Three-in-ten (30%) lower income households (<\$50k) are concerned about their personal financial situation a year from now, compared to only one-in-five (20%) higher income Canadians (\$50k+).

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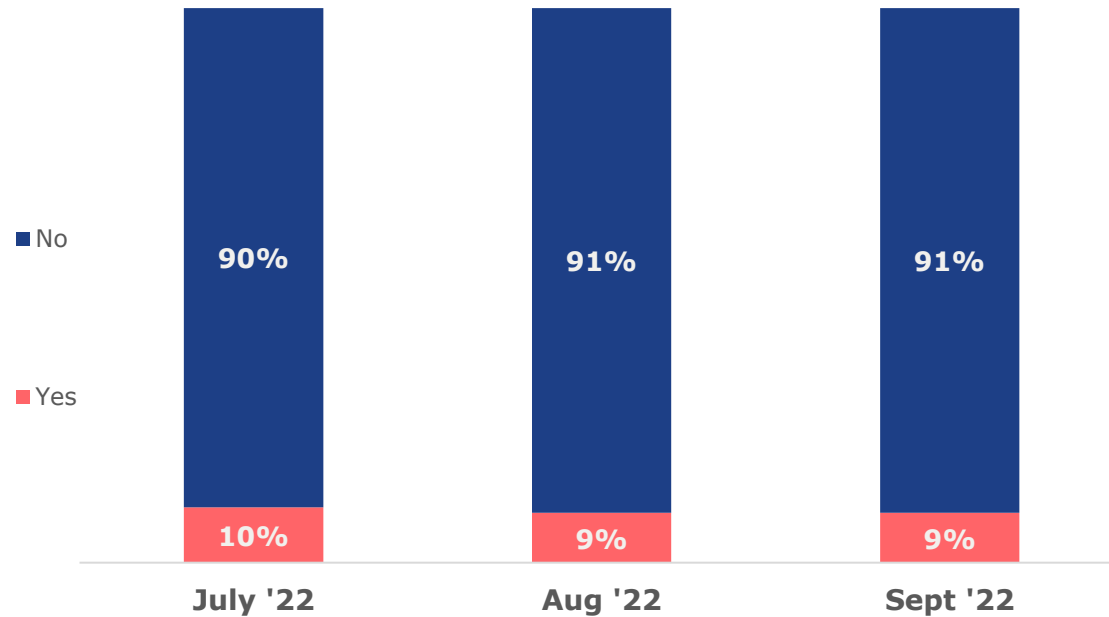
Inflation/ Cost Of Living



Your Personal Finances



| Gig Economy Engagement



ANALYSIS

- Young Canadians (18-34) are *twice as likely* as those 35+ to work in the “gig economy” in addition to their primary employment (15% vs. 6%, respectively)
- BIPOC are nearly *twice as likely* as white Canadians to work in the “gig economy” (14% vs. 8%, respectively).

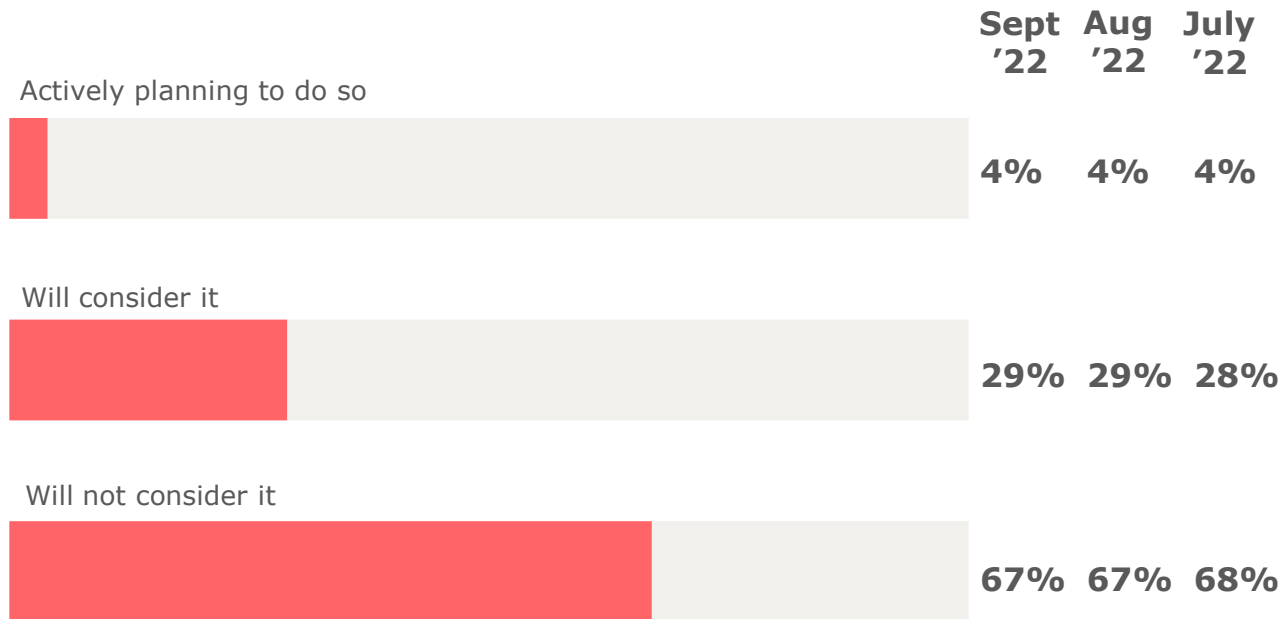
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One-in-ten (9%) employed Canadians have engaged in the “gig economy” in the past month

Business Start-Up Likelihood

In the Next 12 to 18 Months



ANALYSIS

- Not only are workers in Quebec least likely to own a side business, but they are also least likely to consider starting one in the 12-18 months (22%, vs. 36% in the rest of the country).
- Two-in-five (40%) young workers (18-34) are considering or actively planning to start a side business in the next 12-18 months, compared to only a third (33%) of those 35-54 and just one-in-five (20%) aged 55+.



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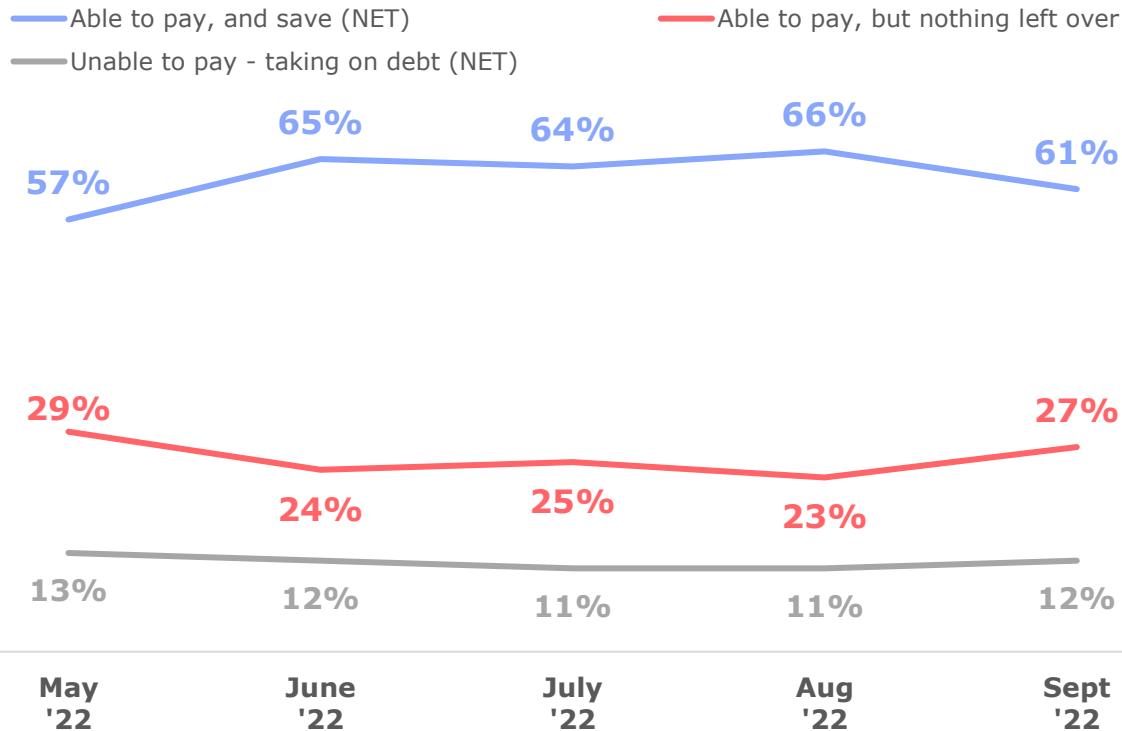
Among Canadian workers that do not already own a side business, a third (33%) are considering or actively planning to start one in the next 12-18 months

Affordability/ Personal Spending Habits



Ability to Afford Household Expenses

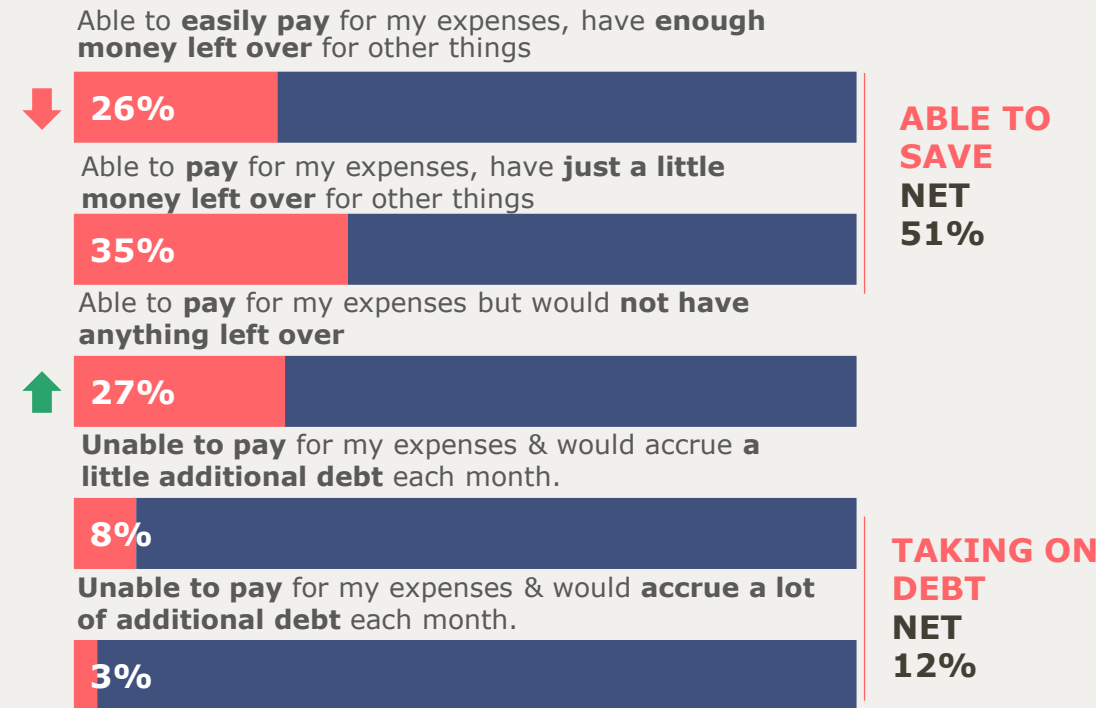
Finances over the Past Month



ANALYSIS

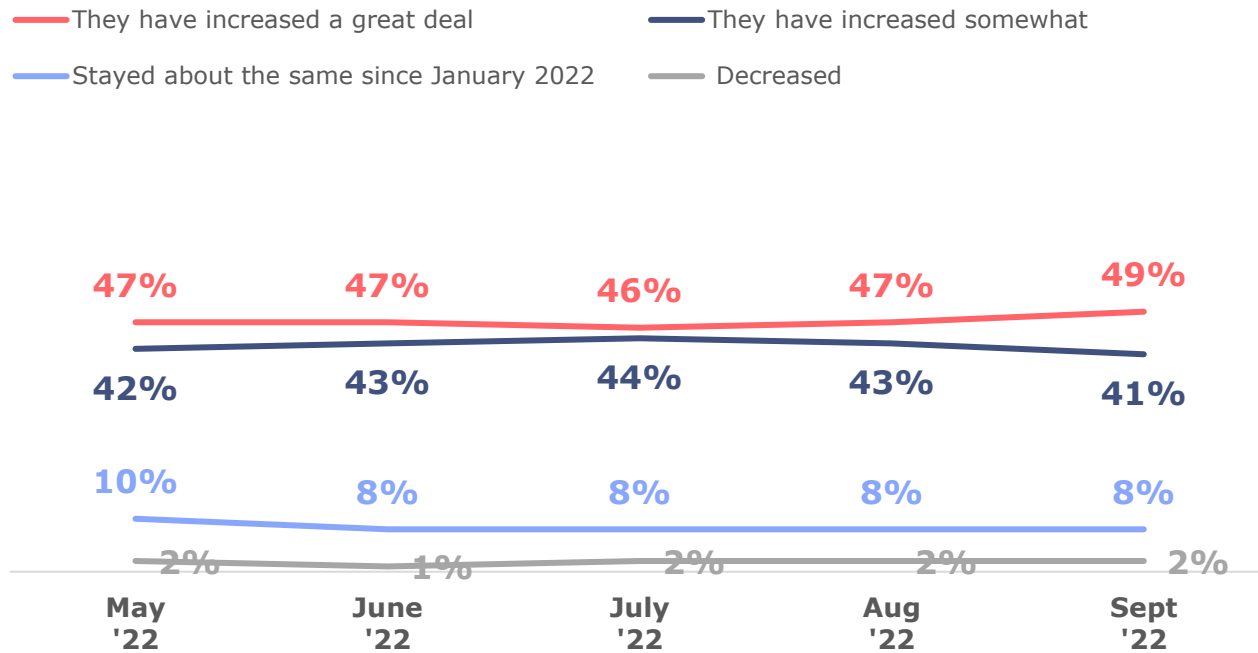
- Changes in overall affordability appear to have shifted significantly this month, with more Canadians saying they are just breaking even and fewer saying they have money left over.
- Canadians aged 18-54 are twice as likely as those 55+ to say they could not afford their expenses in the past month and had to take on additional debt (15% vs. 7%, respectively).

SEPTEMBER 23-27, 2022



18% of low-income households (<\$50k) were unable to afford their expenses in the past month, more than twice the proportion (7%) of high-income households (\$100k+)

Change in Household Expenses Since January



ANALYSIS

- Nearly all residents of the Prairies (98%) and Atlantic Canada (96%) have noticed increases in their household expenses since January.

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They have increased a great deal

49%

They have increased somewhat

41%

They have stayed about the same since January 2022

8%

Decreased (somewhat + a great deal)

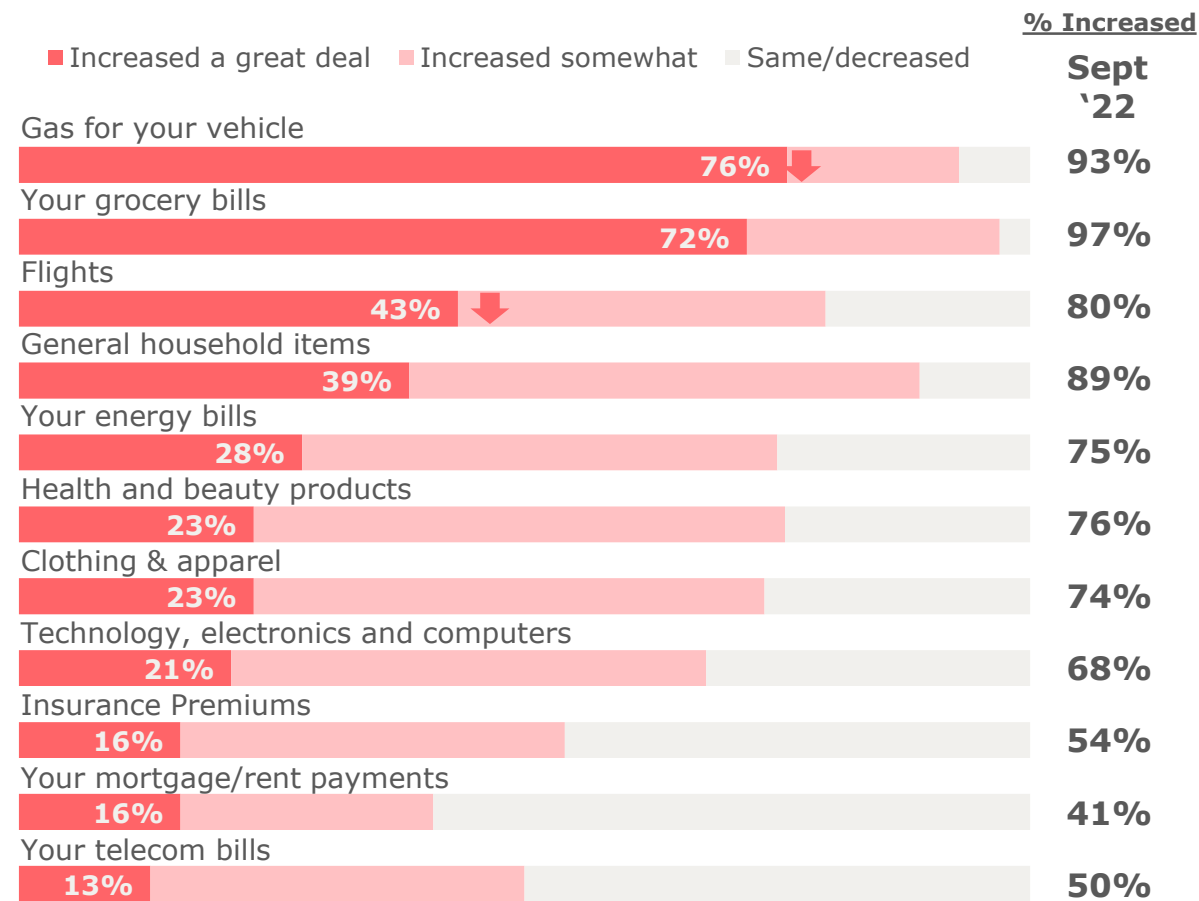
2%

**NET
90%**

90%

of Canadians have seen an increase in their household expenses since January 2022.

Greatest Change in Expenses



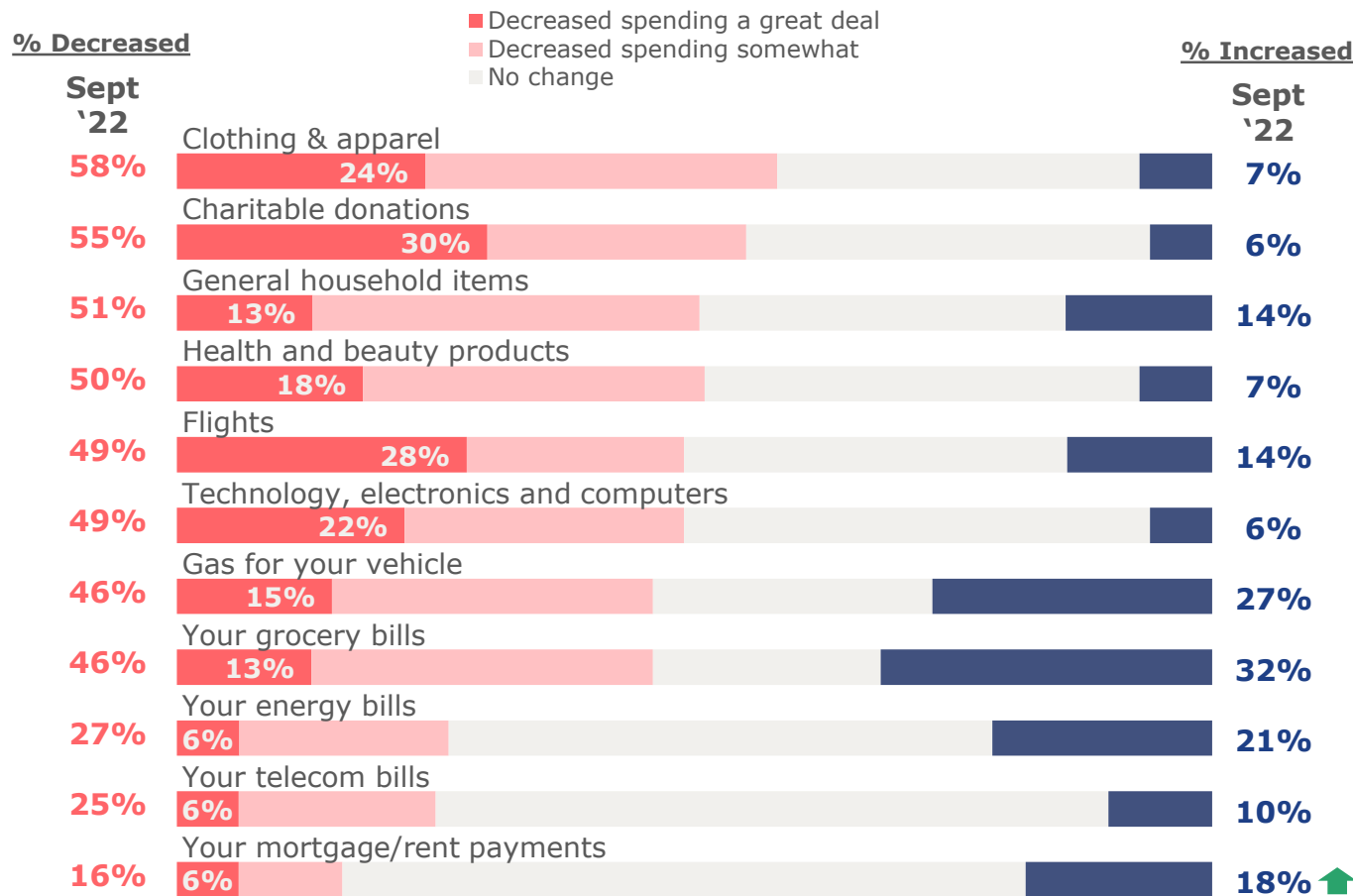
ANALYSIS

- Albertans remain *twice as likely* as other regions in Canada to say their energy bills have significantly increased since the start of the year (49% vs. 25%, respectively).
- Although gas prices remain the most common area where Canadians have experienced significant increases since the start of the year, they are actually much less likely than they were just a month ago to say gas prices have increased a great deal since January (76%, down from 86% in August).

SEPTEMBER 23-27, 2022

	% Increased	Sept '22	Aug '22	July '22	June '22	May '22
Gas for your vehicle	↓	93%	96%	98%	98%	98%
Your grocery bills		97%	97%	96%	97%	96%
Flights	↓	80%	85%	80%	83%	75%
General household items		89%	89%	89%	88%	88%
Your energy bills	↑	75%	72%	68%	69%	71%
Health and beauty products		76%	76%	71%	70%	69%
Clothing & apparel	↑	74%	71%	69%	69%	66%
Technology, electronics and computers	↑	68%	63%	62%	62%	60%
Insurance Premiums	↑	54%	51%	49%	52%	47%
Your mortgage/rent payments		41%	39%	40%	38%	34%
Your telecom bills		50%	49%	46%	45%	47%

Changes in Spending on Expenses



ANALYSIS

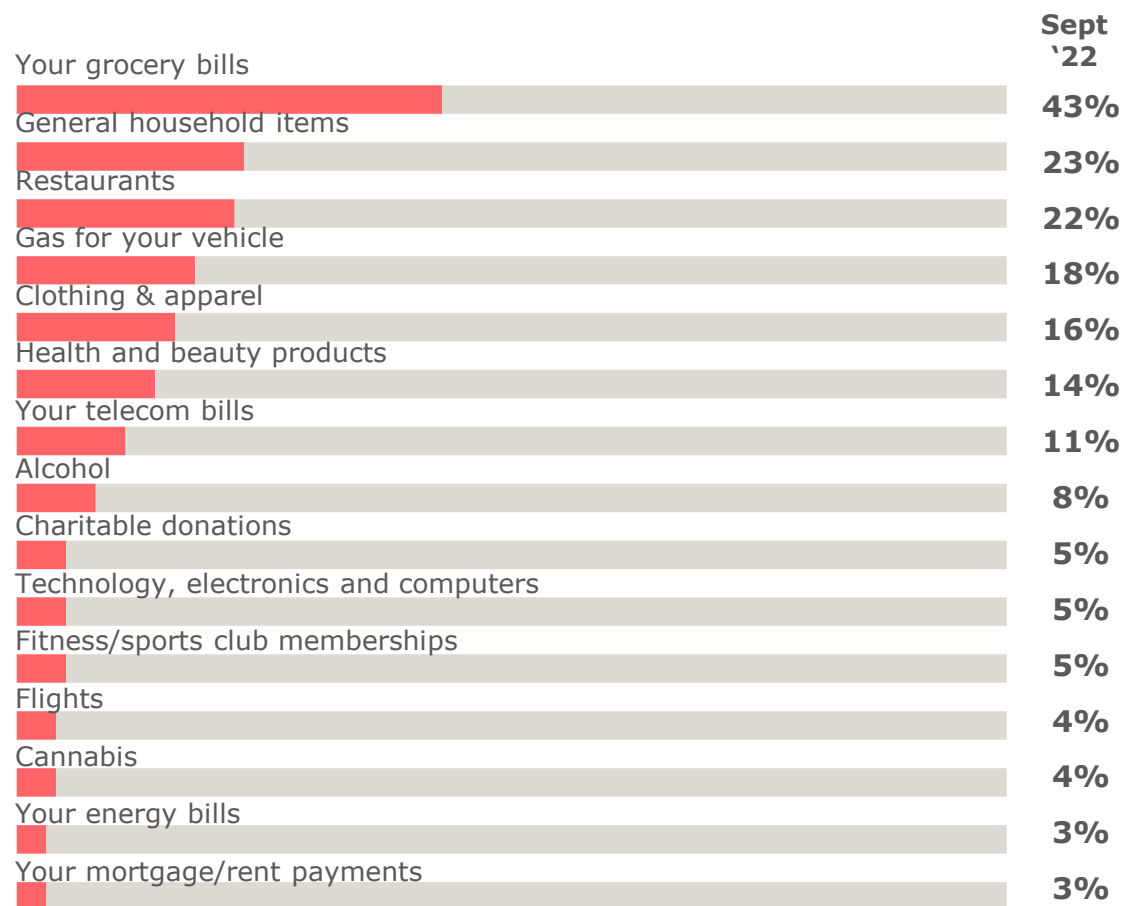
- Women continue to be significantly more likely than men to have made spending cuts on clothing (66% vs. 50%, respectively), general household items (55% vs. 46%), health & beauty products (58% vs. 41%), and gas (49% vs. 42%).
- Two-in-five (37%) Albertans have increased their spending on energy bills since the start of the year, by far the highest proportion in the country.

SEPTEMBER 23-27, 2022

<u>% Increased</u>	Sept '22	Aug '22	July '22	June '22	May '22
Clothing & apparel	7%	8%	7%	8%	7%
Charitable donations	6%	5%	5%	5%	5%
General household items	14%	14%	14%	15%	14%
Health and beauty products	7%	9%	7%	9%	7%
Flights	14%	18%	13%	17%	13%
Technology, electronics and computers	6%	7%	6%	7%	7%
Gas for your vehicle	27%	29%	29%	34%	32%
Your grocery bills	32%	31%	34%	35%	32%
Your energy bills	21%	21%	19%	20%	21%
Your telecom bills	10%	11%	11%	10%	11%
Your mortgage/rent payments	↑ 18%	14%	17%	16%	13%

<u>% Decreased</u>	Sept '22	Aug '22	July '22	June '22	May '22
Clothing & apparel	58%	57%	53%	54%	55%
Charitable donations	55%	54%	52%	50%	52%
General household items	51%	51%	50%	48%	51%
Health and beauty products	50%	47%	48%	45%	47%
Flights	49%	46%	45%	41%	46%
Technology, electronics and computers	49%	46%	43%	39%	44%
Gas for your vehicle	46%	45%	46%	43%	46%
Your grocery bills	46%	44%	42%	40%	43%
Your energy bills	27%	25%	24%	25%	25%
Your telecom bills	25%	26%	24%	22%	21%
Your mortgage/rent payments	16%	15%	16%	14%	15%

Change in Brands to Save Money



ANALYSIS

- Quebecois are *most likely* to have changed restaurant brands to save money on dining out (31%, vs. 19% in the rest of the country).
- Women are significantly more likely than men to have switched brands on groceries (48% vs. 38%, respectively), clothing (20% vs. 11%) and health/beauty products (19% vs. 7%).

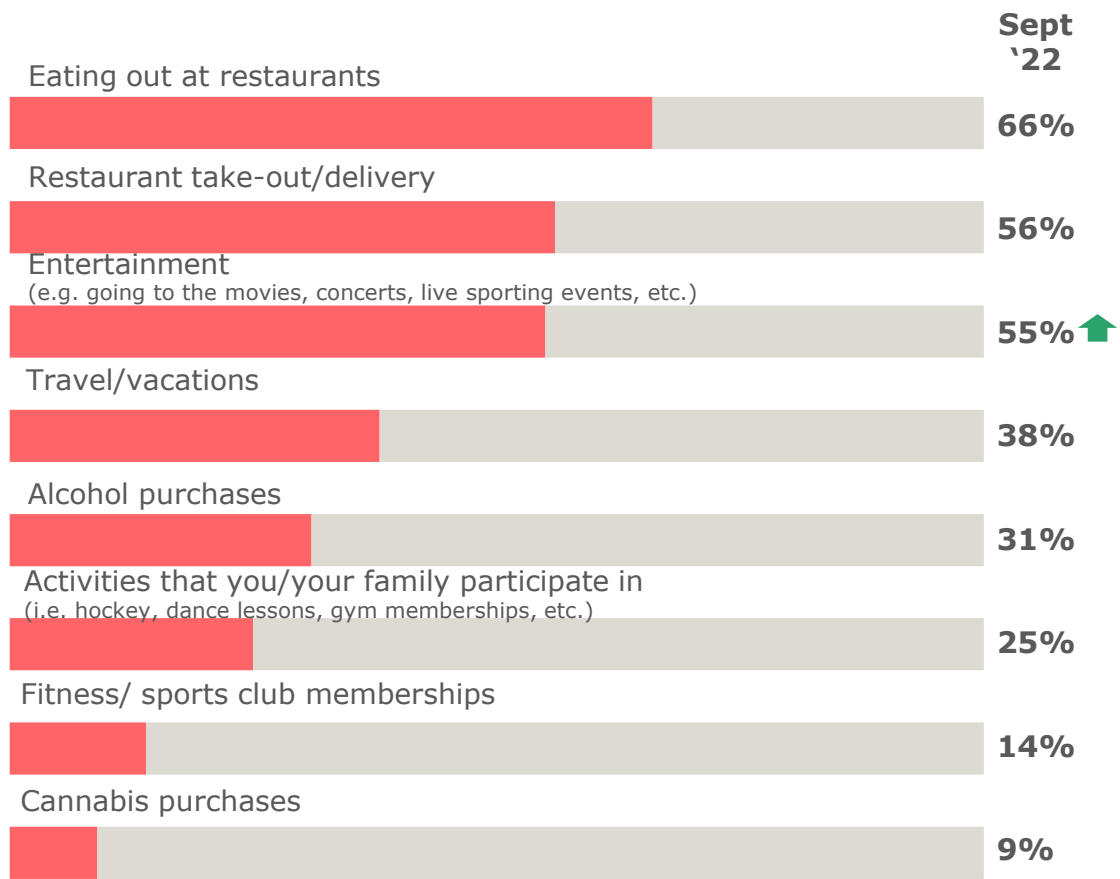
SEPTEMBER 23-27, 2022

59%

of Canadians have switched brands in at least one area in order to save money. This increases to three-in-five among 18-34 year-olds (65%), Women (63%) and lower-income households (62%)

	Sept '22	Aug '22	July '22	June '22	May '22
Your grocery bills	43%	44%	41%	40%	38%
General household items	23%	24%	21%	21%	20%
Restaurants	22%	22%	20%	20%	20%
Gas for your vehicle	18%	19%	20%	19%	18%
Clothing & apparel	16%	16%	14%	12%	14%
Health and beauty products	14%	15%	11%	12%	11%
Your telecom bills	11%	11%	10%	9%	7%
Alcohol	8%	9%	8%	7%	8%
Charitable donations	5%	5%	4%	4%	5%
Technology, electronics and computers	5%	4%	4%	3%	4%
Fitness/sports club memberships	5%	4%	4%	3%	4%
Flights	4%	4%	4%	3%	3%
Cannabis	4%	4%	3%	4%	4%
Your energy bills	3%	3%	3%	3%	3%
Your mortgage/rent payments	3%	3%	2%	2%	2%

Decrease in Discretionary Activities



ANALYSIS

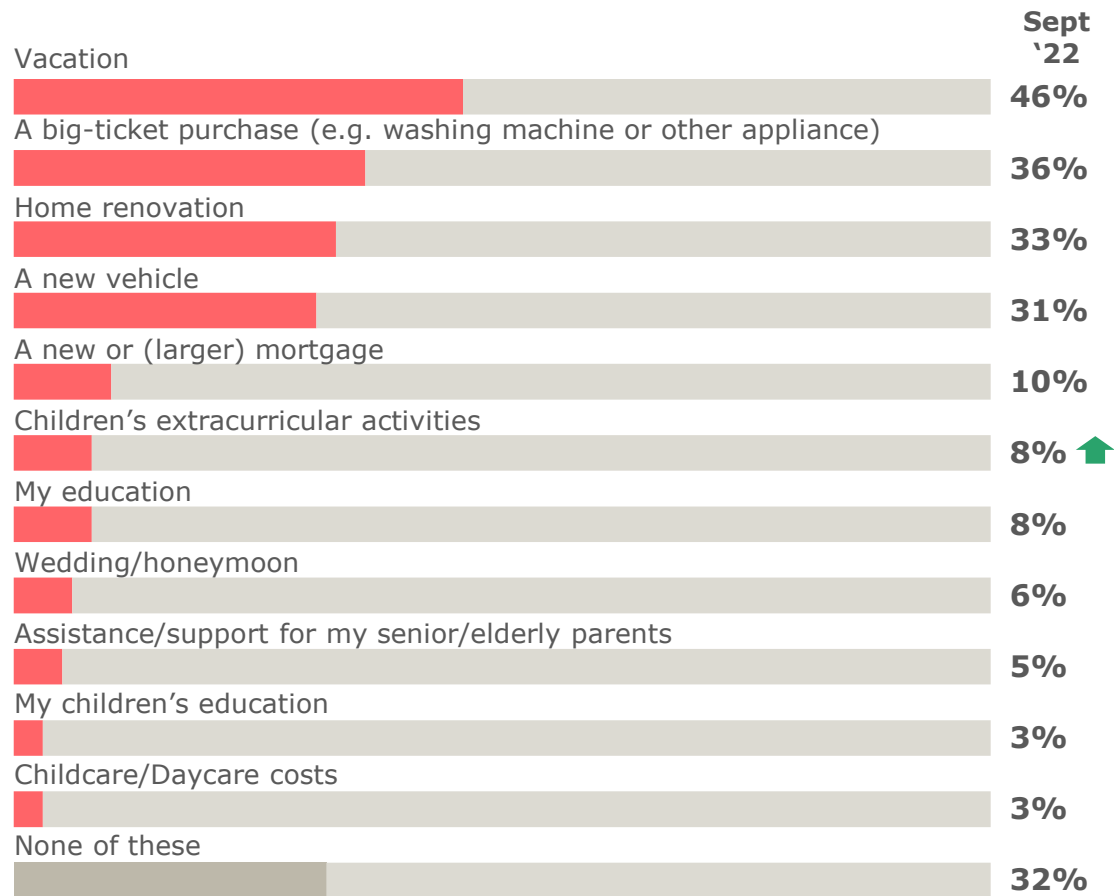
- More Canadians are decreasing their entertainment spending in September. This trend appears driven by 55+ Canadians (47%, up from 40% in August) and residents of the Prairies (69%, up from 53%).

SEPTEMBER 23-27, 2022

80% of Canadians have reduced their non-essential activities and spending since January in order to save money.
 ↑ **4 percentage points** since June

	Sept '22	Aug '22	July '22	June '22	May '22
Eating out at restaurants	66%	63%	63%	62%	62%
Restaurant take-out/delivery	56%	56%	56%	55%	56%
Entertainment (e.g. going to the movies, concerts, live sporting events, etc.)	55% ↑	51%	51%	49%	50%
Travel/vacations	38%	39%	37%	36%	35%
Alcohol purchases	31%	29%	29%	31%	29%
Activities that you/your family participate in (i.e. hockey, dance lessons, gym memberships, etc.)	25%	24%	24%	23%	25%
Fitness/ sports club memberships	14%	14%	13%	12%	14%
Cannabis purchases	9%	8%	8%	9%	9%

Planned Financial Cutbacks this Year



ANALYSIS

- Canadians aged 35-54 are most likely to have cut back in at least one area this year (75%), particularly for a planned vacation, home renovation, new vehicle or appliance.
- More than half (54%) of Albertans have cut back or plan to cut back on vacations this year, the highest rate in the country.

SEPTEMBER 23-27, 2022

68%

of Canadians are planning to cut back on major purchases, education or activities this year. This increases to 75% among Canadians aged 35-54.

	Sept '22	Aug '22	July '22	June '22	May '22
Vacation	46%	45%	48%	47%	48%
A big-ticket purchase (e.g. washing machine or other appliance)	36%	35%	32%	34%	34%
Home renovation	33%	32%	34%	33%	33%
A new vehicle	31%	30%	30%	30%	30%
A new or (larger) mortgage	10%	10%	9%	8%	10%
Children's extracurricular activities ↑	8%	6%	8%	7%	8%
My education	8%	8%	7%	8%	7%
Wedding/honeymoon	6%	5%	5%	5%	5%
Assistance/support for my senior/elderly parents	5%	4%	5%	4%	5%
My children's education	3%	3%	4%	4%	4%
Childcare/Daycare costs	3%	3%	3%	4%	4%
None of these	32%	33%	33%	33%	32%

Home Financing & Real Estate



Mortgage Refinancing

Since the start of 2022 (among Canadians with mortgage)



June
'22

July
'22

Aug
'22

Sept
'22

ANALYSIS

- Young Canadians (18-34) are significantly more likely than those 35+ to have refinanced their mortgage since the start of the year (23% vs. 17%, respectively). In particular, they are twice as likely to have lowered the interest rate on their mortgage (9% vs. 4%, respectively).
- One-quarter (25%) of low-income homeowners (<\$50k) have refinanced their mortgage since January, compared to 17 percent of higher-income homeowners.



Base:
TOTAL, excl NA
(n=788)



Q: Since the start of the year, have you refinanced the mortgage on your home?

SEPTEMBER 23-27, 2022



18%

of Canadians with a mortgage have refinanced since the start of the year

Yes, **lowered the interest rate** on my mortgage

5%

Yes, **shortened the mortgage term**

3%

Yes, converted from an **adjustable rate to a fixed-rate**

4%

Yes, converted from a **fixed-rate to an adjustable rate**

3%

Yes, to **tap into home equity** or consolidate debt

6%

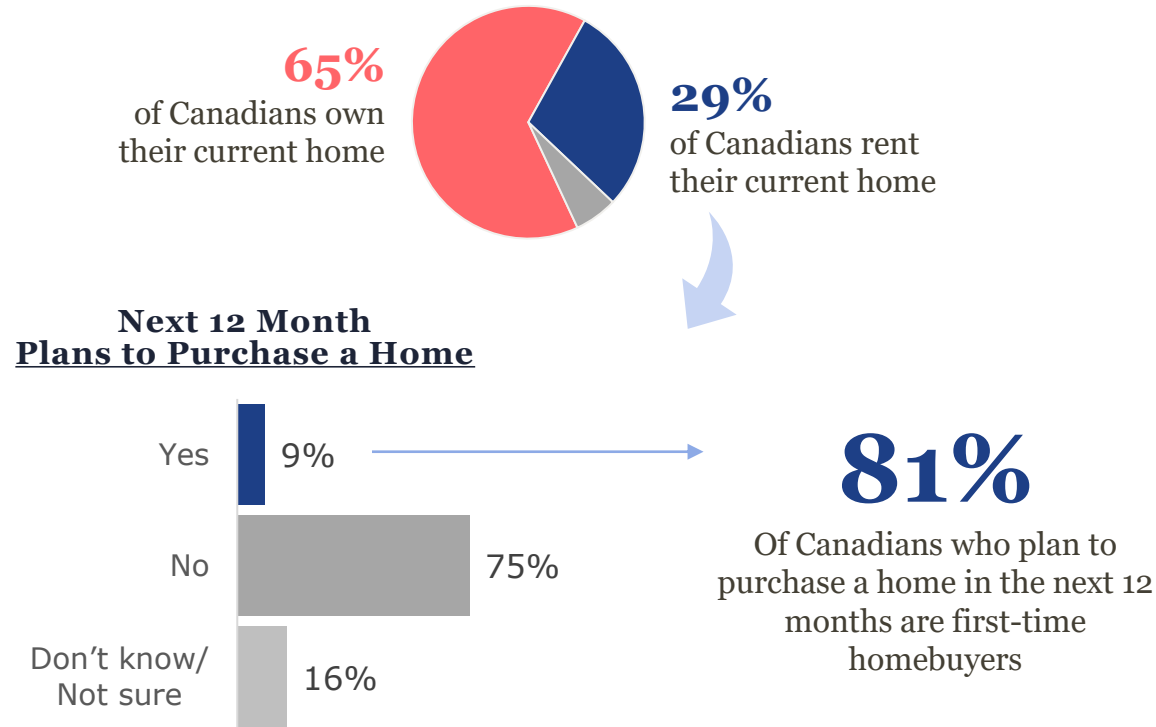
No, have not refinanced my mortgage

82%

**NET
18%**

Home Ownership Plans

Among those who do not currently own their home



ANALYSIS

- Among renters with household incomes above \$50k, about one-in-seven (14%) plan to purchase a home in the next 12 months, three times the proportion (5%) of low-income renters (<\$50k).
- Renters under the age of 55 are five times more likely than older renters (55+) to plan to purchase a home in the next 12 months (11% vs. 2%, respectively).

Base:
TOTAL (n=1507)
Do not own home (n=520)
Plan to purchase (n=48)

Q: And to confirm, do you currently rent or own your primary home?
Q: In the next 12 months, do you plan to buy a home?
Q: Will this be the first time that you have purchased a home?

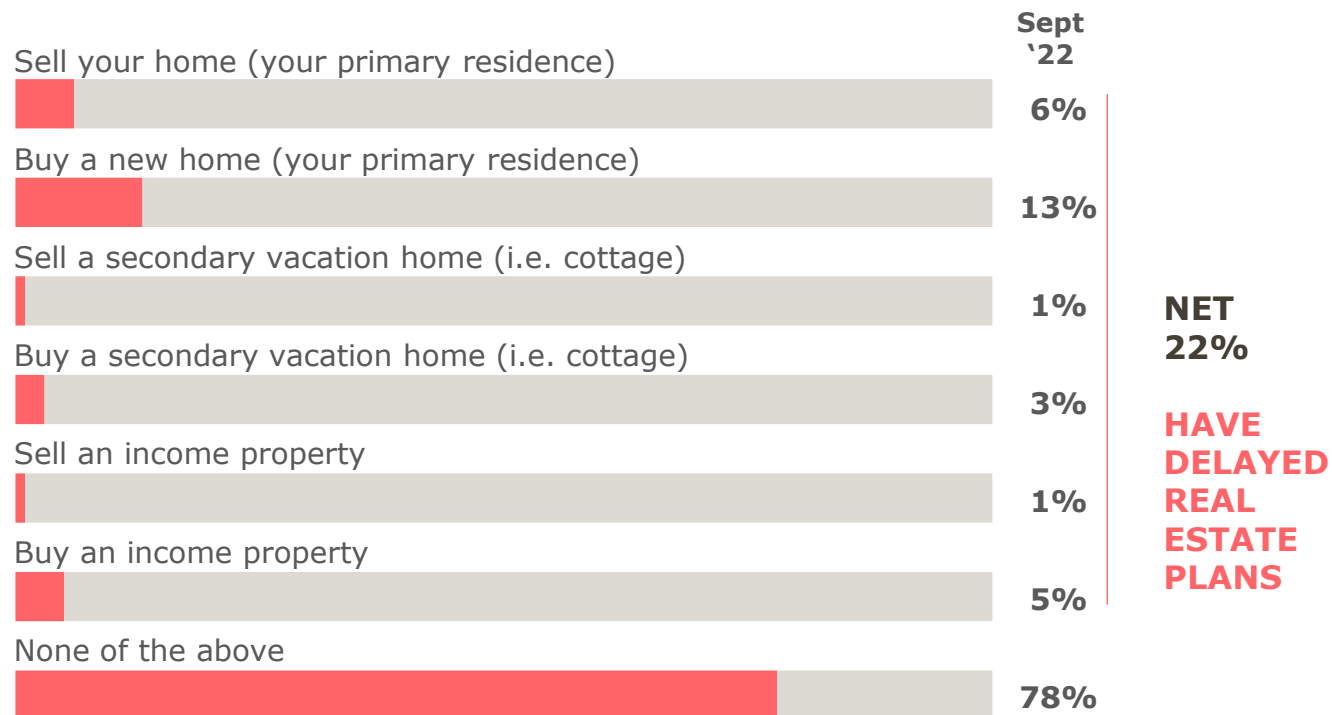
SEPTEMBER 23-27, 2022



Among renters, Ontarians are twice as likely as Québécois to plan on purchasing a home in the next 12 months (13% vs. 7%, respectively).

Delayed Real Estate Plans

In the past 12 months



ANALYSIS

- Three-in-ten (29%) young Canadians (18-34) have delayed plans to buy a property in the past 12 months, *four times* the proportion (7%) of older Canadians (55+).
- Residents of Ontario and Québec (20% and 19%, respectively) are most likely to have delayed the purchase of a property in the past year.

SEPTEMBER 23-27, 2022



7%

Delayed plans to sell a property

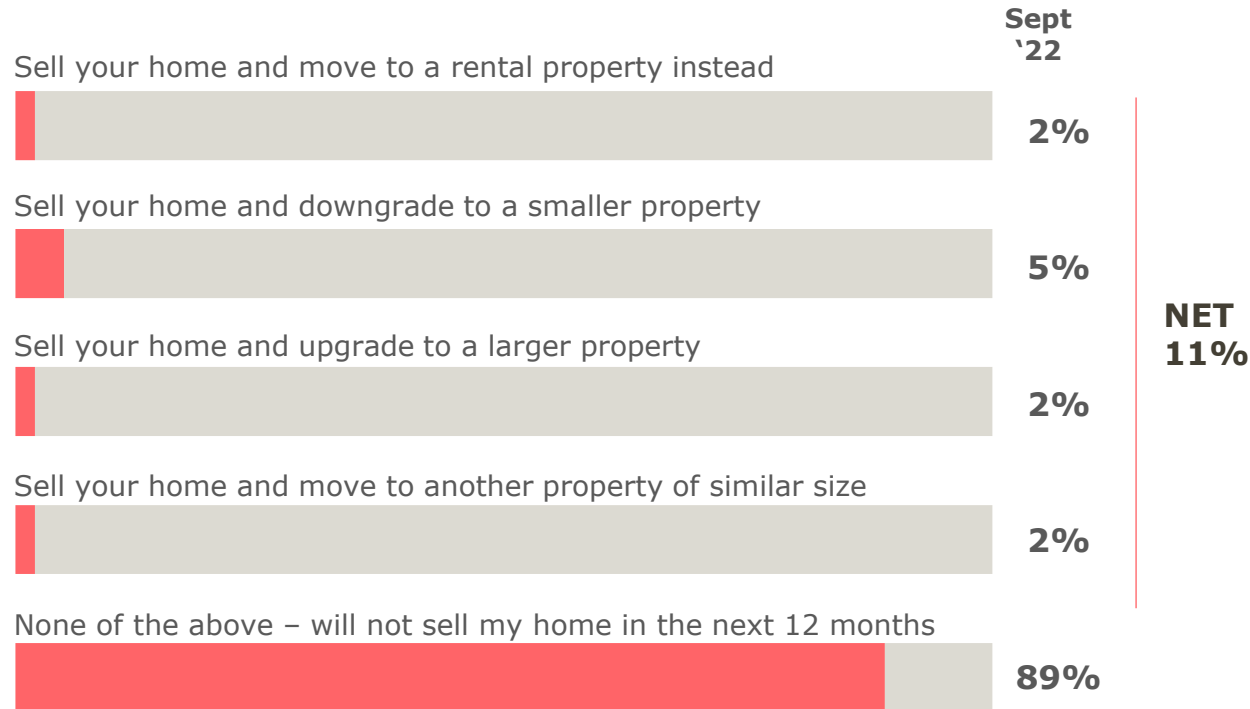


18%

Delayed plans to buy a property

Home Buying/Selling Plans

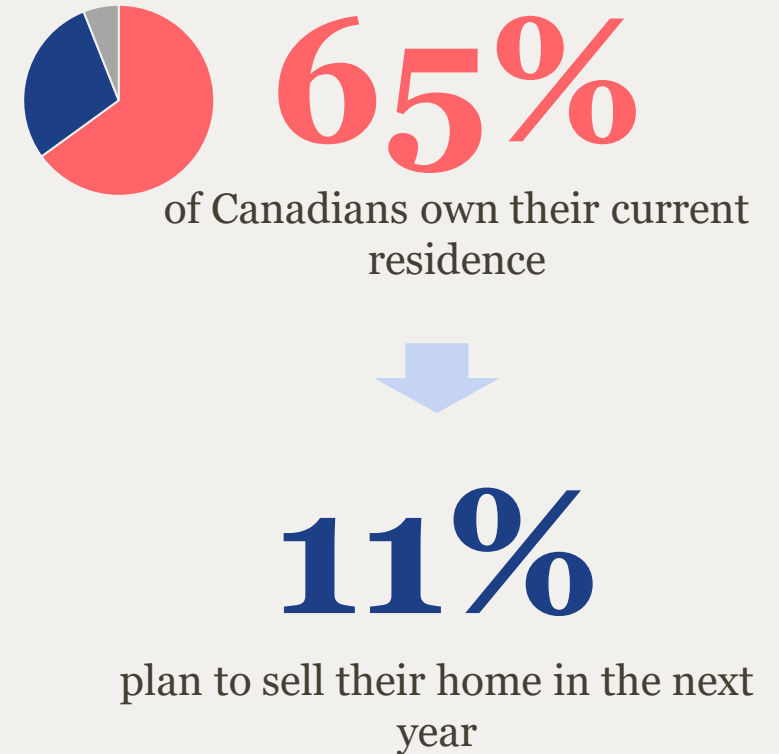
Among Current Homeowners



ANALYSIS

- Younger homeowners (18-34 years old) are twice as likely as older homeowners (35+) to be planning a home sale in the next 12 months (18% vs. 9%, respectively).
- Homeowners in Atlantic Canada are by far the *least likely* to consider selling their house in the next 12 months (only 1% plan to do so).

SEPTEMBER 23-27, 2022

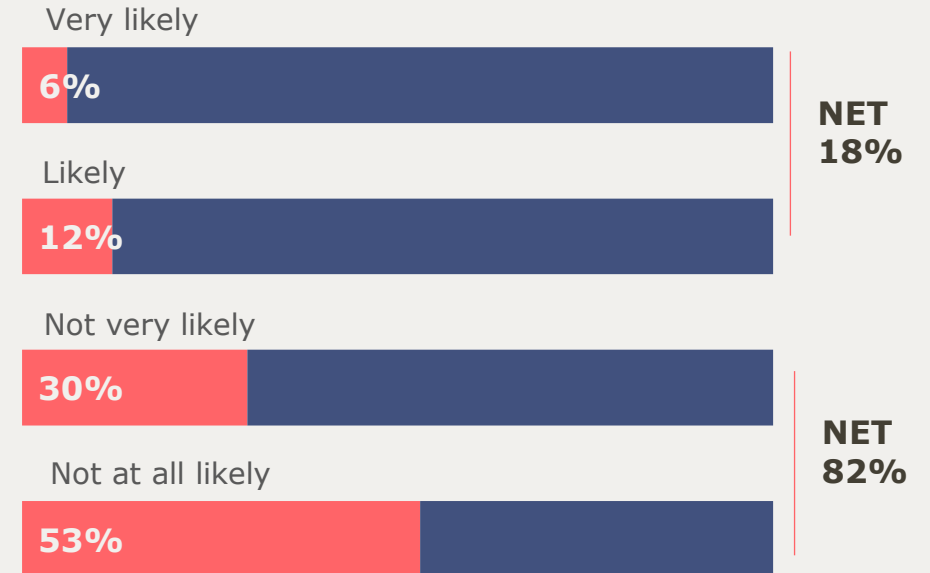
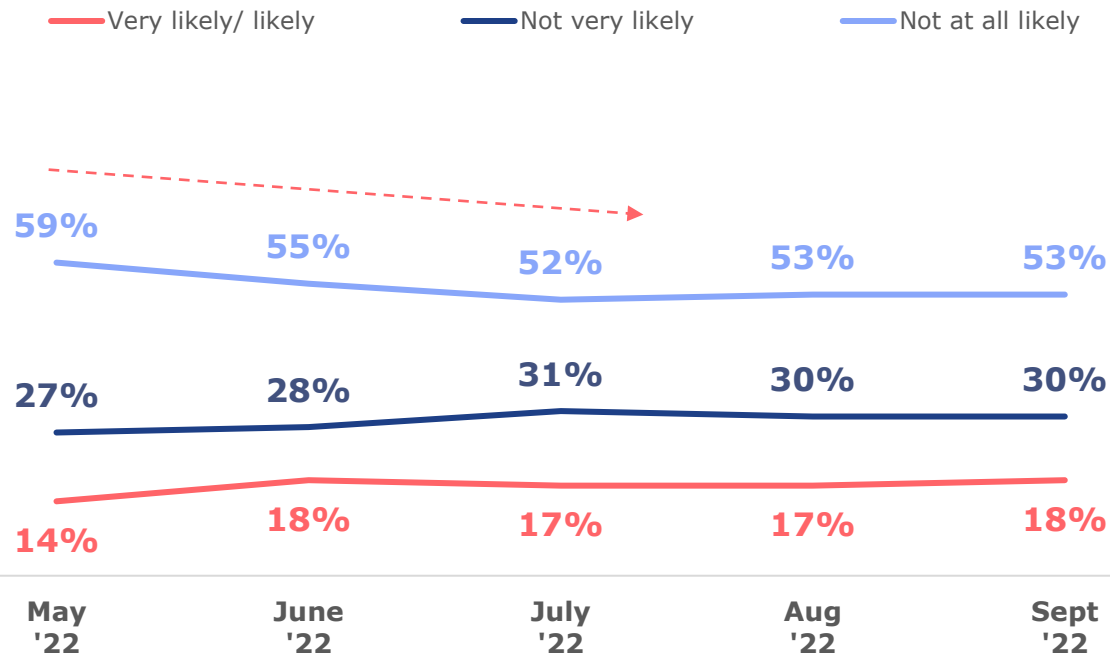


Telecom



Likelihood of Purchasing New Mobile Phone

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ANALYSIS

- Those who have a positive view of the Canadian economy are significantly more likely than those who have a negative opinion to say it's likely they will purchase a new phone over the next few months (22% vs. 16%, respectively).
- Canadians aged 18-54 are most likely to consider purchasing a new phone over the next few months (20%, vs. only 13% of those 55+).

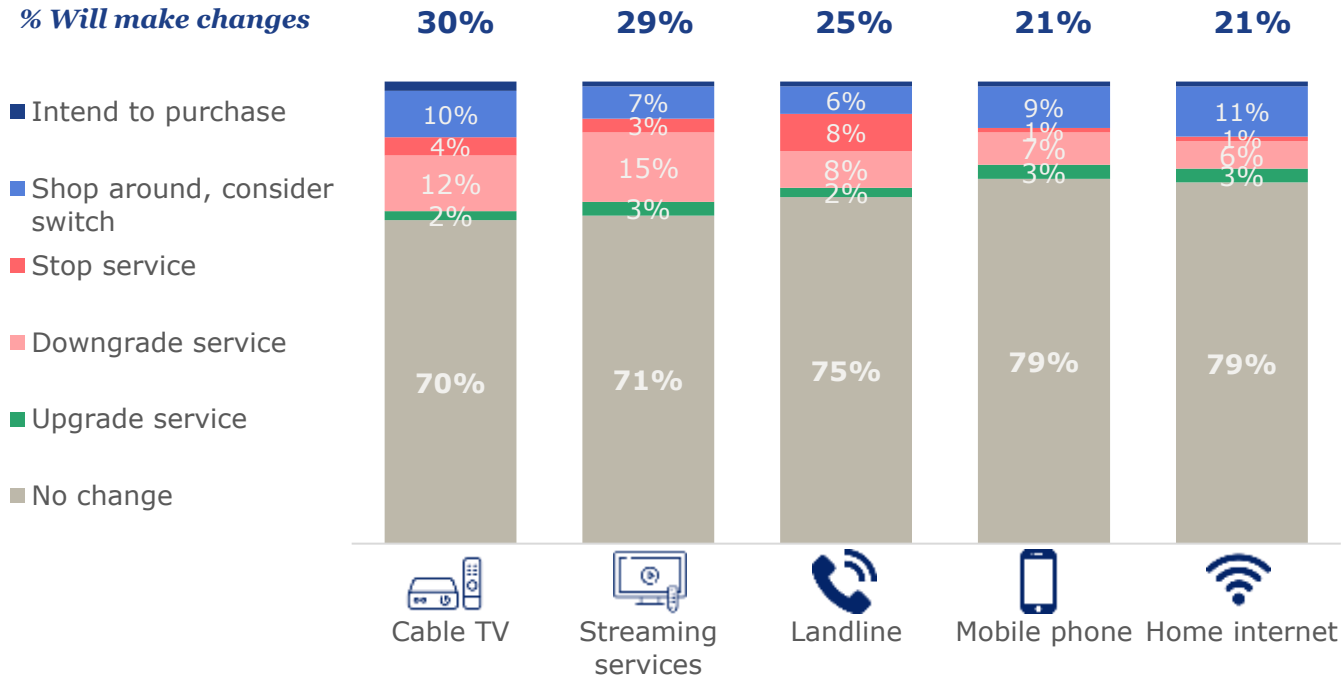
18%

of Canadians are **likely to purchase** a new mobile phone in the next few months

↑ **4 percentage points** since May

Changes to Home Telecom

SEPTEMBER 23-27, 2022



21%

of Canadians anticipate making changes to their mobile phone service within the next two months.

↓ **4 percentage points** since June

ANALYSIS

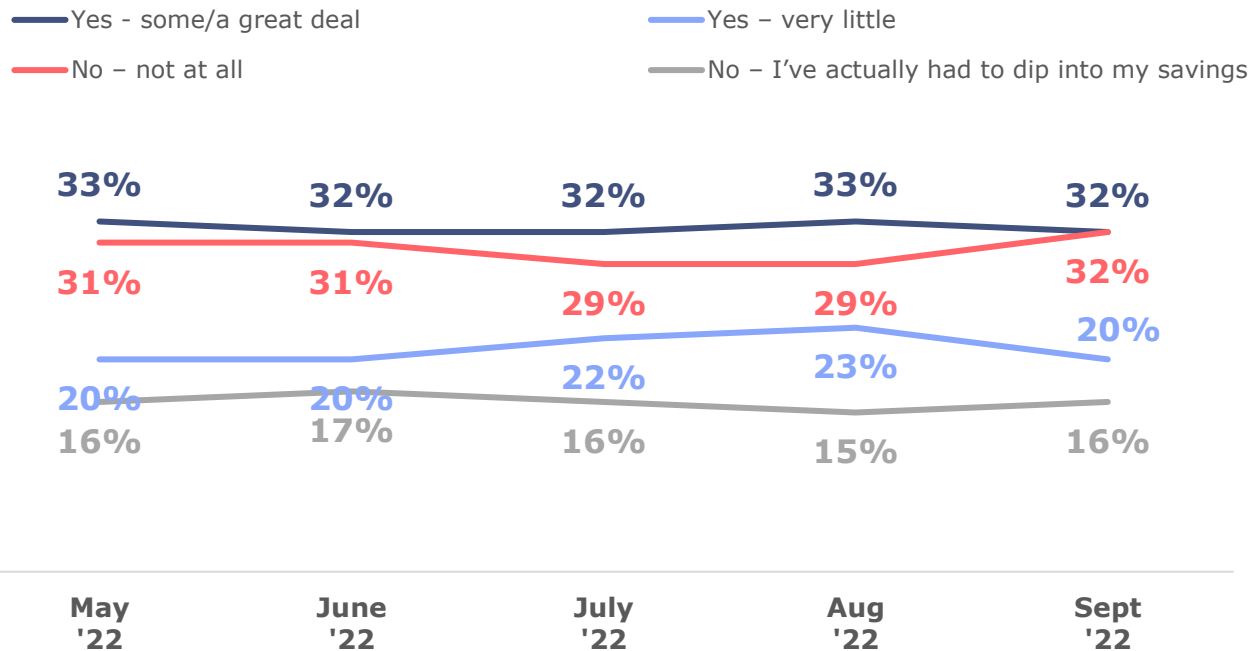
- Younger Canadians (18-34) are significantly more likely to anticipate making changes to their home telecom services. Nearly two-in-five intend to change their cable (38%) and streaming services (37%), and a quarter plan to do the same for their home internet (26%) and mobile phone (27%).

Finances



Ability to Save Money

Past Month



ANALYSIS

- Three-in-five (59%) young Canadians (18-34) were able to save money over the past month, compared to less than half of Canadians aged 55+ (46%).
- More than two-thirds (68%) of high-income Canadians (\$100k+) were able to save or invest in the past month, twice the proportion (35%) of low-income Canadians (<\$50k).
- Men are more likely than women to have saved or invested money over the past month (56% vs. 48%, respectively)

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Yes - a great deal



Yes - some



Yes - very little



No - not at all



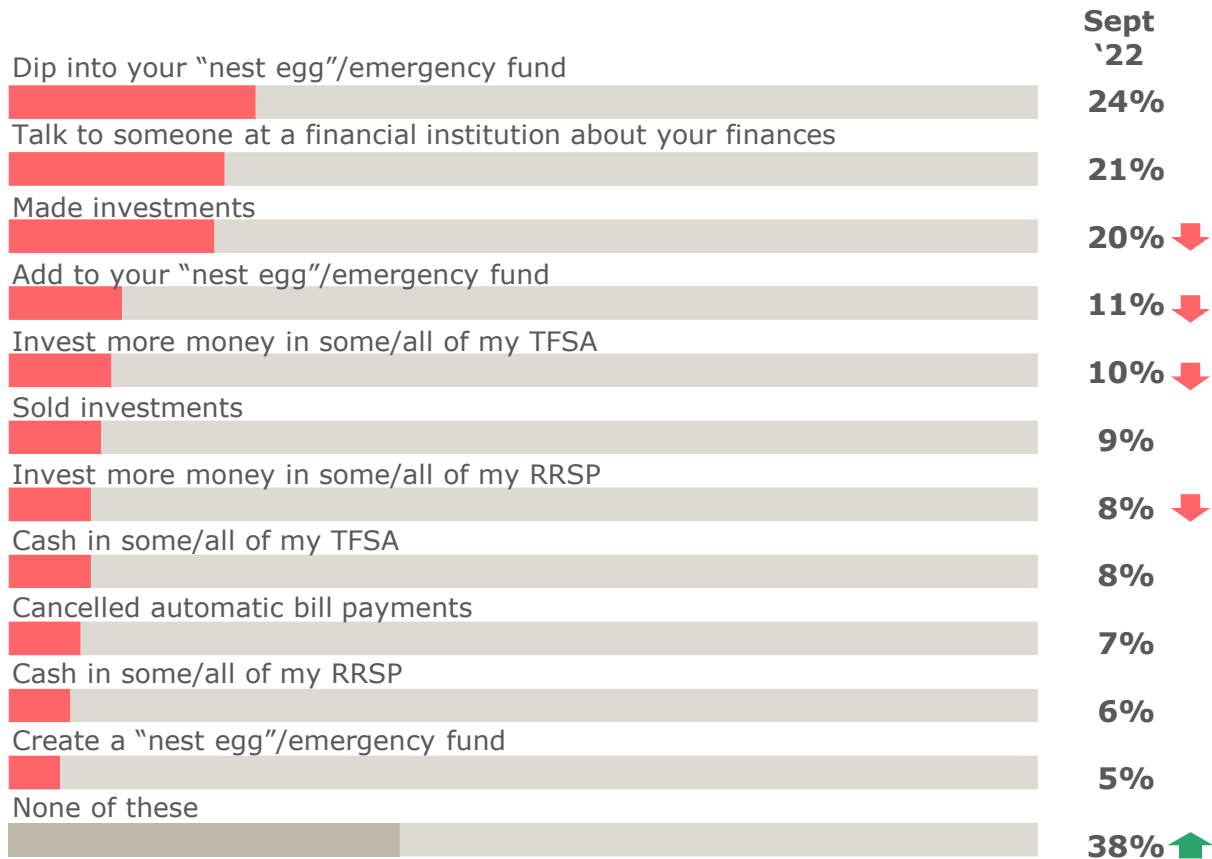
No - I've actually had to dip into my savings



**NET
52%** ↓
4 percentage
points since June

Savings/Investment Actions

Past Month



ANALYSIS

- In September, a quarter of Canadians had to dip into their "nest egg"/ emergency fund, rising to nearly three-in-ten (28%) among low-income Canadians (<\$50k)
- More than two-thirds (68%) of young Canadians (18-34) have taken a savings or investment action in the past month, compared to only three-in-five (60%) Canadians aged 35+.

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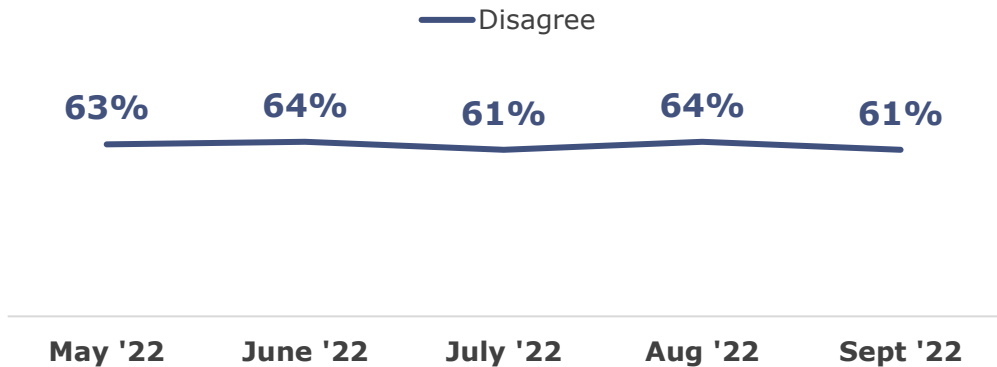
31%

of high-income Canadians (\$100k+) made investments over the past month, three times the proportion (10%) of low-income Canadians (<\$50k)

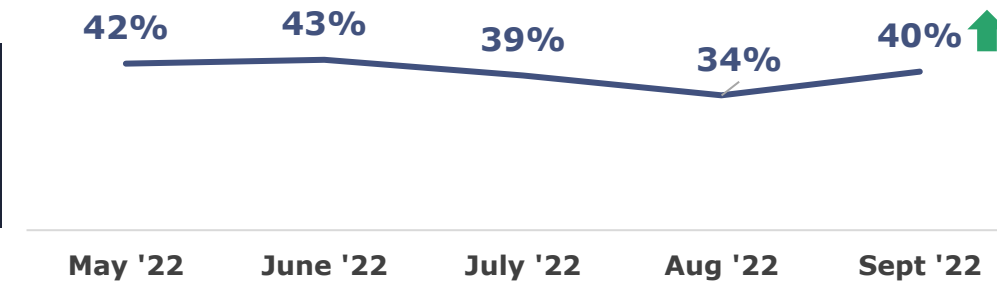
	Sept '22	Aug '22	July '22	June '22	May '22
Dip into your "nest egg"/emergency fund	24%	25%	24%	24%	26%
Talk to someone at a financial institution about your finances	21%	21%	20%	19%	21%
Made investments	↓ 20%	23%	19%	19%	19%
Add to your "nest egg"/emergency fund	↓ 11%	15%	13%	13%	12%
Invest more money in some/all of my TFSA	↓ 10%	14%	11%	11%	11%
Sold investments	9%	10%	8%	9%	10%
Invest more money in some/all of my RRSP	↓ 8%	10%	8%	8%	10%
Cash in some/all of my TFSA	8%	8%	7%	9%	8%
Cancelled automatic bill payments	7%	6%	6%	6%	7%
Cash in some/all of my RRSP	6%	6%	5%	5%	6%
Create a "nest egg"/emergency fund	5%	5%	4%	3%	4%
None of these	↑ 38%	34%	36%	36%	35%

| Agreement with Financial Statements

My bank/financial institution **has my back** while inflation/cost of living continues to rise



It's **a great time** to make investments now



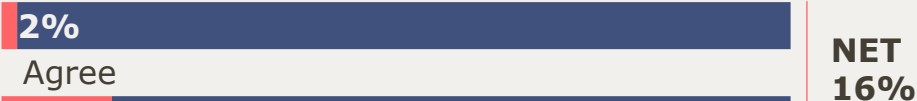
ANALYSIS

- Canadians are significantly less likely than they were a month to believe it's a great time to make investments now (31%, down from 37%).
- Canadians who have a positive view of the Canadian economy are much more inclined to believe that their bank will have their back during this inflationary period (24%, vs. 13% of those with a negative view), and that it is a good time to make investments right now (40% vs. 27%, respectively).

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My bank/financial institution **has my back** while inflation/cost of living continues to rise

Strongly agree



Disagree



Not sure



It's **a great time** to make investments now

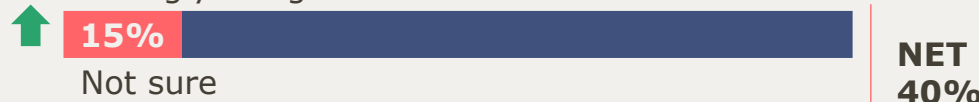
Strongly agree



Disagree



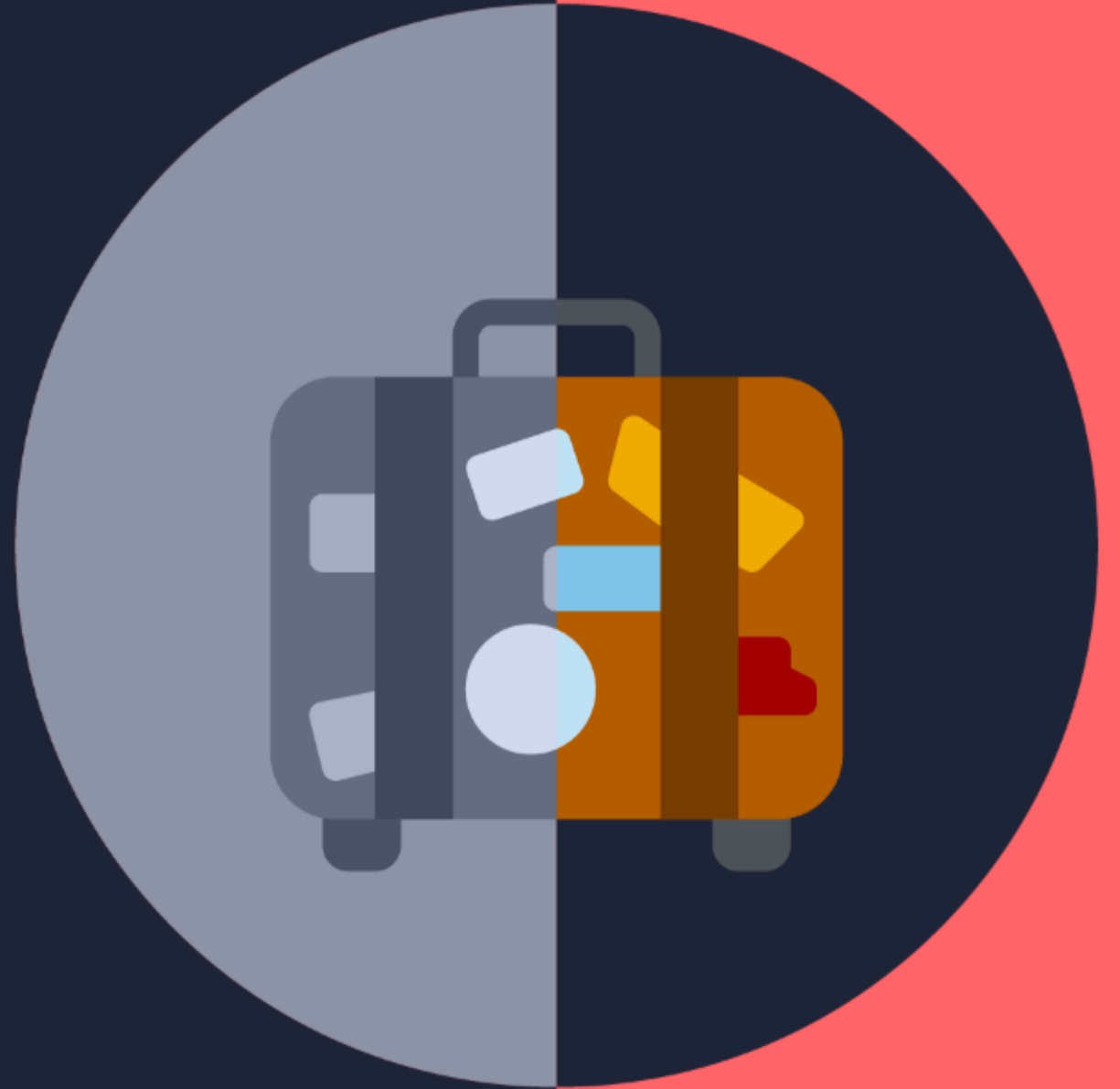
Strongly disagree



Not sure

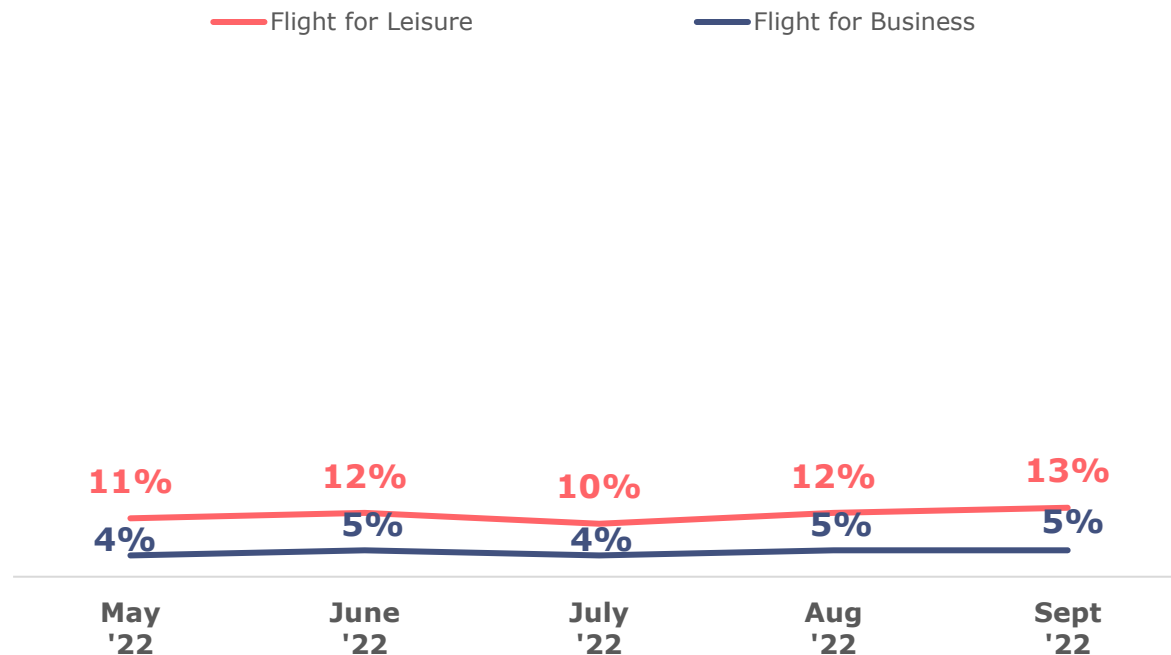


Travel



Business/Leisure Flights

% Have Taken a Flight in the Last Month



ANALYSIS

- One-quarter (26%) of young Canadians (18-34) took a flight in the last month, twice the proportion of those 35+ (12%) and up significantly from August (19%).
- High-income Canadians (\$100k+) are twice as likely as low-income Canadians (<\$50k) to have taken a flight in the past month (22% vs. 11%, respectively).



Base:
TOTAL (n=1,507)



Q: Over the last month, have you taken any flights?

SEPTEMBER 23-27, 2022

Type of Travel in Past Month

16%

of Canadians have taken a flight in the last month



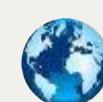
9%

Travelled within Canada



4%

Travelled to the U.S.



6%

Travelled Internationally

Flight for leisure within Canada

6%

Flight for leisure to the U.S.

3%

Flight for leisure outside of Canada/U.S.

5%

Flight for business within Canada

4%

Flight for business to the U.S.

1%

Flight for business outside of Canada/U.S.

1%

None of the above

84%



13%

Have taken a flight for leisure/vacation

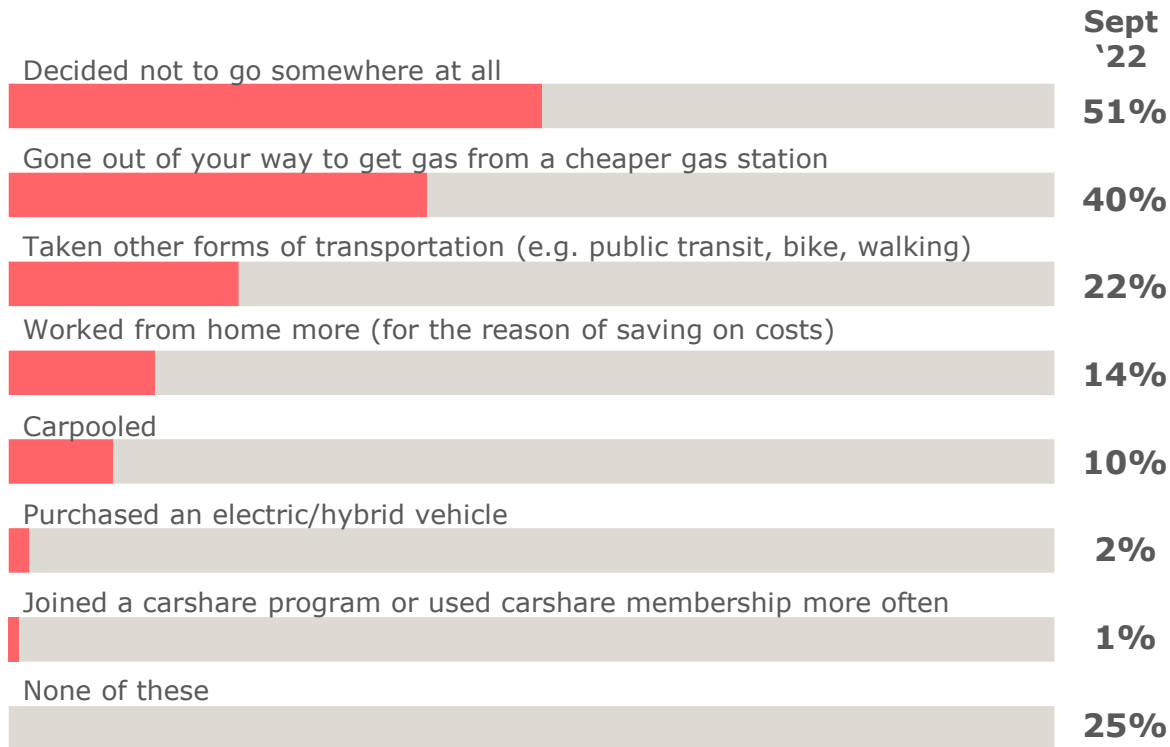


5%

Have taken a flight for business

Changes in Driving to Save on Gas

% Have Done in the Last Month



ANALYSIS

- Young Canadians (18-34) are *three times more likely* than older Canadians (55+) to have taken alternative forms of transportation in the past month (37% vs. 13%, respectively), *four times more likely* to have worked from home more (21% vs. 5%), and *ten times more likely* to have carpooled (21% vs. 2%).
- Residents of Alberta (47%), Ontario (43%) and BC (42%) are most likely to have gone out of their way to visit a cheaper gas station.

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75%

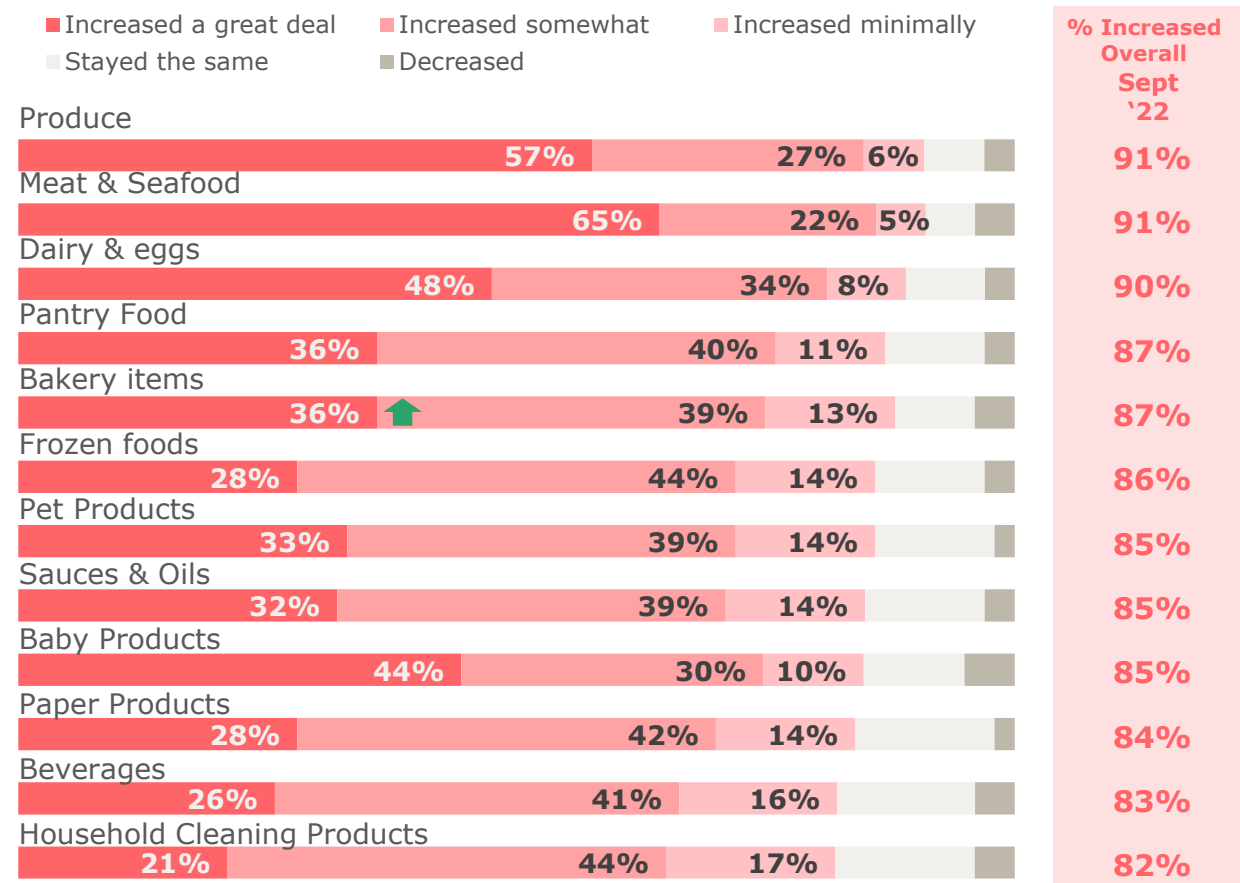
of Canadians have made at least one change in their driving habits over the past month to save on gas.

	Sept '22	Aug '22	July '22	June '22	May '22
Decided not to go somewhere at all	51%	53%	57%	57%	56%
Gone out of your way to get gas from a cheaper gas station	40%	41%	41%	39%	36%
Taken other forms of transportation (e.g. public transit, bike, walking)	22%	20%	23%	23%	21%
Worked from home more (for the reason of saving on costs)	14%	15%	17%	16%	17%
Carpooled	10%	11%	12%	10%	11%
Purchased an electric/hybrid vehicle	2%	2%	2%	2%	2%
Joined a carshare program or used carshare membership more often	1%	1%	1%	1%	-
None of these	25%	23%	21%	21%	23%

Grocery and Restaurants



Changes in Cost of Groceries



ANALYSIS

- Canadians aged 35+ are consistently more likely than young Canadians (18-34) to have experienced increases in the cost of their groceries since January.
- Women are consistently more likely than men to have experienced significant increases in the cost of many grocery items, including meat & seafood, produce, bakery items, pantry food, household cleaning supplies and pet products.

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Consumer packaged goods like sauces, oils, paper products and household cleaning products have seen the largest increases since January.

	% Increased Overall				
	Sept '22	Aug '22	July '22	June '22	May '22
Produce	91%	92%	93%	93%	92%
Meat & Seafood	91%	91%	93%	93%	92%
Dairy & eggs	90%	90%	92%	91%	89%
Pantry Food	87%	88%	89%	90%	87%
Bakery items	87%	88%	89%	89%	85%
Frozen foods	86%	87%	86%	87%	84%
Pet Products	85%	85%	85%	83%	82%
Sauces & Oils	85%	85%	85%	84%	80%
Baby Products	85%	83%	82%	87%	81%
Paper Products	84%	85%	84%	82%	79%
Beverages	83%	83%	84%	84%	80%
Household Cleaning Products	82%	82%	82%	81%	76%

Changes in Habits to Save on Groceries

% Have Done in the Last Month



ANALYSIS

- Women are consistently more likely than men to have made changes in their grocery shopping habits save money, such as buying fewer items than they normally would (58% vs. 49%, respectively) and redeeming loyalty rewards programs (49% vs. 41%).
- Lower-income households (<\$100k) are significantly more likely than high-income households (\$100k+) to have purchased fewer grocery items than they normally would (58% vs. 50%, respectively).

SEPTEMBER 23-27, 2022

92%

of Canadians have made at least one change in their grocery shopping habits over the last month in order to save money.

	Sept '22	Aug '22	July '22	June '22	May '22
Look for "special deals" before making a purchase	72%	70%	70%	70%	70%
Buy fewer items than you ordinarily would	54%	51%	54%	53%	53%
Change purchases to discount or no-name/store brands	52%	52%	51%	47%	48%
Go to one grocery store or some items then another for other items	51%	50%	49%	48%	48%
Redeem loyalty rewards programs	45%	42%	42%	41%	40%
Purchase at places that offer loyalty rewards points	41%	40%	40%	40%	38%
Switch to a value-based grocery store that offers lower prices	36%	38%	36%	34%	35%
None of the above	8%	8%	9%	9%	9%



Dining Habits

% Have Done in the Last Month



ANALYSIS

- For nearly all restaurant types and locations, higher income households are significantly more likely to have dined out.
- Take-out is by far the most popular in the Prairies, driven largely by Manitoba (66%, vs. only 50% nationally).

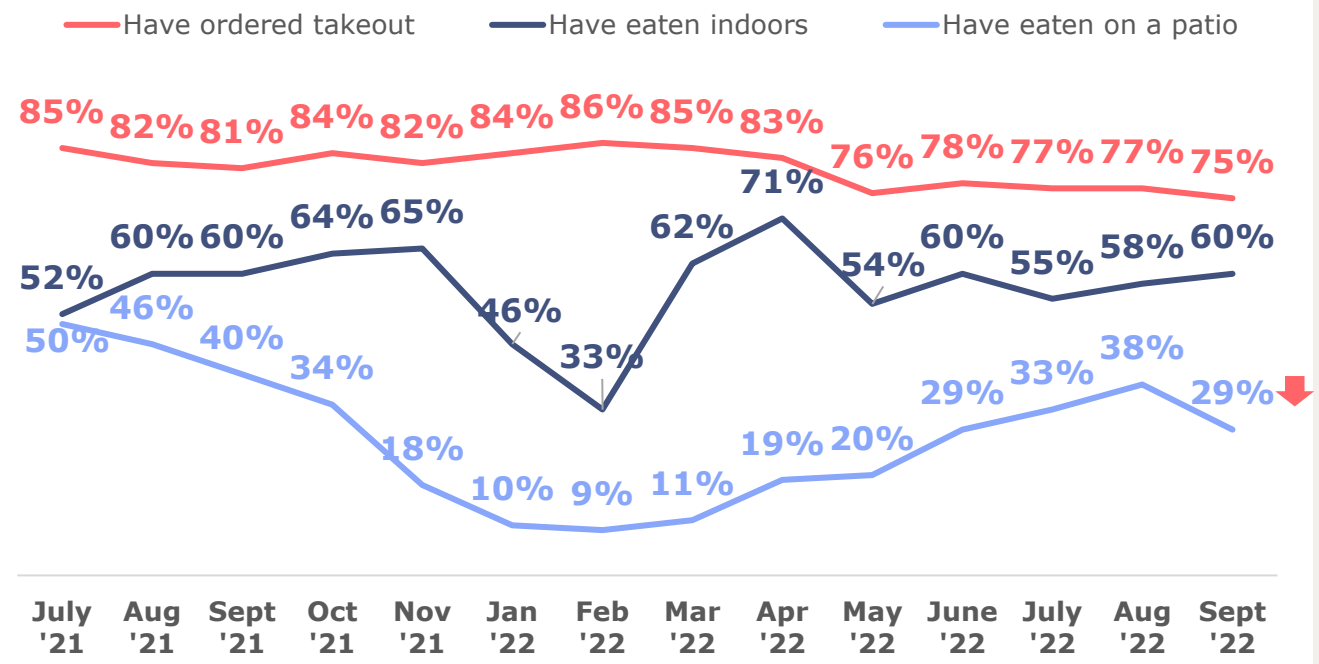
SEPTEMBER 23-27, 2022

	Sept '22	Aug '22	July '22	June '22	May '22
Gone through a drive through	52%	52%	51%	52%	49%
Ordered take-out from a restaurant ↓	50%	54%	52%	54%	54%
Eaten indoors at a traditional sit-down restaurant	46%	45%	42%	47%	43%
Ordered from a café/coffee shop to-go	36%	39%	37%	37%	35%
Eaten on a patio at a traditional sit-down restaurant ↓	21%	31%	26%	22%	14%
Eaten indoors at a "fast food" restaurant (e.g., McDonald's, Subway, etc.)	18%	18%	17%	17%	16%
Sat indoors at a café/coffee shop	17%	16%	14%	16%	15%
Eaten in a food court at a mall	15%	15%	14%	16%	14%
Sat on a patio at a café/coffee shop ↓	9%	12%	10%	10%	7%
Eaten on a patio at a "fast food" restaurant (e.g., McDonald's, Subway, etc.)	8%	7%	8%	7%	5%
None of these	12%	11%	11%	11%	13%



Dining Habits

% Have Done in the Last Month



- ANALYSIS**
- One-in-three residents of BC, Ontario and Quebec report dining on a patio in the past month, twice the proportion in the Prairies and Atlantic Canada. However, patio dining overall has seen a significant decline as cooler weather begins to set in across the country.
 - Four-in-five (81%) Canadians under 55 ordered take-out in the past month, compared to only two-thirds (66%) of older Canadians (55+).

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75%

Have ordered takeout
(either take-out or drive through)

60%

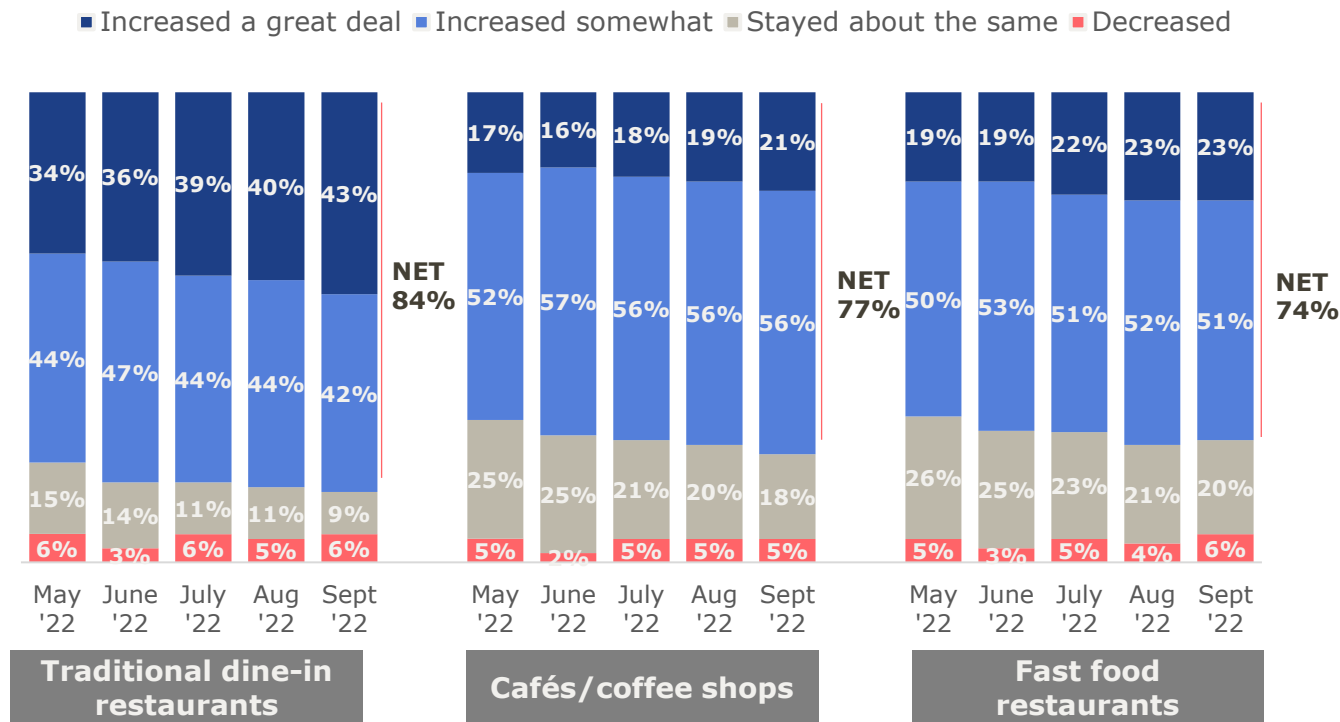
Eaten indoors at a restaurant,
fast food or food court
↑ 5 percentage points since July

29%

Eaten on a patio at restaurant
or fast food
↓ 9 percentage points since August

Changes in Pricing at Dining Venue

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More than four-in-five (84%) Canadians have noticed price increases at traditional dine-in restaurants since the start of the year, rising to 90% in Québec.

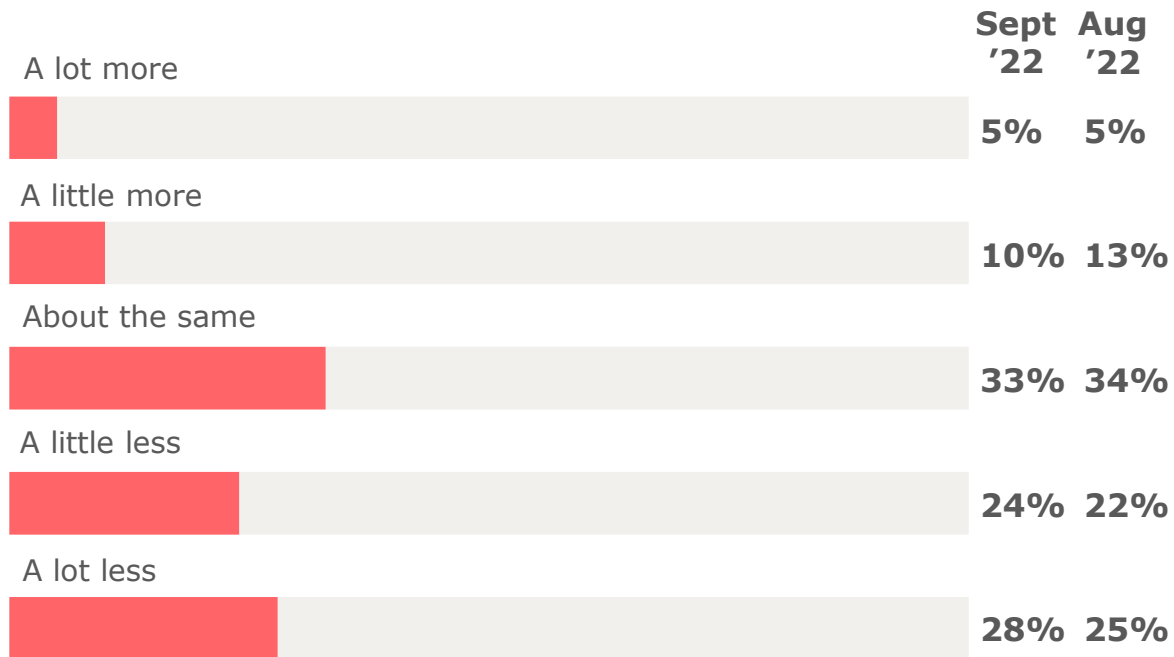
ANALYSIS

- Canadians 35+ and residents of Québec are consistently the most likely to report significant increases in the cost of menu items at restaurants and cafés. At traditional dine-in restaurants, three-in-five (58%) Québécois say prices have increased a great deal since January, compared to only 37 percent in the rest of the country.

Holiday Spending



Holiday Spending



ANALYSIS

- British Columbians are significantly more likely than they were just a month ago to say they plan to spend less money during the upcoming holiday season than they did last year (56%, up from 42%).
- Women are significantly more likely than men (57% vs. 48%, respectively) to be planning a cutback on holiday spending this year.

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14%

of respondents indicate they will be *spending more* this holiday season compared to last year.

↓ 4 percentage points since August

53%

of respondents indicate they will be *spending less* this holiday season compared to last year

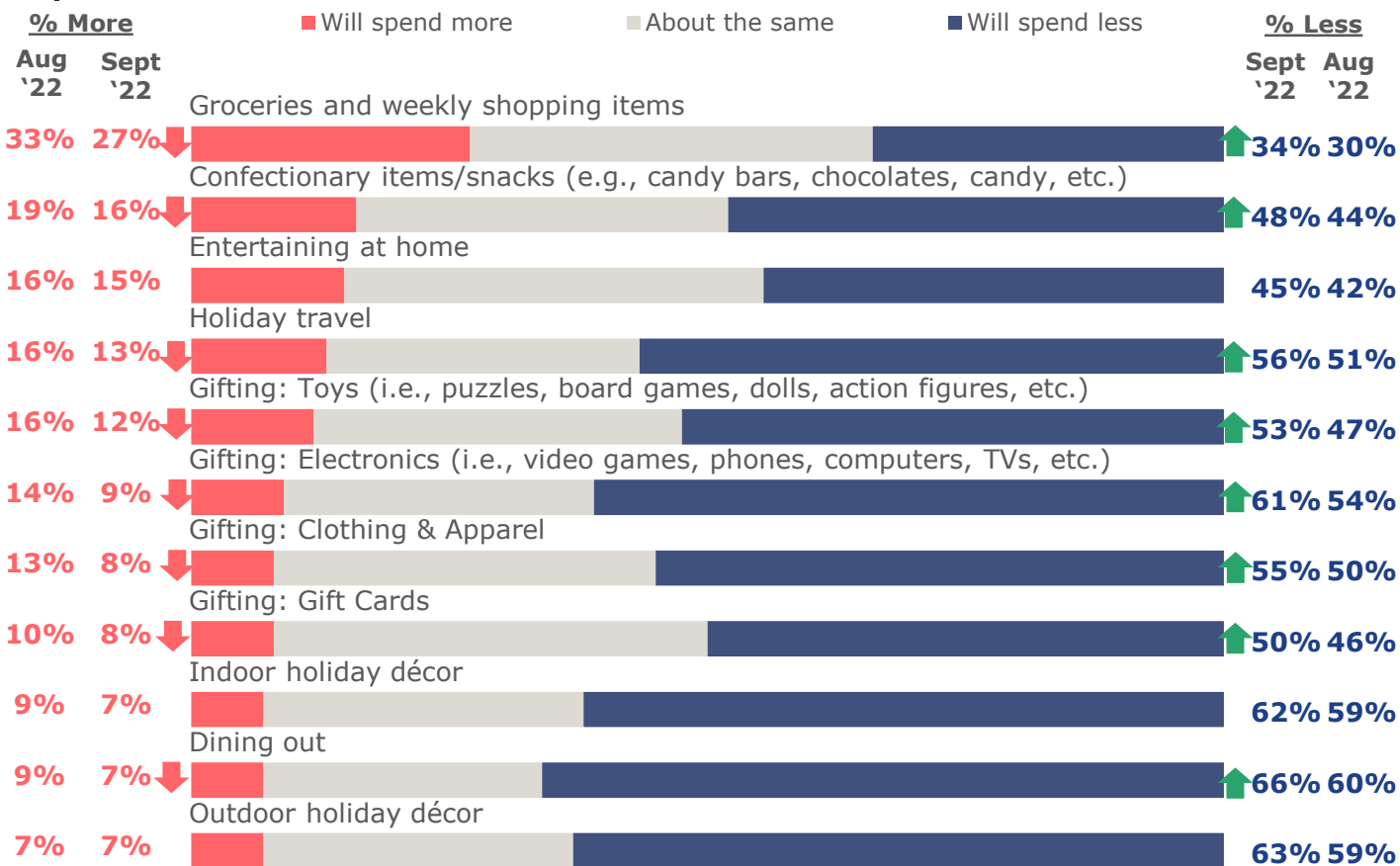
↑ 6 percentage points since August

Spending on Holiday Items vs. Last Year

SEPTEMBER 23-27, 2022



For most holiday items, women are consistently more likely than men to say they are planning to cut back on spending this year



ANALYSIS

- In a clear shift from August, more and more Canadians are expecting to spend less this upcoming holiday season; particularly on gifting, travel and dining. This shift appears driven mainly by women.



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