



PRESS RELEASE

Ipsos on Consumer Confidence: June 2022

Overall Confidence is down 6 points vs last month

With inflation hitting decades old highs, Consumer Confidence in Canada is deteriorating. Ipsos' new Consumer Confidence metrics show that Overall Confidence stands at -3% (versus what it "normally" is – the norm), down a full 6 percentage points over the last month.

IPSOS ON CONSUMER CONFIDENCE



While confidence in all 4 pillars of Consumer Confidence is now net negative, Economy Confidence (the "macro") trails Personal Confidence (the "micro") and Current and Future Confidence are the same. All 4 pillars have declined sharply over the last month.

These data, along with the other tracking we do in our regular Canada in Context research suggest that the country is entering very challenging economic waters in the next couple of months. This means almost inevitable disruptive consumer behaviour in the near-to-medium-term (not only in spending but also in socio-political stability). The key for communicators, marketers and policy-makers will be identifying movement when it happens and leading/responding accordingly.



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Ipsos tracks consumer confidence each month, exploring:

Personal Confidence: How people feel about their personal finances – both today and for the future.

Economy Confidence: How people feel about the broader economic situation in Canada – both today and in the future

Current Confidence – a combination of how Canadians feel about both their personal finances and the country's broader economic situation today.

Future Confidence – a combination of how Canadians feel about both their personal finances and Canada's broader economic situation in the future

Overall Confidence reflects all metrics combined.

In-depth and demographic tracking information is also available. Please contact us for pricing and possibilities.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and the Mid-60 indexes and is eligible for the Deferred Settlement Service (SRD).

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