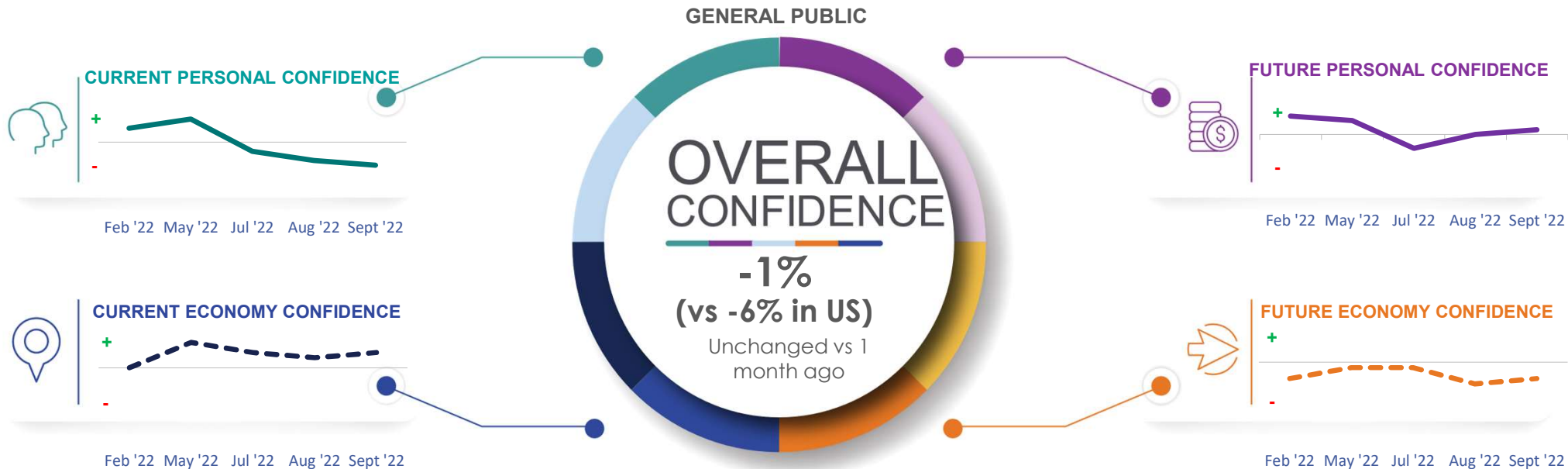


IPSOS ON CONSUMER CONFIDENCE

CANADA | SEPTEMBER 2022

Confidence is calculated based on being higher or lower than the longer-term norm.



Consumer confidence in Canada is not imploding to the extent that many pundits have been projecting. Granted, with inflation continuing to run high, September's overall Consumer Confidence metrics for Canada continue to be mildly negative.

Among the 4 pillars of Consumer Confidence only Current Personal Confidence (the "micro") continues a downward trend. This, along with other Context tracking we do, suggest that Canada remains in challenging economic waters in the next couple of months.

The trends suggest almost inevitable disruptive consumer behaviour in the near-to-medium-term to some extent (not only in spending but also in socio-political stability).

More depth and demographic tracking is available. Please contact us if you are interested in learning more about our broader Context offer.

mike.college@ipsos.com; chris.martyn@ipsos.com