

# IPSOS ON CONSUMER CONFIDENCE | SMALL BUSINESS OWNERS

CANADA | NOVEMBER 2022

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



Small business owners in Canada had been riding a high in their consumer confidence following the lifting on lock-downs earlier this year. But that has finally broken, and while small business owners remain mildly positive at +7%, this is a drop of 14 points since last month.

The 4 pillars of confidence have all dropped over the last month, with the most precipitous decline on Current Personal Confidence (the “micro”).

Current Personal Confidence is the most direct driver of consumer behaviour, supporting our conclusion that next couple of months will be very challenging for small business owners.

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

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