

IPSOS ON CONSUMER CONFIDENCE

CANADA | NOVEMBER 2022

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



Consumer confidence in Canada is becoming increasingly challenging, and November is no exception with the index sliding further into negative territory at -10%, down 4 points from a month ago.

The 4 pillars of confidence are all net negative, painting a gloomy picture for the next couple of months. But it is Current Personal Confidence (the “micro”) that has emerged as the most problematic as it’s the most direct driver of consumer behaviour.

More in-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