



Leger

THE LARGEST CANADIAN-OWNED
POLLING, MARKET RESEARCH
AND ANALYTICS FIRM

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Canadian Coffee Association Webinar

The Year Ahead: Consumer Trends & Behaviours in 2023



January 2023



BACKGROUND



- Perceptions of the economic state in Canada is an important driver of how consumers will spend (or not spend) in the coming months.
- Leger monitors views on the economy and Canadians' own finances to keep a pulse on the mood and sentiment of the public.
- *This report represents the results from the Canada-wide study for 2023.*

METHODOLOGY



Results are based on online research conducted among a sample of Canadian adults 18 years of age and older:

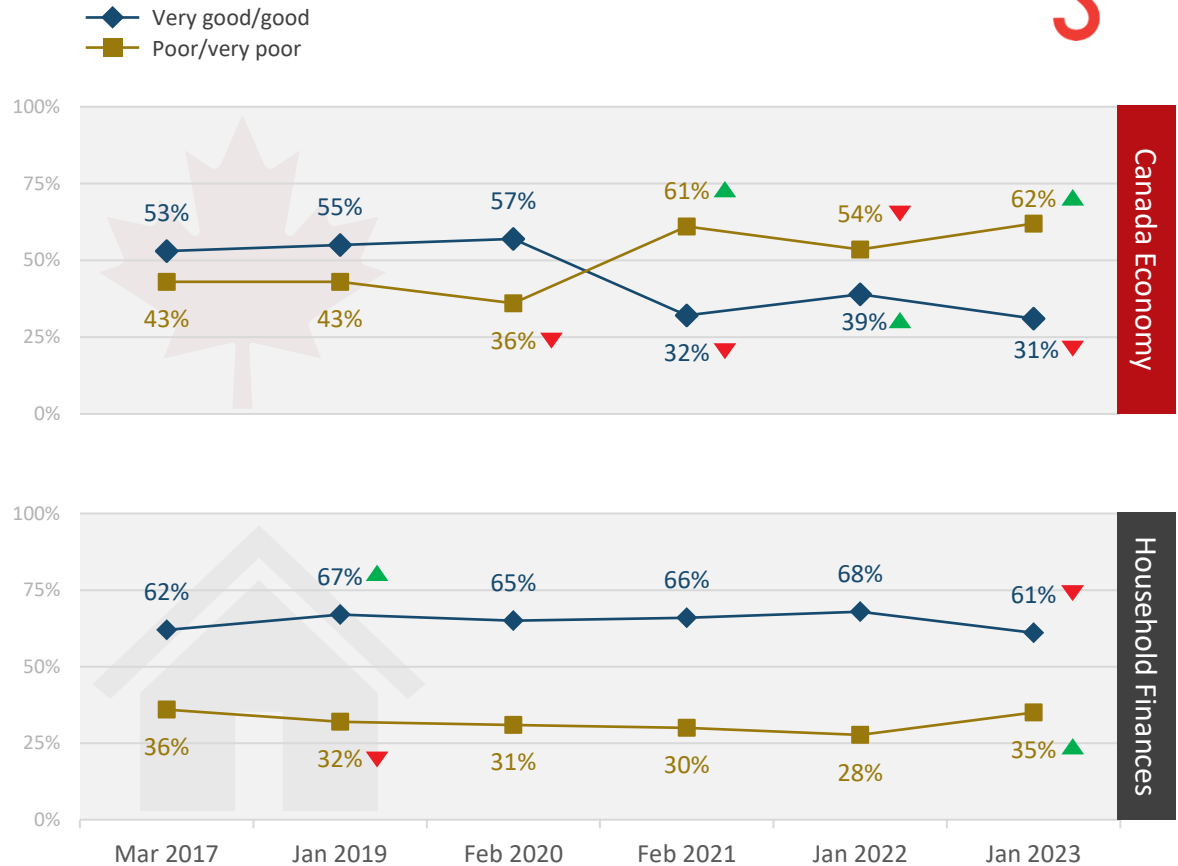
- 2023: Sample of 2,385 Canadians Jan 6-10.
 - Margin of error $\pm 2.0\%$, 19 times/20.
- 2022: Sample of 2,399 Canadians Jan 7-12.
 - Margin of error $\pm 2.0\%$, 19 times/20.
- 2021: Sample of 1,614 Canadians Feb 3-8.
 - Margin of error $\pm 2.4\%$, 19 times/20.
- 2020: Sample of 2,157 Canadians, Feb 10-18.
 - Margin of error $\pm 2.1\%$, 19 times/20.
- 2019: Sample of 1,004 Canadians, Jan 19 to 22.
 - Margin of error $\pm 3.1\%$, 19 times/20.
- 2017: Sample of 1,339 Canadians, March 20-23.
 - Margin of error $\pm 2.7\%$, 19 times/20.

The data was statistically weighted according to Canadian Census figures for age, gender and province.

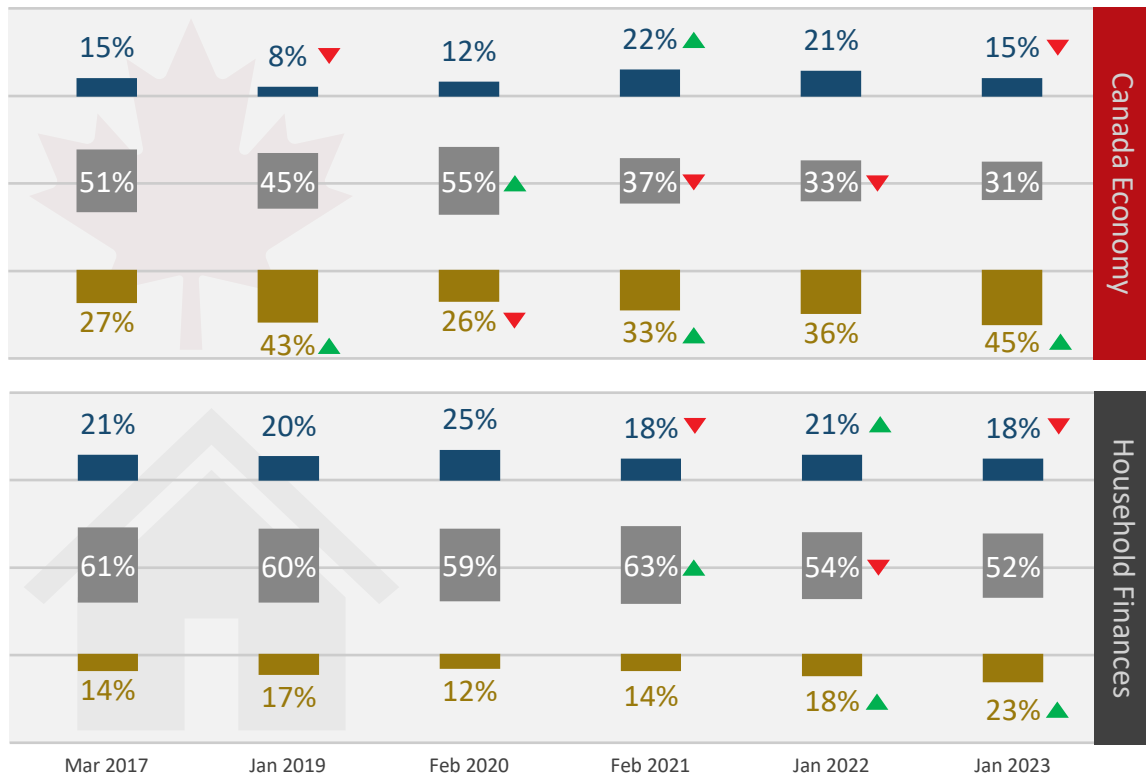
Current Economic Perceptions

The upward trend in views of the Canadian economy in 2022 has been reversed in 2023, with perceptions back to the level of pessimism seen at the height of the pandemic in 2021. Those with a negative view now outweigh those with a positive view by a two-to-one margin.

Perceptions of household finances – which were not much impacted by COVID-19 – are also down sharply in 2023, although Canadians continue to be far more positive about their own finances than the economy as a whole.



Future Economic Confidence



Looking forward, expectations of the national economy and household finances are also down in 2023, signaling an expectation that things may get worse before they get better.

As in the past, it is most common for Canadians to expect their household finances to be stable, but at 23%, those who expect a decline are at a historic high.

- Improve
- Stay the same
- Decline

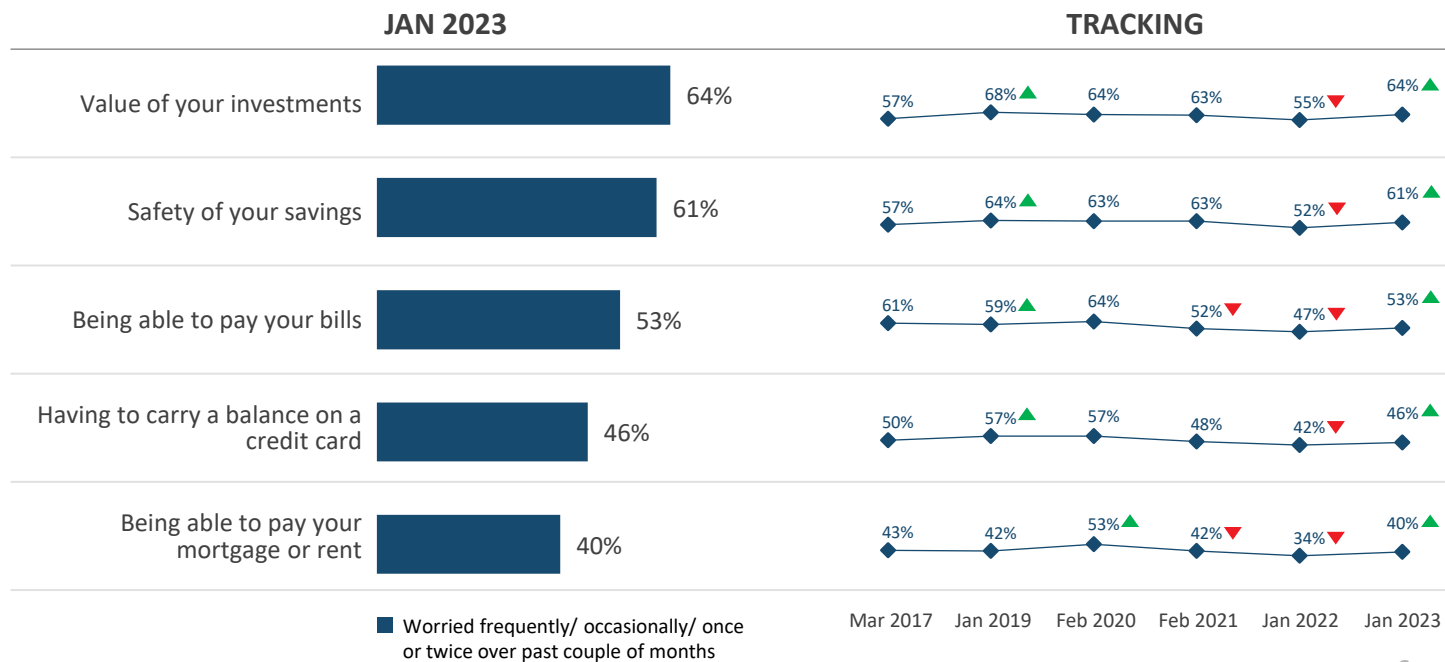
▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

Over the next six months, do you expect the Canadian economy to improve, remain the same, or decline?
Over the next six months, do you expect your own household's finances to improve, remain the same, or decline?

Worries

Reflecting weaker confidence in the economy and personal finances, Canadians' worries have experienced an uptick on all metrics in 2023. Still, worries were generally higher in 2019 or early 2020 than they are presently, and increases are fairly small in magnitude.

An analysis of home ownership status shows mortgage holders and renters to be equally concerned about their ability to pay their respective mortgage or rent payments, showing both to be equally impacted.

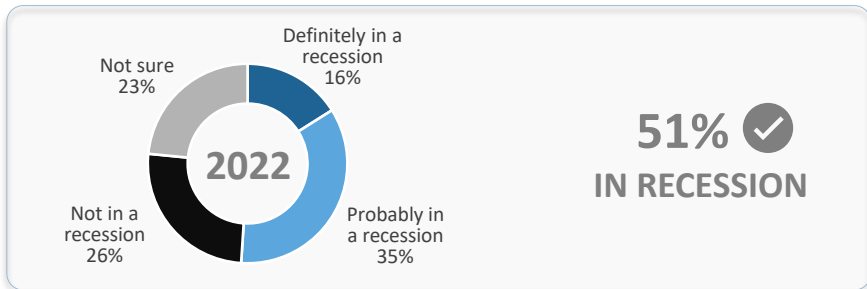
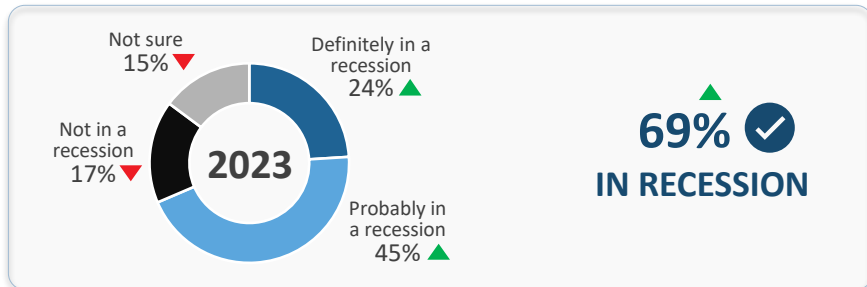


In the past couple of months, how often have you worried about each of the following?

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

Canada in Recession

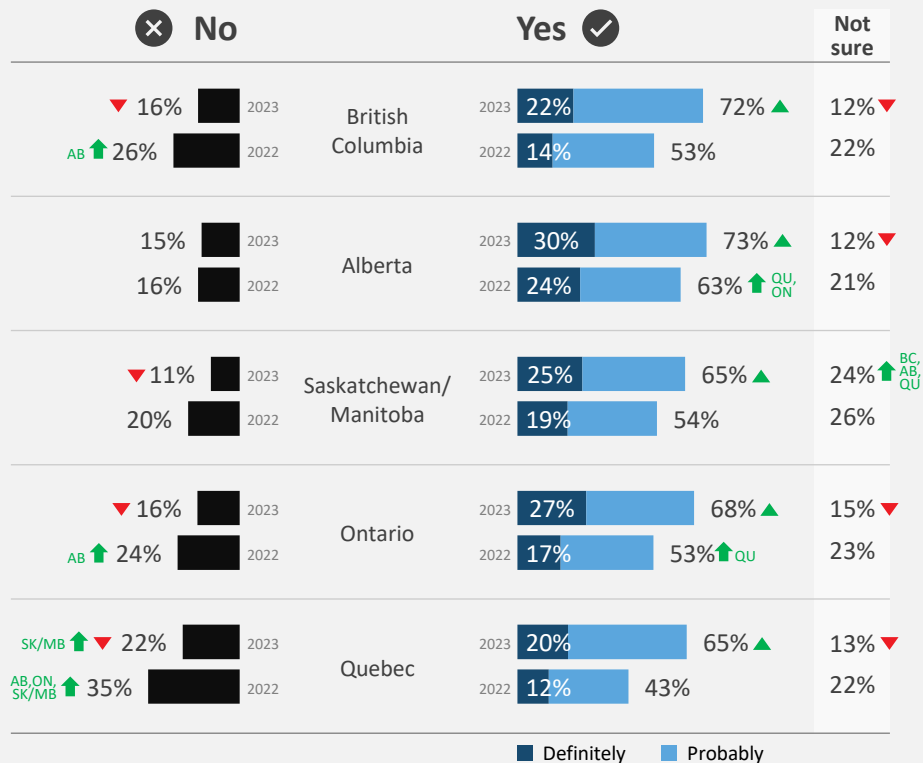
There is an increasing belief among Canadians that Canada is currently in a recession, with an increase in this view present in all provinces.



In your opinion, is Canada currently in a recession?

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

X Region

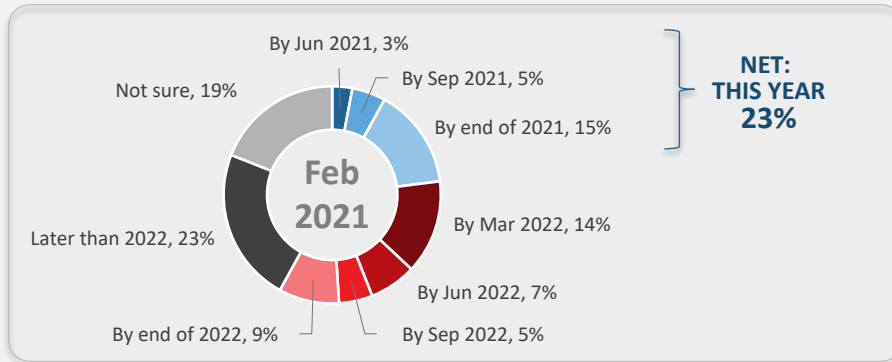
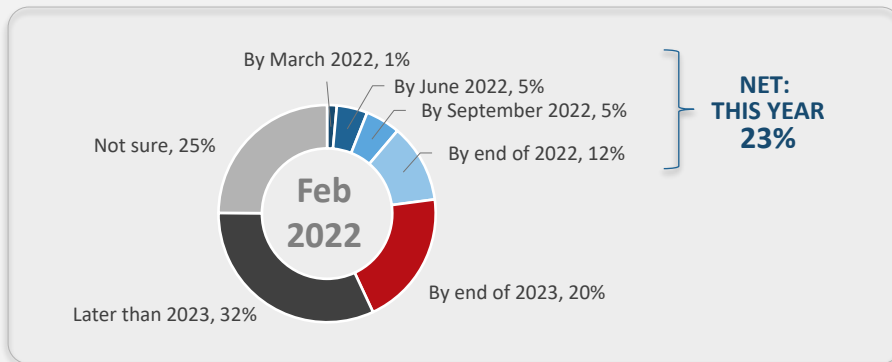
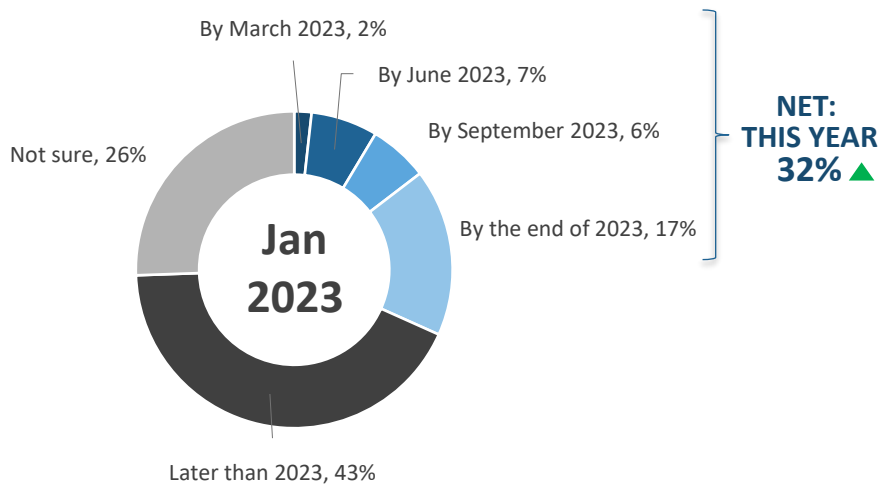


▲ Statistically significantly higher than comparison group(s).
▼ Statistically significantly lower than comparison group(s).

Canada Out of Recession

(Among Those Who Believe Canada In Recession)

Expectations are mixed as to when Canada will recover from the recession, but there is a sense of a faster recovery now versus last year. Fully one-third expect us to be out of a recession within the calendar year compared to 23% in both previous years.



Jan 2023/2022: And when do you think Canada will come out of that recession?
 Feb 2021: As you may know, Canada is currently in a COVID-19 induced recession.
 When do you think Canada will come out of the recession?

▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.