Methodology

Study
With inflation surging to a three-decade high amidst a slow economic recovery from the effects of the COVID-19 pandemic, the Angus Reid Group has launched this tracker to understand Canadians’ purchasing behaviours and perceptions of the economy.

Field dates
Wave 1: May 19-24, 2022

Sample
Wave 1: n=1,530
For this first wave, a nationally representative sample of n=1,530 Canadian Adults (age 18+ yrs.) who are members of the Angus Reid Forum. The sample frame was balanced and weighted on age, gender, region and education according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin or error of +/- 2.5 percentage points, 19 times out of 20.

Next fielding date
June 2022
4 Things You Need to Know

1. Canadians See a Bleak Economic Future

On a variety of metrics, Canadians’ perceptions of the economy are overwhelmingly pessimistic. Three-in-four (76%) believe the country is heading towards or already in the midst of a recession, with 85 percent concerned about the current state of the economy. Perspectives on the economy a year from now are dramatically down, with one-half of Canadians saying it will be worse or much worse.

2. Gas and Groceries Drive Rising Cost of Living

Since January, 89% of Canadians say they have experienced a rise in household expenses. This rise in expenses has been felt across a number of categories (at least 50% say they have seen increases in eight out of the 11 household expense categories measured). These increases are felt most sharply in gas prices (92% say “increased a great deal”) and grocery bills (69% say “increased a great deal”).

3. Canadians are Making Adjustments

Canadians are finding ways to save money or change their behaviour as a result of increased cost of living. They are spending less across a range of categories including clothing (55%) charitable donations (53%) and household items (50%). 77% say they’ve cut their gas expenses by going to cheaper gas stations, taking other forms of transportation or deciding not to go somewhere at all.

4. Restaurant Visits Drop Sharply

Discretionary spending is down across a variety of categories (including going out, travel and alcohol), restaurant visits appear to be one of the primary casualties. About three-in-five Canadians have cut back since the start of the year on eating out or ordering takeout/delivery. Not only have Canadians significantly reduced their indoor dining at traditional restaurants and QSR in the past month, but patio dining has failed to increase despite warmer weather.
Perspective on the Economy
**Current State of the Economy**

<table>
<thead>
<tr>
<th>Response</th>
<th>May ’22</th>
<th>Total 76%</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are currently in a recession</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>We are about to enter a recession</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>The economy is neither in a recession nor a boom – we are holding steady</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>We are coming out of a recession</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>We are about to enter an economic boom</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>We are currently in an economic boom</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**ANALYSIS**

Canadians’ projections of the country’s short-term economic outlook are decidedly negative, with virtually no one feeling we are in the middle of or approaching an economic boom (4%) and just one-in-five (18%) saying we are holding steady. In every region of the country and amongst every major demographic group, at least seven-in-ten feel we are nearing or already in a recession.

**NET 76%**

76% of Canadians believe that we are currently in or headed towards a recession.

This sentiment rises to 85% in Atlantic Canada.
Perceptions of the Canadian Economy

**ANALYSIS**

- Higher-income Canadians ($100k+) are more likely than lower-income Canadians (<$100k) to have a positive perception of the economy (43% vs. 36%, respectively).
- British Columbians are most likely (43%) to feel the economy is in a good place, while Albertans (32%) and Atlantic Canadians (31%) are least likely to do so.

**MAY 19-24, 2022**

**Very good/Good**
- May ’22: 3%
- NET: 38%

**Good**
- May ’22: 35%
- NET: 37%

**Poor**
- May ’22: 21%
- NET: 58%

**Very poor**
- May ’22: 4%

**Not sure**
- May ’22: 4%

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**Base:** TOTAL (n=1,530)

Q: Generally speaking, how would you currently describe the Canadian economy?
Projections of the Canadian Economy a Year from Now

Much Better/Better

Much Worse/Worse

July '21 Aug '21 Sept '21 Oct '21 Nov '21 Jan '22 Feb '22 Mar '22 Apr '22 May '22

Projections of the Canadian Economy a Year from Now

ANALYSIS

• Public pessimism about the future of the Canadian economy has increased substantially over the last three months, with Canadians now twice as likely as they were in February to believe the economy will be worse a year from now.

• Younger Canadians (18-54) are twice as likely as those 55+ to believe the economy will be “much worse” a year from now (14% vs. 7%, respectively).

MAY 19-24, 2022

Much better

Better

About the same as it is now

Worse

Much worse

NET

26%

36%

26%

11%
Across all regions, age groups and household income levels, more than four-in-five Canadians express concern about the current state of the national economy.

**Analysis**

- Concern about the current state of the Canadian economy is highest in Manitoba (96%) and Atlantic Canada (93%).
- One-in-five Quebec (19%) and Saskatchewan (18%) residents are not concerned about the Canadian economy, more than twice the proportion in the Atlantic provinces and nearly five times the proportion in Manitoba who say the same.
Anticipated Change in Interest Rates

**Base:** TOTAL (n=1,530)

- **Q:** Do you anticipate that interest rates will keep going up, decrease, or hold steady over the course of this year?

<table>
<thead>
<tr>
<th>Interest rates</th>
<th>May '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase again</td>
<td>80%</td>
</tr>
<tr>
<td>Stay at 1.0%</td>
<td>8%</td>
</tr>
<tr>
<td>Decrease</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know/not sure</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Analysis**

- Canadians aged 35+ are significantly more likely than those under 35 (84% vs. 71%, respectively) to expect further increases in interest rates.

**May 19-24, 2022**

Canadians (80%) believe that interest rates will see another rise over the course of 2022.
Personal Finances
Level of Financial Concern

ANALYSIS

- Low income Canadians (<$50k) are nearly twice as likely as high income Canadians ($100k+) to be very concerned about their personal finances (44% vs. 24%, respectively).
- Younger Canadians (18-54) are significantly more likely than older Canadians (55+) to be very concerned about their personal financial situation (38% vs. 27%, respectively).

Nearly all Canadians (96%) are concerned about inflation and the cost of living, including seven-in-ten (69%) who describe themselves as very concerned. Residents of Atlantic Canada (80%) and Alberta (78%) are most likely to feel this way.
Projections a Year from Now

ANALYSIS

- A third (33%) of low income Canadians (<$50k) think their personal finances will be worse a year from now, compared to only a quarter (25%) of those with household incomes between $50k and $100k and just one-in-five (20%) with household incomes above $100k.
- Young Canadians (18-34) are twice as likely as those 55+ to believe their personal finances will be better a year from now (36% vs. 18%, respectively).

While Canadians are split in their projections for their personal financial situation, they hold a generally pessimistic view about the future of inflation and the cost of living.

Two-thirds of Canadians (67%) think that inflation will be worse a year from now, rising to three-in-four in Alberta, the Prairies and Atlantic Canada.
Affordability/Personal Spending Habits
Ability to Afford Household Expenses
6 Months Ago vs. Last Month

**Finances 6 Months Ago...**
- 36% Able to easily pay for my expenses, have enough money left over for other things
- 38% Able to pay for my expenses, have just a little money left over for other things
- 19% Able to pay for my expenses but would not have anything left over

**Finances Over the Past Month...**
- 24% Able to easily pay for my expenses, have enough money left over for other things
- 33% Able to pay for my expenses, have just a little money left over for other things
- 29% Able to pay for my expenses but would not have anything left over
- 10% Unable to pay for my expenses & would accrue a little additional debt each month
- 3% Unable to pay for my expenses & would accrue a lot of additional debt each month

**ANALYSIS**

- Overall, about one-in-eight (13%) Canadians say they were unable to afford their household expenses over the last month, twice the proportion who said the same of their financial situation six months ago (7%).
- Even amongst the majority of Canadians who were able to afford their household expenses, there has been a steep drop in the proportion saying they had money left over (57%, vs. 74% six months ago).

Q: Thinking back to about 6 months ago (around November 2021), which of the following would best describe your finances?
Q: And how would you describe your finances over the last month?
Change in Household Expenses Since January

<table>
<thead>
<tr>
<th>Response</th>
<th>May ’22</th>
<th>NET 89%</th>
</tr>
</thead>
<tbody>
<tr>
<td>They have increased a great deal</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>They have increased somewhat</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>They have stayed about the same since January 2022</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Decreased (somewhat + a great deal)</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**ANALYSIS**

- More than half of Albertans (55%), and 35-54 year-old Canadians (53%) have noticed that their costs have increased “a great deal”
- Young Canadians (18-34) are twice as likely as those 35+ to say their day-to-day costs have not changed since January (15% vs. 7%, respectively)
- British Columbians are least likely to have noticed a significant increase in their household expenses (33%)
Greatest Change in Expenses

<table>
<thead>
<tr>
<th>Expense</th>
<th>Increased a great deal</th>
<th>Increased somewhat</th>
<th>Same/decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas for your vehicle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your grocery bills</td>
<td></td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Flights</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General household items</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your energy bills</td>
<td></td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Clothing &amp; apparel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology, electronics and computers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health and beauty products</td>
<td></td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Insurance Premiums</td>
<td></td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Your telecom bills</td>
<td></td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Your mortgage/rent payments</td>
<td></td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

### May '22

- **Increased**
  - Gas for your vehicle: 92%
  - Your grocery bills: 96%
  - Flights: 75%
  - General household items: 88%
  - Your energy bills: 71%
  - Clothing & apparel: 66%
  - Technology, electronics and computers: 60%
  - Health and beauty products: 69%
  - Insurance Premiums: 47%
  - Your telecom bills: 47%
  - Your mortgage/rent payments: 34%

### ANALYSIS

- Albertans are more than twice as likely as the rest of the country (59% vs. 24%, respectively) to say their energy bills have significantly increased since the start of the year.
- Ontario (39%) and Quebec (42%) are most likely to have noticed an increase in their mortgage/rent since January.

The majority of Canadians have noted major increases in gas prices (92%) and grocery bills (69%)
Since the start of 2022, roughly one half of Canadians have decreased their spending on clothing, charitable donations and general household items in order to save money.

One third (32%) report increasing their spending on gas and groceries, significantly higher than other areas.
### Change in Brands to Save Money

<table>
<thead>
<tr>
<th>Category</th>
<th>May '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your grocery items</td>
<td>38%</td>
</tr>
<tr>
<td>General household items</td>
<td>20%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>20%</td>
</tr>
<tr>
<td>Gas for your vehicle</td>
<td>18%</td>
</tr>
<tr>
<td>Clothing &amp; apparel</td>
<td>14%</td>
</tr>
<tr>
<td>Health and beauty products</td>
<td>11%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>8%</td>
</tr>
<tr>
<td>Your telecom bills</td>
<td>7%</td>
</tr>
<tr>
<td>Charitable donations</td>
<td>5%</td>
</tr>
<tr>
<td>Technology, electronics and computers</td>
<td>4%</td>
</tr>
<tr>
<td>Fitness/sports club memberships</td>
<td>4%</td>
</tr>
<tr>
<td>Cannabis</td>
<td>4%</td>
</tr>
<tr>
<td>Flights</td>
<td>3%</td>
</tr>
<tr>
<td>Your energy bills</td>
<td>3%</td>
</tr>
<tr>
<td>Your mortgage/rent payments</td>
<td>2%</td>
</tr>
</tbody>
</table>

### ANALYSIS

- **Since January, 18 to 34 year-olds and residents of Ontario and Quebec are most likely to have changed the brand(s) of clothing they buy in order to save money.**
- **Albertans are three times more likely than the rest of the country to have changed brands to save money on their energy bills (7% vs. 2%, respectively).**

According to the survey conducted from May 19 to 24, 2022, 56% of Canadians have switched brands in at least one area in order to save money. This increases to three-in-five (60%) women and two-thirds (65%) among Quebec residents.
Decrease in Discretionary Activities

of Canadians have reduced their non-essential activities and spending in order to save money since January 2022.

This increases to 85% among residents of the Atlantic provinces.

ANALYSIS

• Canadians aged 18-54 are significantly more likely to have reduced their spending on family activities, fitness/sports club memberships and cannabis.
• One-in-three (33%) Albertans have decreased spending on family activities, the highest rate in the country.
Planned Financial Cutbacks this Year

MAY 19-24, 2022

68% of Canadians are planning to cut back on major purchases, education or activities this year.

This increases to 73% among Canadians aged 35 to 54 years-old.

**ANALYSIS**

- Half (52%) of Canadians aged 35+ have cancelled or are planning to cancel their vacation plans this year, and nearly two-in-five (37%) in this group are foregoing home renovations.
- Young Canadians (18-34) are three times as likely as those 35+ to be pushing back or cancelling a wedding/honeymoon in order to save money this year (10% vs. 3%, respectively).

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Q: Are you cutting back (or planning to cut back) on any of the following this year?

- **Vacation**: 48%
- **A big-ticket purchase (e.g. washing machine or other appliance)**: 34%
- **Home renovation**: 33%
- **A new vehicle**: 30%
- **A new or (larger) mortgage**: 10%
- **Children’s extracurricular activities**: 8%
- **My education**: 7%
- **Wedding/honeymoon**: 5%
- **Assistance/support for my senior/elderly parents**: 5%
- **My children’s education**: 4%
- **Childcare/Daycare costs**: 4%
- **None of these**: 32%
Telecom
Likelihood of Purchasing New Mobile Phone

ANALYSIS

- Half (48%) of those who view the Canadian economy as “very good” say it’s likely they will purchase a new mobile phone in the next few months.
- Canadians aged 18-54 and residents of Ontario (16% each) are most likely to consider purchasing a new mobile phone over the next few months.
- Fido customers are significantly more likely (21%) than customers of other major wireless providers to consider purchasing a new phone in the next few months.
Changes to Home Telecom

% Will make changes

- Intend to purchase
- Shop around, consider switch
- Stop service
- Downgrade service
- Upgrade service
- No change

<table>
<thead>
<tr>
<th>Service</th>
<th>Intend to purchase</th>
<th>Shop around, consider switch</th>
<th>Stop service</th>
<th>Downgrade service</th>
<th>Upgrade service</th>
<th>No change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming services</td>
<td>8%</td>
<td>19%</td>
<td>2%</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cable TV</td>
<td>6%</td>
<td>16%</td>
<td>2%</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landline</td>
<td>10%</td>
<td>9%</td>
<td>2%</td>
<td>71%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home internet</td>
<td>6%</td>
<td>6%</td>
<td>9%</td>
<td>79%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile phone</td>
<td>8%</td>
<td>8%</td>
<td>3%</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ANALYSIS

- More than one-third of Canadians plan to make changes to their streaming services in the next two months. This increases to 46% among young Canadians (18-34) and Atlantic residents.
- Canadians aged 55+ are least likely to plan changes to their home telecom services.

MAY 19-24, 2022

39% of younger Canadians (18-54) plan to make changes to their cable TV subscription in the next two months (compared to only 28% of those 55+).
Finances
### Ability to Save Money (Past Month)

**Q:** Over the last month, have you been able to save any money (including things like savings accounts, investments, RRSPs, TFSAs, nest eggs)?

- **Yes – a great deal**
  - May '22: 6%
- **Yes – some**
  - May '22: 27%
- **Yes – very little**
  - May '22: 20%
- **No – not at all**
  - May '22: 31%
- **No – I’ve actually had to dip into my savings**
  - May '22: 16%

**Analysis**

- Nearly two-thirds (63%) of young Canadians (18-34), and three-in-five (59%) Quebec residents, were able to save money in the past month, significantly higher than other groups.
- Three-in-four (73%) high income Canadians ($100k+) were able to save or invest in the past month, nearly twice the proportion (39%) of low income Canadians (<$50k).
- A quarter of low income Canadians (<$50k) had to dip into their savings in the past month to afford household expenses.

### MAY 19-24, 2022

- **53%** of Canadians were **able to save money** in the past month.
- **47%** of Canadians were **not able to save**.
- **16%** had to **dip into their savings** in the past month.
Savings/Investment Actions (Past Month)

May '22

- Dip into your “nest egg”/emergency fund: 26%
- Talk to someone at a financial institution about your finances: 21%
- Made investments: 19%
- Add to your “nest egg”/emergency fund: 12%
- Invest more money in some/all of my TFSA: 11%
- Sold investments: 10%
- Invest more money in some/all of my RRSP: 10%
- Cash in some/all of my TFSA: 8%
- Cancelled automatic bill payments: 7%
- Cash in some/all of my RRSP: 6%
- Create a “nest egg”/emergency fund: 4%
- None of these: 35%

ANALYSIS

- Over the past month, three-in-ten (29%) Canadians with household incomes under $100k had to dip into their “nest egg”/emergency fund, compared to only one-in-five (21%) high income households ($100k+)

May 19-24, 2022

33%

of high income Canadians ($100k+) made investments over the past month, more than twice the proportion (14%) of lower income Canadians (<$100k)
Agreement with Financial Statements

MAY 19-24, 2022

Two-in-five (41%) higher income Canadians ($100k+) believe this is a great time to make investments, twice the proportion of those with lower incomes (23%).

ANALYSIS

While few Canadians overall trust their bank/financial institution to have their back during this inflationary period, low-income Canadians (<$50k) are actually significantly more likely to feel this way than those with higher incomes (22% vs. 14%, respectively).

- Men are substantially more likely than women (34% vs. 23%, respectively) to feel this is a great time to make investments.
Travel
Business/Leisure Flights
% Have Taken a Flight in the Last Month

May '22

- Flight for leisure within Canada: 5%
- Flight for leisure to the U.S.: 4%
- Flight for leisure outside of Canada/U.S.: 4%
- Flight for business within Canada: 3%
- Flight for business to the U.S.: 2%
- Flight for business outside of Canada/U.S.: <1%
- None of the above: 86%

ANALYSIS
- Young Canadians (18-34) and high income households are most likely to have taken a flight in the past month (20% each)

Type of Travel in Past Month

- 14% of Canadians have taken a flight in the last month
- 7% travelled within Canada
- 5% travelled to the U.S.
- 4% travelled internationally

Base: TOTAL (n=1,530)
Q: Over the last month, have you taken any flights?
Changes in Driving to Save on Gas

% Have Done in the Last Month

May '22

- Decided not to go somewhere at all: 56%
- Gone out of your way to get gas from a cheaper gas station: 36%
- Taken other forms of transportation (e.g. public transit, bike, walking): 21%
- Worked from home more (for the reason of saving on costs): 17%
- Carpoled: 11%
- Purchased an electric/hybrid vehicle: 2%
- None of these: 23%

Analysis:
- Albertans (46%) and Ontarians (40%) are most likely to have travelled out of their way to fill up their gas at a less expensive station.
- 18 to 34 year-olds are more likely to have taken another form of transportation (35%), or to have carpooled (22%) in order to save on gas expenses.
- High income households ($100k+) and older Canadians (55+) are least likely to have made adjustments to their driving habits in order to lower gas costs.

MAY 19-24, 2022

77% of Canadians have made at least one change in their driving habits over the past month to save on gas, rising to 84% among young Canadians (18-34)
Grocery and Restaurants
### Changes in Cost of Groceries

<table>
<thead>
<tr>
<th>Category</th>
<th>Increased a great deal</th>
<th>Increased somewhat</th>
<th>Increased minimally</th>
<th>Stayed the same</th>
<th>Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat &amp; Seafood</td>
<td>64%</td>
<td>22%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce</td>
<td>54%</td>
<td>32%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baby Products</td>
<td>47%</td>
<td>26%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dairy &amp; eggs</td>
<td>40%</td>
<td>38%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantry Food</td>
<td>33%</td>
<td>41%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bakery items</td>
<td>29%</td>
<td>43%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pet Products</td>
<td>29%</td>
<td>39%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sauces &amp; Oils</td>
<td>29%</td>
<td>37%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen foods</td>
<td>25%</td>
<td>43%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td>24%</td>
<td>40%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper Products</td>
<td>23%</td>
<td>40%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Cleaning Products</td>
<td>19%</td>
<td>39%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**May '22**

- **Increased a great deal**
  - Meat & Seafood: 64%
  - Produce: 54%
  - Baby Products: 47%
  - Dairy & eggs: 40%
  - Pantry Food: 33%
  - Bakery items: 29%
  - Pet Products: 29%
  - Sauces & Oils: 29%
  - Frozen foods: 25%
  - Beverages: 24%
  - Paper Products: 23%
  - Household Cleaning Products: 19%

- **Increased somewhat**
  - Meat & Seafood: 22%
  - Produce: 32%
  - Baby Products: 26%
  - Dairy & eggs: 38%
  - Pantry Food: 41%
  - Bakery items: 43%
  - Pet Products: 39%
  - Sauces & Oils: 37%
  - Frozen foods: 43%
  - Beverages: 40%
  - Paper Products: 40%
  - Household Cleaning Products: 39%

- **Increased minimally**
  - Meat & Seafood: 6%
  - Produce: 7%
  - Baby Products: 9%
  - Dairy & eggs: 11%
  - Pantry Food: 14%
  - Bakery items: 13%
  - Pet Products: 14%
  - Sauces & Oils: 15%
  - Frozen foods: 16%
  - Beverages: 16%
  - Paper Products: 16%
  - Household Cleaning Products: 17%

**ANALYSIS**

- Residents of Quebec are consistently most likely to have experienced substantial increases in the cost of their groceries since the start of the year, particularly for meat & seafood, bakery items and baby products.
- As the U.S. faces a nationwide shortage of baby formula, nearly half (47%) of Canadians who purchase baby products have noticed a significant price increase since January.
Changes in Habits to Save on Groceries
% Have Done in the Last Month

<table>
<thead>
<tr>
<th>Action</th>
<th>May ‘22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look for “special deals” before making a purchase</td>
<td>70%</td>
</tr>
<tr>
<td>Buy fewer items than you ordinarily would</td>
<td>53%</td>
</tr>
<tr>
<td>Change purchases to discount or no-name/store brands</td>
<td>48%</td>
</tr>
<tr>
<td>Go to one grocery store or some items then another for other items</td>
<td>48%</td>
</tr>
<tr>
<td>Redeem loyalty rewards programs</td>
<td>40%</td>
</tr>
<tr>
<td>Purchase at places that offer loyalty rewards points</td>
<td>38%</td>
</tr>
<tr>
<td>Switch to a value-based grocery store that offers lower prices</td>
<td>35%</td>
</tr>
<tr>
<td>None of the above</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Analysis**

- Albertans (59%) and especially Atlantic Canadians (69%) are most likely to be purchasing fewer items than normal, in addition to shopping more often at places that offer loyalty rewards and redeeming their rewards through such programs.
- Women are more likely than men to have bought fewer grocery items than usual (56% vs. 49%, respectively), switched to no-name/store brands (52% vs. 43%), gone to multiple stores to save money on certain items (51% vs. 44%) and redeemed loyalty rewards (43% vs. 37%).

91% of Canadians have made at least one change in their grocery shopping habits over the last month in order to save money.
Dining Habits
% Have Done in the Last Month

<table>
<thead>
<tr>
<th>Activity</th>
<th>May '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordered take-out from a restaurant</td>
<td>54%</td>
</tr>
<tr>
<td>Gone through a drive through</td>
<td>49%</td>
</tr>
<tr>
<td>Eaten indoors at a traditional sit-down restaurant</td>
<td>43%</td>
</tr>
<tr>
<td>Ordered from a café/coffee shop to-go</td>
<td>35%</td>
</tr>
<tr>
<td>Eaten indoors at a &quot;fast food&quot; restaurant (e.g., McDonald’s, Subway, etc.)</td>
<td>16%</td>
</tr>
<tr>
<td>Sat indoors at a café/coffee shop</td>
<td>15%</td>
</tr>
<tr>
<td>Eaten on a patio at a traditional sit-down restaurant</td>
<td>14%</td>
</tr>
<tr>
<td>Eaten in a food court at a mall</td>
<td>14%</td>
</tr>
<tr>
<td>Sat on a patio at a café/coffee shop</td>
<td>7%</td>
</tr>
<tr>
<td>Eaten on a patio at a &quot;fast food&quot; restaurant (e.g., McDonald’s, Subway, etc.)</td>
<td>5%</td>
</tr>
<tr>
<td>None of these</td>
<td>13%</td>
</tr>
</tbody>
</table>

**ANALYSIS**

- Young Canadians (18-34) are twice as likely as those 35+ to have dined on a patio in the past month (31% vs. 16%, respectively).
- For nearly all restaurant types and locations, young Canadians (18-34) and higher income households are significantly more likely to have dined out.
- BC and Ontario (24% each) drove patio visits in the past month.

**MAY 19-24, 2022**

- **76%**
  - Have ordered takeout (either take-out or drive through)

- **54%**
  - Eaten indoors at a restaurant, fast food or food court

- **20%**
  - Eaten on a patio at restaurant or fast food
May Dining Habits
% Have Done in the Last Month

• May saw a sharp decline in indoor dining across the country, as many households reduced their restaurant visits to save money. Moreover, warmer weather has failed to trigger a concurrent rise in outdoor dining.

• The Prairies (MB/SK) saw the largest drop in visits to traditional sit-down restaurants. Just 45 percent in this region went out to eat in the past month, down from 78 percent in April.

ANALYSIS

<table>
<thead>
<tr>
<th></th>
<th>July '21</th>
<th>Aug '21</th>
<th>Sept '21</th>
<th>Oct '21</th>
<th>Nov '21</th>
<th>Jan '22</th>
<th>Feb '22</th>
<th>Mar '22</th>
<th>Apr '22</th>
<th>May '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat indoors</td>
<td>76%</td>
<td>54%</td>
<td>34%</td>
<td>18%</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>19%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Eat on patio</td>
<td>50%</td>
<td>46%</td>
<td>40%</td>
<td>34%</td>
<td>46%</td>
<td>33%</td>
<td>62%</td>
<td>71%</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Takeout</td>
<td>85%</td>
<td>82%</td>
<td>81%</td>
<td>84%</td>
<td>82%</td>
<td>84%</td>
<td>86%</td>
<td>85%</td>
<td>83%</td>
<td>76%</td>
</tr>
</tbody>
</table>

MAY 3-5, 2022

76% Have ordered takeout (either take-out or drive through)
- 7 percentage points this wave

54% Eaten indoors at a restaurant, fast food or food court
- 17 percentage points this wave

20% Eaten on a patio at restaurant or fast food
Changes in Pricing at Dining Venue

4-in-5 (79%) Canadians have noticed price increases at traditional dine-in restaurants since the start of the year.

Pricing at cafés/coffee shops and fast food restaurants have increased as well, but marginally less.

ANALYSIS

- Residents of Quebec are most likely to report significant increases in the cost of menu items at restaurants and cafés. At traditional dine-in restaurants specifically, half (50%) of Quebec residents say prices have increased a great deal since January, compared to only 29% in the rest of Canada.
For inquiries, or more information:

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