



Inflation Pressure Points

A quarterly syndicated study measuring the many *impacts* of economic pressures on Canadians

pollara
strategic insights



Inflation Pressure Points

- Though inflation rates have eased, Canadians are still *feeling* inflation. They feel it when they buy their groceries, fill up their gas tank, or pay their rent.
- Moreover, the higher interest rates introduced to *fight* inflation are causing other ripple effects throughout the economy.
- This study goes deeper than topline questions about “inflation” or “affordability”. **It looks specifically at the pressure points facing different types of people and the emotional toll different economic pressures are taking on them.**

Inflation Pressure Points

- Given the daily touchpoints Canadians experience on this topic, public opinion has the potential to shift quickly. This quarterly survey tracks **how opinions are evolving and the implications** – who is being blamed for the situation and what expectations the public has of government and the private sector.
- On economic topics, **expectations often turn into reality**. To this end, the survey asks Canadians if economic pressures could prompt them to change consumer habits, and it **asks investors if they are reconsidering their investment decisions**.
- By uncovering these pressure points, we can analyze the **behavioural impacts** this new economic outlook will have across different sectors.

Quarterly Waves:

Track evolving public opinion and its business implications

N=1500 online survey of a representative sample of adult Canadians. Survey fielded in English and French, with quotas to ensure proper representation by gender, age, and region.

For an added cost, the sample size can be increased to n = 2000, n = 2500, or n = 3000.

Results among **investors** will be broken out and profiled each wave.

UPCOMING WAVES OF RESEARCH

August 2023

October 2023

December 2023

March 2024

June 2024

September 2024

December 2024



Topics of Investigation

- 1. Expectations:** Will inflation increase or decrease, and how long will this inflationary period last for?
- 2. Stress points:** How stressed are Canadians about different cost-of-living pressure points (cost of gas, cost of groceries, housing costs, telecom bills, insurance premiums, rising interest rates, etc.)?
- 3. Impacts:** Are Canadians' expenses increasing significantly, are their wages keeping pace? Does this have the potential to change their investment outlook? And is that outlook different in various markets?
- 4. Public Demands:** Are these economic pressure points leading to lifestyle or consumer changes, and how will this impact the demand for consumer goods and products across various sectors?
- 5. Blame:** Does the public see this as a global phenomenon or a Canadian one? How much blame do they assign to government or businesses, and how much to external factors (e.g. COVID, war in Ukraine)?



Recent Pollara research on inflation

16%

Of workers say their wages are keeping up with inflation



Public sector unions

15%



Private sector unions

21%



Self-employed

19%



Gig workers

31%



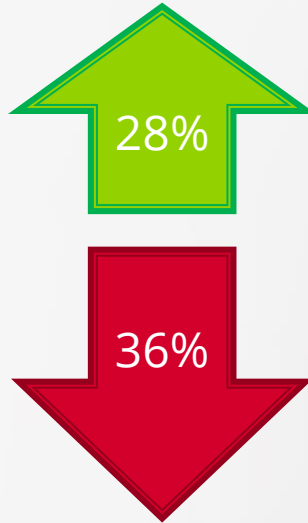
“Thinking about the current environment of high inflation, please indicate if you agree or disagree with each of the following: *My wages at work are keeping up with inflation*”

Strategic Insights

Source: Pollara (June 2023)

Recent Pollara research on inflation

36% of investors are thinking about **investing less money** or cashing out stocks/investments because of inflation

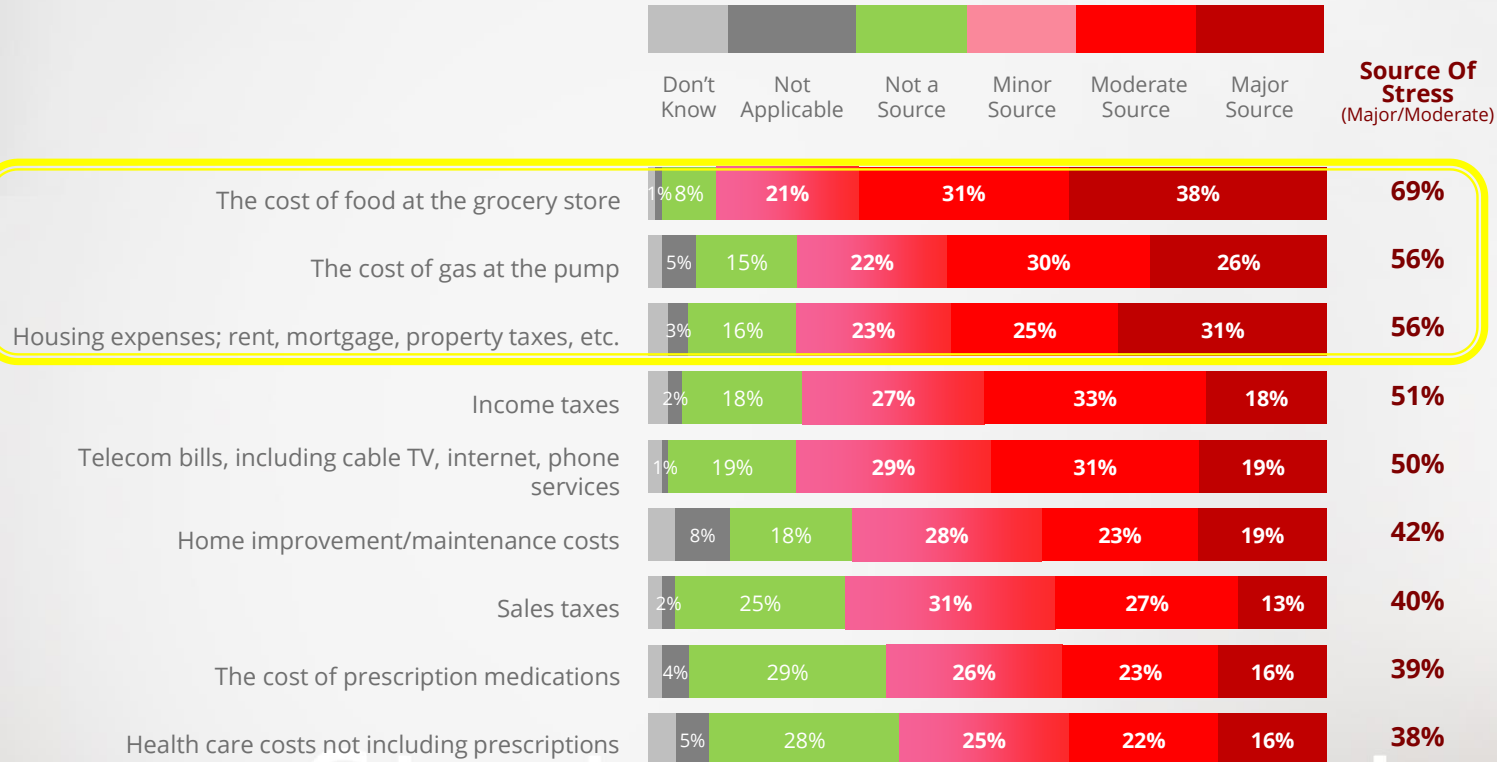


28% of investors are thinking about putting **more money** in the stock market or other investments because of inflation



“Thinking about the current environment of high inflation, which of the following best describes your investment strategy over the coming months:”

Inflation pressure points



“For each of the following items related to the cost of living, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.”

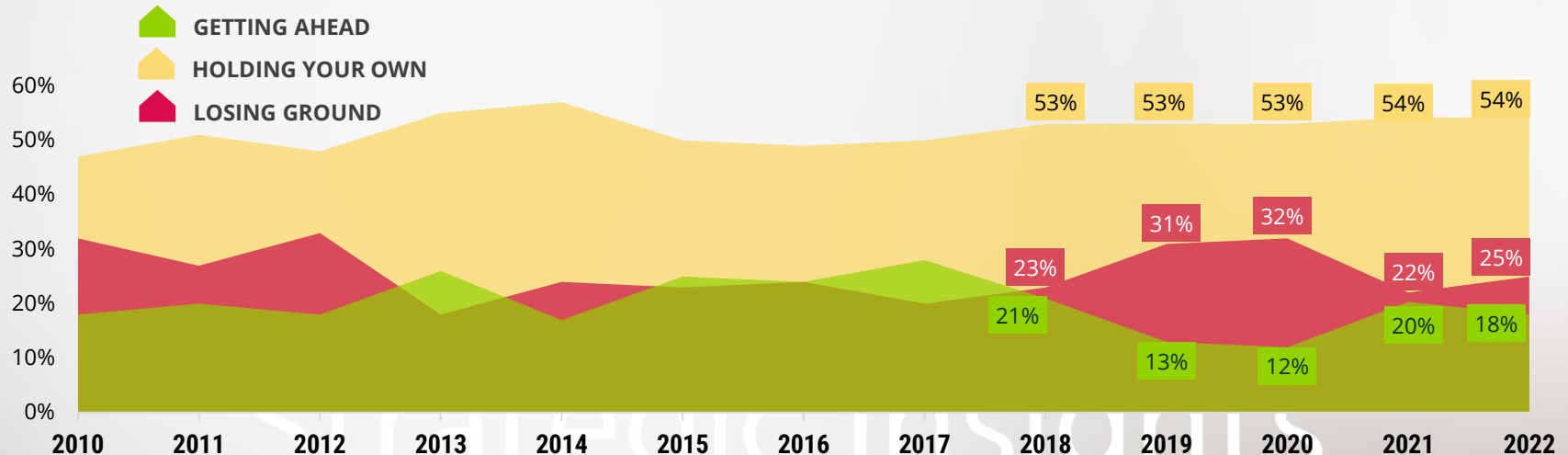
Multi-Year Tracking

- Some economic topics in this survey are tracked against more than 10 years of Pollara’s Economic Outlook tracking.
- This provides valuable **context** to survey results, allowing us to situate current trends within a broader landscape to better inform decision making.

Perceived personal financial situation



“Thinking of your overall financial situation, over the past few years, would you say you are getting ahead, holding your own or losing ground?”



Specialized Interest Topics

Each wave will also feature questions on topics of interest related to this issue.

From **perceptions of interest rates**, **financial services**, **wage inflation** and more, Pollara will provide quarterly deep dives on topics connected to inflation.

Subscribers will also receive 2 custom questions for free in each wave. This is an opportunity to see how your organization and the issues it deals with fit into the inflation story.





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Contact us for pricing and more details!

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