

## FEAR AND SAVING

CONSUMERS ARE REASSESSING SPENDING ON BOTH WANTS AND NEEDS

Canadians are feeling tapped out—and yes, marketers should be worried. For the first time since 2009, the majority of Canadians feel pessimistic about the economy, according to the latest Consumerology report from Toronto ad agency Bensimon Byrne. “This is a major shift in consumer sentiment,” says Jack Bensimon, the agency’s president. “The [economic] recovery hasn’t had the kind of robust lift-off that most big recessions produce in their aftermath.” Cue belt-tightening across the land.

—BY REBECCA HARRIS

**METHODOLOGY:** An online survey of 1,500 Canadians was conducted in February 2015 by The Gandalf Group

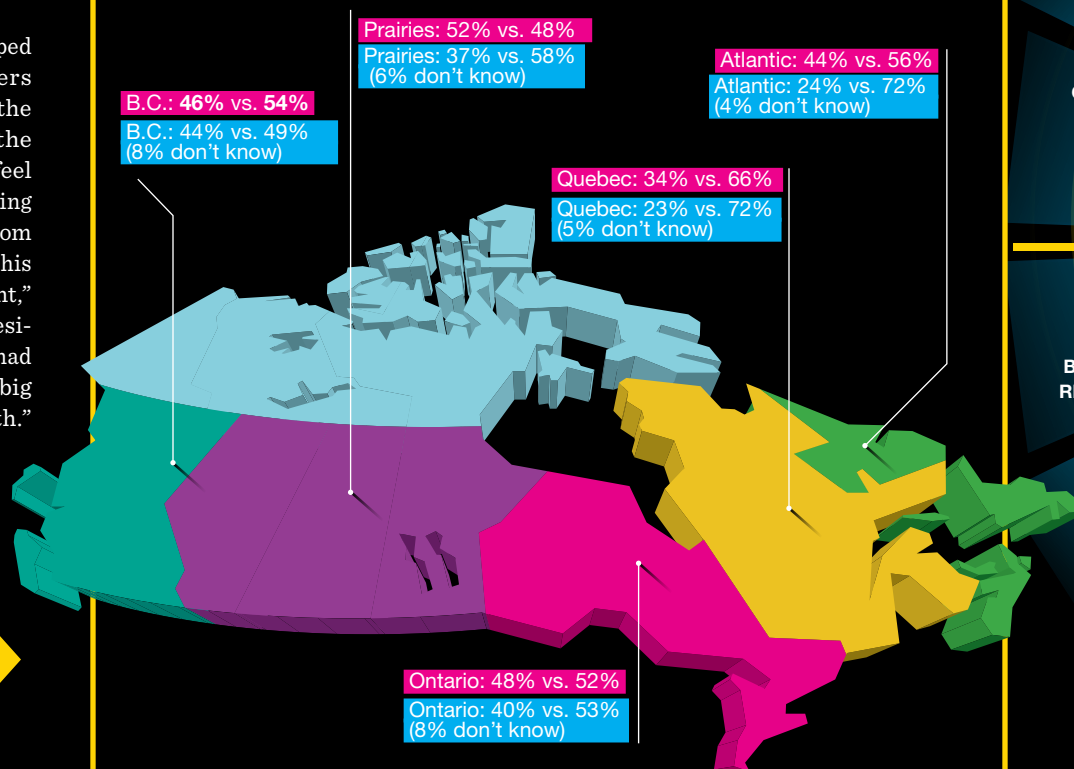
## REGIONAL DIFFERENCES

A majority of Canadians believe the national economy, as well as their provincial economy, is in recession. Quebecers are the most negative about the Canadian economy and their own provincial economy, while those in the Prairies view the Canadian economy most positively.

More Canadians believe the country’s economy is in decline (55%) than believe it is growing (45%)

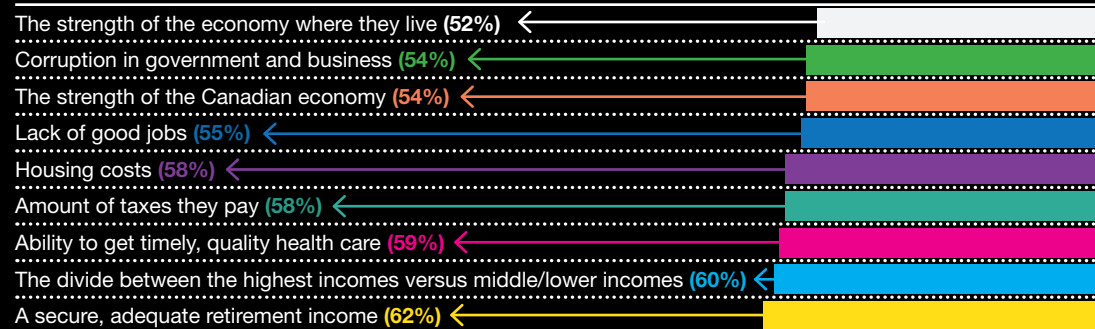
Those who say the state of the Canadian economy is in a period of growth versus decline...

Those who say their provincial economy is in a period of growth versus decline...



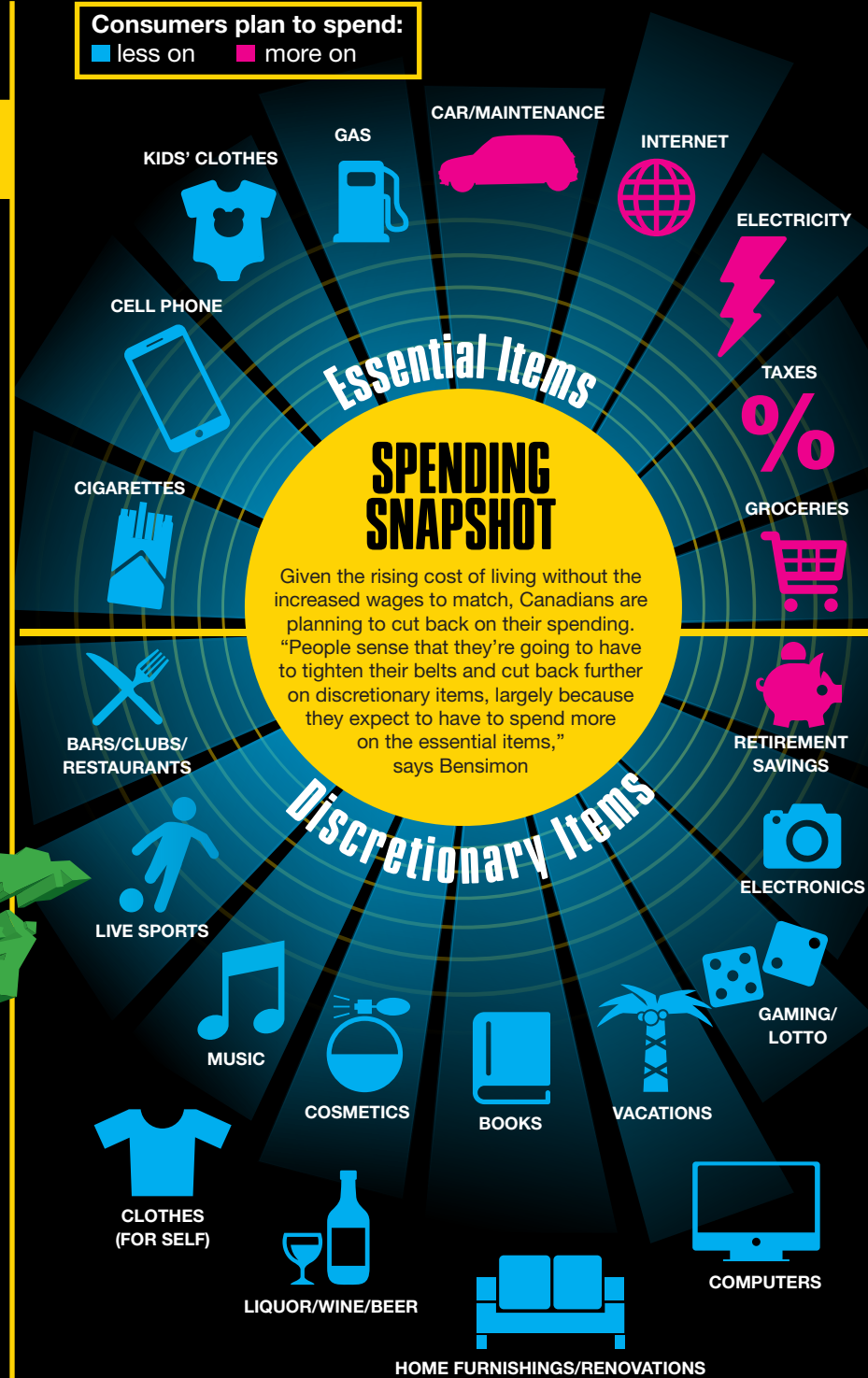
## CAUSE FOR WORRY

The cost of living is a top concern, with nearly nine in 10 believing that it is rising faster than their own household income. What else are they worried about?



Consumers plan to spend:

less on more on



## VIEWS ON PERSONAL FINANCE

The mantra now is minimize spending, maximize savings. Canadians “strongly agree” that:

I am more worried about falling behind than excited about getting ahead

40%

I am trying to save as much as possible

49%

I am trying to spend as little as possible

53%

I am careful about spending, even if I don’t have to be

55%

I’m trying to pay down as much debt as possible

64%

Next Gen

ONLY 15%

of those surveyed strongly agree that the next generation of Canadians will have a better quality of life than the current generation

What does this mean for marketers? “[It’s important to] get the value equation right because it’s going to be an evermore competitive market for the limited dollars people have,” says Bensimon