



The Salvation Army's Annual Canadian Poverty & Socioeconomic Analysis 2024 Edition

September 2024



Study Methodology

This report contains findings from research conducted by Edelman Data & Intelligence on behalf of The Salvation Army to uncover Canadians' attitudes and experiences with poverty and related socioeconomic issues.

The study was conducted from September 6th to 12th, 2024 among a nationally representative sample of 1,509 Canadians who are members of the online Angus Reid Forum, balanced and weighted on age, gender, and region. Note: Canadians living in Yukon, Northwest Territories, and Nunavut were not included in the survey.

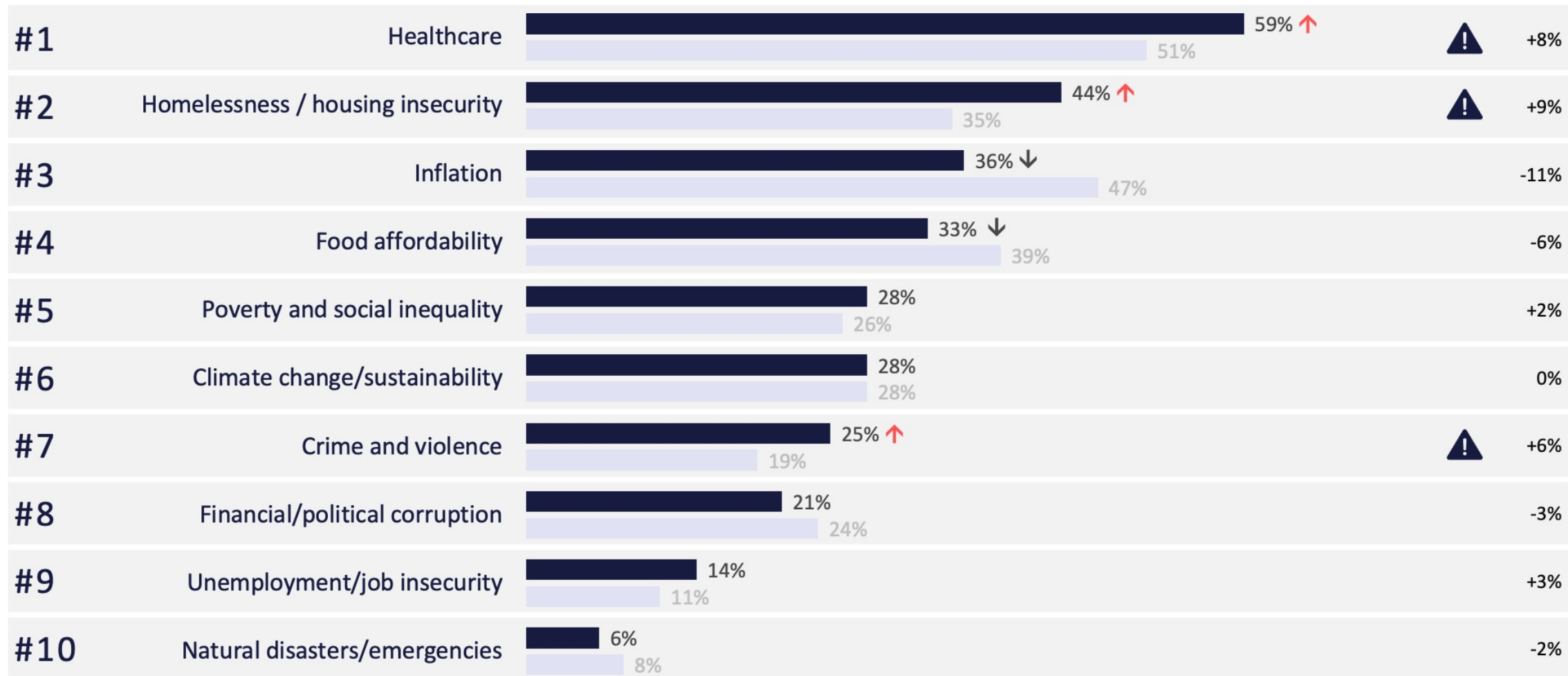
A margin of error cannot be calculated on a non-probability sample. For comparison purposes only, a probability sample of 1,509 respondents would carry a margin of error of +/- 2.5 percentage points, 19 times out of 20.

Please note that research is not necessarily predictive of future outcomes and captures opinions for a point in time. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Statistical margins of error are not applicable to online nonprobability sampling polls.

Homelessness and healthcare are increasing in concern



While concerns about inflation and food costs have eased, Canadians' concerns about healthcare, homelessness / housing insecurity, and crime and violence have intensified.



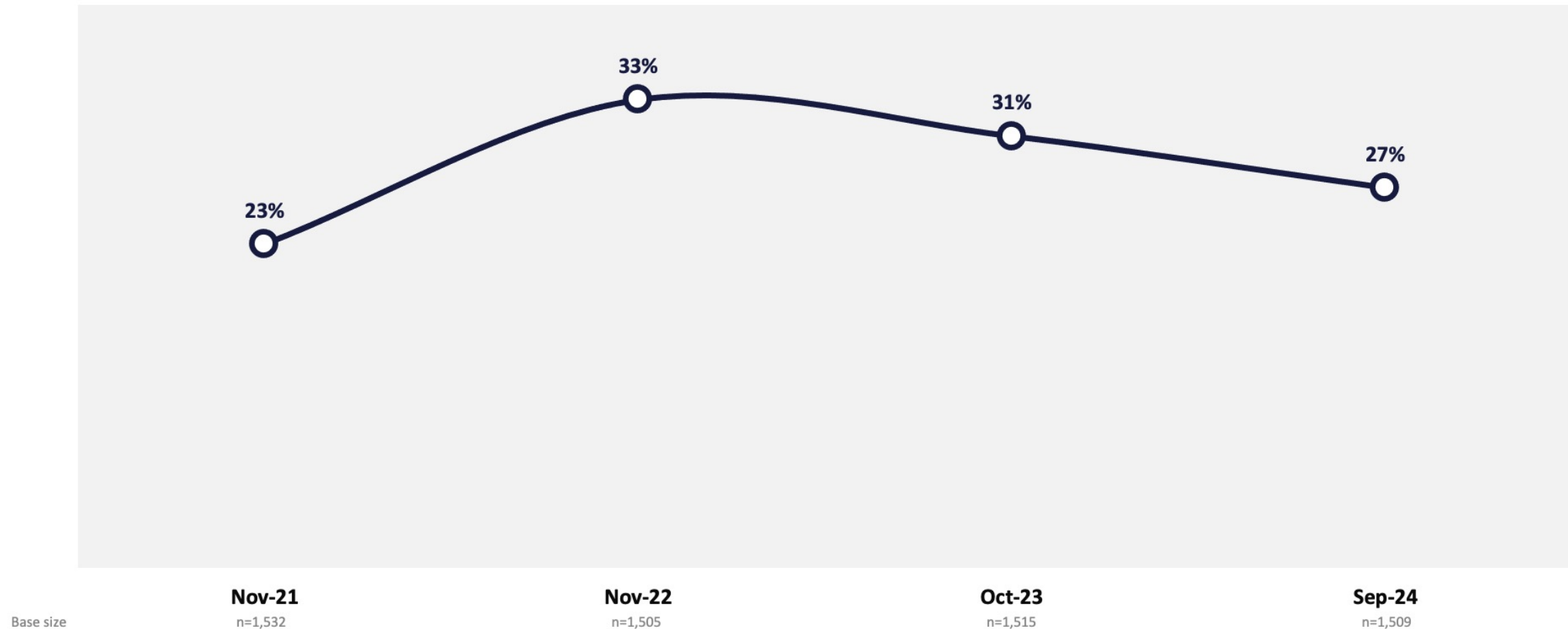
■ September 2024
■ March 2024

Although there's been some improvement, a significant number of Canadians are still grappling with personal burdens.

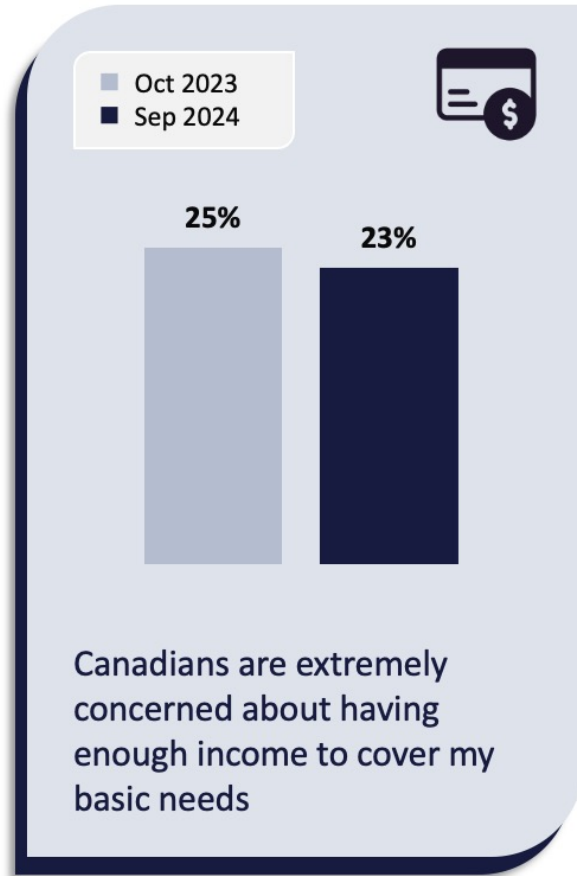


Canadians' financial pessimism has steadily declined over the past two years.

Proportion of Canadians who are pessimistic about their personal finances in the next two years



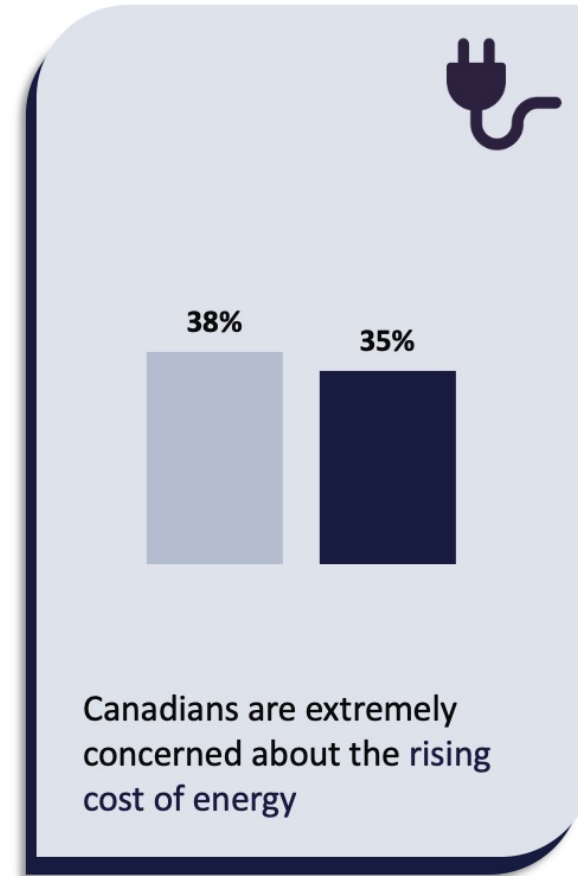
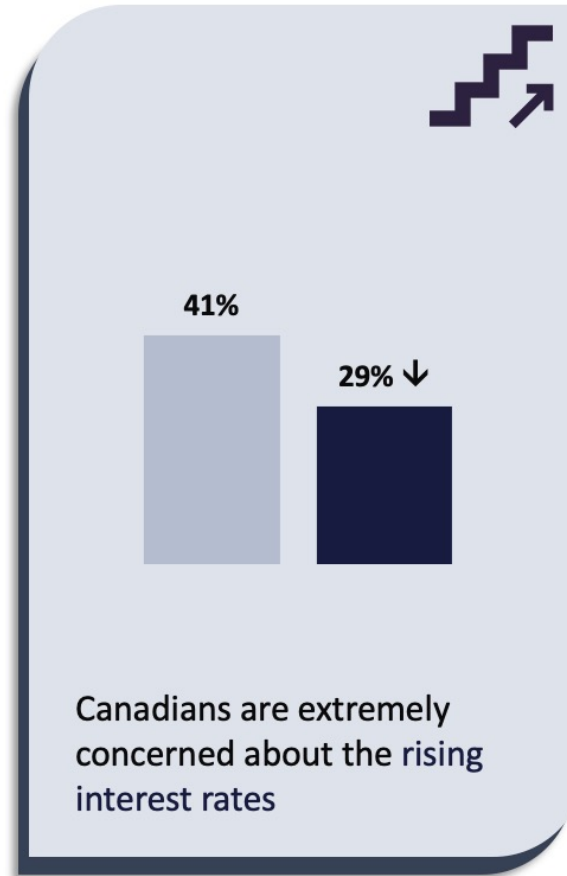
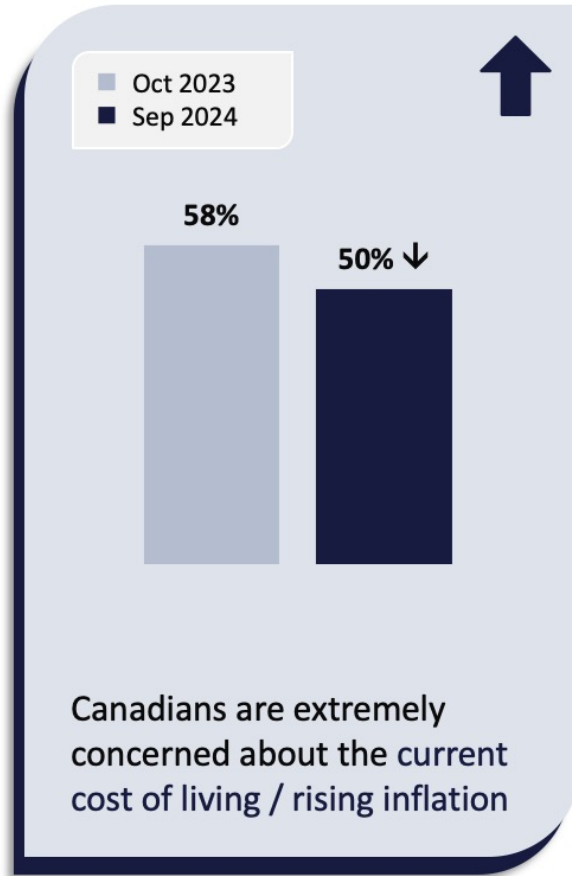
Extreme concern about having enough income to cover their basic needs has remained static compared to last year.



↑ / ↓ indicates Sep 2024 is significantly higher / lower than Oct 2023 at 95% confidence level

Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509); A6. Thinking about your current situation, how concerned are you about the following?; [Data shown reflects those who indicated "Extremely Concerned"]

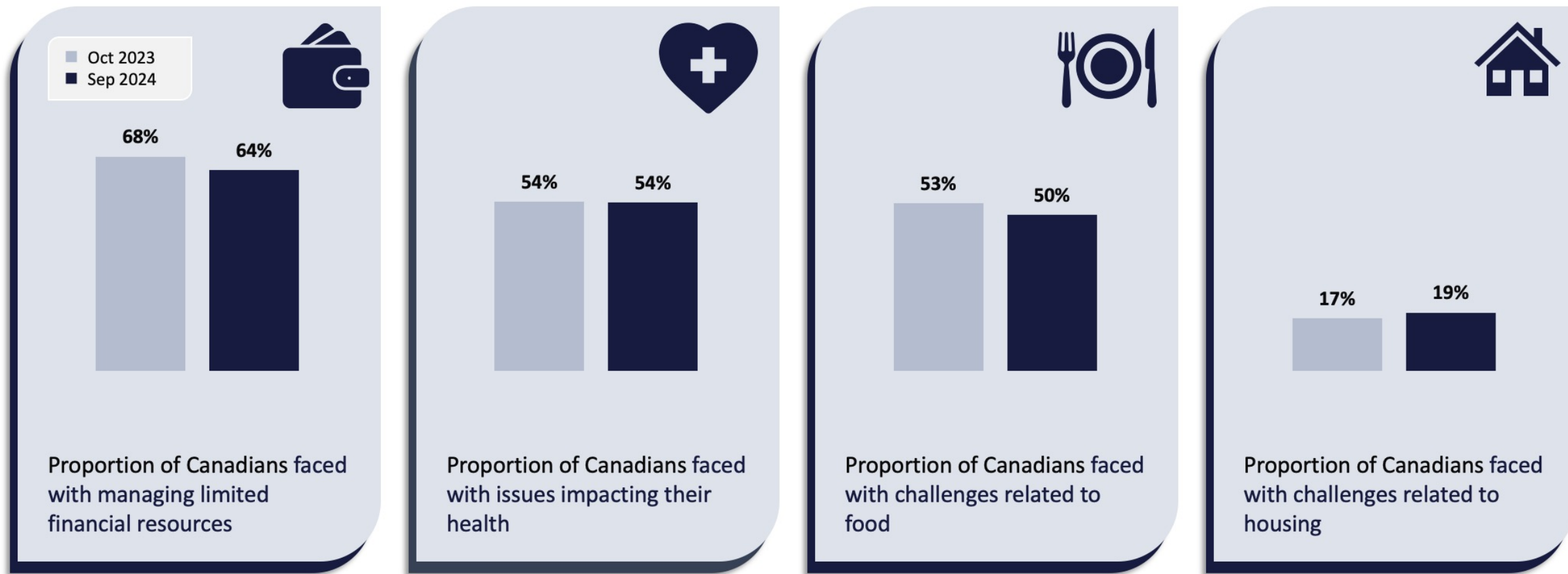
Canadians' extreme concerns about rising costs have declined this year.



↑ / ↓ indicates Sep 2024 is significantly higher / lower than Oct 2023 at 95% confidence level

Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509); A6. Thinking about your current situation, how concerned are you about the following?; [Data shown reflects those who indicated "Extremely Concerned"]

Socioeconomic challenges have remained static compared to last year.



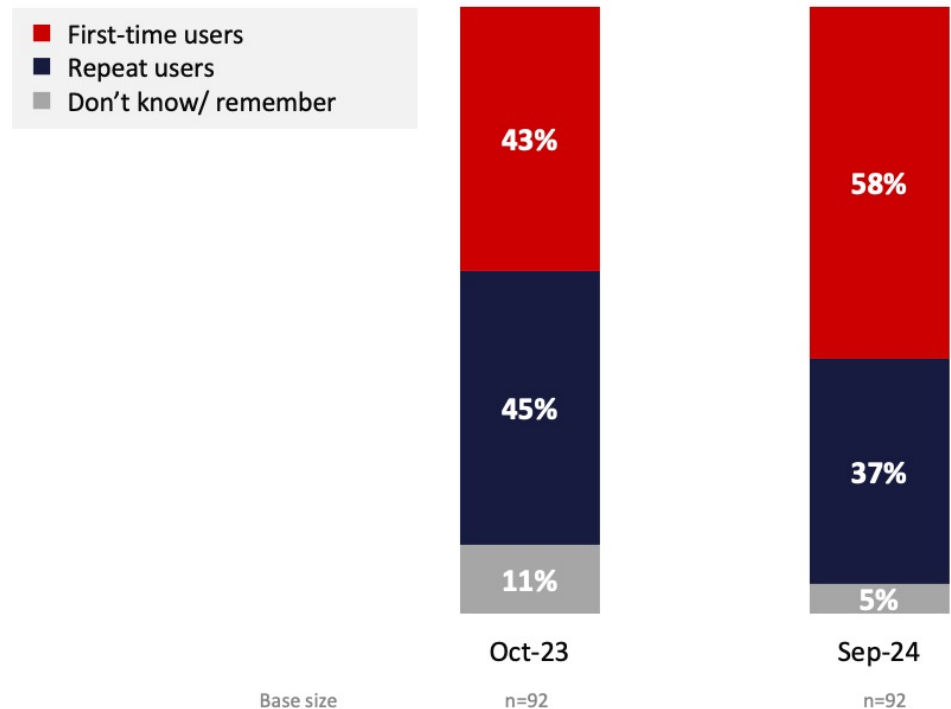
↑ / ↓ indicates Sep 2024 is significantly higher / lower than Oct 2023 at 95% confidence level

Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509); B2. Which of the following have you experienced/or are currently experiencing?; [Data shown reflects those who indicated "Currently experiencing" or "Experienced in the last year"]

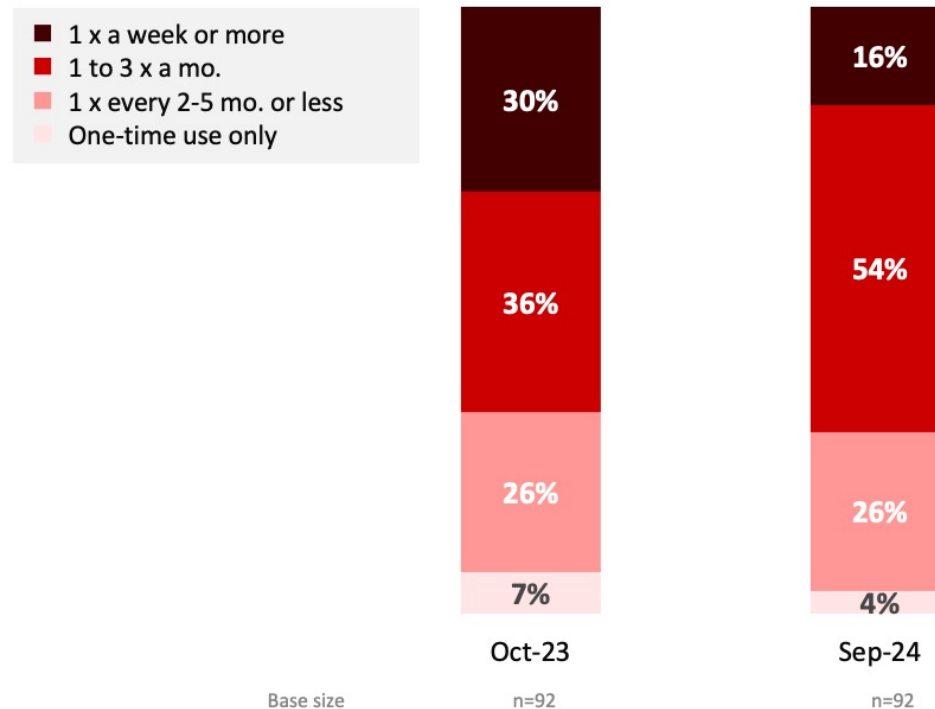
However, there has been a nominal increase of those accessing a food bank for the first time in the last year.

Usage and frequency among Canadians who accessed a food bank in the last year (community pantry, food bank, food hamper, or community meal program)

Usage



Frequency of usage

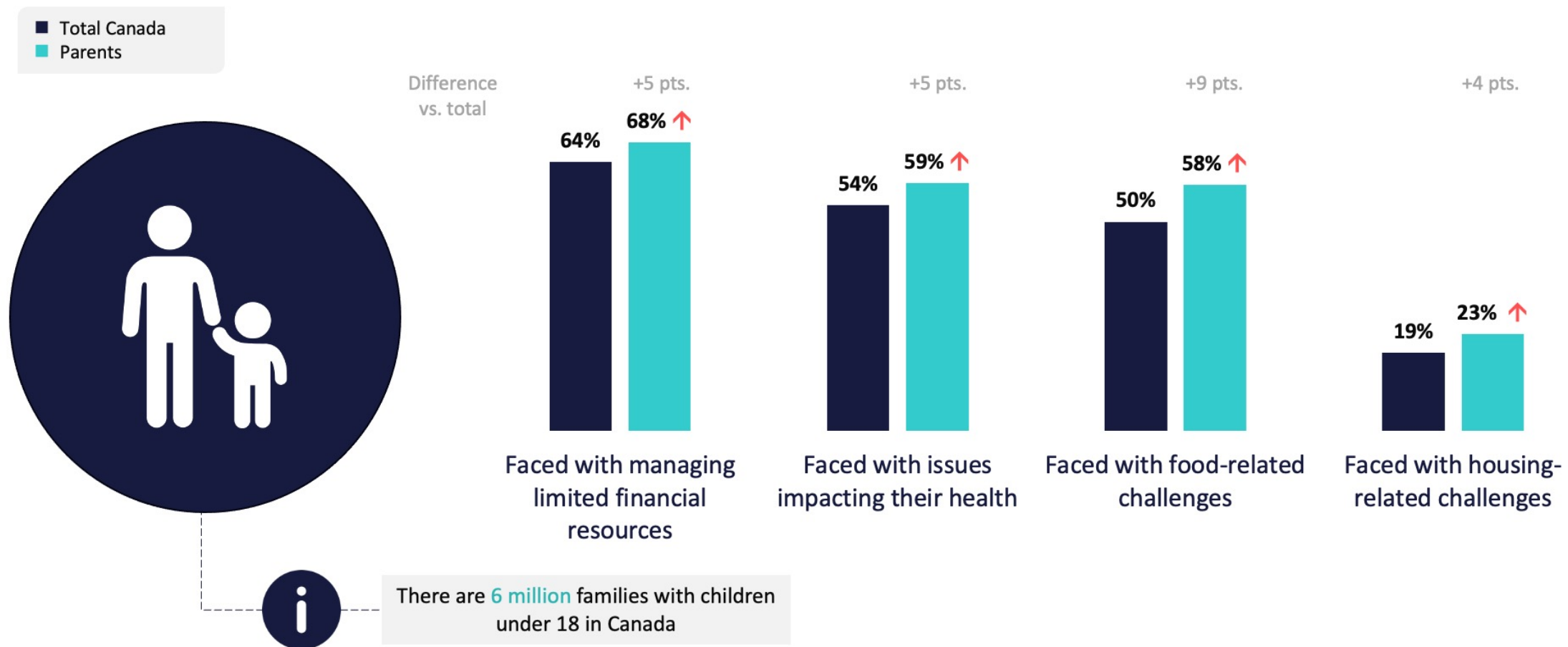


Children and parents are shouldering a heavier burden.



While there are indications that Canadians are feeling better about their circumstances, parents are experiencing a disproportionate number of challenges, particularly food-related challenges.

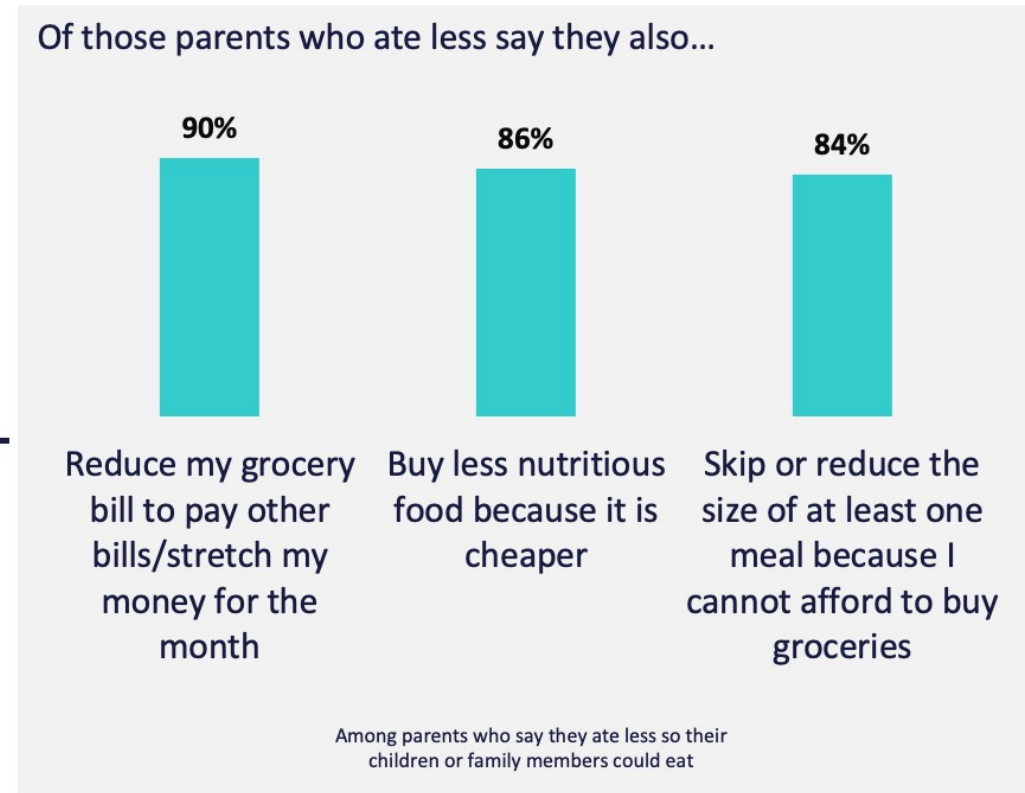
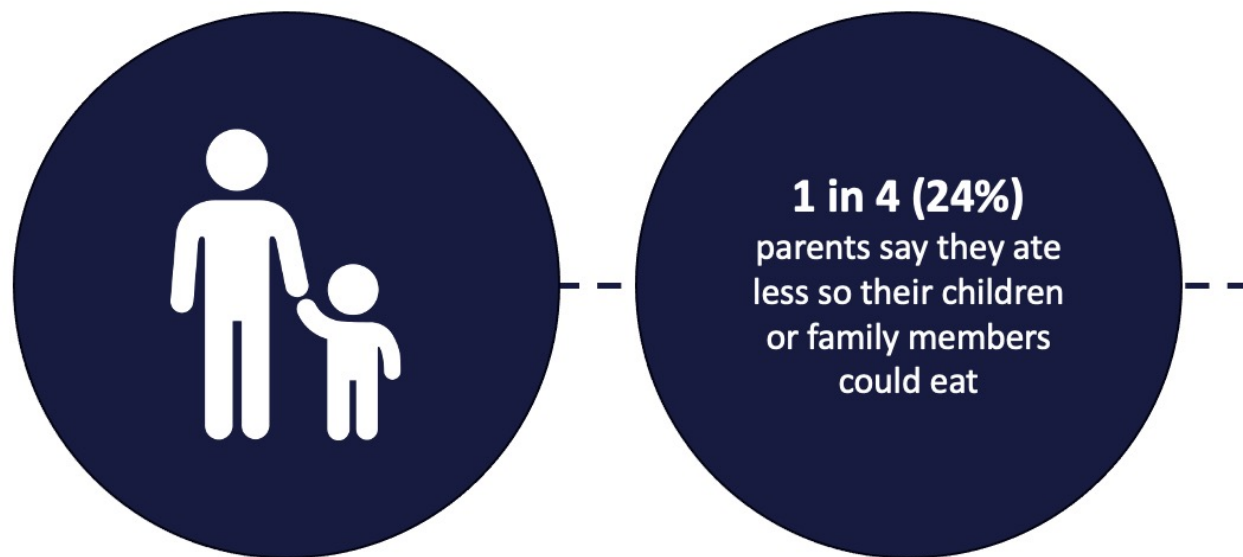
Proportion of Total Canadians vs. Parents experiencing challenges



Base size: Total sample (n=1,509); Parents (n=378); B2. Which of the following have you experienced/or are currently experiencing?; [Data shown reflects those who indicated "Currently experiencing" or "Experienced in the last year"]
 Other data sources: Statistics Canada. [Table 39-10-0041-01 Census families with children by age of children and children by age groups](#)

Parents compromising on their food choices are more likely to encounter other severe food-related challenges.

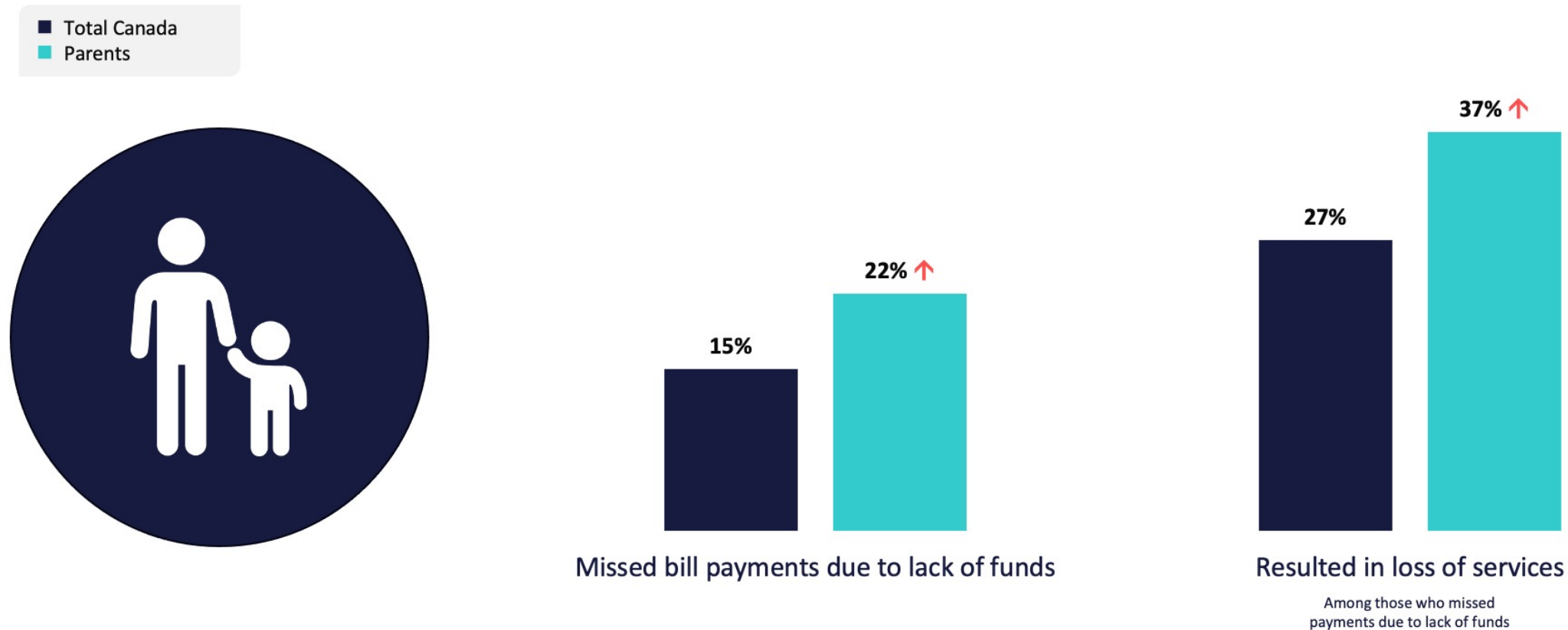
Proportion of parents who say they ate less so their children can eat, who also face other food security challenges



Base size: Parents (n=378); Parents who say they ate less so their children or family members could eat (n=92). B2. Which of the following have you experienced/or are currently experiencing?; [Data shown reflects those who indicated "Currently experiencing" or "Experienced in the last year"]

Furthermore, parents are more prone to missed bill payments due to financial constraints, resulting in a greater risk of service interruptions.

Proportion of Total Canadians vs. Parents who have missed bill payments and loss services due to missed bill payments



Base size: Total sample (n=1,509); Parents (n=378); Missed bill payments due to lack of funds: Total sample (n=226); Parents of children under 18 (n=85); B7. Earlier you mentioned that you missed bill payments due to lack of funds in the last year. Did this result in a loss of any of your services?

Every day, The Salvation Army offers support to vulnerable Canadians and ongoing issues, such as those featured in this report.





Giving Hope Today

The Salvation Army gives hope and dignity to vulnerable people today and every day in more than 400 communities across Canada and Bermuda and in 134 countries around the world.

YOUR SUPPORT IN ACTION

in more than 400 communities across Canada and Bermuda



3.2 MILLION
COMMUNITY MEALS WERE DISTRIBUTED.



438,000
VISITS FOR CHRISTMAS ASSISTANCE INCLUDING FOOD HAMPERS AND TOYS.



2.1 MILLION
VISITS FOR FOOD, CLOTHING OR PRACTICAL ASSISTANCE.



7,800
INTERACTIONS THROUGH DROP-IN DAY PROGRAMS THAT DEAL WITH MENTAL HEALTH AND RECOVERY.



MORE THAN 69,000
MEALS SERVED WHEN DISASTER STRUCK.



31,600
INTERACTIONS THROUGH STREET OUTREACH.



5,500
SHELTER, ADDICTIONS, DETOX AND MENTAL-HEALTH BEDS PROVIDED.



112,000
SCHOOL MEALS PROVIDED.



6,632
CHILDREN HELPED THROUGH BRIGHTER FUTURES SPONSORSHIP PROGRAM.



14,000
PEOPLE REFERRED FOR HOUSING.



8,625
INTERACTIONS WITH PEOPLE WHO ATTENDED LANGUAGE TRAINING, SETTLEMENT AND REFUGEE SERVICES.



345
PEOPLE GRADUATED FROM ADDICTIONS AND REHABILITATION PROGRAMS.

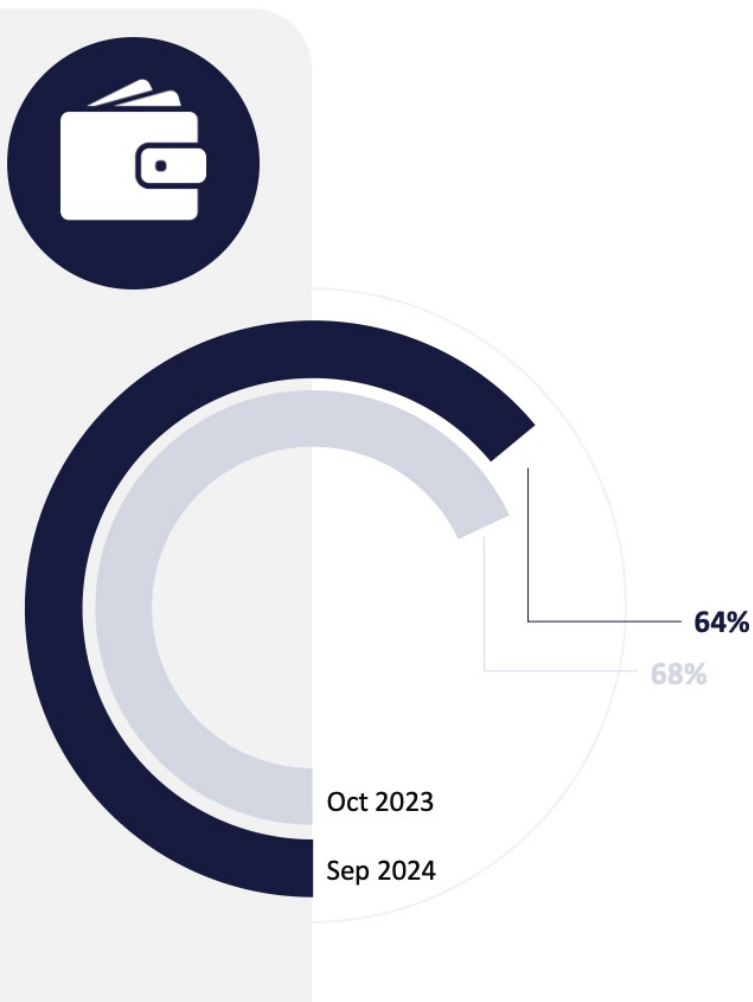


3,000
CHILDREN AND TEENS ATTENDED SALVATION ARMY CAMPS.



Giving Hope Today

Proportion of Canadians faced with managing limited financial resources

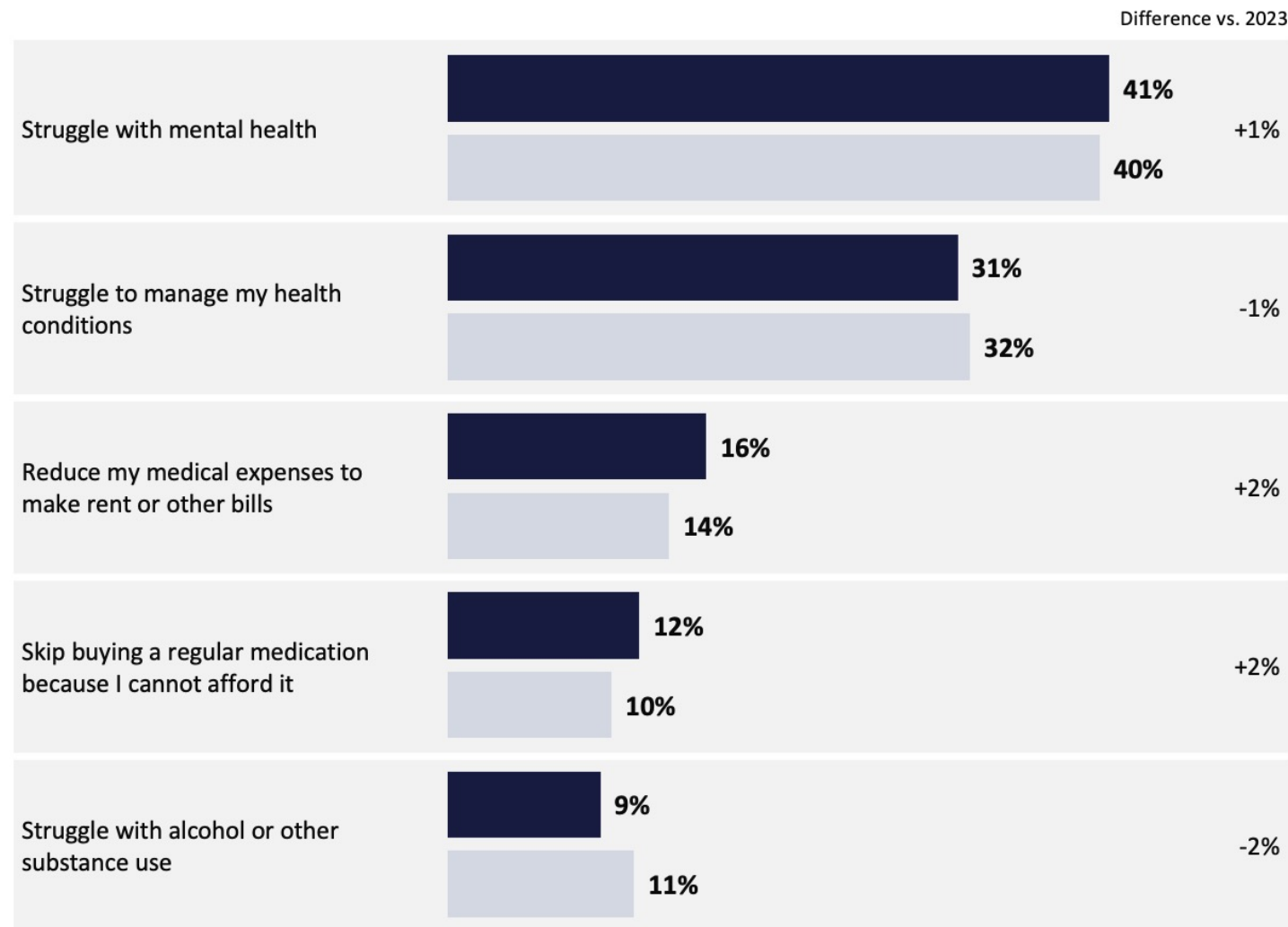
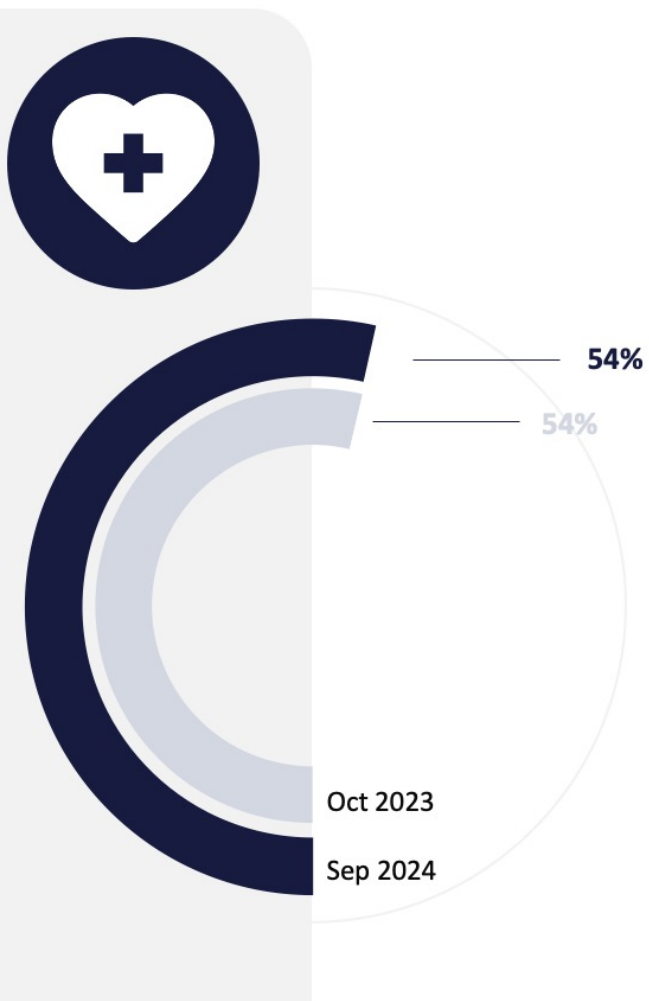


| | | Difference vs. 2023 |
|--|-----|---------------------|
| Cut back on non-essential needs to save money for my basic needs | 51% | -4% |
| | 55% | |
| Change habits to save money | 46% | -3% |
| | 50% | |
| Borrow money or withdrew savings to afford my basic needs | 33% | -2% |
| | 35% | |
| Take on an additional source of income to supplement my regular income | 22% | -4% |
| | 26% | |
| Cut back on transportation costs because I cannot afford it | 19% | -4% |
| | 23% | |
| Postpone or not pursue further education or training because I could not afford it at the time | 16% | -1% |
| | 17% | |
| Missed bill payments due to lack of funds | 15% | -1% |
| | 16% | |
| Miss work/school because I cannot afford childcare* | 10% | -1% |
| | 10% | |

*Among parents (those with kids under 18 in the household)
 ↑Significantly higher than comparison wave at 95% confidence level

■ September 2024
 ■ October 2023

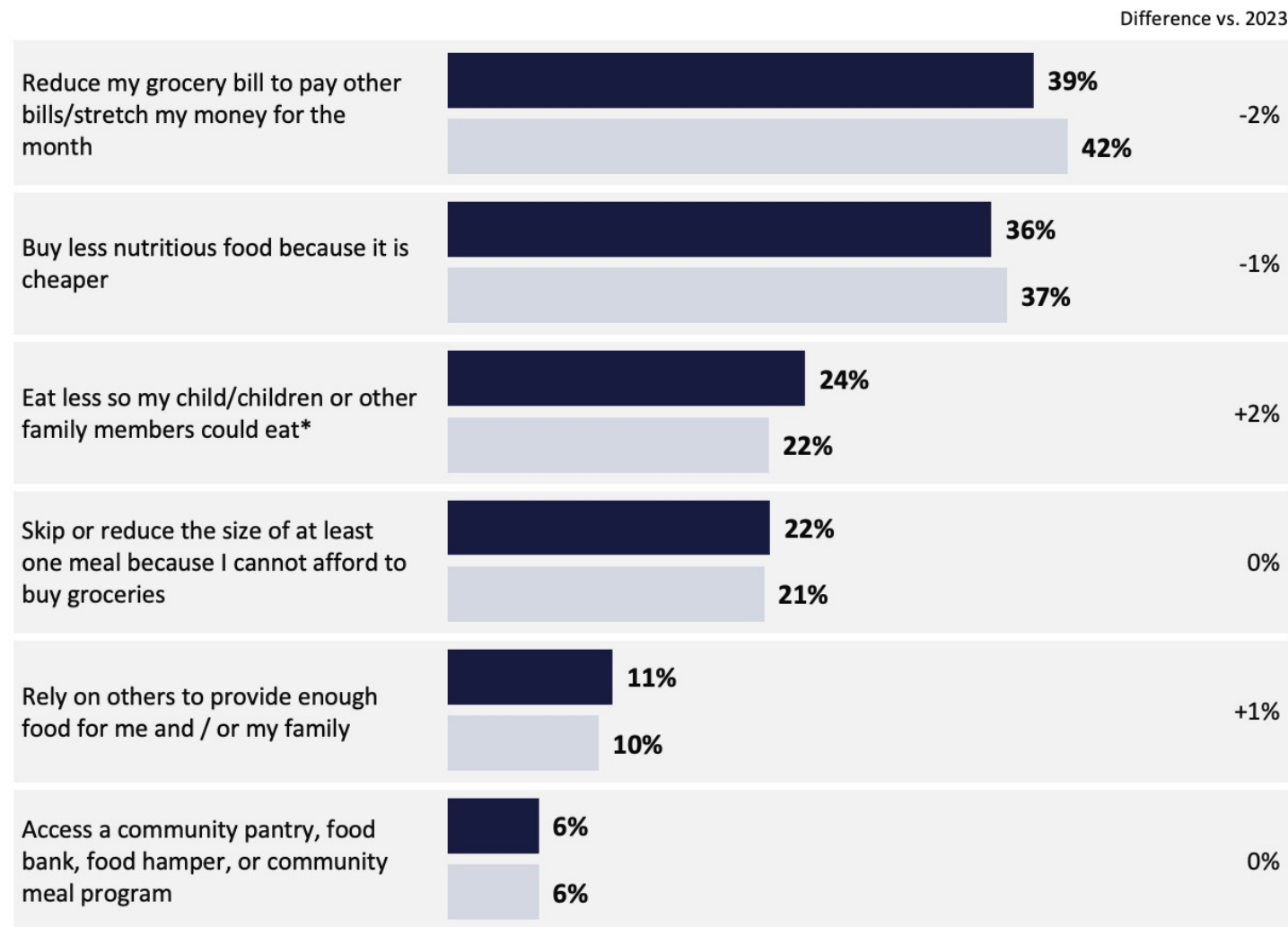
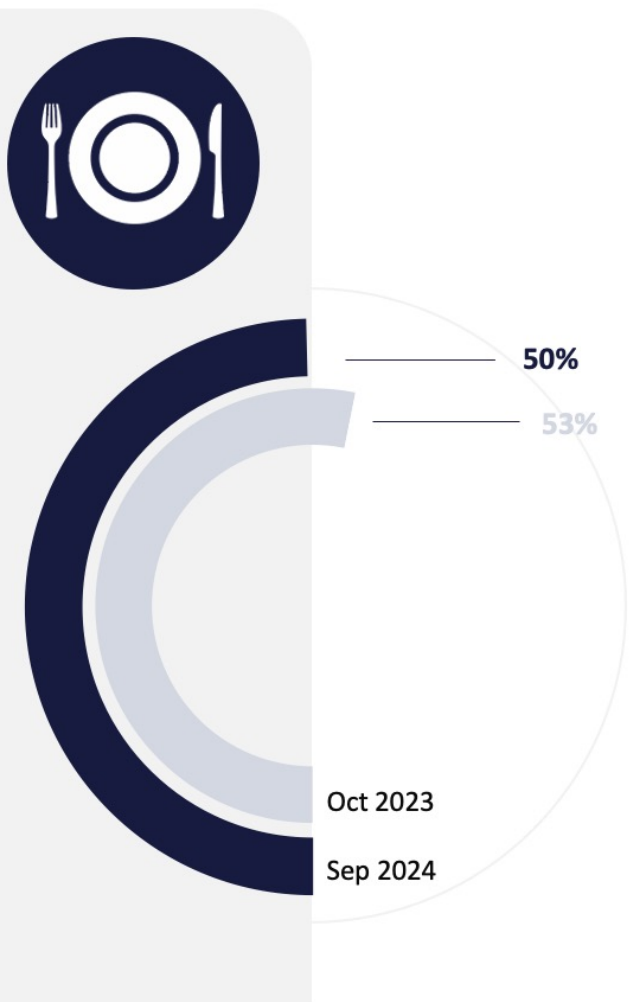
Proportion of Canadians facing issues impacting their health



↑ Significantly higher than comparison wave at 95% confidence level

■ September 2024
■ October 2023

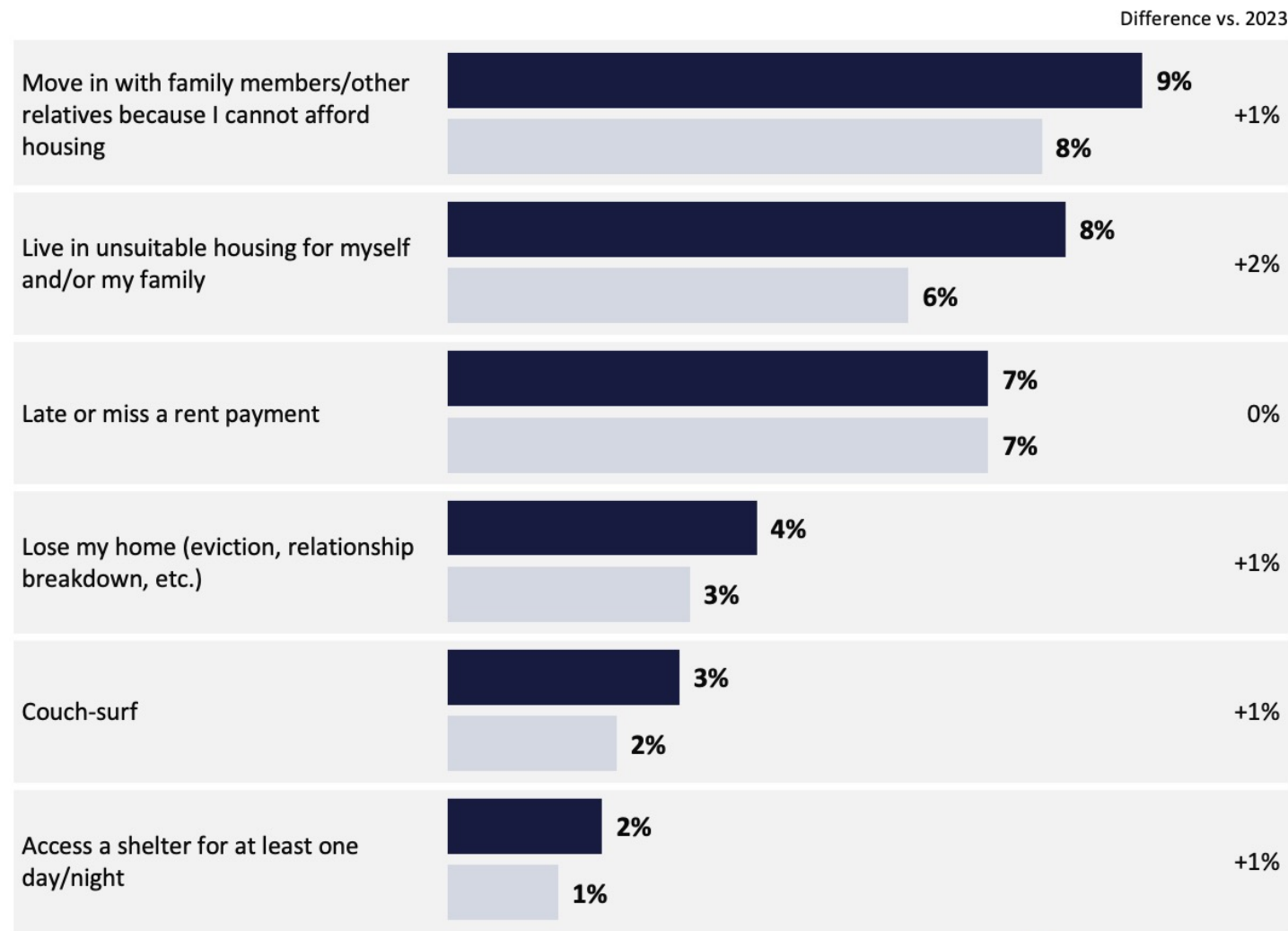
Proportion of Canadians faced with food-related challenges



*Among parents (those with kids under 18 in the household)
 ↑Significantly higher than comparison wave at 95% confidence level

■ September 2024
 ■ October 2023

Proportion of Canadians faced with housing-related challenges



■ September 2024
 ■ October 2023

Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509); B2. Which of the following have you experienced/or are currently experiencing?; [Data shown reflects those who indicated "Currently experiencing" or "Experienced in the last year"]

Appendix: Regional scorecards

Total Canada



HAVE PESSIMISTIC FINANCIAL OUTLOOK



↑ Higher vs. Oct. 2023
↓ Lower vs. Oct 2023

EXTREME CONCERNS

| % extremely concerned about... | % diff vs. 2023 |
|---|-----------------|
| Current cost of living / rising inflation | 50%, -8 pts ↓ |
| Rising cost of energy | 35%, -4 pts |
| My mental and physical wellbeing | 32%, +1 pts |
| Rising interest rates | 29%, -13 pts ↓ |
| Having enough income to do the activities I want to do | 28%, -3 pts |
| Having enough income to cover my basic needs | 23%, -2 pts |
| Job security | 15%, +0.5 pts |
| Having a home that keeps me sheltered from the elements | 14%, +1 pts |
| Having adequate access to food | 12%, +0.3pts |
| Being affected by a natural disaster/emergency | 12%, +0.1 pts |
| Having adequate access to clean drinking water | 10%, +1 pts |

CHALLENGES FACED IN THE LAST YEAR

| | | |
|--------------------------------------|--|------------------------------|
| Managing limited resources | | 64% +4 pts vs. Oct 2023 |
| Facing issues impacting their health | | 54% +0.2 pts vs. Oct 2023 |
| Food-related challenges | | 50% -4 pts vs. Oct 2023 |
| Housing-related challenges | | 19% +2 pts vs. Oct 2023 |

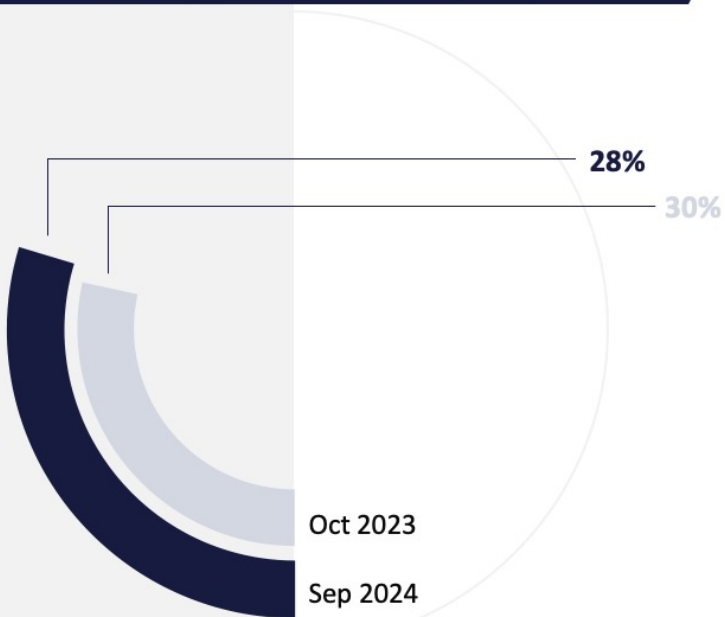
Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,515)

A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Pessimistic" or "Somewhat Pessimistic"]; A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "Extremely concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

British Columbia



HAVE PESSIMISTIC FINANCIAL OUTLOOK







↑ Higher vs. Oct. 2023
 ↓ Lower vs. Oct 2023

EXTREME CONCERNS

| % extremely concerned about... | % | %, diff vs. 2023 |
|---|-----|------------------|
| Current cost of living / rising inflation | 50% | -5 pts |
| My mental and physical wellbeing | 32% | +10 pts |
| Rising cost of energy | 30% | -10 pts |
| Rising interest rates | 25% | -17 pts ↓ |
| Having enough income to do the activities I want to do | 21% | -8 pts |
| Having enough income to cover my basic needs | 20% | +0.2 pts |
| Job security | 17% | +6 pts |
| Having a home that keeps me sheltered from the elements | 13% | -0.1 pts |
| Being affected by a natural disaster/emergency | 13% | +4 pts |
| Having adequate access to food | 11% | +1 pts |
| Having adequate access to clean drinking water | 9% | +3 pts |

CHALLENGES FACED IN THE LAST YEAR

| | | |
|--------------------------------------|---|-----------------------------------|
| Managing limited resources |  | 63% -2 pts vs. Oct 2023 |
| Facing issues impacting their health |  | 58% +2 pts vs. Oct 2023 |
| Food-related challenges |  | 52% +4 pts vs. Oct 2023 |
| Housing-related challenges |  | 20% +4 pts vs. Oct 2023 |

Base size: Total sample in British Columbia (Oct 2023: n=200, Sep 2024: n=199)

A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Pessimistic" or "Somewhat Pessimistic"]; A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "Extremely concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Alberta



HAVE PESSIMISTIC FINANCIAL OUTLOOK



↑ Higher vs. Oct. 2023
 ↓ Lower vs. Oct 2023

EXTREME CONCERNS

| % extremely concerned about... | % diff vs. 2023 |
|---|-----------------|
| Current cost of living / rising inflation | 55%, -11 pts |
| Rising cost of energy | 45%, -15 pts ↓ |
| Having enough income to do the activities I want to do | 34%, +5 pts |
| Rising interest rates | 30%, -18 pts ↓ |
| My mental and physical wellbeing | 27%, -2 pts |
| Having enough income to cover my basic needs | 24%, -1 pts |
| Having a home that keeps me sheltered from the elements | 18%, +9 pts |
| Job security | 15%, -3 pts |
| Having adequate access to clean drinking water | 14%, +8 pts |
| Having adequate access to food | 13%, +7 pts |
| Being affected by a natural disaster/emergency | 8%, +1 pts |

CHALLENGES FACED IN THE LAST YEAR

| | | |
|--------------------------------------|--|----------------------------|
| Managing limited resources | | 69% -5 pts vs. Oct 2023 |
| Facing issues impacting their health | | 57% -2 pts vs. Oct 2023 |
| Food-related challenges | | 57% +9 pts vs. Oct 2023 |
| Housing-related challenges | | 18% -1 pts vs. Oct 2023 |

Base size: Total sample in Alberta (Oct 2023: n=169, Sep 2024: n=169)

A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Pessimistic" or "Somewhat Pessimistic"]; A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "Extremely concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Saskatchewan/Manitoba

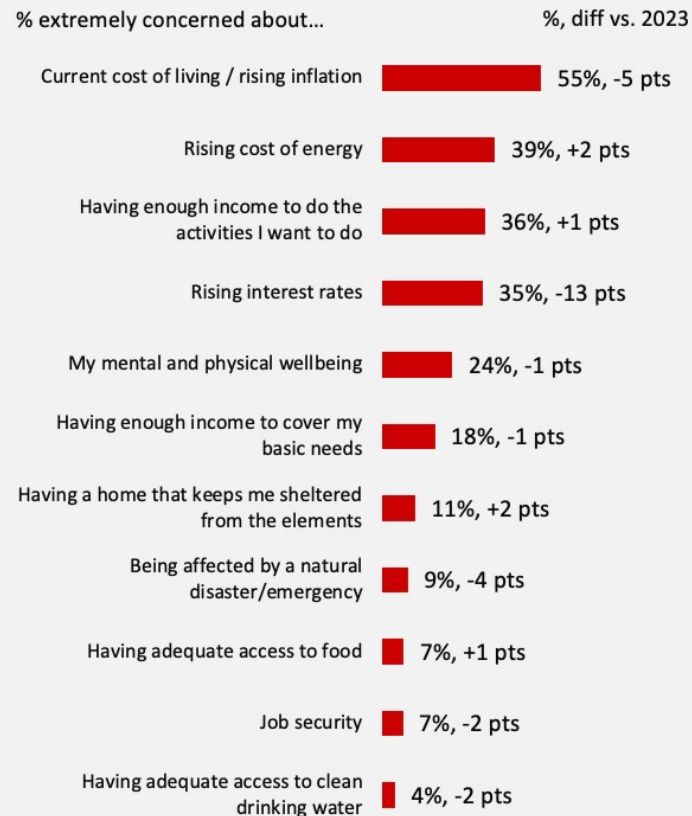


HAVE PESSIMISTIC FINANCIAL OUTLOOK

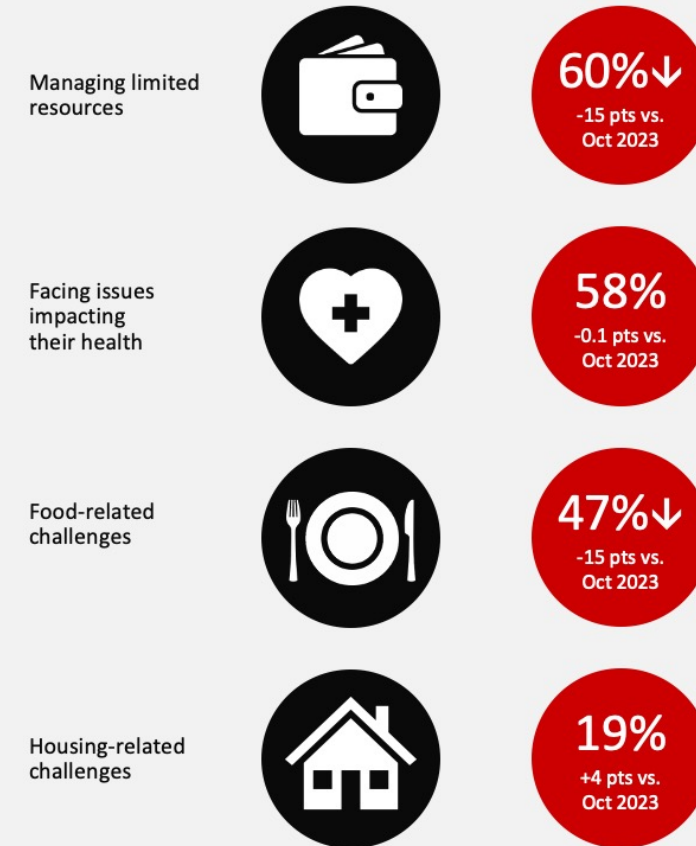


↑ Higher vs. Oct. 2023
↓ Lower vs. Oct 2023

EXTREME CONCERNS



CHALLENGES FACED IN THE LAST YEAR



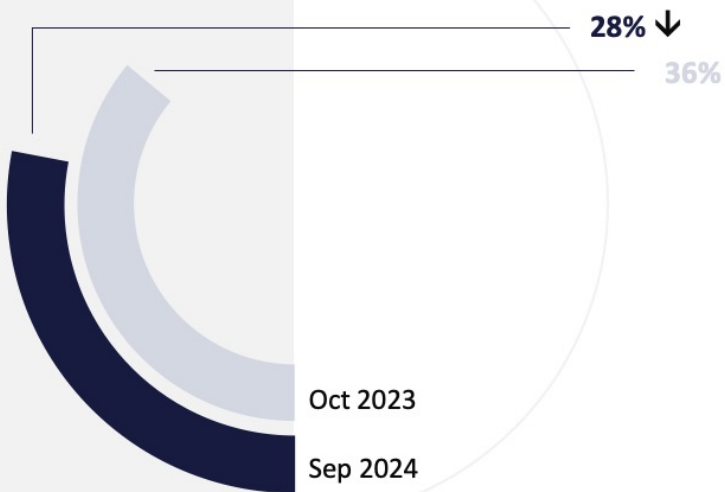
Base size: Total sample in Saskatchewan/Manitoba (Oct 2023: n=97, Sep 2024: n=97)

A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Pessimistic" or "Somewhat Pessimistic"]; A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "Extremely concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Ontario



HAVE PESSIMISTIC FINANCIAL OUTLOOK



↑ Higher vs. Oct. 2023
↓ Lower vs. Oct 2023

EXTREME CONCERNS

| % extremely concerned about... | % | %, diff vs. 2023 |
|---|-----|------------------|
| Current cost of living / rising inflation | 50% | -10 pts ↓ |
| Rising cost of energy | 36% | -3 pts |
| My mental and physical wellbeing | 33% | -2 pts |
| Rising interest rates | 31% | -11 pts ↓ |
| Having enough income to do the activities I want to do | 29% | -5 pts |
| Having enough income to cover my basic needs | 25% | -3 pts |
| Job security | 17% | +1 pts |
| Having a home that keeps me sheltered from the elements | 14% | -2 pts |
| Being affected by a natural disaster/emergency | 12% | -4 pts |
| Having adequate access to food | 11% | -5 pts |
| Having adequate access to clean drinking water | 8% | -3 pts |

CHALLENGES FACED IN THE LAST YEAR

| | | |
|--------------------------------------|--|------------------------------|
| Managing limited resources | | 65% ↓ -8 pts vs. Oct 2023 |
| Facing issues impacting their health | | 57% -2 pts vs. Oct 2023 |
| Food-related challenges | | 51% ↓ -9 pts vs. Oct 2023 |
| Housing-related challenges | | 20% -2 pts vs. Oct 2023 |

Base size: Total sample in Ontario (Oct 2023: n=558, Sep 2024: n=556)

A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Pessimistic" or "Somewhat Pessimistic"]; A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "Extremely concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Quebec



HAVE PESSIMISTIC FINANCIAL OUTLOOK



↑ Higher vs. Oct. 2023
 ↓ Lower vs. Oct 2023

EXTREME CONCERNS

| % extremely concerned about... | % diff vs. 2023 |
|---|-----------------|
| Current cost of living / rising inflation | 44%, -8 pts |
| My mental and physical wellbeing | 37%, +2 pts |
| Rising cost of energy | 28%, +2 pts |
| Having enough income to do the activities I want to do | 25%, -4 pts |
| Having enough income to cover my basic needs | 23%, -2 pts |
| Rising interest rates | 23%, -13 pts ↓ |
| Being affected by a natural disaster/emergency | 16%, +5 pts |
| Having adequate access to food | 15%, +3 pts |
| Job security | 14%, -2 pts |
| Having adequate access to clean drinking water | 13%, +5 pts |
| Having a home that keeps me sheltered from the elements | 13%, +2 pts |

CHALLENGES FACED IN THE LAST YEAR

| | | |
|--------------------------------------|--|----------------------------|
| Managing limited resources | | 59% +2 pts vs. Oct 2023 |
| Facing issues impacting their health | | 40% +1 pts vs. Oct 2023 |
| Food-related challenges | | 43% -3 pts vs. Oct 2023 |
| Housing-related challenges | | 16% +6 pts vs. Oct 2023 |

Base size: Total sample in Quebec (Oct 2023: n=380, Sep 2024: n=379)

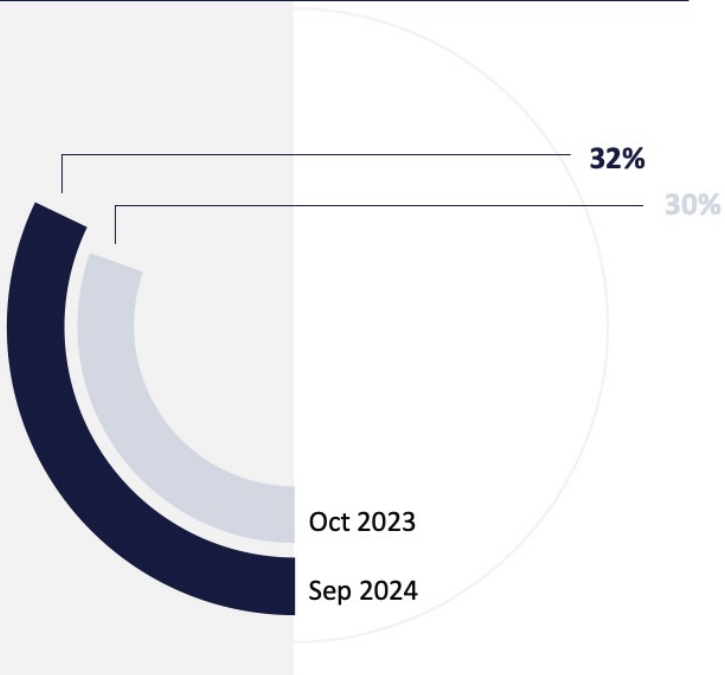
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Atlantic (Newfoundland and Labrador, Nova Scotia, New Brunswick & Prince Edward Island)

↑ Higher vs. Oct. 2023
↓ Lower vs. Oct 2023



HAVE PESSIMISTIC FINANCIAL OUTLOOK



EXTREME CONCERNS

| % extremely concerned about... | % diff vs. 2023 |
|---|-----------------|
| Current cost of living / rising inflation | 53%, -2 pts |
| Rising cost of energy | 42%, -2 pts |
| Rising interest rates | 35%, -4 pts |
| My mental and physical wellbeing | 26%, -0.2 pts |
| Having enough income to do the activities I want to do | 26%, +1 pts |
| Having enough income to cover my basic needs | 22%, -1 pts |
| Having adequate access to food | 14%, +4 pts |
| Having a home that keeps me sheltered from the elements | 12%, +1 pts |
| Being affected by a natural disaster/emergency | 11%, +1 pts |
| Job security | 11%, +5 pts |
| Having adequate access to clean drinking water | 8%, -2 pts |

CHALLENGES FACED IN THE LAST YEAR

| | | |
|--------------------------------------|--|------------------------------|
| Managing limited resources | | 68% -3 pts vs. Oct 2023 |
| Facing issues impacting their health | | 62% +7 pts vs. Oct 2023 |
| Food-related challenges | | 51% -0.3 pts vs. Oct 2023 |
| Housing-related challenges | | 16% +3 pts vs. Oct 2023 |

Base size: Total sample in Atlantic Provinces (Oct 2023: n=111, Sep 2024: n=110)
 A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Pessimistic" or "Somewhat Pessimistic"];
 A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "Extremely concerned"];
 B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]



Giving Hope Today