



# The Salvation Army's 2022 Christmas Campaign

Campaign Insights Report

November 2022

**EMBARGOED UNTIL AFTER  
NATIONAL RELEASE**

## BACKGROUND AND OBJECTIVES

- Edelman's Data & Intelligence team conducted a mediagenic survey to support impactful and compelling storytelling aligned with The Salvation Army's 2022 Christmas Campaign
- Specific objectives explored in the survey included:
  - Understand Canadians' attitudes and behaviours towards poverty and towards priority social issues most important to The Salvation Army (i.e., food security)
  - Uncover year-over-year changes by comparing to the 2021 Kettle Campaign survey, where applicable

# 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 November 10-15, 2022 among a nationally representative sample of 1,505 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.

For comparison purposes only, a sample of this size would yield a margin of error of +/- 2.4 percentage points at a 95% confidence level.

*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.*

CANADIANS  
WORRIED ABOUT  
THE FUTURE



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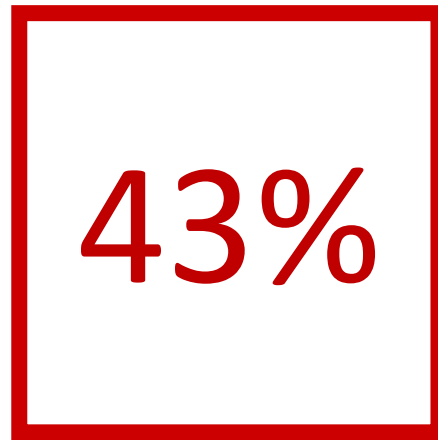
# Over half of Canadians are extremely concerned about rising inflation and the current cost of living



Are extremely concerned about **rising inflation**



Are extremely concerned about the **current cost of living**



Are extremely concerned about the **rising cost of energy**



Are extremely concerned about the **security, and protection of my job**

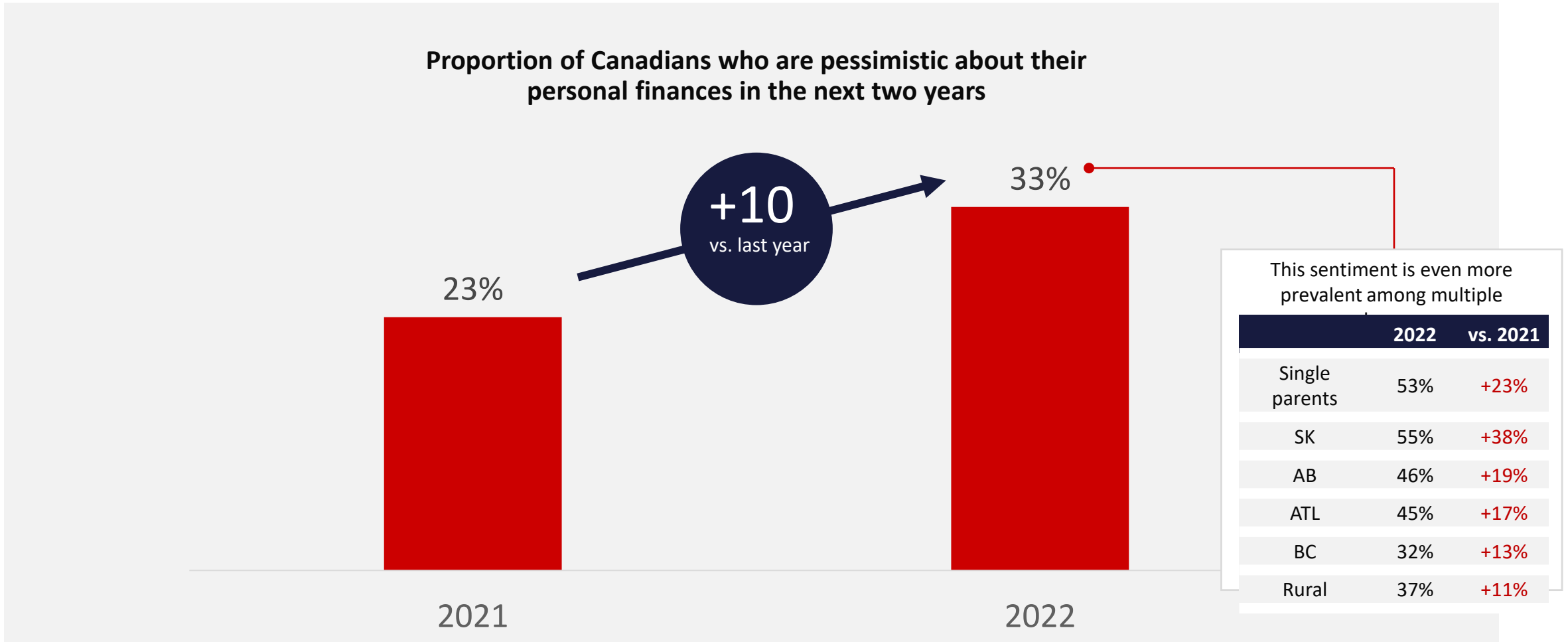
Data Source: Edelman Dxl, November 2022 Quantitative Survey

Base size: Total sample (n=1505)

A6. Thinking about your current situation, how concerned are you about the following?

[Data shown reflects those who indicated “Extremely concerned”]

# 1 in 3 Canadians are pessimistic about the future of their personal finances, an increase of 10 percentage points compared to last year



Data Source: Edelman Dxl, November 2021 & 2022 Quantitative Survey

Base size: Total sample (n=1505)

A2. Thinking about your personal finances in the next two years, which of the following statements best represent your outlook?

[Data shown reflects those who indicated “Very pessimistic” or “Somewhat pessimistic”]

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# 1 in 4 Canadians are extremely concerned about having enough income to cover their basic needs

**25%** of **Canadians are extremely concerned** about having enough income to cover their basic needs



This extreme concern is higher among multiple subgroups of Canadians: People living in Saskatchewan (40%), people living in Alberta (35%), Single parents (35%), People living in rural communities (30%)

Data Source: Edelman Dxl, November 2022 Quantitative Survey

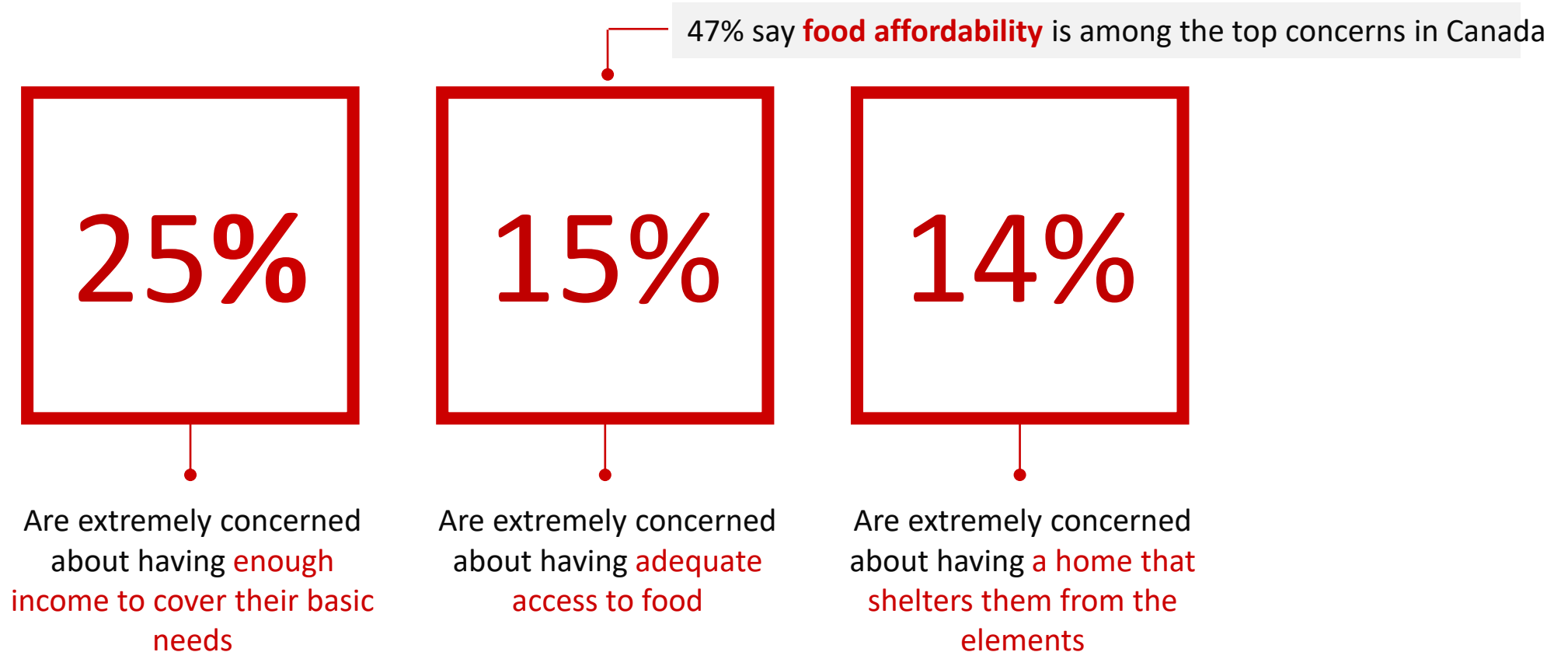
Base size: Total sample (n=1505)

A6. Thinking about your current situation, how concerned are you about the following?

[Data shown reflects those who selected “Extremely concerned” for “Having enough income to cover my basic needs”]

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## Worrying number of Canadians are extremely concerned about having adequate access to basic human needs



Data Source: Edelman Dxl, November 2022 Quantitative Survey

Base size: Total sample (n=1505)

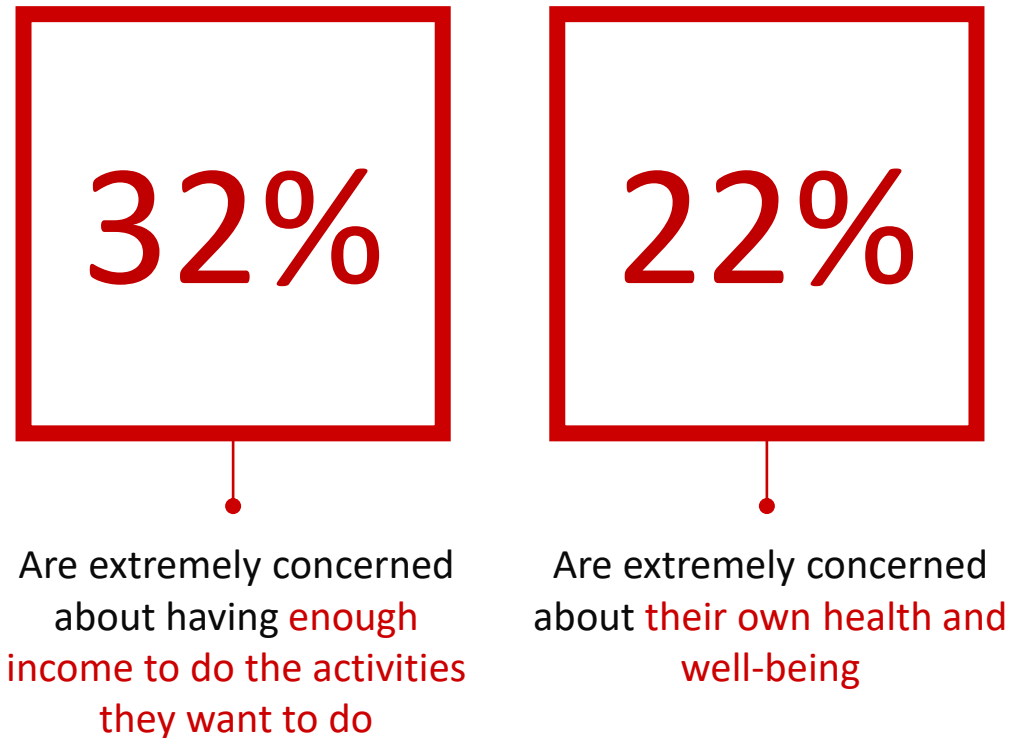
A6. Thinking about your current situation, how concerned are you about the following?

[Data shown reflects those who indicated "Extremely concerned"]



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# Canadians are extremely concerned about personal health, wellbeing and wellness



Data Source: Edelman Dxl, November 2022 Quantitative Survey  
Base size: Total sample (n=1505)  
A6. Thinking about your current situation, how concerned are you about the following?  
[Data shown reflects those who indicated “Extremely concerned”]

# THE CHALLENGE TO MEET BASIC NEEDS



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“We’re seeing more and more families asking for our assistance for the first time. With the threat of a recession, we anticipate this number will continue to grow. Now more than ever before, we are here for people who need us.”

*- The Salvation Army, November 2022*

# 1 in 2 Canadians (52%) faced food security challenges in the past year



Proportion of Canadians faced with challenges to food security



## A significant proportion are making trade-offs to their food choices due to financial strain

Bought less nutritious food because it was cheaper	41%
Reduced grocery bill to pay other bills/stretch my money for the month	40%
Skipped or reduced the size of at least one meal because could not afford to buy groceries	21%
Reduced medical expenses to make rent or other bills	15%
Skipped a regular mode of transportation because could not afford it	14%
Ate less so child/children or other family members could eat	12%
Skipped buying a regular medication because could not afford it	11%
Accessed a community pantry, food bank, food hamper, or community kitchen	5%

Data Source: Edelman Dxl, November 2022 Quantitative Survey

Base size: Total sample (n=1505)

B2. Which of the following have you experienced/or are currently experiencing?

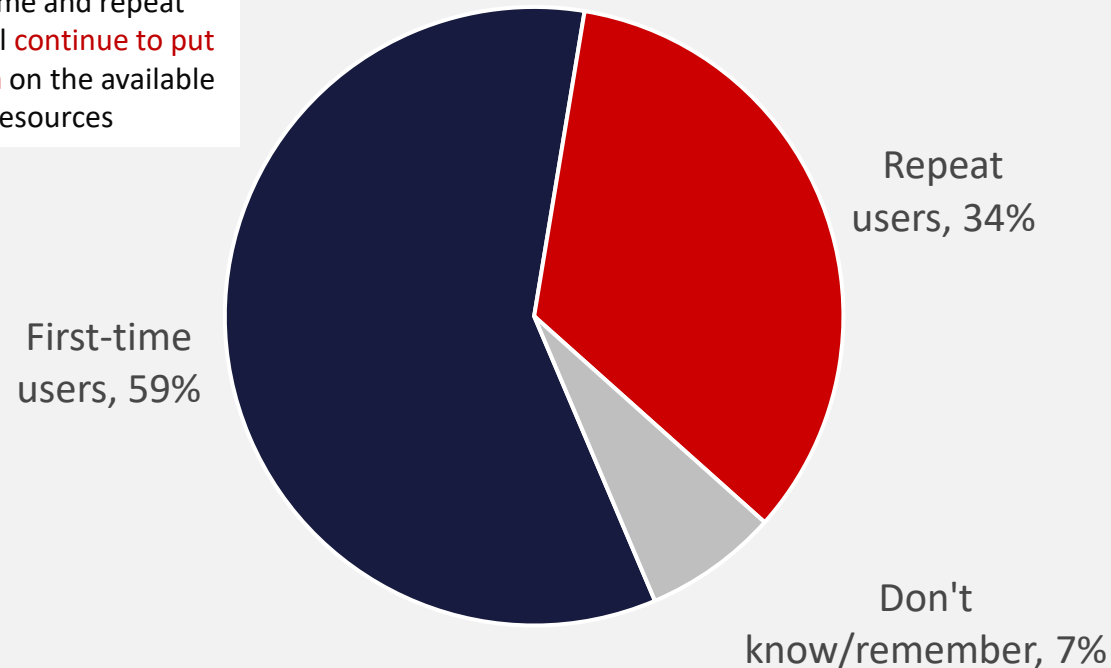
[Data shown reflects those who indicated “Currently experiencing” or “Experienced in the last year” to statements relating to food security]

# Among Canadians who accessed a food bank in the past year, almost two-thirds were first-time users

Among Canadians who accessed a food bank in the last year (community pantry, food bank, food hamper, or community kitchen)



The high percentage of first-time and repeat users will **continue to put a burden** on the available resources



## Two-thirds

(66% of those who accessed a food bank in the last year) accessed a community pantry, food bank, food hamper, or community kitchen once a month or more often



Data Source: Edelman Dxl, November 2022 Quantitative Survey  
Base size: Accessed a food bank currently or in the last year (n=82)  
B3A You mentioned that you accessed the following previously. How often did you access the service/s?  
B3B You mentioned that you have accessed the food bank or shelter. When was the first time you accessed the service/s?

# 1 in 7 (14%) Canadians faced housing security challenges in the past year

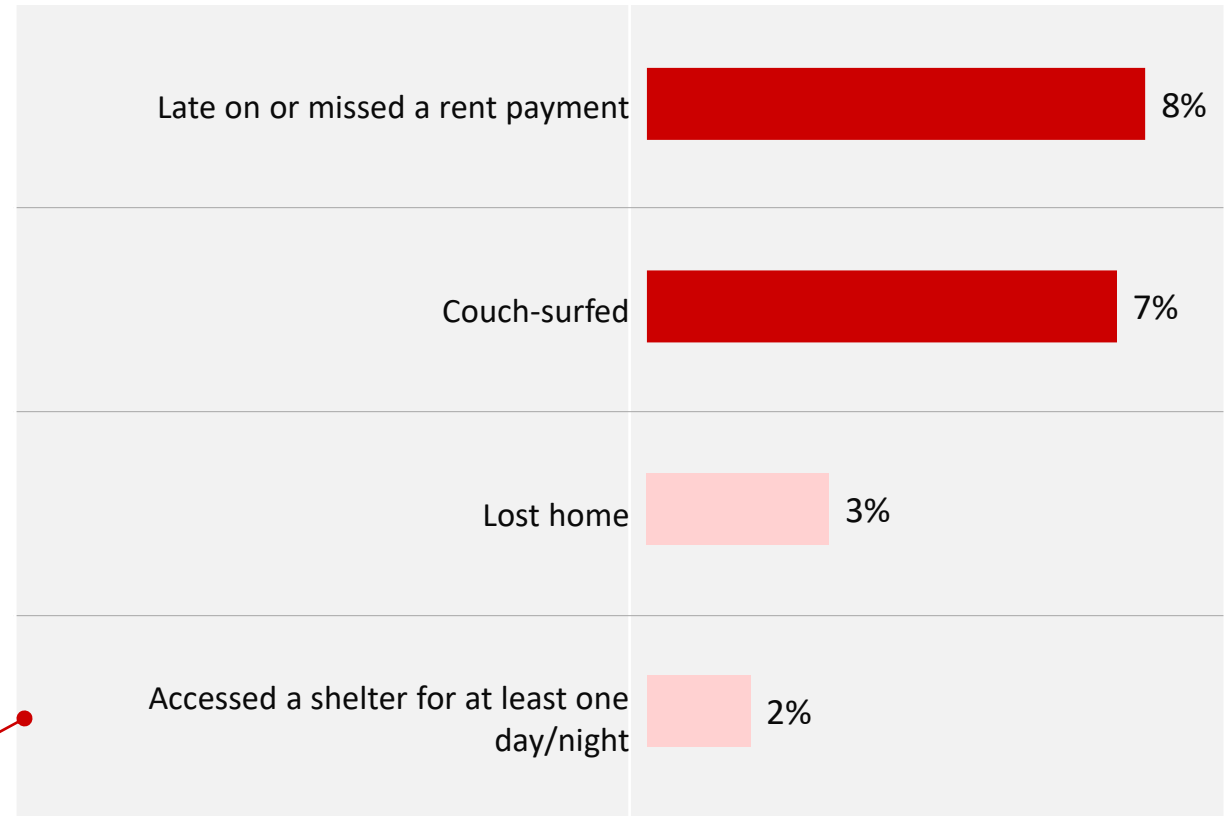


Proportion of Canadians faced with challenges to housing security



Note: Those who access shelters are likely not fully represented in the survey data as this population are less likely to complete a survey due to multiple factors (e.g., lack of access to technology)

Almost 1 in 10 missed or failed to make a rent payment / needed to couch-surf in the last year



Data Source: Edelman Dxl, November 2022 Quantitative Survey

Base size: Total sample (n=1505)

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" to statements relating to housing security]



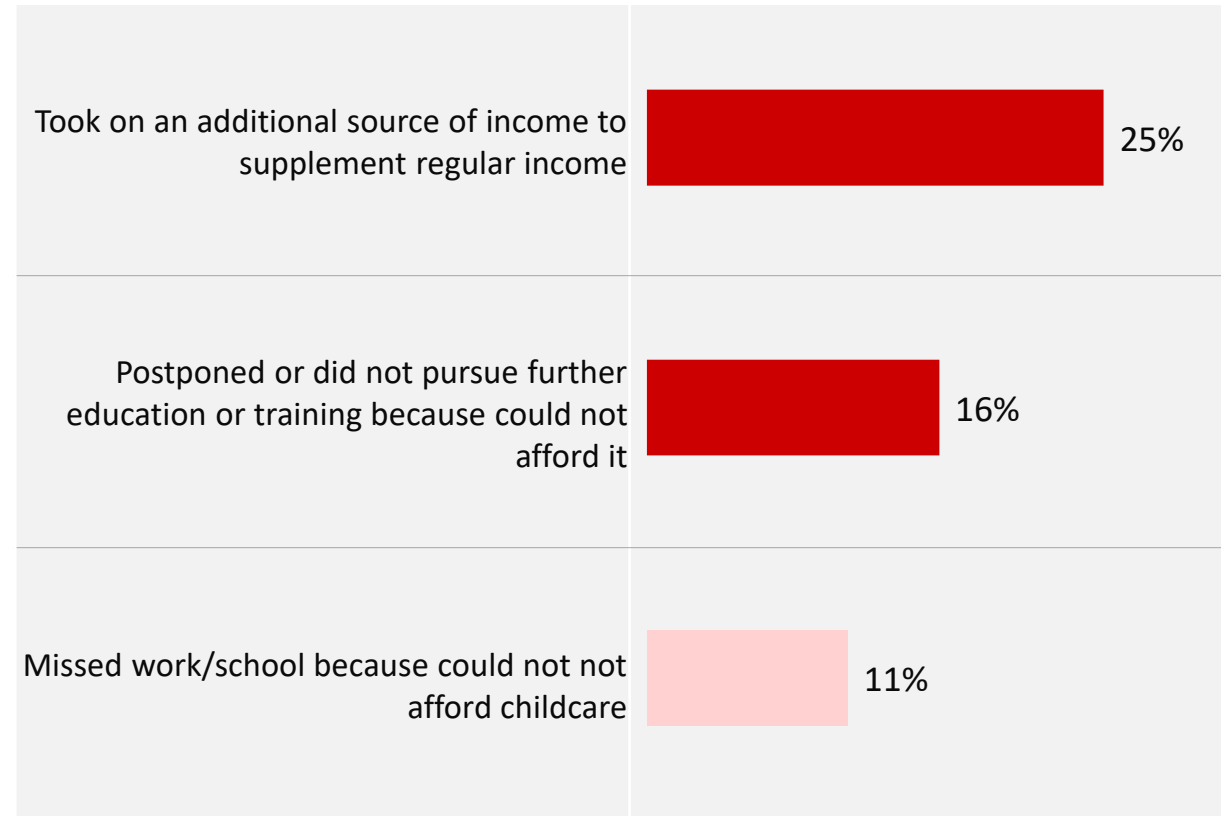
# 1 in 3 Canadians (33%) faced challenges managing limited resources in the past year



Proportion of Canadians faced with managing limited financial resources



## A quarter of Canadians needed to take on an additional source of income



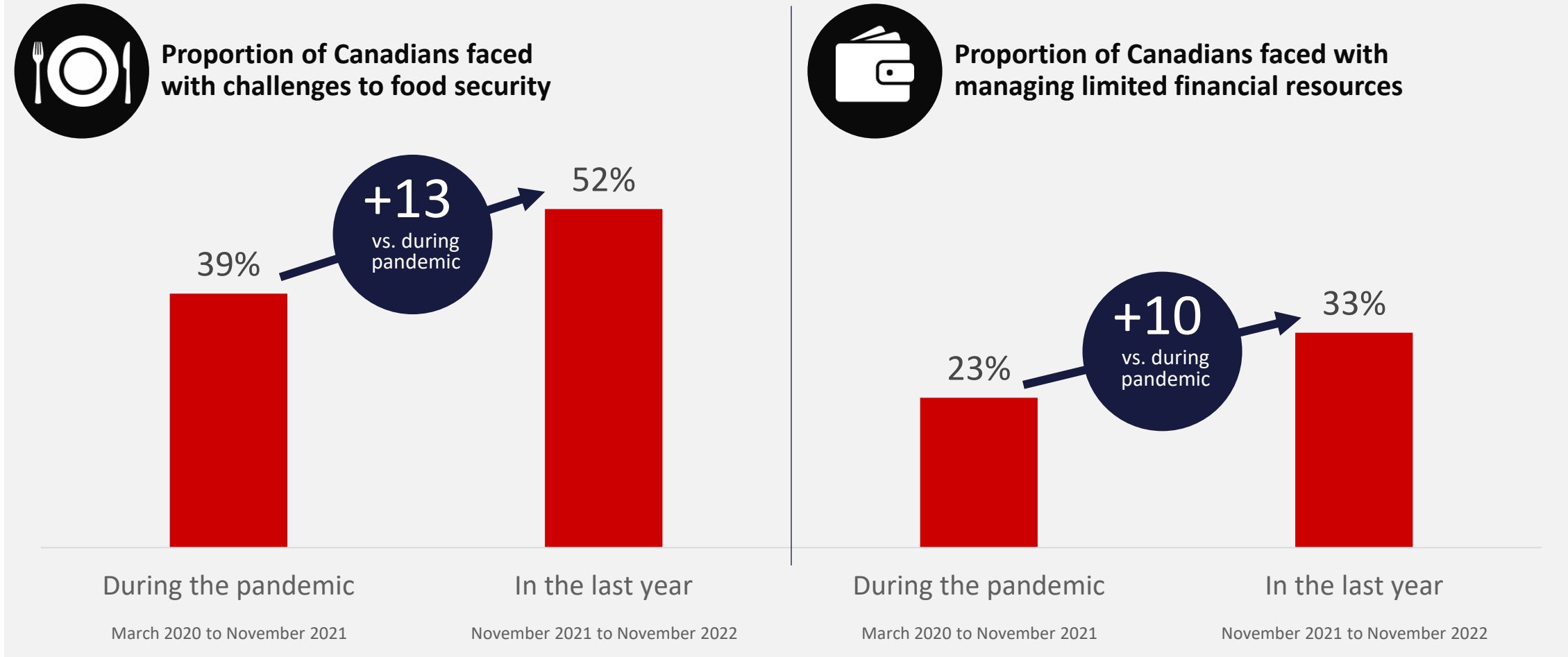
Data Source: Edelman Dxl, November 2022 Quantitative Survey

Base size: Total sample (n=1505)

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” to statements relating to managing limited resources]

The magnitude of those experiencing challenges continues to climb – while many aspects of the pandemic are behind us, Canadians are still struggling



Data Source: Edelman Dxl, November 2022 Quantitative Survey  
Base size: Total Sample, During the pandemic (n=1532), In the last year (n=1505)  
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” to statements relating to food security challenges and managing limited resources]

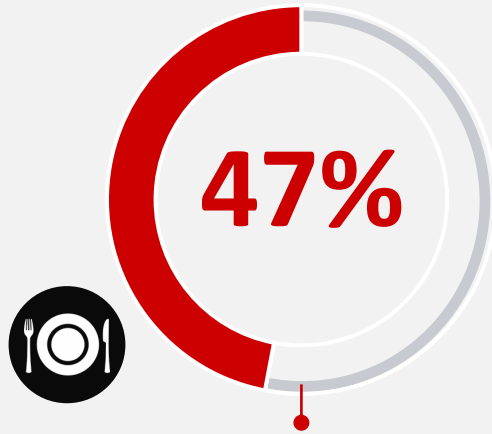


# A GRIM FUTURE



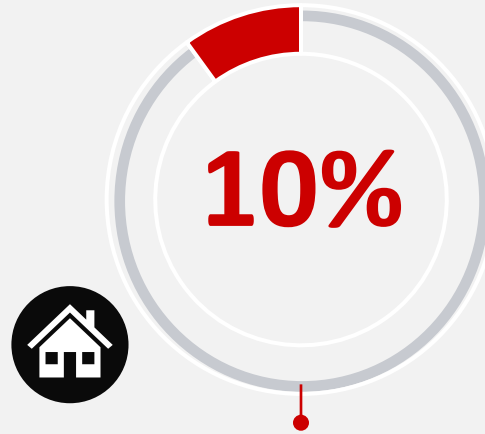
# A significant portion of Canadians expect to face challenges with food security, managing limited financial resources, and housing security in the future

Thinking about the next 6 months, Canadians...



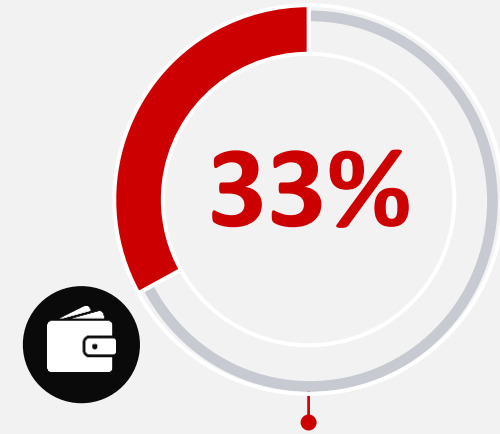
## Will likely face **food security** challenges

- 38%, will likely buy less nutritious food because it is cheaper
- 36%, will likely reduce grocery bill to pay other bills/stretch money for the month
- 21%, will likely skip or reduce the size of at least one meal because cannot afford to buy groceries
- 12%, will likely reduce medical expenses to make rent or other bills
- 11%, will likely eat less so child/children or other family members can eat



## Will likely face **housing security** challenges

- 6%, will likely couch-surf
- 5%, will likely be late or miss a rent payment
- 2%, will likely lose home
- 1%, will likely access a shelter for at least one day/night



## Will likely need to **manage limited** financial resources

- 27%, will likely take on an additional source of income to supplement regular income
- 16%, will likely postpone or not pursue further education or training because cannot afford it at the time
- 3%, will likely miss work/school because cannot not afford childcare

Data Source: Edelman Dxl, November 2022 Quantitative Survey

Base size: Total sample (n=1505)

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months?

[Data shown reflects those who indicated "Very likely" or "Somewhat likely" to statements relating to food security, housing security, and managing limited resources]

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The Salvation Army helps millions of vulnerable Canadians with food, housing and other essentials each year

The number of households served by The Salvation Army increased this past year by

**11%**



**Over 2.6 million people** were helped by The Salvation Army last year in Canada and Bermuda last year



**3.7 million meals** were served at shelters and in feeding programs



**1.4 million people** were assisted with food, clothing or practical assistance

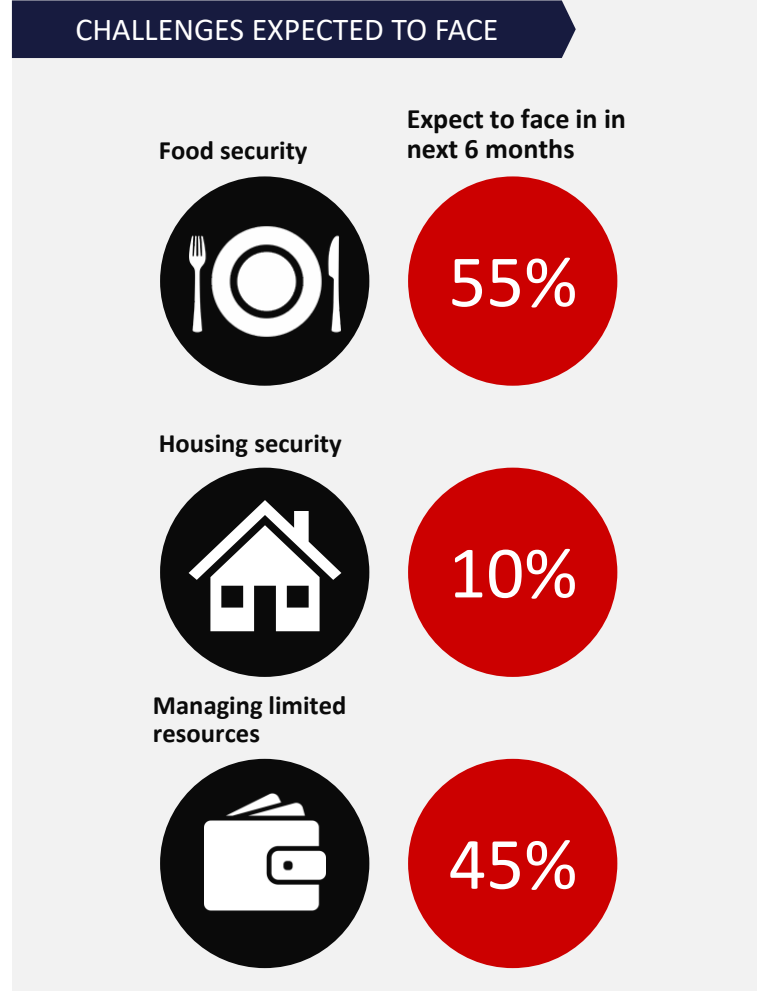
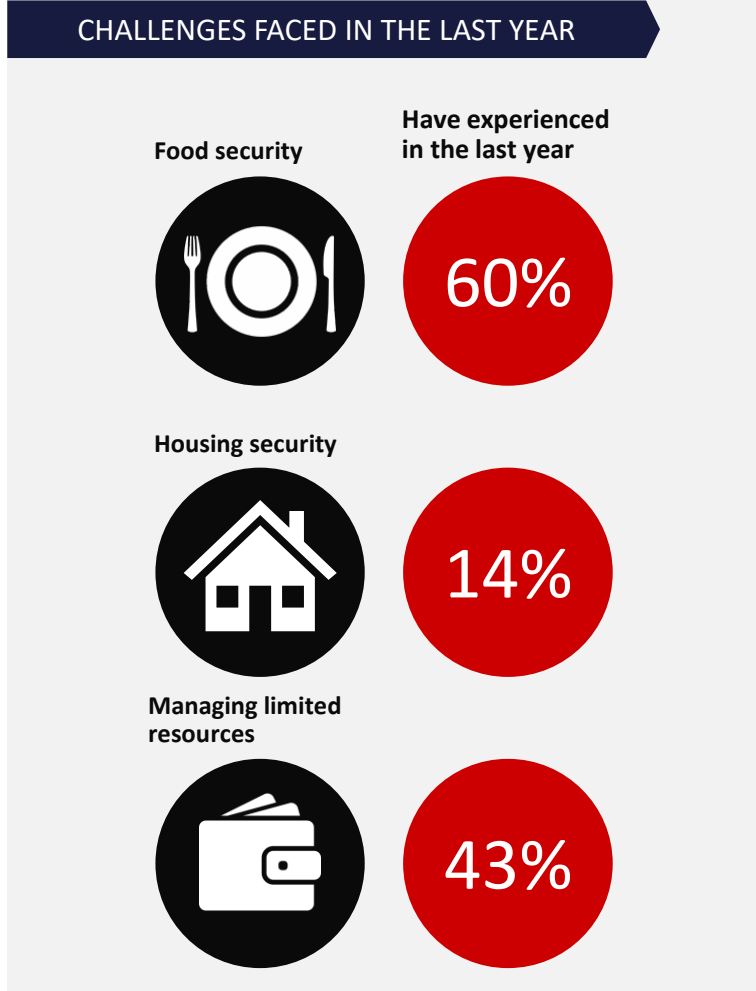
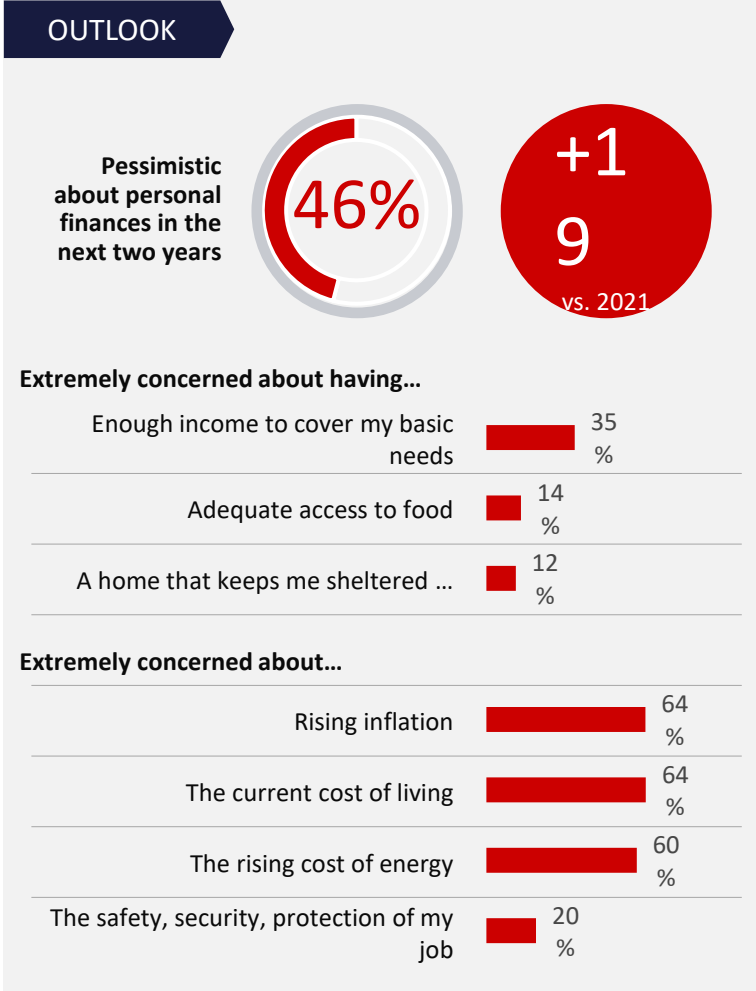


**5,500 beds** were provided to assist with shelter, addictions, detox and mental health



Giving Hope Today

# Alberta and Northern Territories



Data Source: Edelman Dxl, November 2022 Quantitative Survey

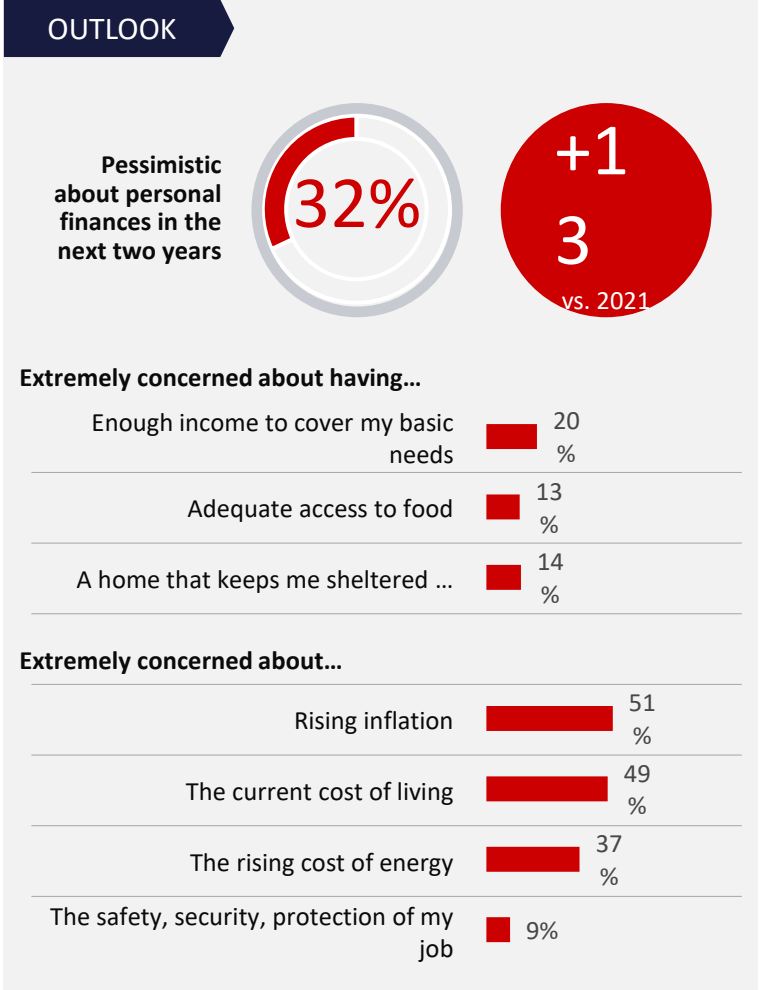
Base size: Total sample in Alberta (n=171)

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"]

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months? [Data shown: "Very likely" or "Somewhat likely"]

# British Columbia



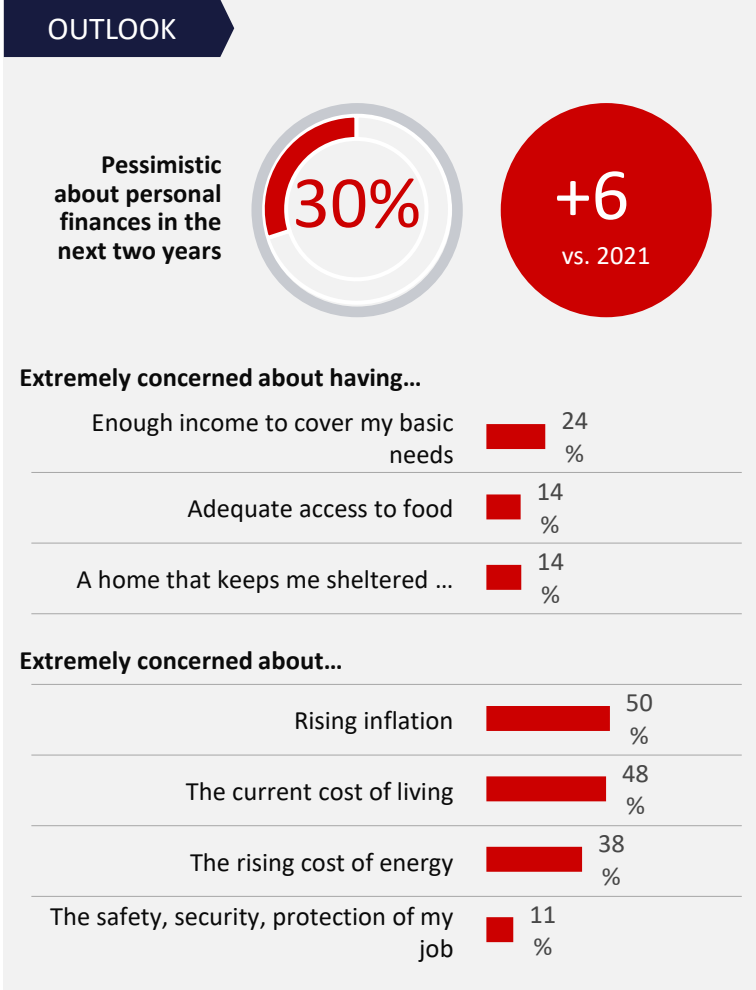
Data Source: Edelman Dxl, November 2022 Quantitative Survey  
 Base size: Total sample in British Columbia (n=197)

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"]

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months? [Data shown: "Very likely" or "Somewhat likely"]

# Ontario



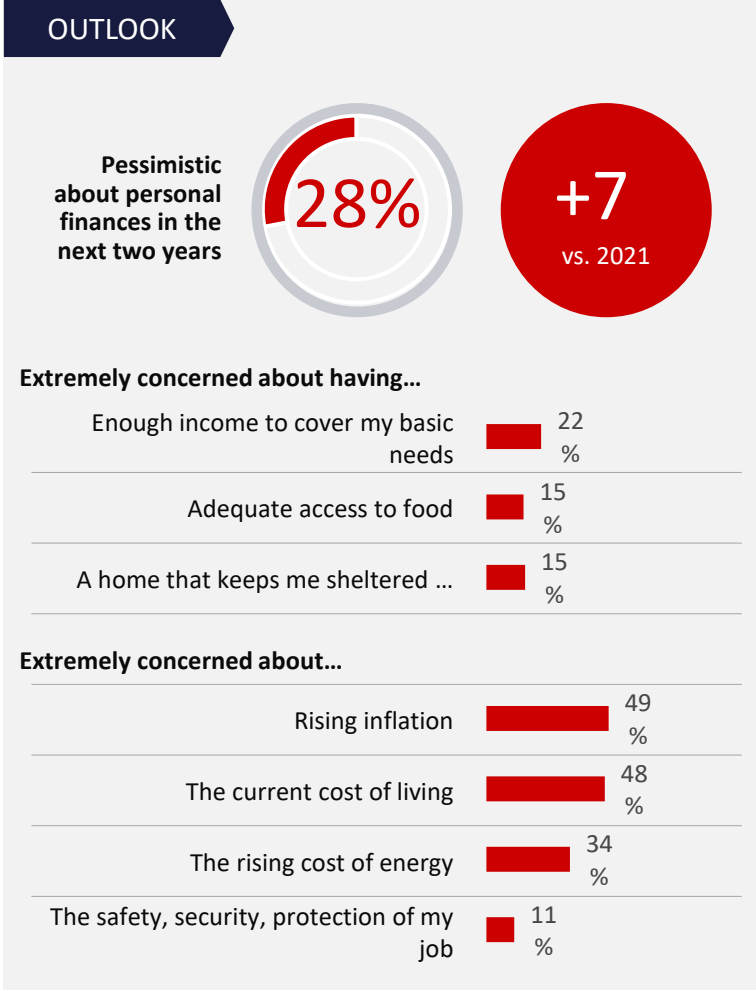
Data Source: Edelman Dxl, November 2022 Quantitative Survey  
 Base size: Total sample in Ontario (n=569)

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"]

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months? [Data shown: "Very likely" or "Somewhat likely"]

# Quebec



Data Source: Edelman Dxl, November 2022 Quantitative Survey  
 Base size: Total sample in Quebec (n=351)

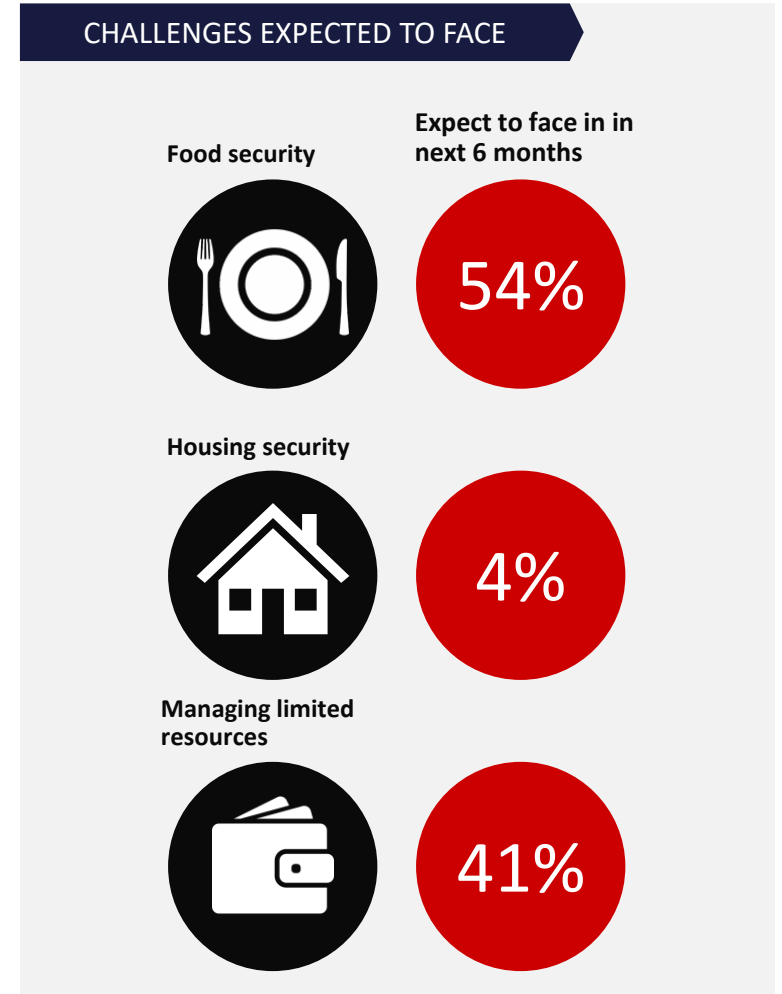
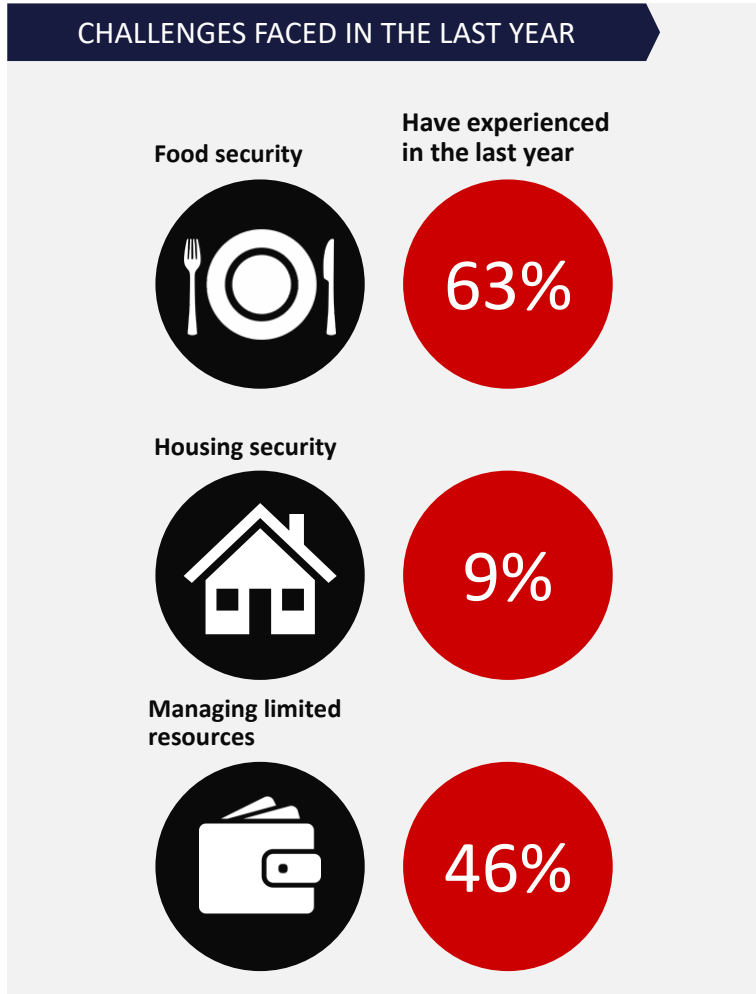
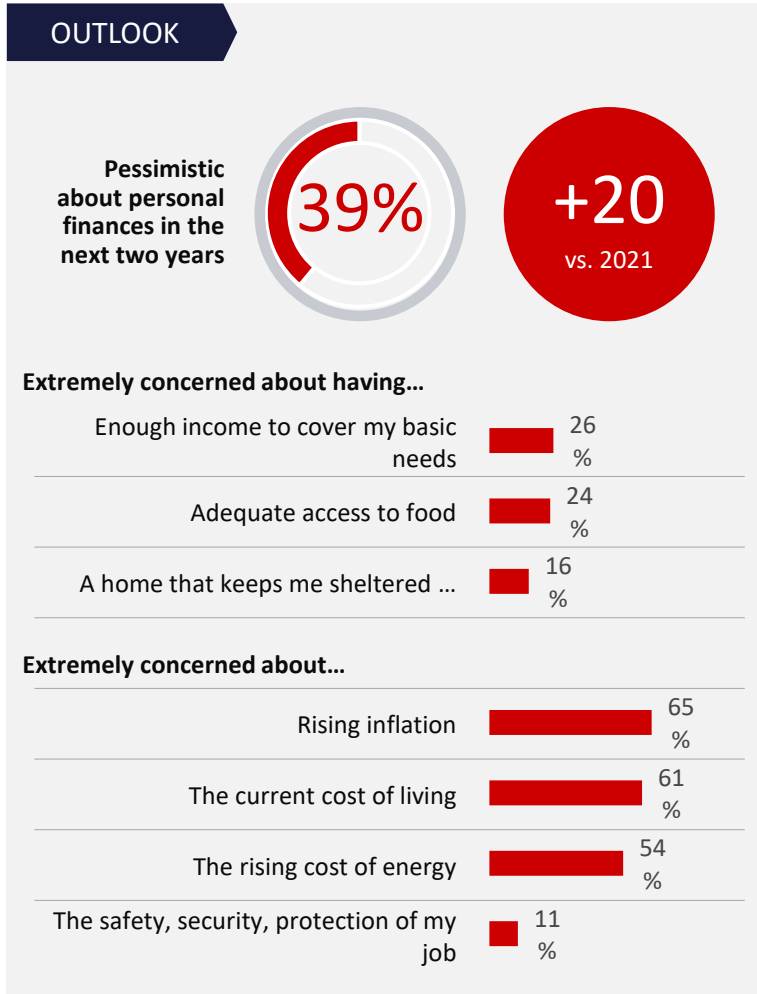
A6. Thinking about your current situation, how concerned are you about the following? [Data shown: “Extremely concerned”]

B2. Which of the following have you experienced/or are currently experiencing? [Data shown: “Currently experiencing” or “Experienced in the last year”]

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months? [Data shown: “Very likely” or “Somewhat likely”]



# Prairies (Manitoba, Saskatchewan)



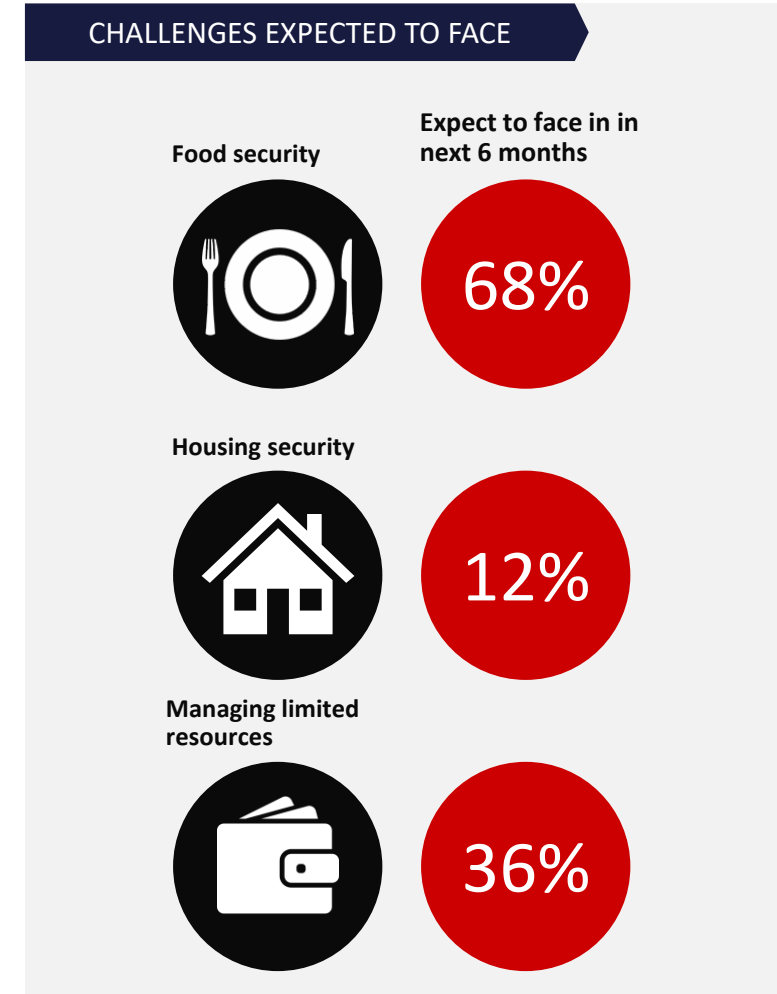
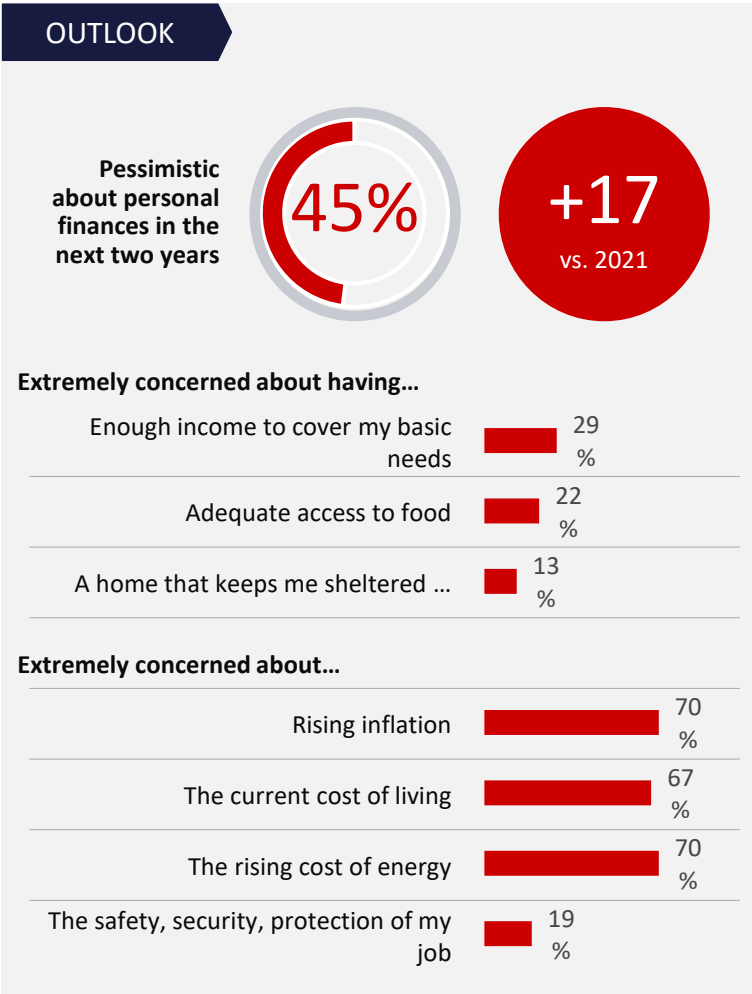
Data Source: Edelman Dxl, November 2022 Quantitative Survey  
 Base size: Total sample in Prairies (n=109)

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"]

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months? [Data shown: "Very likely" or "Somewhat likely"]

# Atlantic (Nova Scotia, PEI, New Brunswick, Newfoundland and Labrador)



Data Source: Edelman Dxl, November 2022 Quantitative Survey  
 Base size: Total sample in Atlantic (n=108)

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"]

B4. Now, thinking about the future, how likely do you think you may experience the following in the next 6 months? [Data shown: "Very likely" or "Somewhat likely"]