



The Salvation Army's Annual Canadian Poverty & Socioeconomic Analysis

2025 Edition

October 2025



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 12th to 16th, 2025, among a nationally representative sample of 1,521 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.

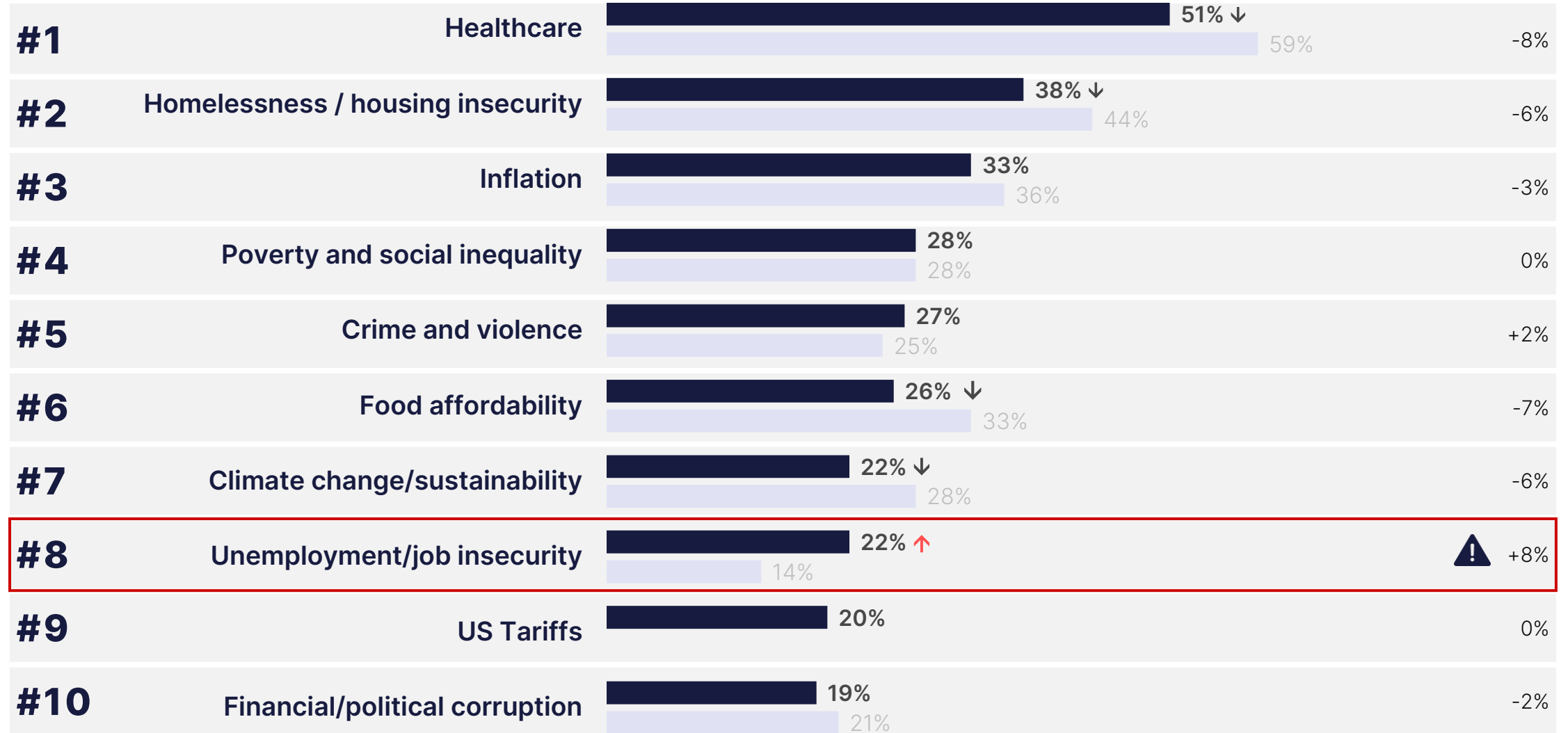
A margin of error cannot be calculated on a non-probability sample. For comparison purposes only, a probability sample of 1,521 respondents would carry a margin of error of +/- 2.5 percentage points, 19 times out of 20.

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.

As concerns around job security rise, optimism around personal finances declines



Healthcare and homelessness remain Canadians' top worries, with a significant increase in concern over job security this year



■ September 2025
 ■ September 2024

Base size: Total sample (n=1,521); A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3. All 10 items shown to survey respondents shown. [Data shown reflects concerns selected as a top 3 concern in Canada out of the 10 concerns provided in the survey]

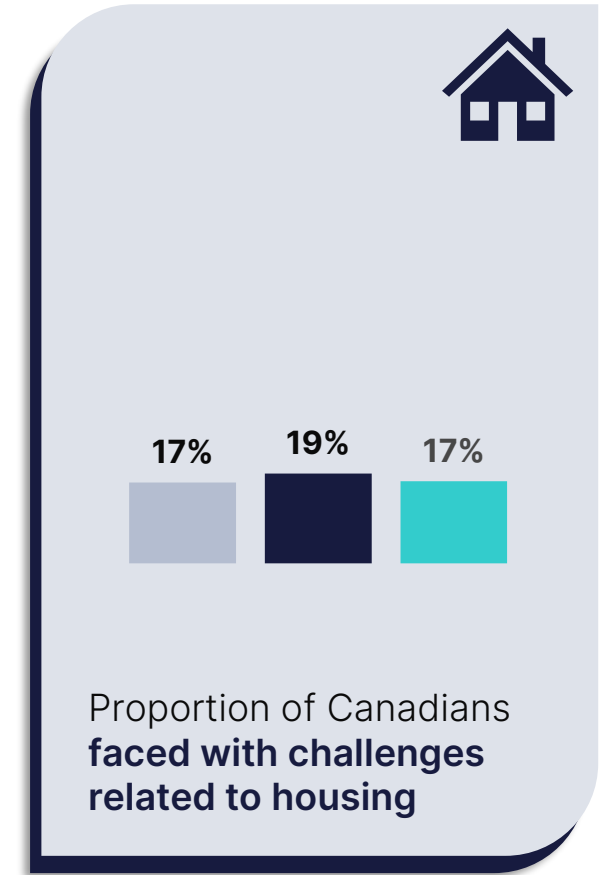
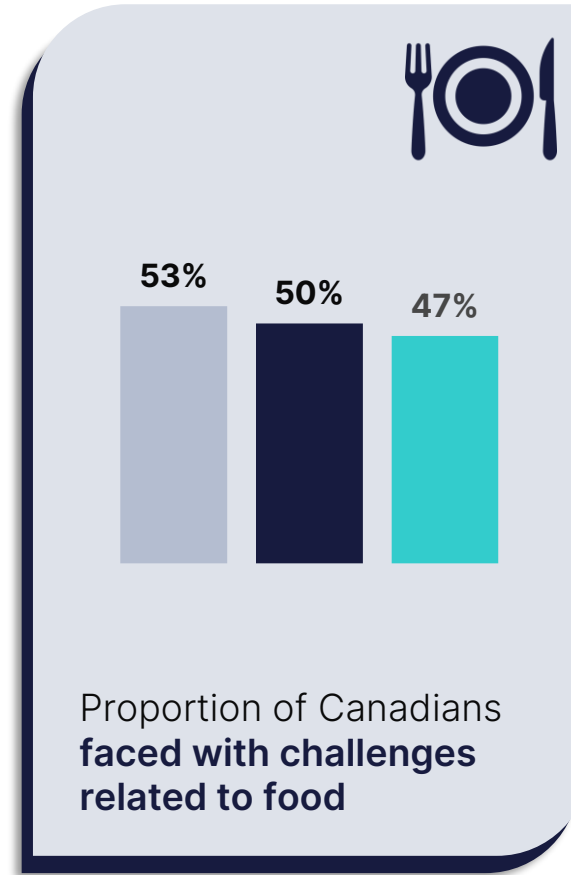
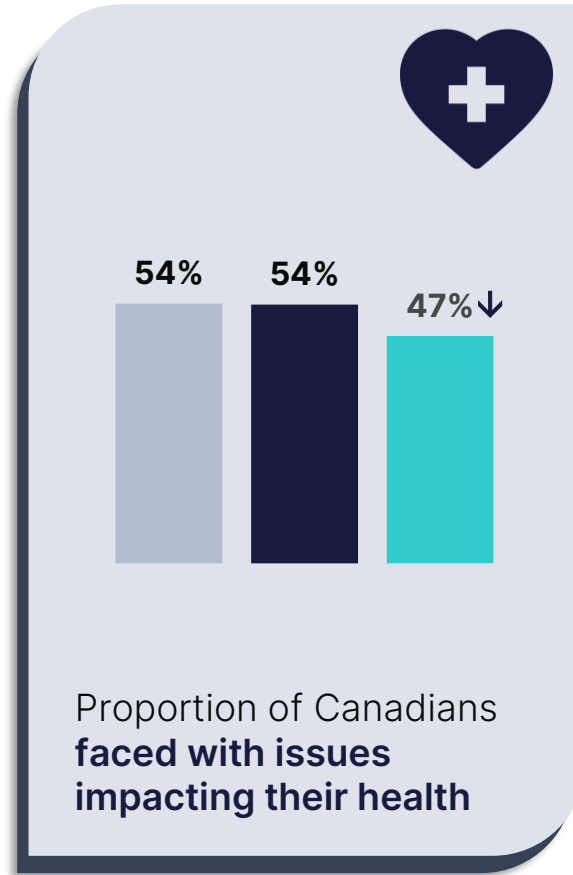
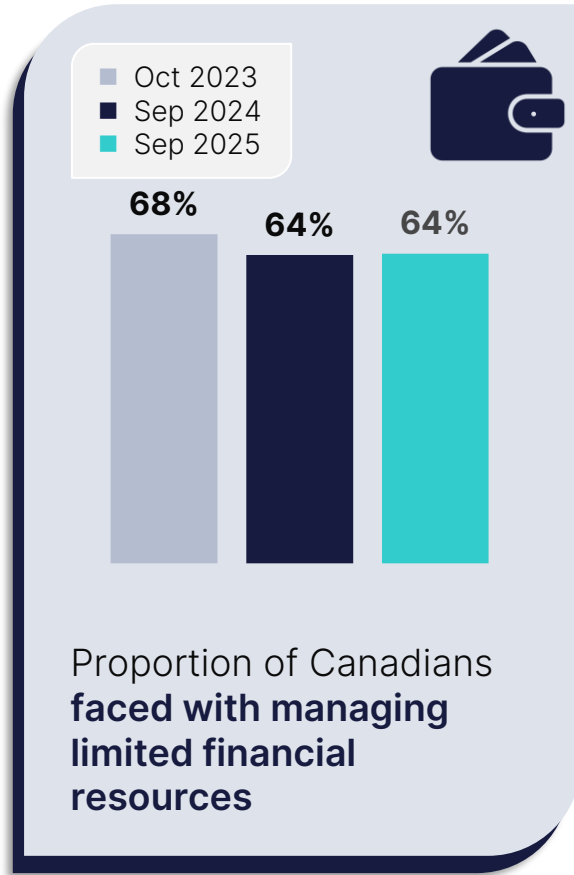
Concern over job security has risen steadily since 2023

Proportion of Canadians who are concerned about unemployment/job insecurity



Base size: Total sample (n=1,521); A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3. All 10 items shown to survey respondents shown.[Data shown reflects concerns selected as a top 3 concern in Canada out of the 10 concerns provided in the survey]

Managing limited financial resources remains the most common challenge for Canadians

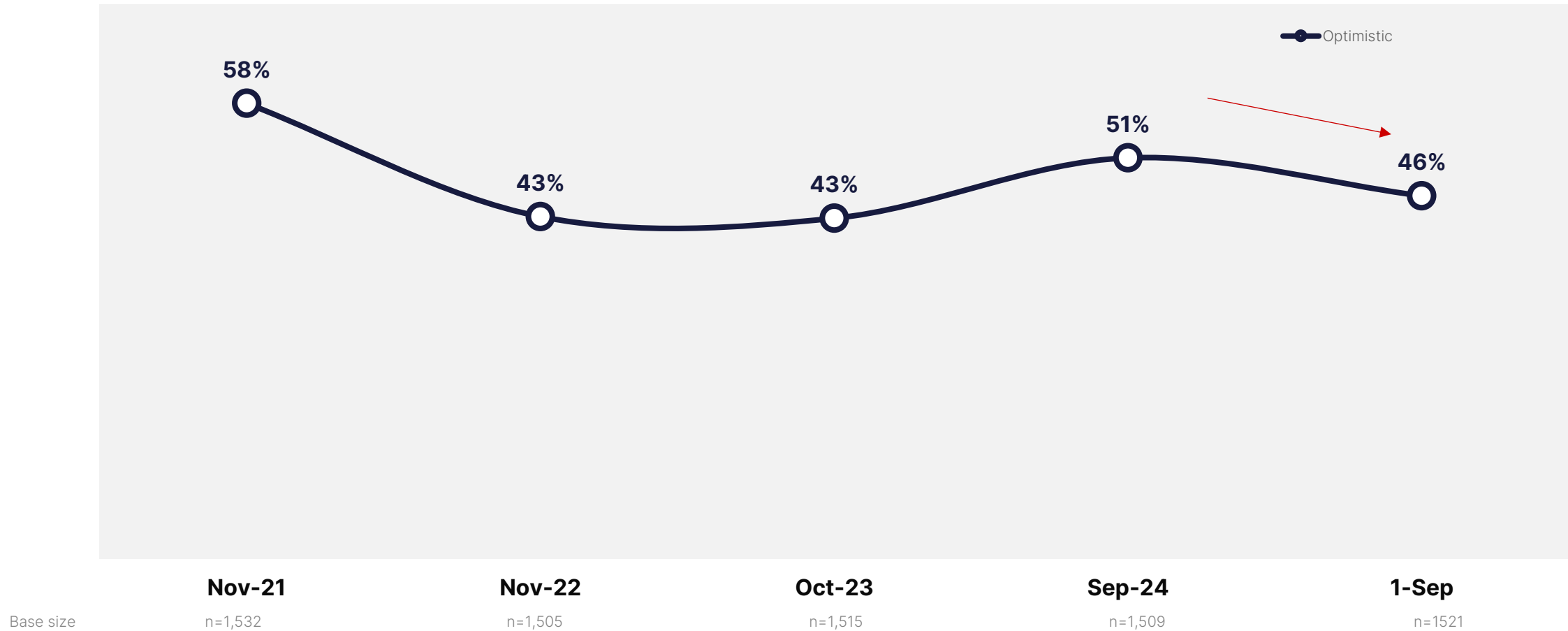


↑ / ↓ indicates Sep 2024 is significantly higher / lower than Oct 2023 at 95% confidence level

Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509, Sep 2025: n=1,521); 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"]

At the same time, optimism around personal finances has declined this year

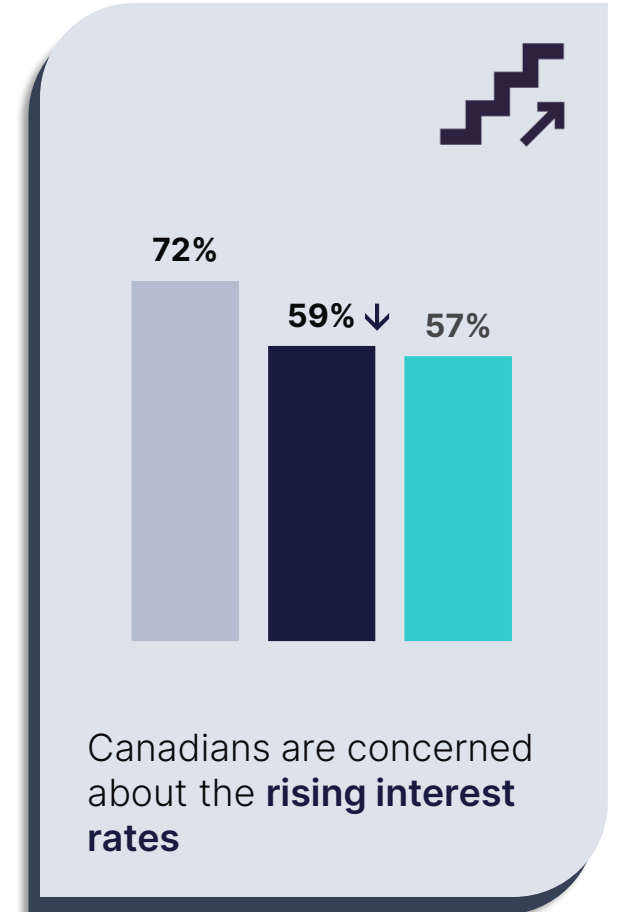
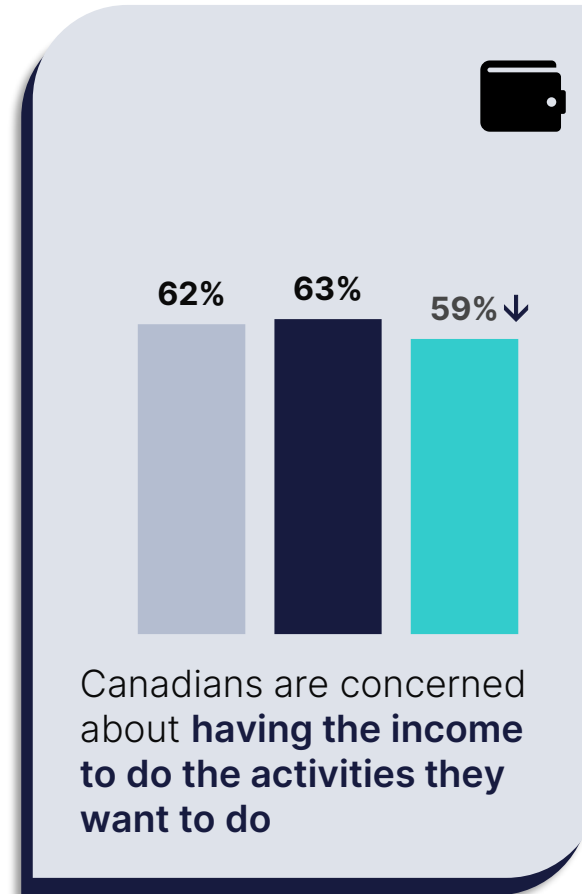
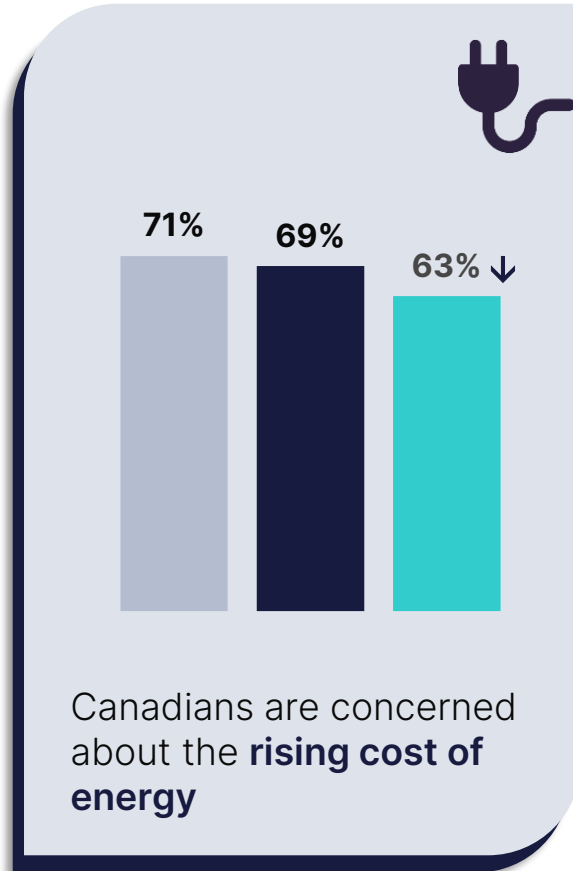
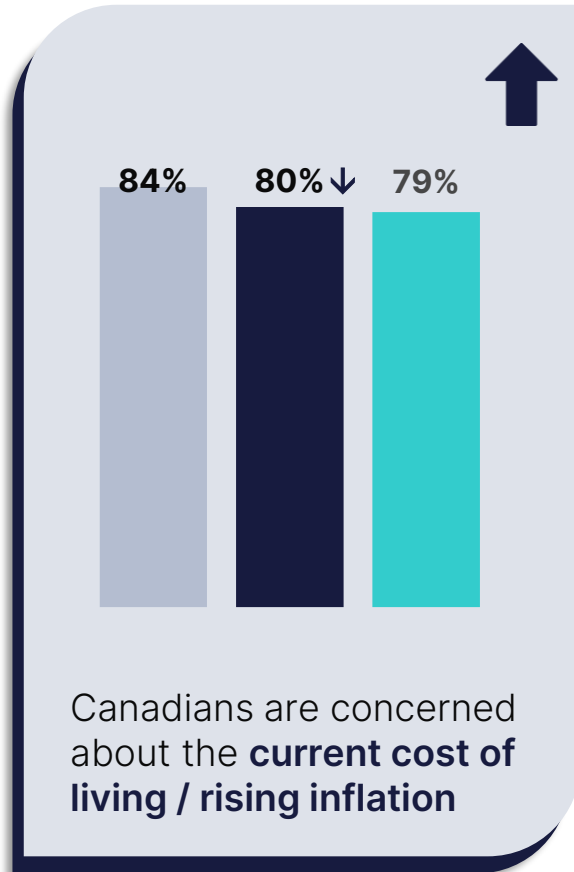
Proportion of Canadians who are optimistic about their personal finances in the next two years



Rising living costs continue to strain Canadians, with new U.S. tariffs adding more pressure.



Canadians' top concerns about their current situation remains the cost of living

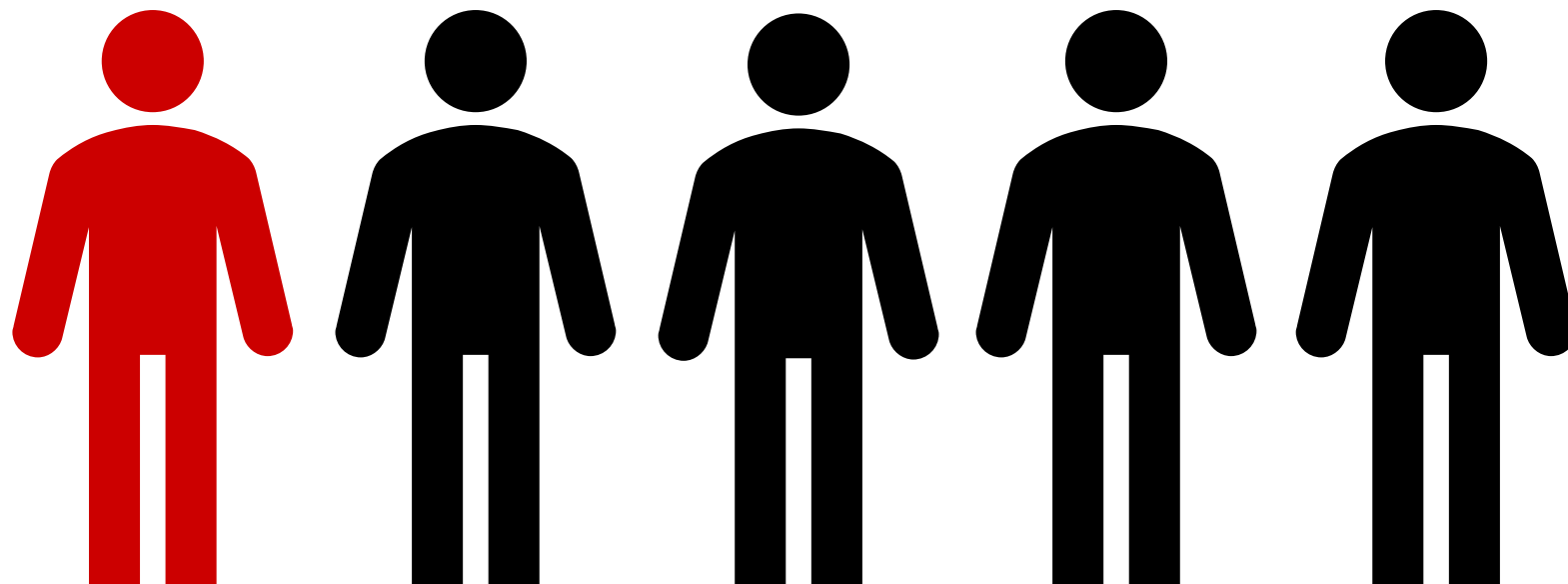
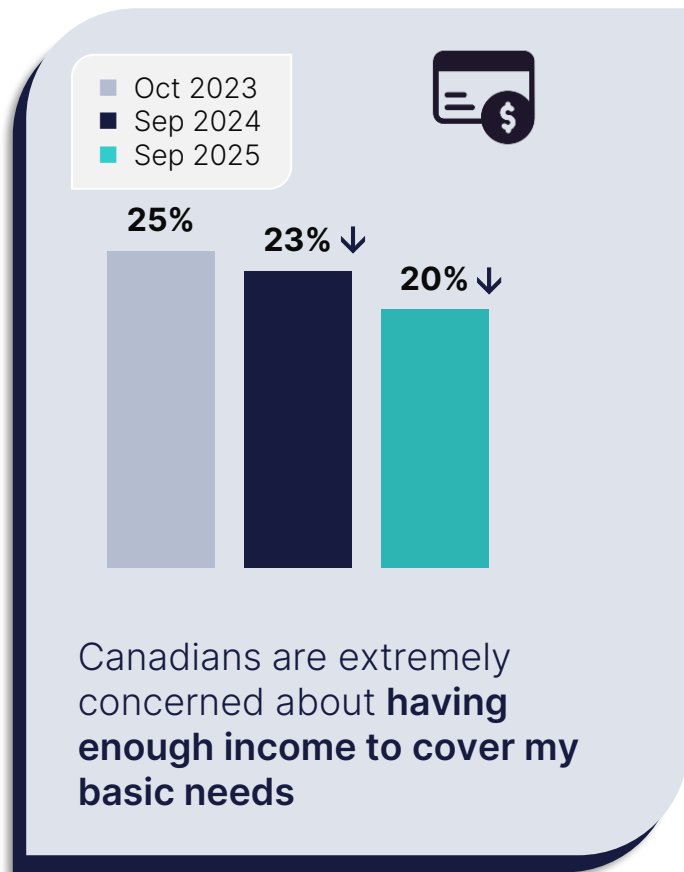


■ Oct 2023
■ Sep 2024
■ Sep 2025

↑ / ↓ 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, Sep 2025 n=1,521); A6. Thinking about your current situation, how concerned are you about the following?; [Data shown reflects those who indicated "Extremely Concerned" or "Somewhat Concerned"]

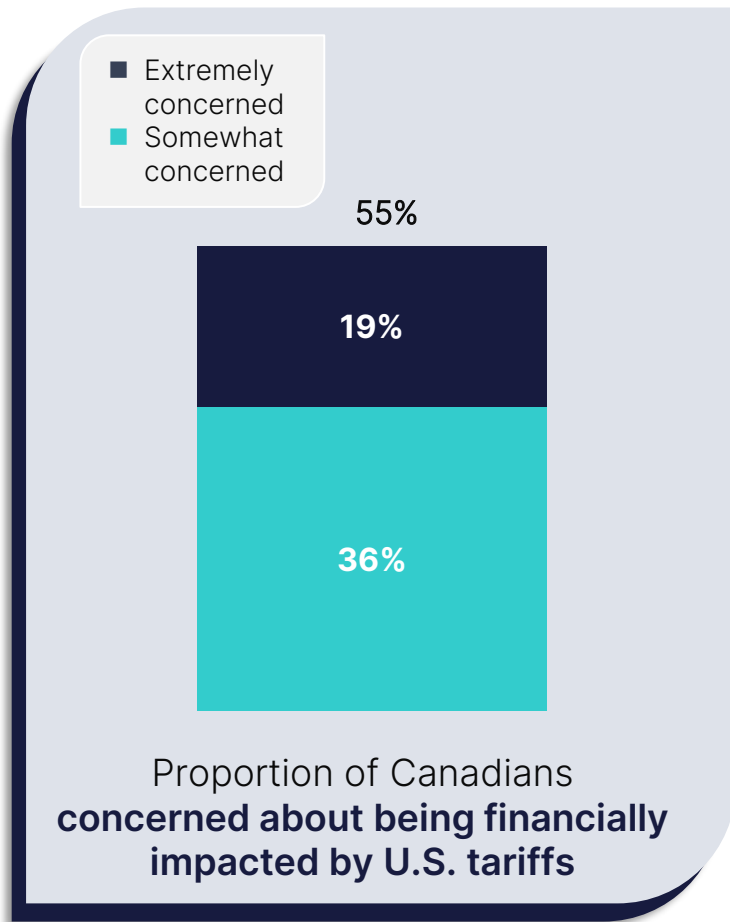
While concerns about meeting basic needs have softened, 1 in 5 Canadians are still extremely worried



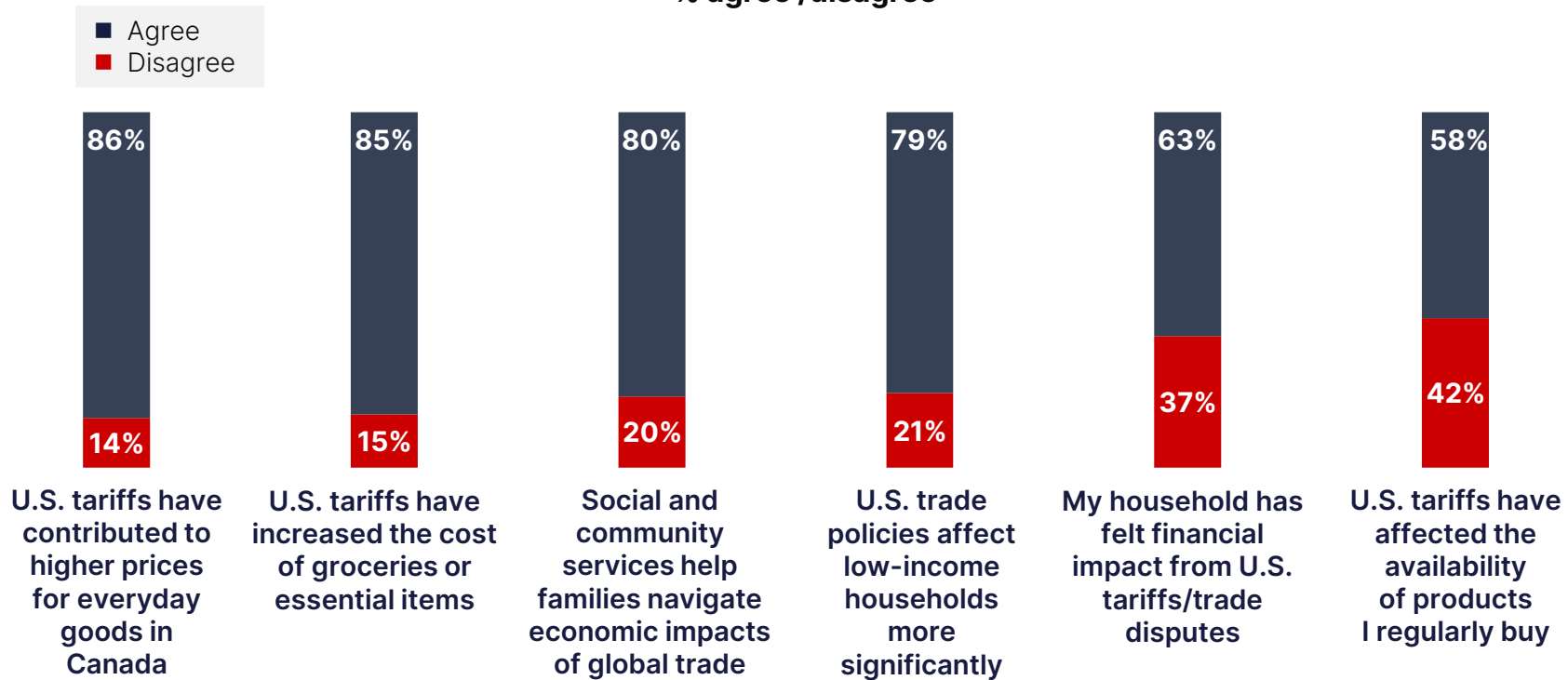
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Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509, Sep 2025: n=1,521); A6. Thinking about your current situation, how concerned are you about the following?; [Data shown reflects those who indicated "Extremely Concerned"]

Canadians see U.S. tariffs as impacting household budgets, driving up everyday costs and straining vulnerable families



Agreement among Canadians on the impacts of U.S. tariffs and trade policies % agree /disagree



Tariffs are hitting parents, immigrants, food bank users, and lower-income households the hardest.

Proportion of Canadians who agree that U.S. tariffs have impacted household finances and product access

%Agree (Strongly agree, somewhat agree)	Total	Seniors (65+)	Parents	Immigrants	Food Bank Users	HH income <\$50K	HH income \$100K+
<i>BASE:</i>	1521	383	447	180	64	240	622
U.S. trade policies affect low-income households more significantly.	79%	84%	79%	81%	77%	85%	78%
My household has felt a financial impact from U.S. tariffs or trade disputes.	63%	62%	69%	68%	79%	67%	61%
U.S. tariffs have affected the availability of products I regularly buy.	58%	56%	62%	60%	66%	56%	57%

Blue boxes indicate higher than average scores

Parents show increasing concerns about the cost of living, while immigrants face growing concerns about discretionary income and job security

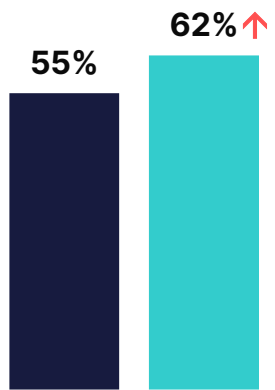
Proportion of parents and immigrants experiencing challenges

Parents & Immigrants

- Sep 2024
- Sep 2025



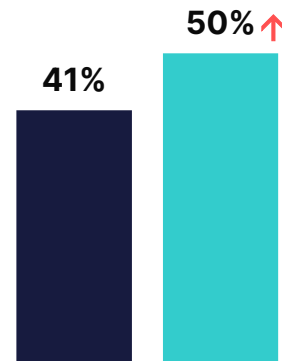
Current cost of living / rising inflation



Cutting non-essential needs to save money for basic needs



Having enough income to do the activities I want to do



Job security

Base size: Parents (n=447); Immigrants, Immigrated 5+ Yrs (n=180); A6. Thinking about your current situation, how concerned are you about the following?; [Data shown reflects those who indicated "Extremely Concerned" and "Somewhat Concerned"]; Base size: Parents (Sep 2024: n=476, Sept 2025: n = 447); 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"]

Support services are changing lives — but fewer Canadians are giving this year

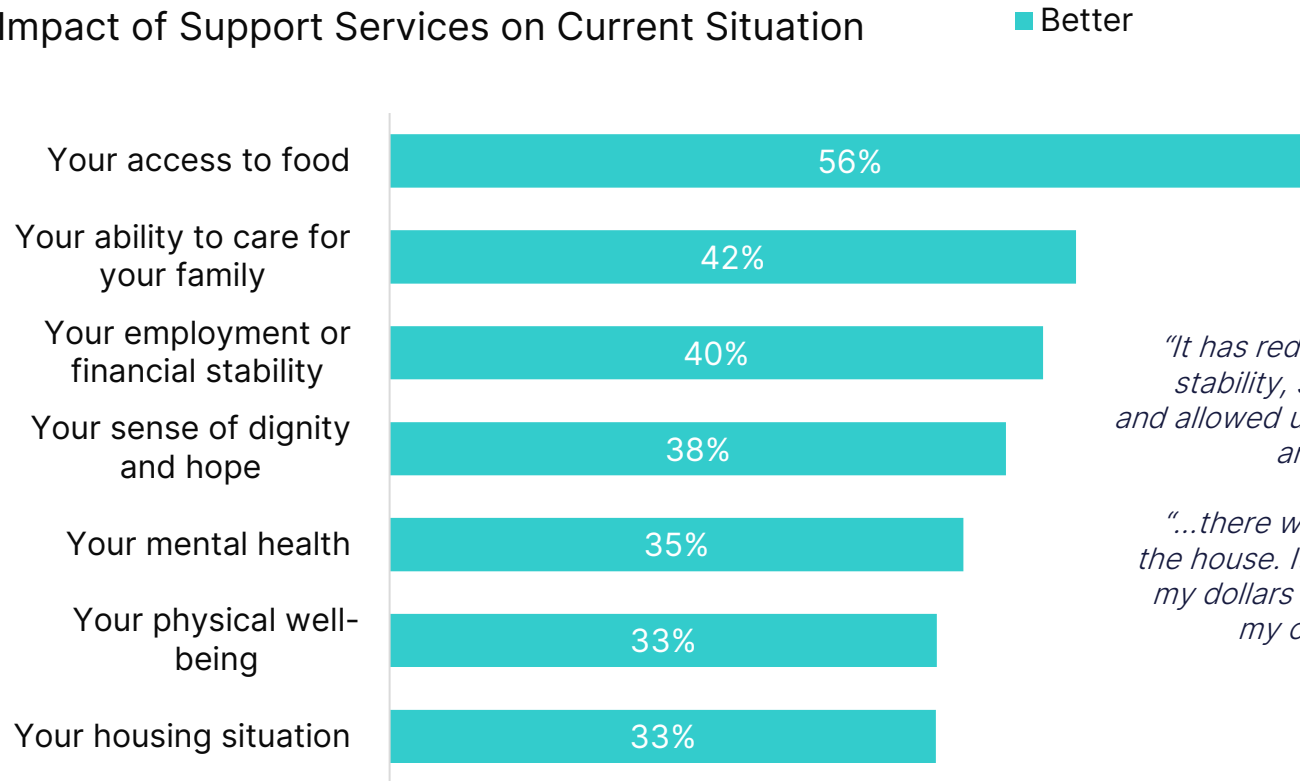


Food bank or shelter users say support services have improved their family’s well-being through better access to food, ability to care for their family, and employment or financial stability

Impact of Support Services on Family Wellbeing



Impact of Support Services on Current Situation



“It has reduced stress, improved stability, supported our health, and allowed us to focus more on family and the future.”

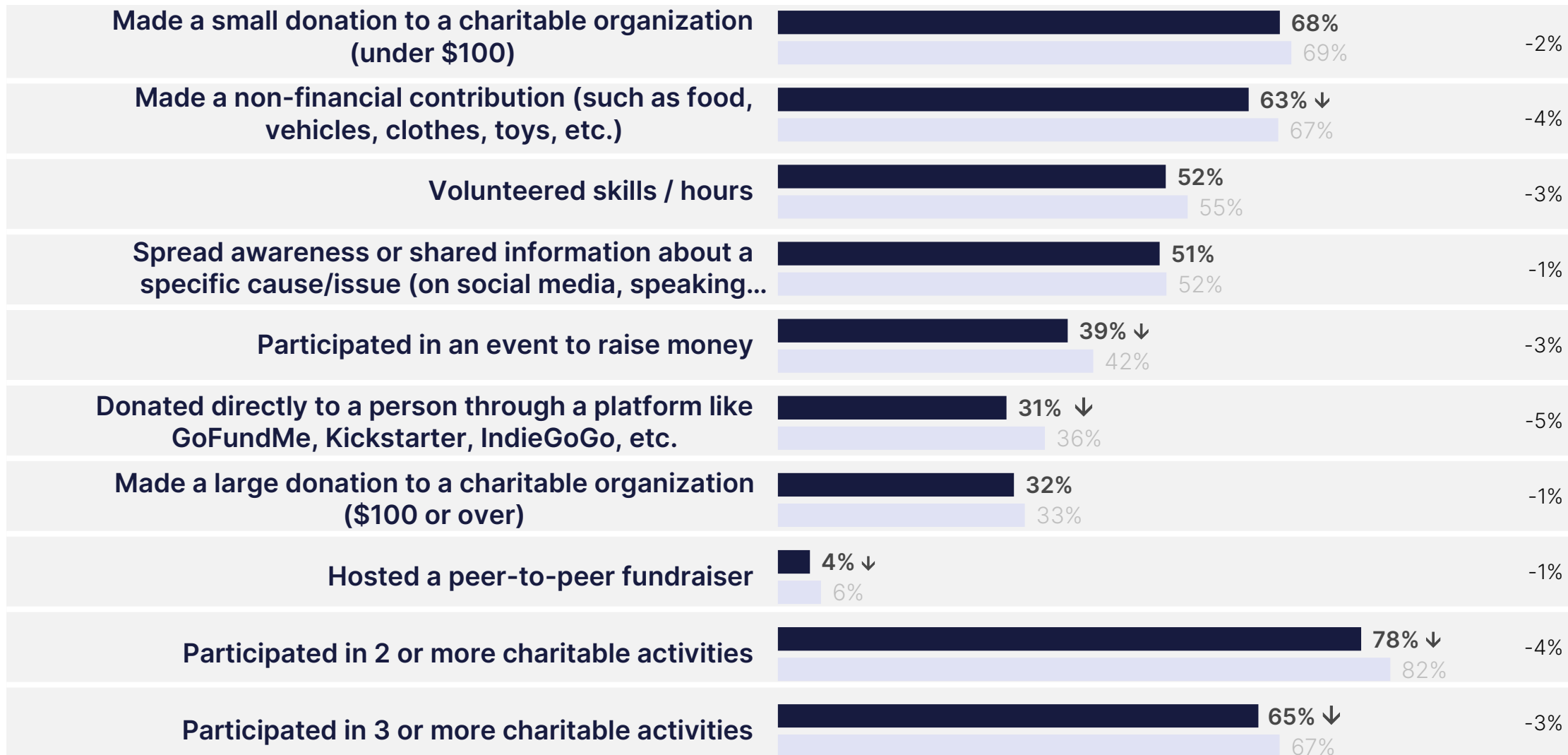
“...there was much less stress in the house. It also helped me stretch my dollars to provide other things my children needed.”

Base size: Food bank or shelter users (n=171); B2G. Based on your experience with these services (i.e., food bank, shelter, etc.), how would you describe your situation now compared to before you received support from these services?; B2H. Do you feel that accessing these services has improved your family’s well-being?

**9 in 10 Canadians
(90%)
say breaking the cycle
of poverty requires
support that spans
food, housing, skills**



However, participation in charitable activities is declining this year



■ September 2025
 ■ September 2024

An important reminder of what Canadians' support makes possible

"I met a guest who said that if it weren't for The Salvation Army, he would probably be in jail because he would be forced to steal to be able to eat."

-Community services worker

"People have wept at the food bank because they had a choice of soup."

-Community and family services worker

"This place literally saved my family."

-Client, addiction recovery

"We want to provide them with a place where they can catch their breath a bit—where they can feel safe and secure while establishing themselves in Canada."

-Shelter services worker

"Every meal served, every bottle of water handed out, and every conversation is about more than just meeting a need—it's about reminding people they're not alone."

-Emergency disaster services worker

"My mother was a single mom and I can't count the number of times that I got to enjoy a hot Christmas dinner and had presents under the tree because of The Salvation Army."

-Client, family services.

Give hope this holiday season.

Your donation to The Salvation Army helps families find warmth, food, and joy when they need it most.



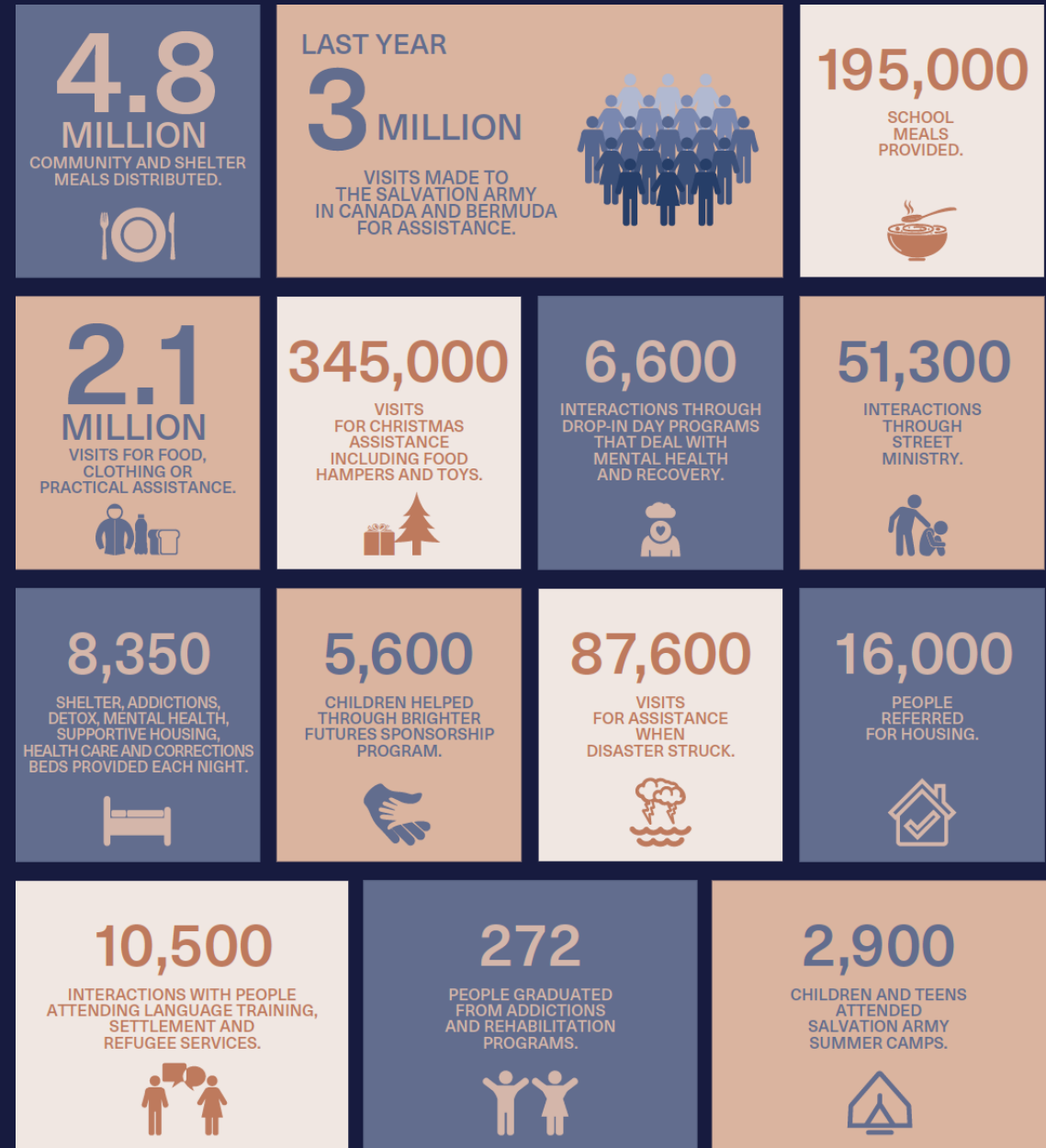
Your Support in Action

In more than 400 communities across Canada and Bermuda

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.



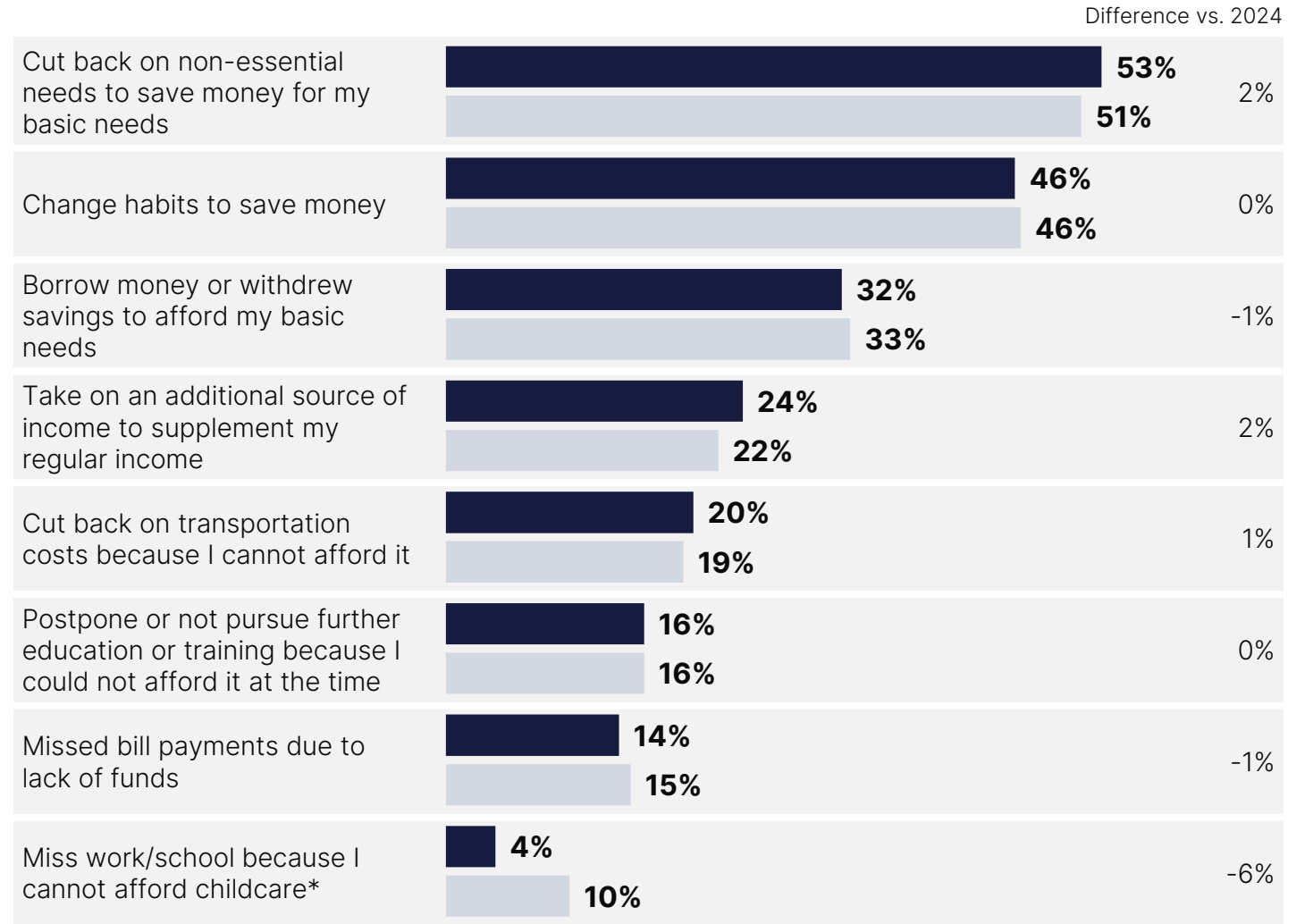
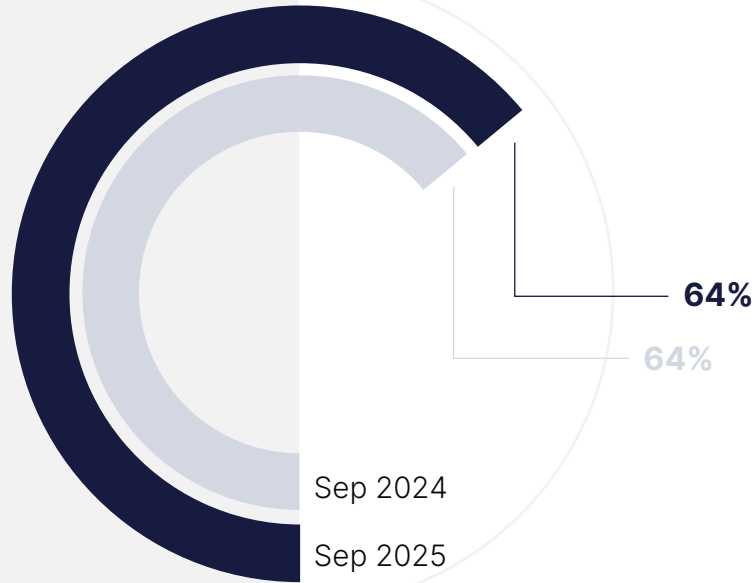
Giving
Hope
Today





Giving Hope Today

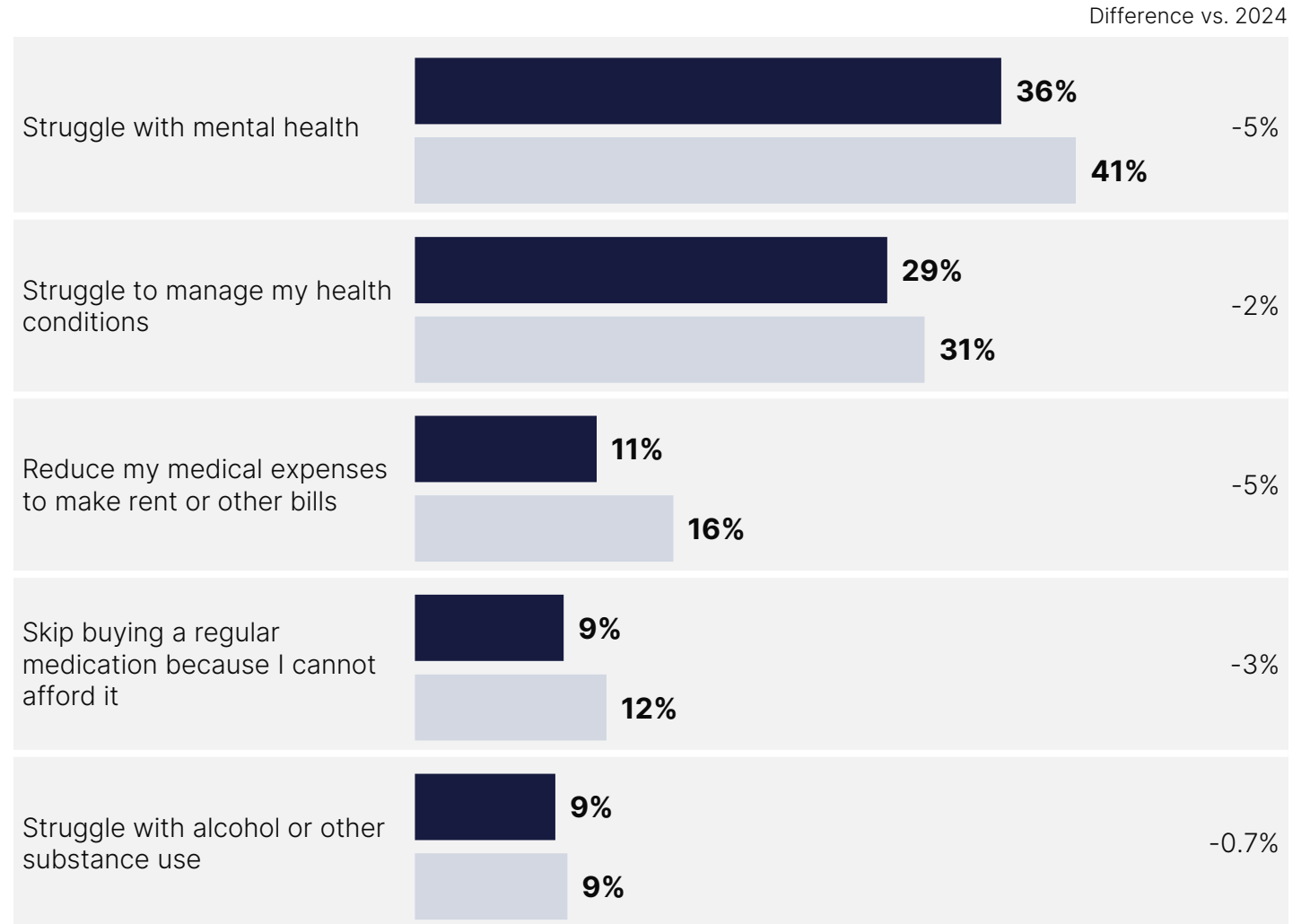
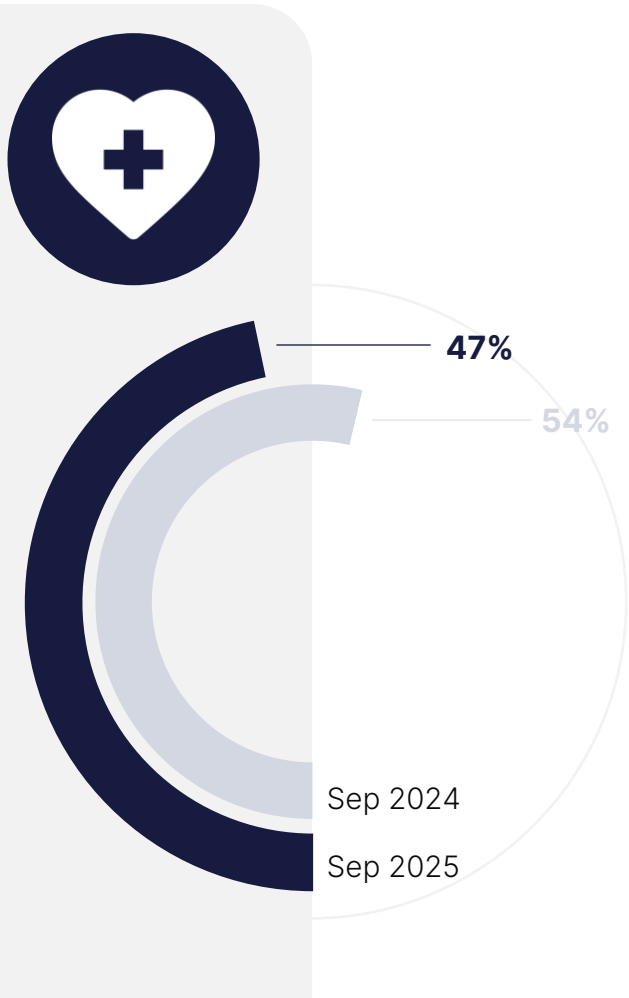
Proportion of Canadians faced with managing limited financial resources



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

■ September 2025
 ■ September 2024

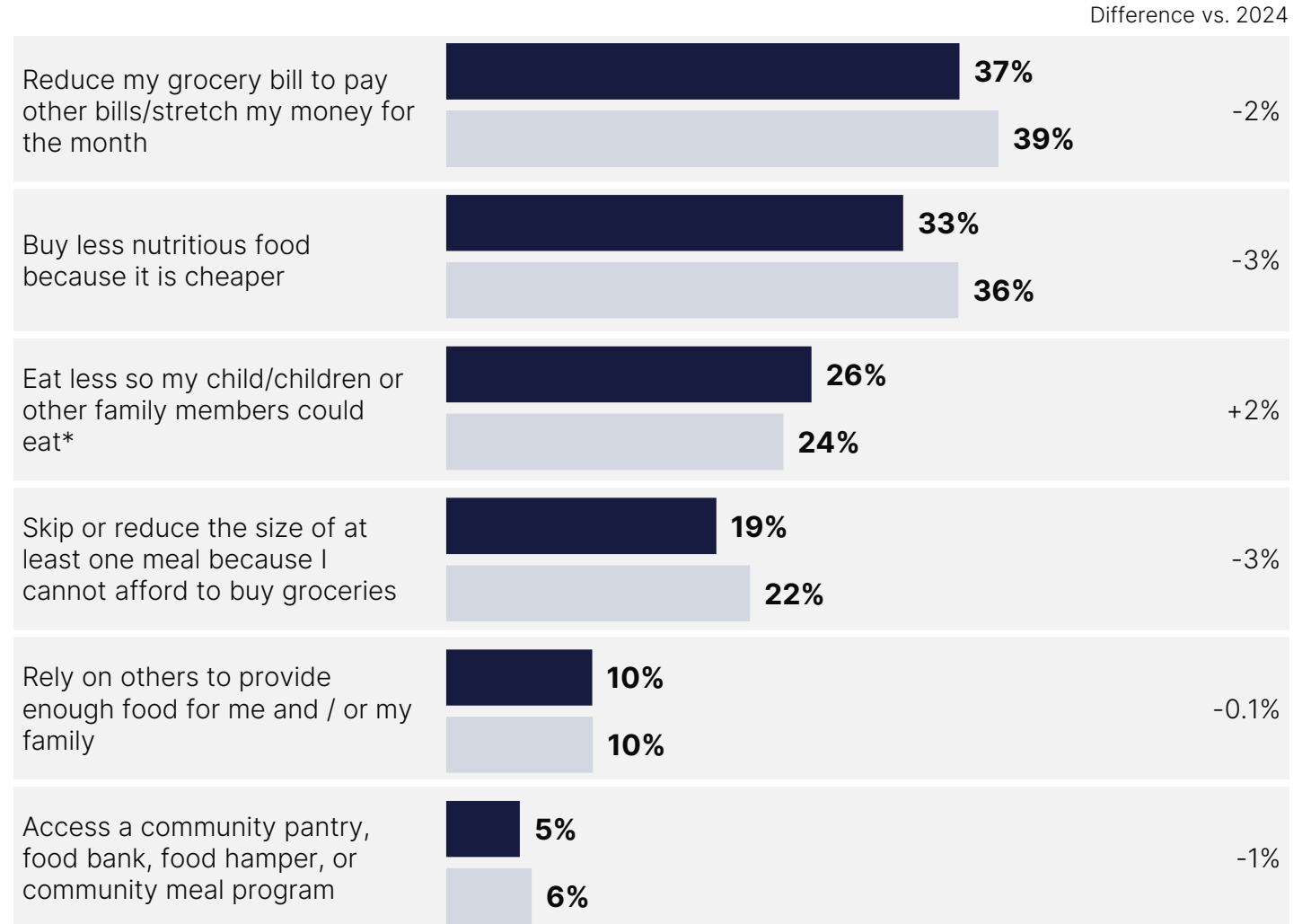
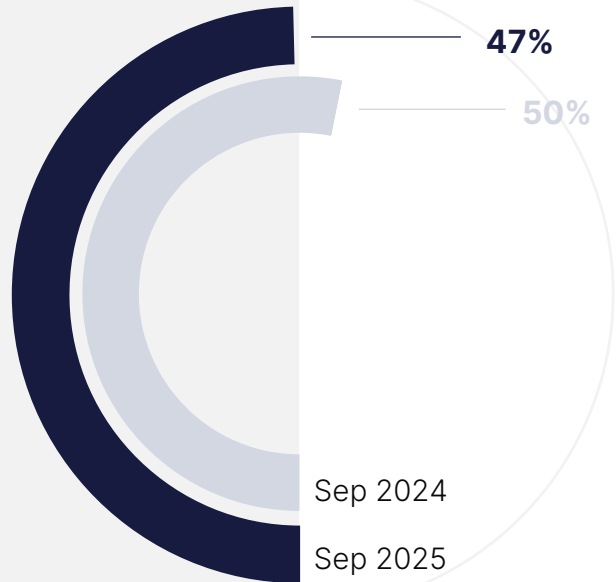
Proportion of Canadians facing issues impacting their health



↑ Significantly higher than comparison wave at 95% confidence level

■ September 2025
■ September 2024

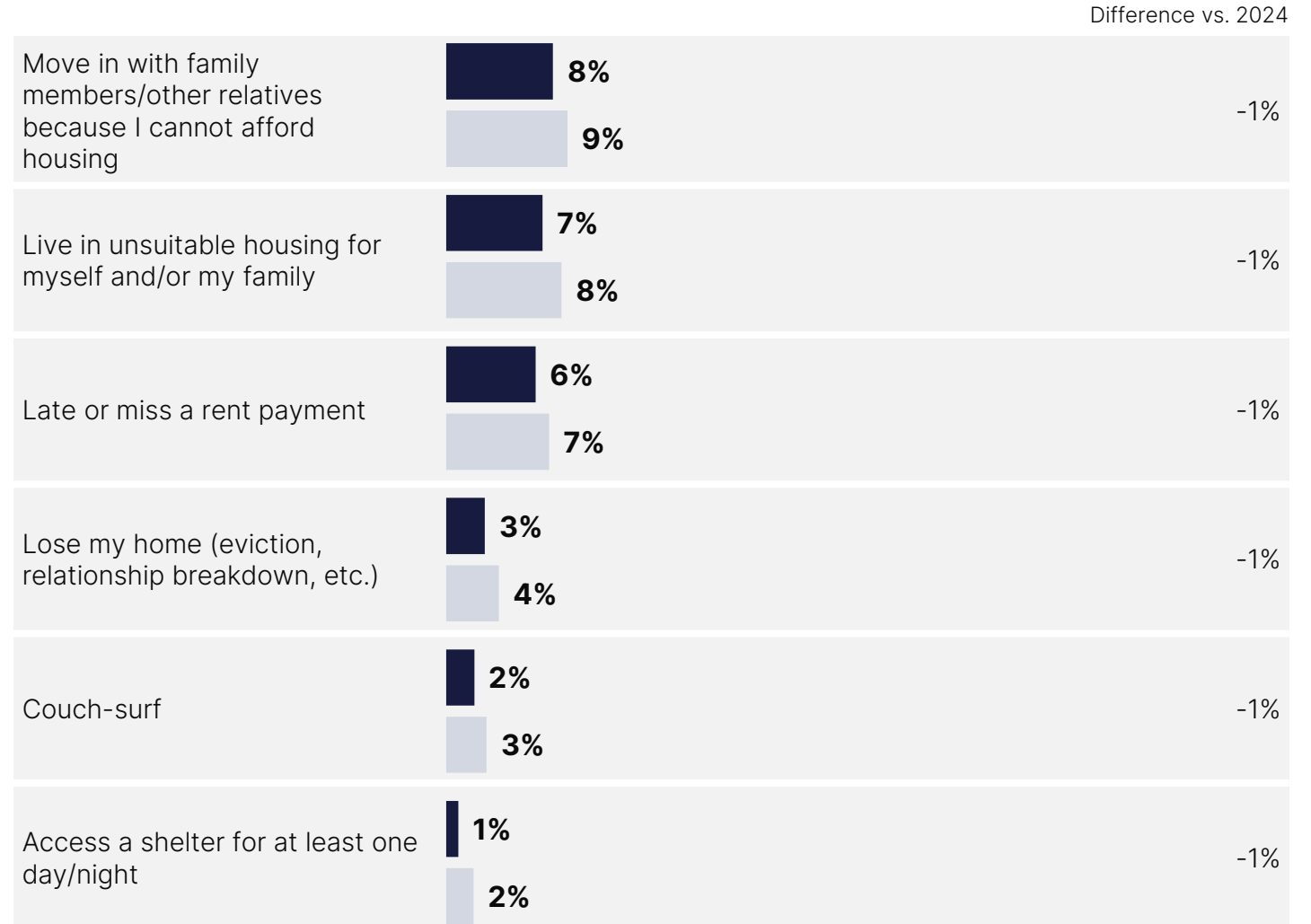
Proportion of Canadians faced with food-related challenges



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

■ September 2025
 ■ September 2024

Proportion of Canadians faced with housing-related challenges



↑ Significantly higher than comparison wave at 95% confidence level

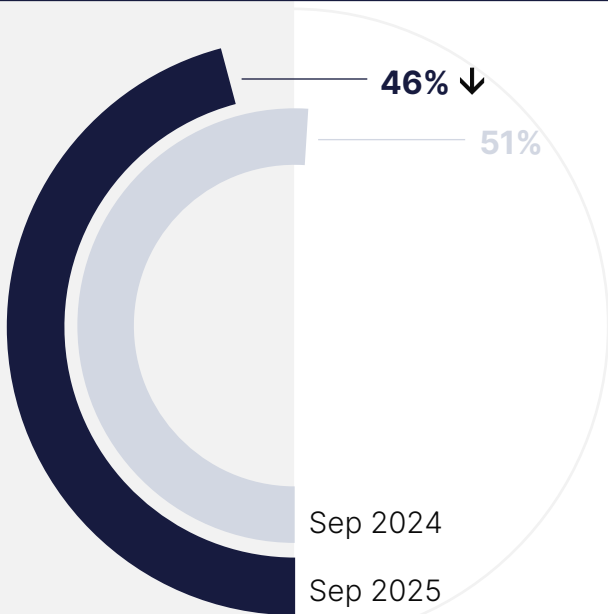
■ September 2025
■ September 2024

Appendix: Regional scorecards

Total Canada

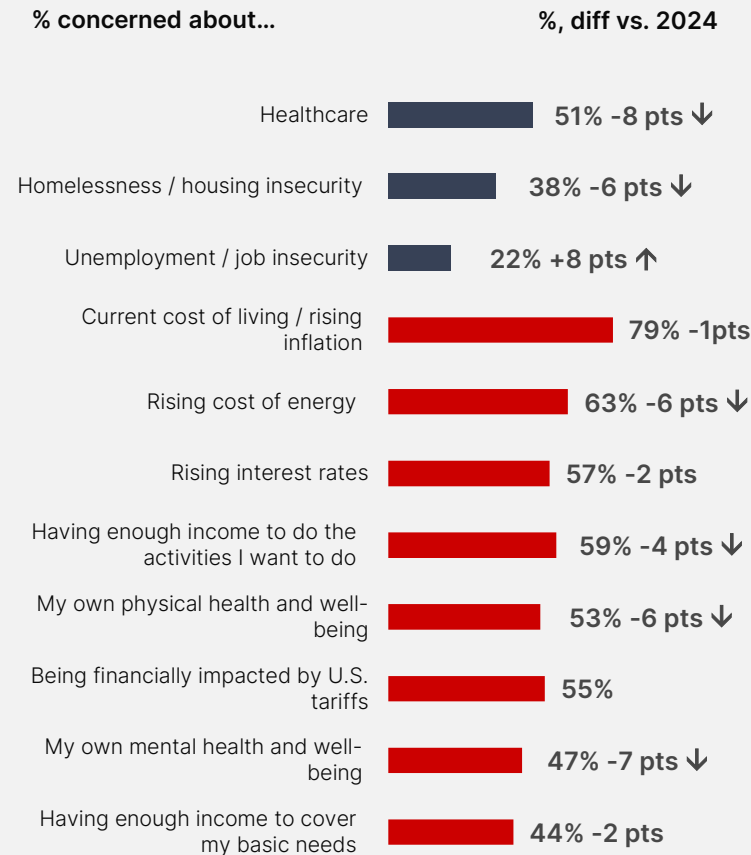


HAVE OPTIMISTIC FINANCIAL OUTLOOK

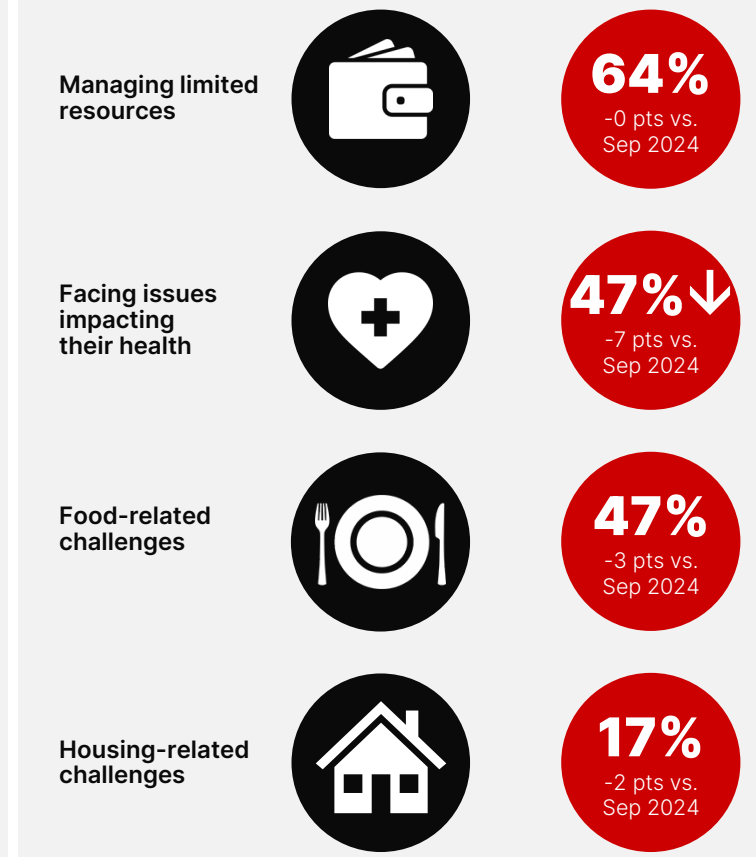


↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

TOP CONCERNS IN CANADA



CHALLENGES FACED IN THE LAST YEAR



Base size: Total sample (Sep 2024: n=1,509, Sep 2025: n=1,521); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; **Perceived National Concerns:** A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3; **Personal Experience-Based Concerns:** A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Total Canada

↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024



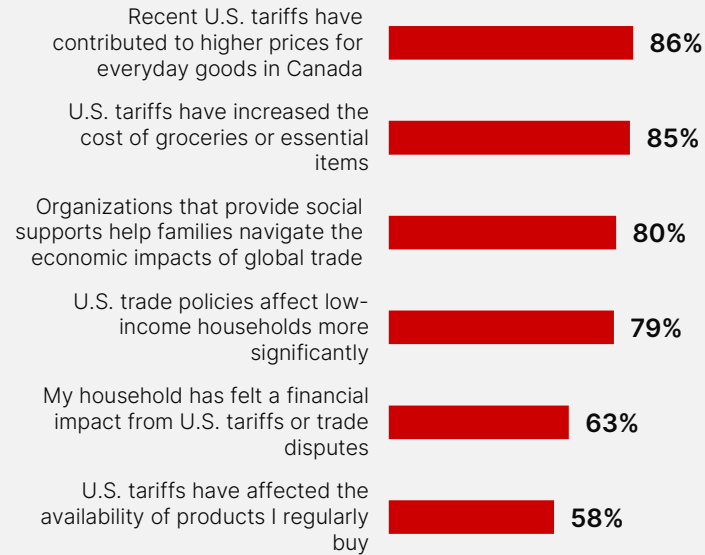
CONCERNED ABOUT U.S. TARIFFS

55%

Sep 2025

U.S. TARIFFS CONCERNS

% agree that...



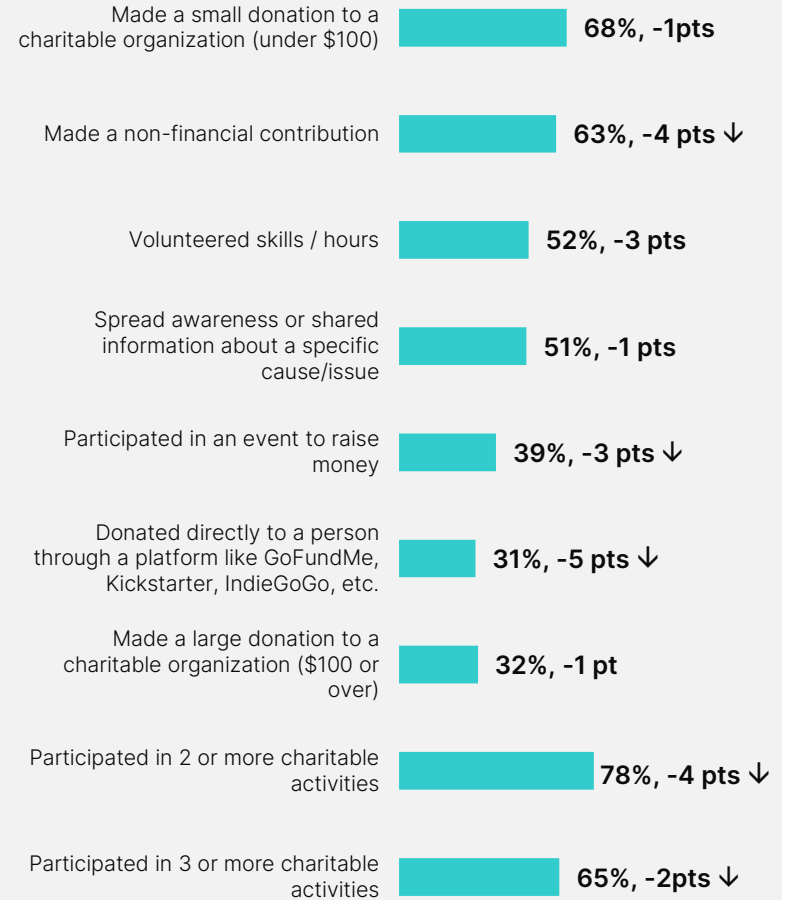
IMPACT OF SUPPORT SERVICES

% say improved...



CHARITABLE PARTICIPATION IN THE LAST YEAR

% reported...

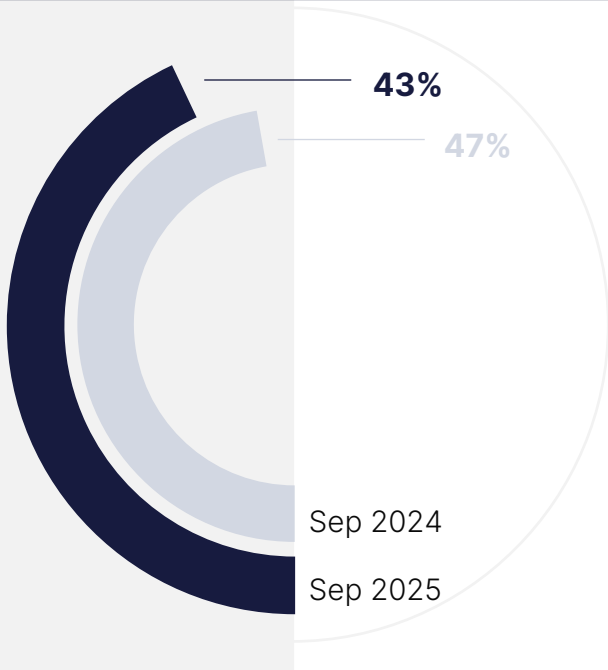


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British Columbia

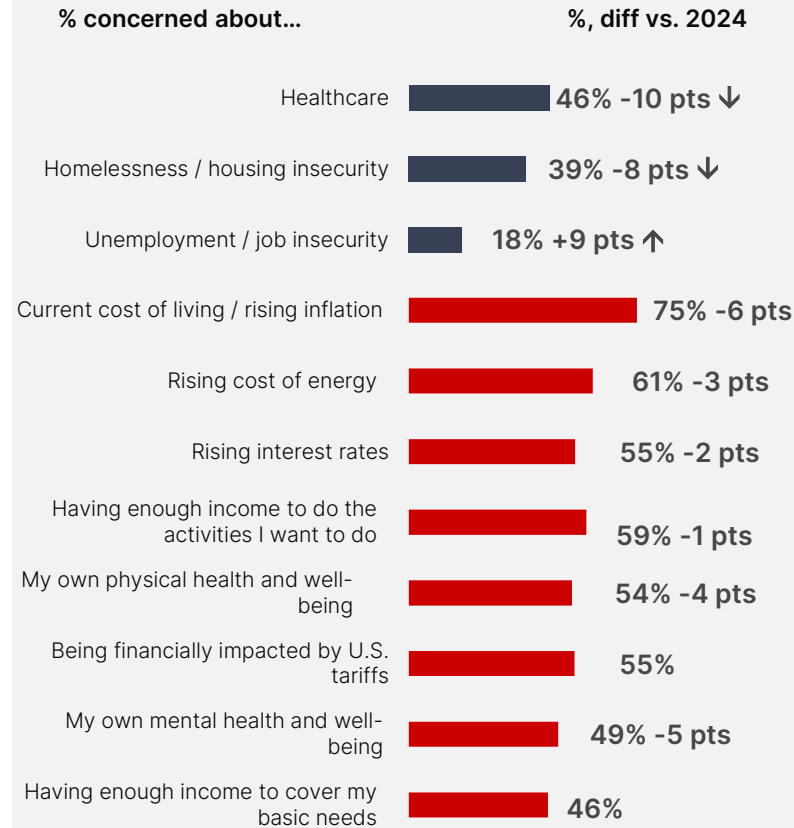


HAVE OPTIMISTIC FINANCIAL OUTLOOK

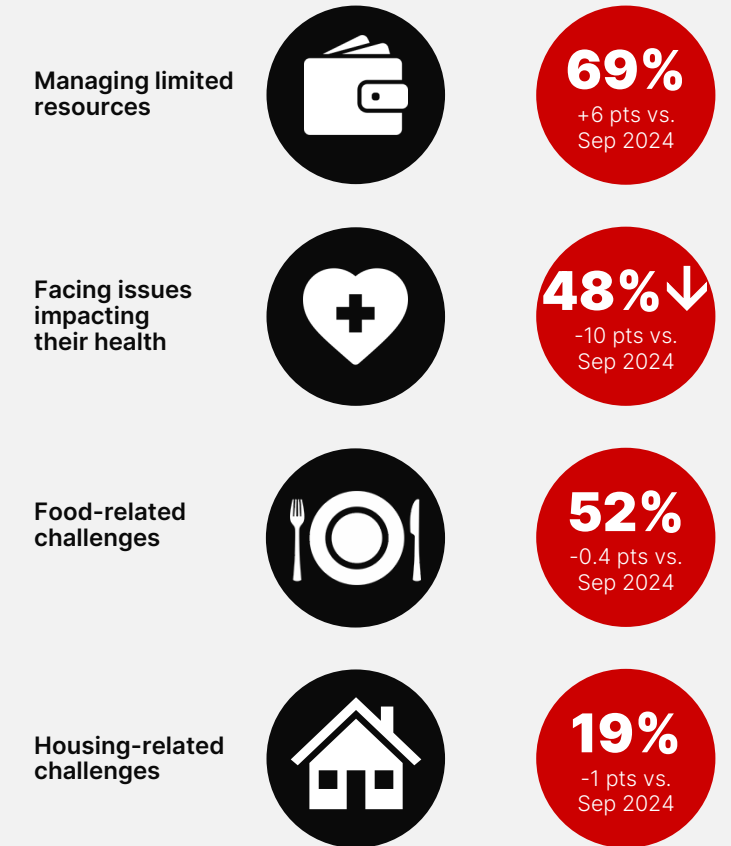


↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

TOP CONCERNS IN B.C.



CHALLENGES FACED IN THE LAST YEAR



Base size: Total sample in British Columbia (Sep 2024: n=198, Sep 2025: n=198); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; **Perceived National Concerns:** A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3; **Personal Experience-Based Concerns:** A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "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



CONCERNED ABOUT U.S. TARIFFS

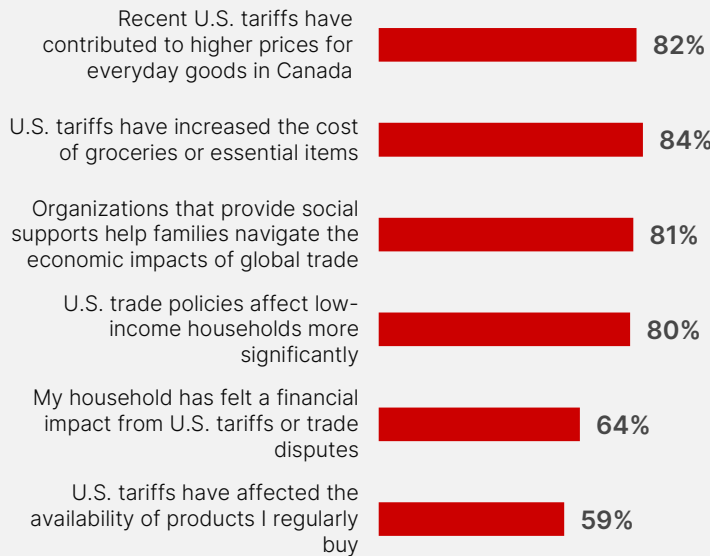
55%

Sep 2025

↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

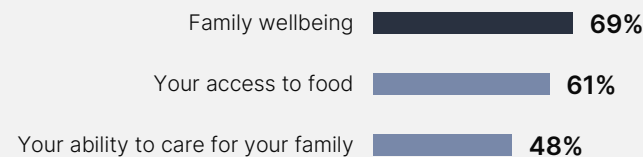
U.S. TARIFFS CONCERNS

% agree that...



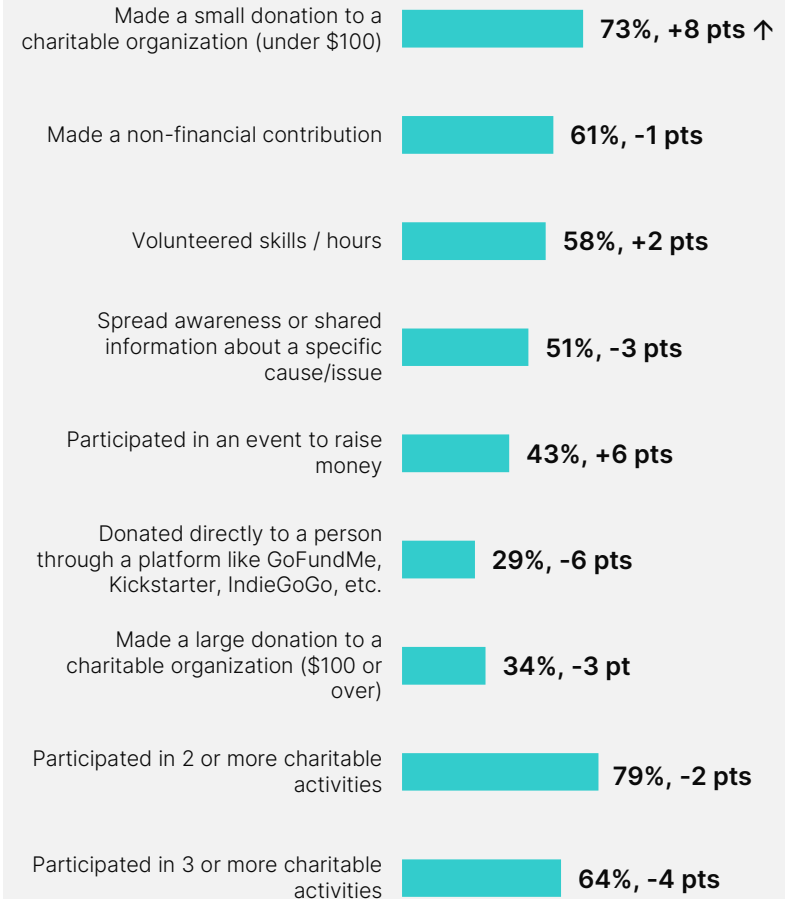
IMPACT OF SUPPORT SERVICES

% say improved...



CHARITABLE PARTICIPATION IN THE LAST YEAR

% reported...

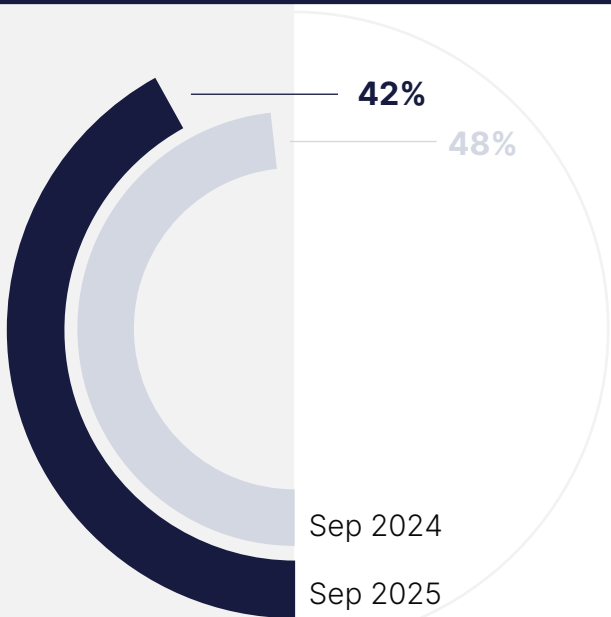


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Alberta

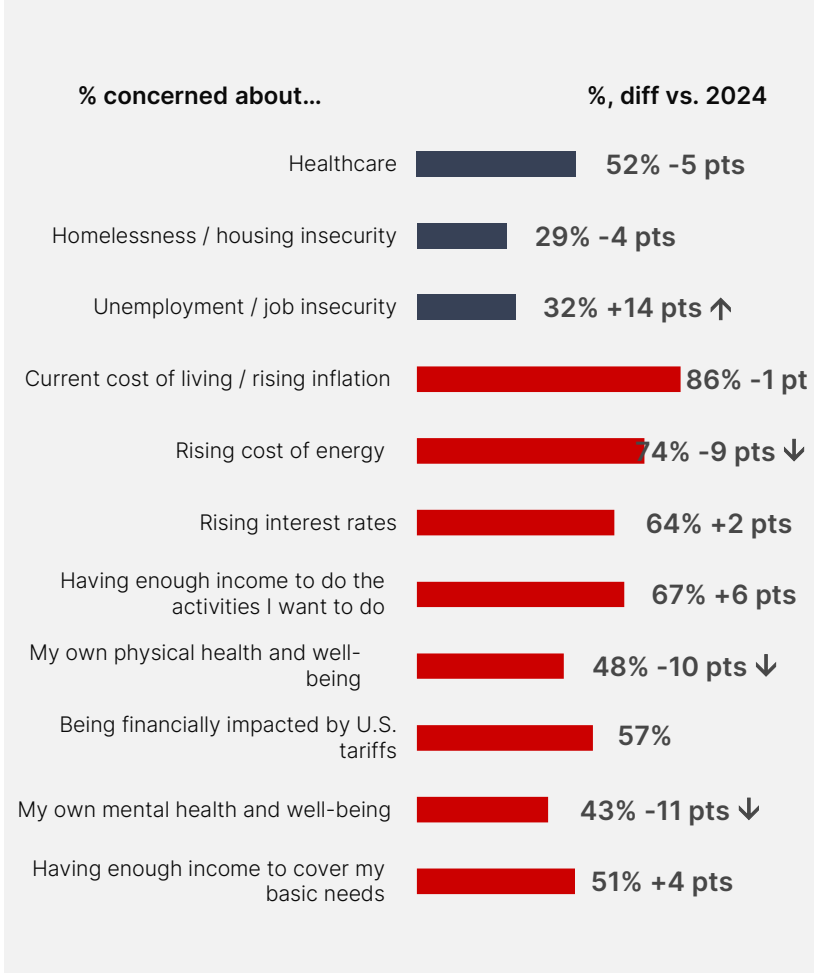


HAVE OPTIMISTIC FINANCIAL OUTLOOK

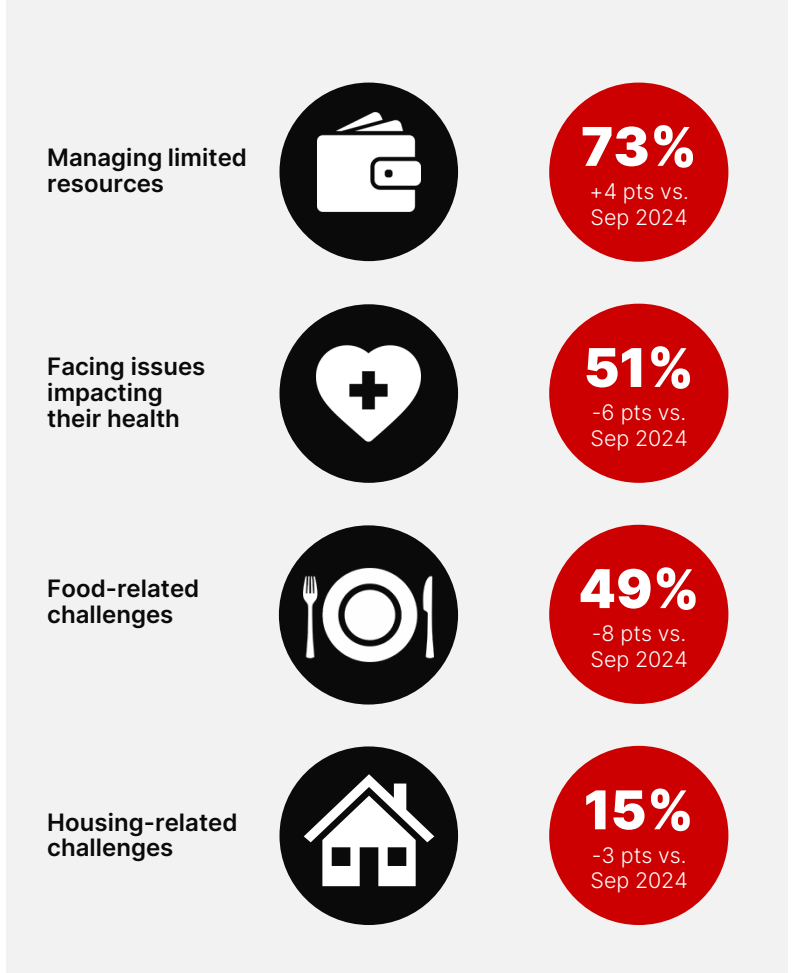


↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

TOP CONCERNS IN ALBERTA



CHALLENGES FACED IN THE LAST YEAR

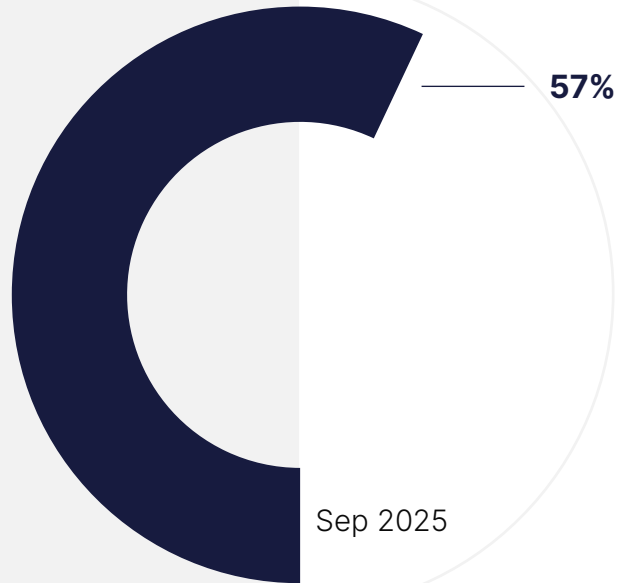


Base size: Total sample in Alberta (Sep 2024: n=171, Sep 2025: n=177); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; **Perceived National Concerns: A7A.** Which of the following do you think are the top concerns in Canada? Please select up to 3; **Personal Experience-Based Concerns: A6.** Thinking about your current situation, how concerned are you about the following? [Data shown: "concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Alberta



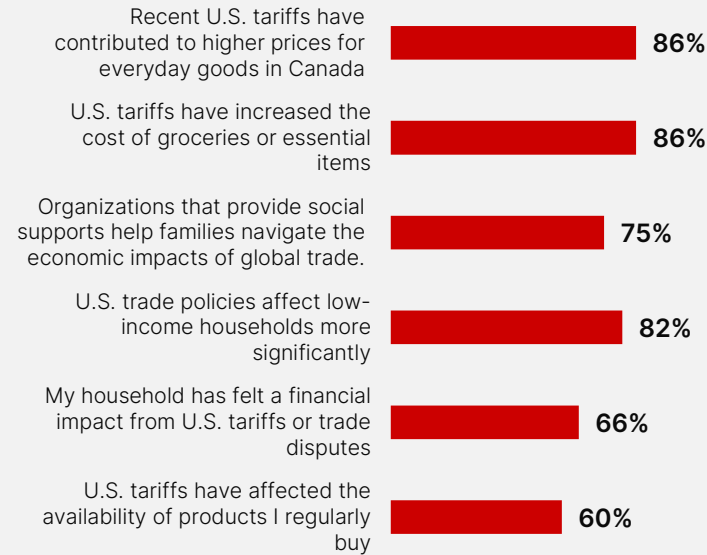
CONCERNED ABOUT U.S. TARIFFS



↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

U.S. TARIFFS CONCERNS

% agree that...

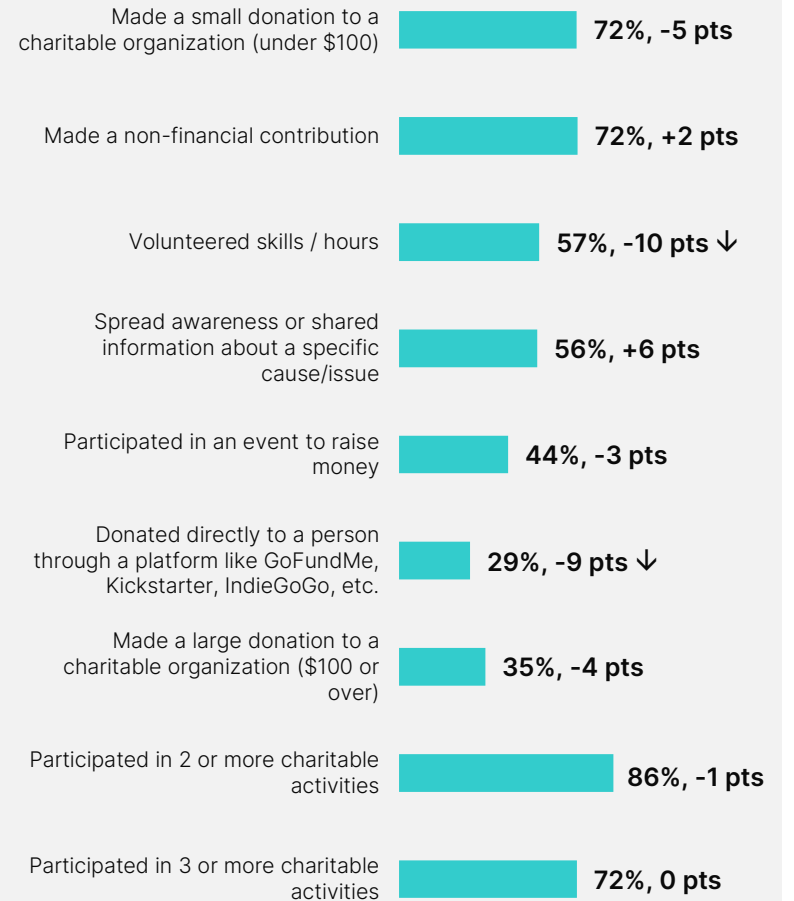


IMPACT OF SUPPORT SERVICES



CHARITABLE PARTICIPATION IN THE LAST YEAR

% reported...



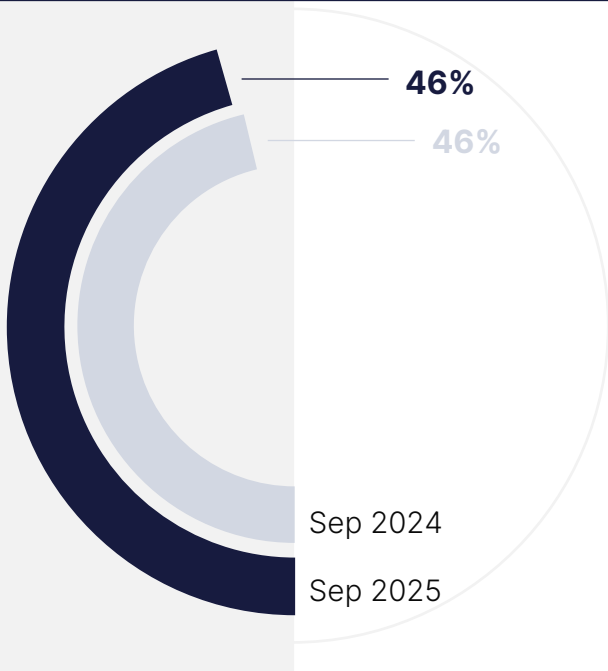
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Saskatchewan/Manitoba

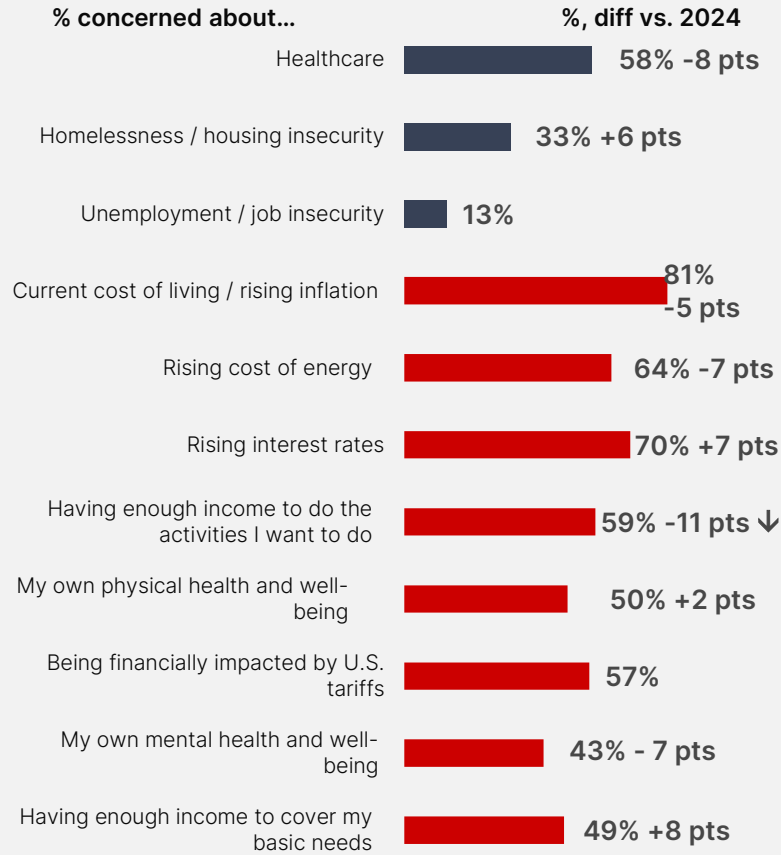
↑ Higher vs. Sep 2024
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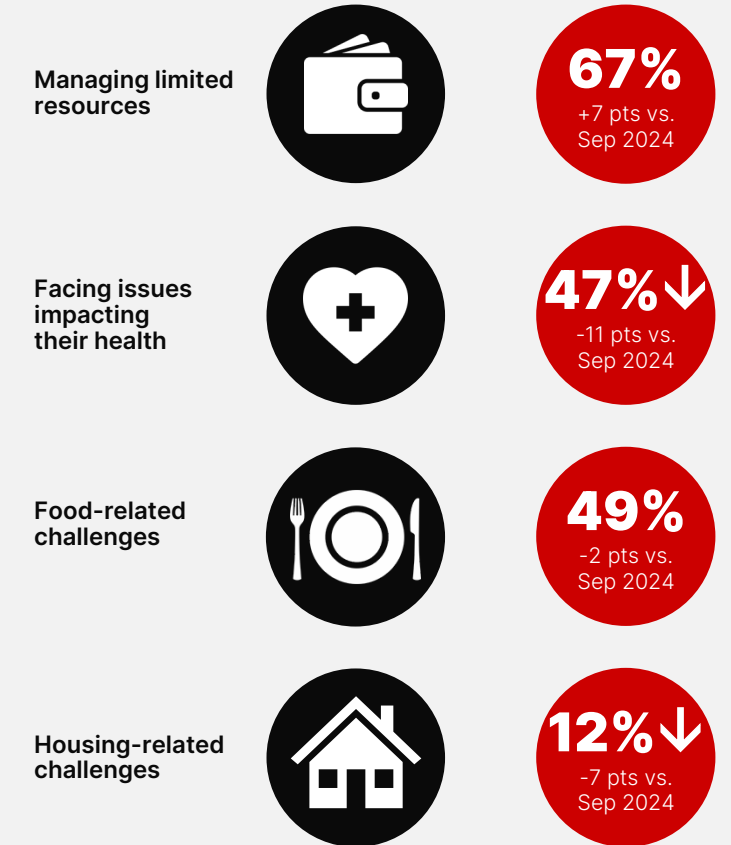
HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN SASKATCHEWAN/MANITOBA



CHALLENGES FACED IN THE LAST YEAR



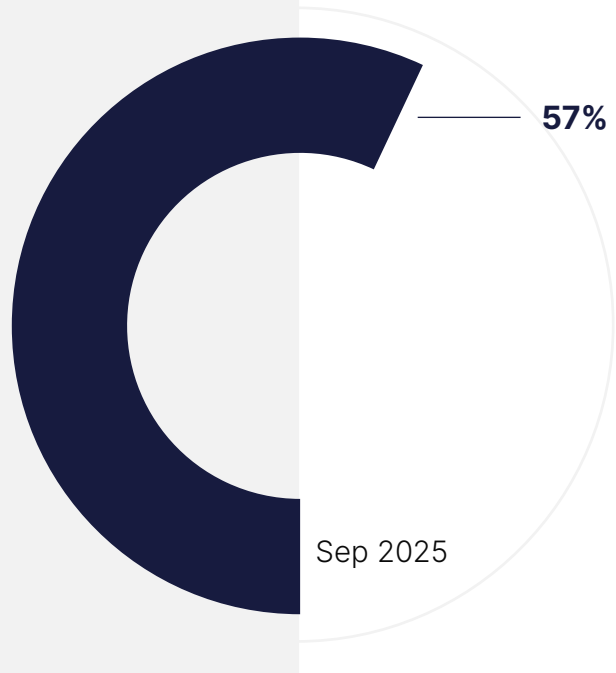
Base size: Total sample in Saskatchewan/Manitoba (Sep 2024: n=116, Sep 2025: n=114); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; **Perceived National Concerns:** A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3; **Personal Experience-Based Concerns:** A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "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

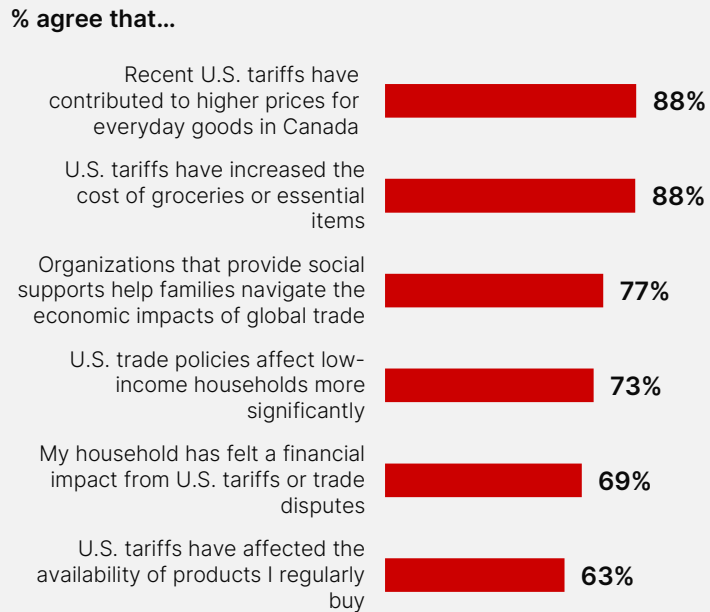
↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024



CONCERNED ABOUT U.S. TARIFFS



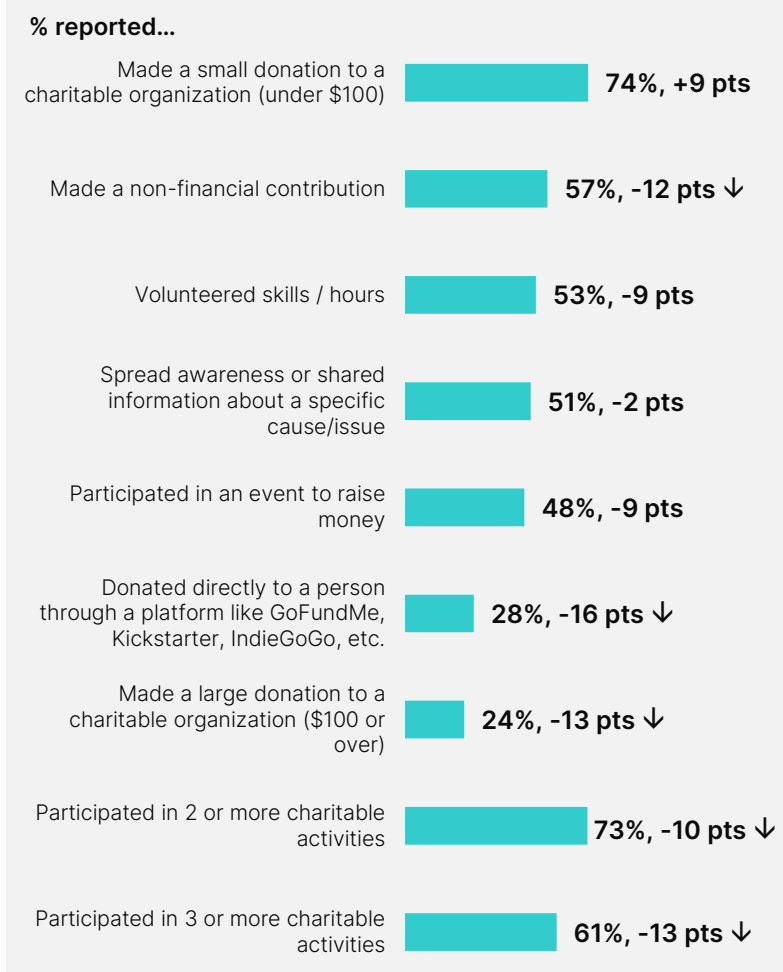
U.S. TARIFFS CONCERNS



IMPACT OF SUPPORT SERVICES



CHARITABLE PARTICIPATION IN THE LAST YEAR

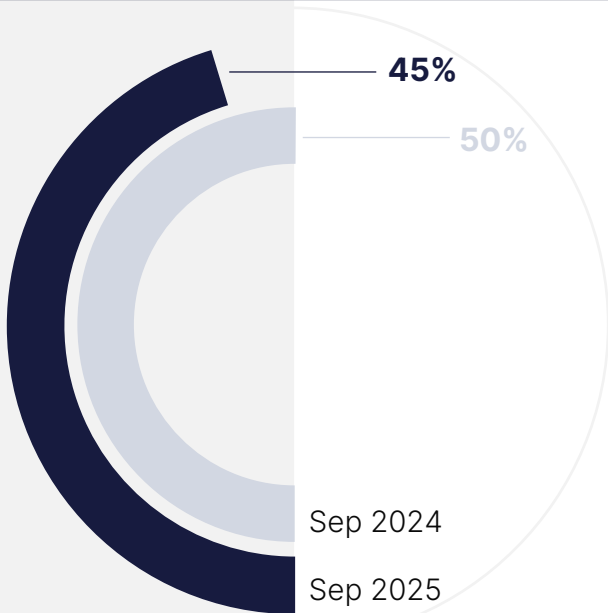


Base size: Total sample in Saskatchewan/Manitoba (Sep 2024: n=116, Sep 2025: n=114); A6. Thinking about your current situation, how concerned are you about the following?; Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy? [Data shown: "Strongly Agree" or "Somewhat Agree"]; B2H. Do you feel that accessing these services has improved your family's well being? [Data shown: "agree"]; B2G. Based on your experience with these services (i.e., food bank, shelter, etc.), how would you describe your situation now compared to before you received support from these services? [Data shown: "better"]; A5. Which of the following activities have you participated in the past?

Ontario

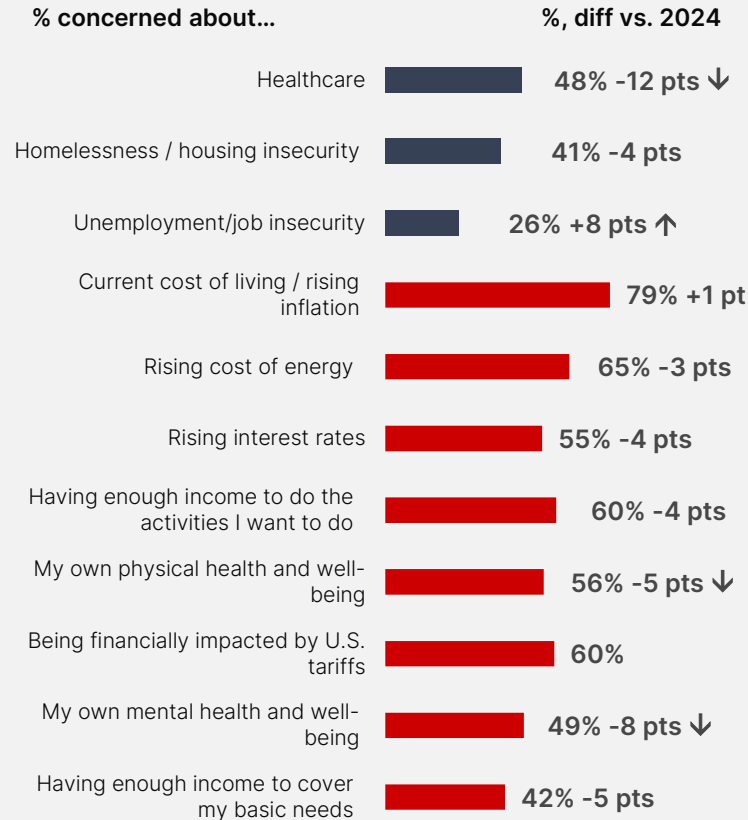


HAVE OPTIMISTIC FINANCIAL OUTLOOK

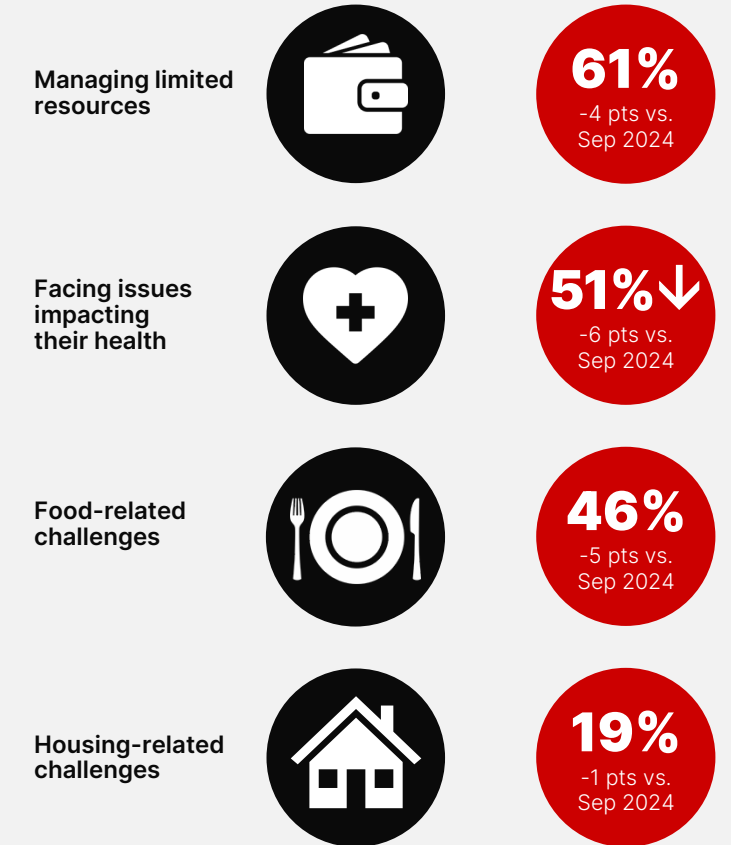


↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

TOP CONCERNS IN ONTARIO



CHALLENGES FACED IN THE LAST YEAR

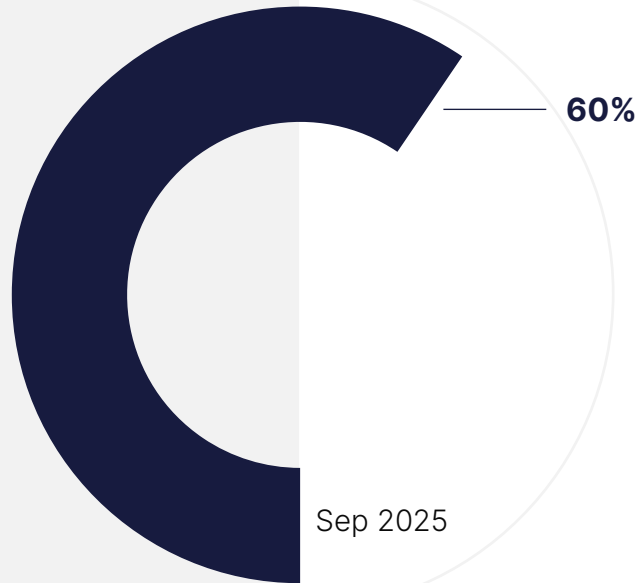


Base size: Total sample in Ontario (Sep 2024: n=564, Sep 2025: n=568); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; **Perceived National Concerns:** A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3; **Personal Experience-Based Concerns:** A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Ontario



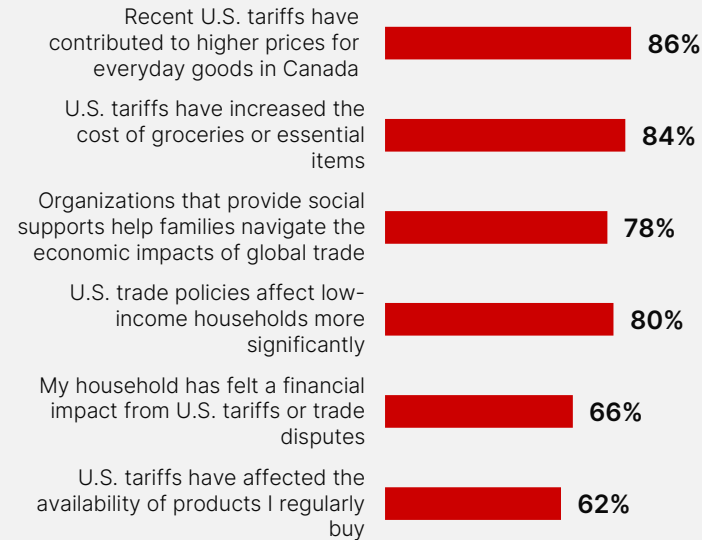
CONCERNED ABOUT U.S. TARIFFS



↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

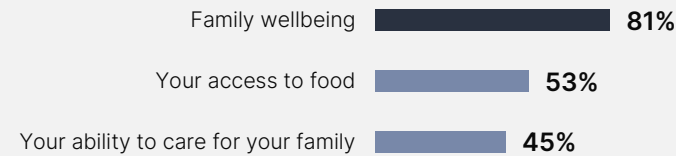
U.S. TARIFFS CONCERNS

% agree that...



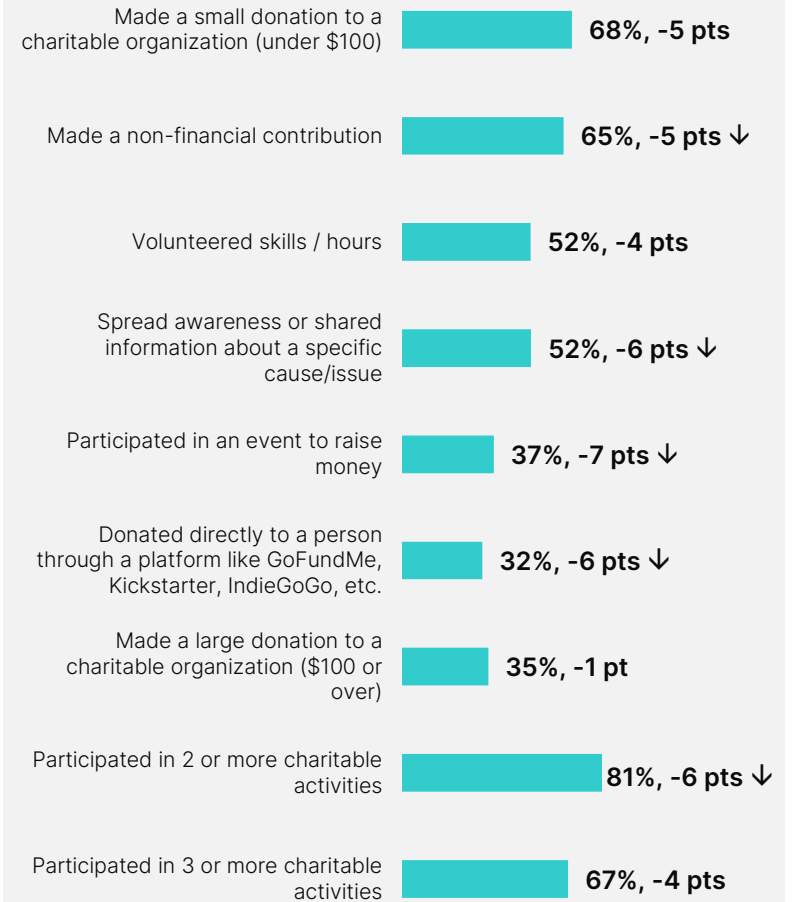
IMPACT OF SUPPORT SERVICES

% say improved...



CHARITABLE PARTICIPATION IN THE LAST YEAR

% reported...

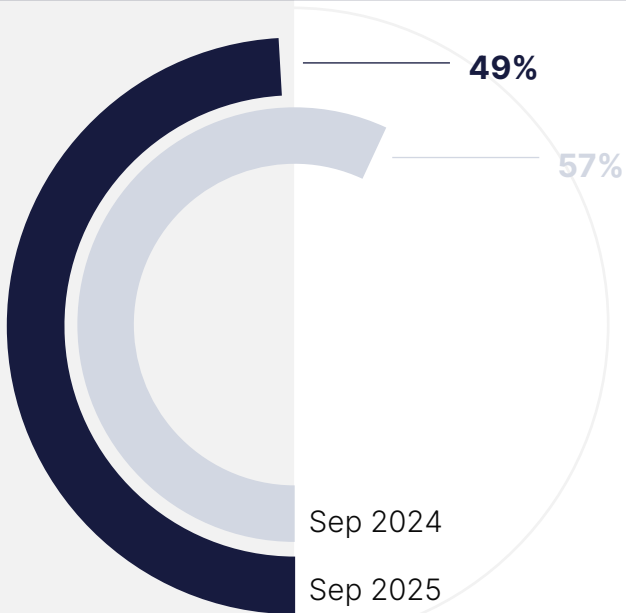


Base size: Total sample in Ontario (Sep 2024: n=564, Sep 2025: n=568); A6. Thinking about your current situation, how concerned are you about the following?; Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy? [Data shown: "Strongly Agree" or "Somewhat Agree"]; B2H. Do you feel that accessing these services has improved your family's well being? [Data shown: "agree"]; B2G. Based on your experience with these services (i.e., food bank, shelter, etc.), how would you describe your situation now compared to before you received support from these services? [Data shown: "better"]; A5. Which of the following activities have you participated in the past?

Quebec

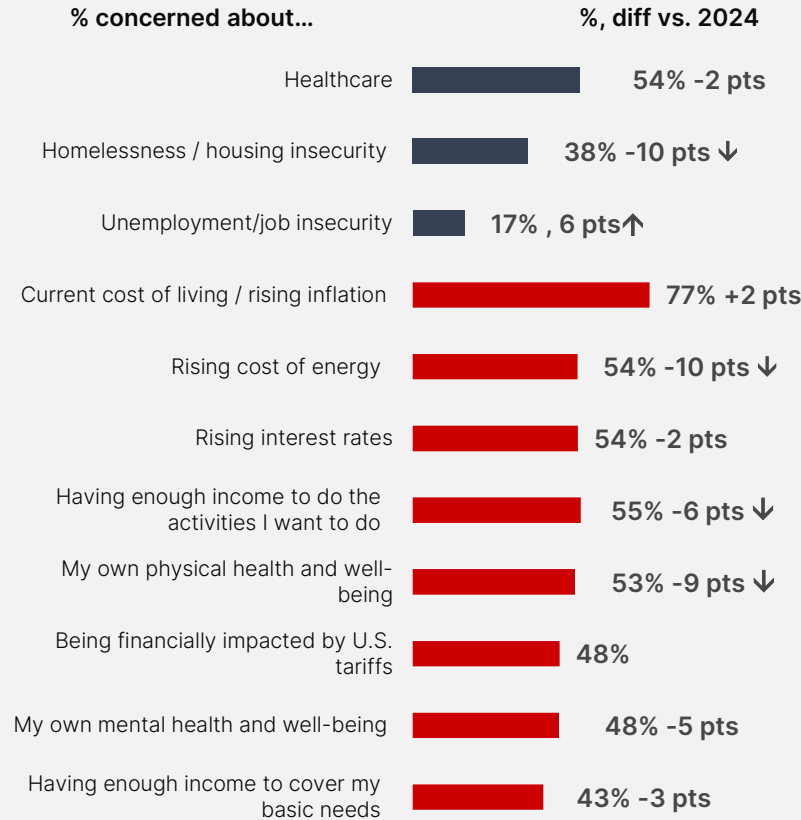


HAVE OPTIMISTIC FINANCIAL OUTLOOK

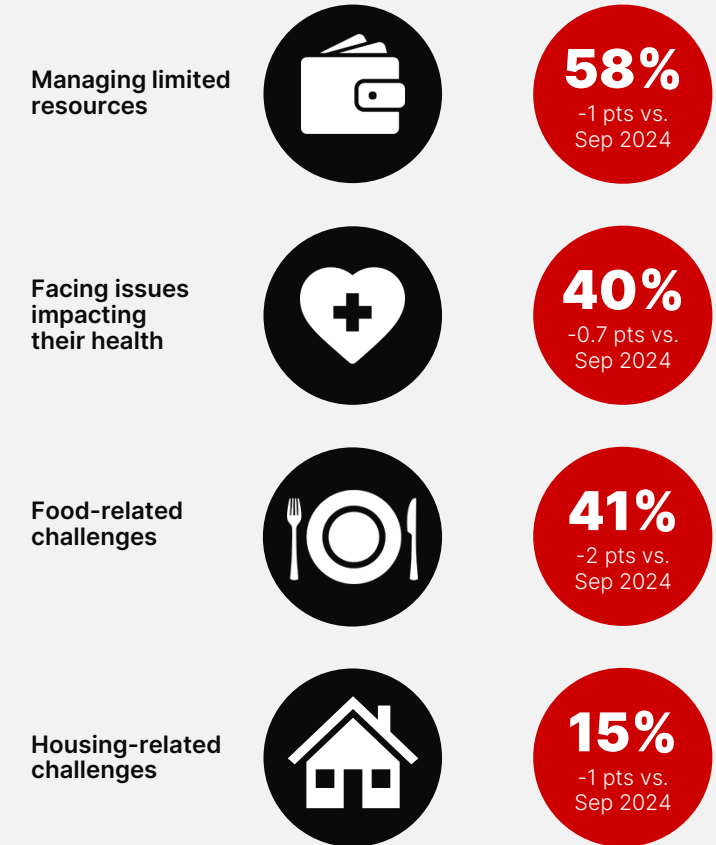


↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

TOP CONCERNS IN QUEBEC



CHALLENGES FACED IN THE LAST YEAR

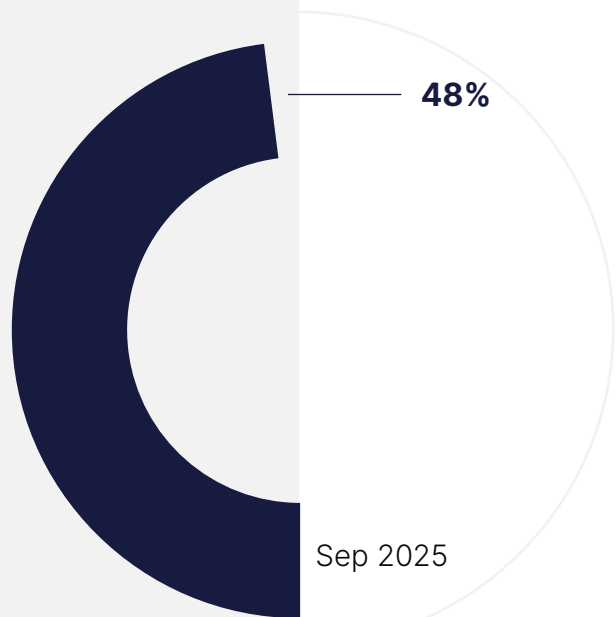


Base size: Total sample in Quebec (Sep 2024: n=349, Sep 2025: n=351); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; **Perceived National Concerns:** A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3; **Personal Experience-Based Concerns:** A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

Quebec

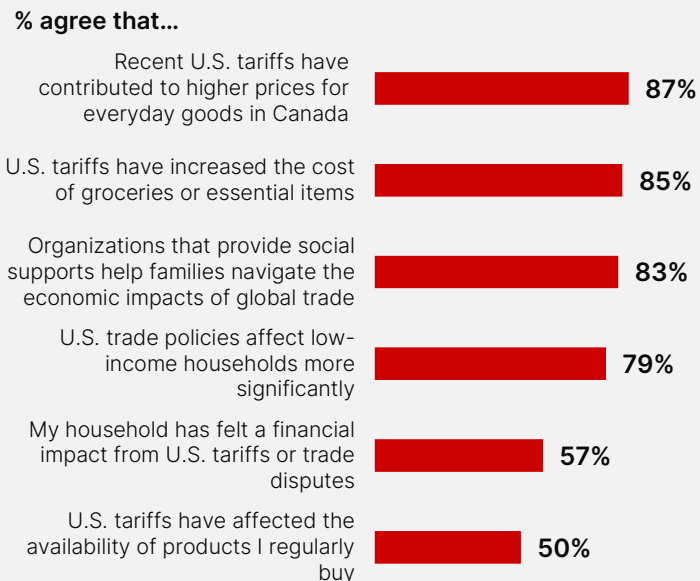


CONCERNED ABOUT U.S. TARIFFS



↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024

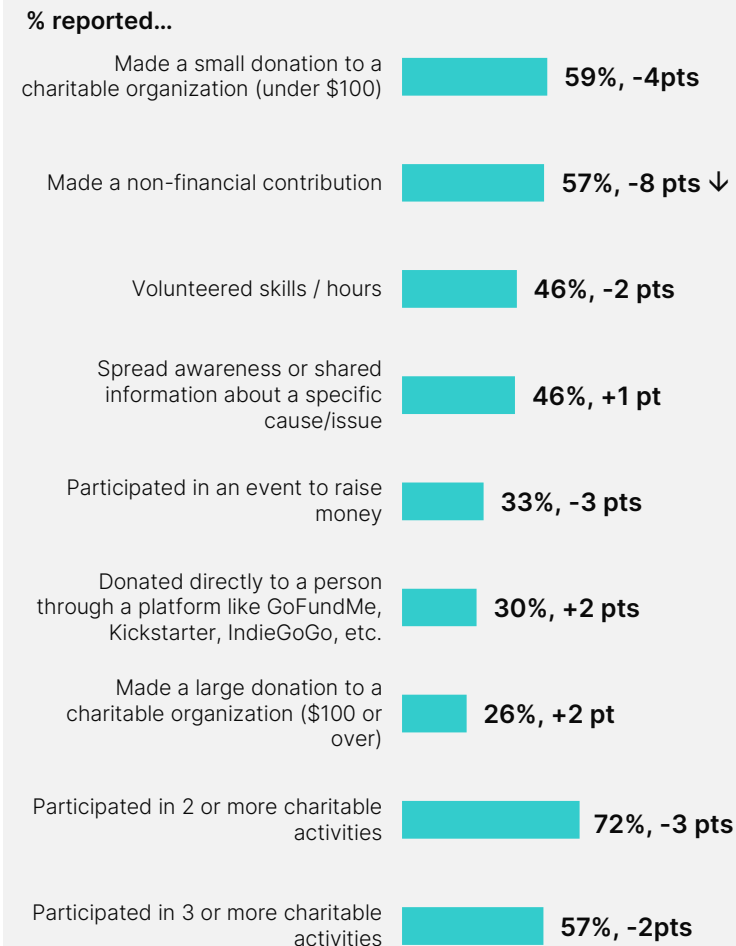
U.S. TARIFFS CONCERNS



IMPACT OF SUPPORT SERVICES



CHARITABLE PARTICIPATION IN THE LAST YEAR



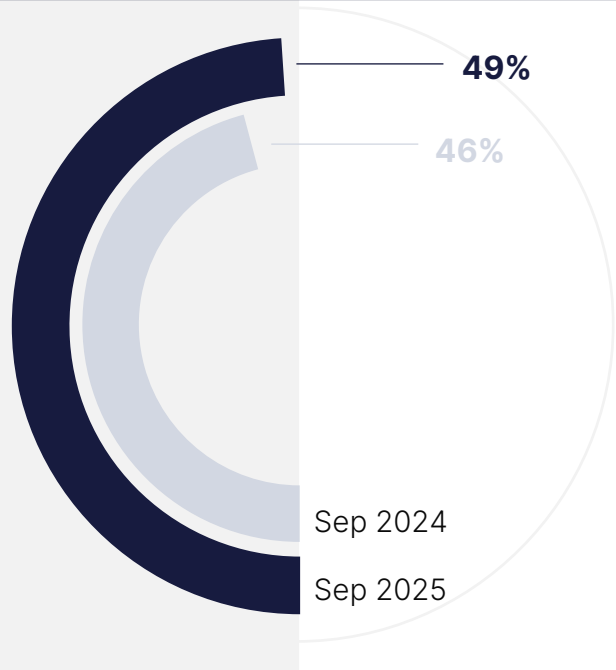
Base size: Total sample in Quebec (Sep 2024: n=349, Sep 2025: n=351); A6. Thinking about your current situation, how concerned are you about the following?; Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy? [Data shown: "Strongly Agree" or "Somewhat Agree"]; B2H. Do you feel that accessing these services has improved your family's well being? [Data shown: "agree"]; B2G. Based on your experience with these services (i.e., food bank, shelter, etc.), how would you describe your situation now compared to before you received support from these services? [Data shown: "better"]; A5. Which of the following activities have you participated in the past?

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

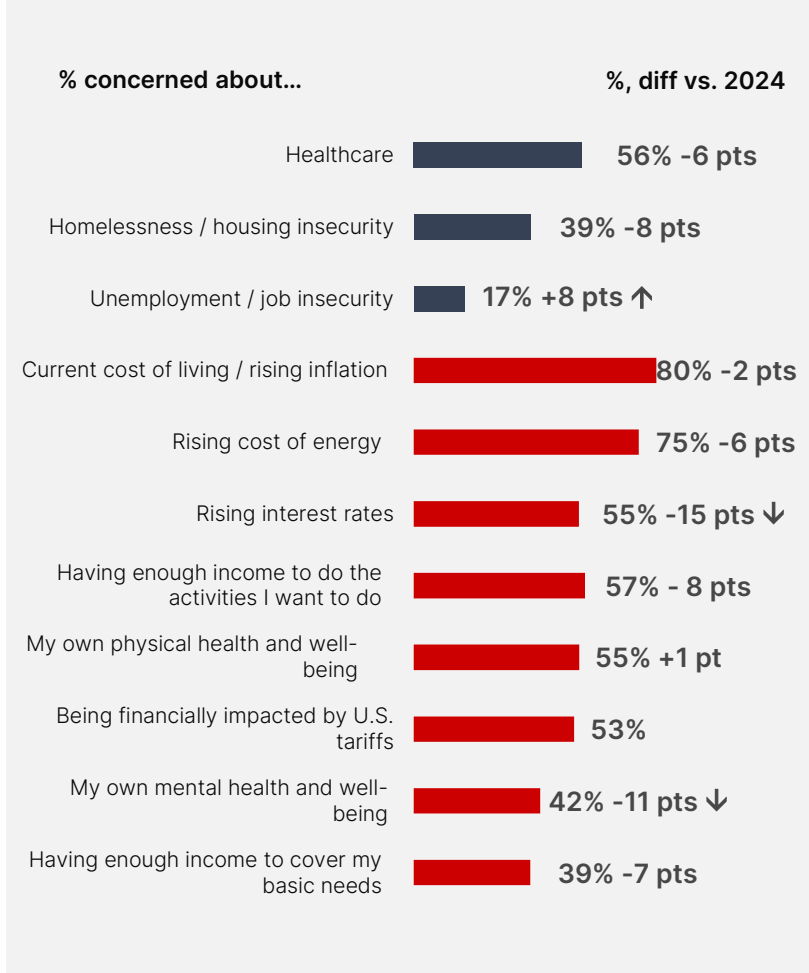
↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024



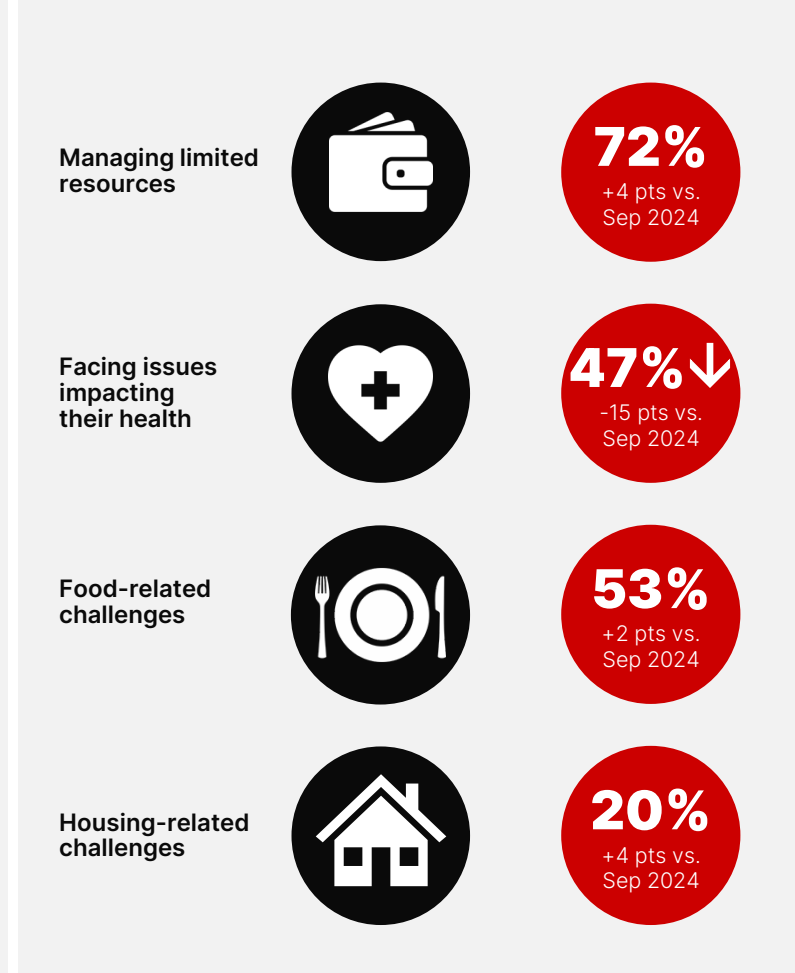
HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN ATLANTIC



CHALLENGES FACED IN THE LAST YEAR



Base size: Total sample in Atlantic Provinces (Sep 2024: n=111, Sep 2025: n=113); A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown: "Very Optimistic" or "Somewhat Optimistic"]; Perceived National Concerns: A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3; Personal Experience-Based Concerns: A6. Thinking about your current situation, how concerned are you about the following? [Data shown: "concerned"]; B2. Which of the following have you experienced/or are currently experiencing? [Data shown: "Currently experiencing" or "Experienced in the last year"]

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

↑ Higher vs. Sep 2024
↓ Lower vs. Sep 2024



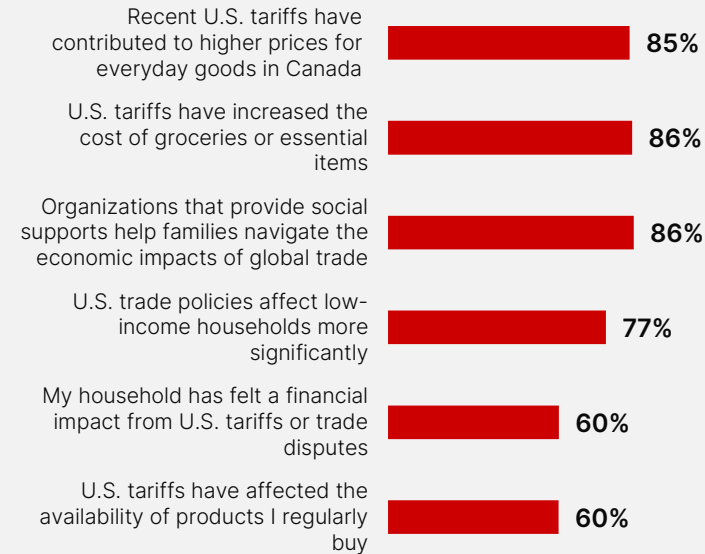
CONCERNED ABOUT U.S. TARIFFS

53%

Sep 2025

U.S. TARIFFS CONCERNS

% agree that...



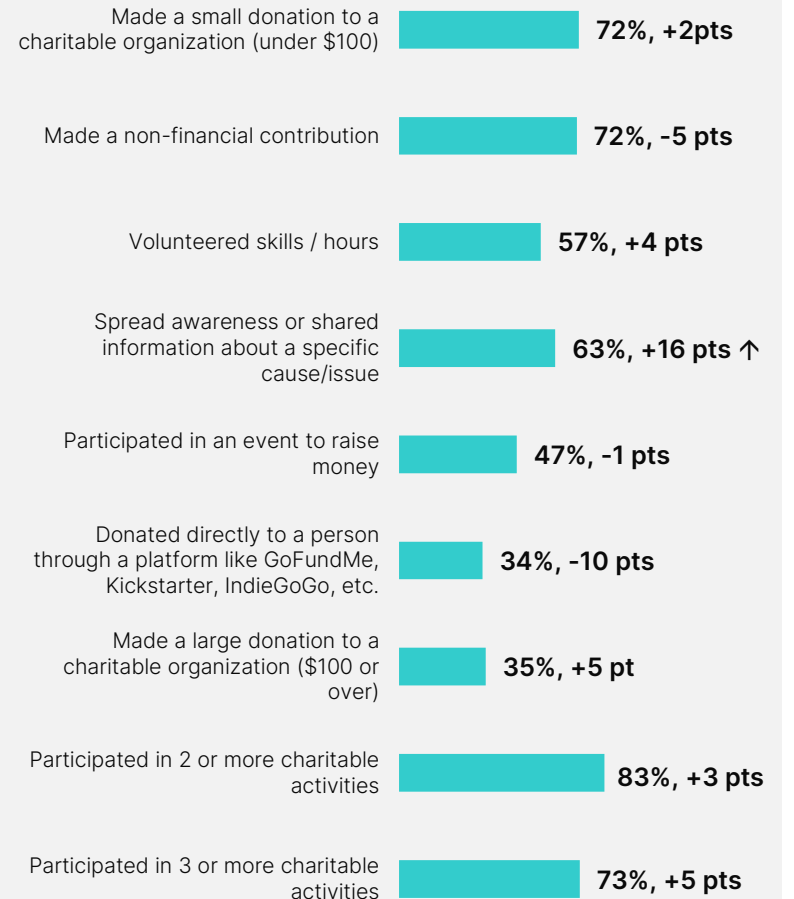
IMPACT OF SUPPORT SERVICES

% say improved...



CHARITABLE PARTICIPATION IN THE LAST YEAR

% reported...



Base size: Total sample in Atlantic (Sep 2024: n=111, Sep 2025: n=113); A6. Thinking about your current situation, how concerned are you about the following?; Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy? [Data shown: "Strongly Agree" or "Somewhat Agree"]; B2H. Do you feel that accessing these services has improved your family's well being? [Data shown: "agree"]; B2G. Based on your experience with these services (i.e., food bank, shelter, etc.), how would you describe your situation now compared to before you received support from these services? [Data shown: "better"]; A5. Which of the following activities have you participated in the past?



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