The Salvation Army's Annual Canadian Poverty & Socioeconomic Analysis

2026 Edition

October 2026



Study Methodology

This report contains findings from research conducted by Edelman 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 11th to 18th 2026**, among a **nationally representative sample of 1,525 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 1,525 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.

Executive Summary

1

Financial confidence remains stalled

Less than half (46%) of Canadians are optimistic about their financial future.

2

Food insecurity is intensifying

Nearly 1 in 3 Canadians (31%) have skipped or reduced the size of a meal because they could not afford groceries, while 15% have accessed community food supports.

3

High housing costs are leaving many Canadians with few affordable alternatives

Nearly 1 in 4 Canadians spend at least half of their after-tax household income on housing, while half aren't confident they could find another suitable, affordable home in their community if they had to move.

4

Economic uncertainty is adding to already stretched household budgets

Concern about U.S. tariffs continues to grow: 26% now rank tariffs among Canada's top three concerns (up +6%), while 58% are concerned about their household being financially impacted.

5

Many Canadians have little financial cushion to absorb another shock

Half are using savings to afford basic needs and 2 in 5 are taking on debt or credit. If forced from home by an emergency, more than 1 in 4 have limited financial capacity to cover the added costs of displacement.

6

Support remains critical, even as Canadians' capacity to give tightens

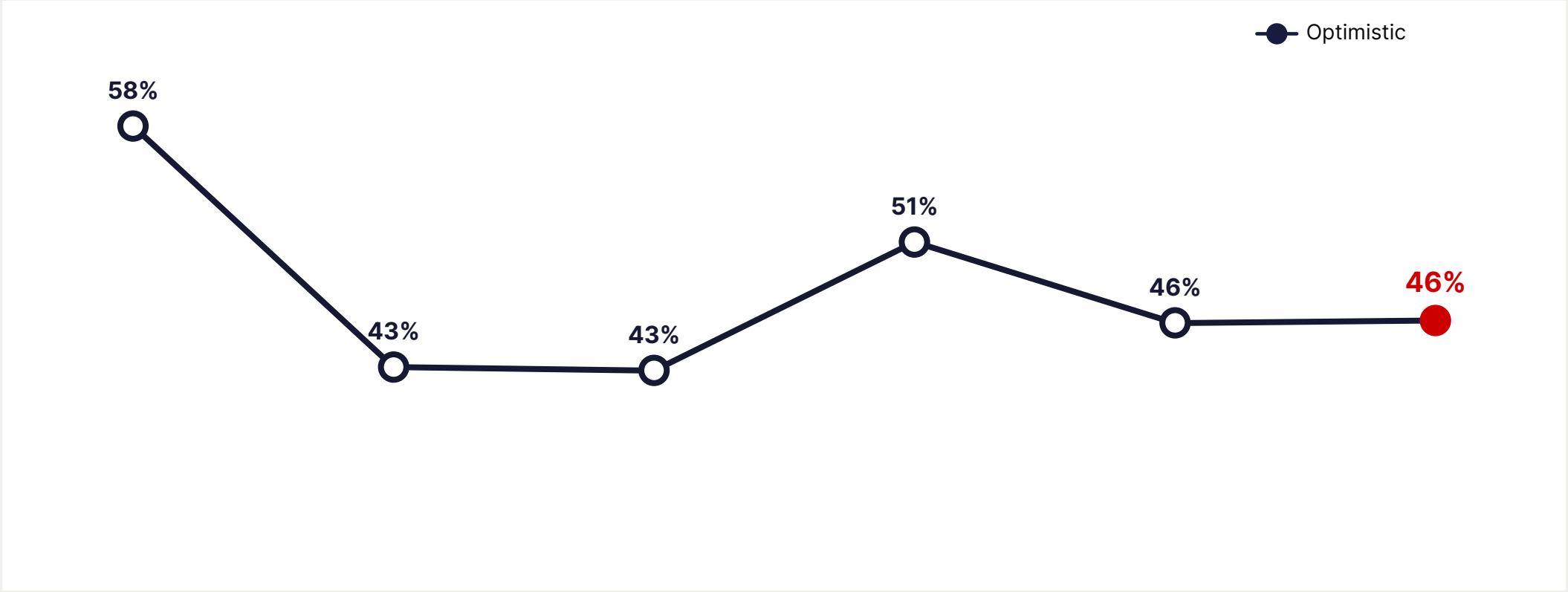
More than 8 in 10 support-service users (83%) say accessing services improved their family's wellbeing, even as monetary donations and broader charitable participation declined in 2026.

Financial optimism remains stalled as food affordability surges into Canadians' top three concerns



Less than half of Canadians remain optimistic about their financial future, with confidence showing little signs of recovery.

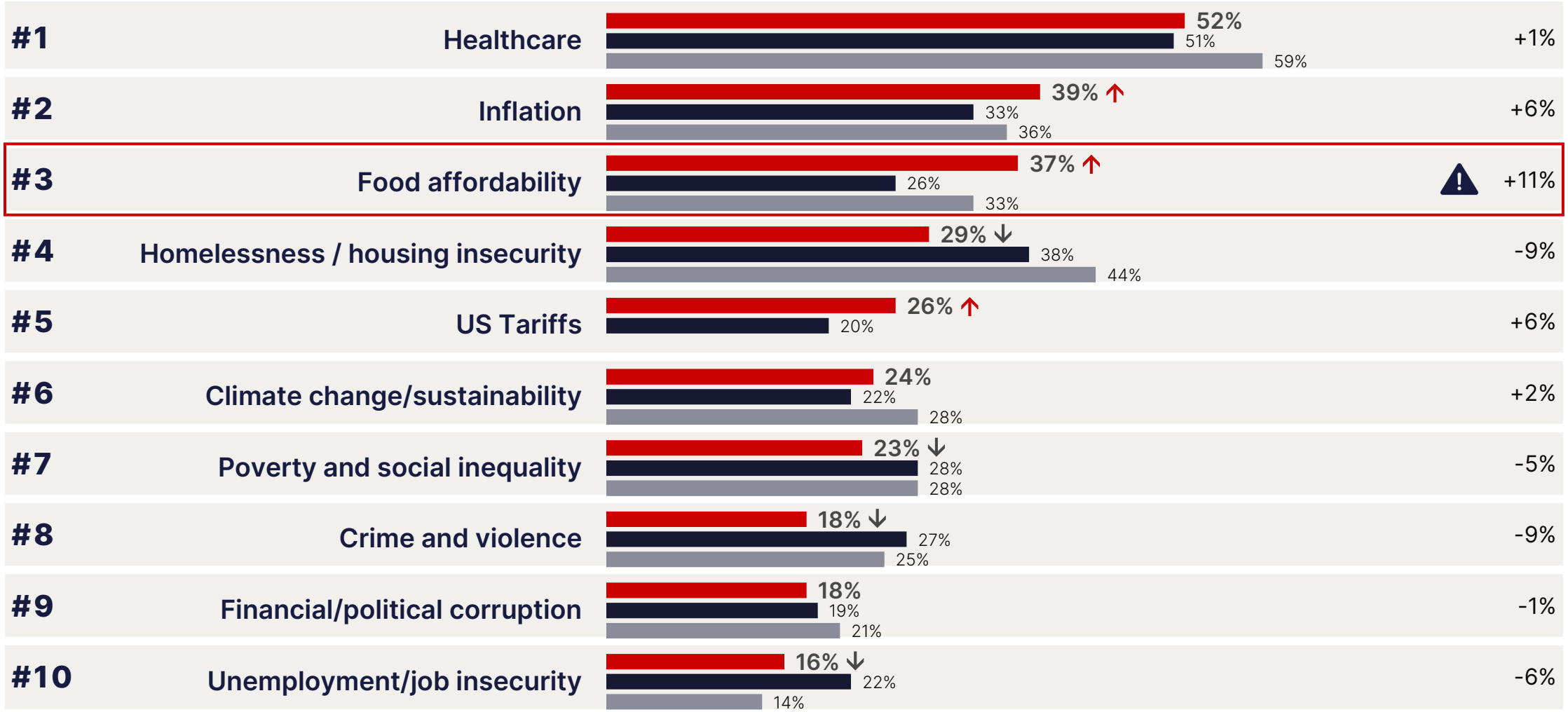
Proportion of Canadians who are optimistic about their personal finances in the next two years



	Nov-21	Nov-22	Oct-23	Sep-24	Sep-25	Sep-26
Base size	n=1,532	n=1,505	n=1,515	n=1,509	n=1521	N=1525

Base size: Total sample; A2. Thinking about your personal finances in the next two years, which of the following statements best represents your outlook? [Data shown reflects those who indicated “Very optimistic” or “Somewhat optimistic”]

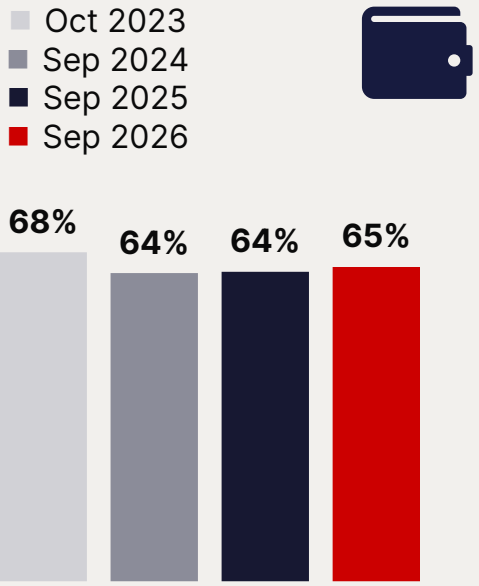
Healthcare and inflation remain Canadians' top concerns, while food affordability surges 11 pp into the top three, overtaking homelessness/housing insecurity.



↑ / ↓ indicates Sep 2026 is significantly higher / lower than Sep 2025 at 95% confidence level

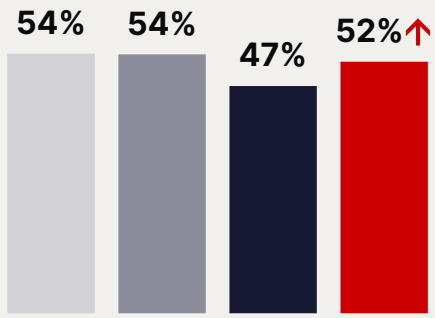
Base size: Total sample (n=1,525); A7A. Which of the following do you think are the top concerns in Canada? Please select up to 3. All 10 items shown to survey respondents shown.[Data shown reflects concerns selected as a top 3 concern in Canada out of the 10 concerns provided in the survey]

Managing limited financial resources remains the most common challenge for Canadians, while health issues demonstrate the strongest YoY increase

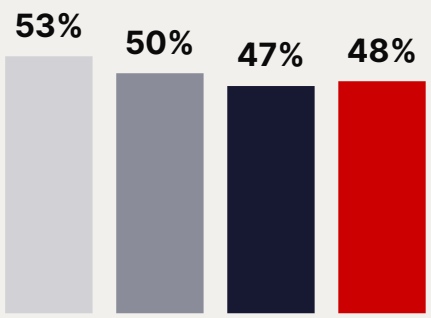


Proportion of Canadians **faced with managing limited financial resources**

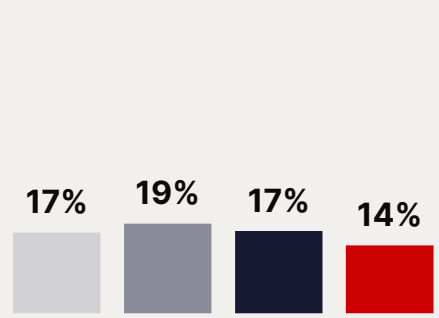
Driven by an increase in struggle with mental health: **52%** in 2026, up from **47%** in 2025



Proportion of Canadians **faced with issues impacting their health**



Proportion of Canadians **faced with challenges related to food**



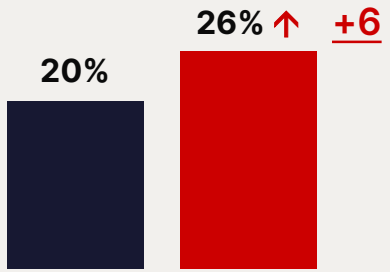
Proportion of Canadians **faced with challenges related to housing**

Younger Canadians are most impacted by managing limited resources:
76% of 18–34 yr olds vs. **68%** of 35–54 yr olds and **55%** of 55+ yr olds

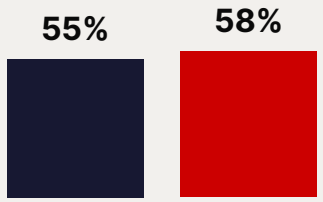
↑ / ↓ indicates Sep 2026 is significantly higher / lower than Sep 2025 at 95% confidence level

Base size: Total sample (Oct 2023: n=1,515, Sep 2024: n=1,509, Sep 2025: n=1,521, Sep 2026 n=1,525); 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"]

Concern over U.S. tariffs continues to grow, with Canadians anticipating higher prices and pressure on household budgets

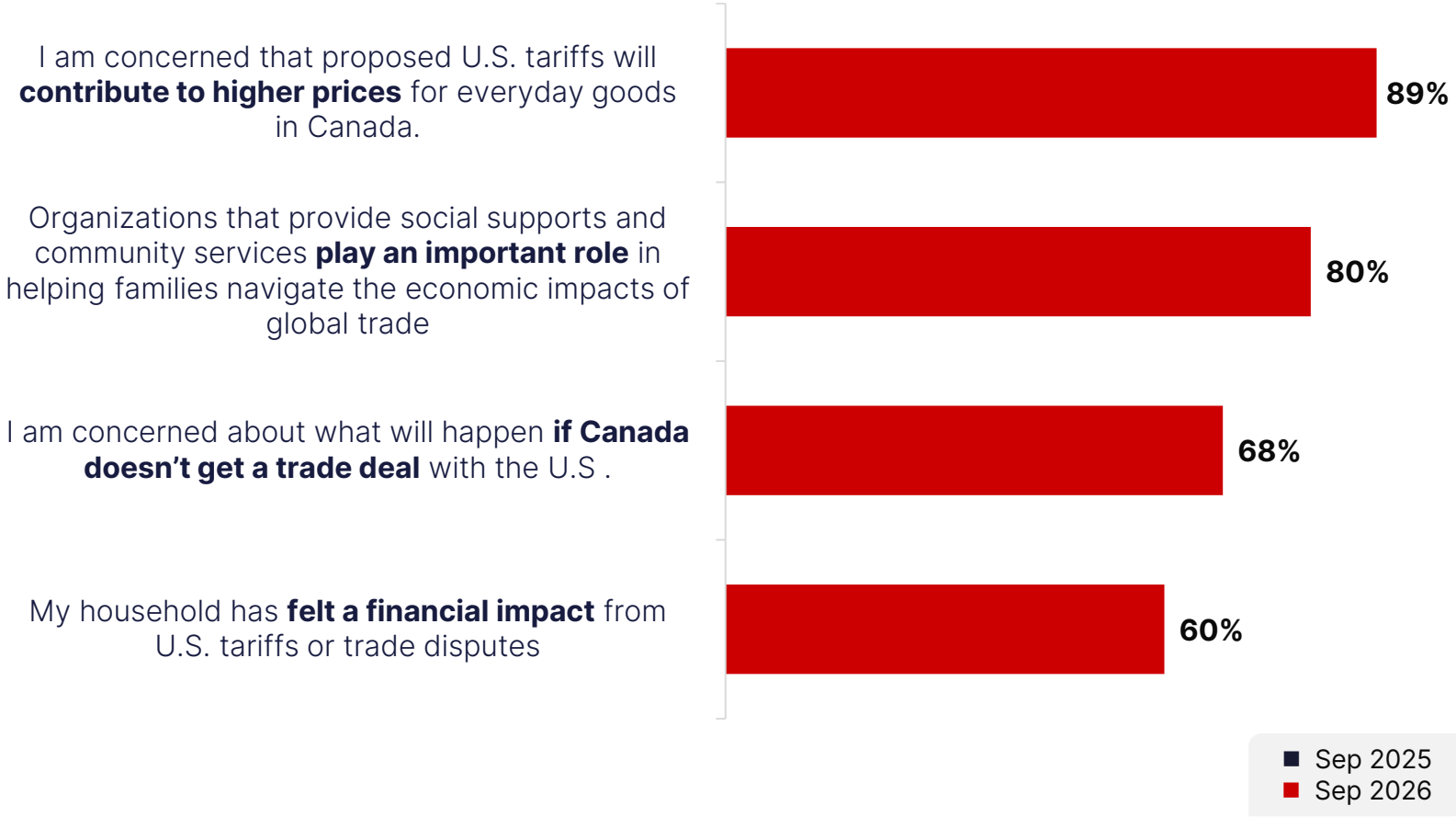


Identify **U.S. tariffs** as a **top-three concern** in Canada



Proportion of Canadians **concerned about being financially impacted by U.S. tariffs**

Agreement among Canadians on the impacts of U.S. tariffs and trade policies



↑ / ↓ indicates Sep 2026 is significantly higher / lower than Sep 2025 at 95% confidence level

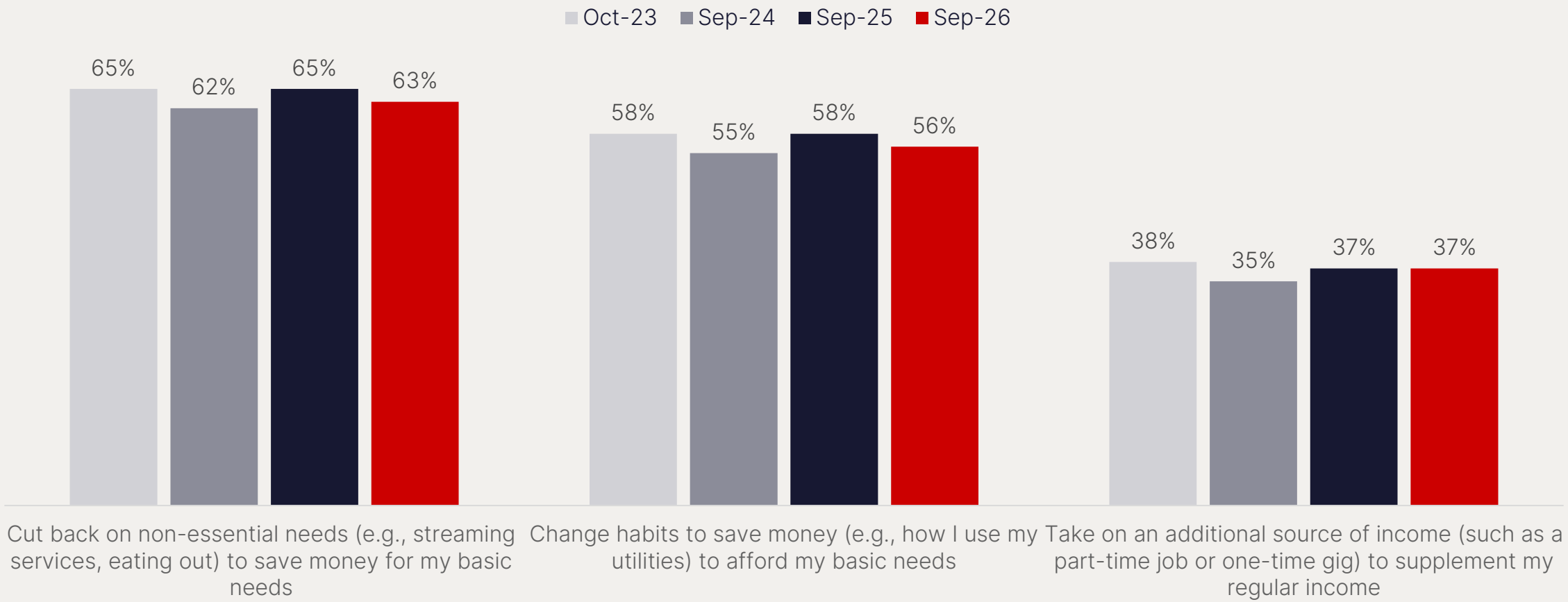
Base size: Total sample (Sep 2025 n=1,521, , Sep 2026 n=1,525); A6. Thinking about your current situation, how concerned are you about the following?; [Data shown reflects those who indicated "Extremely Concerned" or "Somewhat Concerned"] Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy?; [Data shown reflects those who indicated "Strongly agree" or "Somewhat agree"] 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"]

Canadians are drawing on savings, taking on debt, and making difficult trade-offs to make ends meet



Canadians continue to cut back and change everyday habits to stretch limited resources and afford basic needs

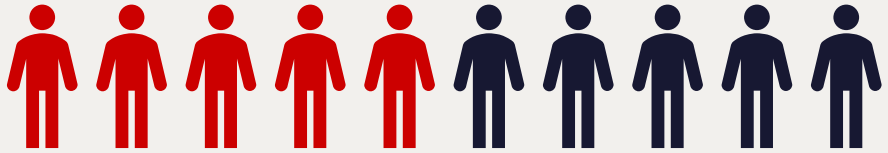
How Canadians manage limited resources



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

Base size: Total sample (n=1,525); 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"]

Canadians are drawing on savings and taking on debt just to cover basic needs

Use savings	50%	
Take on debt / use credit	40%	
Delay or miss bill payments because they do not have enough money	30%	

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

Base size: Total sample (n=1,525); 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”]

Food pressures intensify, as more Canadians skip meals and turn to community food supports

Skipped or reduced the size of a meal because they could not afford groceries



Oct-23 Sep-24 Sep-25 Sep-26

Younger Canadians are most likely to skip or reduce meals:
41% of 18–34 yr olds vs. **33%** of 35–54 yr olds and **23%** of 55+ yr olds

Accessed a community pantry, food bank, food hamper or community meal program



Oct-23 Sep-24 Sep-25 Sep-26

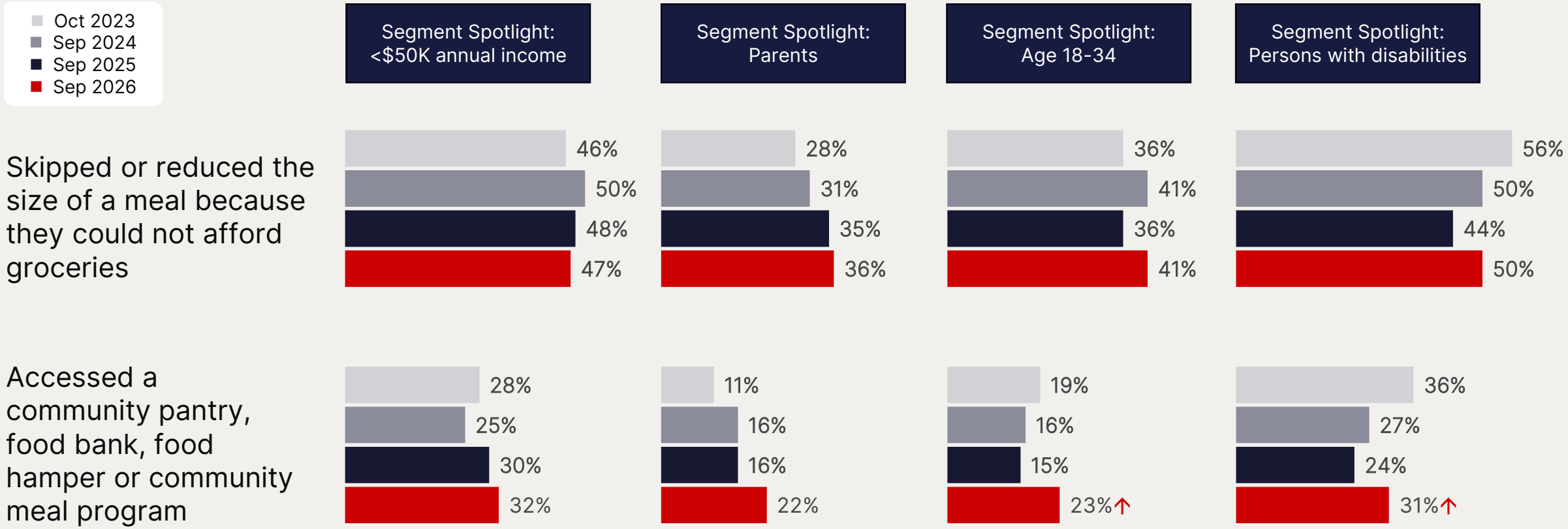
Younger Canadians are most likely to turn to community food supports:
23% of 18–34 yr olds vs. **16%** of 35–54 yr olds and **8%** of 55+ yr olds

↑ / ↓ 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, Sep 2026 n=1,525); 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"]

Food insecurity remains a challenge for vulnerable Canadians, with community food-support use rising among younger adults and people living with disabilities

Proportion of people who experiencing food related challenges



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

Base size: <$50K annual income (n=269); Parents (n=428); ; Ages 18-34 (n=379); Person living with a disability (n=250)
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"]

High housing costs leave many Canadians with limited affordable alternatives.

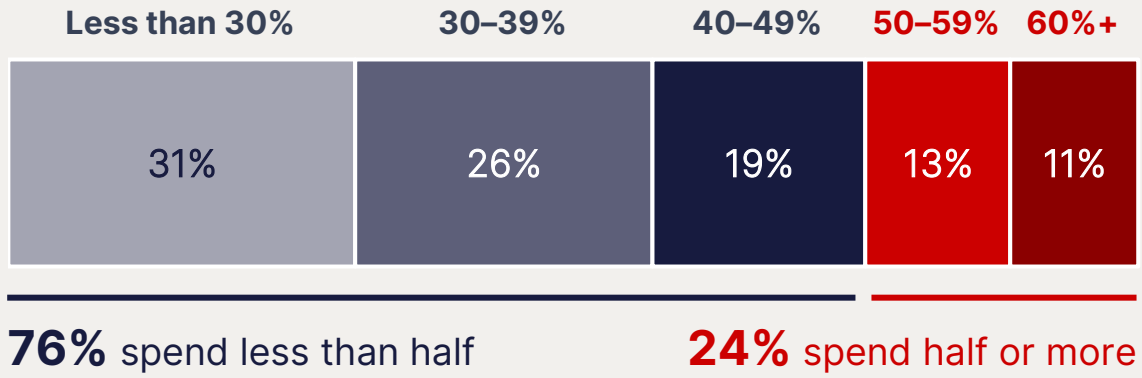


Nearly 1 in 4 Canadians spend at least half their after-tax household income on housing

24% **spend 50%+** of after-tax household income **on housing costs**



Housing-cost burden across Canadians



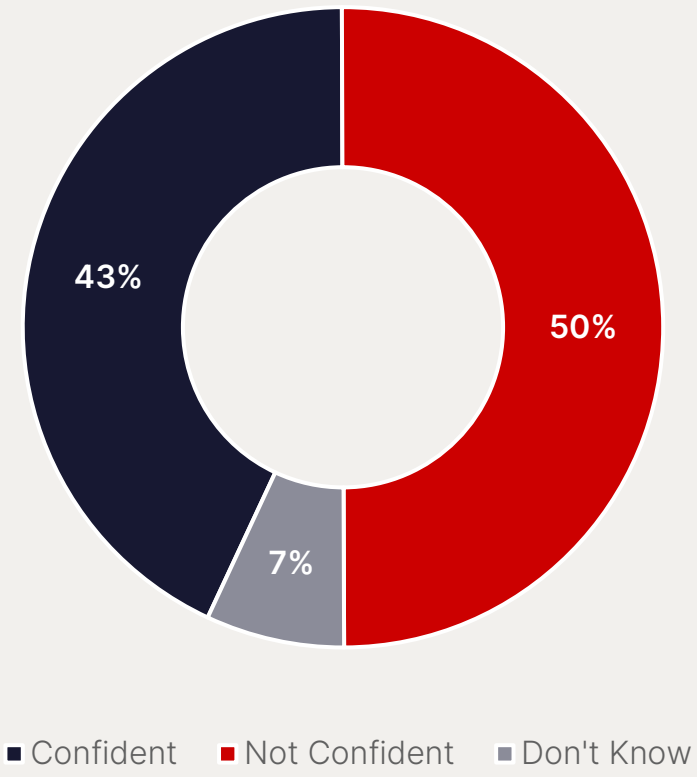
76% spend less than half

24% spend half or more

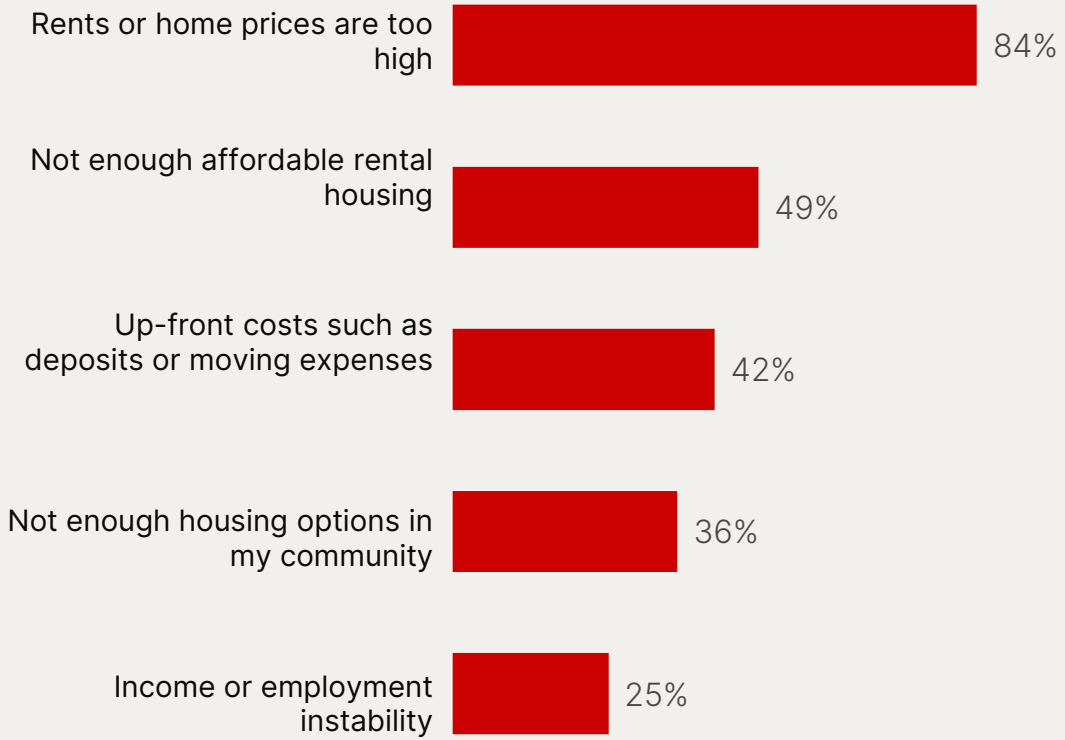
Base size: Total sample (Sep 2026 n=1,525); H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?

With high rents and home prices, 1 in 2 Canadians aren't confident they could find another suitable, affordable home in their community

Confident that can find another suitable and affordable housing



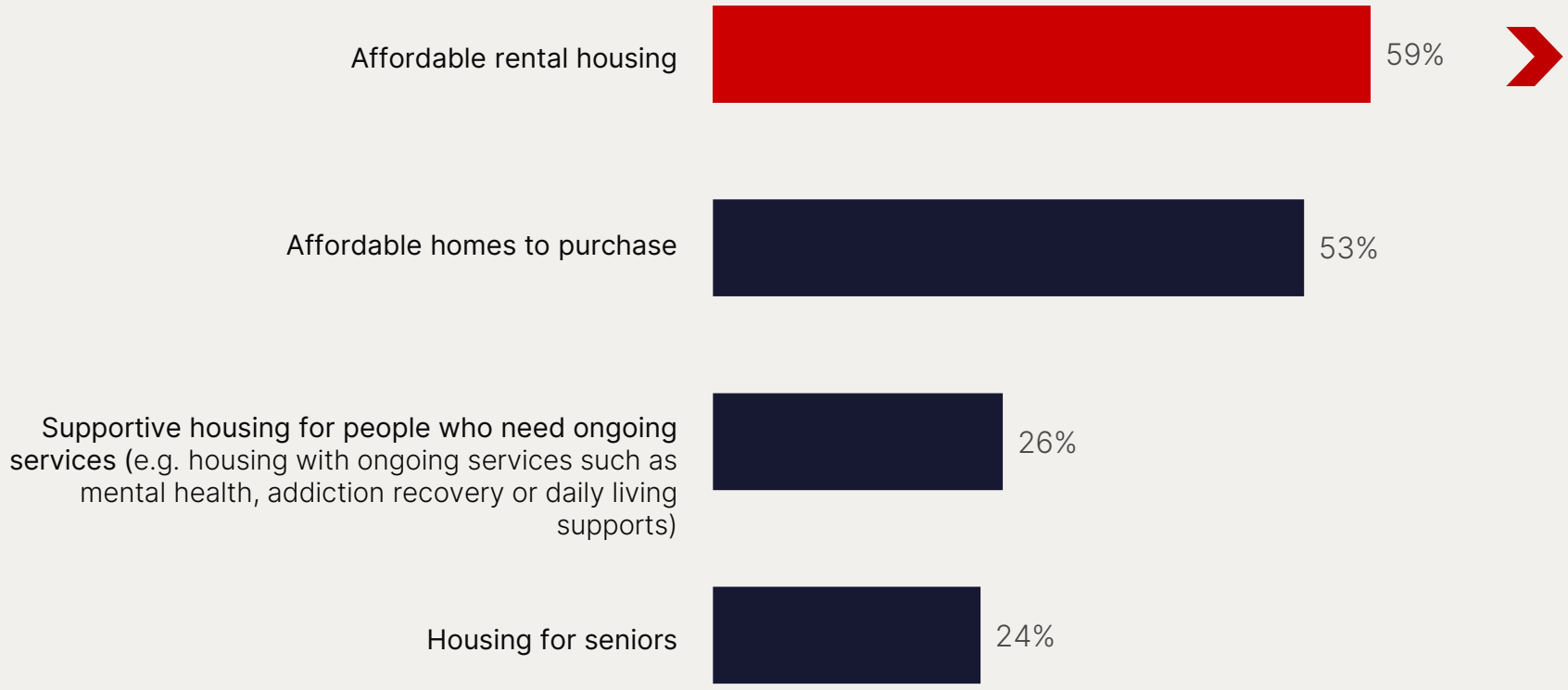
What makes it difficult to find housing



Base size: Total sample (Sep 2026 n=1,525); H1. If you had to leave your current home, how confident are you that you could find another home in your community that both meets your household's needs and that you could afford? H2. Which of the following would make it difficult for you to find suitable housing that you could afford?

Canadians see an affordable-housing shortage as a serious gap

Types of Housing Hardest to Find



66%

Among those with <$50K annual income

Base size: Total sample (Sep 2026 n=1,525); H3. Thinking about your community, which types of housing do you believe are hardest for people who need them to find today?

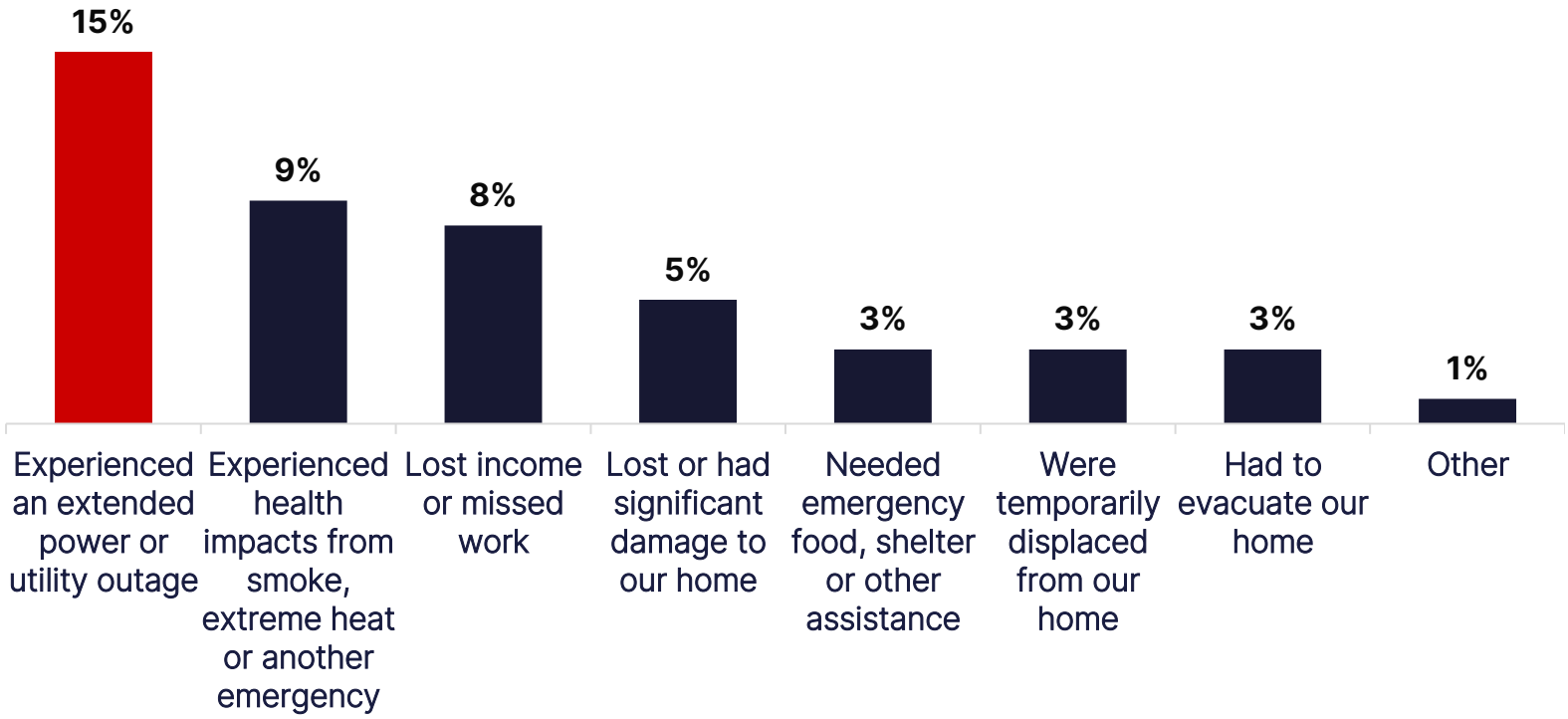
An unexpected emergency exposes how little cushion many households have



Nearly 1 in 3 Canadians have experienced a direct household impact from a natural disaster or major emergency in the past five years

31%

Have experiences a direct household impact from a natural disaster or major emergency in the past 5 years.



Base size: Total sample (n=1525)); D1_2026. In the past five years, have you or anyone in your household been directly affected by a natural disaster or major emergency?

More than 1 in 4 Canadians have limited financial capacity to absorb the added costs of an emergency displacement

11% Have no resilience - will require financial assistance within the first 24 hours.

17% Have low resilience - will require assistance within the first week.

Only 46% could cover additional accommodation, meal and transportation costs for more than two weeks.

Younger Canadians are less likely to be able cover additional costs for more than two weeks: 41% of 18–34 yr olds vs. **54%** of 55+ yr olds

28%
of those among <$50K households have no resilience

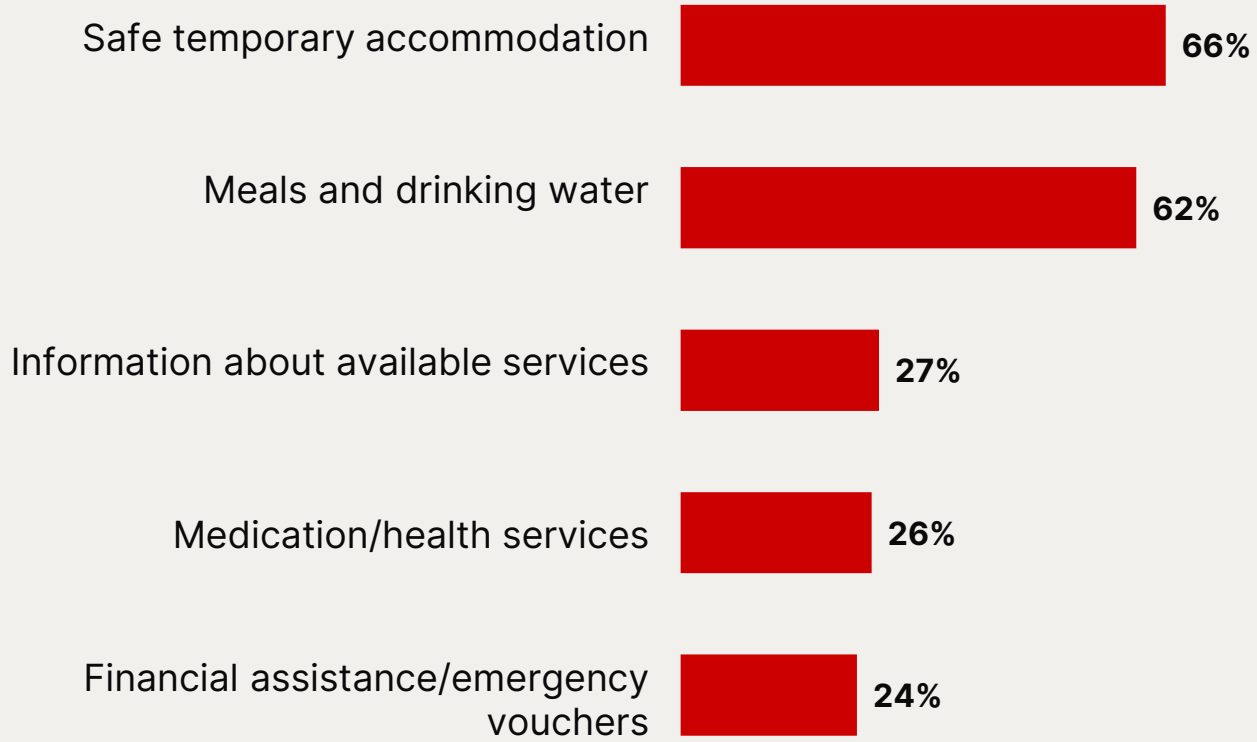
40%
of those with 3+housing challenges have no resilience.

Base size: Total sample (n=1525)); D2_2026. If a natural disaster or emergency forced you to leave your home unexpectedly, how long could your household cover additional costs such as accommodation, meals and transportation without outside assistance?

If forced from home, Canadians say safe accommodation, food and drinking water would be their most important immediate need

Base size: Total sample (n=1525)); D3. If you had to leave your home because of a natural disaster or emergency, which three types of assistance would be most important to your household during the first few days?

Most Important Assistance During a Natural Disaster or Emergency (Top 5)

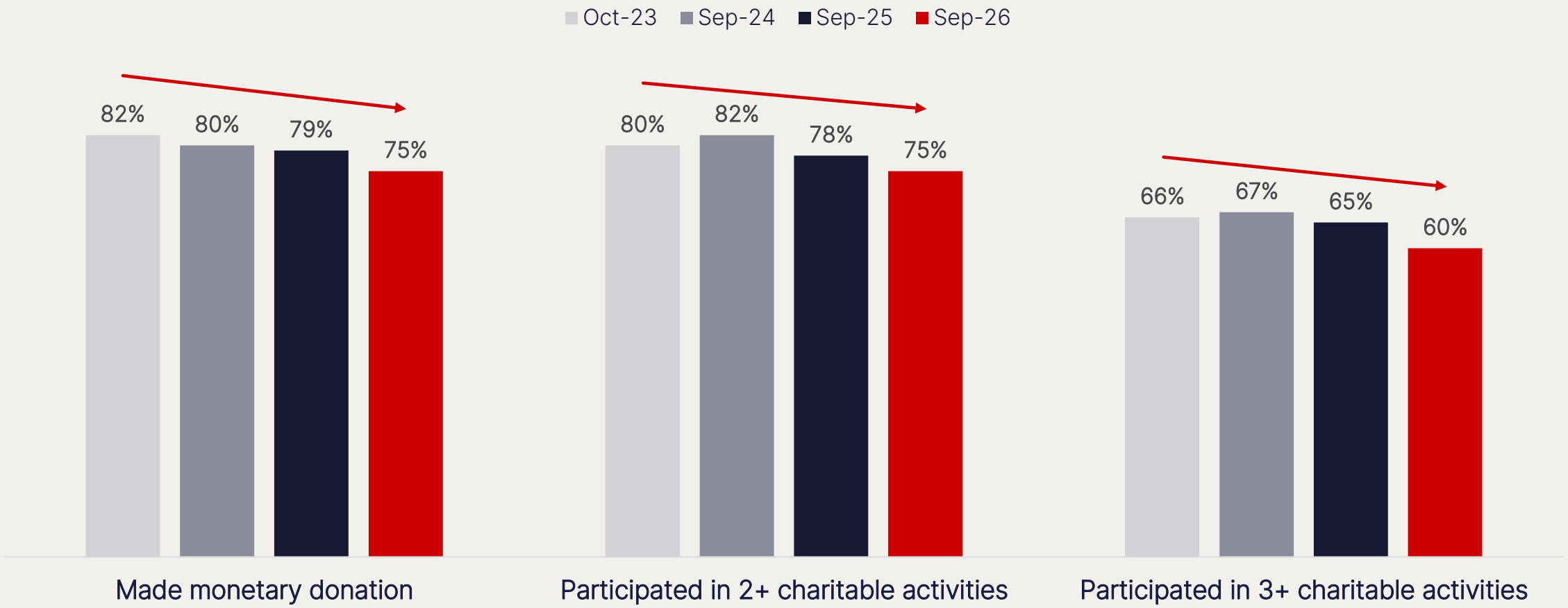


Need remains high while Canadians' own capacity to give is tightening



Charitable participation continues to soften

Activities Participated in the Past



Base size: Total sample (Sep 2025: n=1,521, Sep 2026 n=1,525); A5. Which of the following activities have you participated in the past?

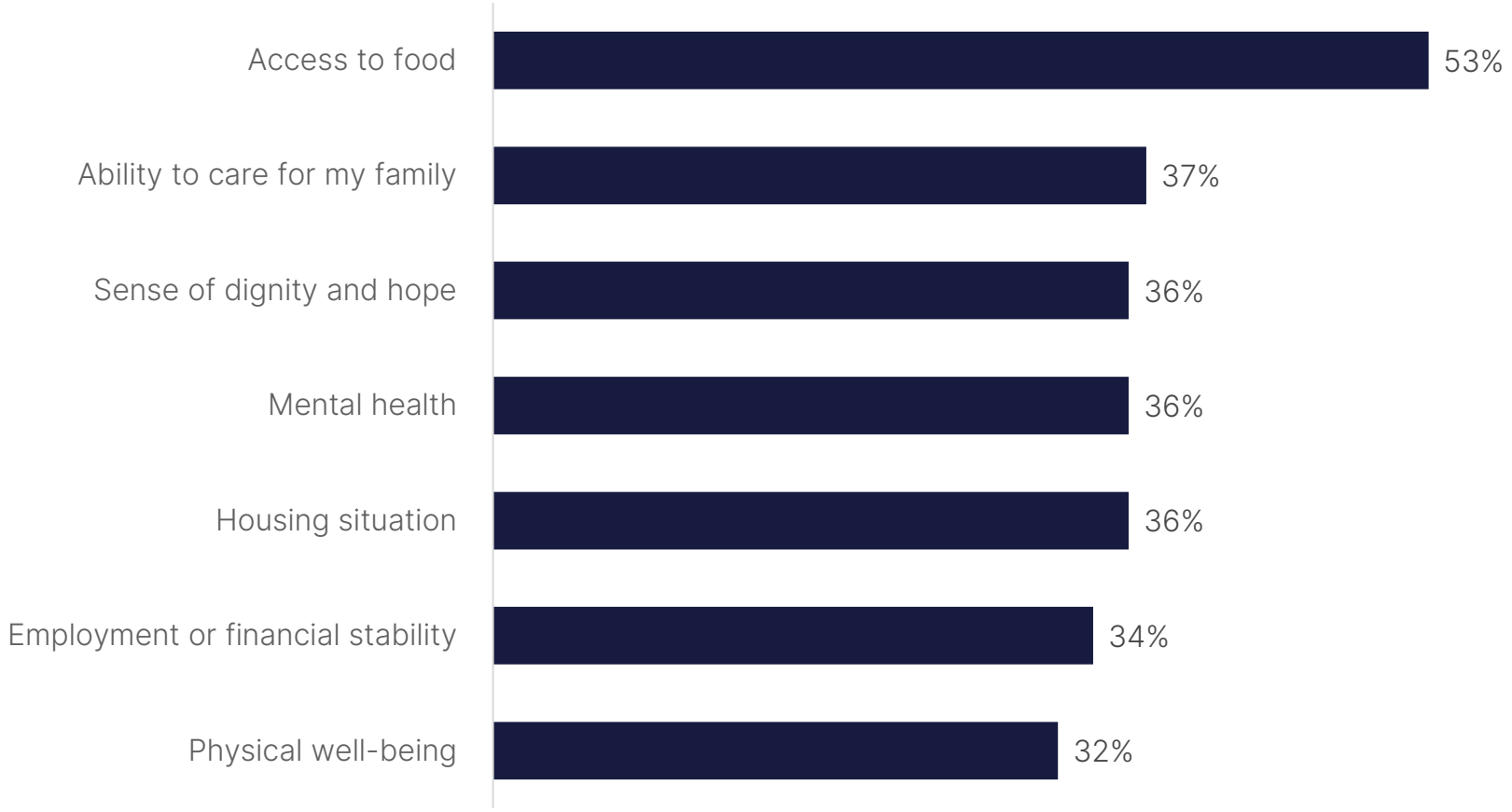
Meanwhile, support services continue to improve families' wellbeing, even as financial pressure constrains Canadians' capacity to give

83%

of support service users say accessing services improved their families wellbeing.

(vs. 80% in 2025)

What areas support services helped improve



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

Base size: Parents + Food bank or shelter users (n=242); B2h. Do you feel that accessing these services has improved your family's well- being? B2g. Based on your experience, how would you describe your situation now compared to before you received support from these services?

An important reminder of what Canadians' support makes possible

"The Salvation Army's slogan of 'Giving Hope Today' is true."

"Assistance from The Salvation Army helped reduce financial pressures."

"Being able to access assistance means a lot to my family."

"The community meal gives us the opportunity to support further."

"The Salvation Army feels like a home away from home."

"The Salvation Army is always there for you."

Give hope this holiday season.

Your donation helps The Salvation Army provide food, shelter, and support that can help families move from crisis toward greater stability.



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.

THE SALVATION ARMY

Giving Hope Today

6,322
CHILDREN HELPED THROUGH BRIGHTER FUTURES SPONSORSHIP PROGRAM

8,130
BEDS MADE AVAILABLE EACH NIGHT ACROSS ALL SOCIAL PROGRAM

1.8M
BED DAYS (THE USE OF A BED) WERE USED IN TOTAL FOR THE YEAR ACROSS ALL SOCIAL PROGRAM

388
PEOPLE GRADUATED FROM ADDICTIONS AND REHABILITATION PROGRAMS

3.4M
COMMUNITY AND SHELTER MEALS WERE DISTRIBUTE

125,255
NUTRITIONAL SNACKS AND OTHER FOOD ITEMS PROVIDE

50,126
PEOPLE ASSISTED THROUGH LONG-TERM CARE FACILITIES AND SENIOR SUPPORTIVE HOUSING UNITS.

2,865
CHILDREN AND TEENS ATTENDED SALVATION ARMY SUMMER CAMPS

6,322
CHILDREN HELPED THROUGH BRIGHTER FUTURES SPONSORSHIP PROGRAM

88 PROJECTS
32 COUNTRIES

144,024
SCHOOL MEALS PROVIDED.

2.1M
VISITS FOR FOOD, CLOTHING, OR PRACTICAL ASSISTANCE

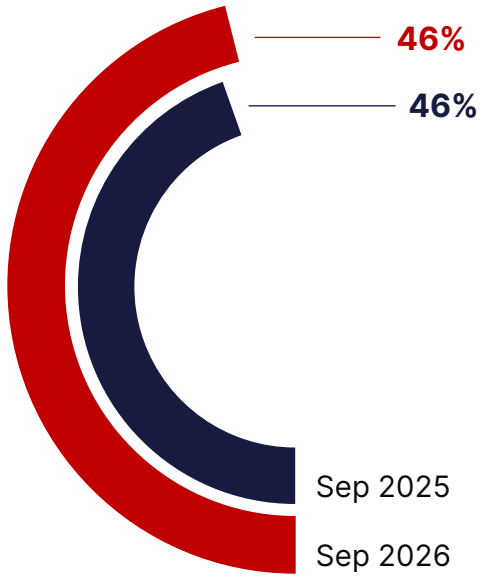
132,842
VISITS FOR ASSISTANCE WHEN DISASTER STRUCK

Appendix: Regional scorecards

Total Canada

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN CANADA

% concerned about...	%, diff vs. 2025
Healthcare	52% +1 pts
Inflation	39% +6 pts ↑
Food affordability	37% +11 pts ↑
Homelessness / housing insecurity	29% -9 pts ↓
US Tariffs	26% +6 pts ↑
Climate change/sustainability	24% +2 pts
Poverty and social inequality	23% -5 pts ↑
Crime and violence	18% -9 pts ↑
Financial/political corruption	18%, -1 pts
Unemployment/job insecurity	16% -6 pts ↑
Natural disasters/emergencies	6% +2 pts

CHALLENGES FACED IN THE LAST YEAR

Managing limited resources



65%
+1 pts vs. Sep 2025

Facing issues impacting their health



52%↑
+5 pts vs. Sep 2025

Food-related challenges



48%
+1 pts vs. Sep 2025

Housing-related challenges



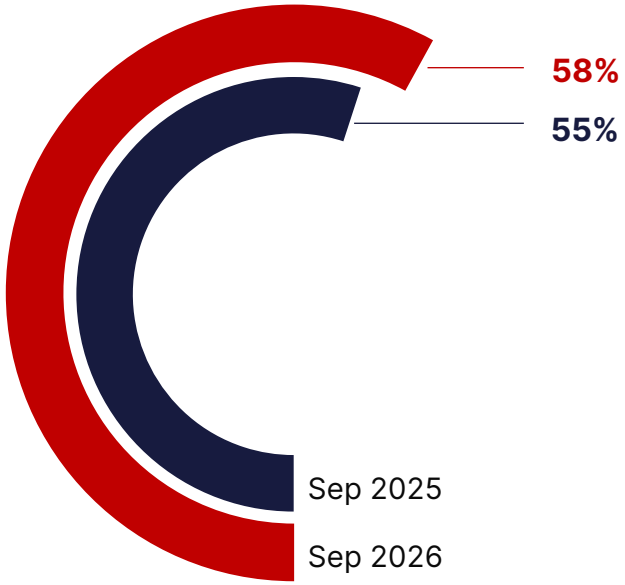
14%
-3 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=1,521, Sep 2026: n=1,525); 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"]; A7A. Which of the following do you think are is the top concerns in Canada? Please select up to 3;

Total Canada

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



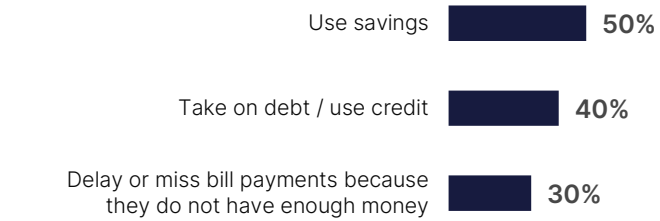
U.S. TARIFFS CONCERNS

% agree that...



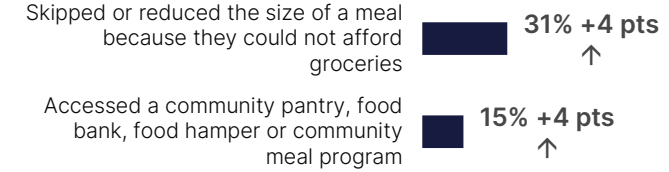
MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...



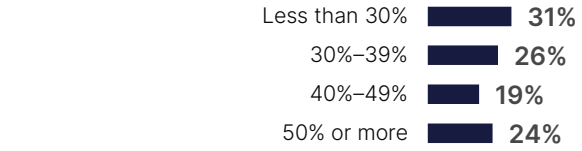
EXPERIENCED FOOD PREASSURE

% reported...



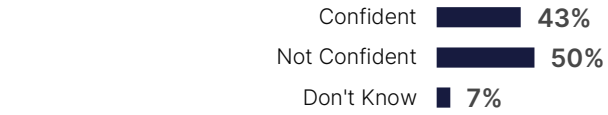
AFTER-TAX INCOME SPENT ON HOUSING

% reported...



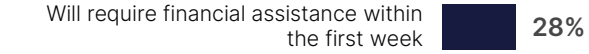
CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...



ABLE TO COVER COST OF EMERGENCY

% reported...

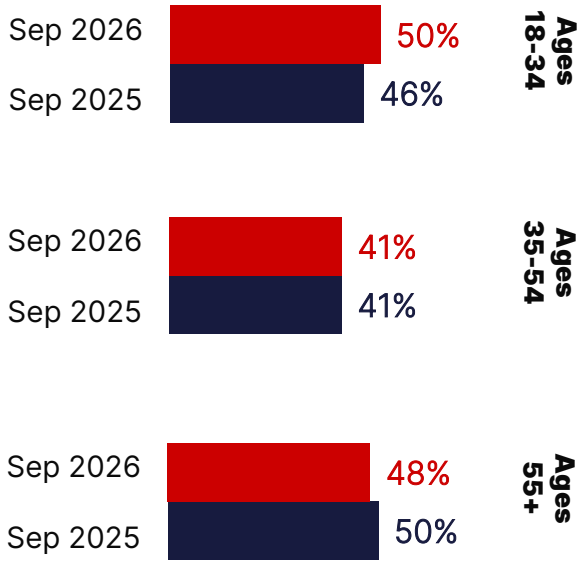


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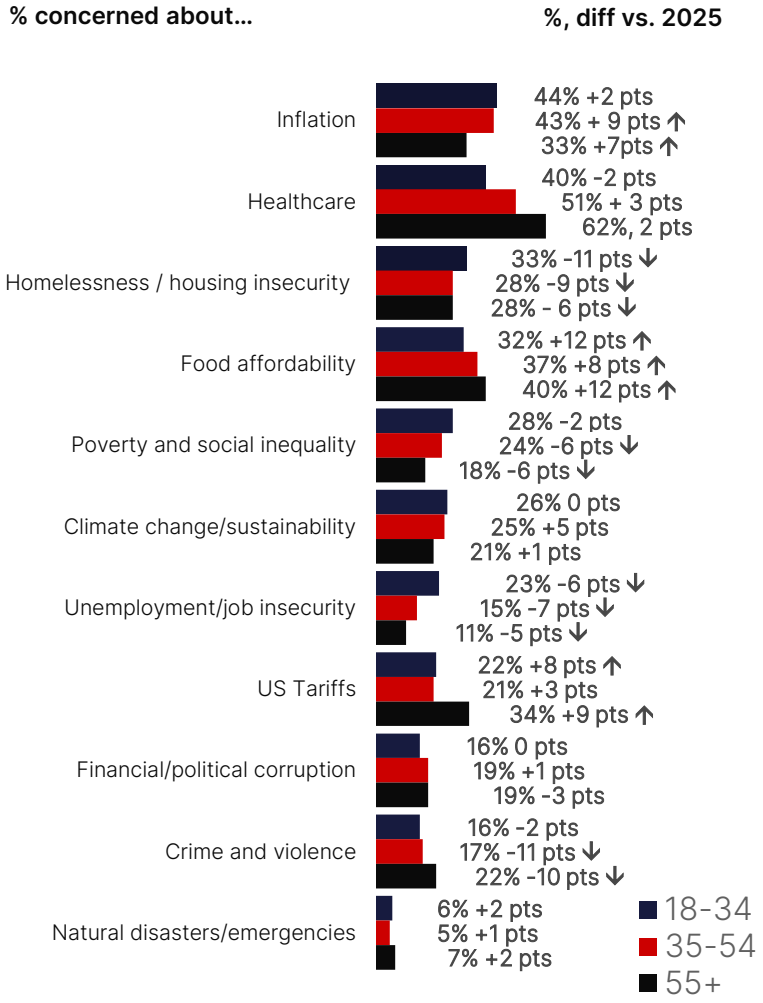
Age Segments

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN CANADA



CHALLENGES FACED IN THE LAST YEAR

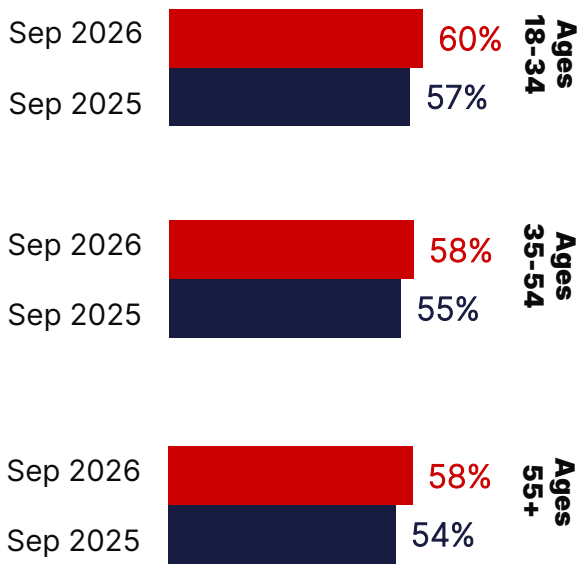
	Ages 18-34	Ages 35-54	Ages 55+
Managing limited resources	76% 0 pts vs. Sep 2025	68% -2 pts vs. Sep 2025	55% +5 pts vs. Sep 2025
Facing issues impacting their health	63% +3 pts vs. Sep 2025	57% +6 pts vs. Sep 2025	38% +3 pts vs. Sep 2025
Food-related challenges	60% +1 pts vs. Sep 2025	51% -3 pts vs. Sep 2025	36% +5 pts vs. Sep 2025
Housing-related challenges	29% 0 pts vs. Sep 2025	14% -4 pts vs. Sep 2025	4% ↓ -3 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=1,521, Sep 2026: n=1,525); 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"]; A7A. Which of the following do you think are is the top concerns in Canada? Please select up to 3;

Age Segments

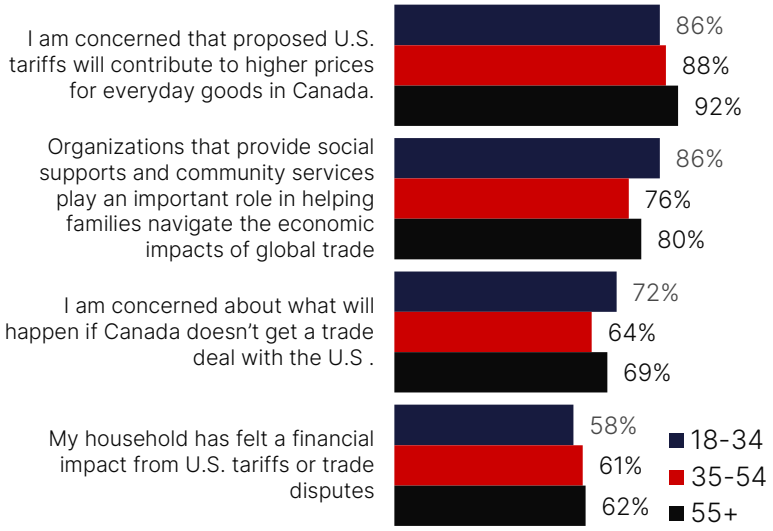
↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



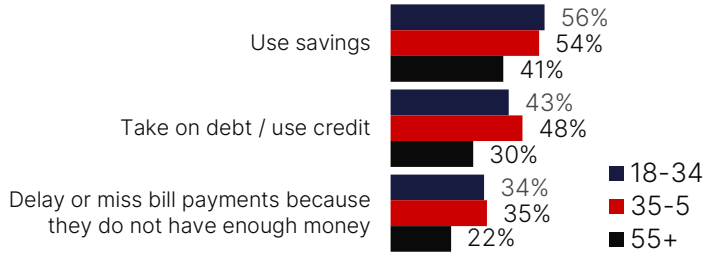
U.S. TARIFFS CONCERNS

% agree that...



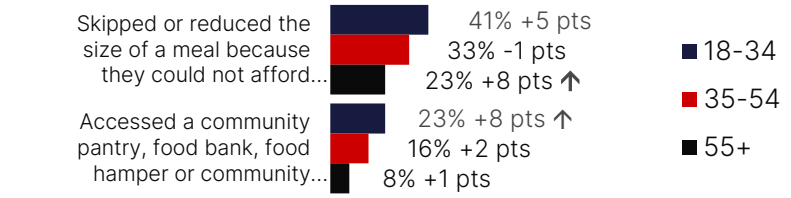
MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...



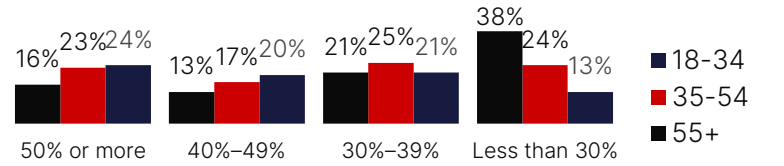
EXPERIENCED FOOD PREASSURE

% reported...



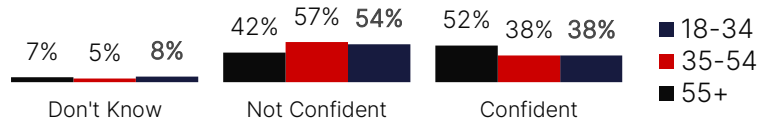
AFTER-TAX INCOME SPENT ON HOUSING

% reported...



CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...



ABLE TO COVER COST OF EMERGENCY

% reported...

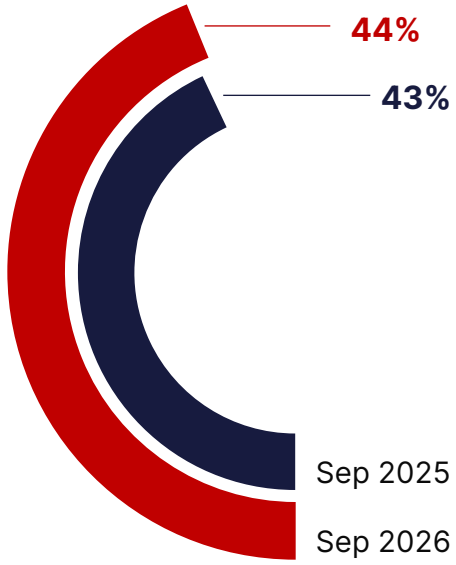


Base size: Total sample (Sep 2025: n=1,521, Sep 2026: n=1,525); A6. Thinking about your current situation, how concerned are you about the following?; Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy?; [Data shown reflects those who indicated "Strongly agree" or "Somewhat agree"];); 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"]; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H1. If you had to leave your current home, how confident are you that you could find another home in your community that both meets your household's needs and that you could afford? D2_2026. If a natural disaster or emergency forced you to leave your home unexpectedly, how long could your household cover additional costs such as accommodation, meals and transportation without outside assistance?

British Columbia

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN BRITISH COLUMBIA

% concerned about...	%, diff vs. 2025
Healthcare	50% +3 pts
Inflation	34% +2 pts
Food affordability	30% +2 pts
Homelessness / housing insecurity	34% -5 pts
US Tariffs	21% +3 pts
Climate change/sustainability	30% +7 pts
Poverty and social inequality	26% -4 pts
Crime and violence	21% -10 pts ↓
Financial/political corruption	18%, +1 pts
Unemployment/job insecurity	17%, 0 pts
Natural disasters/emergencies	7% +2 pts

CHALLENGES FACED IN THE LAST YEAR

Managing limited resources
73%
+4 pts vs. Sep 2025

Facing issues impacting their health
55%
+7 pts vs. Sep 2025

Food-related challenges
56%
+4 pts vs. Sep 2025

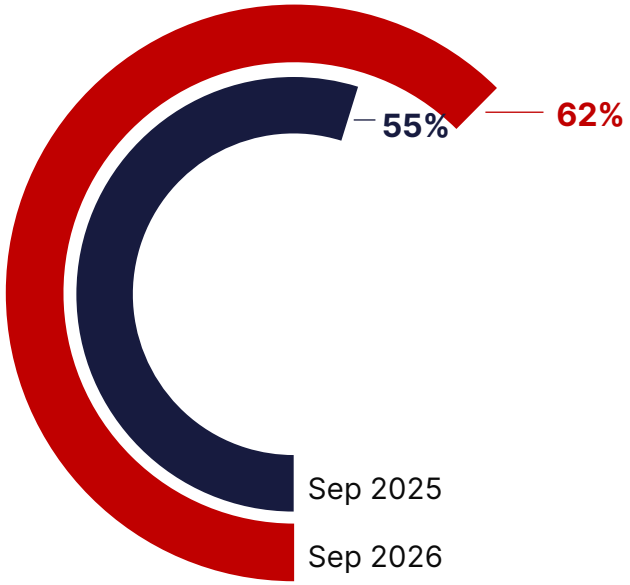
Housing-related challenges
17%
-2 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=1,98, Sep 2026: n=215); 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 is the top concerns in Canada? Please select up to 3;

British Columbia

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



U.S. TARIFFS CONCERNS

% agree that...

I am concerned that proposed U.S. tariffs will contribute to higher prices for everyday goods in Canada.	90%
Organizations that provide social supports and community services play an important role in helping families navigate the economic impacts of global trade	80%
I am concerned about what will happen if Canada doesn't get a trade deal with the U.S .	69%
My household has felt a financial impact from U.S. tariffs or trade disputes	66%

MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...

Use savings	60%
Take on debt / use credit	43%
Delay or miss bill payments because they do not have enough money	28%

EXPERIENCED FOOD PREASSURE

% reported...

Skipped or reduced the size of a meal because they could not afford groceries	33%
Accessed a community pantry, food bank, food hamper or community meal program	18%

AFTER-TAX INCOME SPENT ON HOUSING

% reported...

Less than 30%	23%
30%–39%	26%
40%–49%	22%
50% or more	29%

CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...

Confident	43%
Not Confident	53%
Don't Know	4%

ABLE TO COVER COST OF EMERGENCY

% reported...

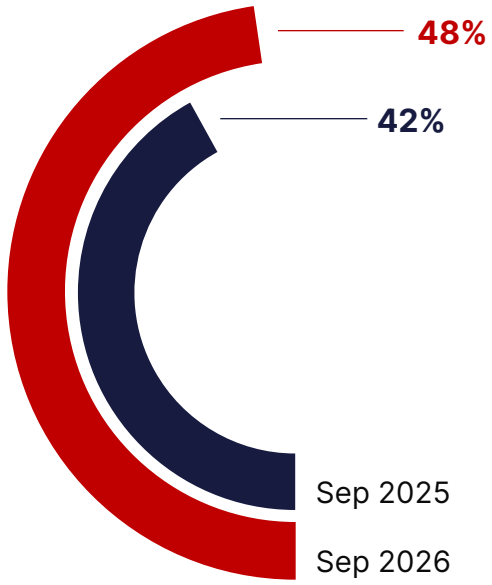
Will require financial assistance within the first week	28%

Base size: Total sample (Sep 2025: n=198, Sep 2026: n=215); 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 reflects those who indicated "Strongly agree" or "Somewhat agree"];); 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"]; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H1. If you had to leave your current home, how confident are you that you could find another home in your community that both meets your household's needs and that you could afford? D2_2026. If a natural disaster or emergency forced you to leave your home unexpectedly, how long could your household cover additional costs such as accommodation, meals and transportation without outside assistance?

Alberta

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN ALBERTA

% concerned about...	%, diff vs. 2025
Healthcare	57% +5 pts
Inflation	39% -1 pts
Food affordability	36% +14 pts ↑
Homelessness / housing insecurity	14% -15 pts ↓
US Tariffs	25% +10 pts ↑
Climate change/sustainability	22% +4 pts
Poverty and social inequality	24% -1 pts
Crime and violence	23% -5 pts
Financial/political corruption	18%, +5 pts
Unemployment/job insecurity	20% -12 pts ↓
Natural disasters/emergencies	4% +1 pts

CHALLENGES FACED IN THE LAST YEAR

Managing limited resources
66%
-7 pts vs. Sep 2025

Facing issues impacting their health
54%
+3 pts vs. Sep 2025

Food-related challenges
50%
+1 pts vs. Sep 2025

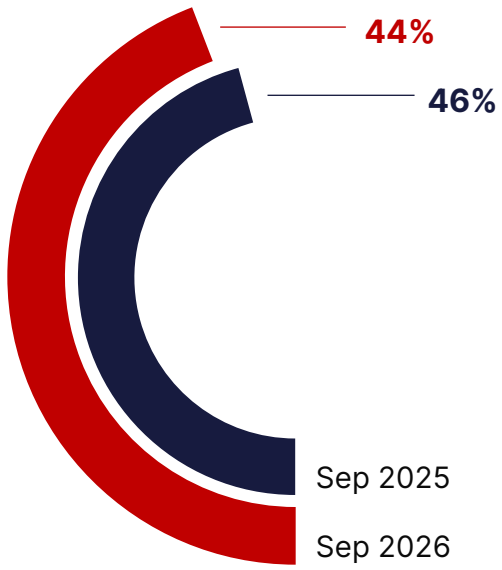
Housing-related challenges
17%
+2 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=177, Sep 2026: n=171); 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 is the top concerns in Canada? Please select up to 3;

Saskatchewan/Manitoba

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN SASKATCHEWAN/MANITOBA

% concerned about...	%, diff vs. 2025
Healthcare	54% -4 pts
Inflation	46% +10 pts
Food affordability	36% +10 pts
Homelessness / housing insecurity	24% -10 pts
US Tariffs	27% +10 pts
Climate change/sustainability	20% +2 pts
Poverty and social inequality	26% +3 pts
Crime and violence	19% -15 pts ↓
Financial/political corruption	18%, +1 pts
Unemployment/job insecurity	4% -8 pts ↓
Natural disasters/emergencies	5% +1 pts

CHALLENGES FACED IN THE LAST YEAR

Managing limited resources — 72% (+5 pts vs. Sep 2025)

Facing issues impacting their health — 59% (+8 pts vs. Sep 2025)

Food-related challenges — 50% (+1 pts vs. Sep 2025)

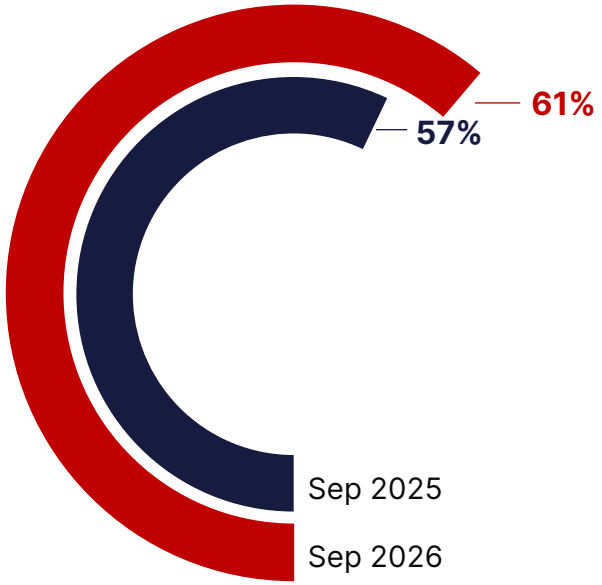
Housing-related challenges — 11% (-1 pts vs. Sep 2025)

Base size: Total sample (Sep 2025: n=114, Sep 2026: n=108); 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 is the top concerns in Canada? Please select up to 3;

Alberta

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



U.S. TARIFFS CONCERNS

% agree that...

I am concerned that proposed U.S. tariffs will contribute to higher prices for everyday goods in Canada.	92%
Organizations that provide social supports and community services play an important role in helping families navigate the economic impacts of global trade	80%
I am concerned about what will happen if Canada doesn't get a trade deal with the U.S .	67%
My household has felt a financial impact from U.S. tariffs or trade disputes	67%

MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...

Use savings	56%
Take on debt / use credit	44%
Delay or miss bill payments because they do not have enough money	35%

EXPERIENCED FOOD PREASSURE

% reported...

Skipped or reduced the size of a meal because they could not afford groceries	35%
Accessed a community pantry, food bank, food hamper or community meal program	19% +10 pts ↑

AFTER-TAX INCOME SPENT ON HOUSING

% reported...

Less than 30%	28%
30%–39%	23%
40%–49%	18%
50% or more	30%

CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...

Confident	49%
Not Confident	47%
Don't Know	4%

ABLE TO COVER COST OF EMERGENCY

% reported...

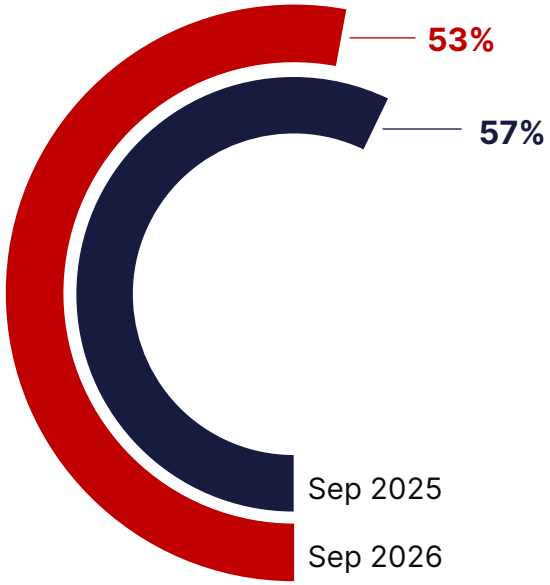
Will require financial assistance within the first week	28%

Base size: Total sample (Sep 2025: n=177, Sep 2026: n=171); 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 reflects those who indicated "Strongly agree" or "Somewhat agree"];); 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"]; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H1. If you had to leave your current home, how confident are you that you could find another home in your community that both meets your household's needs and that you could afford? D2_2026. If a natural disaster or emergency forced you to leave your home unexpectedly, how long could your household cover additional costs such as accommodation, meals and transportation without outside assistance?

Saskatchewan/Manitoba

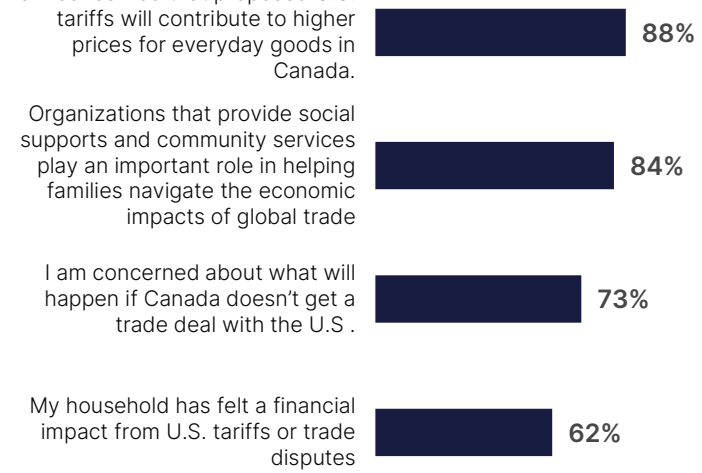
↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



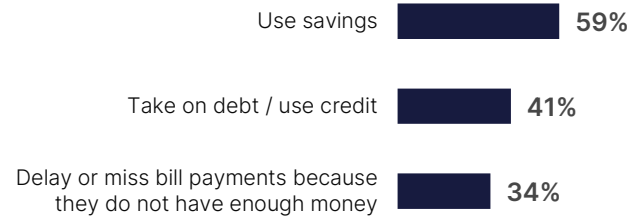
U.S. TARIFFS CONCERNS

% agree that...



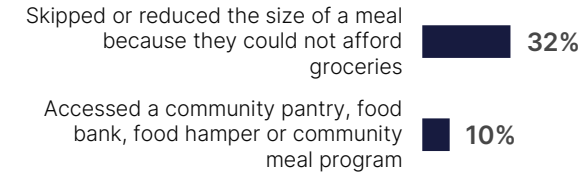
MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...



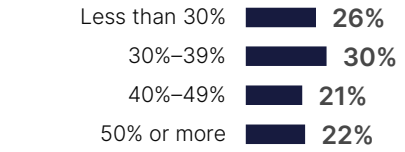
EXPERIENCED FOOD PREASSURE

% reported...



AFTER-TAX INCOME SPENT ON HOUSING

% reported...



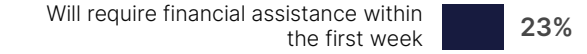
CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...



ABLE TO COVER COST OF EMERGENCY

% reported...

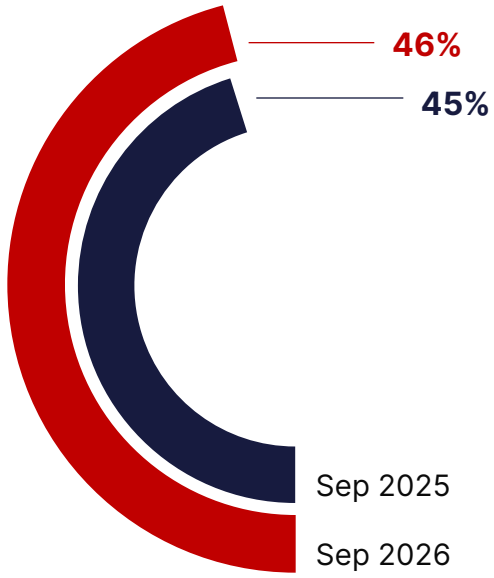


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Ontario

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN ONTARIO

% concerned about...	%, diff vs. 2025
Healthcare	49% +1 pts
Inflation	35% +7 pts ↑
Food affordability	37% +10 pts ↑
Homelessness / housing insecurity	32% -8 pts ↓
US Tariffs	28% +8 pts ↑
Climate change/sustainability	23% +3 pts
Poverty and social inequality	20% -6 pts ↓
Crime and violence	21% -10 pts ↓
Financial/political corruption	18%, -2 pts
Unemployment/job insecurity	19% -7 pts ↓
Natural disasters/emergencies	7% +3 pts ↑

CHALLENGES FACED IN THE LAST YEAR

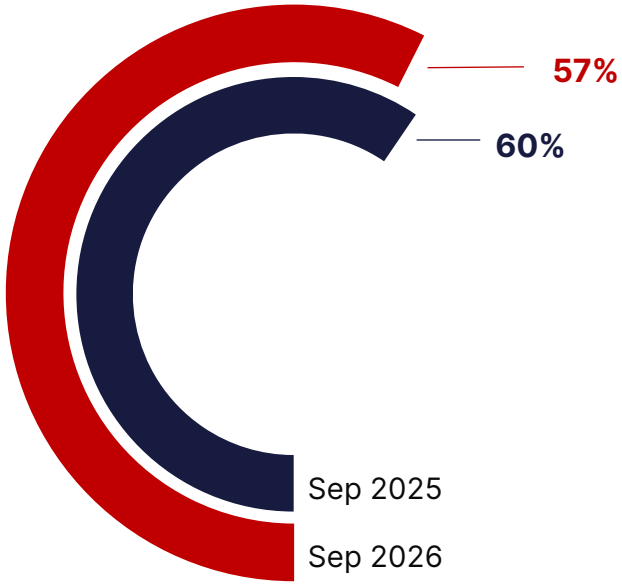
Managing limited resources	65% +4 pts vs. Sep 2025
Facing issues impacting their health	54% +3 pts vs. Sep 2025
Food-related challenges	49% +3 pts vs. Sep 2025
Housing-related challenges	15% -4 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=568, Sep 2026: n=583); 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 is the top concerns in Canada? Please select up to 3;

Ontario

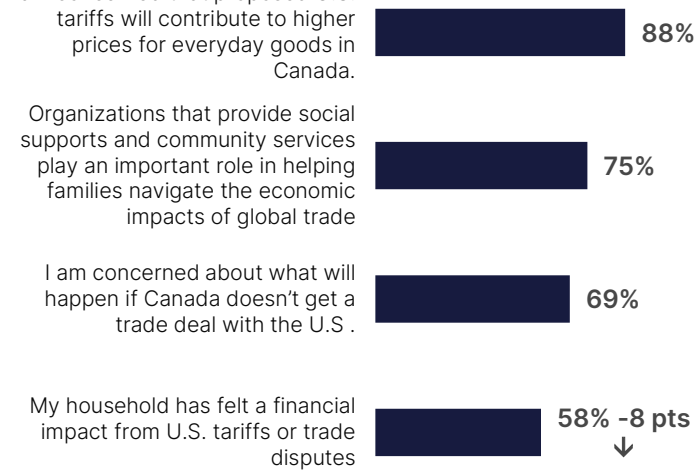
↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



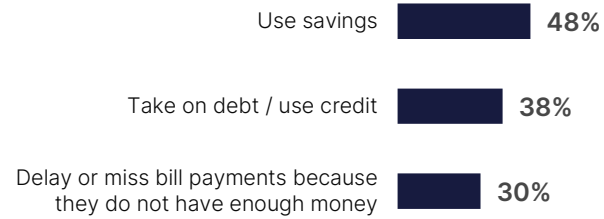
U.S. TARIFFS CONCERNS

% agree that...



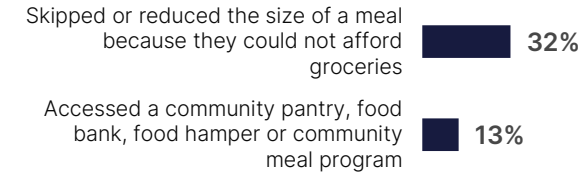
MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...



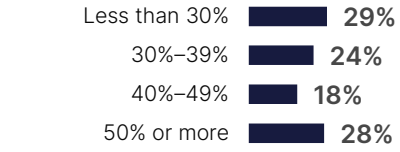
EXPERIENCED FOOD PREASSURE

% reported...



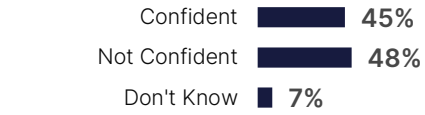
AFTER-TAX INCOME SPENT ON HOUSING

% reported...



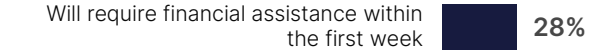
CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...



ABLE TO COVER COST OF EMERGENCY

% reported...

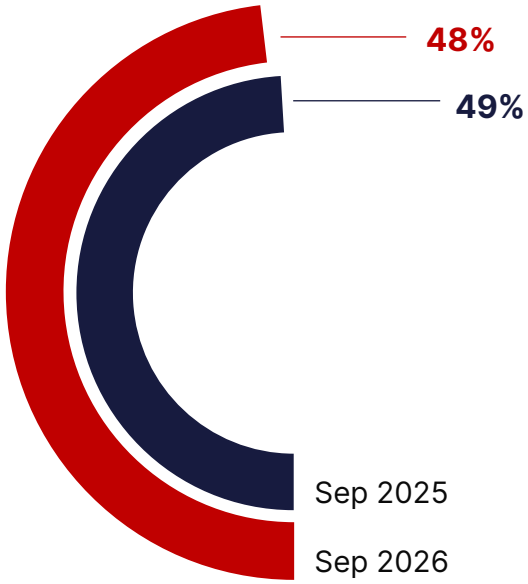


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Quebec

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN QUEBEC

% concerned about...	%, diff vs. 2025
Healthcare	52% -2 pts
Inflation	46% +9 pts ↑
Food affordability	41% +15 pts ↑
Homelessness / housing insecurity	30% -7 pts ↓
US Tariffs	27% +5 pts ↑
Climate change/sustainability	24% -2 pts
Poverty and social inequality	24% -8 pts ↓
Crime and violence	10% -6 pts ↓
Financial/political corruption	18%, -3 pts
Unemployment/job insecurity	12% -4 pts
Natural disasters/emergencies	4% 0 pts

CHALLENGES FACED IN THE LAST YEAR

Managing limited resources



58%
No change vs. Sep 2025

Facing issues impacting their health



41%
+1 pts vs. Sep 2025

Food-related challenges



38%
-3 pts vs. Sep 2025

Housing-related challenges



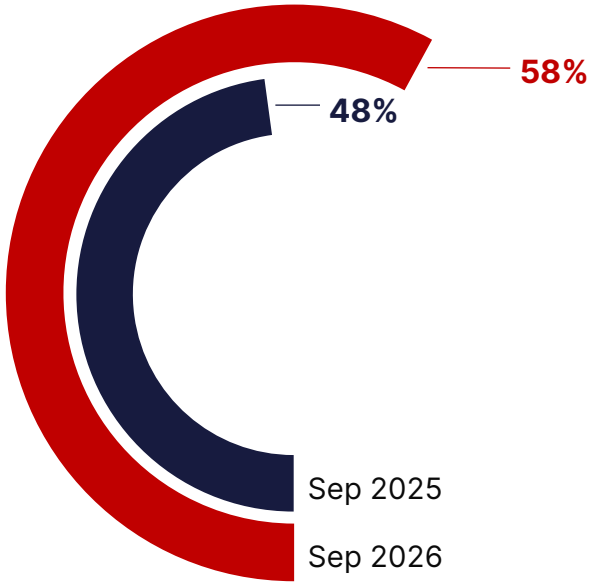
13%
-2 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=351, Sep 2026: n=341); 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 is the top concerns in Canada? Please select up to 3;

Quebec

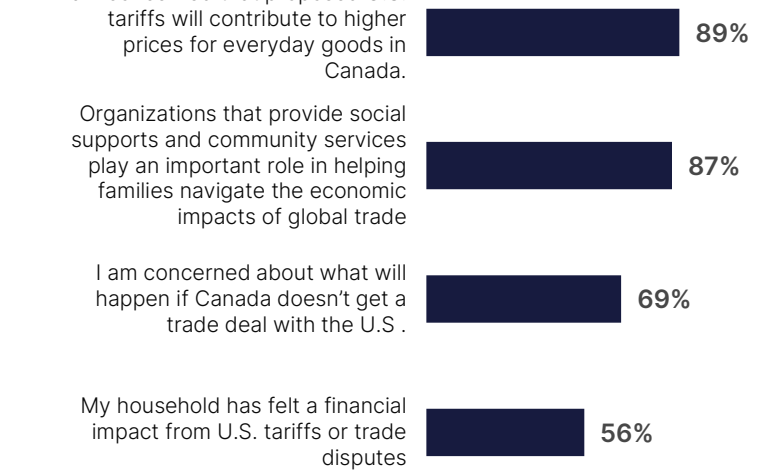
↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



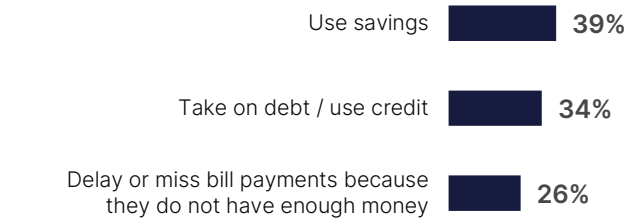
U.S. TARIFFS CONCERNS

% agree that...



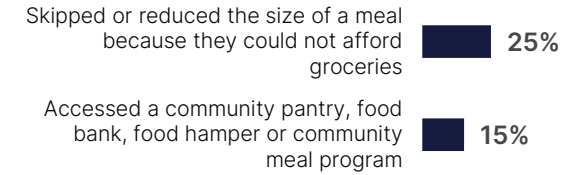
MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...



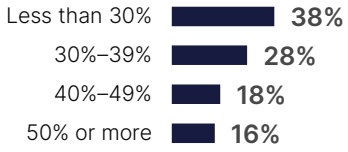
EXPERIENCED FOOD PREASSURE

% reported...



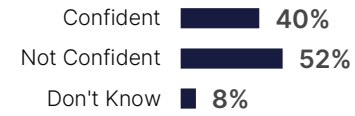
AFTER-TAX INCOME SPENT ON HOUSING

% reported...



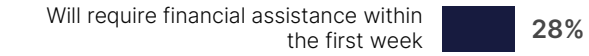
CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...



ABLE TO COVER COST OF EMERGENCY

% reported...

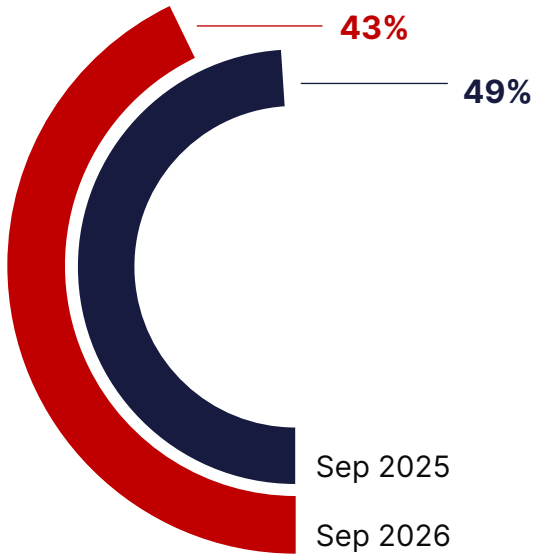


Base size: Total sample (Sep 2025: n=351, Sep 2026: n=341); A6. Thinking about your current situation, how concerned are you about the following?; Q9. To what extent do you agree or disagree with the following statements about U.S. tariffs and trade policy?; [Data shown reflects those who indicated "Strongly agree" or "Somewhat agree"];); 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"]; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H1. If you had to leave your current home, how confident are you that you could find another home in your community that both meets your household's needs and that you could afford? D2_2026. If a natural disaster or emergency forced you to leave your home unexpectedly, how long could your household cover additional costs such as accommodation, meals and transportation without outside assistance?

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

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

HAVE OPTIMISTIC FINANCIAL OUTLOOK



TOP CONCERNS IN ATLANTIC

% concerned about...	%, diff vs. 2025
Healthcare	61% +5 pts
Inflation	41% +9 pts
Food affordability	39% +9 pts
Homelessness / housing insecurity	29% -9 pts
US Tariffs	27% +6 pts
Climate change/sustainability	23% -2 pts
Poverty and social inequality	27% -4 pts
Crime and violence	19% -4 pts
Financial/political corruption	18%, -3 pts
Unemployment/job insecurity	9% -8 pts
Natural disasters/emergencies	6% +3 pts

CHALLENGES FACED IN THE LAST YEAR

Managing limited resources
74%
+2 pts vs. Sep 2025

Facing issues impacting their health
56%
+9 pts vs. Sep 2025

Food-related challenges
54%
+1 pts vs. Sep 2025

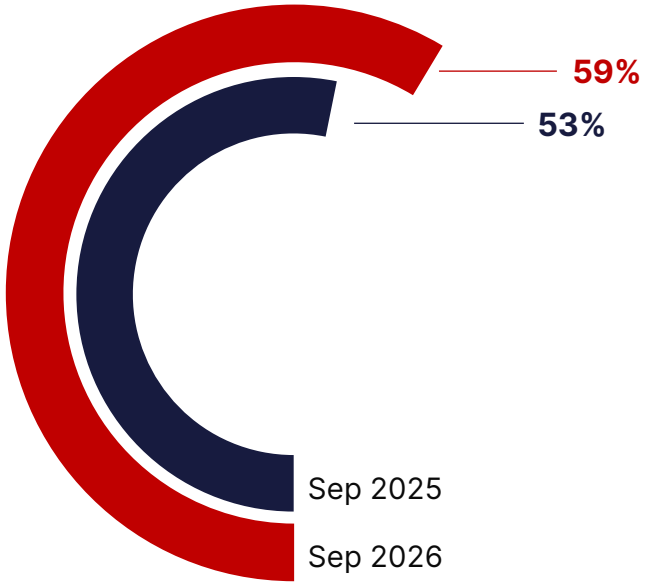
Housing-related challenges
12%
-8 pts vs. Sep 2025

Base size: Total sample (Sep 2025: n=113, Sep 2026: n=107); 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 is the top concerns in Canada? Please select up to 3;

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

↑ Higher vs. Sep 2025
↓ Lower vs. Sep 2025

CONCERNED ABOUT BEING FINANCIALLY IMPACTED BY U.S. TARIFFS



U.S. TARIFFS CONCERNS

% agree that...

I am concerned that proposed U.S. tariffs will contribute to higher prices for everyday goods in Canada.	86%
Organizations that provide social supports and community services play an important role in helping families navigate the economic impacts of global trade	86%
I am concerned about what will happen if Canada doesn't get a trade deal with the U.S .	62%
My household has felt a financial impact from U.S. tariffs or trade disputes	63%

MANAGING LIMITED RESOURCES

% say experienced/currently experiencing...

Use savings	55%
Take on debt / use credit	54%
Delay or miss bill payments because they do not have enough money	30%

EXPERIENCED FOOD PREASSURE

% reported...

Skipped or reduced the size of a meal because they could not afford groceries	37% +13 pts ↑
Accessed a community pantry, food bank, food hamper or community meal program	16%

AFTER-TAX INCOME SPENT ON HOUSING

% reported...

Less than 30%	35%
30%–39%	32%
40%–49%	18%
50% or more	16%

CONFIDENCE CAN FIND ALTERNATIVE HOUSING

% reported...

Confident	44%
Not Confident	50%
Don't Know	7%

ABLE TO COVER COST OF EMERGENCY

% reported...

Will require financial assistance within the first week	38%

Base size: Total sample (Sep 2025: n=113, Sep 2026: n=107); 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 reflects those who indicated "Strongly agree" or "Somewhat agree"];); 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"]; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H2_2026. Approximately what percentage of your household's after-tax monthly income is spent on housing costs?; H1. If you had to leave your current home, how confident are you that you could find another home in your community that both meets your household's needs and that you could afford? D2_2026. If a natural disaster or emergency forced you to leave your home unexpectedly, how long could your household cover additional costs such as accommodation, meals and transportation without outside assistance?