MNP DEBT INDEX

W 37 – Spring

June 2026

Methodology

- These are findings of an Ipsos poll conducted on behalf of MNP.
- For this survey, a sample of **2,001 Canadians** from the Ipsos i-Say panel was interviewed from **June 11-16**.
- Quotas and weighting were employed to ensure that the sample's composition **reflects the overall population** according to the latest Canadian census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are **accurate to within ±2.7 percentage points**, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.
- Due to rounding, not all percentages will add up to 100%.

Executive Summary (1/2)

The Consumer Debt Index Improves, but Financial Strain Persists

Amid an ongoing “endurance economy,” the Consumer Debt Index has risen to 91, signaling modest improvement, though confidence remains below historical levels. Beneath this uptick, financial vulnerability continues to build: 46% of Canadians are within $200 of insolvency (+3), including 28% who already cannot cover their bills. This highlights a growing disconnect between improving sentiment and underlying financial strain.

Month-End Finances Reverse as Key Segments Drive Decline

Average month-end finances dropped $122 to $878, reversing gains from the previous quarter. The decline is driven by men, younger Canadians, and middle-income households ($60K–$100K), while those aged 35–54 are the only group to see improved financial flexibility. At the same time, insolvency risk is rising across most regions—led by Alberta (52%, +13)—and remains highest among lower-income households (65%) and younger Canadians, reinforcing persistent disparities in financial resilience.

Ability to Cope Remains Limited Across Key Life Events

Canadians continue to show limited confidence in managing financial shocks without taking on additional debt. Net confidence remains negative across most life events, particularly for education costs (–14%), the death of an immediate family member (–10%), and job loss or illness (–6%). These findings underscore constrained financial buffers and ongoing vulnerability to unexpected disruptions

Executive Summary (2/2)

Debt Outlook Remains Stable, with Modest Expectations for Improvement

Perceptions of personal debt remain largely unchanged, with 24% saying they are better off than a year ago. Looking ahead, 30% expect improvement over the next year and 40% over the next five years, indicating cautious optimism but limited momentum in overall outlook

Interest Rate Pressures Persist Despite Rates Holding Steady

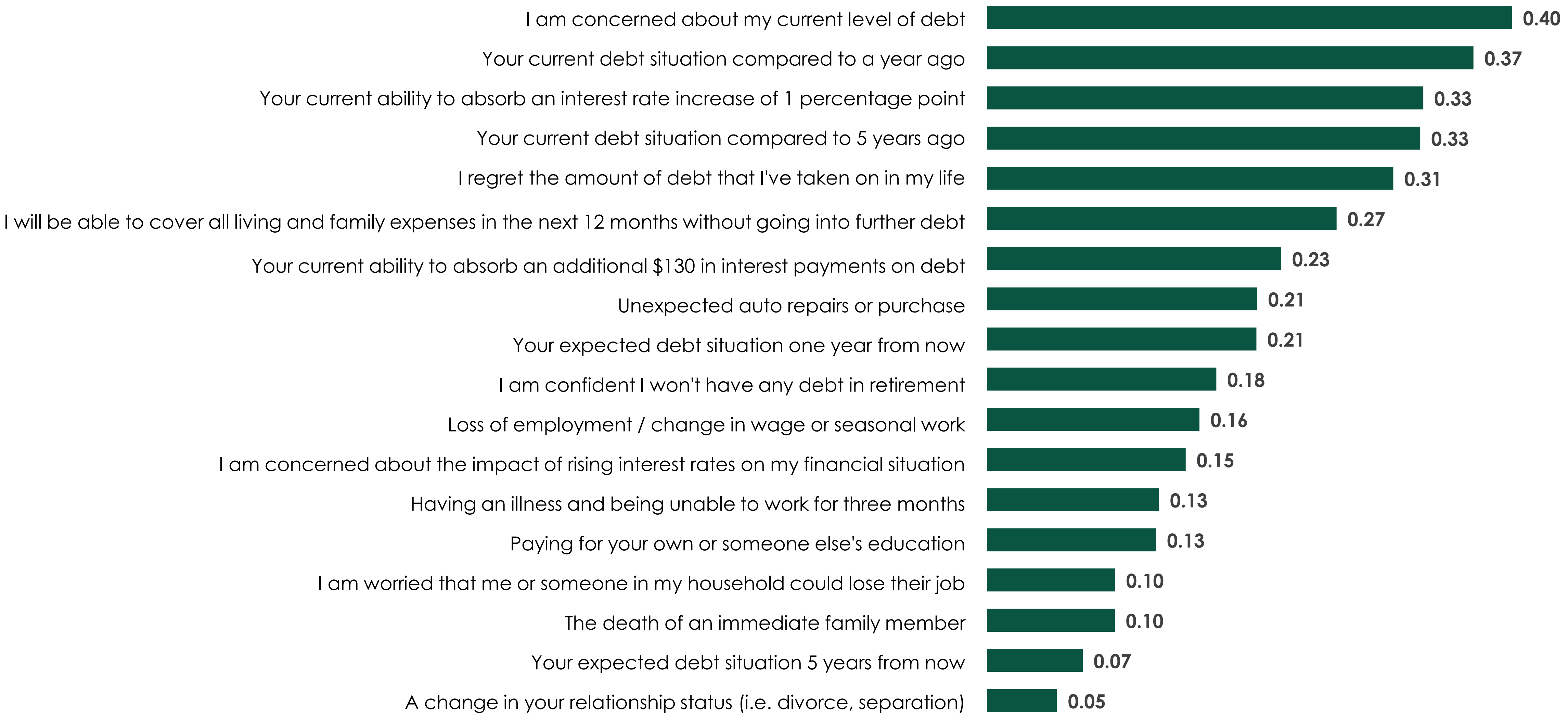
With the Bank of Canada holding its key rate at 2.25%, perceptions of financial pressure have stabilized, but concerns remain elevated. More than half (53%) say they would face financial trouble if rates increase further, while 45% are concerned about their ability to repay debt even if rates decline. Although concern about being pushed toward bankruptcy has eased slightly (38%, -4), borrowing costs continue to weigh on households.

Canadians Adjust Spending as Financial Pressures Endure

Financial strain continues to shape behaviour, with 61% of Canadians reporting that at least half of their income is already spoken for, including 16% whose expenses exceed their income. In response, many are cutting back—particularly on travel and experiences (57%) and dining (56%)—while 37% say financial pressures are limiting their ability to make progress, underscoring a continued focus on managing day-to-day affordability

THE DEBT INDEX

Debt-Index Inputs



Debt-Index Inputs (Tracking)

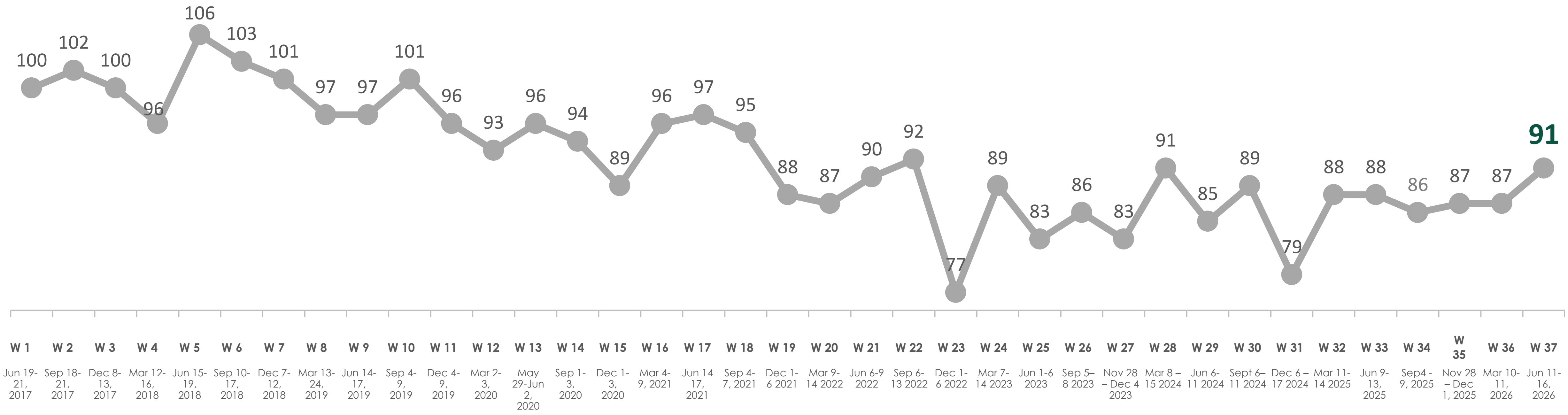
Q#	Measure		Score	% (Top/Bottom 3 Box)																		Δ vs. Mar 2026
				Mar 2022	Jun 2022	Sep 2022	Dec 2022	Mar 2023	Jun 2023	Sep 2023	Dec 2023	Mar 2024	Jun 2024	Sep 2024	Dec 2024	Mar 2025	Jun 2025	Sep 2025	Dec 2025	Mar 2026	Jun 2026	
5_1	% Disagree	I am concerned about my current level of debt	0.40	33%	35%	37%	30%	30%	30%	34%	30%	37%	36%	34%	30%	36%	33%	35%	33%	33%	36%	-3%
3_1	% Better	Your current debt situation compared to a year ago	0.37	23%	22%	23%	21%	25%	24%	24%	22%	27%	23%	24%	21%	22%	24%	21%	24%	24%	24%	0%
3_3	% Better	Your current ability to absorb an interest rate increase of 1 percentage point	0.33	21%	22%	25%	20%	24%	22%	23%	22%	25%	21%	24%	20%	24%	24%	22%	22%	24%	24%	0%
3_2	% Better	Your current debt situation compared to 5 years ago	0.33	33%	31%	31%	28%	32%	29%	28%	27%	30%	29%	30%	27%	28%	30%	28%	29%	28%	28%	0%
5_2	% Disagree	I regret the amount of debt that I've taken on in my life	0.31	33%	34%	35%	26%	31%	28%	34%	31%	34%	31%	31%	29%	35%	31%	34%	32%	32%	35%	-3%
5_6	% Agree	I will be able to cover all living and family expenses in the next 12 months without going into further debt	0.27	35%	36%	37%	30%	34%	33%	33%	33%	35%	32%	33%	30%	35%	34%	32%	33%	32%	34%	-2%
3_4	% Better	Your current ability to absorb an additional $130 in interest payments on debt	0.23	19%	19%	21%	16%	21%	19%	19%	19%	24%	19%	22%	17%	19%	21%	20%	21%	20%	24%	-4%
4_3	% Confident	Unexpected auto repairs or purchase	0.21	23%	27%	26%	22%	26%	24%	25%	24%	25%	23%	25%	24%	24%	24%	25%	27%	25%	26%	-1%
3_5	% Better	Your expected debt situation one year from now	0.21	30%	30%	30%	28%	31%	30%	28%	28%	30%	29%	31%	27%	30%	33%	26%	29%	30%	30%	0%
5_5	% Agree	I am confident I won't have any debt in retirement	0.18	32%	32%	34%	29%	36%	32%	32%	32%	33%	33%	33%	29%	31%	32%	33%	32%	33%	33%	0%
4_6	% Confident	Loss of employment/change in wage or seasonal work	0.16	24%	26%	27%	21%	26%	23%	26%	25%	24%	23%	27%	21%	24%	25%	24%	25%	24%	28%	-4%
5_3	% Disagree	I am concerned about the impact of rising interest rates on my financial situation	0.15	19%	21%	18%	16%	19%	18%	18%	18%	18%	18%	20%	20%	20%	19%	19%	21%	20%	23%	-3%
4_2	% Confident	Having an illness and being unable to work for three months	0.13	25%	27%	27%	21%	26%	23%	26%	26%	25%	25%	28%	24%	26%	25%	26%	26%	25%	27%	-2%
4_1	% Confident	Paying for your own or someone else's education	0.13	22%	25%	24%	20%	23%	24%	22%	21%	22%	21%	24%	20%	21%	23%	25%	24%	24%	25%	-1%
5_4	% Disagree	I am worried that me or someone in my household could lose their job	0.10	42%	43%	43%	39%	40%	37%	38%	39%	41%	40%	42%	35%	39%	38%	44%	40%	39%	42%	-3%
4_4	% Confident	The death of an immediate family member	0.10	23%	25%	26%	21%	24%	22%	22%	23%	24%	22%	26%	22%	23%	26%	21%	25%	24%	24%	0%
3_6	% Better	Your expected debt situation 5 years from now	0.07	42%	37%	40%	39%	40%	37%	35%	38%	37%	39%	41%	37%	39%	40%	36%	39%	37%	40%	-3%
4_5	% Confident	A change in your relationship status (i.e., divorce, separation)	0.05	30%	30%	30%	27%	29%	27%	29%	28%	26%	28%	30%	26%	30%	30%	28%	29%	29%	31%	-2%

Debt-Index Inputs (Tracking cont.)

Q#	Measure		Score	% (Top/Bottom 3 Box)																	
				Sep 2017	Dec 2017	Mar 2018	Jun 2018	Sep 2018	Dec 2018	Mar 2019	Jun 2019	Sep 2019	Dec 2019	Mar 2020	Jun 2020	Sep 2020	Dec 2020	Mar 2021	Jun 2021	Sep 2021	Dec 2021
5_1	% Disagree	I am concerned about my current level of debt	0.40	39%	41%	38%	40%	38%	35%	38%	38%	38%	38%	31%	37%	33%	34%	36%	37%	36%	34%
3_1	% Better	Your current debt situation compared to a year ago	0.37	26%	25%	24%	27%	28%	27%	24%	24%	27%	23%	26%	27%	26%	22%	26%	25%	24%	24%
3_3	% Better	Your current ability to absorb an interest rate increase of 1 percentage point	0.33	28%	28%	27%	30%	30%	28%	26%	26%	28%	27%	26%	28%	28%	25%	26%	28%	26%	24%
3_2	% Better	Your current debt situation compared to 5 years ago	0.33	33%	32%	32%	35%	35%	33%	31%	33%	35%	32%	34%	35%	33%	31%	35%	33%	35%	33%
5_2	% Disagree	I regret the amount of debt that I've taken on in my life	0.31	38%	40%	35%	38%	34%	35%	36%	36%	37%	35%	31%	36%	32%	31%	33%	36%	33%	30%
5_6	% Agree	I will be able to cover all living and family expenses in the next 12 months without going into further debt	0.27	38%	35%	35%	38%	37%	38%	37%	35%	37%	34%	35%	37%	37%	34%	37%	36%	38%	33%
3_4	% Better	Your current ability to absorb an additional $130 in interest payments on debt	0.23	25%	23%	22%	26%	28%	25%	22%	22%	24%	23%	22%	23%	22%	20%	21%	23%	23%	19%
4_3	% Confident	Unexpected auto repairs or purchase	0.21	31%	31%	28%	35%	33%	31%	30%	30%	29%	29%	27%	27%	28%	28%	30%	27%	27%	24%
3_5	% Better	Your expected debt situation one year from now	0.21	35%	35%	33%	38%	39%	36%	35%	36%	39%	36%	36%	33%	33%	30%	34%	35%	34%	32%
5_5	% Agree	I am confident I won't have any debt in retirement	0.18	33%	30%	31%	34%	32%	33%	32%	32%	33%	34%	33%	33%	34%	33%	34%	34%	34%	31%
4_6	% Confident	Loss of employment/change in wage or seasonal work	0.16	28%	27%	26%	29%	29%	30%	27%	27%	27%	27%	26%	24%	26%	25%	27%	27%	24%	23%
5_3	% Disagree	I am concerned about the impact of rising interest rates on my financial situation	0.15	29%	28%	26%	26%	26%	25%	27%	28%	27%	27%	22%	22%	23%	22%	23%	26%	23%	21%
4_2	% Confident	Having an illness and being unable to work for three months	0.13	30%	29%	28%	31%	31%	33%	29%	28%	29%	27%	28%	26%	27%	28%	28%	30%	29%	25%
4_1	% Confident	Paying for your own or someone else's education	0.13	26%	25%	24%	28%	27%	29%	24%	25%	24%	24%	22%	24%	24%	23%	22%	23%	24%	21%
5_4	% Disagree	I am worried that me or someone in my household could lose their job	0.10	46%	45%	44%	47%	44%	43%	44%	44%	47%	43%	41%	38%	39%	38%	38%	42%	44%	41%
4_4	% Confident	The death of an immediate family member	0.10	27%	26%	26%	29%	30%	30%	25%	26%	26%	26%	25%	25%	26%	23%	26%	26%	25%	22%
3_6	% Better	Your expected debt situation 5 years from now	0.07	47%	44%	47%	50%	50%	47%	45%	47%	50%	46%	48%	42%	44%	42%	46%	44%	46%	45%
4_5	% Confident	A change in your relationship status (i.e., divorce, separation)	0.05	33%	31%	32%	36%	32%	36%	33%	34%	31%	33%	33%	30%	32%	29%	30%	29%	28%	27%

Debt-Index Tracking

The MNP Consumer Debt Index remains below historical levels but has ticked up reaching 91, a level not seen since 2024. This points to slight improvement in sentiment, though Canadians continue to navigate an **endurance economy**, managing ongoing cost pressures and financial strain. Concerns around job security, inflation, and borrowing costs continue to weigh on confidence and keep the outlook cautious.

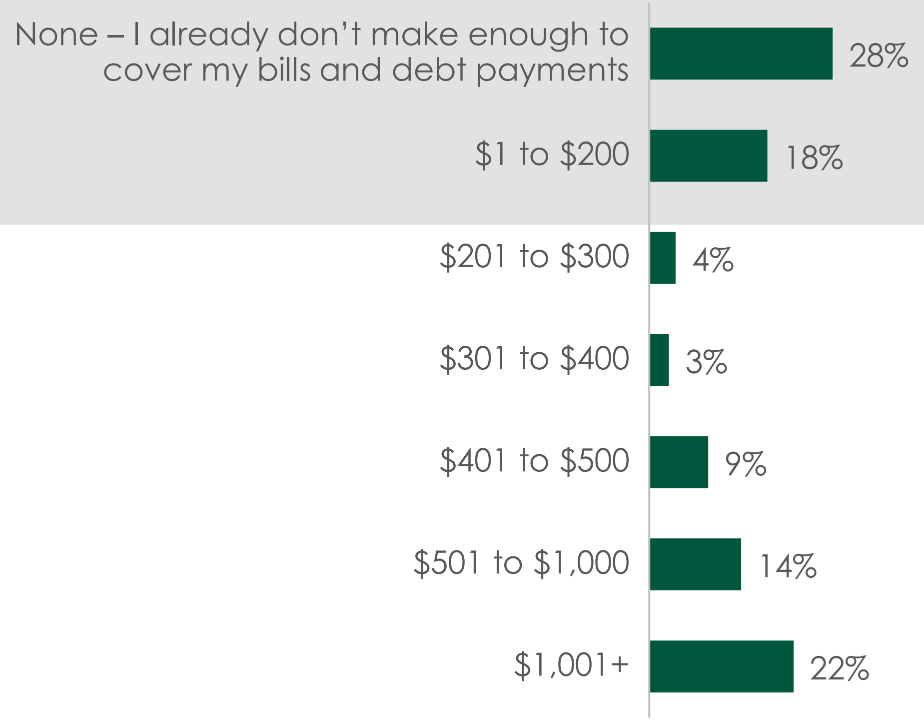


*Note on interpretation: **A high debt index score means that Canadians feel positive towards their personal finances**, as well as confident in their ability to cope with unexpected financial situations. A low index score describes the opposite – negative feelings and low confidence.*

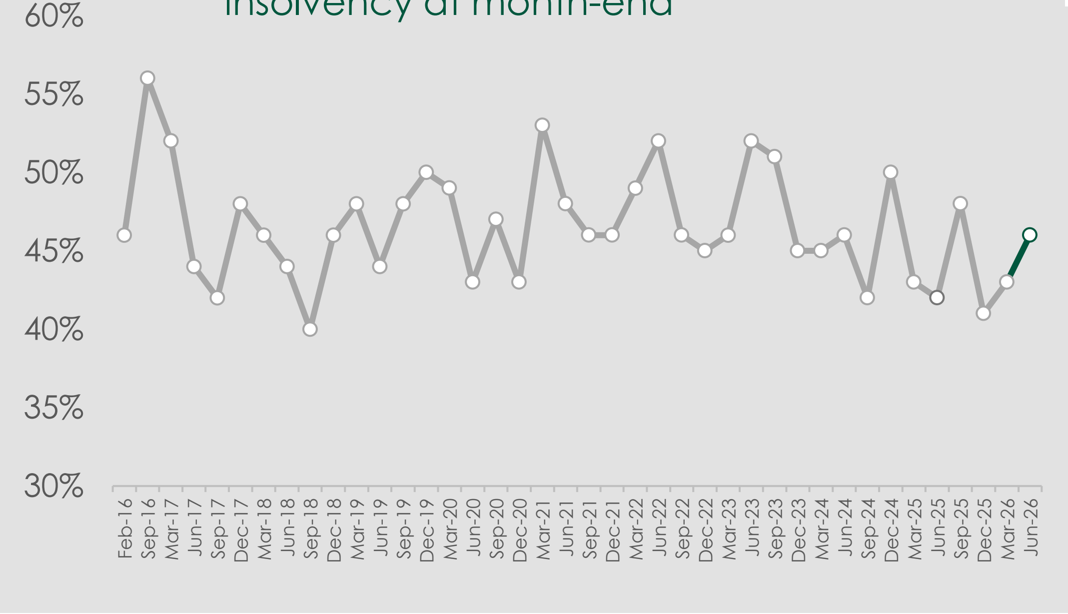
EVALUATING PERSONAL FINANCES

Finances at Month-End

Almost half of Canadians (46%) are merely $200 or less away from not being able to pay their bills, a rise of 3 points from last quarter. Currently, 28% (-3) already don't make enough to cover their bills, and 18% (-2) have a narrow $1-200 buffer.



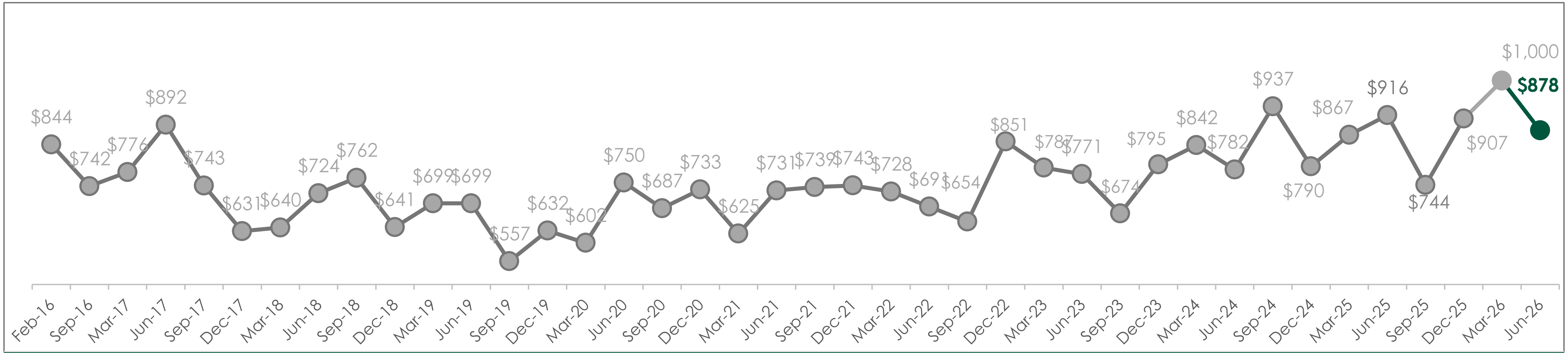
46% are $200 or less away from financial insolvency at month-end



Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?
Base: All respondents (unweighted) n=2001

Average Finances Left at Month-End

Month-end finances declined by $122 to $878. In the previous quarter, gains were driven by men, those earning $60K–$100K, and younger Canadians—groups that are now driving the current decline. In contrast, those aged 35–54 are the only group reporting increased financial flexibility this quarter.



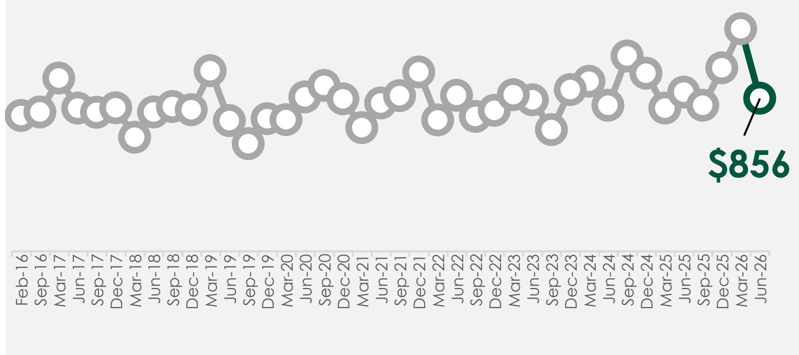
Average Finances Left at Month-End

		Gender		Age			Household Income			
	Mean (incl. 0)	Male A	Female B	18-34 C	35-54 D	55+ E	<$40K G	$40K to <$60K H	$60K to <$100K I	$100K+ J
Current wave (Jun 2026)	$878	$1066 **B**	$705	$865	$916	$853	$388	$617 **G**	$1003 **GH**	$1651 **GHI**
Change since last wave (Mar 2026)	**-$122**	**-$175**	**-$74**	**-$303**	**+$72**	**-$164**	**-$81**	**-$63**	**-$202**	**-$149**

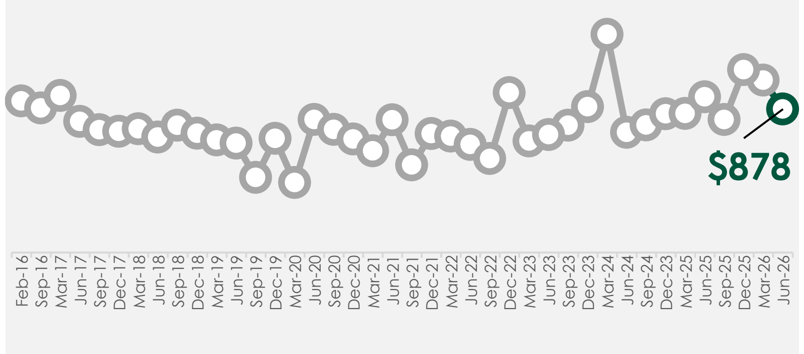
Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?
Base: All respondents (unweighted) n=2001

Average Finances Left at Month-End (Regional View)

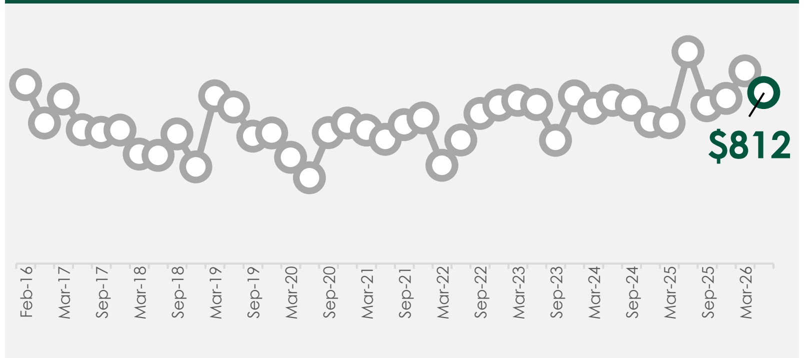
British Columbia -$389



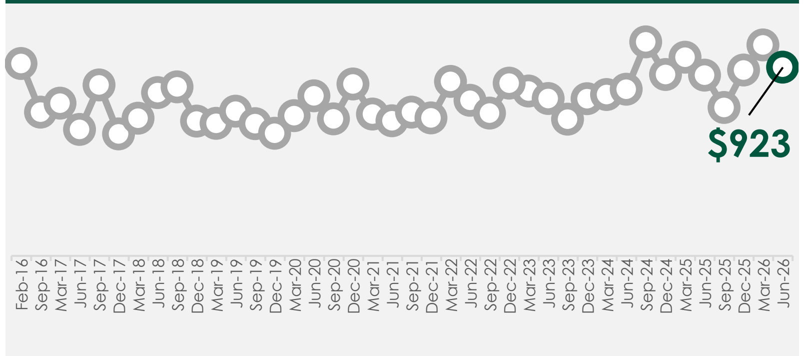
Alberta -$175



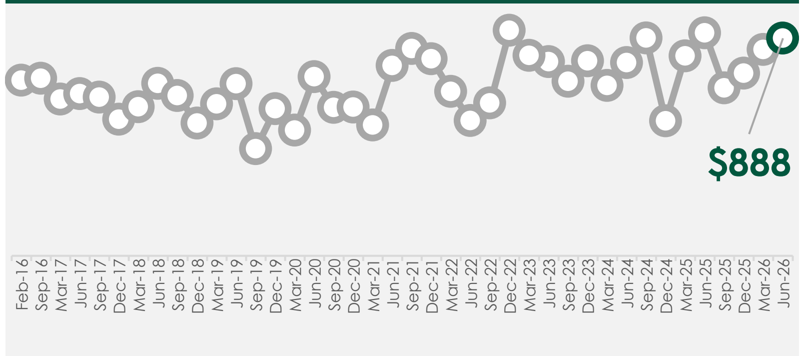
Sask./Manitoba -$104



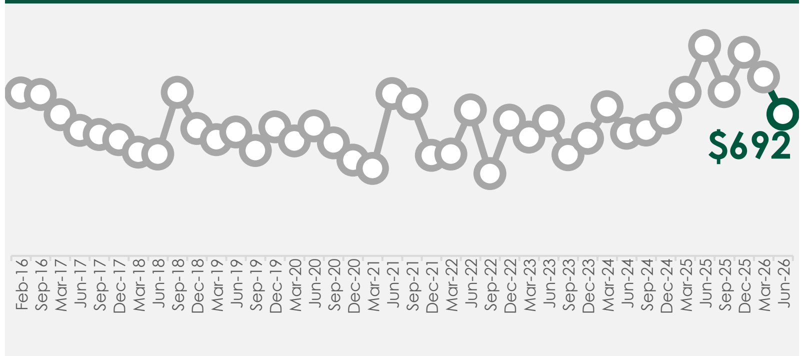
Ontario -$108



Quebec +$47



Atlantic Canada -$182



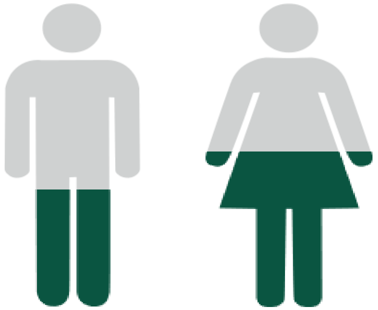
Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n=196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157).

Finances at Month-End – % $200 or less from insolvency

Alberta now leads in insolvency risk (52%), up 13 points from last quarter. Saskatchewan and Manitoba follow at 50% (+9), while B.C. rises 6 points to 43%. Risk has increased across all regions except Ontario (46%, -1). Financial strain has worsened for both men and women, with women more affected (52% vs. 41%). Risk remains highest among those earning under $40K (65%) and continues to skew younger, with Gen Z the most vulnerable.

41% +4pts

52% +4pts



Women are significantly more likely to be insolvent at month-end.

Alberta

52%
+ 13pts

Followed by residents of:

- SK/MB (**50%**, **+9**)
- Quebec (**47%**, **+3**)
- Atlantic (**46%**, **+4**)
- Ontario (**46%**, **-1**)
- British Columbia (**43%**, **+6**)

<$40K

65%
+ 1 pts

vs. $40K to $60K (**51%**, **+6**), $60K to <$100K(**35%**, **+1**), and $100K+ (**25%**, **+3**).

Gen Z

52%
+ 2 pts

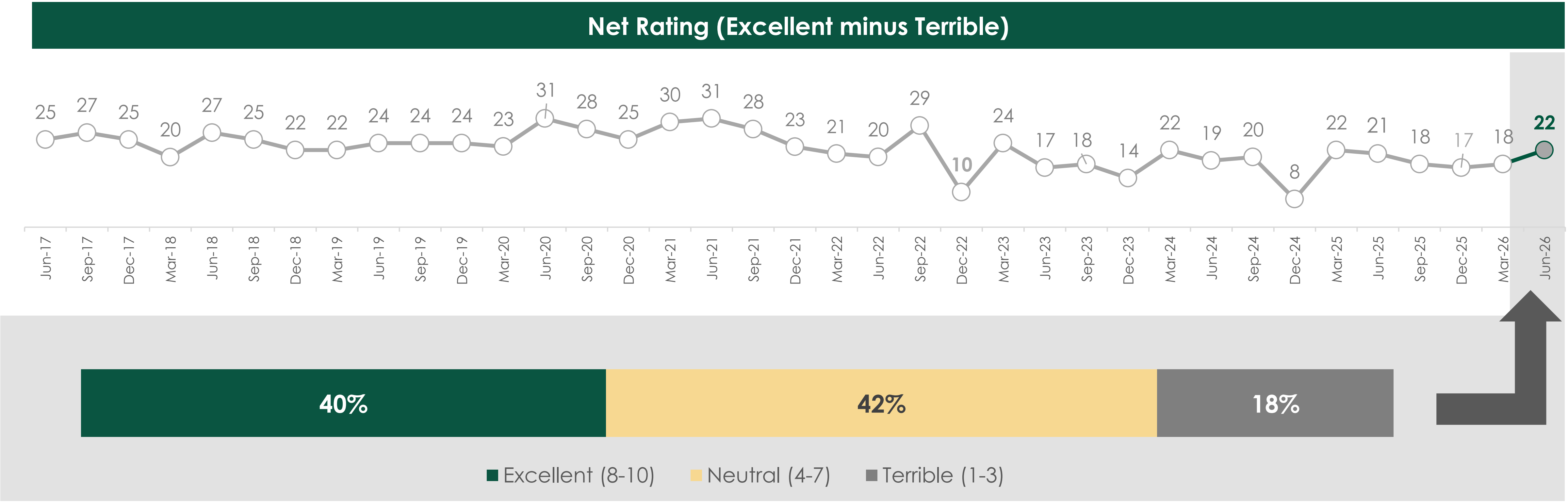
vs. Millennial (**48%**, **+2**), Gen X (**47%**, **+4**) and Boomers (**41%**, **+4**).

Q1. Thinking about the amount of after-tax income you make each month compared to the amount of your bills and debt obligations each month, how much is left over? In other words, how much wiggle room do you have before you wouldn't be able to pay all your bills and debt payments each month (which is called financial insolvency)?

Base: All respondents (unweighted) n=2001, Male (n=929), Female (n=1058), BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Personal Debt Rating

Canadians' net personal debt rating has increased to 22, on par with last June.



Q2. On a scale of 1 to 10, where 1 is 'terrible' and 10 is 'excellent', how would you rate your personal debt situation?
Base: All respondents (unweighted) n=2,001

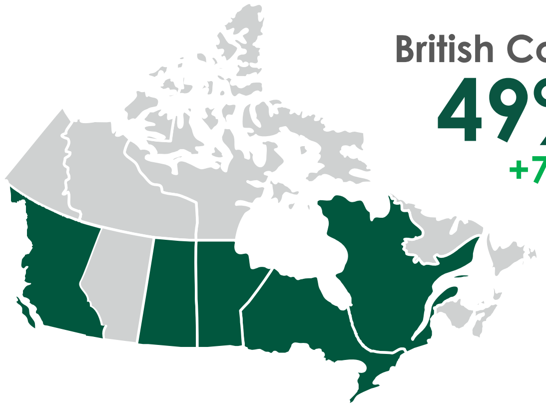
Excellent Personal Debt Self-Assessment

BC and SK/ MB showed the strongest improvement with 49% (+7pts) and 43% (+6) favorable ratings. Interestingly, $40k-60k earners have improved by 6 points this quarter. More Millennials say debt is improving (+6).

40% -2 pts

40% +7 pts

Women are more likely to say their debt is improving, up 7 points this quarter.

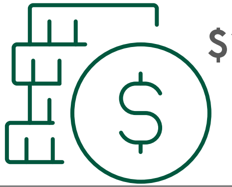


British Columbia

49% +7 pts

Followed by residents of:

- SK/MB (**43%**, **+6**)
- Quebec (**41%**, **+1**)
- Ontario (**38%**, **+4**)
- Atlantic Canada (**37%**, **0**)
- Alberta (**32%**, **-9**)



$100K+ Income

51% +1 pts

vs. $60K to $100K (**41%**, **0**), $40K to $60K (**41%**, **+6**), and <$40K (**28%**, **+2**)

Boomers

55% -2 pts

vs. Gen X (**34%**, **+1**), Gen Z (**32%**, **+1**), and Millennial (**32%**, **+6**)

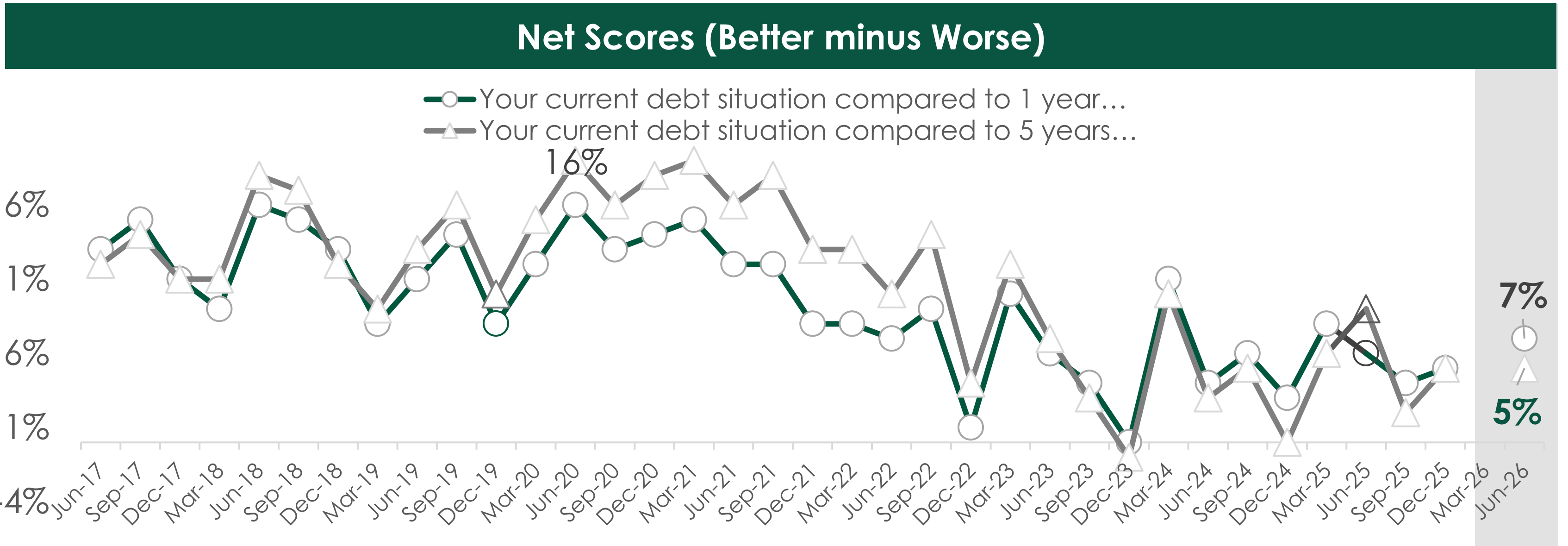
Q2. On a scale of 1 to 10, where 1 is 'terrible' and 10 is 'excellent', how would you rate your personal debt situation? Top three box responses.
Base: All respondents (unweighted) n=2001, Male (n=929), Female (n=1058), BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Current Debt Situation

Current debt perceptions have dipped slightly from the previous quarter.

When asked to **look back to one year ago**, the proportion of Canadians who perceive their current debt situation to be much better has increased softly (24%, +1) and the number who see it as much worse increased somewhat along with it (17%, -2).

Looking back to 5 years ago, more have said it was much better compared to 5 years ago (30%, +1) while those indicating being worse off has increased (25%, +1).



	Much better (8-10)	Neither better nor worse (4-7)	Much worse (1-3)
Compared to 1 year ago	24%	59%	17%
Compared to 5 years ago	30%	45%	25%

Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...?
Base: All respondents (unweighted) n=2,001

Current Debt Situation: Worse

Your current debt situation compared to 1 year ago

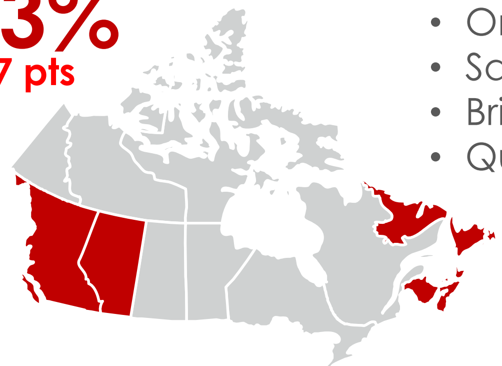
<$ 40K
26%
0 pts

vs. $40K to <$60K **(18%, -3)** $100K+ **(14%, +1)**, and <$60K to <$100K **(13%, -2)**.

Millennials
22%
-4 pts

Vs. Gen X **(22%, 0)** Gen Z **(17%, -2)** and Boomers **(10%, 0)**

Alberta
23%
+7 pts



Followed by residents of:

- Atlantic Canada **(18%, +2)**
- Ontario **(17%, -6)**
- Sask./Manitoba **(17%, 0)**
- British Columbia **(17%, +2)**
- Quebec **(16%, -1)**

Your current debt situation compared to 5 years ago

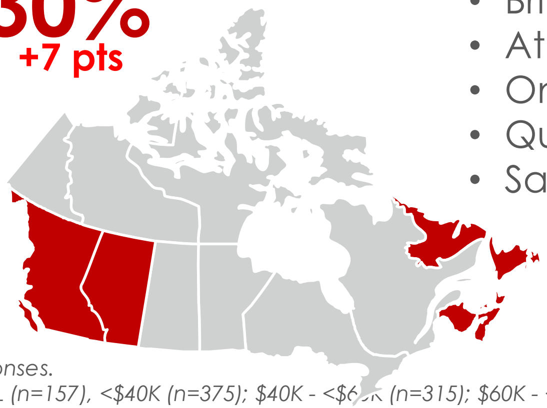
<$40K Income
36%
+6 pts

vs. $60K - <$100K **(22%, -1)** , $100K+ **(21%, +2)** and <$40K to <$60k **(19%, -6)**.

Millennials
29%
-2 pts

Vs. Gen Z **(29%, +7)** Gen X **(28%, -1)** and Boomers **(17%, +3)**.

Alberta
30%
+7 pts



Followed by residents of:

- British Columbia **(27%, +6)**
- Atlantic Canada **(27%, +7)**
- Ontario **(25%, -4)**
- Quebec **(21%, -1)**
- Sask./Manitoba **(21%, 0)**

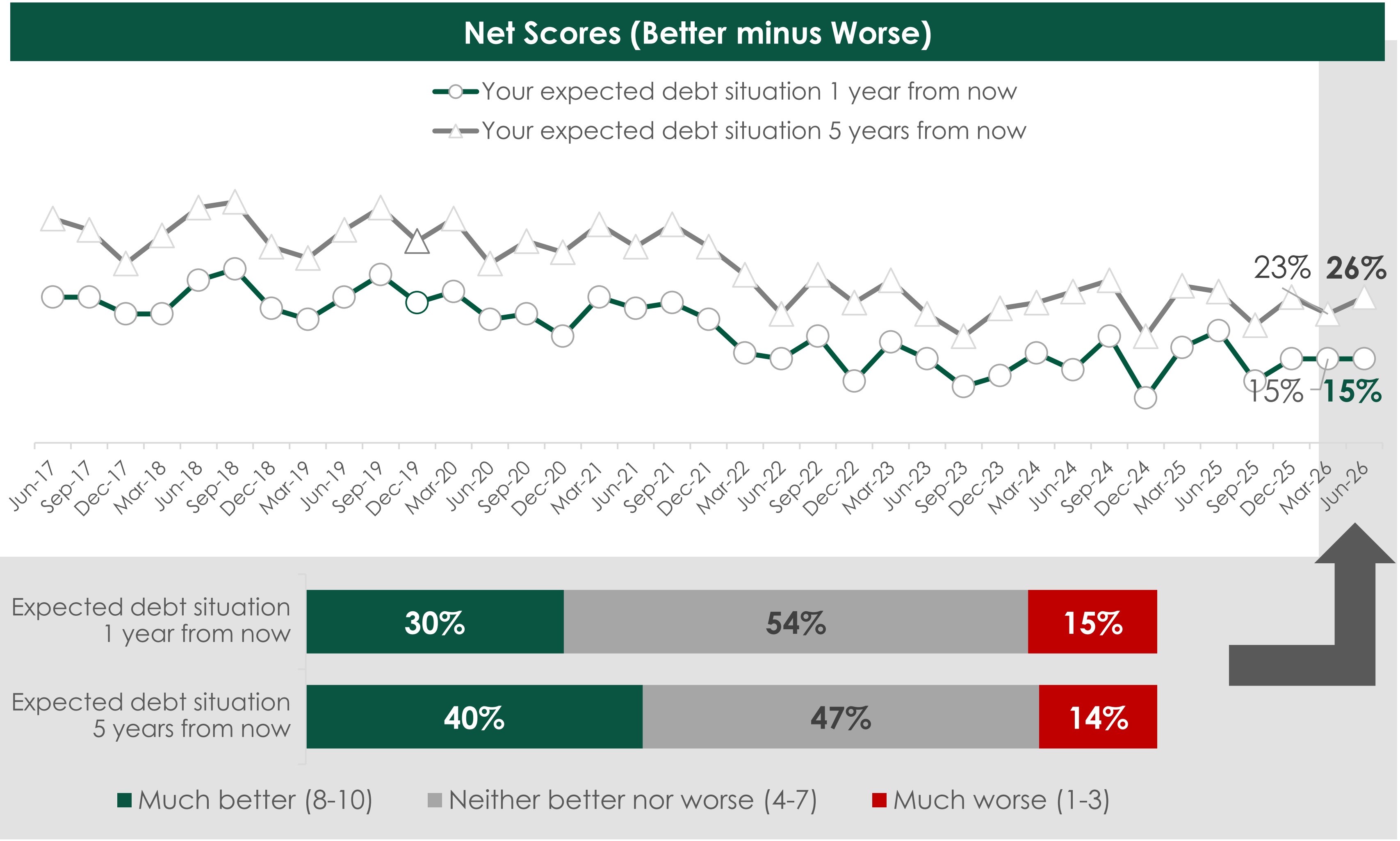
Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate …? Bottom three box responses.
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Expected Debt Situation

The expected debt situation of Canadians in both the short and long term is positive, yet less positive at the one-year mark than the 5 year.

Three in 10 Canadians expect their debt situation **one year from now** to improve (30%), and 15% expect their situation to worsen.

The proportion of Canadians feeling better about their **expected debt in 5 years** has increased slightly (40%, +3), but the same proportion believe their debt will worsen (14%).



Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...?
Base: All respondents (unweighted) n=2,001

Expected Debt Situation: Worse

Your expected debt situation 1 year from now

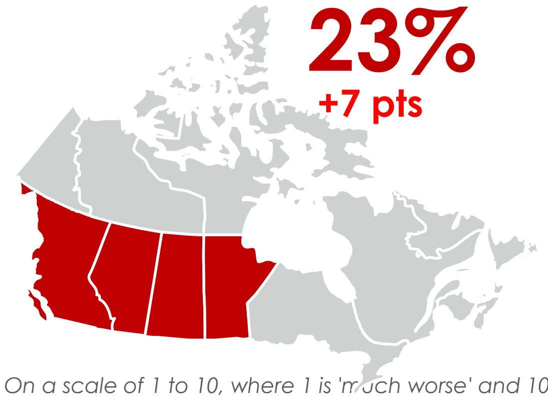
<$40K Income
20%
-3 pts

vs. $40K to <$60K **(14%, -3)** and $ 60K to <$100K **(14%, +2)** and $100K+ **(9%, +1)**.

Gen X
19%
+1 pts

vs. Millennials **(16%, -2)** and Gen Z **(15%, -2)** Boomers **(12%, +2)**.

Alberta
23%
+7 pts



Followed by residents of:

- Sask./Manitoba **(19%, +8)**
- Atlantic Canada **(16%, -4)**
- British Columbia **(15%, +3)**
- Ontario **(13%, -4)**
- Quebec **(13%, 0)**

Your expected debt situation 5 years from now

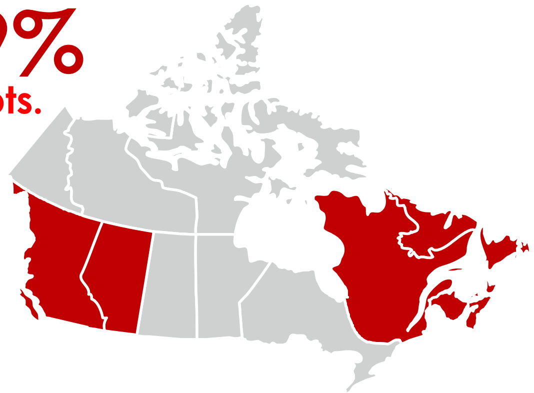
<$40K Income
20%
-1 pts

vs. $ 40K to <$60K **(13%, -3)** and $60K to <$100K**(11%, 0)**,and $100K+ **(9%, +1)**.

Gen X
16%
0 pts

vs. Millennials **(15%, -1)**, Gen Z **(15%, +1)** and Boomers **(12%, +2)**.

Alberta
19%
+4 pts.



Followed by residents of:

- Sask./Manitoba **(15%, 0)**
- Atlantic Canada **(15%, +1)**
- British Columbia **(14%, +5)**
- Quebec **(13%, +1)**
- Ontario **(13%, -3)**

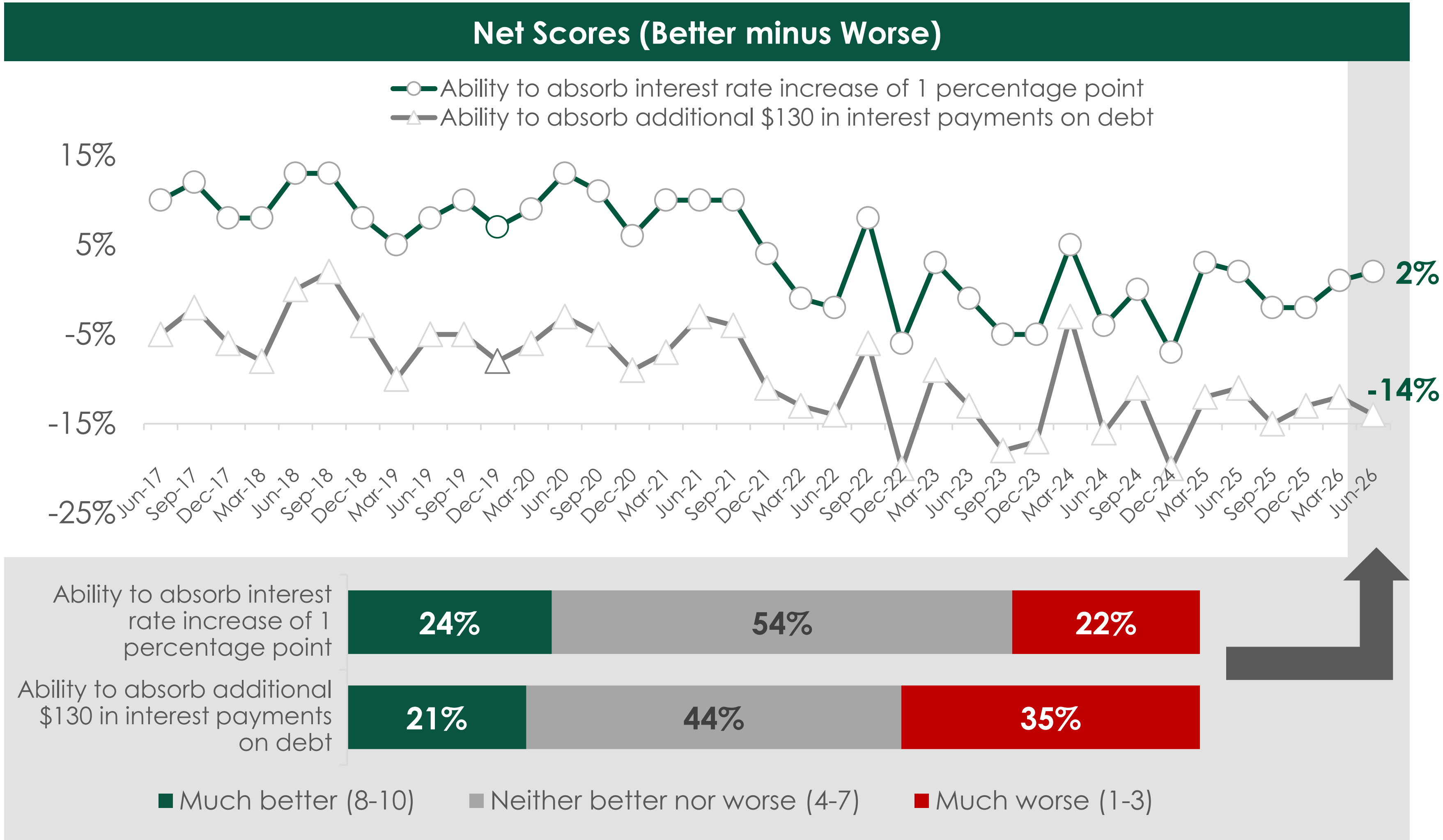
Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...? Bottom three box responses.
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Current Ability to Absorb Interest Rate Increase

During the time of fielding, the Bank of Canada held key interest rates at 2.25%, the same as last quarter, however Canadians' attitudes towards their ability to absorb interest rates increases has fluctuated.

When asked about their **ability to absorb a 1 percentage point** increase in interest rates, nearly equal shares say their ability is better (24%) and worse (22%, -1).

Moreover, **net ability to absorb an extra $130 in interest payments** decreased slightly by 2 points to -14%.



Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate …?
Base: All respondents (unweighted) n=2,001

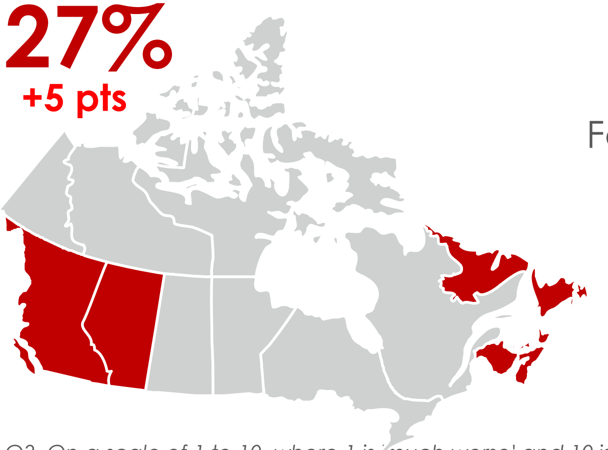
Current Ability to Absorb Interest Increase: Worse

Your current ability to absorb an interest rate increase of 1 percentage point

<$40K Income
30% 0 pts
vs. $40K to <$60K (**21%**,**-3**), $60K to <$100K (**19%**, **-1**) and $100K+ (**17%**, **+2**).

Gen X
29% +1 pts
vs. Millennial (**26%**, **-3**) Gen Z (**20%**, **+1**) and Boomers (**14%**, **+1**).

Alberta
27%
+5 pts



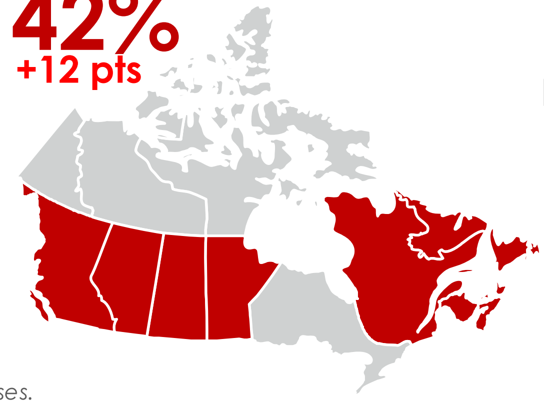
Followed by residents of:
- British Columbia (**25%**, **+5**)
- Ontario (**22%**, **-4**)
- Atlantic (**22%**, **+2**)
- Sask./Manitoba (**19%**, **-2**)
- Quebec (**19%**, **-1**)

Your current ability to absorb an additional $130 in interest payments on debt

<$40K Income
47% +5 pts
vs. $40K to <$60K (**36%**, **+4**), $60K to <$100K (**29%**, **+1**) and $100K+ (**24%**, **+3**).

Gen X
43% +6 pts
vs. Millennial (**37%**, **+2**), Gen Z (**31%**, **+3**) and Boomers (**28%**, **+3**) and.

Alberta
42%
+12 pts

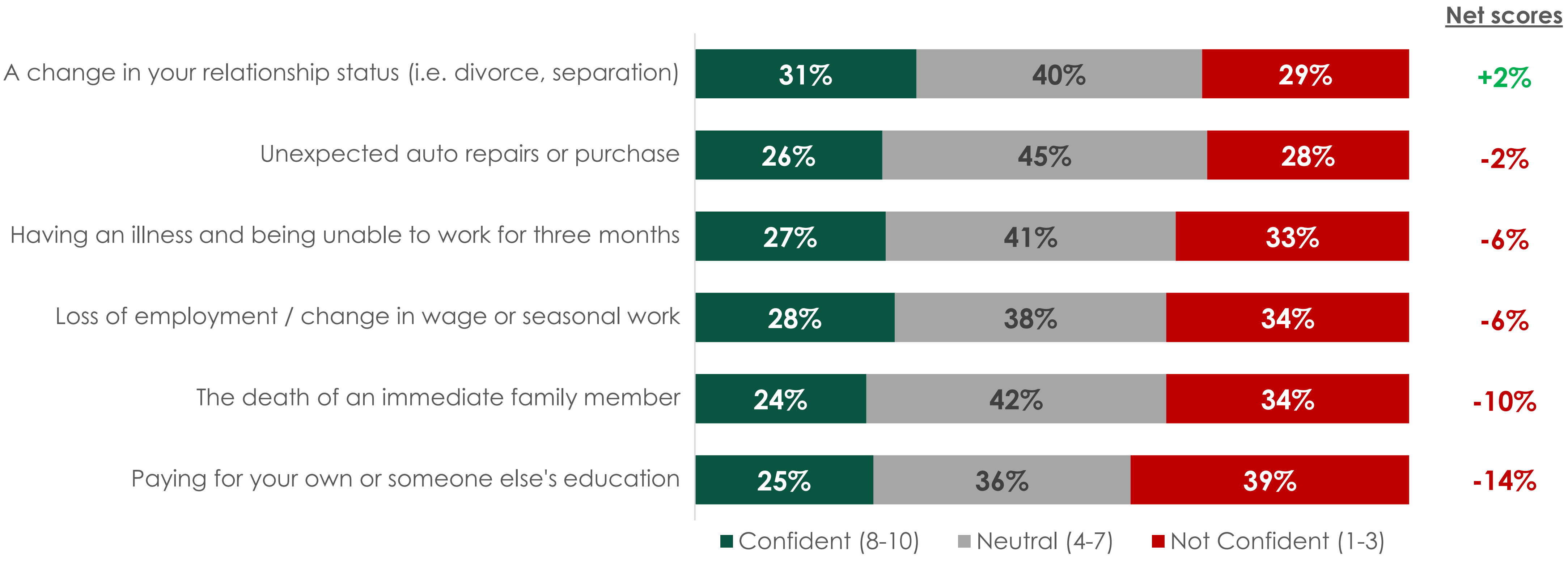


Followed by residents of:
- British Columbia (**39%**, **+9**)
- Atlantic (**35%**, **+2**)
- Ontario (**34%, 0**)
- Sask./Manitoba (**32%**, **+3**)
- Quebec (**32%**, **+2**)

Q3. On a scale of 1 to 10, where 1 is 'much worse' and 10 is 'much better', how would you rate ...? Bottom three box responses.
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Confidence in Ability to Cope

Confidence scores are negative for all life events except a change in relationship status. Canadians have a negative net confidence in their perception of coping with education costs (-14%) , death of a family member (-10%), job loss (-6%), illness preventing work for three months (-6%), and auto repairs (-2%),

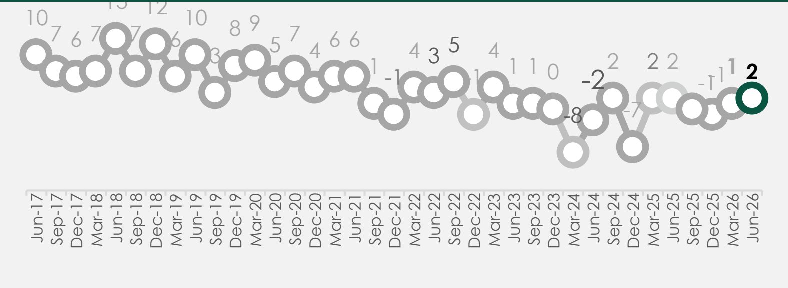


Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt?
Base: All respondents (unweighted) n=2001

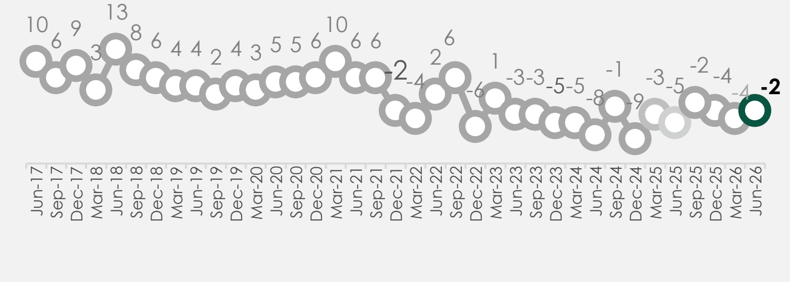
Confidence in Ability to Cope – Net Scores

Between December 2025 and June 2026, Canadians' confidence in handling major life events remained stable or dipped slightly. Confidence in the ability to manage the cost of education has dropped 2 points to 14 this quarter.

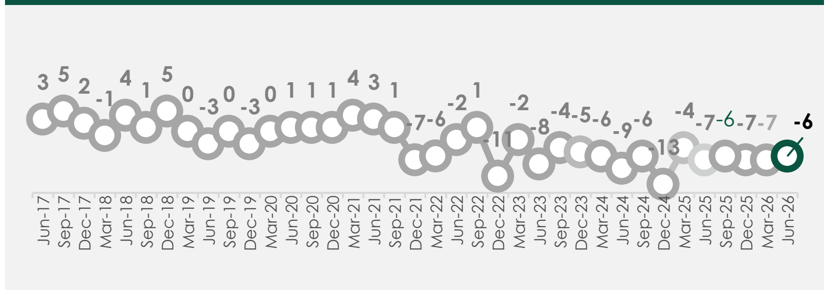
A change in your relationship status



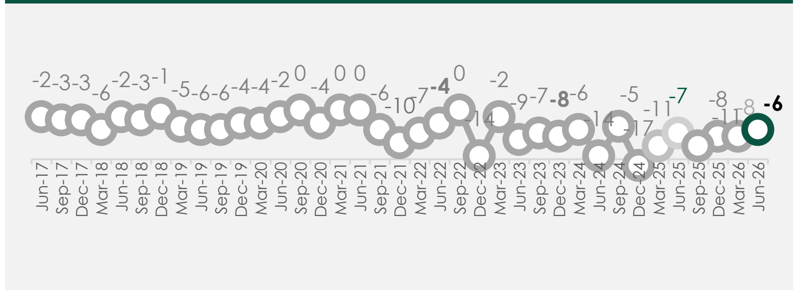
Unexpected auto repairs or purchase



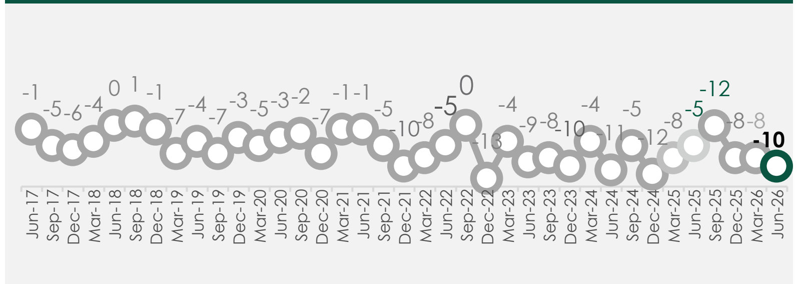
Having an illness and being unable to work for 3 months



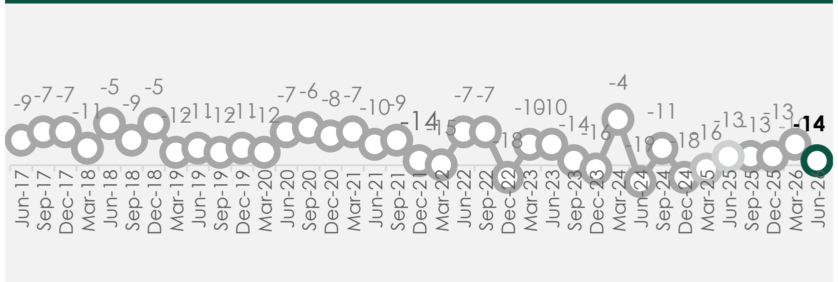
Loss of employment/change in wage or seasonal work



The death of an immediate family member



Paying for your own or someone else's education



Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt?
Base: All respondents (unweighted) n=2001

Not Confident in Ability to Cope

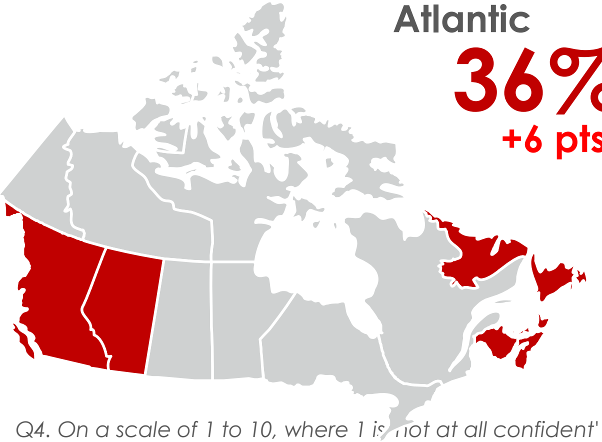
A change in your relationship status

$40K
35%
+2 pts

Vs. $100K+ **(29%, +1)**,
$40K to <$60K **(25%, -1)**,and
$60K to $100K Income **(23%, -1)**.

Millennial
34% **0 pts**

Vs. Gen X **(34%, +1)**,
Gen Z **(28%, -1)**, and
Boomers **(21%, +2)**.



Atlantic
36%
+6 pts

Followed by residents of:

- British Columbia **(32%, +8)**
- Alberta **(32%, +5)**
- Ontario **(29%, -2)**
- Sask./Manitoba **(26%, -3)**
- Quebec **(24%, -3)**

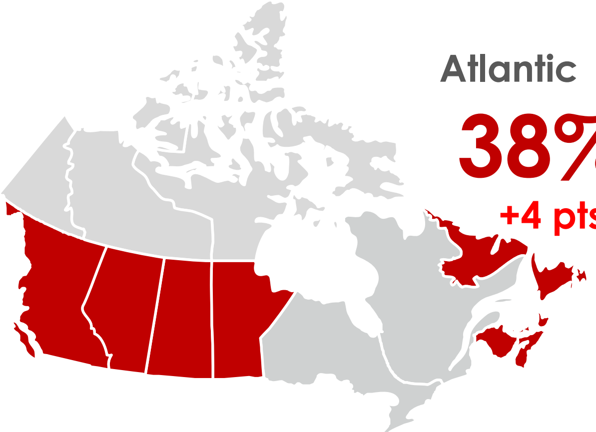
Unexpected auto repairs or purchase

<$40K Income
41% **-2 pts**

vs. $40K to <$60K **(27%, -6)**,
$60K to <$100K **(21%, -1)**
and $100K+ **(20%, +4)**.

Gen Z
33% **+2 pts**

vs. Millennial **(31%, -2)**,
Gen X **(31%, -3)**
And Boomers **(22%, +2)**.



Atlantic
38%
+4 pts

Followed by residents of:

- Alberta **(33%, +5)**
- Sask./Manitoba **(29%, +6)**
- British Columbia **(28%, +3)**
- Ontario **(27%, -6)**
- Quebec **(26%, -1)**

Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt? Bottom three box responses.
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539).

Not Confident in Ability to Cope

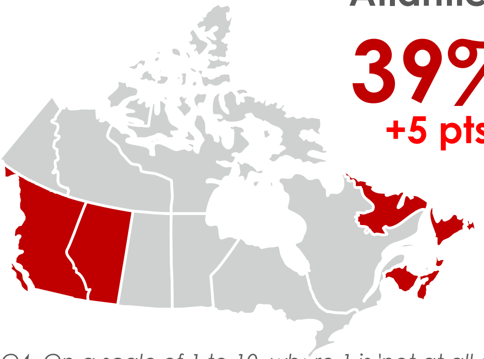
Having an illness and being unable to work for 3 months

Gen Z
43% +2 pts

vs. Millennial **(38%, 0)** Gen X **(36%, +1)**, and Boomers **(20%, +3)**.

<$40K Income
43% +6 pts

vs. $40K to <$60K **(29%, +4)** $100K **(29%, +1)** and $60K to <$100K+ **(28%, 0)**.



Atlantic
39%
+5 pts

Followed by residents of:

- Alberta **(38%, +11)**
- British Columbia **(34%, +7)**
- Ontario **(34%, -1)**
- Sask./Manitoba **(31%, -2)**
- Quebec **(25%, -6)**

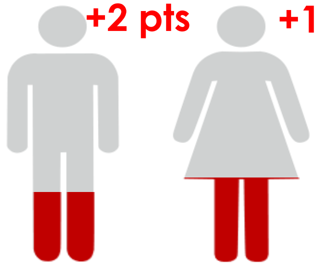
The death of an immediate family member

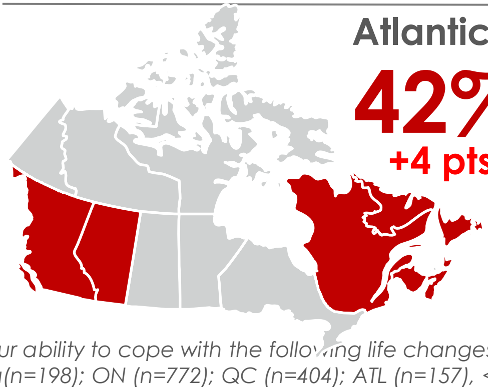
Millennial
39%
+1 pts

vs. Gen Z **(37%, +2)**, Gen X **(35%, -2)** and Boomers (**26%, +4**).

<$40K Income
44% +3 pts

vs. $40K to <$60K **(32%, -2)** , $60K to <$100K+ **(29%, +2)**. and $100K **(28%, +3)**





Atlantic
42%
+4 pts

Followed by residents of:

- Ontario **(38%, 0)**
- Alberta **(36%, +4)**
- British Columbia **(30%, +1)**
- Sask./Manitoba **(27%, -4)**
- Quebec **(26%, +2)**

Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt? Bottom three box responses.
Base: All respondents (unweighted) n=2001;, Male (n=929), Female (n=1058), BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539).

Not Confident in Ability to Cope

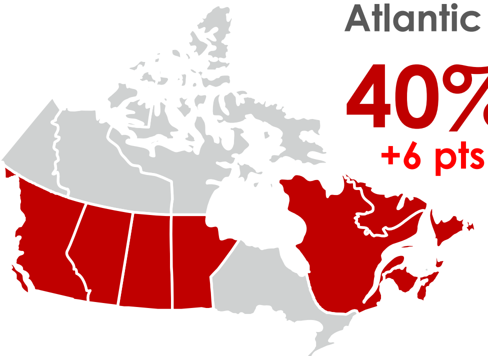
Loss of employment/change in wage or seasonal work

Gen Z
42%
+2 pts

vs. Millennial **(42%, +4)**, Gen X **(39%, +1)** and Boomers **(20%, +2)**.

<$40K Income
43%
+5 pts

vs. $100K+ **(32%, +5)**, $60K to <$100K **(30%, -1)** and $40K to <$60K **(29%, -3)**



Atlantic
40%
+6 pts

Followed by residents of:
- Ontario **(35%, -3)**
- British Columbia **(34%, +5)**
- Alberta **(34%, +3)**
- Sask./Manitoba **(33%, +2)**
- Quebec **(30%, +4)**

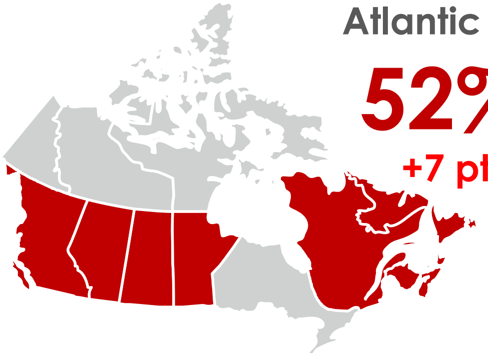
Paying for your own or someone else's education

Gen Z
44% **Unch.**
+8 pts

vs. Millennial **(40%, +4)**, Gen X **(40%, +2)** and Boomers **(32%, +5)**.

<$40K Income
54%
+7 pts

vs. $40K to <$60K **(36%, 0)**. <$60K to <$100K **(31%, +2)**,and $100K+ **(30%, +10)**



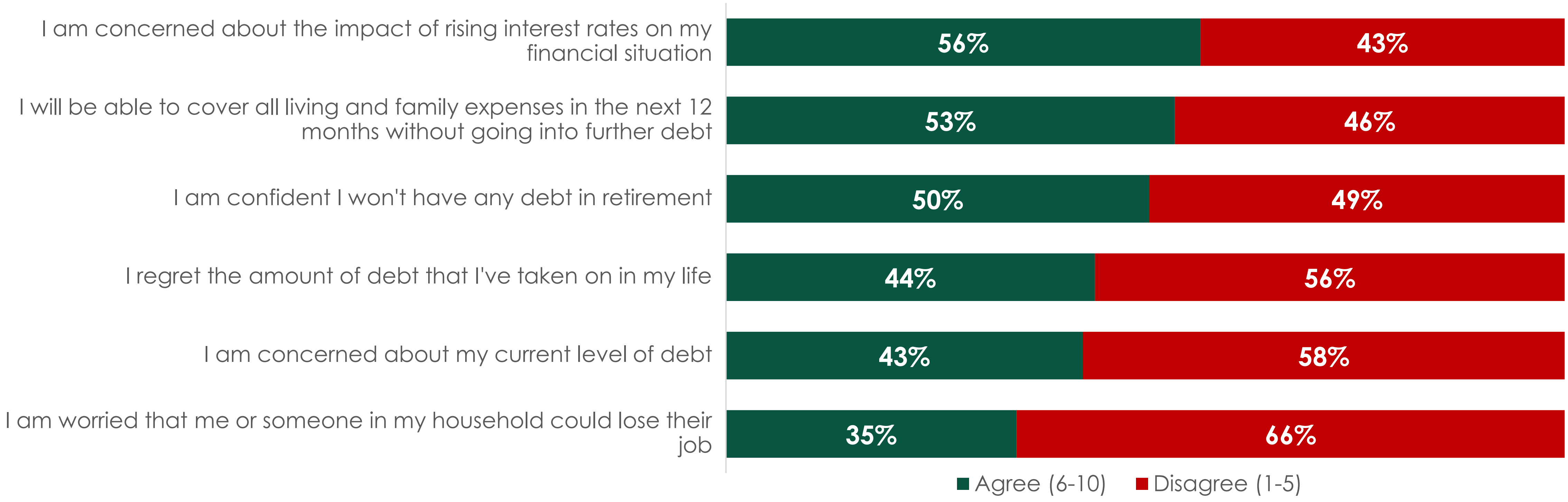
Atlantic
52%
+7 pts

Followed by residents of:
- Alberta **(46%, +13)**
- British Columbia **(42%, +11)**
- Sask./Manitoba **(41%, +12)**
- Ontario **(39%, 0)**
- Quebec **(28% +1)**

Q4. On a scale of 1 to 10, where 1 is 'not at all confident' and 10 is 'extremely confident', how confident are you in your ability to cope with the following life changes without increasing your debt? Bottom three box responses.
Base: All respondents (unweighted) n=2001; BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539).

Evaluating Personal Finances

Over half (56%) are concerned about the impact of rising rates, and only 53% feel confident in covering expenses for a year without additional debt. Meanwhile, 50% are confident they won't carry debt into retirement, though 44% regret their current debt (down 4 points), and 35% (down 4 points) fear job loss in their household which had risen the past two quarters.

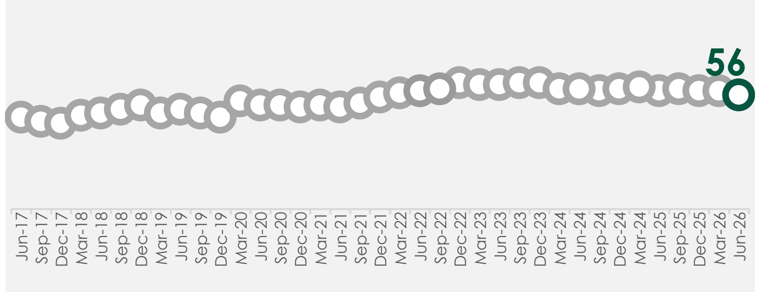


Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following …?
Base: All respondents (unweighted) n=2001

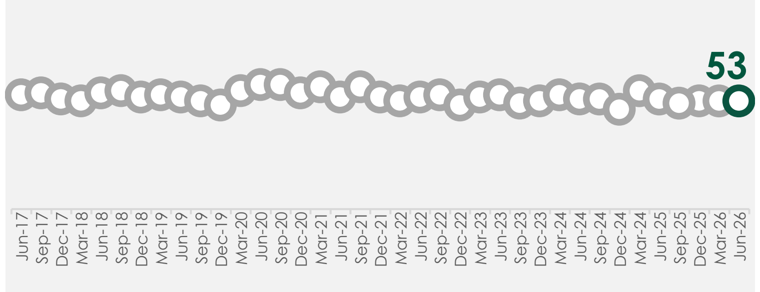
Evaluating Personal Finances – Agree (6-10)

Long-term financial confidence remains stable, with 53% able to cover expenses for the next year and expectations of debt-free retirement. Debt regret has decreased(44%, -4), alongside rising fears of job loss (35%, -4).

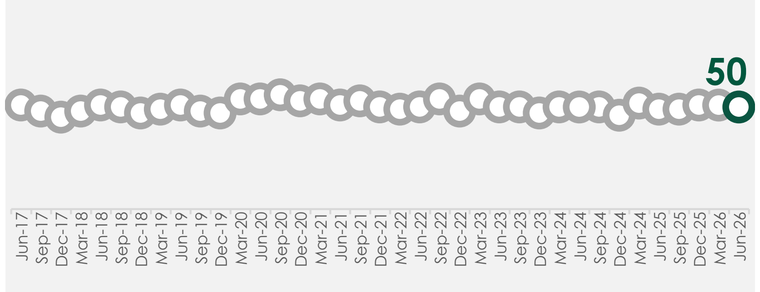
I am concerned about the impact of rising interest rates on my financial situation



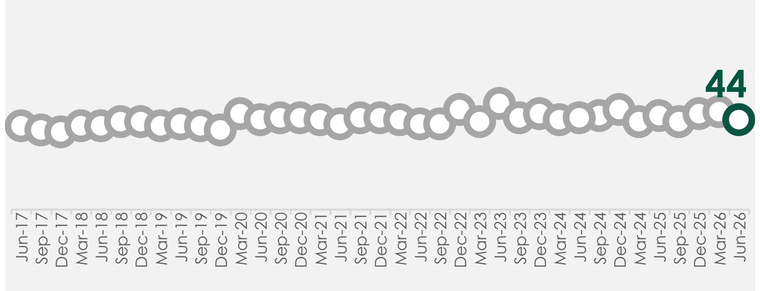
I will be able to cover all living and family expenses in the next 12 months without going into further debt



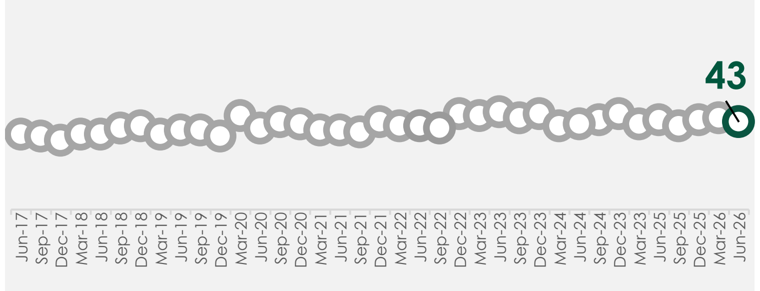
I am confident I won't have any debt in retirement



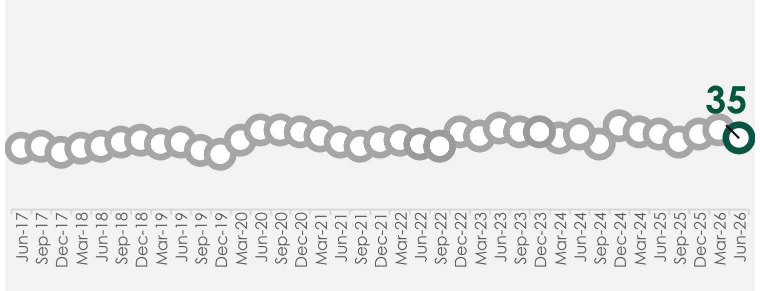
I regret the amount of debt that I've taken on in my life



I am concerned about my current level of debt



I am worried that me or someone in my household could lose their job



Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following …?
Base: All respondents (unweighted) n=2001

Evaluating Personal Finances – Agree (6-10)

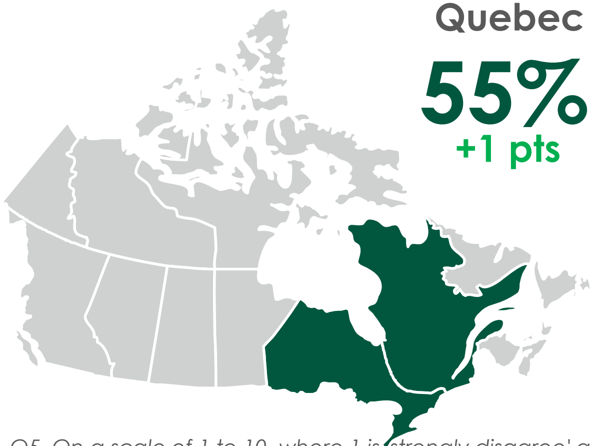
I am confident I won't have any debt in retirement

$100k+
59% -1 pts

vs. $60K - <$100K (**54%, -3**), $40K - <$60K (**49%, 0**) and <$40K (**45%, +6**).

Boomers
57% -1 pts

vs. Gen Z (**54%, +5**), Millennials (**46%, -6**), and Gen X (**45%, +1**).



Quebec
55%
+1 pts

Followed by residents of:

- British Columbia (**54%, -3**)
- Ontario (**51%, +7**)
- Sask./Manitoba (**51%, 0**)
- Atlantic Canada (**43%, -9**)
- Alberta (**42%, -12**)

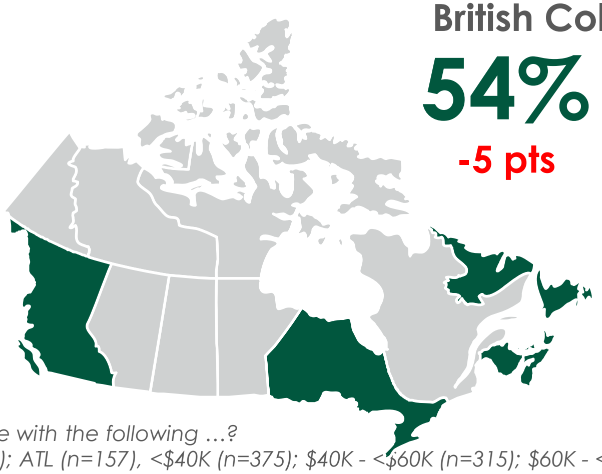
I will be able to cover all living and family expenses in the next 12 months without going into further debt

Boomers
71%
+1 pts

Vs. Gen X (**49%, -1**), Millennials (**45%, -2**)and Gen Z (**36%, -8**).

$60K - <$100K
60%
+1 pts

vs. $100K+ (**60%, -5**), $40K - <$60K (**57%, +1**) and <$40K (**41%, -3**).



British Columbia
54%
-5 pts

Followed by residents of:

- Sask./Manitoba (**54%, -3**)
- Atlantic Canada (**54%, +4**)
- Alberta (**53%, -6**)
- Ontario (**53%, +2**)
- Quebec (**51%, -3**)

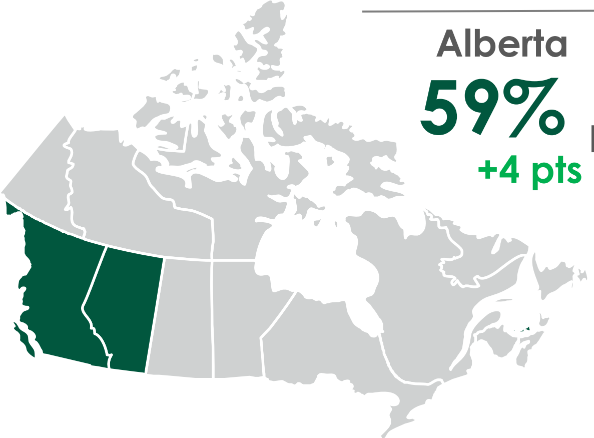
Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following …?
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Evaluating Personal Finances – Agree (6-10)

I am concerned about the impact of rising interest rates on my financial situation

Millennials
64%
-2 pts
vs. Gen X(**62%, +1**), Gen Z (**60%, 0**) and Boomers (**45%, -4**).

$100K+
57%
0 pts
vs. <$40K (**57%, -2**), $60K - <$100K(**56%, -4**), and $40K - <$60K (**56%, 0**).



Alberta
59%
+4 pts
Followed by residents of:
- British Columbia (**58%, +4**)
- Ontario (**58%, -3**)
- Quebec (**57%, -1**)
- Sask./Manitoba (**51%, -9**)
- Atlantic Canada (**50%, -7**)

I regret the amount of debt that I've taken on in my life

Millennials
55%
-5 pts
vs. Gen X (**50%, +2**), Gen Z (**43%, -5**) and Boomers (**31%, -5**).

<$40K
53%
+2 pts
vs. 60K - <$100K (**43%, -6**) $40K - <$60K (**43%, -5**) and $100K (**42%, -6**)

Atlantic Canada
55%
+7 Pts
Followed by residents of:
- Quebec (**48%, +5**)
- Ontario (**44%, -10**)
- Alberta (**43%,-6**)
- Sask./Manitoba (**42%, -2**)
- British Columbia (**36%, -5**)

Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following …?
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

Evaluating Personal Finances – Agree (6-10)

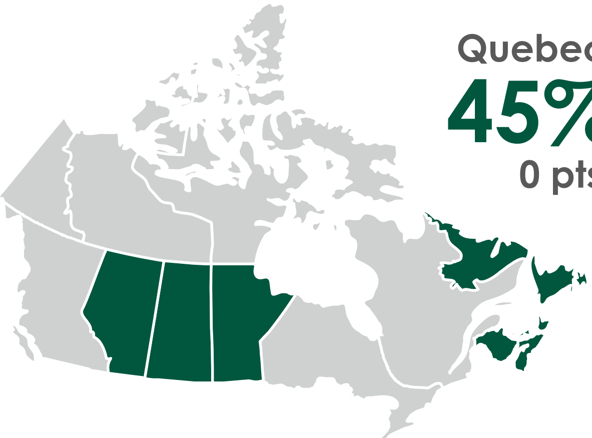
I am concerned about my current level of debt

<$40K Income
53% +1 pts

vs. $100K+ (40%, -1),
$60K -- <$100K (39%, -6), and
$40K - <$60K (38%, -11).

Millennial
50% -8 pts

vs. Gen x (47%, -1),
Gen z (47%, -3) and
Boomers (29%, 0),
.



Quebec
45%
0 pts

Followed by residents of:

- Alberta (44%, +1)
- Atlantic Canada (43%, +6)
- Ontario (43%, -10)
- Sask./Manitoba (42%, +3)
- British Columbia (34%, -7)

I am worried that me or someone in my household could lose their job

<$40K Income
39% 0 pts

vs. $60K - <$100K (37%, -4),
$100K+ (33%, -4)
and $40K - <$60K (31%, -7).

Gen Z
48% +3 pts

vs. Millennial (43%, -6),
Gen X (38%, -2), and
Boomers (19%, -4).

Quebec
38%
0 pts

Followed by residents of:

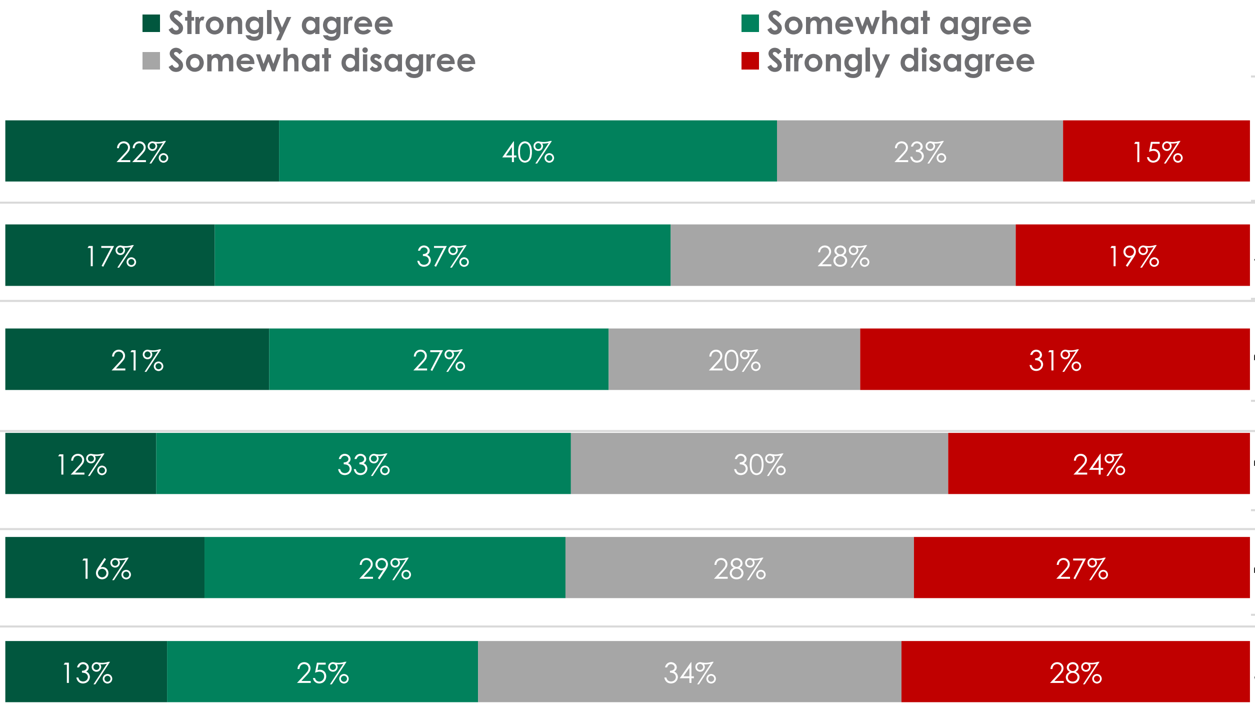
- Alberta (37%, +6)
- Atlantic Canada (37%, +5)
- Sask./Manitoba (34%, +7)
- British Columbia (34%, 0)
- Ontario (33%, -12)

Q5. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how much do you agree or disagree with the following …?
Base: All respondents (unweighted) n=2001, BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634), Gen Z (n=243), Millennial (n=622), Gen X (n=591), Boomers (n=539)

INTEREST RATES

Attitudes Towards Interest Rates

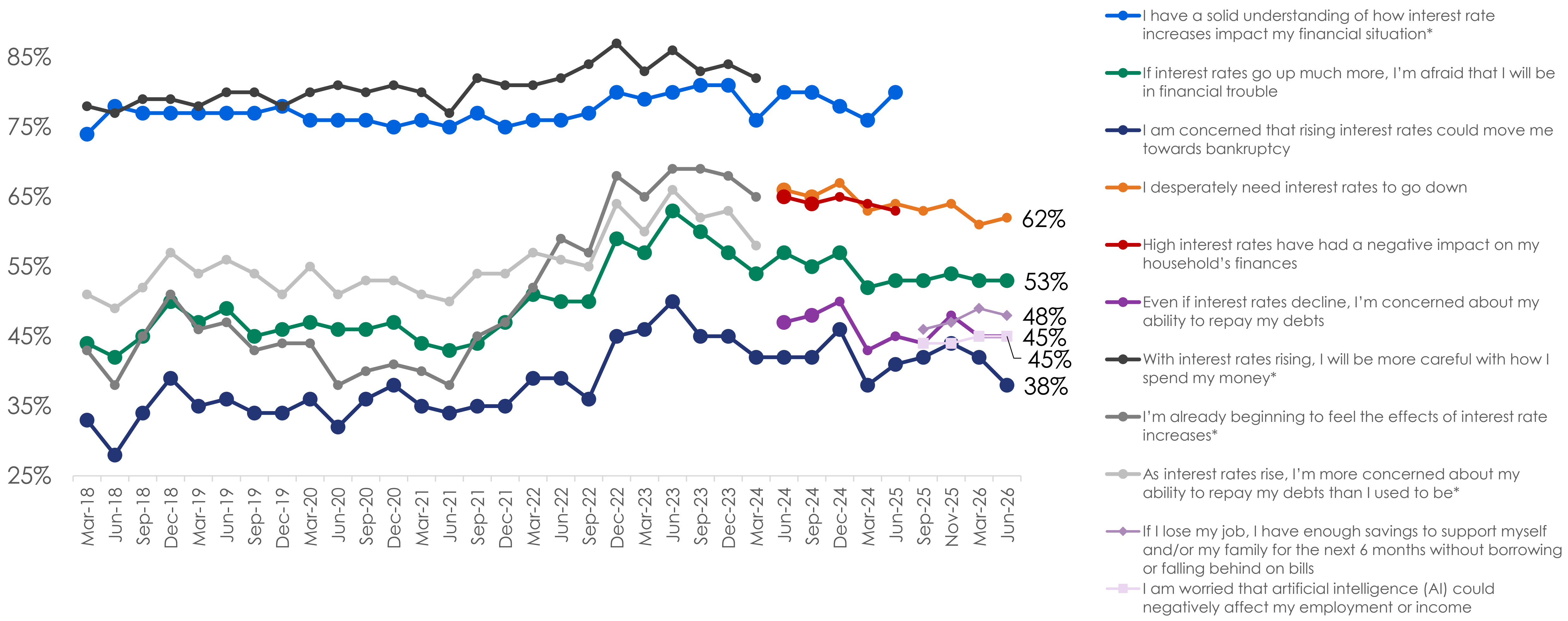
Most attitudes towards interest rates remain stable. While half of Canadians still say if interest rates go up much more, they will be in financial trouble (53%), fewer are concerned that they could be moved towards bankruptcy (38%, -4).



	Q2 2026	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024
I desperately need interest rates to go down	**62%**	61%	64%	63%	64%	63%	67%	65%	66%
If interest rates go up much more, I'm afraid that I will be in financial trouble	**53%**	53%	54%	53%	53%	52%	57%	54%	57%
If I lose my job, I have enough savings to support myself and/or my family for the next 6 months without borrowing or falling behind on bills	**48%**	49%	47%	46%	-	-	-	-	-
Even if interest rates decline, I'm concerned about my ability to repay my debts	**45%**	45%	48%	44%	45%	43%	50%	48%	47%
I am worried that artificial intelligence (AI) could negatively affect my employment or income	**45%**	45%	44%	44%	-	-	-	-	-
I am concerned that rising interest rates could move me towards bankruptcy	**38%**	42%	44%	-	-	-	-	-	-

Q7. To what extent do you agree or disagree with the following?
Base: All respondents (unweighted) n=(2001)

Attitudes Towards Interest Rates Tracking (T2B)



Q7. To what extent do you agree or disagree with the following?
Base: All respondents (unweighted) n=2001
**Statements removed in Jun 2024.*

Attitudes Towards Interest Rates

Younger Canadians and lower-income households consistently report higher concern across all interest-rate measures. Albertans are more concerned than those in other regions, with many worried they could face financial trouble even if rates decline.

% Agree (Top 2 Box)																
		Gender		Age			Region						Household Income			
	Total	Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<$40K G	$40K to <$60K H	$60K to <$100K I	$100K+ J
I desperately need interest rates to go down	62%	56%	67% A	69% E	66% E	52%	64%	66%	62%	61%	59%	62%	70% IJ	63% J	58%	51%
If interest rates go up much more, I'm afraid that I will be in financial trouble	53%	51%	55%	66% E	61% E	37%	52%	62% CD	48%	50%	56%	53%	62% IJ	56% J	49%	43%
Even if interest rates decline, I'm concerned about my ability to repay my debts	45%	45%	45%	54% E	53% E	33%	37%	47%	41%	47% A	48% A	45%	59% HIJ	45% J	41%	35%
I am concerned that rising interest rates could move me towards bankruptcy	38%	38%	38%	52% DE	44% E	23%	39%	42%	35%	36%	42%	36%	52% HIJ	39% J	36% J	26%

Q7. To what extent do you agree or disagree with the following?
Base: All respondents (unweighted) n=(2001) Male (n=929); Female (n=1058);18-34 (n=486) 35-54 (n=822); 55+ (n=693), <$40K (n=375), $40K to <$60k (n=315), $60K to <$100K (n=518), $100K+ (n=634), BC (n=274), AB (n=196), Sask./Manitoba(n=198), ON (n=772), QC (n=404), ATL (n=157)

Job Security and Finances

Men, older adults, and higher-income households show the strongest job-loss preparedness, with men (53%), Canadians 55+ (60%), and those earning $100K+ (58%) most likely to have six months of savings.

Concern about AI's impact on employment is highest among younger (56%)and middle-aged adults (45%+), while older Canadians (38%) and higher-income earners (37%) express noticeably less worry.

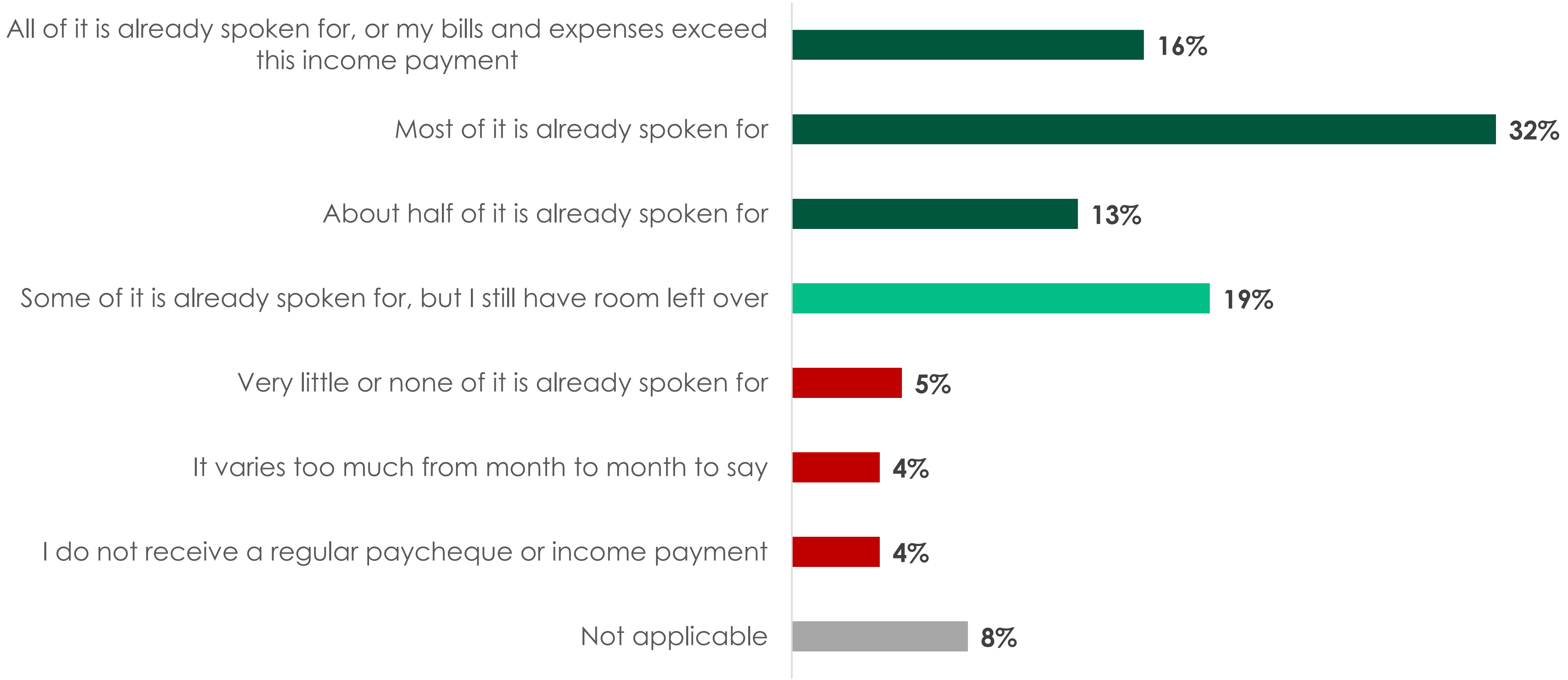
% Agree (Top 2 Box)																
		Gender		Age			Region						Household Income			
	Total	Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<$40K G	$40K to <$60K H	$60K to <$100K I	$100K+ J
If I lose my job, I have enough savings to support myself and/or my family for the next 6 months without borrowing or falling behind on bills	**48% (-1pts)**	53% B	44%	37%	43%	60% CD	45%	48%	50%	49%	50%	45%	40%	47%	50% G	58% GHI
I am worried that artificial intelligence (AI) could negatively affect my employment or income	**45% (0pts)**	44%	46%	56% DE	45% E	38%	45%	41%	47%	48%	41%	49%	54% HIJ	41%	41%	37%

Q7. To what extent do you agree or disagree with the following?
Base: All respondents (unweighted) n=2001, Male (n=929), Female (n=1058), BC (n=274); AB (n= 196); Sask./Manitoba(n=198); ON (n=772); QC (n=404); ATL (n=157), <$40K (n=375); $40K - <$60K (n=315); $60K - <$100K (n=518); $100K+ (n=634).

NAVIGATING FINANCIAL WHIPLASH

From Paycheque-to-paycheque to the Pre-Spent Paycheque

When thinking about regular income, one third of Canadians say most of their paycheque is already spoken for (32%), while 16% say expenses exceed their income payment. Overall, 3 in 5 Canadians say at least half is already spoken for (61%).



Qwave37_1.Thinking about your typical paycheque or regular income payment, which of the following best describes how much of it is already spoken for by bills, debt payments, and regular expenses before it arrives?
Base: All respondents (unweighted) n=2001

The Pre-Spent Paycheque by Demos

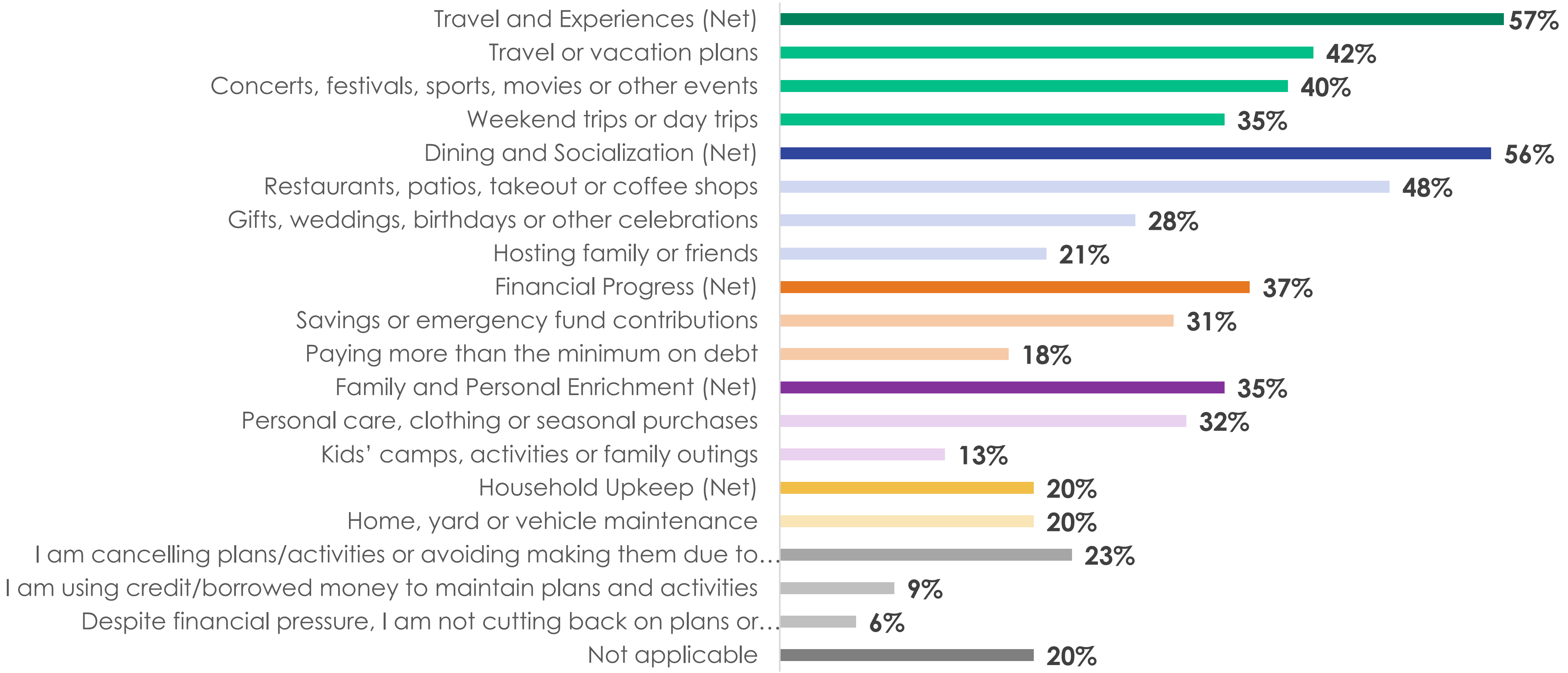
Women (19%) are more likely than men (14%) to say their expenses exceed their income payment, as are 18-54 year olds (20%) compared to those over 55 (11%). Unsurprisingly, one quarter of those with lower household incomes (<40k) say this is the case (25%), which is significantly higher than other earners.

% Agree (Top 2 Box)																	
		Gender		Age			Region						Household Income			
	Total	Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<$40K G	$40K to <$60K H	$60K to <$100K I	$100K+ J
All of it is already spoken for, or my bills and expenses exceed this income payment	16%	14%	19% A	20% E	20% E	11%	14%	21%	14%	16%	17%	16%	25% HIJ	17%	11%	12%
Most of it is already spoken for	32%	31%	32%	30%	36% E	29%	32%	29%	25%	34%	27%	42% BCE	30%	30%	36%	32%
About half of it is already spoken for	13%	16% B	11%	12%	15%	13%	12%	16%	18%	13%	13%	10%	8%	14%	17% G	16% G
Some of it is already spoken for, but I still have room left over	19%	20%	18%	12%	15%	27% CD	25% DF	16%	21%	17%	21%	14%	13%	20% G	22% G	24% G
Very little or none of it is already spoken for	5%	5%	5%	6%	4%	5%	2%	5%	2%	5%	7% A	4%	6%	4%	5%	6%
It varies too much from month to month to say	4%	4%	3%	4%	3%	4%	4%	3%	3%	5%	2%	2%	2%	5%	3%	4%
I do not receive a regular paycheque or income payment	4%	3%	4%	6% E	3%	2%	3%	2%	6%	4%	4%	5%	5%	3%	2%	3%
Not applicable	8%	8%	8%	10% D	5%	9% D	8%	7%	11%	7%	10%	7%	12% IJ	8% IJ	4%	4%

Qwave37_1.Thinking about your typical paycheque or regular income payment, which of the following best describes how much of it is already spoken for by bills, debt payments, and regular expenses before it arrives?
Base: All respondents (unweighted) n=2001 Male (n=929); Female (n=1058);18-34 (n=486) 35-54 (n=822); 55+ (n=693), <$40K (n=375), $40K to <$60k (n=315), $60K to <$100K (n=518), $100K+ (n=634), BC (n=274), AB (n=196), Sask./Manitoba(n=198), ON (n=772), QC (n=404), ATL (n=157)

Shrinkflation Lifestyle

Canadians are most likely to say they are cutting back on travel and experiences due to financial pressures or global uncertainty (57%), followed closely by dining and socialization (56%). Almost 4 in 10 (37%) say pressures are impacting their financial progress, and 35% are cutting back on family and personal enrichment, like personal care, clothing, and children's activities.



Qwave37_2.Which of the following activities are you currently cutting back on due to financial pressures, including higher costs, debt obligations, or global uncertainty?
Base: All respondents (unweighted) n=2001

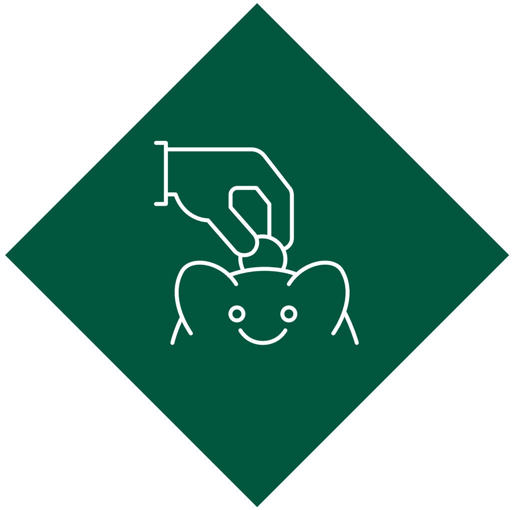
Shrinkflation Lifestyle

Women are more likely than men to say they are cutting back on family and personal enrichment (23% vs. 18%) and household upkeep (23% vs. 18%). Younger Canadians are more likely than those over 55 to say they are cutting back on everything. Albertans (67%), British Columbians (61%), and residents in Atlantic provinces (63%) are more likely than those in other regions to cut back on travel and experiences.

		Gender		Age			Region						Household Income			
	Total	Male A	Female B	18-34 C	35-54 D	55+ E	BC A	AB B	SK/MB C	ON D	QC E	ATL F	<$40K G	$40K to <$60K H	$60K to <$100K I	$100K+ J
Travel and Experiences (Net)	**57%**	55%	59%	61% E	61% E	50%	61% E	67% CE	52%	58%	48%	63% E	56%	59%	59%	56%
Dining and Socialization (Net)	**56%**	54%	58%	61% E	61% E	48%	59%	60%	53%	58%	52%	52%	63% J	56%	56%	51%
Financial Progress (Net)	**37%**	35%	39%	40% E	44% E	29% E	43% E	41%	35%	36%	33%	41%	43% IJ	41% J	33%	32%
Family and Personal Enrichment (Net)	**35%**	27%	43% A	42% E	41% E	26%	38%	43%	34%	34%	31%	41%	43% HIJ	34%	31%	32%
Household Upkeep (Net)	**20%**	18%	23% A	24% F	27% F	13%	24%	24%	21%	17%	20%	28% D	25% J	22%	18%	18%
I am cancelling plans/activities or avoiding making them due to cost	**23%**	21%	26% A	26% F	25% F	19%	29% E	31% DE	23%	22%	20%	20%	32% IJ	25%	18%	32%
I am using credit/borrowed money to maintain plans and activities	**9%**	9%	10%	13% F	11% F	6%	9%	10%	7%	10%	7%	14% A	12%	12%	7%	8%
Despite financial pressure, I am not cutting back on plans or activities	**6%**	7%	5%	3%	6% C	8% C	6%	5%	7%	7%	5%	5%	4%	6%	7%	7%
Not applicable	**20%**	21%	19%	15%	15%	29% CD	20%	17%	23%	19%	22%	22%	17%	17%	19%	25% GH

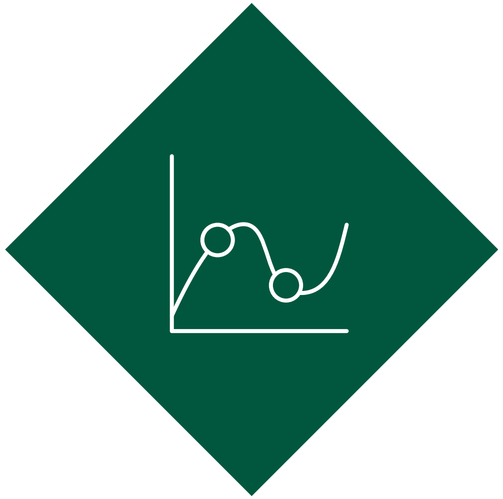
Qwave37_2.Which of the following activities are you currently cutting back on due to financial pressures, including higher costs, debt obligations, or global uncertainty?
Base: All respondents (unweighted) n=2001

MEDIA ANGLES



MNP Consumer Debt Index Improves, but Financial Strain Deepens

While Canadians' debt management confidence has risen to a score of 91, financial strain continues to build, with 46% within $200 of insolvency—including 28% who cannot cover their bills.



Canadians Left with Less at Month-End Amid Growing Cost Pressures

Average money left at month-end has declined, with pressures now driven by younger Canadians, men, and middle-income households, while gaps in financial resilience persist across income groups.

Three in Five Canadians Operate in a Pre-Spent Reality

Most Canadians say at least half of their income is already spoken for, with many actively cutting back spending as financial pressure limits their ability to get ahead.

Higher Costs Drive Lifestyle Shrinkflation as over Half of Canadians cut back on travel and experiences.

57% of Canadians are cutting back on travel and experiences and 56% on dining, highlighting where rising costs are hitting hardest.

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