



Canada This Month General Affordability

Public Opinion Research
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Field Dates: April 02 to April 13, 2026

Table of Contents

Project Overview	3
Key Findings	4
Segmentations	5
General Affordability	11
Methodology	19

Project Overview

This project is part of the Innovative Research Group's '*Canada This Month*' tracking study that examines general affordability.

This report, which presents the April 2026 waves W1 and W2 data, focuses on:

- Household financial confidence and overall affordability
- Differences by region, demographics, and segmentation groups

Key Findings

01

Satisfaction with the standard of living has plateaued after increasing 19 points following Carney's election.

Satisfaction with standard of living rebounded sharply through the second half of 2025 with net satisfaction at +19 pts since Aug '25, but has since plateaued at net +21. Most of the gain occurred in older Canadians.

02

Financial confidence drops 4 points since November.

55% feel confident about their household finances; a level that has held steady over the past months following a step-up in late summer, but now with a 4-point drop compared to November.

03

Nearly 1-in-4 Canadians feel both shut out of opportunity and unable to get ahead financially.

The Alienated Canadians feeling the most financial pressure stand at 24%, with confidence in their household finances at just 35%, far below the national average of 55%

04

Younger and middle-aged Canadians are bearing the heaviest affordability burden.

Those aged 35 to 54 show the 4-point decline in net satisfaction with standard of living compared to Sep '25. Under 55s broadly report lower financial confidence than older Canadians.

05

Household income is the strongest predictor of financial confidence and satisfaction with the standard of living.

Financial confidence/satisfaction with the standard of living ranges from 41%/34% among households earning under \$60K to 74%/68% among those earning \$150K or more; a 33/34-point gap across income groups.

Segmentations

Segment 1: Economic Gap

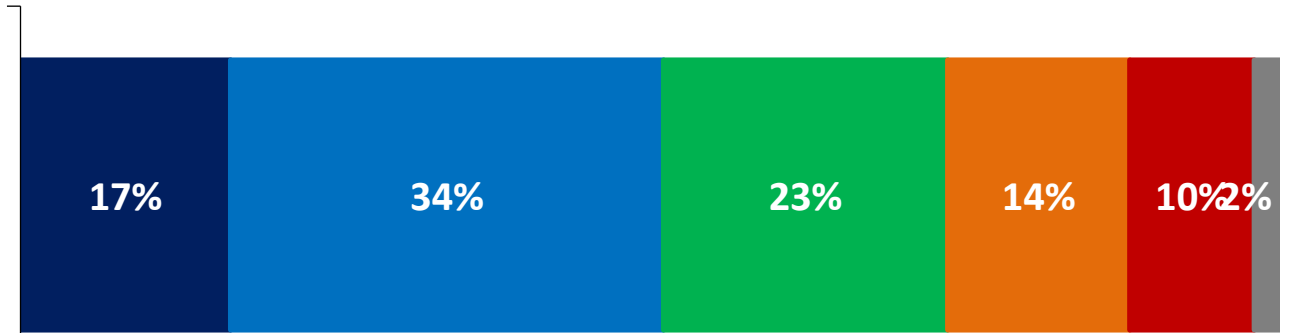
Segmentation Attitudes: Over half (51%) say you can be anything you want; 62% say it's more difficult to get by every year



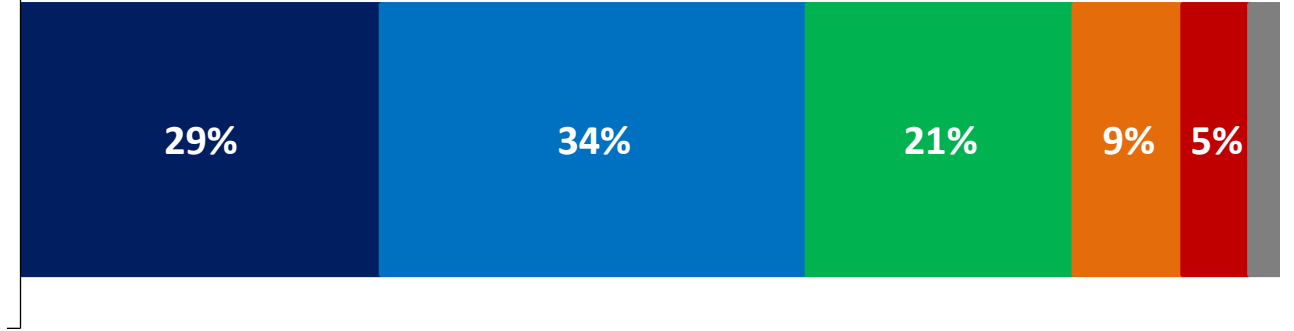
Do you agree or disagree with the following statements?

[asked of all respondents nationally; n=1,500]

Here in [your province] you can be anything you want if you are willing to work for it



No matter how hard I work, every year it seems more difficult to get by



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



Note: Current data: April W1-2 2026

Economic Gap Segmentation: Canadians are almost equally split between four economic segments, around 1-in-4 belonging to each



Gap segmentation: Agree with 'Here in [your province] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents nationally; n=1,500]

Alienated

Locked out and let down on every front

Reject the idea that opportunity exists and firmly believe hard work no longer pays off.

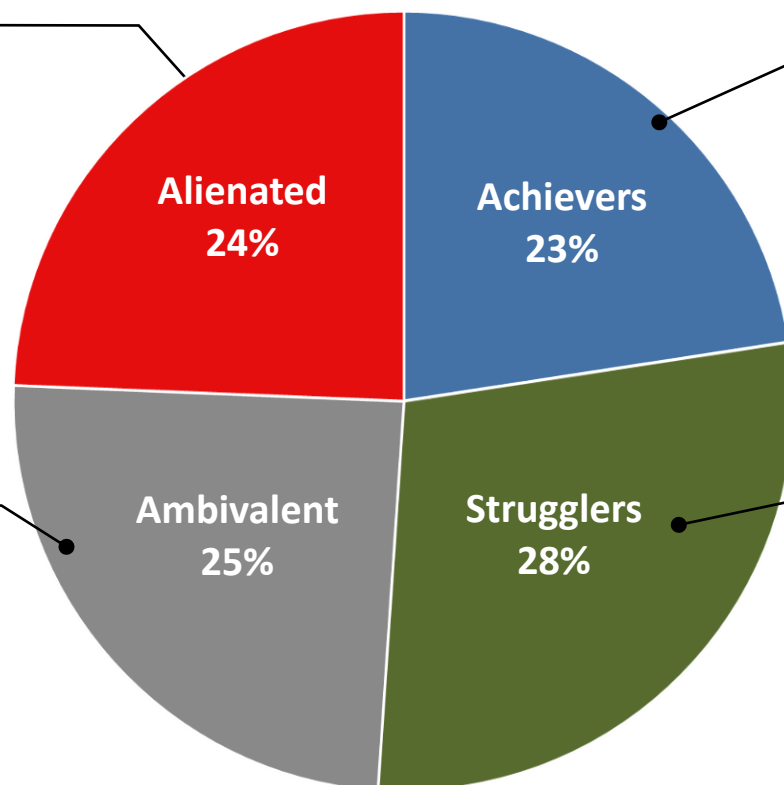
- Skews female (54% women, 45% men)
- Younger skew (34% are 18–34, 35% are 35–54)
- Lower income skew (44% earn under \$60K)
- Low financial confidence (63% not very or not at all confident)

Ambivalent

Checked out from the system

Neither convinced that opportunity exists nor that hard work is futile.

- Skews female (57% women, 43% men)
- Middle-aged skew (37% are 35–54, 34% are 55+)
- Lower income skew (44% earn under \$60K)
- Low financial confidence (45% not very confident, 12% not confident at all)



Achievers

The system is working for them

Believe opportunity exists in their province and feel confident that hard work still pays off.

- Skews male (54% men, 46% women)
- Older skew (56% are 55+, only 18% are 18–34)
- Higher income (36% earn \$100K+)
- Highly financially confident (85% very or somewhat confident)

Strugglers

Getting ahead is becoming increasingly hard

Believe opportunity exists in principle, but feel that no matter how hard they work, getting ahead is becoming increasingly out of reach.

- Gender balanced (52% men, 48% women)
- Mixed age (25% are 18–34, 33% are 35–54, 42% are 55+)
- Lower income skew (45% earn under \$60K)
- Low financial confidence (46% not very or not at all confident)

Economic Gap Segmentation Attitudes



Do you agree or disagree with the following statements?

[asked of all respondents nationally; n=1,500]

Attitudes BY Economic Gap Segmentation		Total	Achievers	Strugglers	Ambivalent	Alienated
		(n=1,500)	(n=339)	(n=427)	(n=369)	(n=365)
Here in [PROV] you can be anything you want if you are willing to work for it.	Strongly agree	17%	34%	32%	0%	0%
	Somewhat agree	34%	66%	68%	0%	0%
	Neither agree nor disagree	23%	0%	0%	92%	0%
	Somewhat disagree	14%	0%	0%	0%	59%
	Strongly disagree	10%	0%	0%	0%	41%
	Don't know	2%	0%	0%	8%	0%
No matter how hard I work, every year it seems more difficult to get by	Strongly agree	29%	0%	39%	21%	50%
	Somewhat agree	34%	0%	61%	34%	33%
	Neither agree nor disagree	21%	51%	0%	30%	9%
	Somewhat disagree	9%	29%	0%	5%	4%
	Strongly disagree	5%	18%	0%	2%	3%
	Don't know	2%	2%	0%	7%	<1%

Economic Gap Segmentation

Demographics BY Economic Gap Segmentation		Total	Achievers	Strugglers	Ambivalent	Alienated
		(n=1,500)	(n=339)	(n=427)	(n=369)	(n=365)
Gender	Men	48%	54%	52%	43%	45%
	Women	51%	46%	48%	57%	54%
Age	18-34	27%	18%	25%	29%	34%
	35-54	33%	26%	33%	37%	35%
	55+	41%	56%	42%	34%	31%
Income*	<\$60K	41%	30%	45%	44%	44%
	\$60K-\$99K	28%	30%	29%	26%	28%
	\$100K-\$150K	16%	20%	15%	14%	14%
	\$150K+	11%	16%	7%	10%	10%
Household's Financial Confidence	Very confident	11%	27%	8%	5%	6%
	Somewhat confident	44%	58%	45%	43%	29%
	Not very confident	27%	9%	30%	33%	34%
	Not confident at all	15%	3%	16%	12%	29%
	Don't know	3%	1%	2%	7%	1%

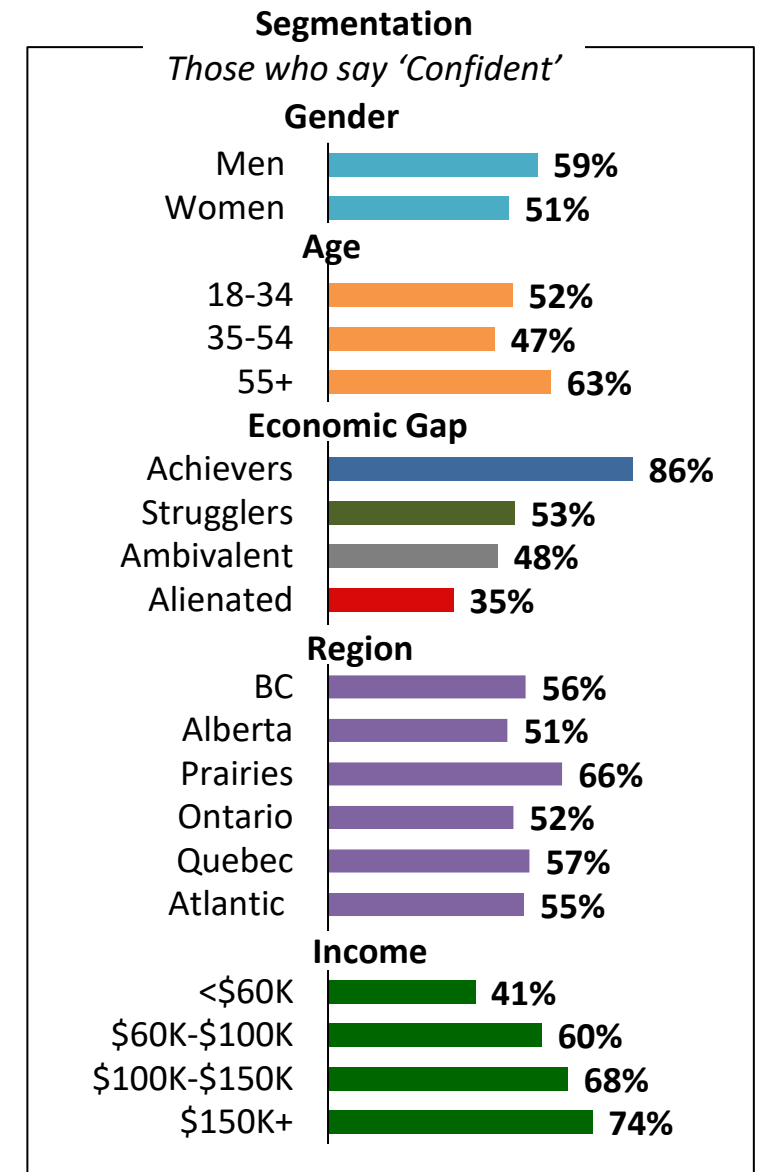
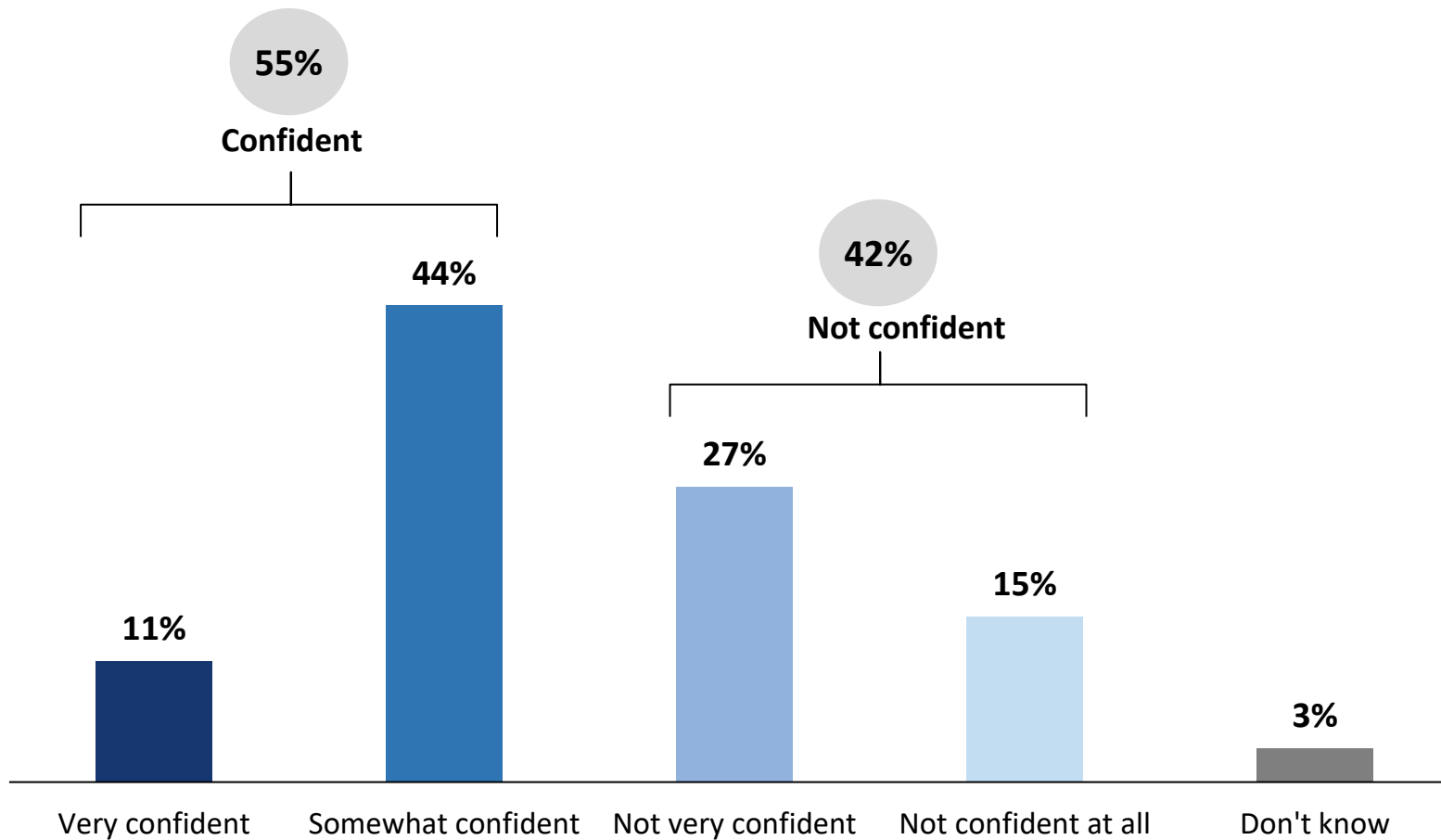
Note: For analysis purposes, *For the 'Income' variable, 'Prefer not to say' was omitted

Current data: April W1-2 2026

General Affordability

Household's Financial Confidence: Over half feel secure about their financial situation; higher confidence among Achievers, men, and Liberals

Q Generally speaking, how confident and secure do you feel about your household's current financial situation?
[asked of all respondents nationally; n=1,500]

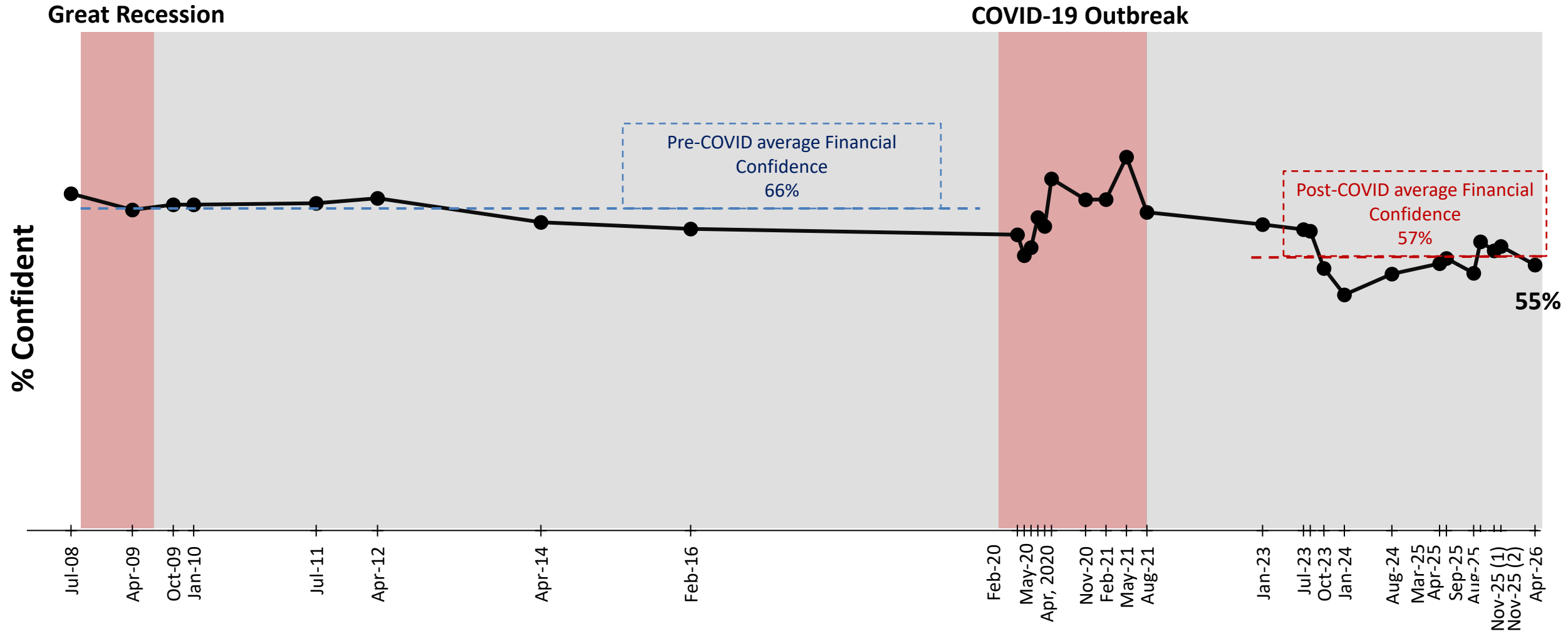


Financial Confidence – Long-run: Financial confidence (55%) has held steady since a large drop in August 2023; a 10-point drop Pre-Post COVID



Generally speaking, how confident and secure do you feel about your household's current financial situation?

[asked of all respondents nationally; n=1,500]



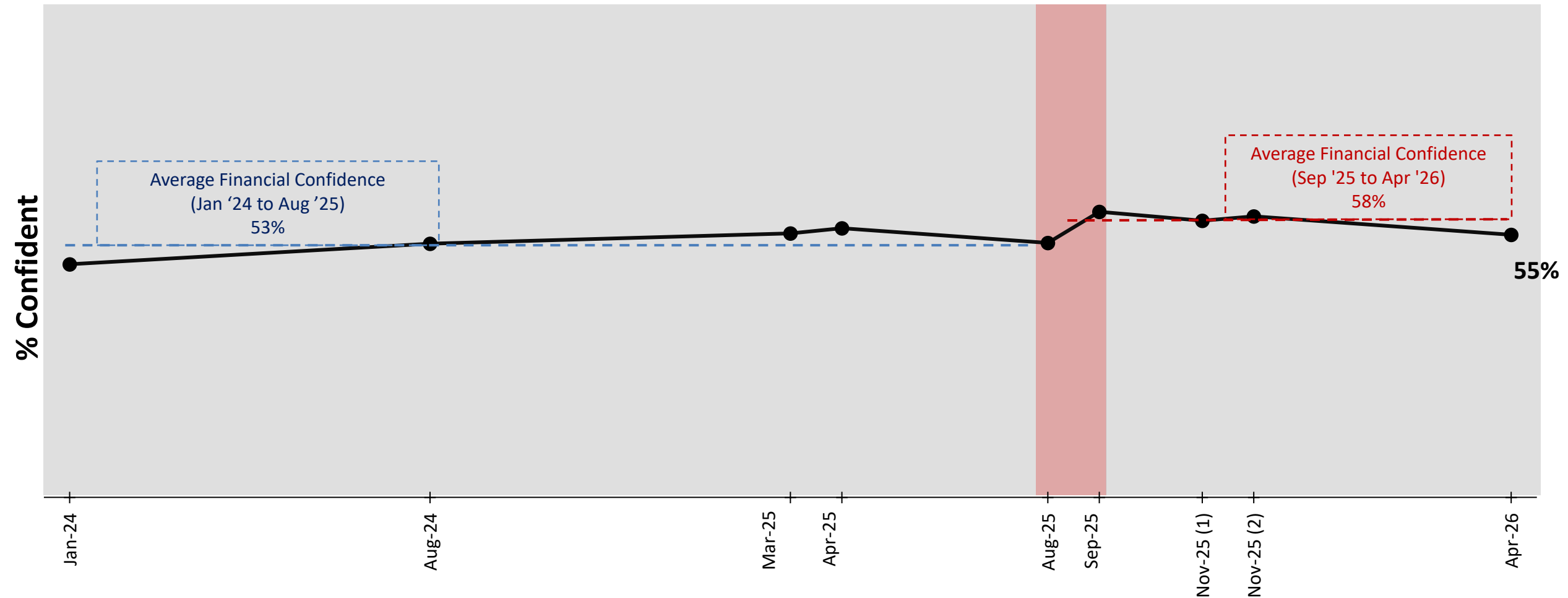
Note: Current data: April W1-2 2026

Financial Confidence – Recent: Steady from Jan '24 to Aug '25 (~53%), then stepped up in early fall (~58%); 4-point drop since November



Generally speaking, how confident and secure do you feel about your household's current financial situation?

[asked of all respondents nationally; n=1,500]



Note: Current data: April W1-2 2026

Household's Financial Confidence BY Demographics: People under 55 are less confident in their household financial situation



Generally speaking, how confident and secure do you feel about your household's current financial situation?

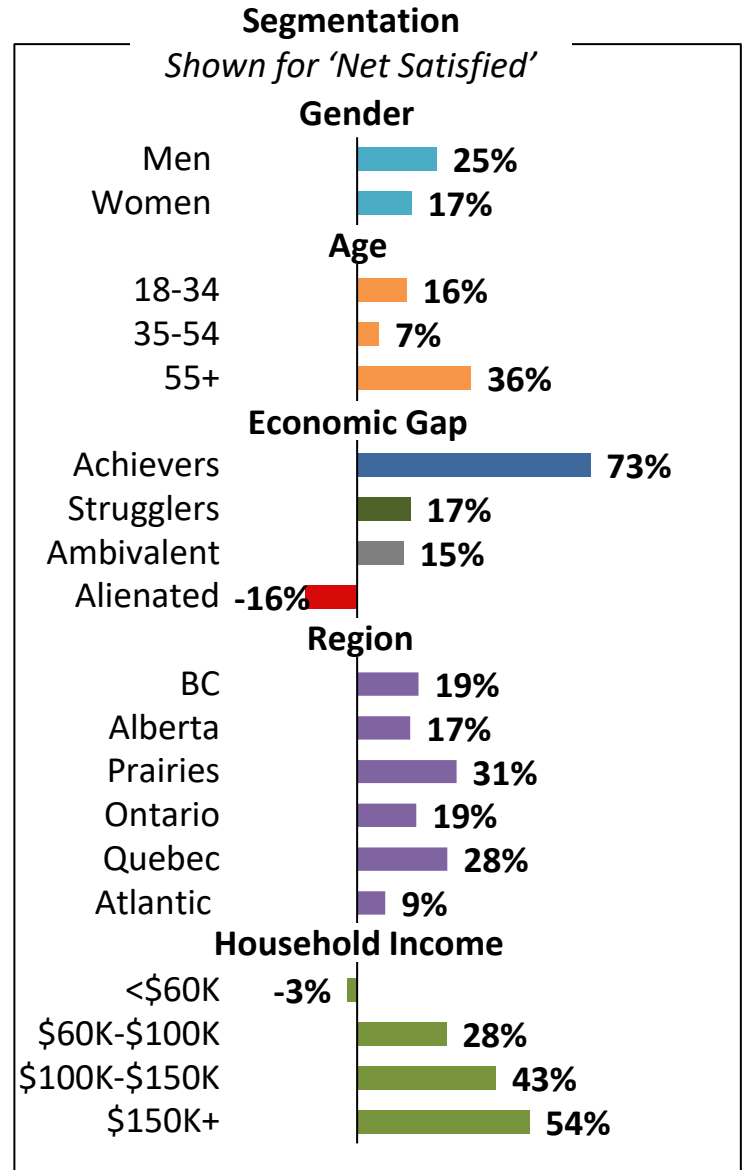
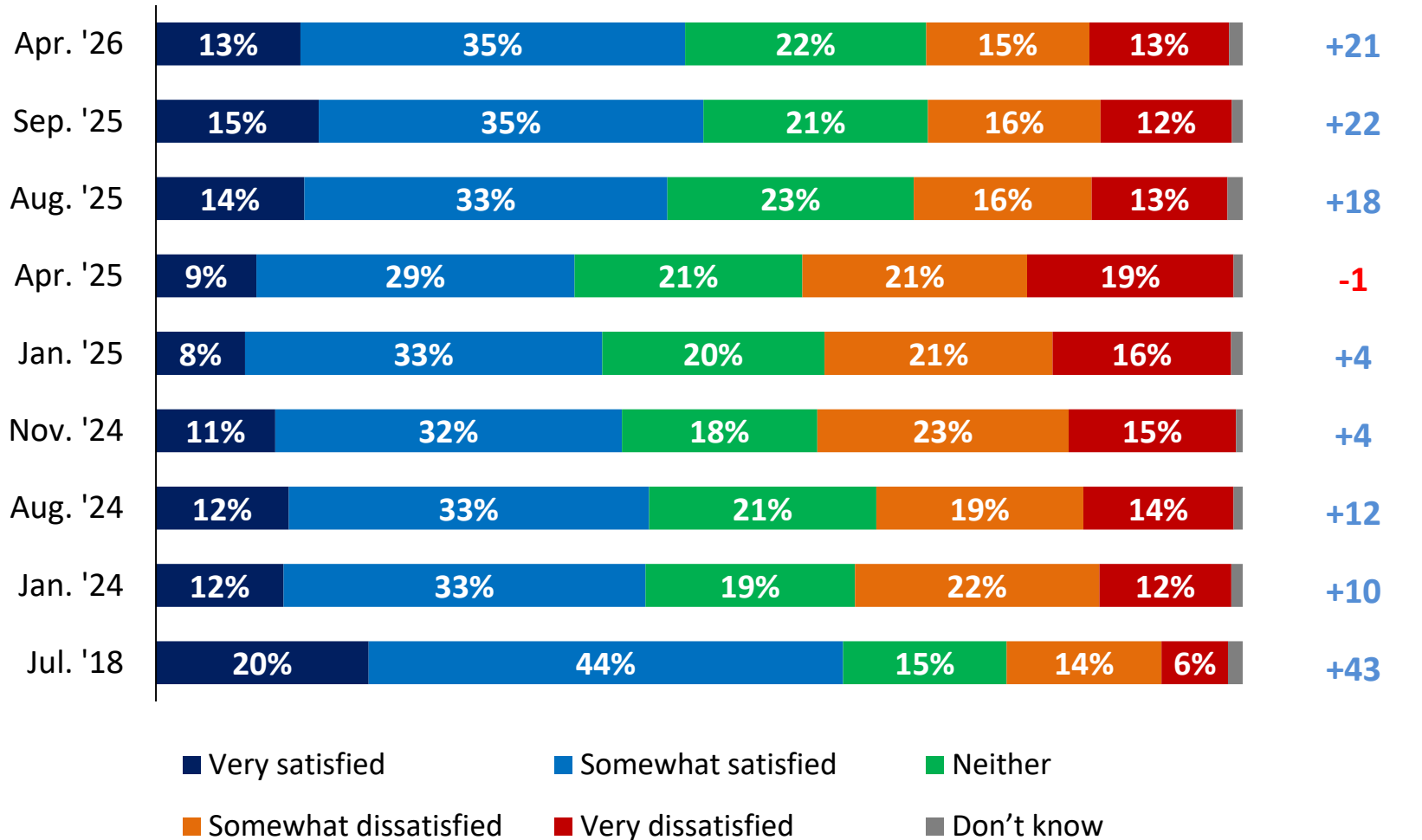
BY Demographics

[asked of all respondents nationally; n=1,500]

	Total	Age			Income			
		18-34	35-54	55+	<\$60K	\$60K-\$100K	\$100K-\$150K	\$150K+
Very confident	11%	9%	9%	14%	7%	12%	14%	21%
Somewhat confident	44%	43%	38%	49%	35%	48%	54%	53%
Not very confident	27%	29%	31%	23%	33%	26%	21%	20%
Not confident at all	15%	15%	18%	13%	22%	13%	9%	5%
Don't know	3%	4%	4%	2%	4%	1%	2%	1%
Confident (very + somewhat)	55%	52%	47%	63%	41%	60%	68%	74%

Satisfaction with Standard of Living: Net satisfaction starts to rebound in '25; income and age drive sharp divides in standard of living satisfaction

Q How satisfied are you with your current standard of living?
 [asked of all respondents nationally; n=1,500]



Note: Current data: April W1-2 2026

Satisfaction with Standard of Living BY Demographics: People under 55 are less satisfied with the standard of living

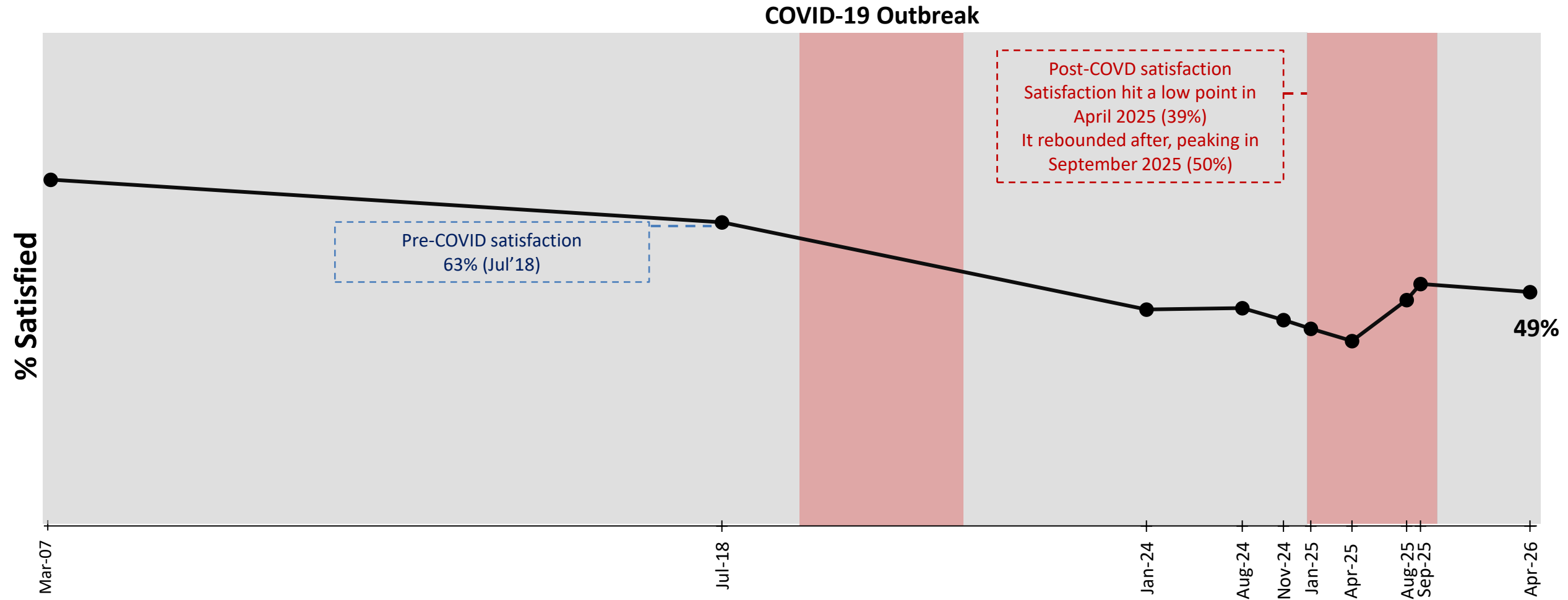
Q How satisfied are you with your current standard of living?

[asked of all respondents nationally; n=1,500]

	Total	Age			Income			
		18-34	35-54	55+	<\$60K	\$60K-\$100K	\$100K-\$150K	\$150K+
Very satisfied	13%	12%	10%	17%	9%	13%	19%	21%
Somewhat satisfied	35%	32%	32%	40%	25%	41%	43%	48%
Neither satisfied nor dissatisfied	22%	24%	22%	21%	26%	20%	19%	17%
Somewhat dissatisfied	15%	15%	20%	11%	18%	16%	11%	9%
Very dissatisfied	13%	15%	15%	10%	20%	10%	8%	6%
Don't know	1%	2%	2%	1%	2%	0%	0%	0%
Satisfied (very + somewhat)	49%	45%	42%	57%	34%	54%	62%	68%

Satisfaction with Standard of Living: Satisfaction starts to rebound in '25

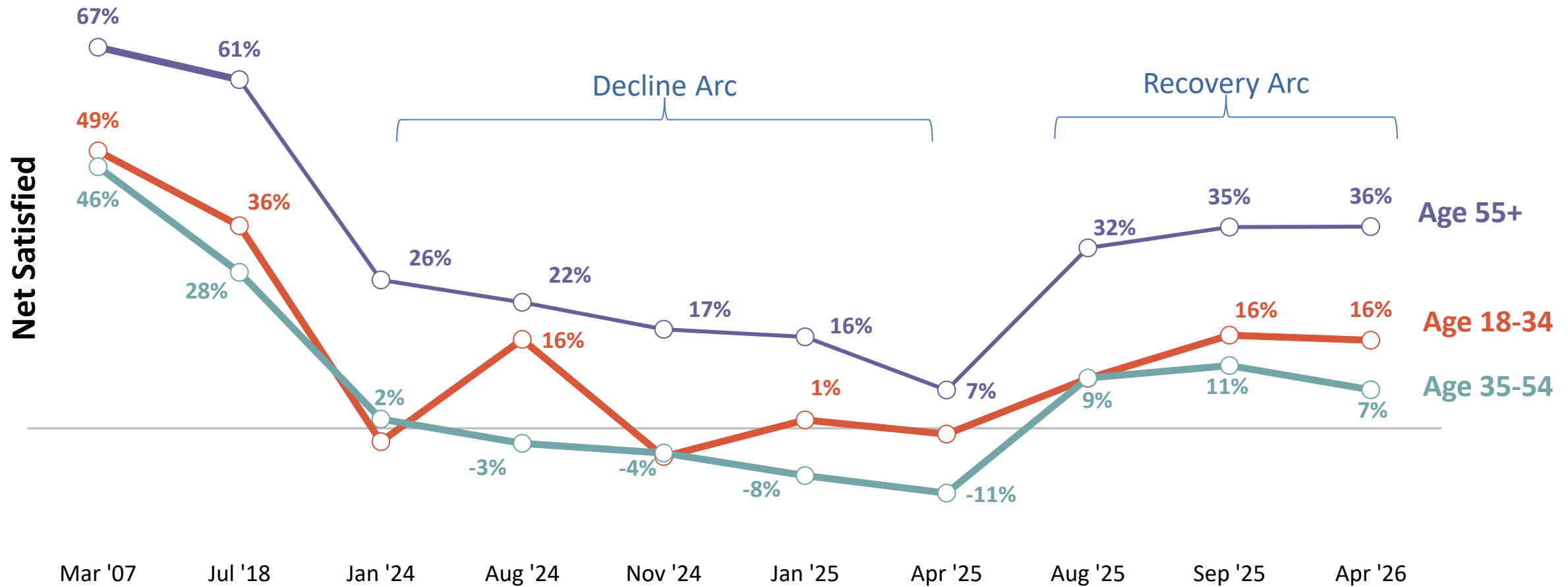
Q How satisfied are you with your current standard of living?
[asked of all respondents nationally; n=1,500]



Note: Current data: April W1-2 2026

Net Satisfaction with Standard of Living BY Age Groups: Net satisfaction is consistently highest among those 55+; 35-54 group is trending down

Q How satisfied are you with your current standard of living?
[asked of all respondents nationally; n=1,500]



Methodology

Methodology

These are the results of an online survey conducted between April 2nd and 13th, 2026.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=1,943 general population, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: April 2nd to 13th, 2026. .

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	200	10.3%	198	13.2%
Men 35-54	305	15.8%	240	16.1%
Men 55+	433	22.4%	287	19.2%
Women 18-34	231	11.9%	196	13.1%
Women 35-54	315	16.3%	249	16.7%
Women 55+	452	23.3%	323	21.6%
BC	293	15.1%	208	13.9%
Alberta	237	12.2%	166	11.1%
Prairies	136	7.0%	100	6.7%
Ontario	707	36.4%	579	38.6%
Quebec	388	20.0%	345	23.0%
Atlantic	182	9.4%	101	6.7%



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Building Understanding.

