

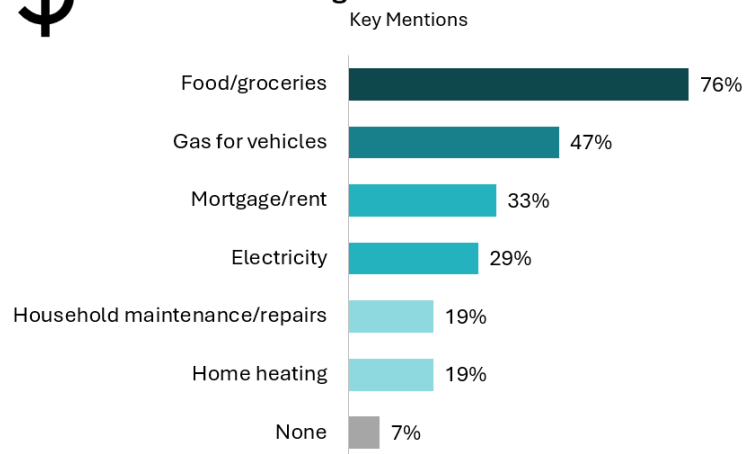
Canadians are feeling financial pressure from multiple household expenses, led by the cost of groceries.

July 29, 2026: A new national survey finds that affordability pressures tied to everyday necessities are impacting the vast majority of Canadian households. Groceries stand out as the most significant financial pressure facing Canadians, with three-quarters (76%) saying food costs have had the greatest impact on their household finances in recent months.

While food prices lead by a wide margin, many Canadians are also feeling pressure from other essential expenses. Nearly half of Canadians (47%) cite gasoline prices as a source of financial pressure, while one-third mention mortgage or rent payments (33%). A similar proportion note that electricity costs (29%) weigh heavily on their household budget. Those who cite household maintenance or repairs (19%) and home heating (19%) as financial burdens are among the minority.



Expenses Impacting Household Financial Well Being in Past Few Months



Residents in Atlantic Canada are more likely than those elsewhere to mention electricity and home heating costs as factors affecting their finances. Those aged 25-34 are more likely than their counterparts to cite mortgage or rent as a stressor. Meanwhile, Canadians with a household income less than \$60K are more likely to feel the impact of food costs but are less likely to be impacted by gasoline costs.

About one in ten indicate that none of the listed expenses have affected their household finances. This underscores the widespread issue of affordability across Canada, with a large majority experiencing at least one financial pressure in daily life.

##

Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between June 12 and 26, 2026 with 1,237 Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

Margaret Chapman, COO & Partner, Narrative Research - 902.493.3834,
mchapman@narrativeresearch.ca

OR

Sam Pisani, Managing Partner, Logit Group - 416.629.4116, sam.pisani@logitgroup.com

Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The question asked was:

Thinking of various expenses you may have, what types of expenses, if any, have most impacted your household financial well being over the past few months?

- *Home heating*
- *Electricity*
- *Food/groceries*
- *Mortgage/rent*
- *Household maintenance/repairs*
- *Gas for vehicles*
- *Other (please specify)*
- *Don't know/Not sure*
- *None*

QN5 - Thinking of the various expenses you may have, what types of expenses, if any, have most impacted your household financial well being over the past few months..

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Food/groceries	76%	73%	82%	78%	68%	79%	81%	78%	76%	71%	67%	77%	79%	75%	77%
Gas for vehicles	47%	48%	51%	46%	41%	52%	50%	48%	53%	37%	42%	47%	50%	46%	47%
Mortgage/rent	33%	41%	33%	35%	27%	31%	24%	32%	33%	38%	51% ↑	39%	20% ↓	31%	35%
Electricity	29%	20%	33%	28%	27%	50% ↑	42%	54%	53%	23%	29%	30%	30%	27%	31%
Household maintenance/repairs	19%	20%	21%	19%	18%	17%	23%	18%	12%	21%	21%	21%	17%	16%	22%
Home heating	19%	18%	22%	18%	15%	29% ↑	34%	22%	28%	16%	17%	18%	20%	17%	20%
Other	3%	4%	3%	4%	2%	2%	0%	2%	3%	2%	3%	3%	4%	3%	3%
None	7%	6%	6%	6%	11%	4%	10%	4%	2%	9%	8%	7%	7%	8%	6%
Don't know/Not sure	1%	2%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%	2%	1%	1%
WEIGHTED SAMPLE SIZE (#)	1237	171	218	478	284	86	22	27	33	107	224	398	509	600	631
UNWEIGHTED SAMPLE SIZE (#)	1237	146	218	419	187	267	67	87	102	67	166	425	579	535	696