

# Four-in-10 (41%) Canadians struggling to make ends meet —highest measure recorded since July 2020

**TORONTO, February 23, 2024**—A [Maru Public Opinion](#) released today finds four-in-10 Canadians (41%, up from 38% in January) are struggling to make ends meet—the highest level recorded since tracking of this sentiment began in July 2020. The last time it was closest to this mark was in July of 2022 (40%).

Those most likely to say they will struggle to make ends meet are youngest Canadians (aged 18-34 56%, up from 49% last month), those with the least amount of income (less than \$50K 56%, up from 49%), women (45%, up from 39%), and those living in Atlantic Canada (51% up from 47%) and Ontario (44% up from 39%).

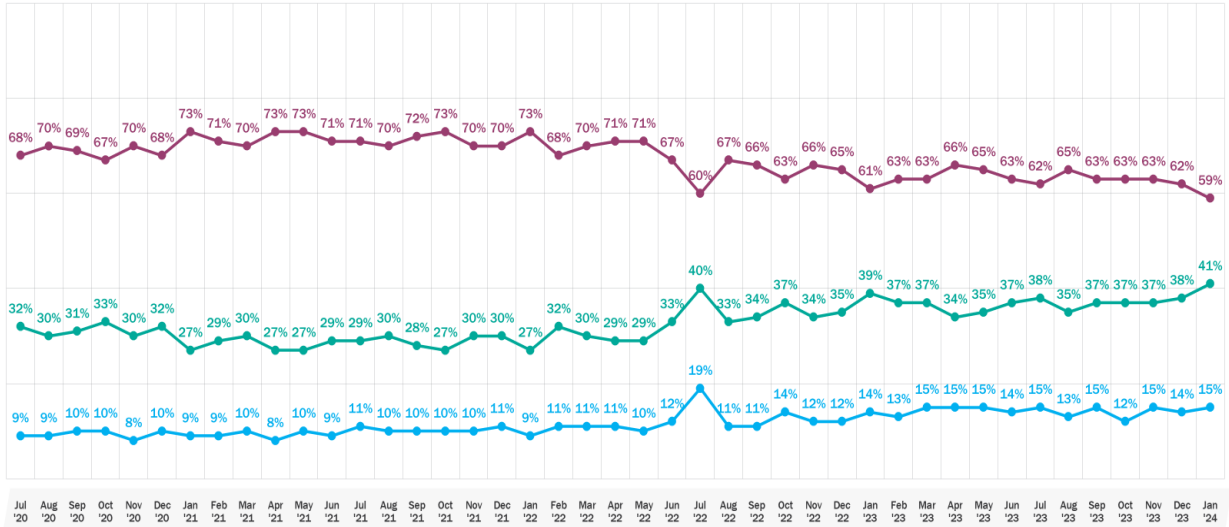
A group of one-in-seven (15% up from 14% last month) Canadians report they are experiencing an acute struggle to make ends meet—but below the highest measure last recorded in July 2022 (19%).

The following are the tracking results since July 2020 (for total, age, gender, income, and region) with a key findings dashboard for this month:

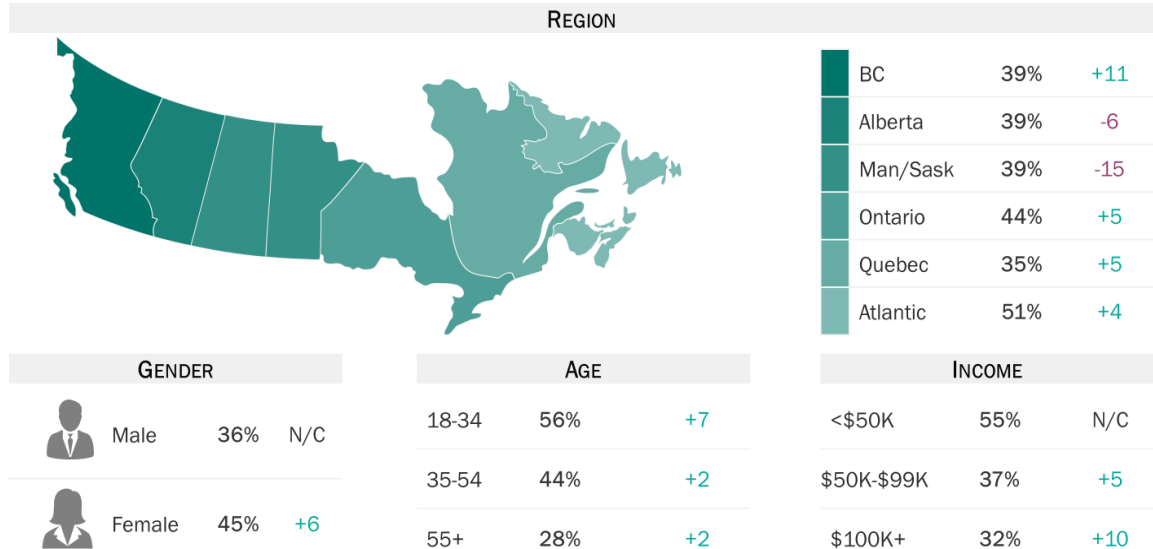
Over the next sixty (60) days...  
I will struggle to make ends meet

**+3** Trend Likely

Very Likely   Likely   Not Likely



Over the next sixty (60) days...  
I will **likely** struggle to make ends meet



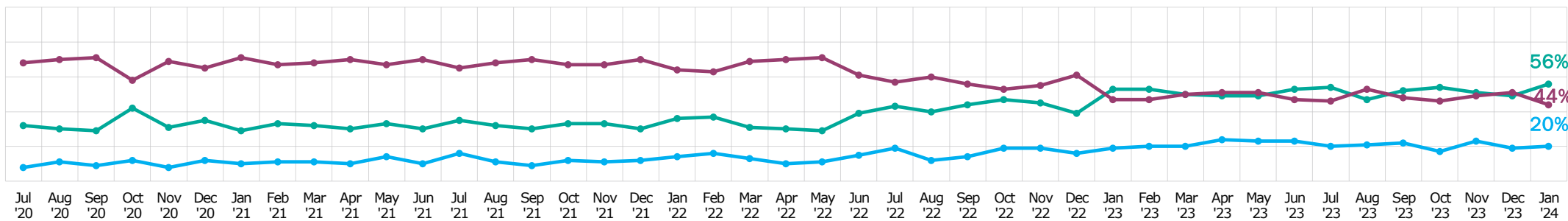
# Over the next sixty (60) days... I will struggle to make ends meet

Very Likely   Likely   Not Likely

AGE

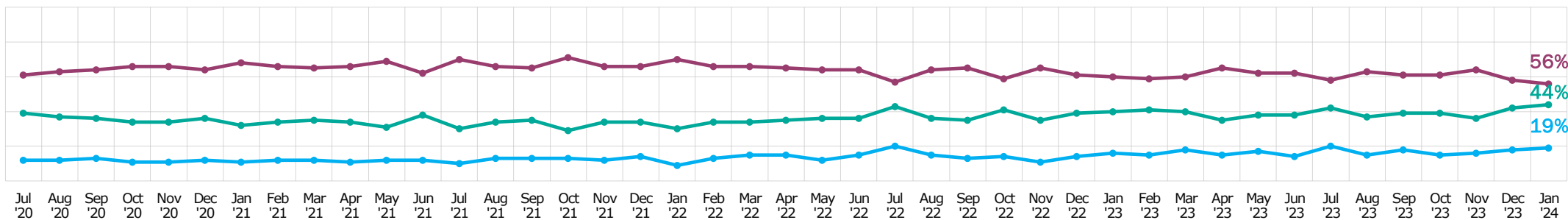
18-34

+7



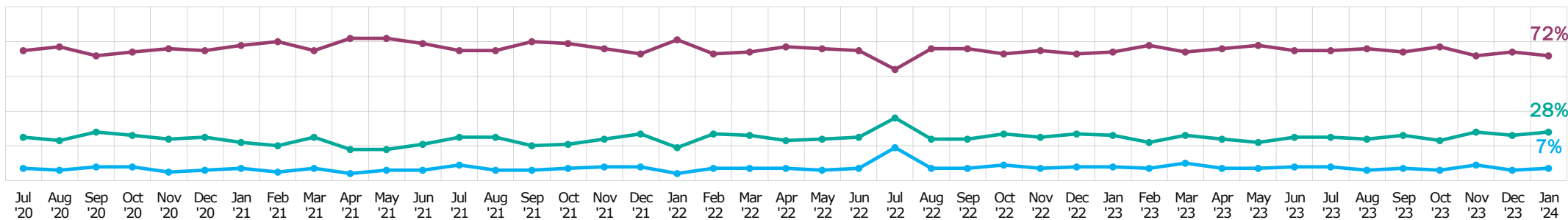
35-54

+2




55+

+2



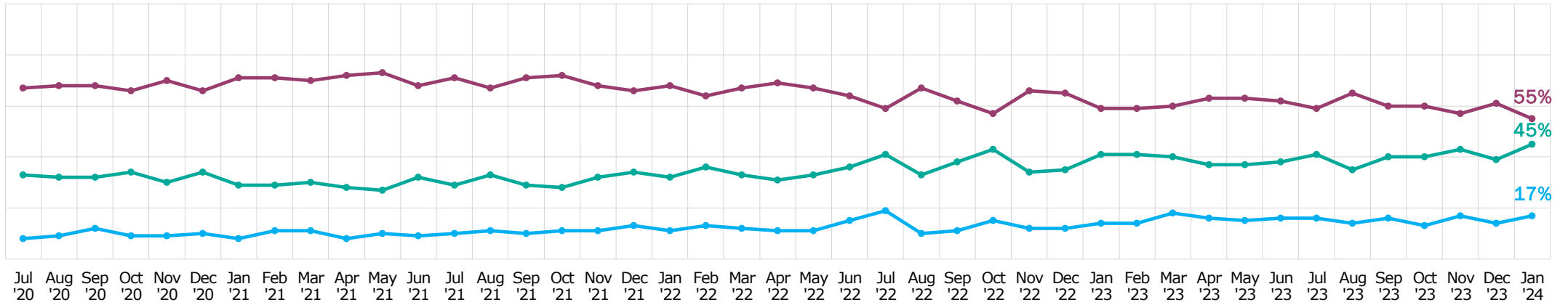

# Over the next sixty (60) days... I will struggle to make ends meet

Very Likely   Likely   Not Likely



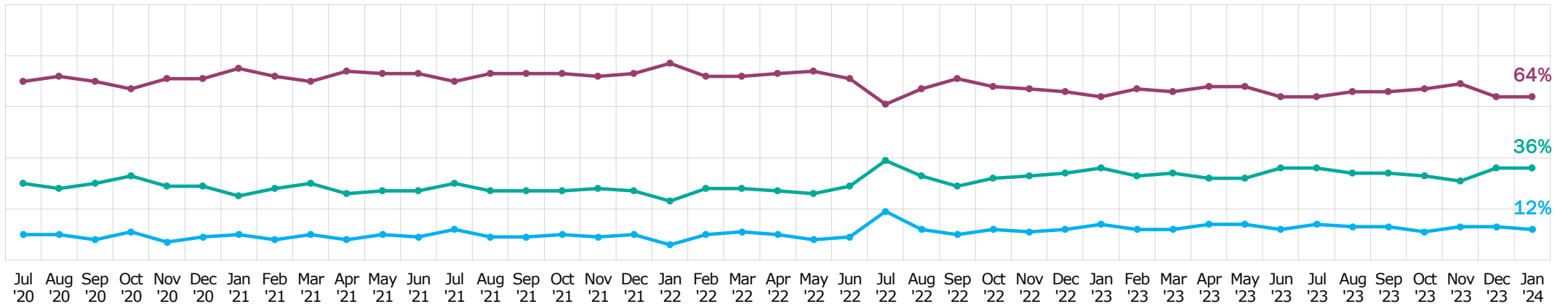
Female

+6

Male

N/C



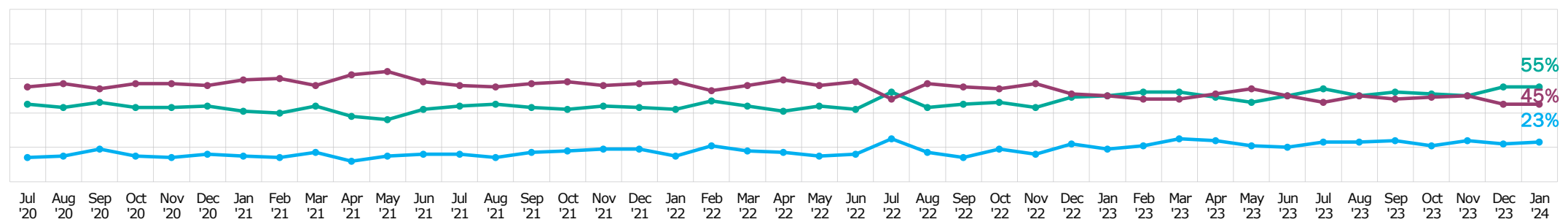
Over the next sixty (60) days...  
I will struggle to make ends meet

Very Likely   Likely   Not Likely

INCOME

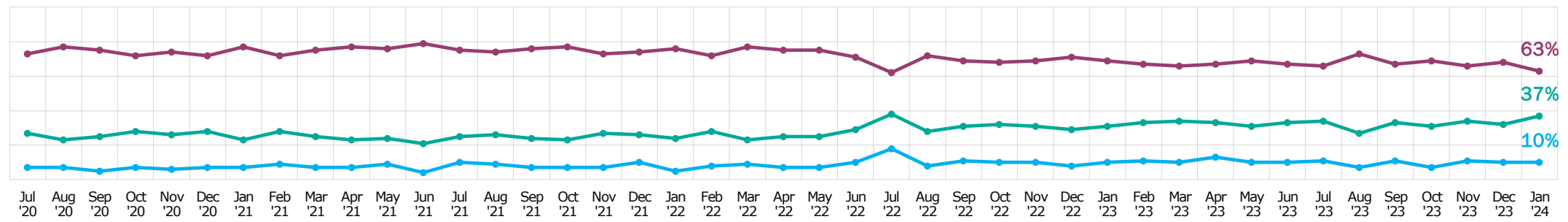
<\$50K

N/C



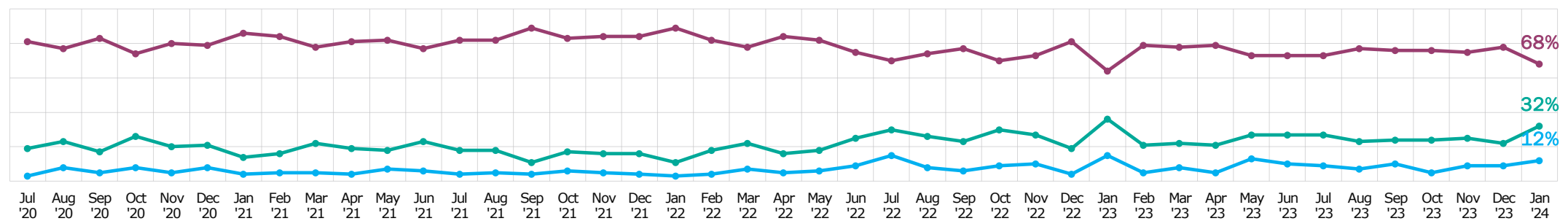
\$50K-\$99K

+5



\$100K+

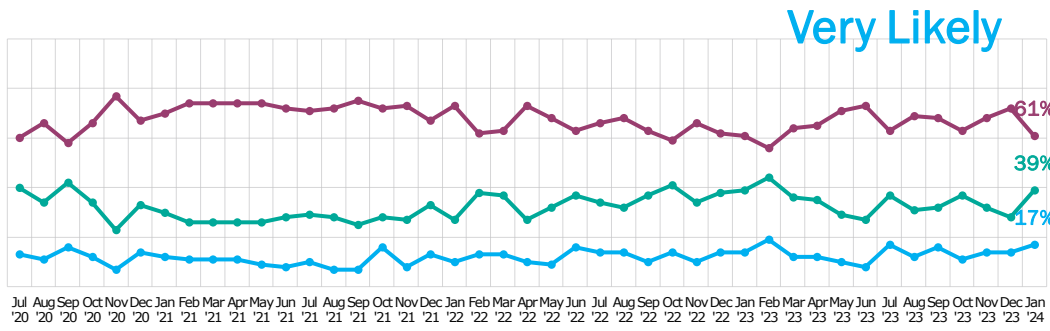
+10



# Over the next sixty (60) days... I will struggle to make ends meet

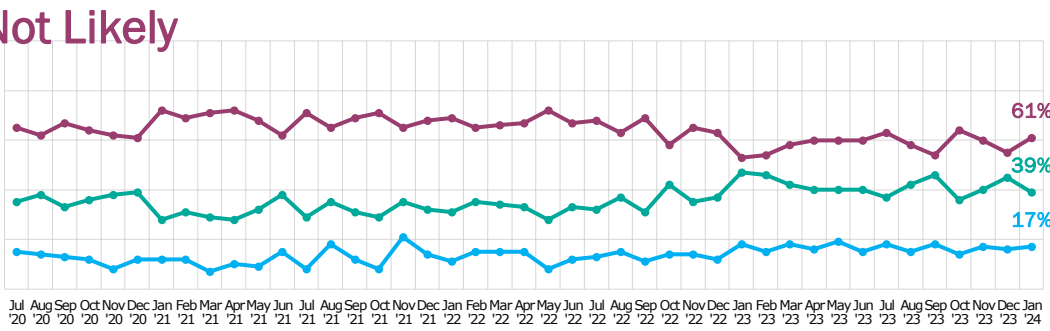
**BC**

**+11**



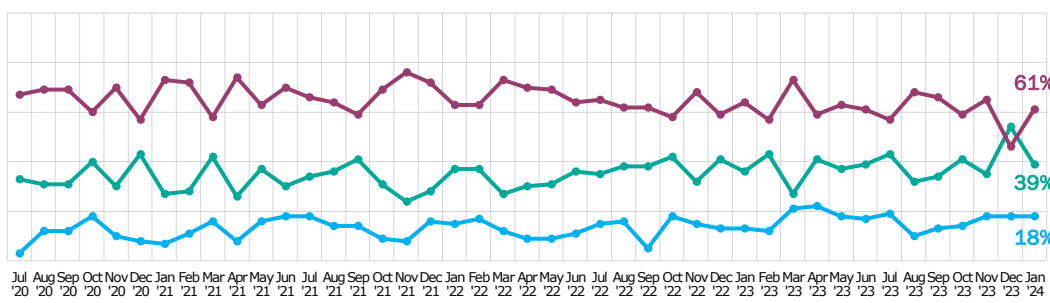
**Alberta**

**-6**



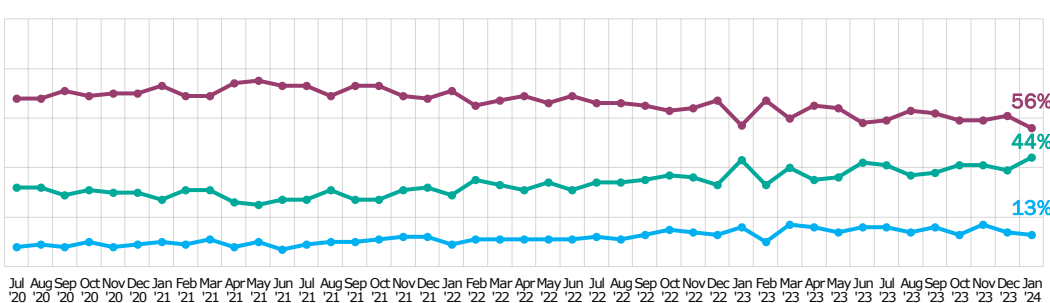
**Man/Sask**

**-15**



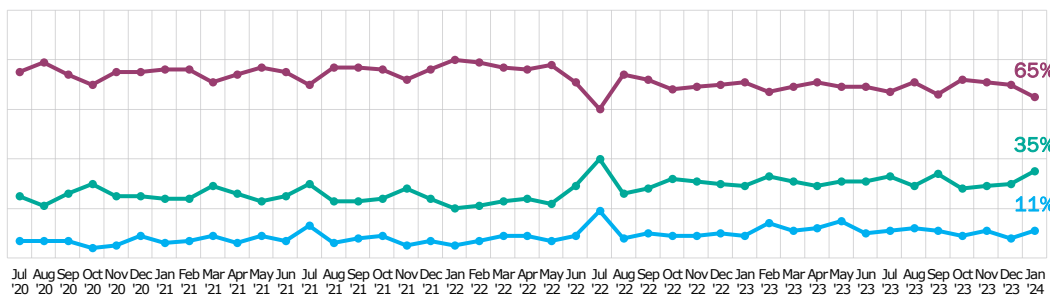
**Ontario**

**+5**



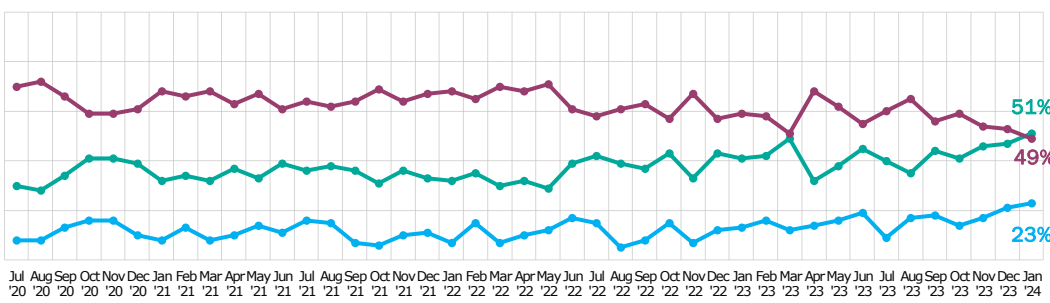
**Quebec**

**+5**



**Atlantic**

**+4**



- These are some of the findings from a study released by Maru Public Opinion undertaken by its sample and data collection experts at [Maru/Blue](#) on January 26-29, 2024, among a random selection of 1,531 Canadian adults who are [Maru Voice Canada](#) online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and, in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding.
- Question asked:** Over the next sixty (60) days that I will struggle to make ends meet      Choose one: very likely/somewhat likely/not very likely/not likely at all
- Panel and data services provider [Maru/Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. [Maru Public Opinion](#) is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.



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