

# Wallet Tracker

**National Survey**

January 5, 2026

# Nobody's perfect.

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## Ontario Poll Accuracy

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- 1<sup>st</sup> **Liaison**
- 2<sup>nd</sup> **Mainstreet**
- 3<sup>rd</sup> **Innovative**
- 4<sup>th</sup> **Research Co.**
- 5<sup>th</sup> **Forum**
- 6<sup>th</sup> **Abacus**
- 7<sup>th</sup> **Pallas**
- 8<sup>th</sup> **Leger**
- 9<sup>th</sup> **Nanos**
- 10<sup>th</sup> **Ipsos**
- 11<sup>th</sup> **Relay Strategies**

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## Federal Poll Accuracy

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- 1<sup>st</sup> **Mainstreet**
- 2<sup>nd</sup> **Liaison**
- 3<sup>rd</sup> **Angus Reid**
- 4<sup>th</sup> **Cardinal**
- 5<sup>th</sup> **Nanos**
- 6<sup>th</sup> **Research Co.**
- 7<sup>th</sup> **Pallas**
- 8<sup>th</sup> **Leger**
- 9<sup>th</sup> **Forum**
- 10<sup>th</sup> **Ipsos**
- 11<sup>th</sup> **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

# Methodology

Liaison surveyed a random sample of 1,000 Canadians through Interactive Voice Recording (IVR) from **December 26, 2025 to January 3, 2026** with the sample evenly split between the two weeks (n=500).

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

The **margin of error for survey results is  $\pm 3.09$**  percentage points, 19 times out of 20 for the total. Margin of error is higher for sub samples.

Results may not add up to 100 due to rounding.



# Wallet Tracker

## Weights

	Total	Female	Male	Other
Unweighted	1000	490	462	48
Weighted	1000	488	464	48

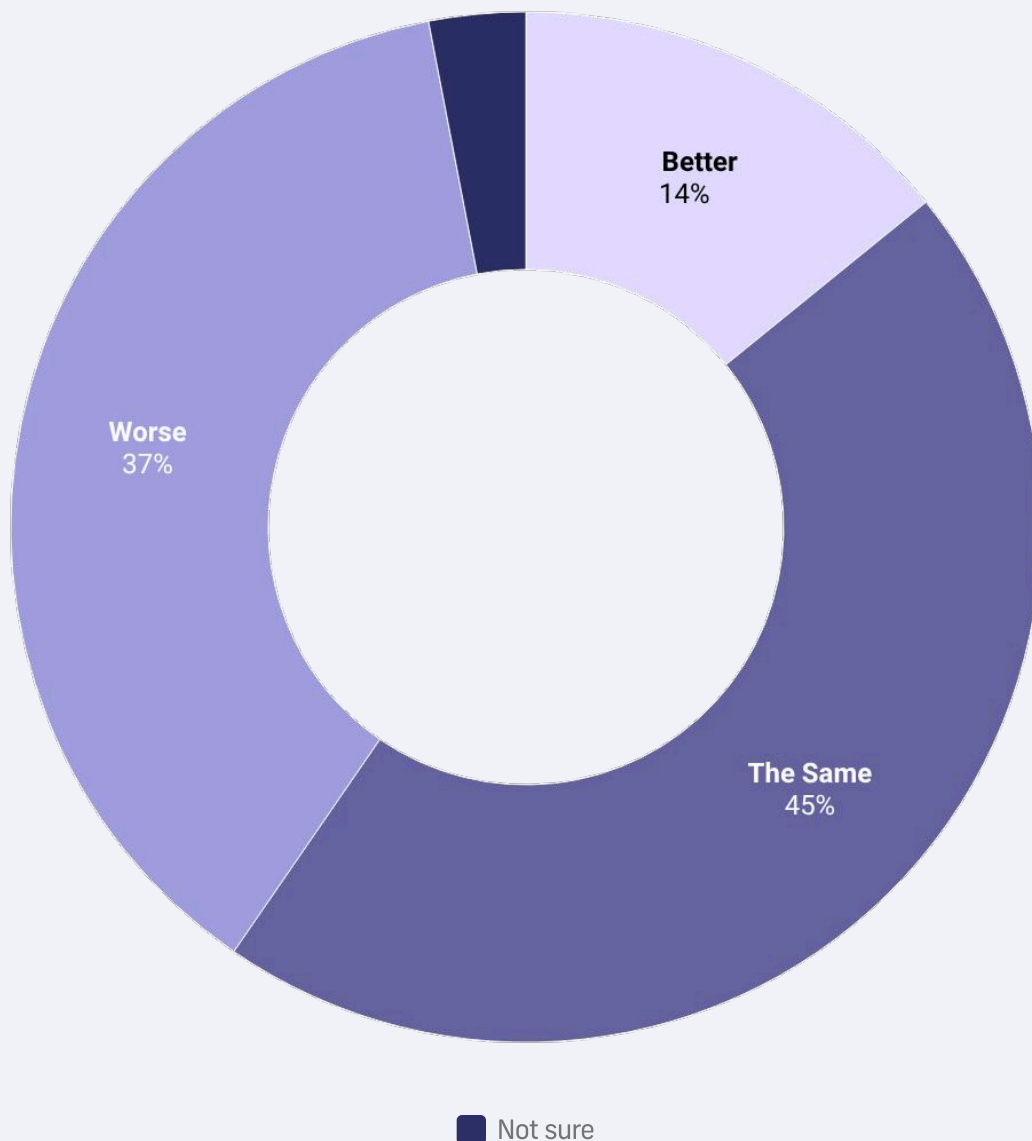
	18-34	35-49	50-64	65+
Unweighted	265	245	253	237
Weighted	267	242	255	236

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	67	231	385	65	111	141
Weighted	67	231	387	65	111	139



## Wallet Tracker

Compared to 30 days ago, **is your household's financial situation** better, worse, the same, or are you not sure?



# Wallet Tracker

Compared to 30 days ago, is your household's financial situation better, worse, the same, or are you not sure?

	Total	Female	Male	Other
Better	14 %	12 %	16 %	19 %
The Same	45 %	47 %	43 %	53 %
Worse	37 %	38 %	37 %	24 %
Not Sure	3 %	3 %	3 %	5 %

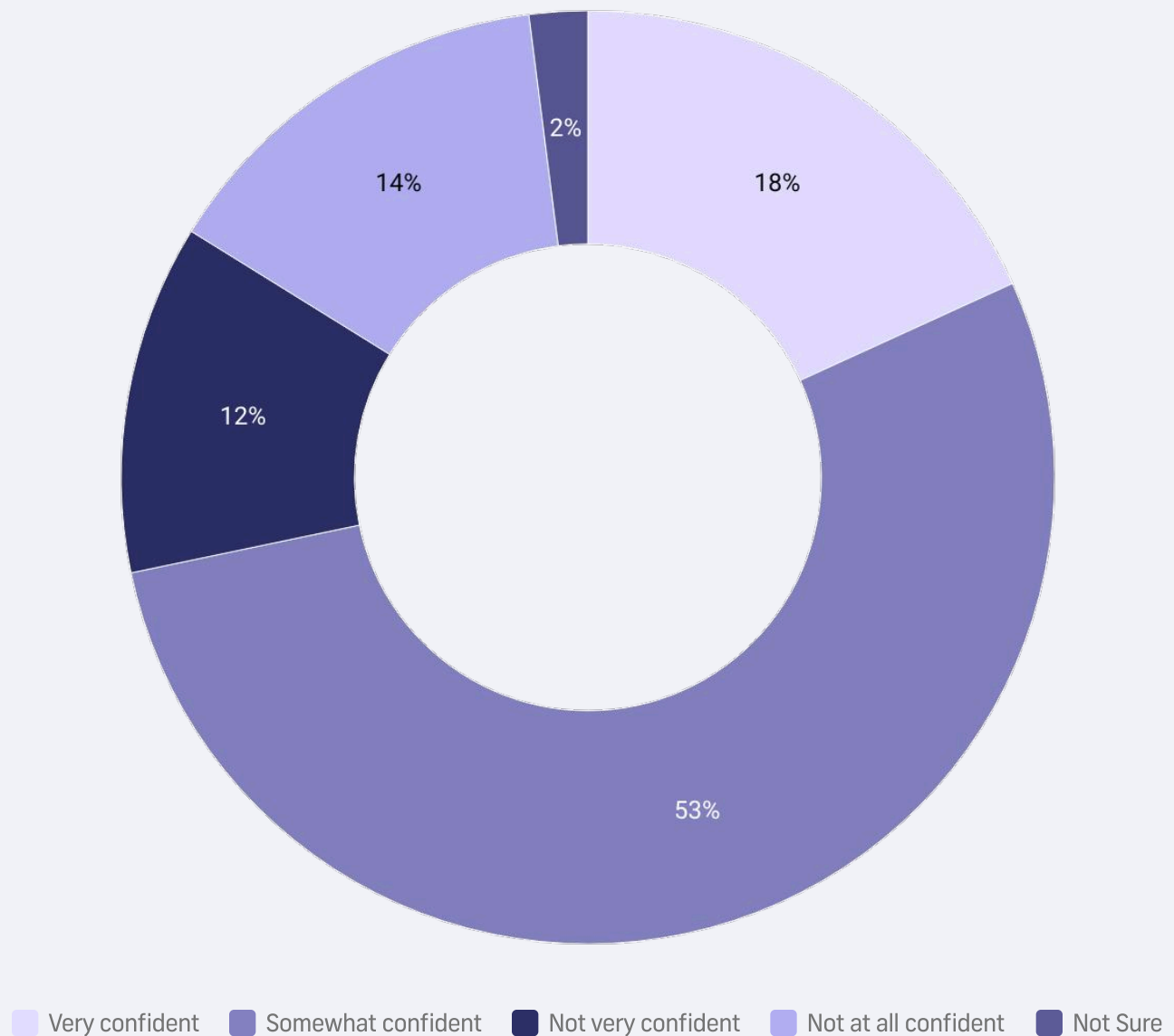
	18-34	35-49	50-64	65+
Better	24 %	12 %	10 %	10 %
The Same	28 %	45 %	47 %	64 %
Worse	45 %	39 %	39 %	24 %
Not Sure	3 %	3 %	4 %	3 %

	Atlantic	QC	ON	MB/SK	AB	BC
Better	13 %	14 %	14 %	20 %	12 %	13 %
The Same	57 %	48 %	40 %	51 %	52 %	44 %
Worse	30 %	38 %	39 %	22 %	36 %	43 %
Not Sure	0 %	1 %	7 %	8 %	0 %	0 %



## Wallet Tracker

How confident are you **that you can meet all your financial obligations** over the next month?



# Wallet Tracker

How confident are you that you can meet all your financial obligations over the next month?

	Total	Female	Male	Other
Very Confident	18 %	18 %	18 %	23 %
Somewhat Confid...	53 %	54 %	53 %	46 %
Not Very Confident	12 %	12 %	13 %	13 %
Not At All Confident	14 %	14 %	15 %	17 %

	18-34	35-49	50-64	65+
Very Confident	15 %	12 %	15 %	32 %
Somewhat Confid...	52 %	58 %	50 %	52 %
Not Very Confident	13 %	11 %	16 %	9 %
Not At All Confident	18 %	16 %	16 %	6 %

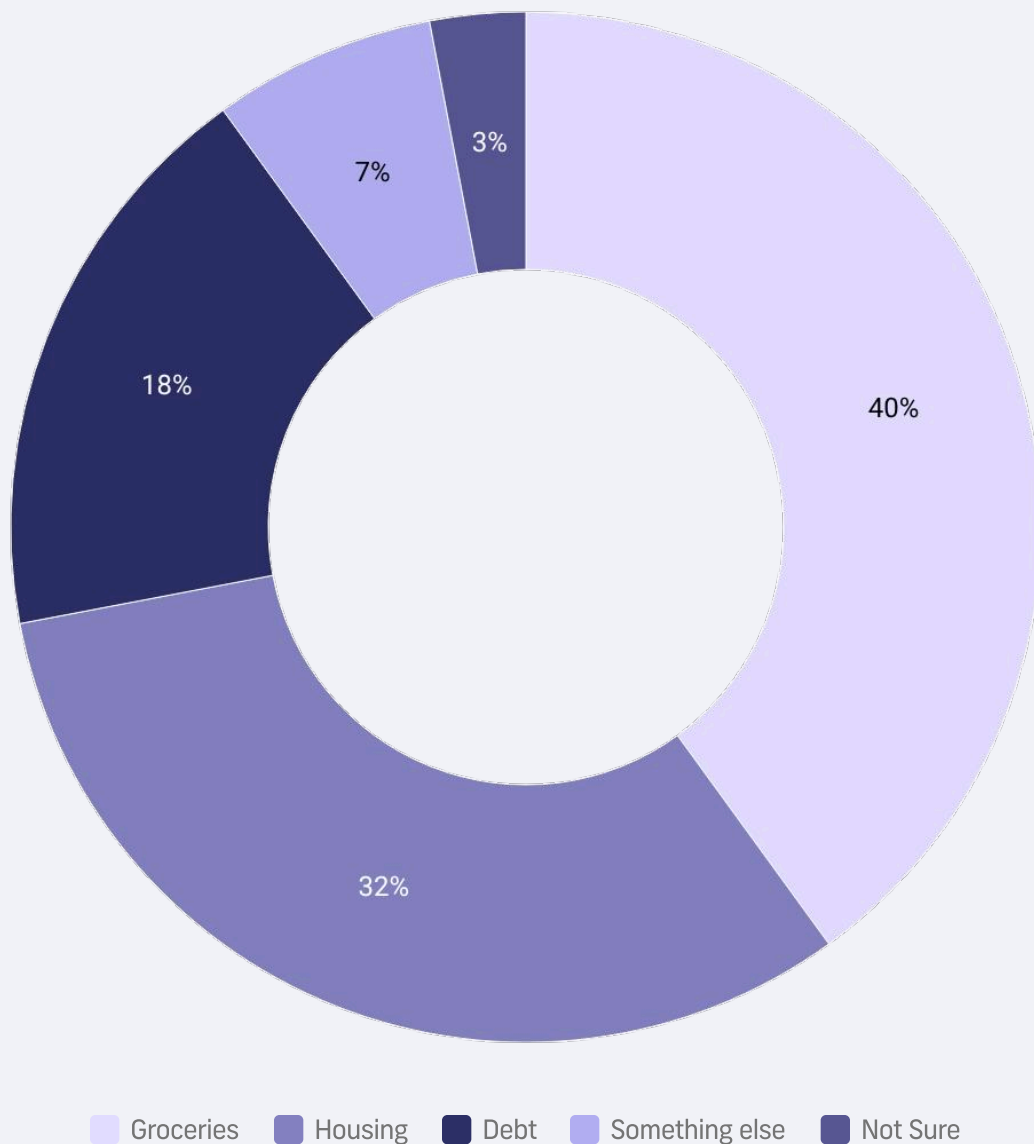
	Atlantic	QC	ON	MB/SK	AB	BC
Very Confident	20 %	17 %	21 %	16 %	18 %	13 %
Somewhat Confid...	66 %	59 %	49 %	53 %	64 %	40 %
Not Very Confident	6 %	11 %	14 %	20 %	10 %	12 %
Not At All Confident	8 %	12 %	12 %	9 %	7 %	35 %





## Wallet Tracker

Which of the following is your **biggest financial stress** right now?



# Wallet Tracker

Which of the following is your biggest financial stress right now?

	Total	Female	Male	Other
Groceries	40 %	44 %	37 %	26 %
Housing	32 %	30 %	33 %	37 %
Debt	18 %	17 %	20 %	20 %
Something Else	7 %	6 %	8 %	11 %

	18-34	35-49	50-64	65+
Groceries	30 %	34 %	36 %	61 %
Housing	41 %	41 %	36 %	7 %
Debt	17 %	15 %	21 %	20 %
Something Else	9 %	7 %	5 %	7 %

	Atlantic	QC	ON	MB/SK	AB	BC
Groceries	67 %	46 %	35 %	42 %	50 %	22 %
Housing	17 %	29 %	30 %	22 %	28 %	54 %
Debt	7 %	20 %	22 %	19 %	9 %	19 %
Something Else	1 %	4 %	8 %	13 %	13 %	5 %



# Get in touch



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