

Holiday Debt

National Survey

January 15, 2026

Nobody's perfect.

Ontario Poll Accuracy

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

Federal Poll Accuracy

- 1st **Mainstreet**
- 2nd **Liaison**
- 3rd **Angus Reid**
- 4th **Cardinal**
- 5th **Nanos**
- 6th **Research Co.**
- 7th **Pallas**
- 8th **Leger**
- 9th **Forum**
- 10th **Ipsos**
- 11th **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 from January 2 to January 10, 2026**, using Interactive Voice Recording (IVR) technology. To ensure a representative sample, participants were reached through random digit dialing (RDD) across both landline and cellular phone networks. Each week, **the rolling survey refreshes the sample** by adding 500 participants and removing 500.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the **margin of error is ± 3.1** percentage points, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.



Holiday Debt

All Voters

	Total	Female	Male	Other
Unweighted	1000	490	465	45
Weighted	1000	488	464	48

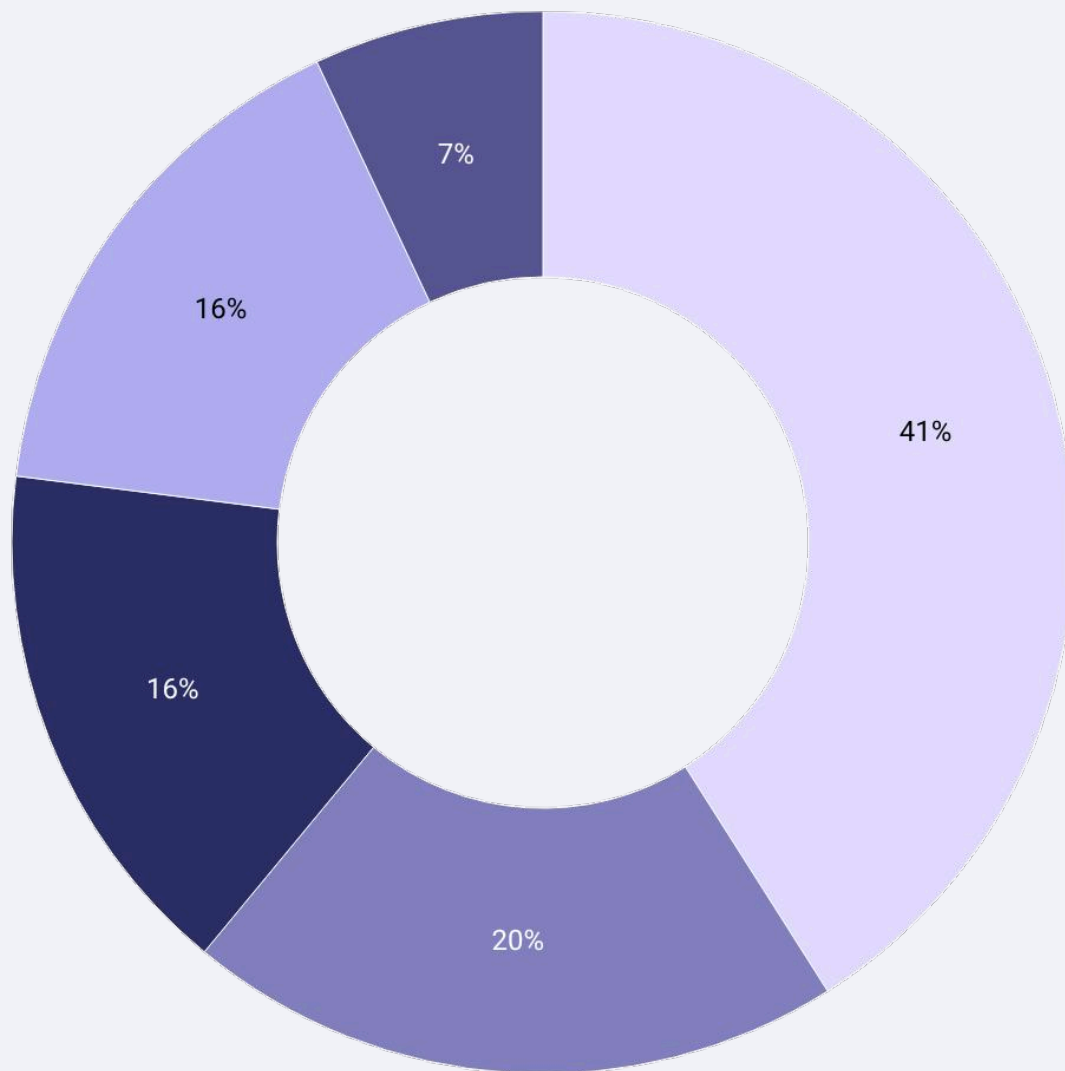
	18-34	35-49	50-64	65+
Unweighted	265	240	255	235
Weighted	267	242	255	236

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	70	230	390	65	111	134
Weighted	67	231	387	65	111	139



Holiday Debt

Thinking about your holiday spending in late 2025, which of the following **best describes your current financial state?**



☒ I have no new debt ☒ I have new debt; paying it off by March ☒ I have new debt; unsure how to pay it back
☒ I did not spend money; avoiding debt ☒ Not sure



Holiday Debt

Thinking about your holiday spending in late 2025, which of the following best describes your current financial state?

	Total	Female	Male	Other
I Have No New Debt	7 %	7 %	6 %	3 %
I Have New Debt B...	41 %	40 %	40 %	49 %
I Have New Debt...	20 %	18 %	22 %	15 %
I Did Not Spend M...	16 %	17 %	15 %	24 %
Not Sure	16 %	17 %	16 %	9 %

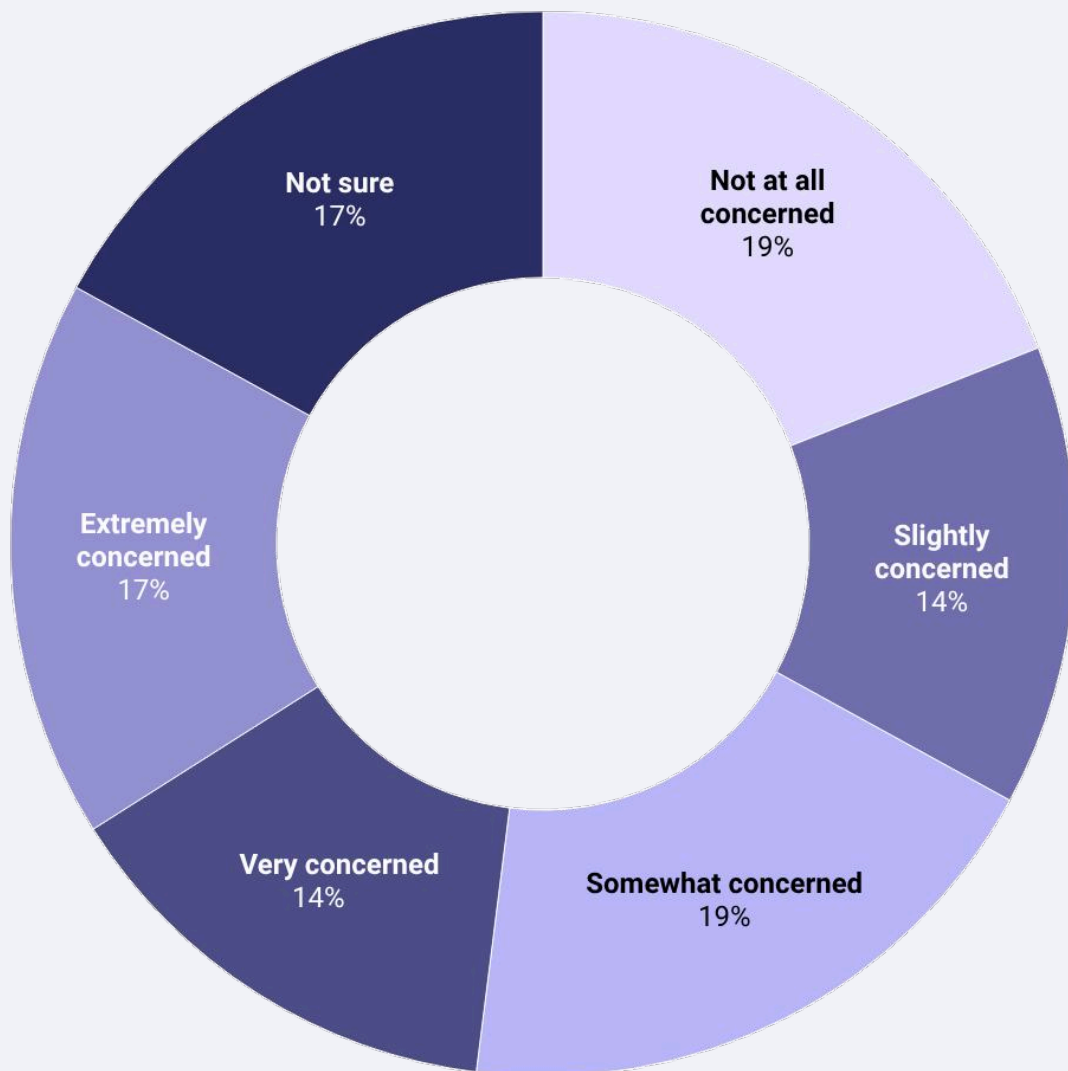
	18-34	35-49	50-64	65+
I Have No New Debt	3 %	4 %	8 %	12 %
I Have New Debt B...	48 %	39 %	46 %	29 %
I Have New Debt...	24 %	18 %	20 %	18 %
I Did Not Spend M...	10 %	18 %	12 %	26 %
Not Sure	14 %	20 %	15 %	15 %

	Atlantic	QC	ON	MB/SK	AB	BC
I Have No New Debt	12 %	8 %	5 %	9 %	8 %	6 %
I Have New Debt B...	43 %	45 %	40 %	39 %	41 %	37 %
I Have New Debt...	11 %	22 %	21 %	19 %	18 %	21 %
I Did Not Spend M...	21 %	13 %	15 %	18 %	19 %	21 %
Not Sure	14 %	12 %	19 %	14 %	14 %	15 %



Holiday Debt

How **concerned** are you about your ability to **pay** your upcoming January credit card statements in full?



Holiday Debt

How concerned are you about your ability to pay your upcoming January credit card statements in full?

	Total	Female	Male	Other
Not At All Concern...	19 %	20 %	19 %	15 %
Slightly Concerned	14 %	16 %	13 %	7 %
Somewhat Concer...	19 %	19 %	20 %	12 %
Very Concerned	14 %	14 %	14 %	15 %
Extremely Concer...	17 %	17 %	17 %	16 %
Not Sure	17 %	15 %	17 %	35 %

	18-34	35-49	50-64	65+
Not At All Concern...	8 %	16 %	20 %	34 %
Slightly Concerned	15 %	14 %	16 %	12 %
Somewhat Concer...	22 %	20 %	21 %	13 %
Very Concerned	21 %	16 %	9 %	9 %
Extremely Concer...	18 %	19 %	16 %	13 %
Not Sure	16 %	16 %	18 %	18 %



Holiday Debt

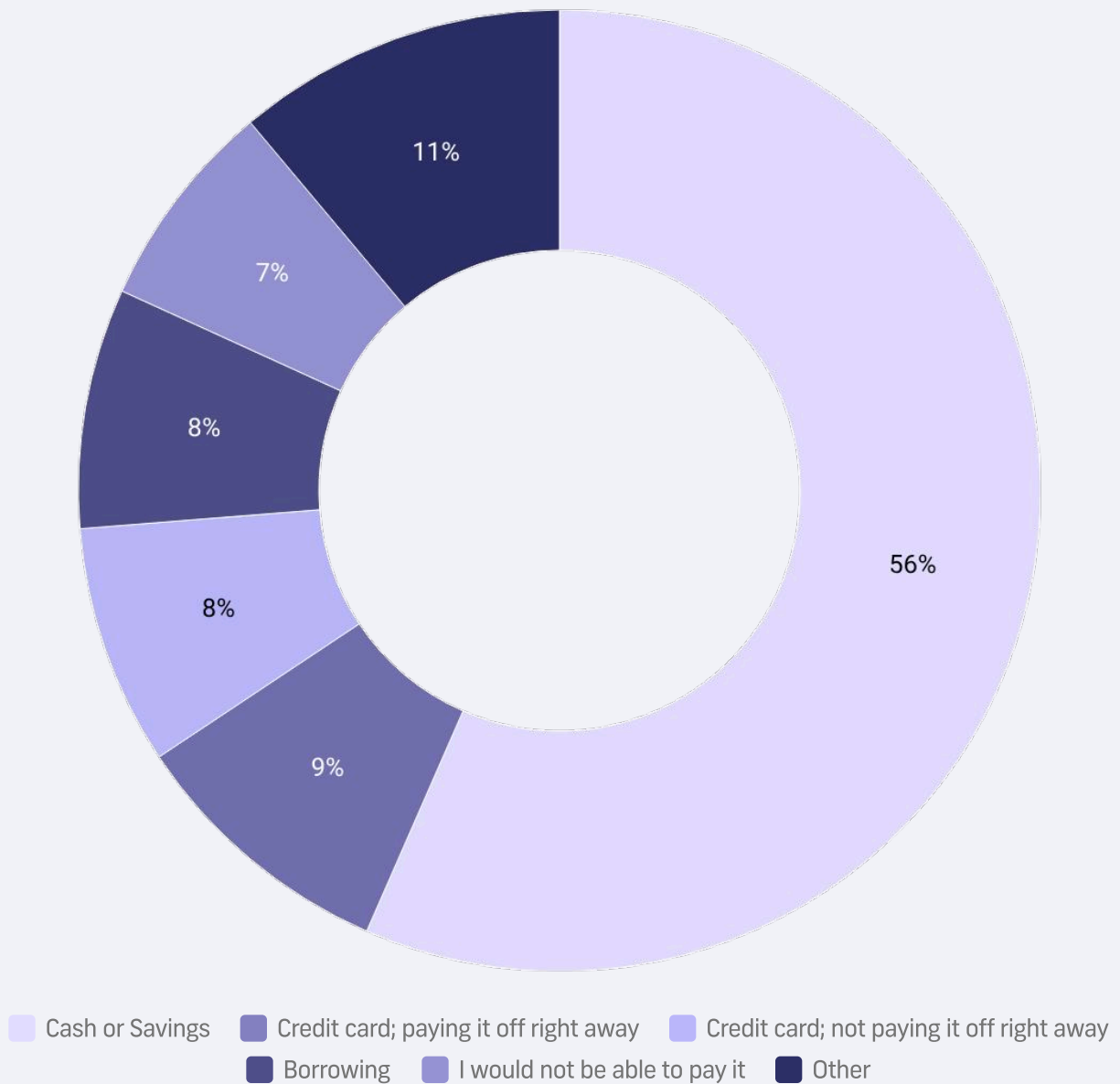
How concerned are you about your ability to pay your upcoming January credit card statements in full?

	Atlantic	QC	ON	MB/SK	AB	BC
Not At All Concern...	22 %	23 %	16 %	19 %	20 %	19 %
Slightly Concerned	14 %	15 %	12 %	15 %	16 %	17 %
Somewhat Concer...	16 %	20 %	21 %	18 %	18 %	15 %
Very Concerned	19 %	12 %	15 %	12 %	17 %	11 %
Extremely Concer...	15 %	14 %	19 %	17 %	13 %	19 %
Not Sure	14 %	16 %	17 %	19 %	16 %	20 %



Holiday Debt

If you were hit with an **unexpected \$500 emergency expense** tomorrow, how would you pay for it?



Holiday Debt

If you were hit with an unexpected \$500 emergency expense tomorrow, how would you pay for it?

	Total	Female	Male	Other
Cash Or Savings	56 %	56 %	56 %	56 %
Credit Card But Pa...	9 %	8 %	10 %	13 %
Credit Card, But N...	8 %	10 %	7 %	9 %
Payday Loan Or Hi...	5 %	4 %	6 %	5 %
Borrowing From Fr...	8 %	7 %	10 %	6 %
I Would Not Be Abl...	7 %	7 %	7 %	7 %

	18-34	35-49	50-64	65+
Cash Or Savings	33 %	57 %	58 %	79 %
Credit Card But Pa...	11 %	8 %	9 %	9 %
Credit Card, But N...	15 %	9 %	7 %	2 %
Payday Loan Or Hi...	8 %	5 %	3 %	2 %
Borrowing From Fr...	15 %	10 %	6 %	2 %
I Would Not Be Abl...	10 %	6 %	9 %	3 %



Holiday Debt

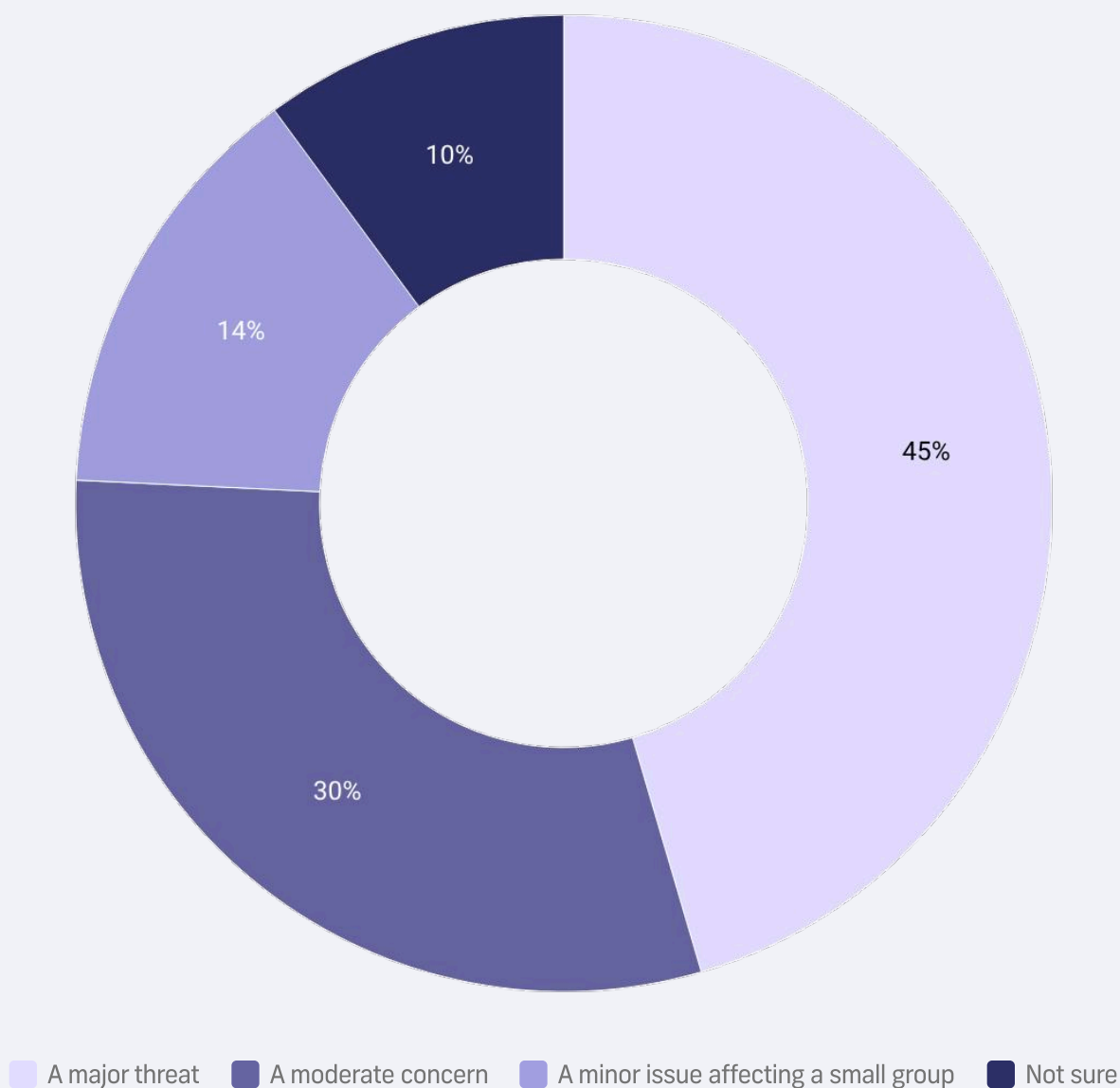
If you were hit with an unexpected \$500 emergency expense tomorrow, how would you pay for it?

	Atlantic	QC	ON	MB/SK	AB	BC
Cash Or Savings	59 %	52 %	55 %	59 %	58 %	61 %
Credit Card But Pa...	11 %	12 %	9 %	10 %	6 %	8 %
Credit Card, But N...	12 %	9 %	9 %	5 %	7 %	6 %
Payday Loan Or Hi...	2 %	3 %	5 %	6 %	5 %	5 %
Borrowing From Fr...	3 %	8 %	8 %	12 %	7 %	10 %
I Would Not Be Abl...	3 %	9 %	7 %	5 %	8 %	6 %



Holiday Debt

How much of a **threat do you believe Credit Card Debt is** to the overall Canadian economy in 2026?



Holiday Debt

How much of a threat do you believe Credit Card Debt is to the overall Canadian economy in 2026?

	Total	Female	Male	Other
A Major Threat	45 %	46 %	44 %	40 %
A Moderate Conc...	30 %	28 %	31 %	42 %
A Minor Issue Affe...	14 %	14 %	14 %	16 %
Not Sure	10 %	11 %	10 %	2 %

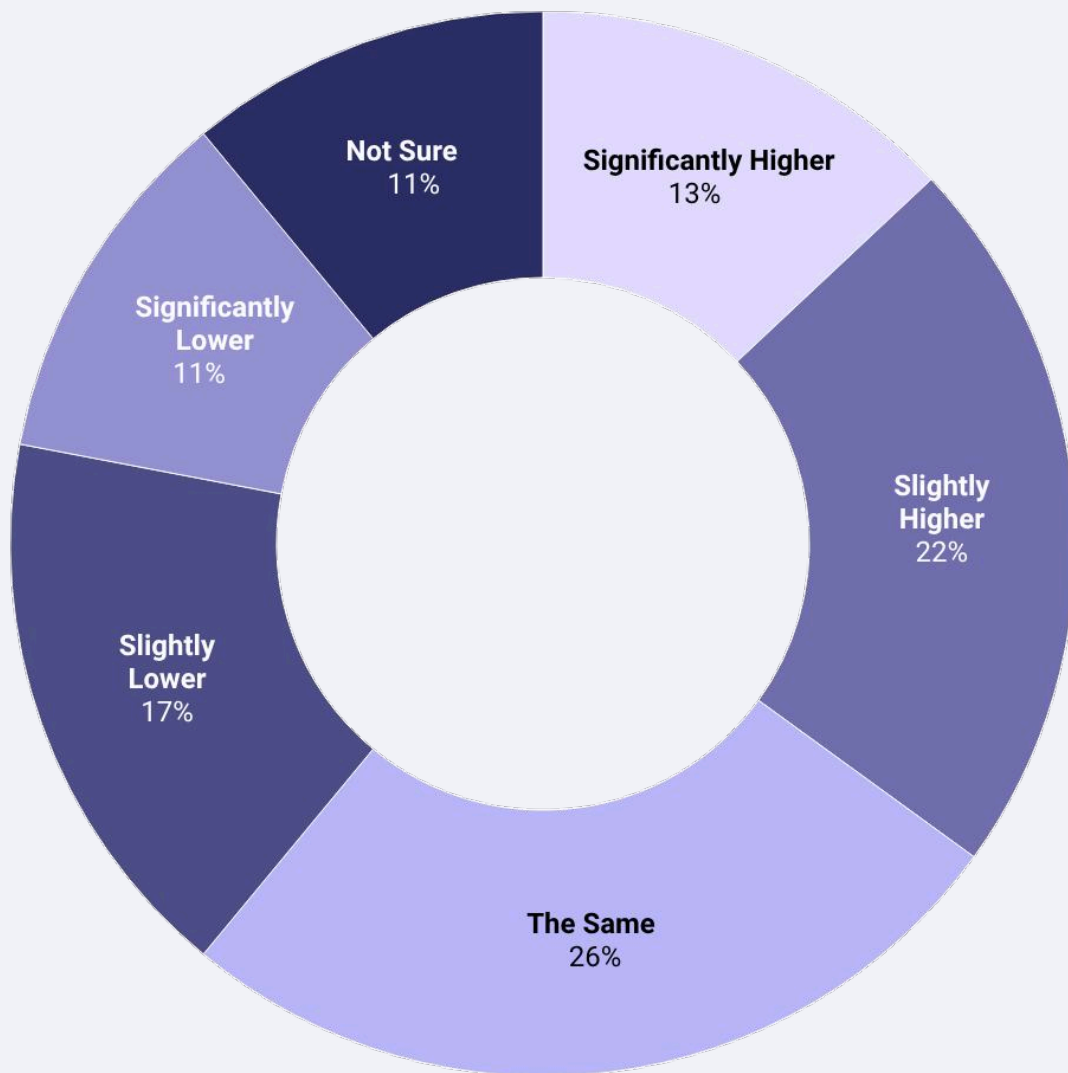
	18-34	35-49	50-64	65+
A Major Threat	45 %	45 %	47 %	43 %
A Moderate Conc...	26 %	34 %	29 %	33 %
A Minor Issue Affe...	14 %	16 %	13 %	14 %
Not Sure	15 %	5 %	11 %	10 %

	Atlantic	QC	ON	MB/SK	AB	BC
A Major Threat	31 %	37 %	52 %	31 %	41 %	57 %
A Moderate Conc...	38 %	34 %	26 %	35 %	34 %	28 %
A Minor Issue Affe...	20 %	14 %	14 %	19 %	14 %	9 %
Not Sure	12 %	15 %	8 %	15 %	11 %	6 %



Holiday Debt

Do you believe **your total household debt will be higher, lower, or the same** by December 31, 2026?



Holiday Debt

Do you believe your total household debt will be higher, lower, or the same by December 31, 2026?

	Total	Female	Male	Other
Significantly Higher	13 %	14 %	12 %	15 %
Slightly Higher	22 %	21 %	22 %	24 %
The Same	26 %	26 %	26 %	24 %
Slightly Lower	17 %	18 %	17 %	17 %
Significantly Lower	11 %	12 %	11 %	11 %
Not Sure	11 %	10 %	11 %	9 %

	18-34	35-49	50-64	65+
Significantly Higher	16 %	12 %	9 %	15 %
Slightly Higher	36 %	17 %	14 %	18 %
The Same	18 %	27 %	35 %	24 %
Slightly Lower	7 %	25 %	21 %	18 %
Significantly Lower	11 %	9 %	11 %	14 %
Not Sure	12 %	10 %	10 %	10 %



Holiday Debt

Do you believe your total household debt will be higher, lower, or the same by December 31, 2026?

	Atlantic	QC	ON	MB/SK	AB	BC
Significantly Higher	16 %	12 %	13 %	9 %	13 %	14 %
Slightly Higher	23 %	20 %	24 %	29 %	16 %	18 %
The Same	25 %	29 %	25 %	27 %	24 %	26 %
Slightly Lower	14 %	20 %	17 %	8 %	20 %	16 %
Significantly Lower	8 %	9 %	12 %	14 %	14 %	12 %
Not Sure	14 %	10 %	8 %	13 %	13 %	14 %



Get in touch



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