

hello



CANADA'S MOST SOUGHT AFTER AND INFLUENTIAL VOICE IN EXPLAINING PUBLIC OPINION, POLITICAL BEHAVIOUR, AND OUR SOCIETY IN CANADA.



Founded in 2010

16 Research Professionals

**Official pollster for the
Toronto Star**

**Located in Ottawa, Toronto, Halifax
London, Hamilton and Edmonton**

SOME OF THE BRANDS AND ORGANIZATIONS WHO TRUST US



**Loblaw
Companies
Limited**



Canada



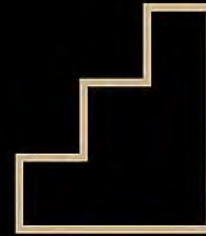
Deloitte.



**UNIVERSITY OF
TORONTO**



**IDENTIFYING THE
UNMET NEEDS
OF CONSUMERS
IS WHAT WE DO
BEST.**





1 in 4 Canadians under 30 say their main news source is TikTok.



Only 9% of Canadians recognized Mark Carney before he ran for PM.



Only 1 in 3 have read 3+ non-fiction books in the last year.



40% of Canadians have NEVER travelled outside of Canada or the United States

WORKER SELF



CONSUMER SELF



VOTER SELF



Responding to a Precarity Mindset

*How a Changing Mindset is Impacting
Your Work and Business*

David Coletto, PhD
Founder & CEO

October 2025









**RAPID POPULATION
GROWTH**



**AN AGING
POPULATION**



**A HOUSING
AFFORDABILITY
CRISIS**



A SCARCITY MINDSET

A state of mind where limitations on resources (real or perceived) dominate attention – narrowing focus, heightening stress, and intensifying short-term thinking driven by the fear of losing what little you have.

WHAT DOES A SCARCITY MINDSET LOOK LIKE?

**SCARCITY CREATED A DEEP
DESIRE FOR POLITICAL CHANGE.**

**INCUMBENT
GOVERNMENTS WERE IN
TROUBLE EVERYWHERE**



FAIRNESS FOR EVERY GENERATION

**UNE CHANCE ÉQUITABLE POUR
CHAQUE GÉNÉRATION**



PRIME MINISTER
PREMIER MINISTRE

12%

**Believed the Liberals
deserved to be re-elected.**

FEDERAL VOTE INTENTION

THE WEEK JUSTIN TRUDEAU ANNOUNCED HIS RESIGNATION

NATIONAL

CONSERVATIVE	47%
LIBERAL	20%
NDP	17%



79%

SAY **DONALD TRUMP**
IS CREATING STRESS
ABOUT THE FUTURE OF CANADA

SCARCITY —————> **PRECARITY**



A PRECARITY MINDSET

A mindset shaped by unpredictability – where people feel the future is unstable, institutions are unreliable, and personal resilience is always being tested.

WHAT DOES A PRECARITY MINDSET LOOK LIKE?

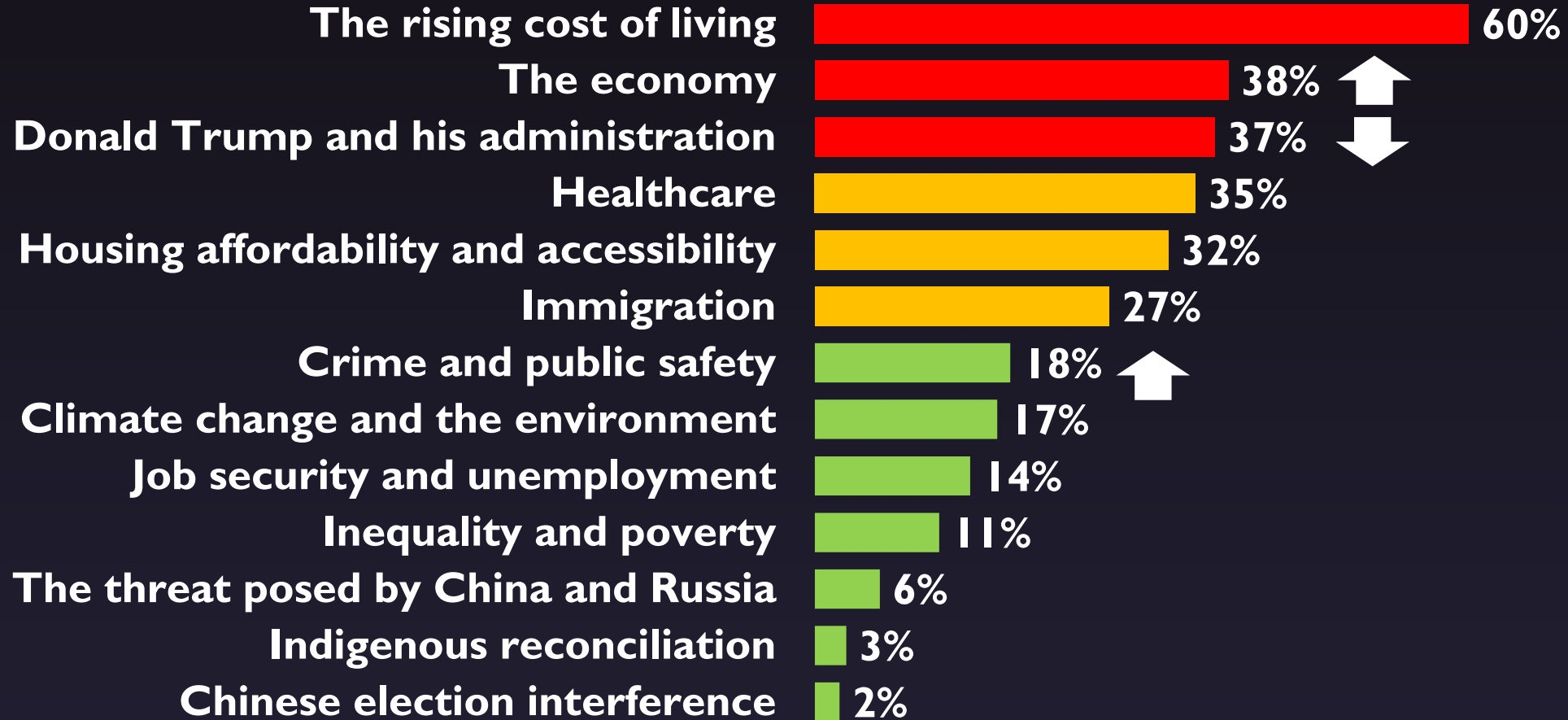
68%

Worried about their ability to **afford basic needs** over next 6 months.

70%

Likely to **delay major life decisions** due to financial uncertainty

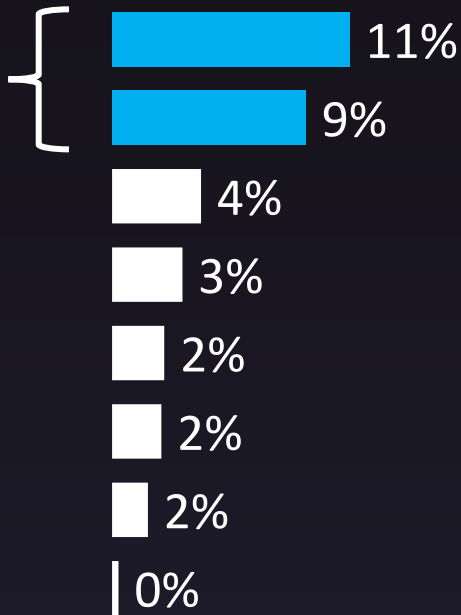
THE TOP ISSUES



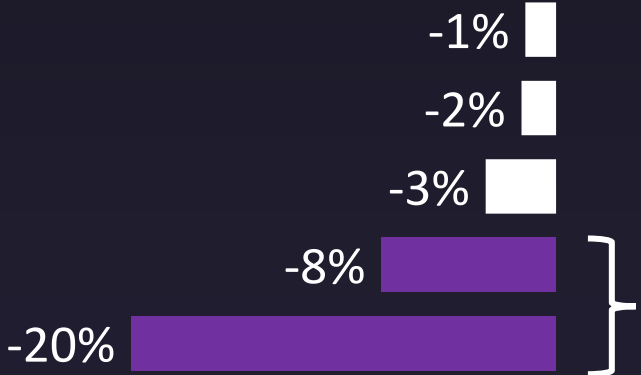
THE TOP ISSUES – Younger vs. Older

- Housing affordability and accessibility
- Job security and unemployment
- Inequality and poverty
- Indigenous reconciliation
- Immigration
- Climate change and the environment
- Chinese election interference
- The economy
- Crime and public safety
- The threat posed by China and Russia
- The rising cost of living
- Healthcare
- Donald Trump and his administration

Canadians Under 44 More Focused On:



Canadians 45+ More Focused On



Scarcity is about *short-term survival*.

Precurity is about *long-term uncertainty*

Scarcity is asking “Will there be enough?”

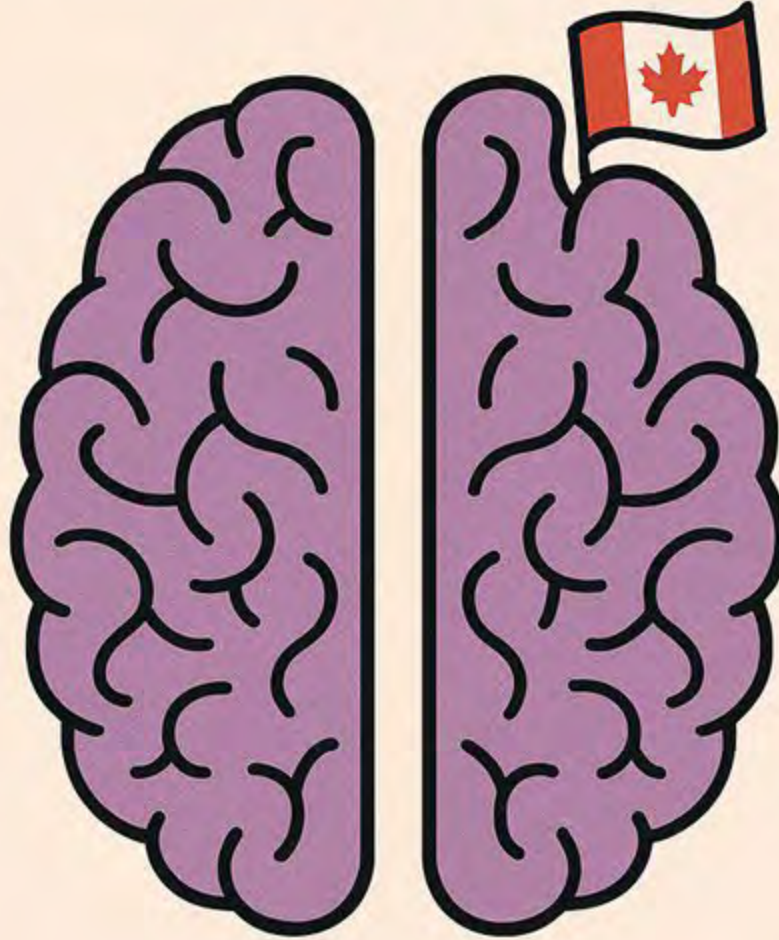
Precurity is asking “Will we be okay?”



Maslow's hierarchy of needs

SPLIT BRAIN PRECARITY MINDSET

- **Trading down**
- **Cautious shopping**
- **Loyalty to well-known brands**



Canadian patriotism

Anti-Americanism

Paying more for sense of community

40%

**OF YOUNG CANADIANS
BELIEVE IT SHOULD BE
ILLEGAL TO OWN A SECOND HOME.**

**PRECARITY IS CHALLENGING A
LONG-HELD CONSENSUS**

IMMIGRATION

72%

**CANADIANS BELIEVE
CANADA'S IMMIGRATION
TARGET IS **TOO HIGH****



**WELCOME TO
THE AGE OF
REASSURANCE**

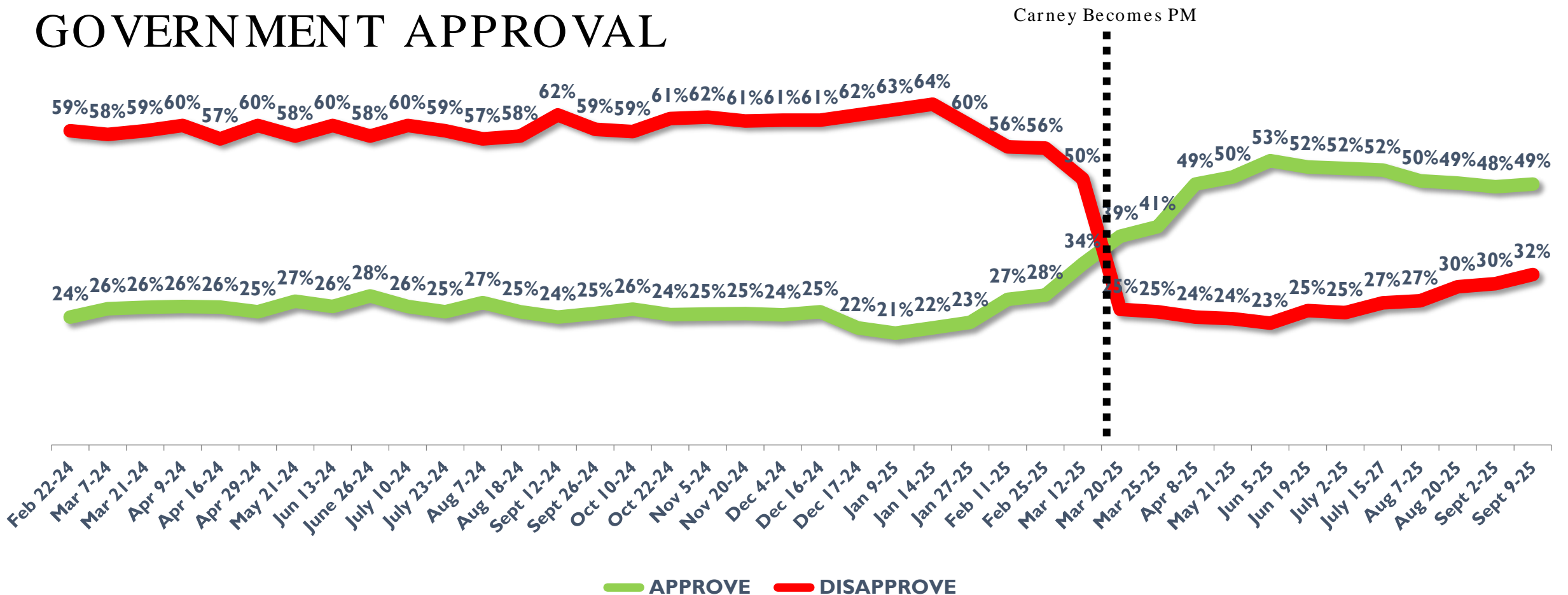
**Canadians need
reassurance that they
will be able to feed
their families, stay
healthy, and meet
their needs without
constant stress.**





OVERALL, DO YOU APPROVE OR DISAPPROVE OF THE JOB THE FEDERAL GOVERNMENT LED BY MARK CARNEY IS DOING?

GOVERNMENT APPROVAL



**AND IF THAT WASN'T
ENOUGH...**

**AUDIENCES HAVE NEVER
BEEN MORE FRAGMENTED**

A collection of social media and utility app icons including Telegram, Google, LinkedIn, Instagram, Pinterest, Facebook, Twitter, and TikTok. The icons are arranged on a dark background, and the text 'WHERE DO PEOPLE GET THEIR INFORMATION?' is overlaid in the center.

**WHERE DO PEOPLE GET
THEIR INFORMATION?**



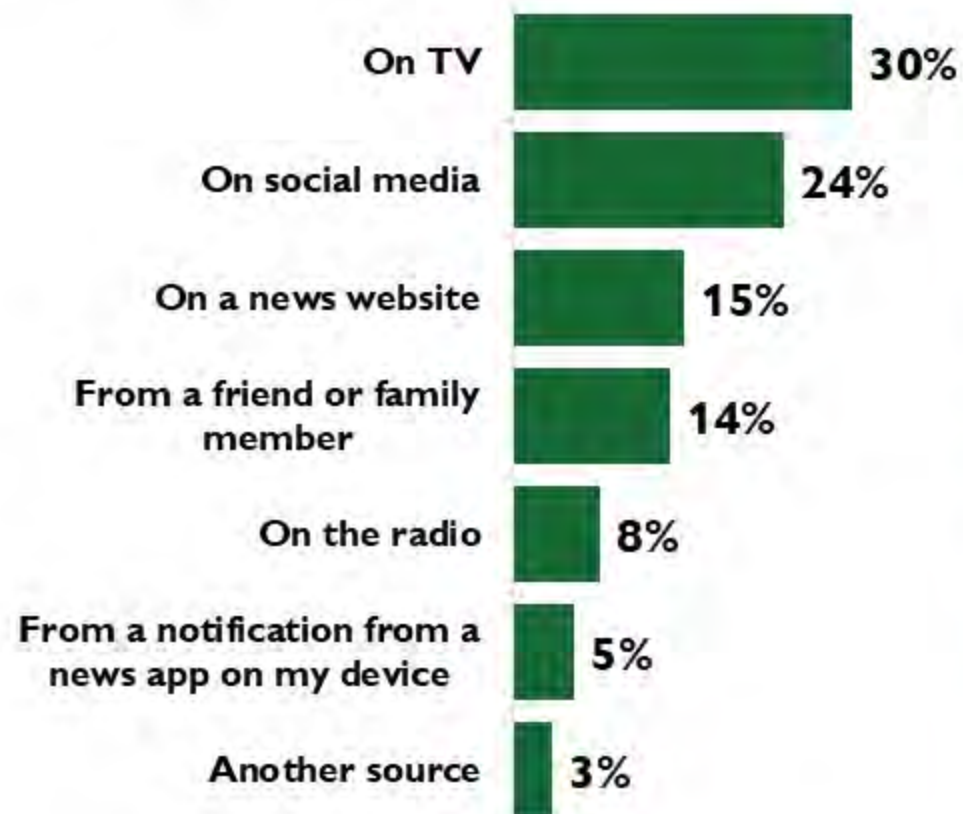
LIVE:

**CANADIAN PRIME MINISTER
JUSTIN TRUDEAU RESIGNS**



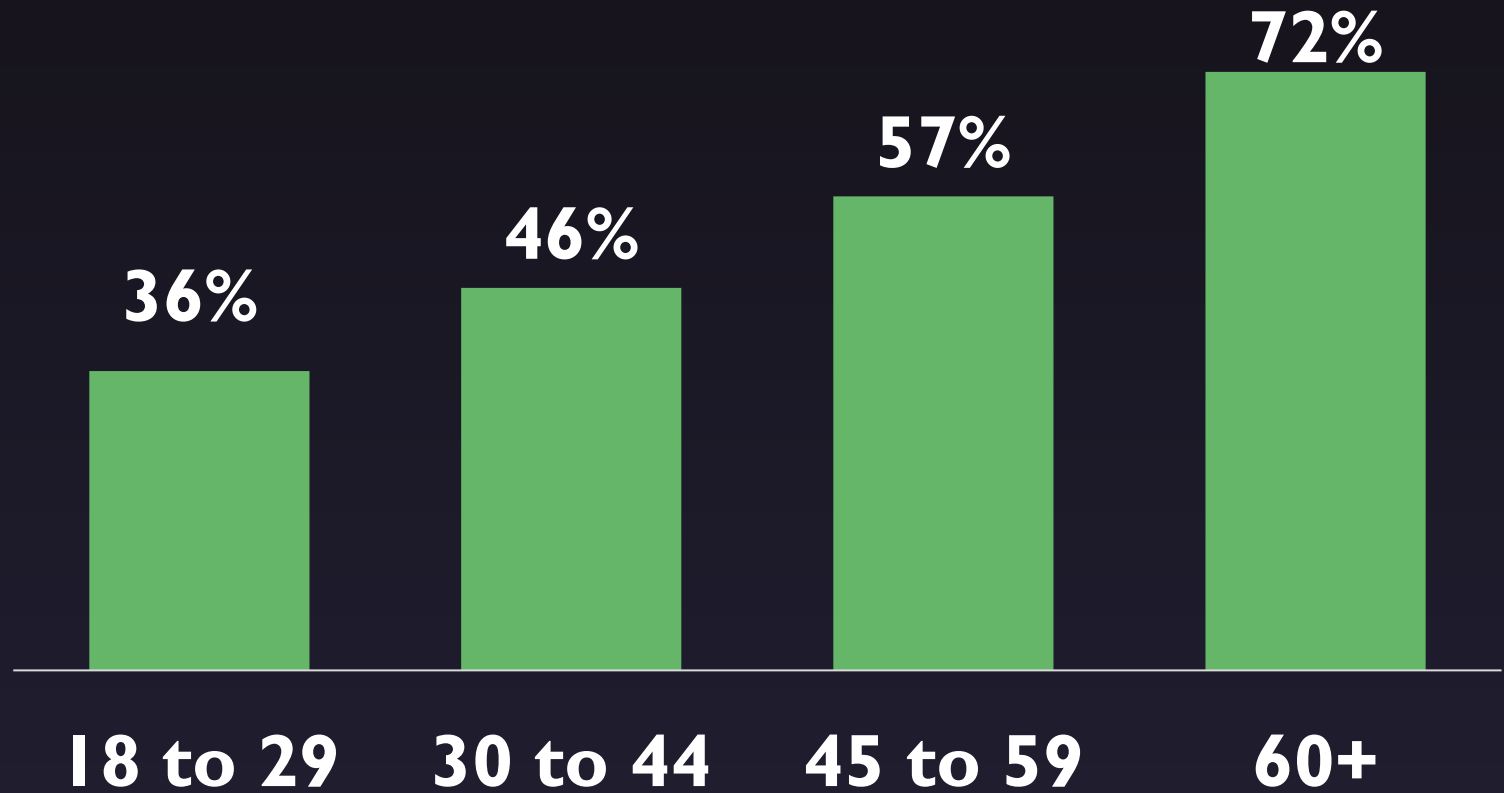
How did you first hear about it?

HOW DID CANADIANS FIND OUT ABOUT TRUDEAU'S RESIGNATION?

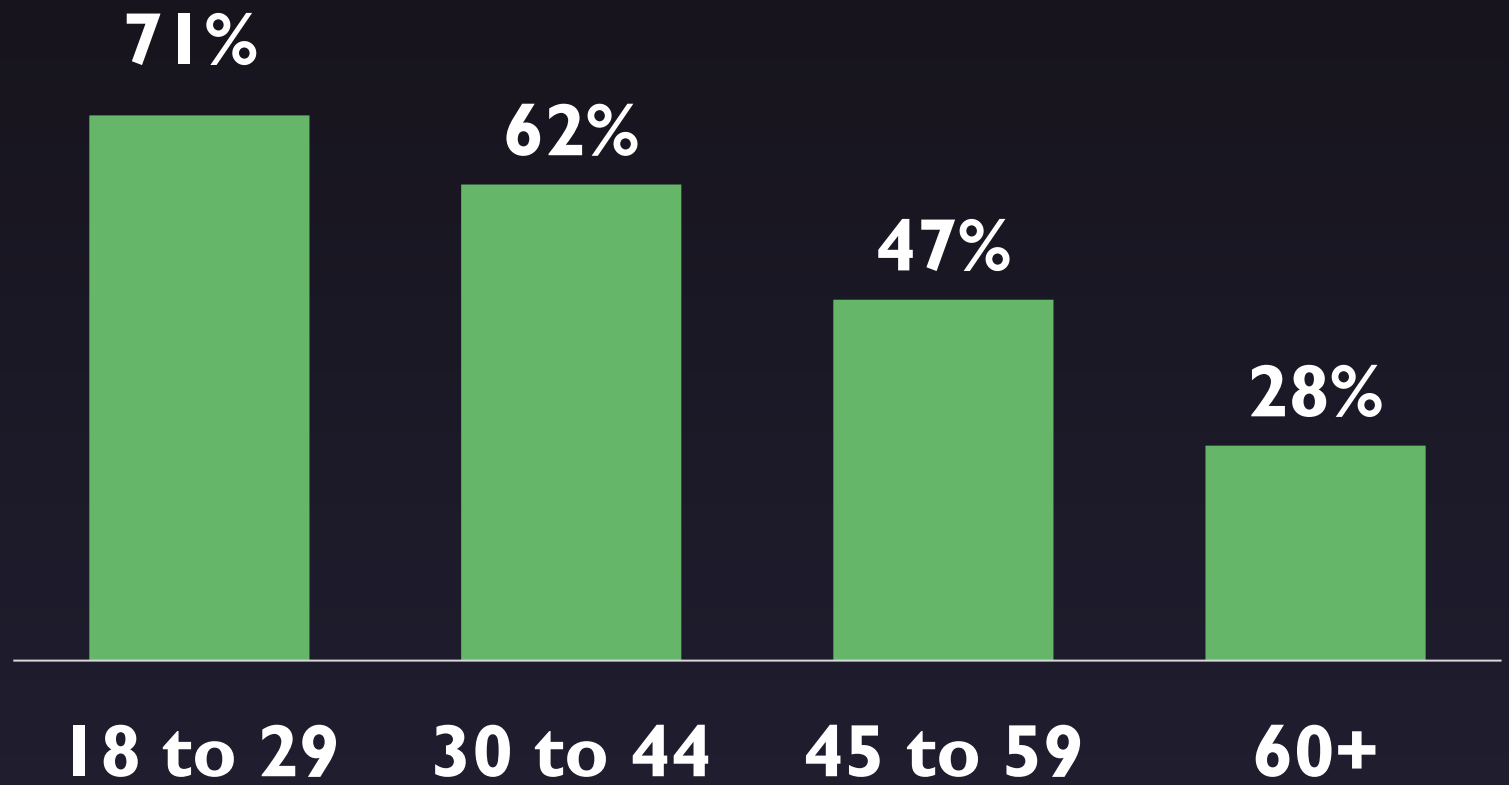
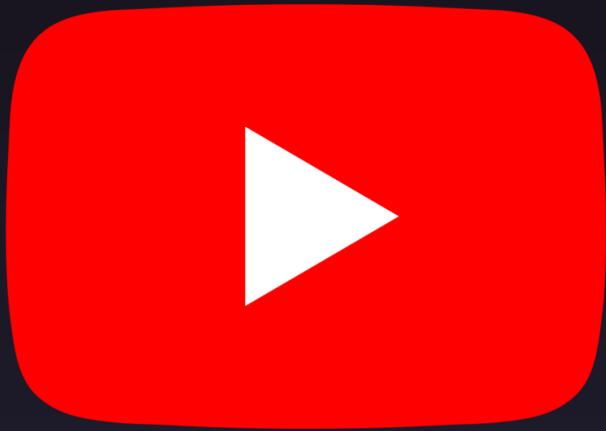


	18 to 29	30 to 44	45 to 59	60+	Day of Announcement	Day After Announcement
On TV	14%	22%	32%	46%	32%	30%
On social media	46%	29%	21%	9%	24%	24%
On a news website	10%	15%	18%	16%	15%	15%
From a friend or family member	20%	17%	12%	10%	12%	14%
On the radio	4%	7%	8%	10%	6%	8%
From a notification from a news app on my device	4%	6%	5%	6%	5%	5%
Another source	2%	5%	3%	3%	6%	3%

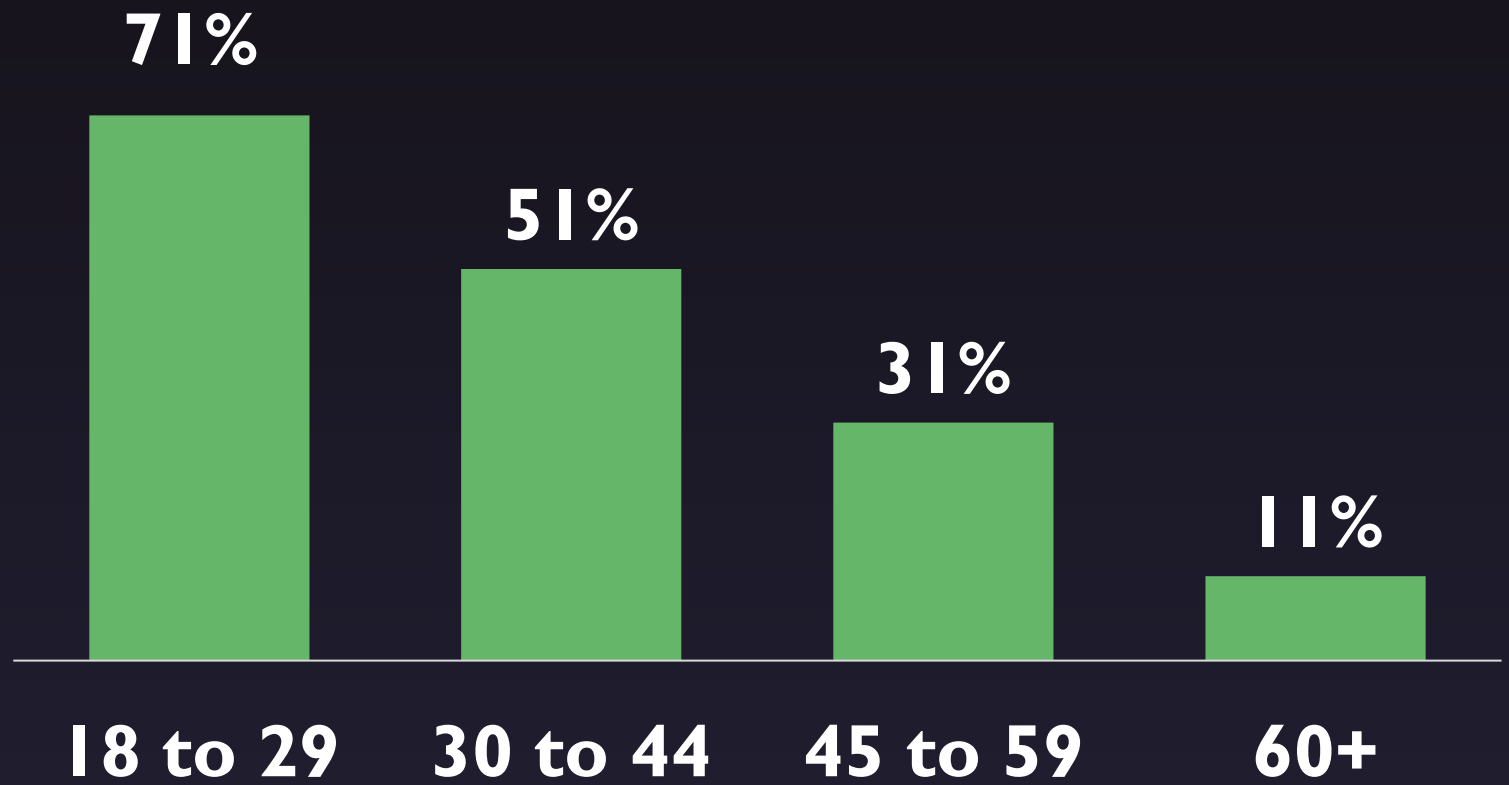
USE DAILY



USE DAILY

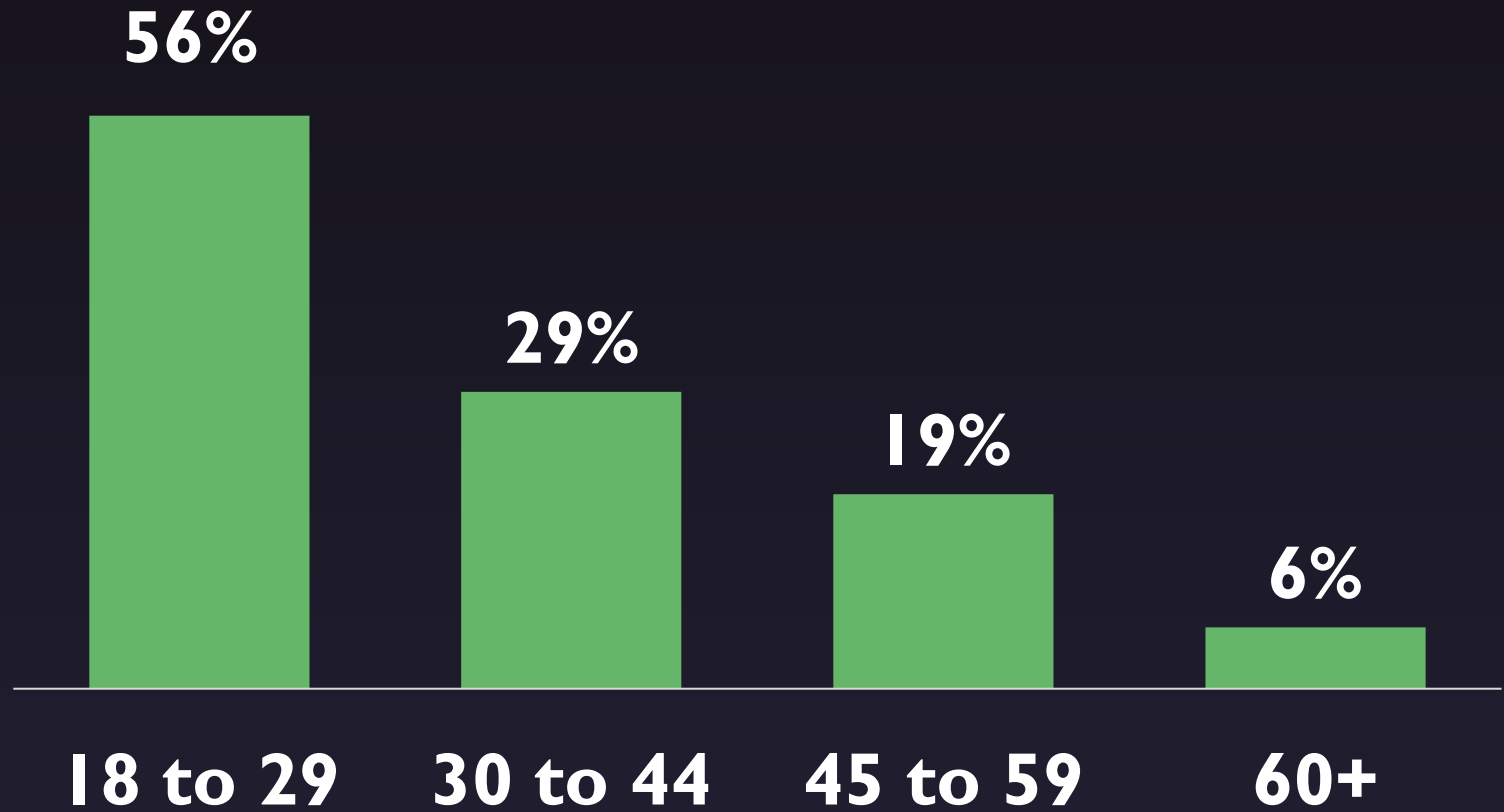


USE DAILY





USE DAILY



**WHAT DOES THIS MEANS
FOR YOU AND YOUR
BUSINESS?**

**Your workers and your customers are
living with uncertainty.**

**They are looking for reassurance,
clarity, and trust.**

**Your opportunity is to build a business
that delivers those things every day.**

**WHAT CAN YOU START
DOING TOMORROW?**

#1

Reassure your team
every week.

#2

Sell Peace of Mind, Not Just Equipment

#3

Simplify Choices

#4

Lean Into Community & Canadian Identity

#5

Invest in Your Employer Brand

So...

PRECARITY MINDSET



Recap:

Scarcity to Precarity.

**Employment insecurity + affordability =
Delay major purchases**

Public opinion is a risk factor you **MUST understand.**

Canadian building owners are keeping their HVAC systems longer ---> Rising repair and maintenance and repairs.

You provide reassurance in an age of uncertainty.

The future isn't a threat — it's your opportunity.

Thank You

Stay in Touch

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