Capital One survey: Many Canadians prioritize well-being, but financial pressures hold others back

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While two-thirds of Canadian adults (65 per cent) say they're able to prioritize their well-being, a new survey from Capital One Canada finds that investing in self-care can come with financial trade-offs. The survey also reveals 43 per cent of Canadians feel spending on products and services to support well-being puts a strain on their budgets, highlighting the need for tools and guidance to support both financial and personal wellness.

The survey, which polled over 1,500 Canadians, shows notable differences across age groups. Those over 65 years old are far more likely to feel they can prioritize their well-being than Canadians under 65 (77 per cent vs. 55 per cent). These competing priorities may be leading some to be more selective of their self-care investments, as 43 per cent of all respondents say they consciously limit spending on items that contribute to their overall well-being, such as gym memberships, wellness apps or taking time for social activities and experiences. The findings suggest that, for many, well-being is often the area people adjust when budgets are tight.

Financial considerations are shaping how Canadians approach self-care:

- Young adults aged 18 to 24 report feeling challenged to financially prioritize their well-being, with just 55 per cent able to do so. Despite this, they lead all generations when it comes to spending on well-being categories with the highest share spending $1,000 or more annually on beauty and cosmetics. 13 per cent also report spending over $1,000 on active lifestyle subscriptions, more than four times the rate of those aged 55 plus.
- Canadians aged 25 to 34 are the most likely to make tradeoffs between essential purchases and well-being spending, with three in 10 Canadians (31 per cent) reporting they sometimes delayed or skipped an essential purchase to manage other priorities.
- Cost pressures are leading many Canadians to adjust their subscriptions, with about one-quarter (24 per cent) saying they've been forced to make changes to well-being subscriptions or memberships due to cost. Canadians aged 18 to 34 are twice as likely as those 35 and over to have done so (44 per cent vs. 18 per cent).
- Canadians aged 65 and over report the greatest financial confidence, with 77 per cent saying they are able to manage well-being spending, with lower spend on beauty, cosmetics, and active lifestyle subscriptions compared to younger Canadians.

“The financial pressure of having to cut back on items that support well-being due to tight budgets can have a significant impact on the daily lives of Canadians,” says Becca Mintz, Vice President and Head of Credit & Data at Capital One Canada. “That’s why at Capital One we’re committed to delivering simple and accessible tools like Credit Keeper and resources like our Life & Credit Learning Hub to help Canadians feel more confident managing their everyday finances, and being able to prioritize what matters most to them.”

For more information about Capital One Canada’s survey, please visit capitalone.ca.

Methodology

Capital One Canada surveyed 1,519 Canadians, aged 18 years or older, between December 12 to 15, 2025, using Leger’s LEO panel. For comparison purposes, a probability sample of 1,519 respondents yields a margin of error no greater than ±2.5%, (19 times out of 20). Incidence weighting was completed by gender, age, region, education and language, based on Statistics Canada data.

About Capital One Canada

With corporate offices in Toronto, Capital One Canada has been offering Canadian consumers a range of competitive Mastercard credit cards since 1996. Capital One Canada challenges themselves to see the world through the eyes of their customers, to deliver the market-leading credit products and exceptional service they’re looking for. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE:COF). Visit capitalone.ca to learn more.