



PRESS RELEASE | Canada and the United States

#### **Methodology:**

Results are based on an online survey conducted from November 21 to November 23, 2025, among 1,002 adults in Canada and 1,001 adults in the United States. The data has been statistically weighted according to Canadian census figures for age, gender and region in each country. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20, for each country.

#### **Would you say the following moments have made you seek spirituality and faith more than usual?**

##### Canada

Loss of a loved one – 59%  
Health setbacks – 53%  
Birth of a loved one – 42%  
Financial problems – 41%  
Career-related setbacks – 38%  
End of a relationship – 36%  
COVID-19 pandemic – 32%  
Trump's re-election – 20%

##### United States

Loss of a loved one – 71%  
Health setbacks – 64%  
Financial problems – 55%  
Birth of a loved one – 53%  
Career-related setbacks – 50%  
End of a relationship – 46%  
COVID-19 pandemic – 44%  
Trump's re-election – 35%

#### **Americans "Turn to God" More Often Than Canadians**

*Deaths and health setbacks are more likely to move people in each country towards faith and spirituality.*

Vancouver, BC [December 11, 2025] – Americans are significantly more likely than Canadians to be drawn to faith and spirituality when facing challenges in their lives, a new two-country Research Co. poll has found.

The online survey of representative national samples asked Canadians and Americans if they sought faith and spirituality "more than usual" when going through eight different experiences.

More than seven-in-ten Americans (71%) and just under three-in-five Canadians (59%) say they became more in tune with faith and spirituality after the loss of a loved one.

Majorities of respondents in the two countries (64% in the United States and 53% in Canada) sought faith and spirituality when they experienced an unexpected health setback.

At least half of Americans became more in tune with faith and spirituality when they encountered financial problems (55%), after the birth of a loved one (53%) or when experiencing career-related setbacks, such as failing to get admission to a university, losing a job or not being hired after an interview (50%).

In Canada, about two-in-five respondents acknowledged becoming more in tune with faith and spirituality on account of the birth of a loved one (42%), financial problems (41%) or career-related setbacks (38%).

While almost half of Americans (46%) turned to faith and spirituality upon the end of a relationship, only 36% of Canadians followed the same course of action when going through a break-up, separation or divorce.

"Only 33% of Canadian men and 41% of American men looked more closely at faith and spirituality after a break-up," says Mario Canseco, President of Research Co. "The proportions rise to 40% among Canadian women and to 51% among American women."

Fewer Americans and Canadians sought faith and spirituality during the COVID-19 pandemic (44% in the U.S. and 32% in Canada) or after the re-election of Donald Trump as President of the United States (35% in the U.S. and 20% in Canada).



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Just under a third of Republicans in the United States (32%) became more in tune with faith and spirituality after Trump's re-election, compared to 35% of Independents and 41% of Democrats.

In Canada, similar proportions of people who voted for the Liberal Party (21%), the Conservative Party (20%) or the New Democratic Party (NDP) (19%) in the 2025 federal election sought faith and spirituality after Trump's victory.

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### About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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### Media contact:

Mario Canseco, President, Research Co.  
[c] 778.929.0490  
[e] [mario.canseco@researchco.ca](mailto:mario.canseco@researchco.ca)

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