



Market Basket Measure, 2024

Released by Statistics Canada – November 7, 2025

The Market Basket Measure – North (MBM-N) is based on the cost of a specific basket of goods and services representing a modest, basic standard of living. It includes the costs of food, clothing, transportation, shelter, communication services and other items for a reference family of four persons (two adults and two children). A family is considered in poverty if its disposable income is less than the MBM-N threshold for a family of its size in its region.

Comparing 2024 to 2023, the total threshold for Yukon, rural north increased by \$769 (1.2%); the total threshold for Yukon, rural south increased by \$829 (1.3%); and the total threshold for Yukon, Whitehorse increased by \$840 (1.3%).

Comparing 2024 to 2020, the total threshold for Yukon, rural north increased by \$8,945 (16.5%); the total threshold for Yukon, rural south increased by \$9,297 (16.7%); and the total threshold for Yukon, Whitehorse increased by \$9,298 (16.4%).

Market Basket Measure - North thresholds (2023 base year), Yukon regions, current dollars, 2020 to 2024

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Yukon, rural north | | | | | |
| Total threshold | \$54,320 | \$55,823 | \$59,807 | \$62,496 | \$63,265 |
| Food | \$15,676 | \$15,887 | \$17,314 | \$18,765 | \$19,279 |
| Clothing | \$3,922 | \$4,019 | \$4,115 | \$4,196 | \$4,042 |
| Transportation | \$7,786 | \$8,344 | \$9,265 | \$9,460 | \$9,547 |
| Shelter | \$14,011 | \$14,470 | \$15,449 | \$16,199 | \$16,522 |
| Communication services | \$3,190 | \$3,051 | \$2,931 | \$2,622 | \$2,397 |
| Other expenses | \$9,734 | \$10,052 | \$10,733 | \$11,254 | \$11,478 |
| Yukon, rural south | | | | | |
| Total threshold | \$55,774 | \$57,273 | \$61,386 | \$64,242 | \$65,071 |
| Food | \$17,673 | \$17,911 | \$19,520 | \$21,155 | \$21,736 |
| Clothing | \$3,882 | \$3,977 | \$4,073 | \$4,153 | \$4,000 |
| Transportation | \$7,437 | \$7,970 | \$8,850 | \$9,037 | \$9,119 |
| Shelter | \$12,819 | \$13,238 | \$14,134 | \$14,820 | \$15,115 |
| Communication services | \$3,190 | \$3,051 | \$2,931 | \$2,622 | \$2,397 |
| Other expenses | \$10,773 | \$11,125 | \$11,878 | \$12,455 | \$12,703 |
| Yukon, Whitehorse | | | | | |
| Total threshold | \$56,631 | \$58,227 | \$62,317 | \$65,089 | \$65,929 |
| Food | \$13,673 | \$13,857 | \$15,102 | \$16,367 | \$16,816 |
| Clothing | \$3,502 | \$3,587 | \$3,673 | \$3,745 | \$3,608 |
| Transportation | \$7,079 | \$7,586 | \$8,423 | \$8,601 | \$8,680 |
| Shelter | \$20,561 | \$21,234 | \$22,671 | \$23,772 | \$24,246 |
| Communication services | \$3,167 | \$3,029 | \$2,910 | \$2,603 | \$2,379 |
| Other expenses | \$8,650 | \$8,932 | \$9,537 | \$10,000 | \$10,199 |

Note to readers:

- Data in this release reflect poverty statistics based on the new 2023-base Market Basket Measure (MBM), which replaces the 2018-base MBM.
- The 62nd parallel north delineates the boundaries of Yukon, rural north from Yukon, rural south. The census subdivision Yukon, Unorganized is included in the rural north region as approximately two-thirds of its total area is located in the region. The community of Ross River is also included in the Yukon, rural north region as its costs are more similar to communities in this region.
- Yukon, Whitehorse refers to all communities within the Whitehorse Census Agglomeration.