



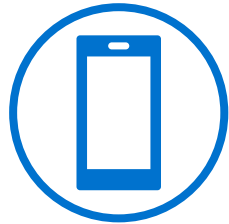
FINANCIAL CONFIDENCE INDEX

The State of Canadians' Financial Confidence in 2024

November 2024

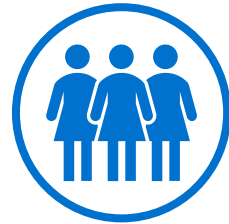


Methodology



WHAT?

Online survey via
Ipsos' iSay panel



WHO?

2,001 Canadians*



WHEN?

September 20th -
October 1st, 2024



2024 brings stability back to Canadians, after a rocky couple of years.

Canadians' trust in the economy remains fragile, though recession fears ease.

Navigating economic pressures: Canadians continue cutting back on non-essentials but remain hopeful for stabilizing inflation.

While the housing market remains tough, especially for renters, there are signs of optimism amid softening rates.

Uncertain job market: Canadians face insecurities related to job stability.

Partnering with a financial professional empowers Canadians with greater confidence towards their financial future.

A need for more financial advice in Quebec?

Distinct community trends: Indigenous face persistent financial challenges, while New Canadians' optimism increases.

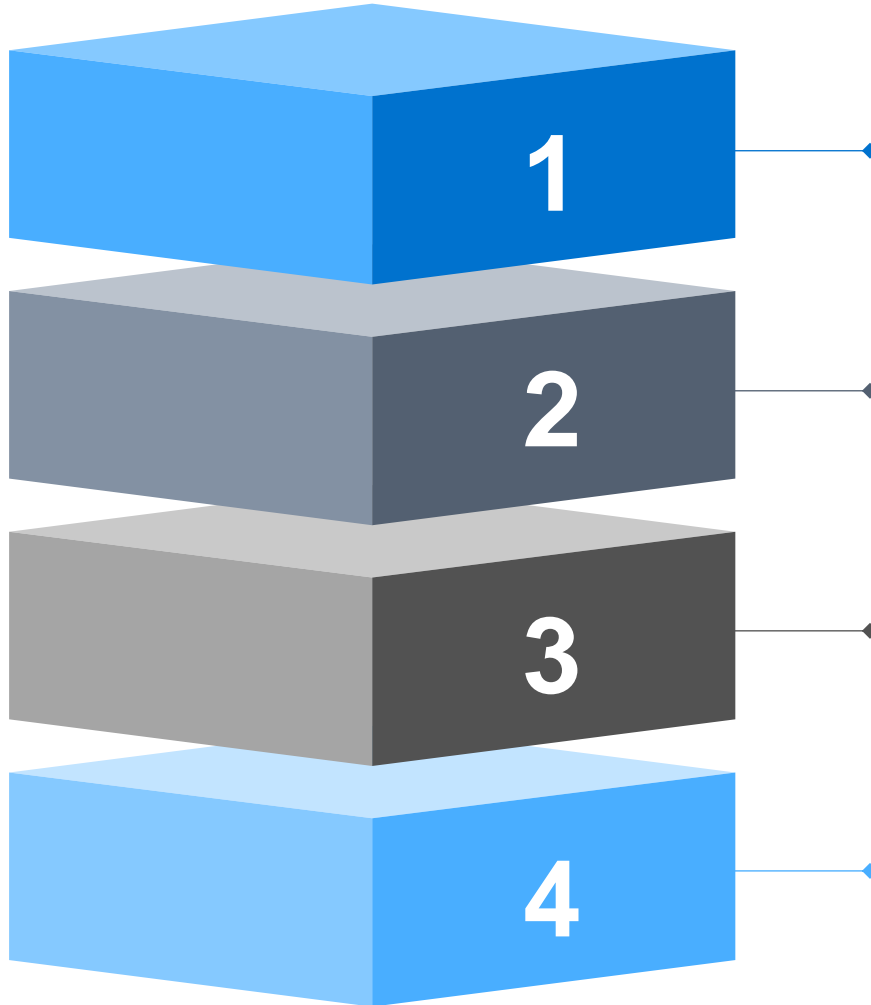


Top Stories

**2024 brings stability back to
Canadians, after a rocky couple of
years.**



4 PILLARS OF FINANCIAL CONFIDENCE INDEX



FINANCIAL OUTLOOK

- Confidence in short-term financial situation
- Confidence in longer-term financial situation

PLANNING & LITERACY

- Enjoying life because of the way I'm managing my money
- Feeling prepared and on track to meet financial goals

TRUST IN ECONOMY

- Economic conditions in your community
- Economic conditions in Canada

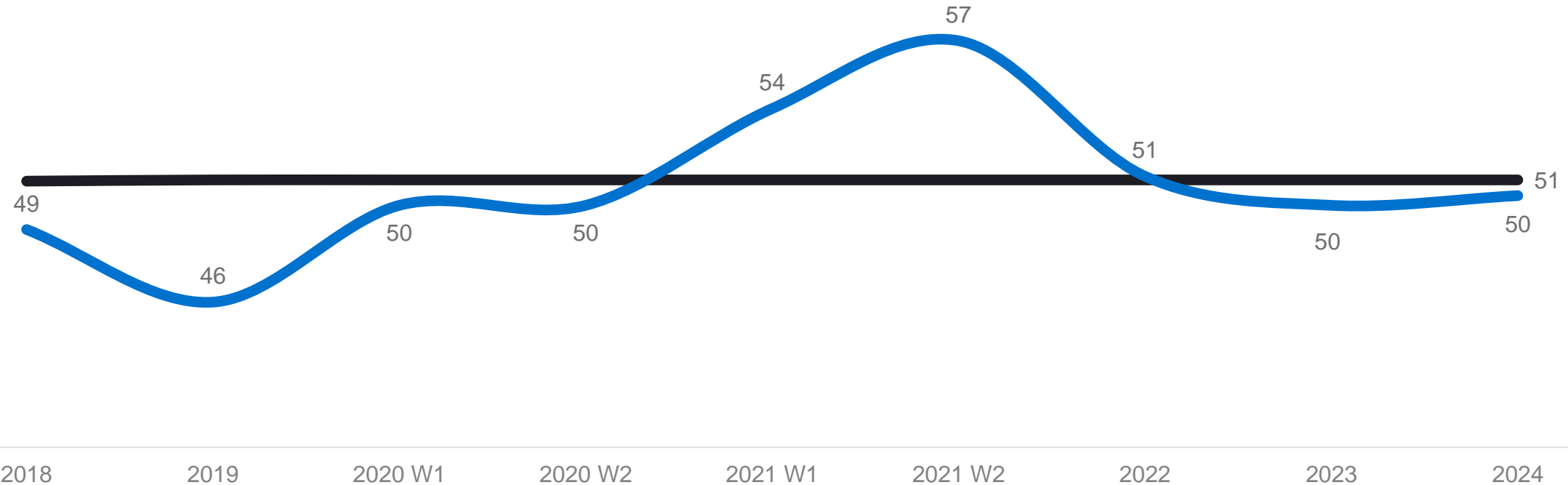
CURRENT FINANCES

- Need to borrow money to pay for regular living expenses
- More satisfied with my financial situation vs. 6 months ago
- Comfort making a major purchase
- Change in personal income

Canadian's Financial Confidence Index - Historical

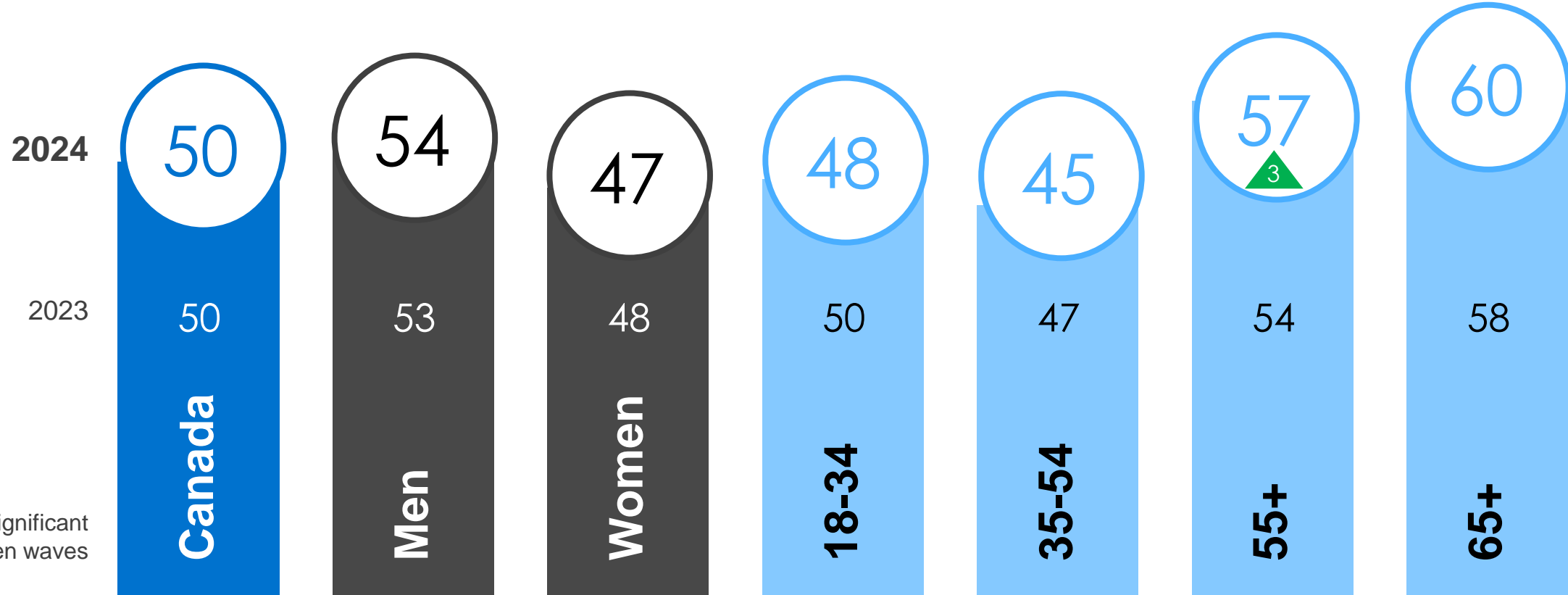
After a downward trend since 2021, the index stabilizes in 2024, indicating a steady financial outlook for Canadians following a period of uncertainty.

■ Historical Average
■ Financial Confidence Score – Canadian Population



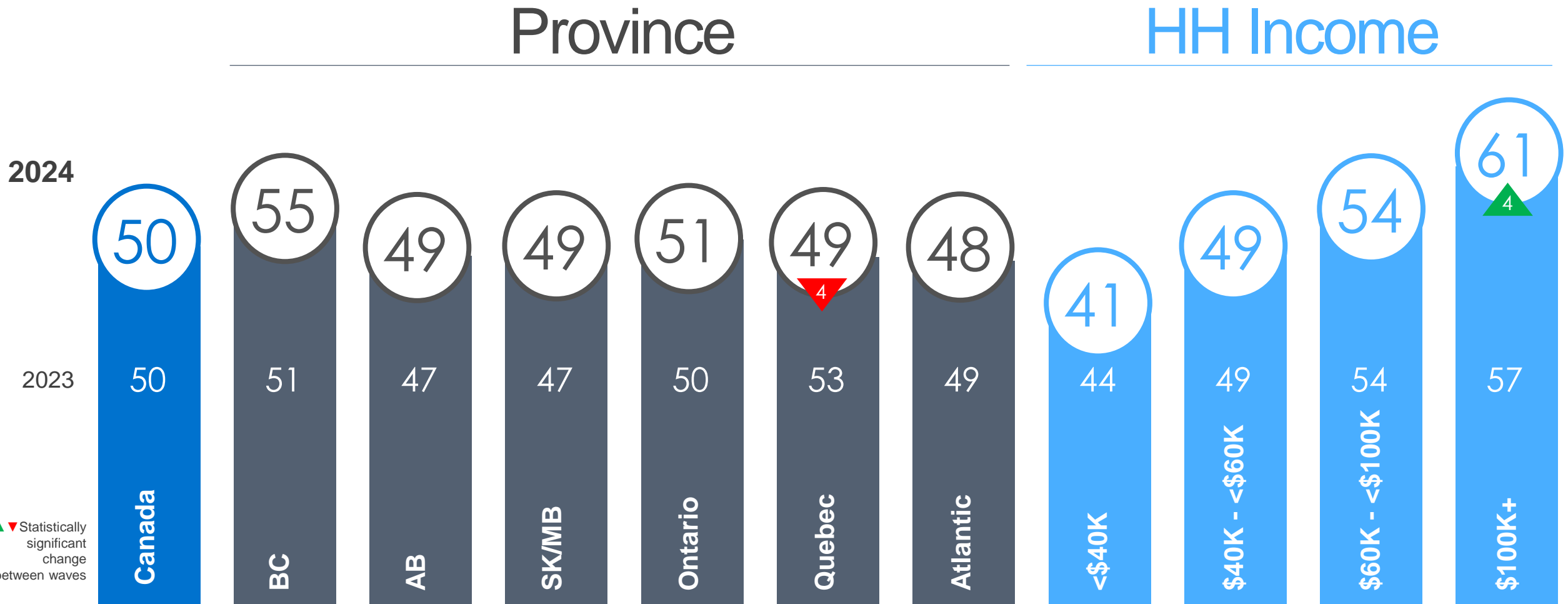
Gender

Age



▲ ▼ Statistically significant change between waves

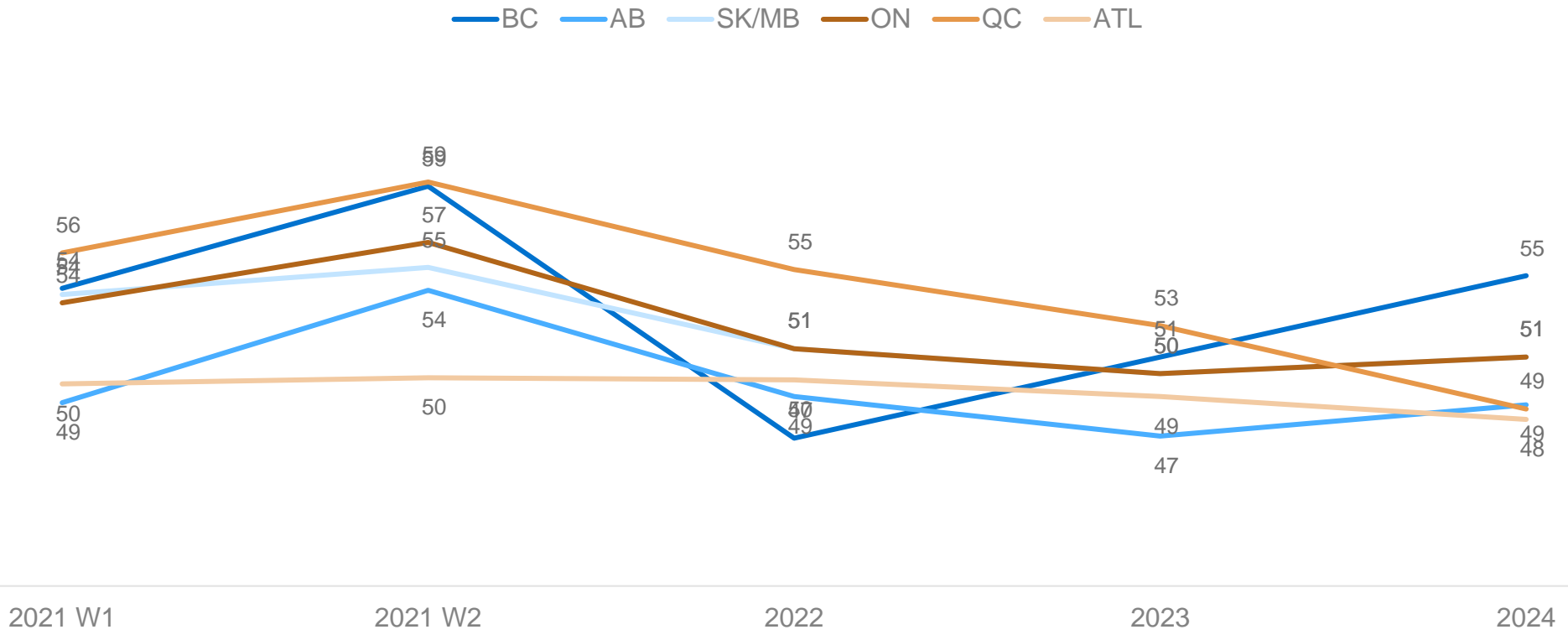
Results suggest a standardization trend across regions, as most provinces are now within 1-2 points of the National average.



▲▼ Statistically significant change between waves

Historical data*

Regions



*Region-level index not available prior to 2021

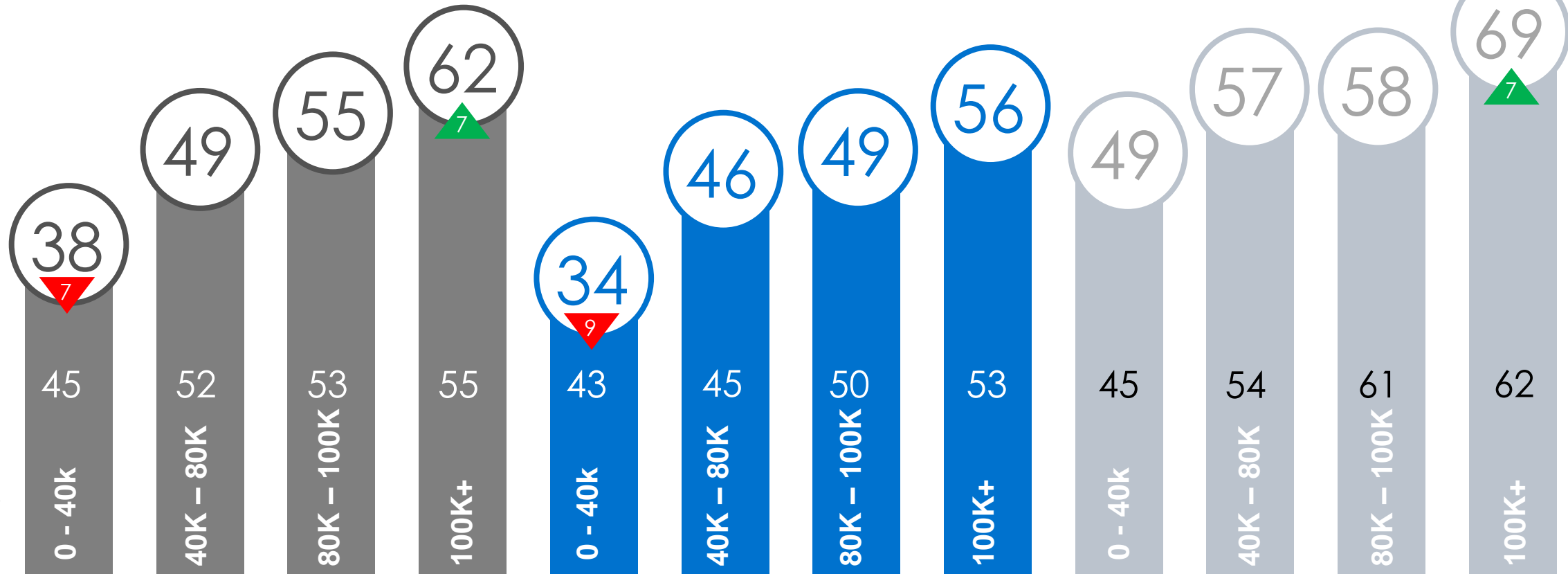
18-34

35-54

55+

2024

2023



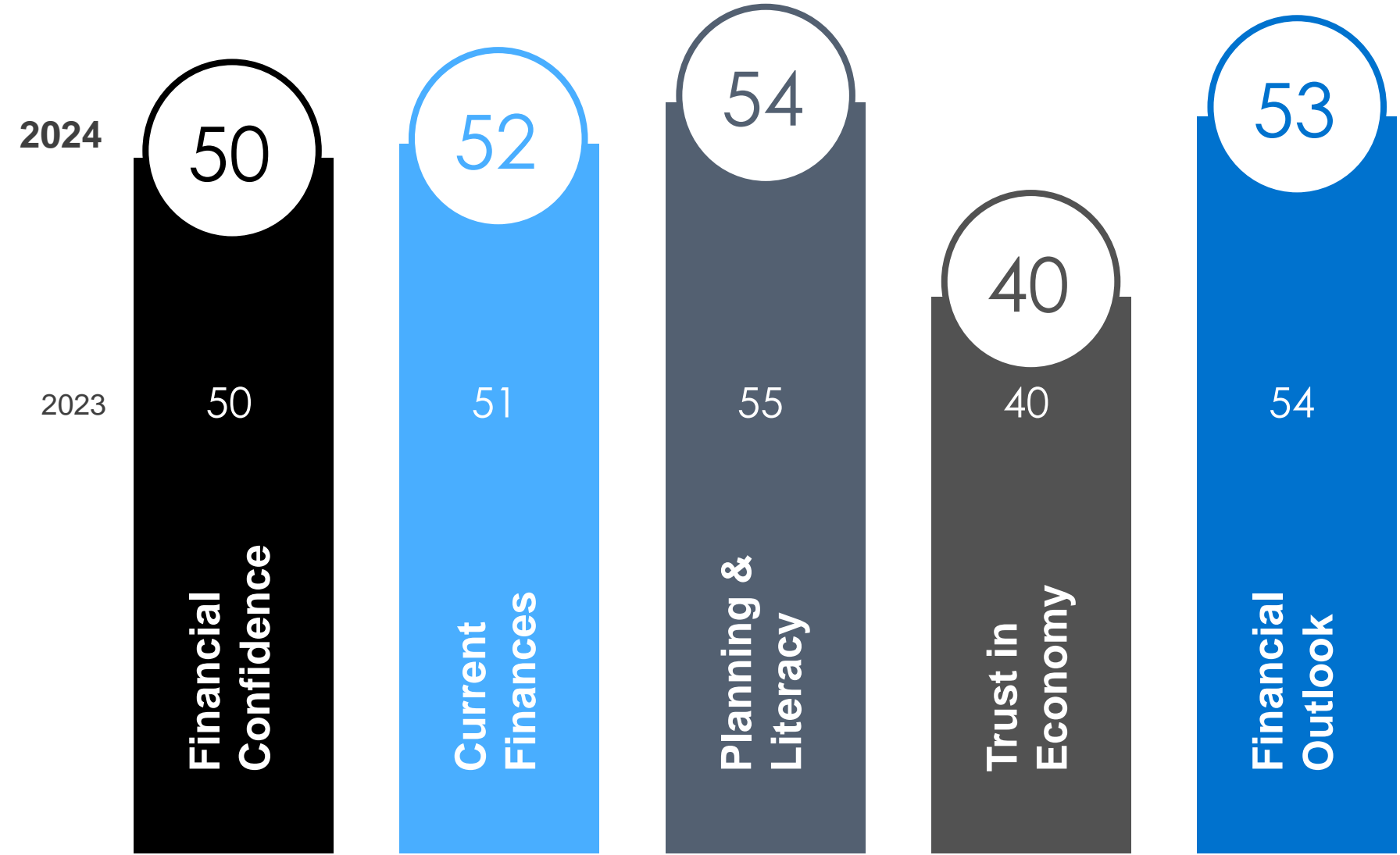
▲ ▼ Statistically significant change between waves

Canadians' trust in the economy remains fragile, though recession fears ease.



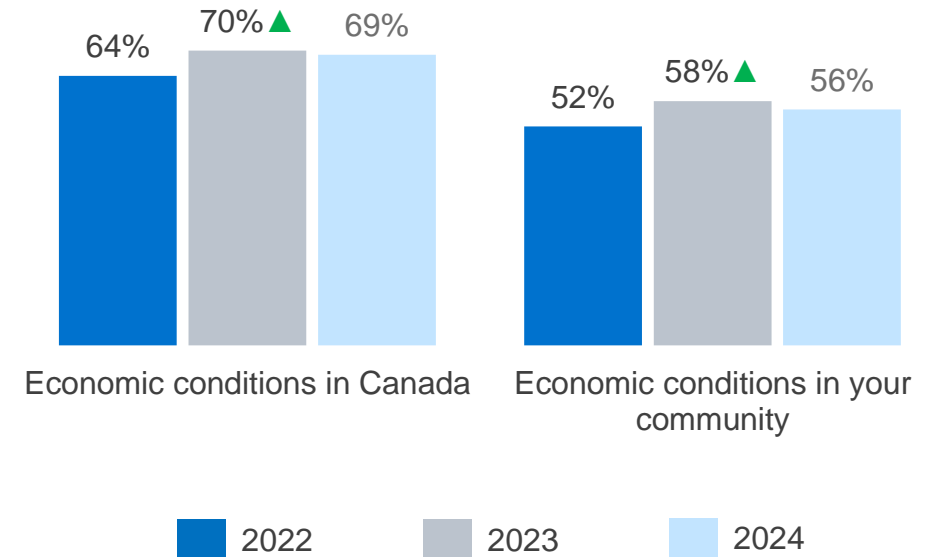
4 PILLARS OF FINANCIAL CONFIDENCE INDEX

‘Trust in the Economy’ remains the weakest pillar in 2024, on which Canadians still don’t have much control.



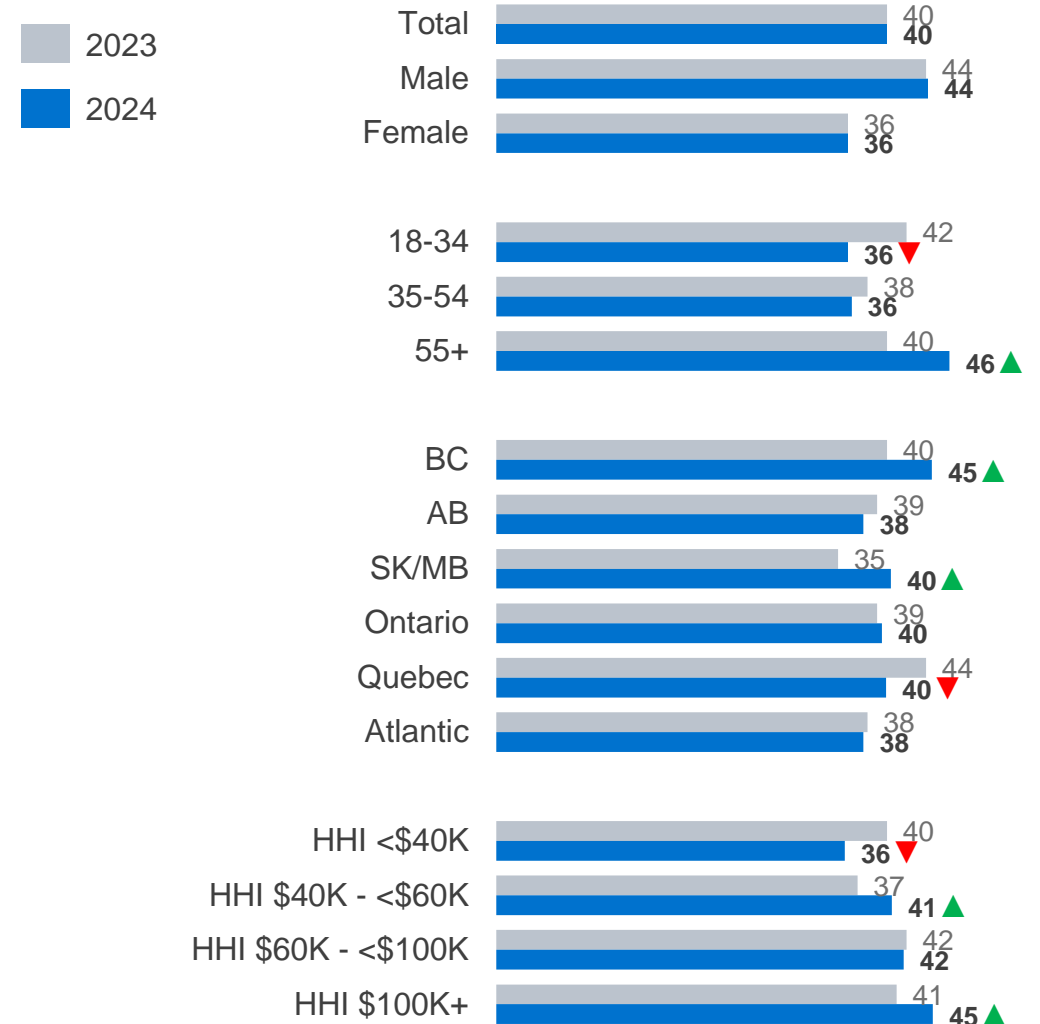
Economic conditions remain poor, according to most Canadians.

TRUST IN ECONOMY (% Very Poor/Poor)



While trust in the economy is stable nationally, it is **trending downward in Quebec** and among **younger and lower income Canadians.**

TRUST IN ECONOMY PILLAR (Index)

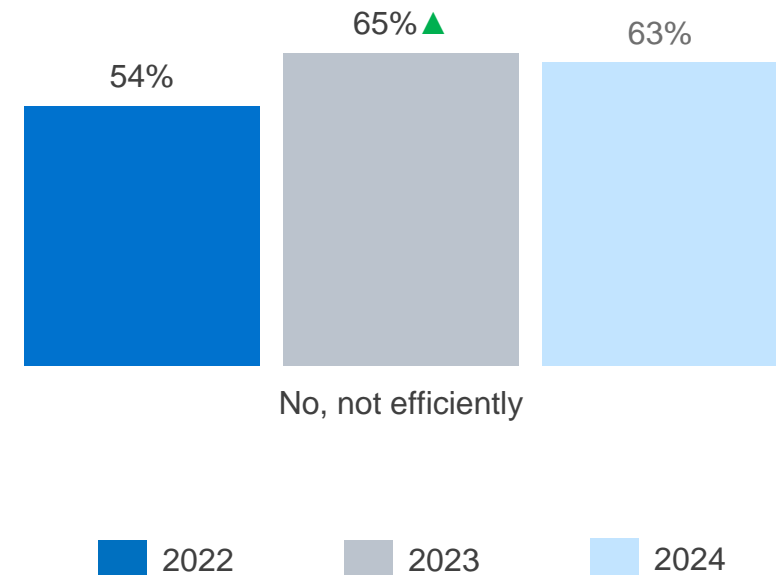


▲ ▼ Statistically significant change between waves

Canadians still feel that financial authorities don't have the situation under control.

MANAGEMENT OF THE ECONOMY BY THE CANADIAN GOVERNMENT AND FINANCIAL AUTHORITIES

(% Not very/Not at all efficiently)



While Canadians remain on their toes, fear of a recession is easing up.

CONTEXTUAL
QUESTION

RECESSION IN CANADA

■ 2022 ■ 2023 ■ 2024

49%▼

vs 60%▲
vs 55%

Believe that Canada is currently in a recession

54%▼

vs 68%
vs 68%

Believe that Canada is heading into a recession in 2025

36%▼

vs 44%▲
vs 38%

Believe the recession would have an impact on their own personal financial situation

▲▼ Statistically significant change between waves

HF21. In your opinion, is Canada currently undergoing a recession?

HF22. Over the next 12 months, what would you say are Canada's chances of undergoing an economic recession?

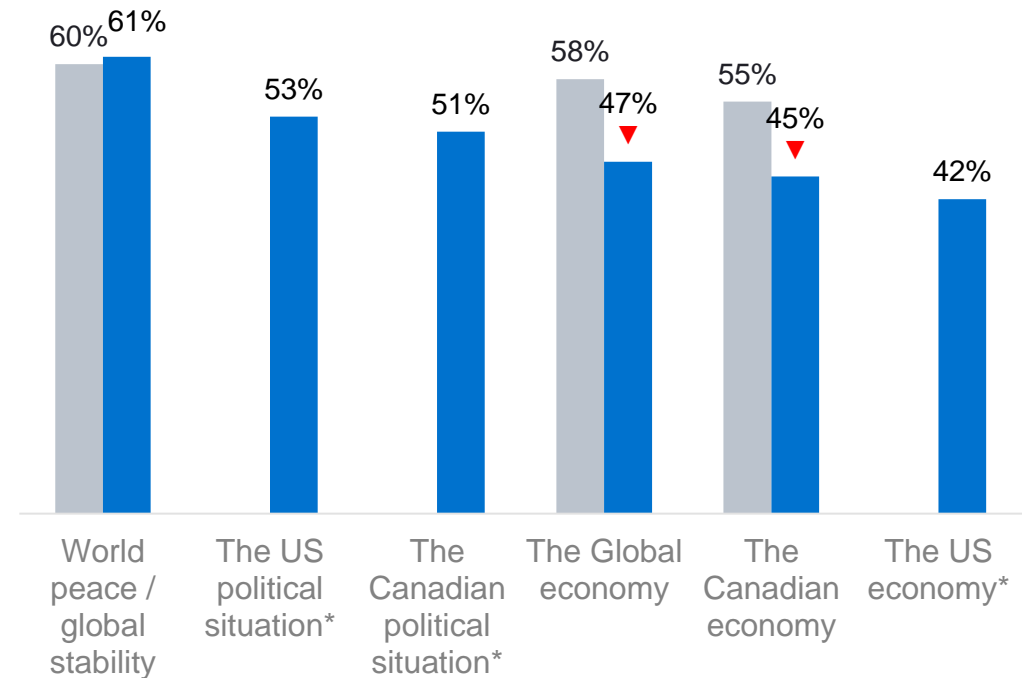
HF23. Should Canada undergo a recession in 2025, how much of an impact do you think it will have on your own personal financial situation?

And a shrinking number of Canadians expect the Global and Canadian economy to further worsen in 2025.

ECONOMIC OUTLOOK FOR 2025

(% will worsen)

2023 2024



**Navigating economic pressures:
Canadians continue cutting back on non-
essentials but remain hopeful for
stabilizing inflation.**



Concerns have shifted
from rising food prices to
the ability of
maintaining current
standard of living.

CONTEXTUAL
QUESTION

TOP CONCERNS FOR 2025
(% INDICATING)

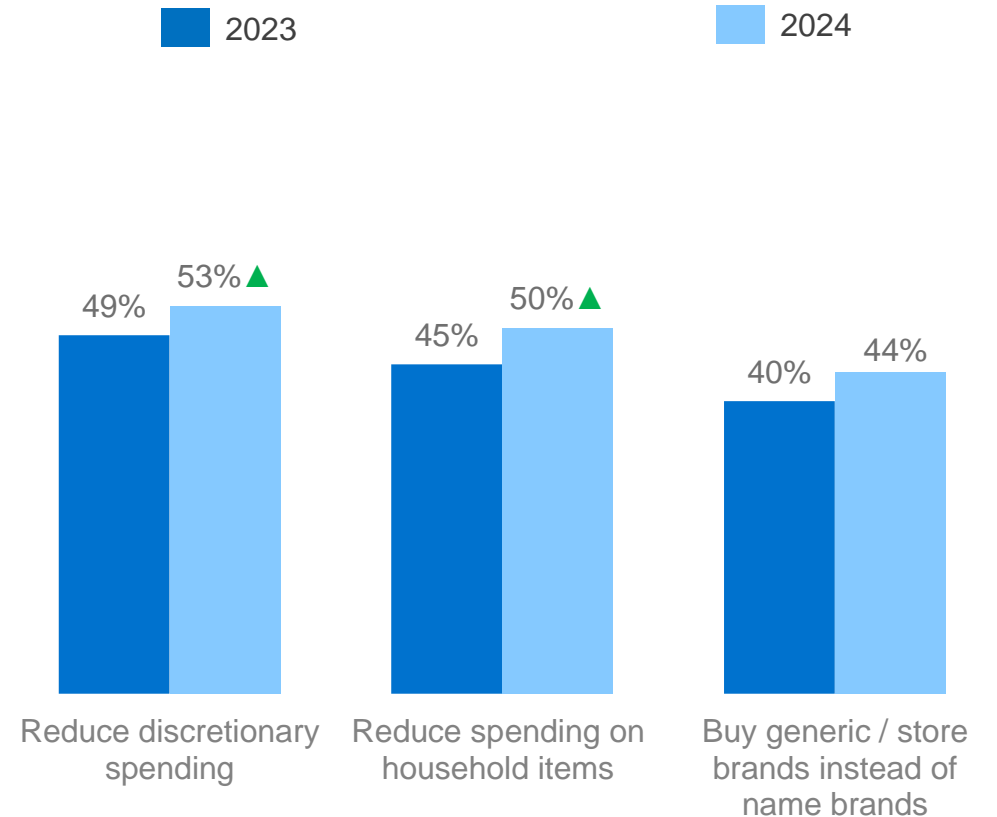


▲▼ Statistically significant change between waves
7B. And what would you say is your biggest concern for 2025, among the following

As a result, more Canadians have **reduced non-essential expenses**, including household items and brands.

CONTEXTUAL
QUESTION

ACTIONS TAKEN IN THE PAST YEAR IN RESPONSE TO INFLATION (% INDICATING)



▲ ▼ Statistically significant change between waves

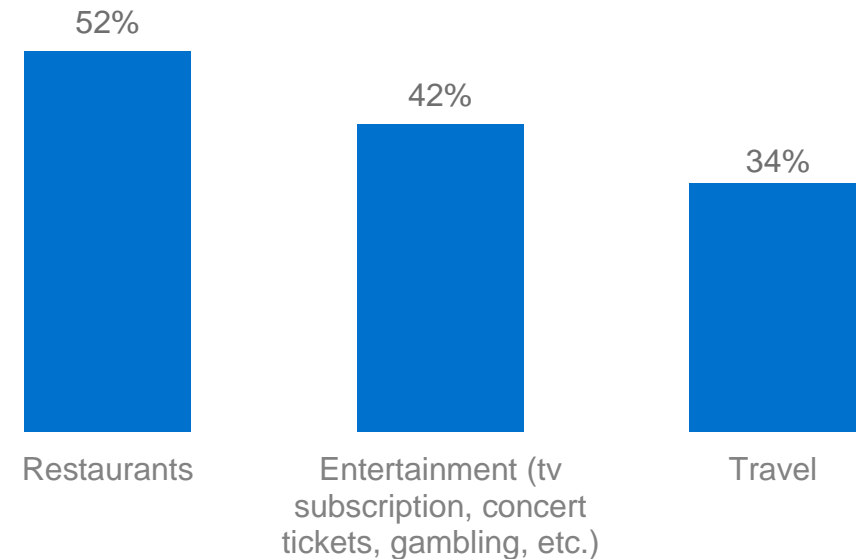
18A. Over the past year, which of the following actions have you done, in response to inflation ?
Q18. Over the next 12 months, how likely are you to do the following actions, in response to inflation ?

Canadians intend to **reduce discretionary spending**, reflecting a cautious approach amid economic uncertainties.

NEW IN 2024

CONTEXTUAL
QUESTION

EXPECTED SPEND CHANGE ON SPENDING ITEMS
OVER THE NEXT YEAR
(% Less)

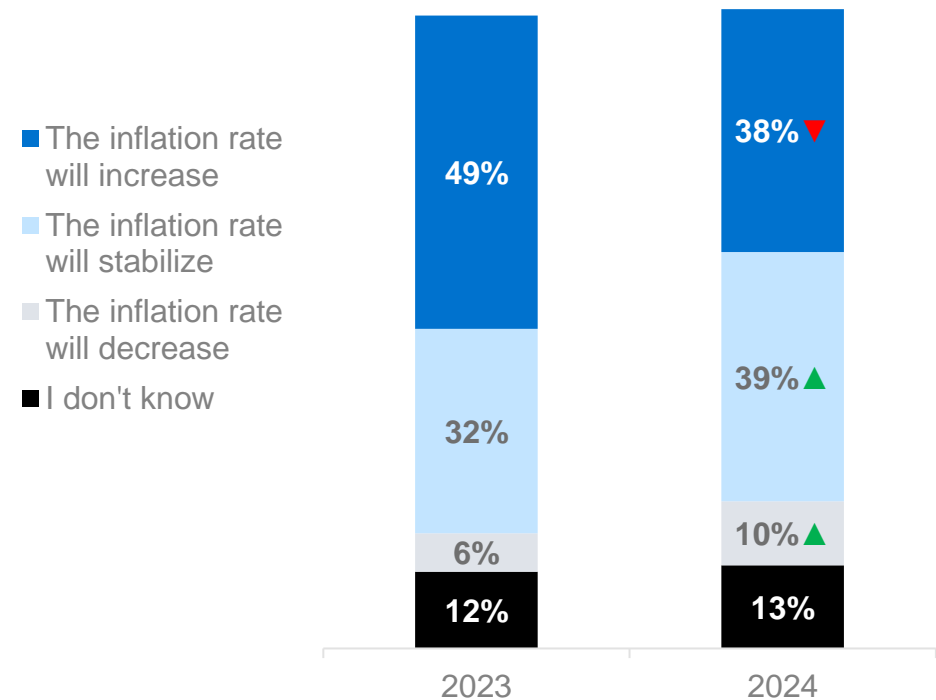


HF18B. Over the next year, do you plan on spending more, the same or less on the following items?

On the other hand, there is growing optimism about inflation, with more believing it will stabilize or decrease in the next year.

CONTEXTUAL
QUESTION

INFLATION OUTLOOK IN 2025



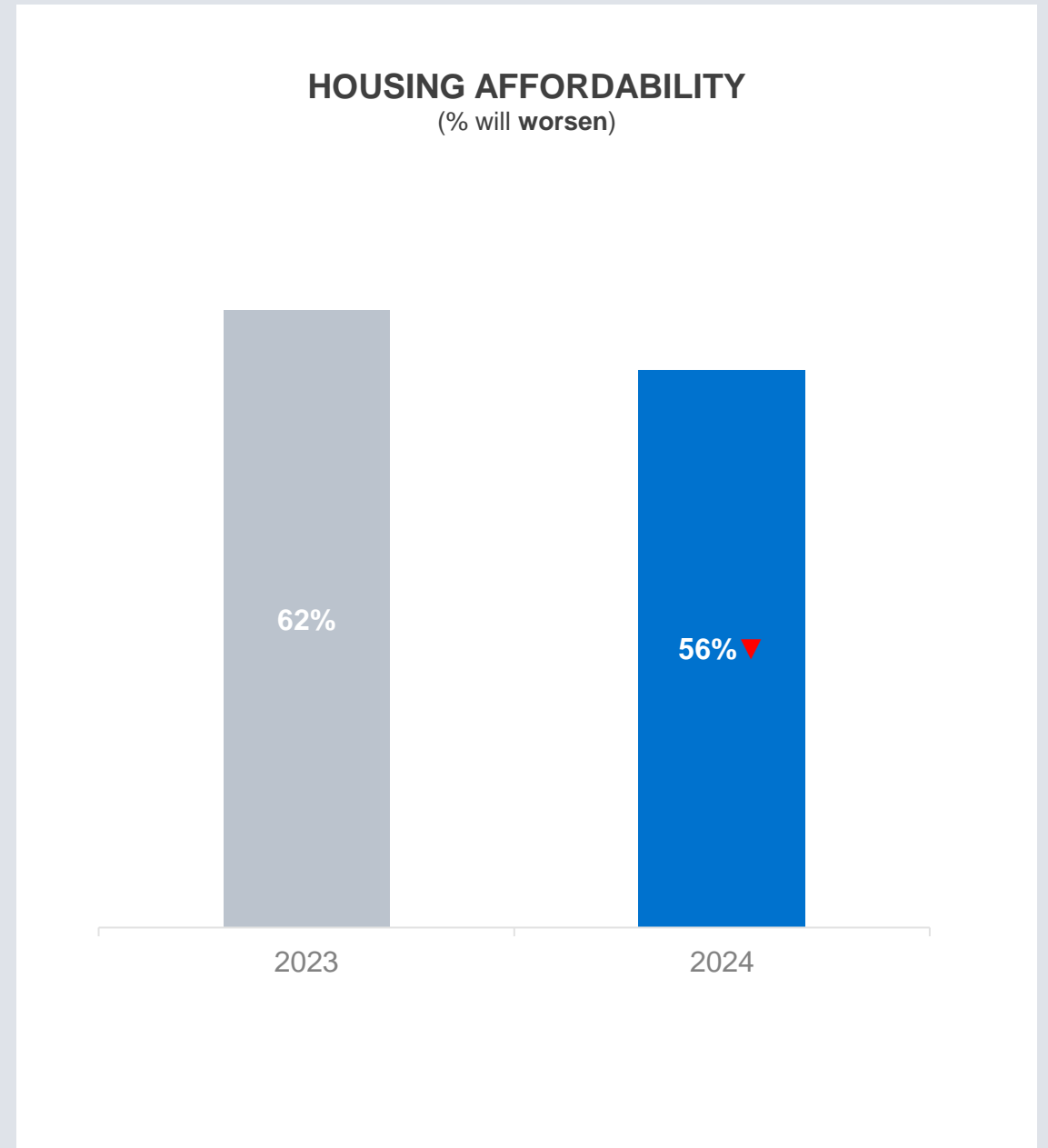
▲ ▼ Statistically significant change between waves
Q17. In your opinion, will the inflation rate in Canada increase, stabilize, or decrease over the next 12 months?

**While the housing market remains tough,
especially for renters, there are signs of
optimism amid softening rates.**



A shrinking majority of Canadians believe that housing affordability will worsen in 2025.

CONTEXTUAL
QUESTION

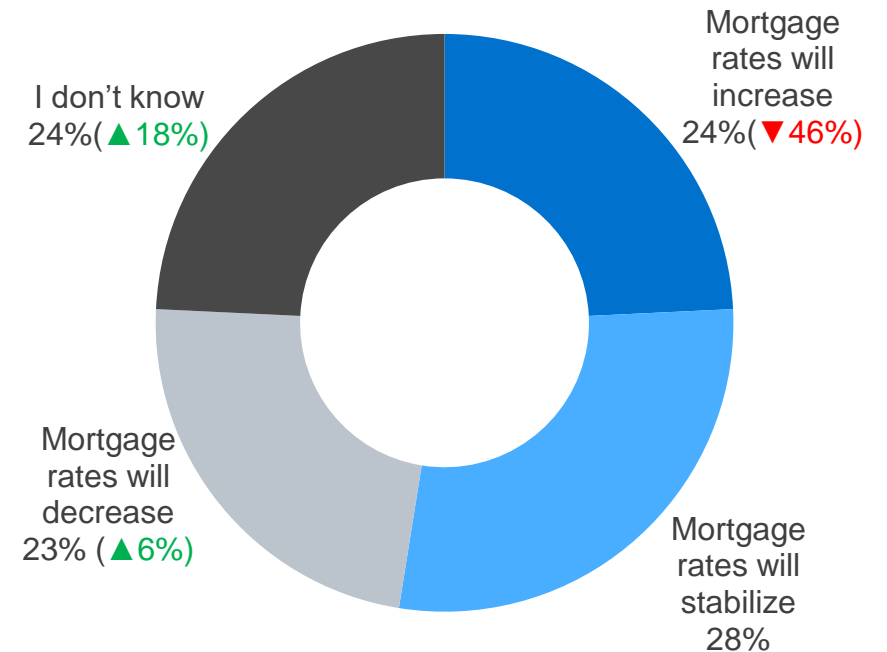


▲ ▼ Statistically significant change between waves
7. What is your outlook for 2025 with regards to the following...

The perception of mortgage rates fluctuations in 2025 suggests growing confusion, which may lead to inertia in home buyers.

CONTEXTUAL
QUESTION

PERCEPTION OF MORTGAGE RATES EVOLUTION



▲▼ Statistically significant change between waves

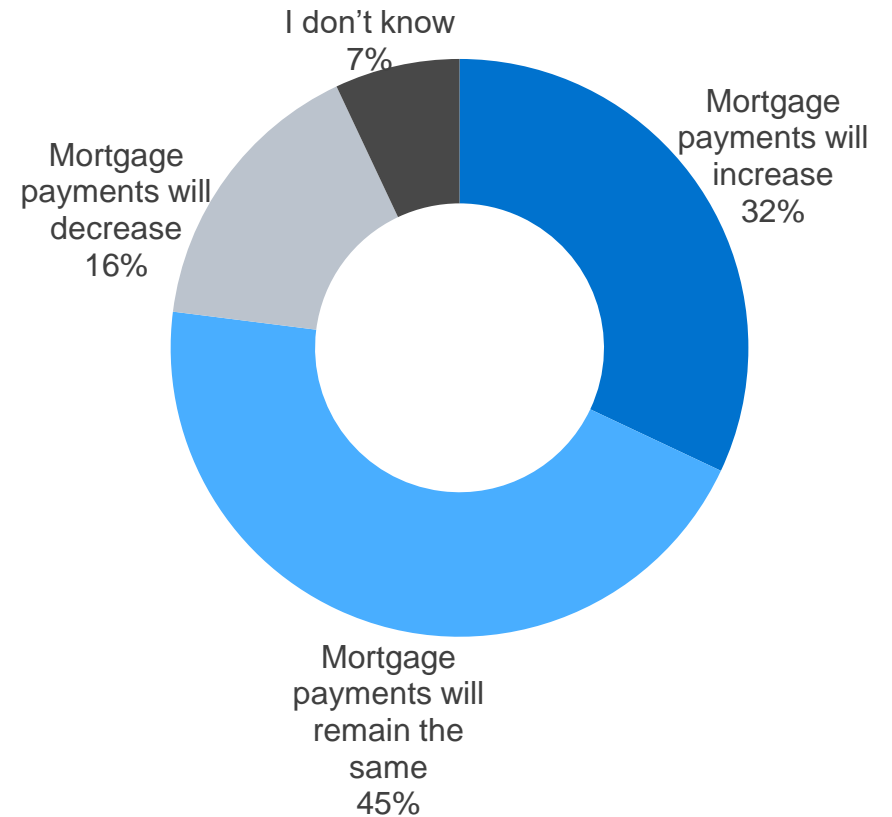
26c. In your opinion, will mortgage rates in Canada increase, stabilize, or decrease over the next 12 months ?

Despite this uncertainty, a significant share of **owners** expect their mortgage payments to remain steady in 2025.

NEW IN 2024

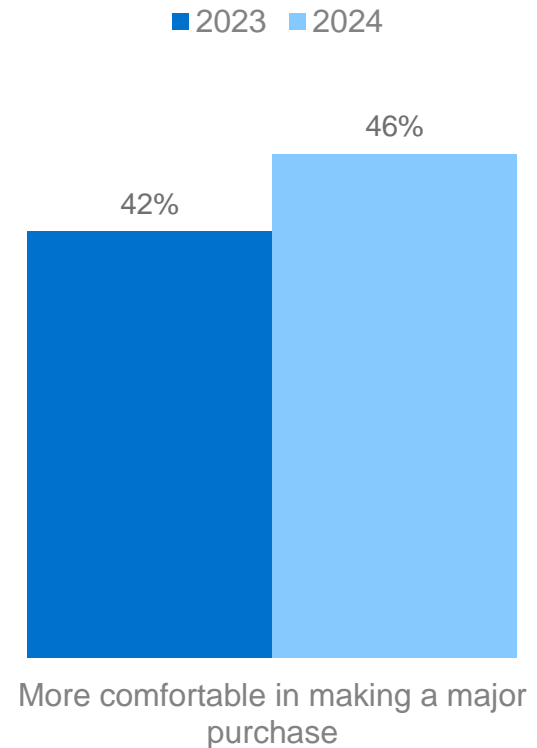
CONTEXTUAL
QUESTION

EXPECTED CHANGE IN MORTGAGE PAYMENTS AMONG OWNERS



Canadians are **gaining confidence in making a major purchase.**

CONFIDENCE IN MAKING A MAJOR PURCHASE (CAR, HOME) COMPARED TO A YEAR AGO
(% Somewhat/Much more comfortable)



HF6a. Compared to a year ago, would you say you are now more or less comfortable making a major purchase (home, car, etc.)?

However, results show a great **disparity between owners and renters**, the latter being much less comfortable in making a major purchase.

CONFIDENCE IN MAKING A MAJOR PURCHASE (CAR, HOME) COMPARED TO A YEAR AGO
(% Somewhat/Much more comfortable)

54%

Owners

Are more comfortable making a major purchase than a year ago

38%

Renters

Are more comfortable making a major purchase than a year ago

Statistically significant between groups

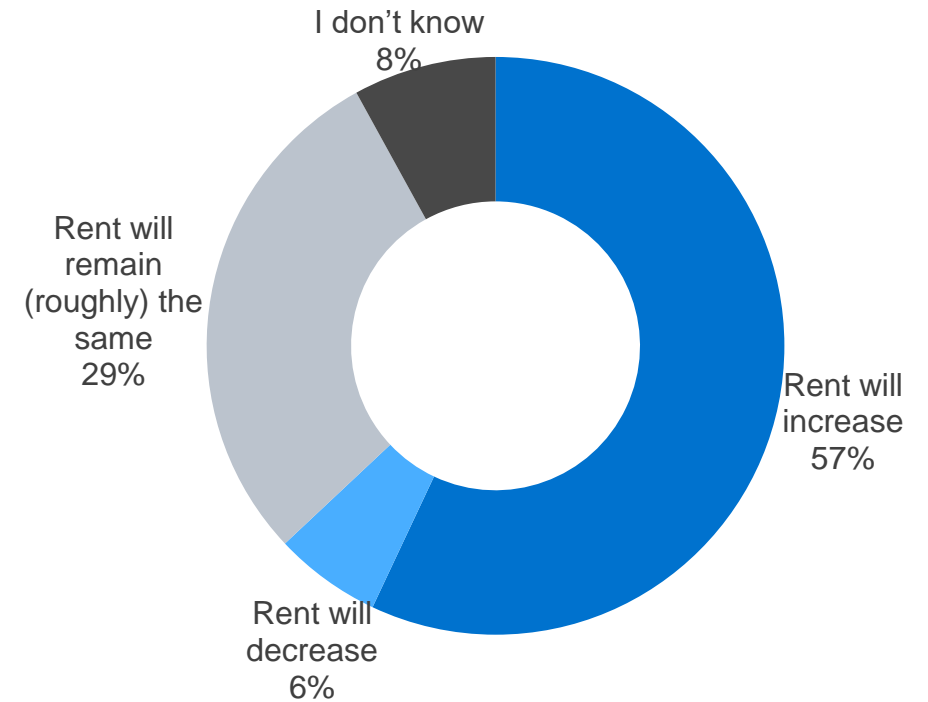
HF6a. Compared to a year ago, would you say you are now more or less comfortable making a major purchase (home, car, etc.)?

**Most renters expect their
rent to increase over the
next year.**

NEW IN 2024

CONTEXTUAL
QUESTION

EXPECTED CHANGE IN RENT AMONG RENTERS



As a result, 4 renters out of 10 are **expecting to downsize or share living spaces with others.**

NEW IN 2024

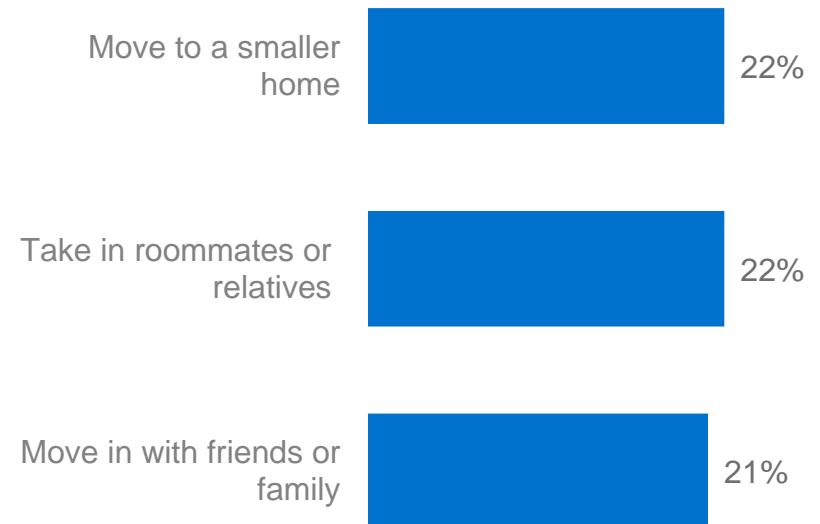
CONTEXTUAL
QUESTION

EXPECTED CHANGES IN LIVING SITUATION AMONG RENTERS

(% Very/Somewhat Likely)

37%

of renters are likely to make changes to their living situation

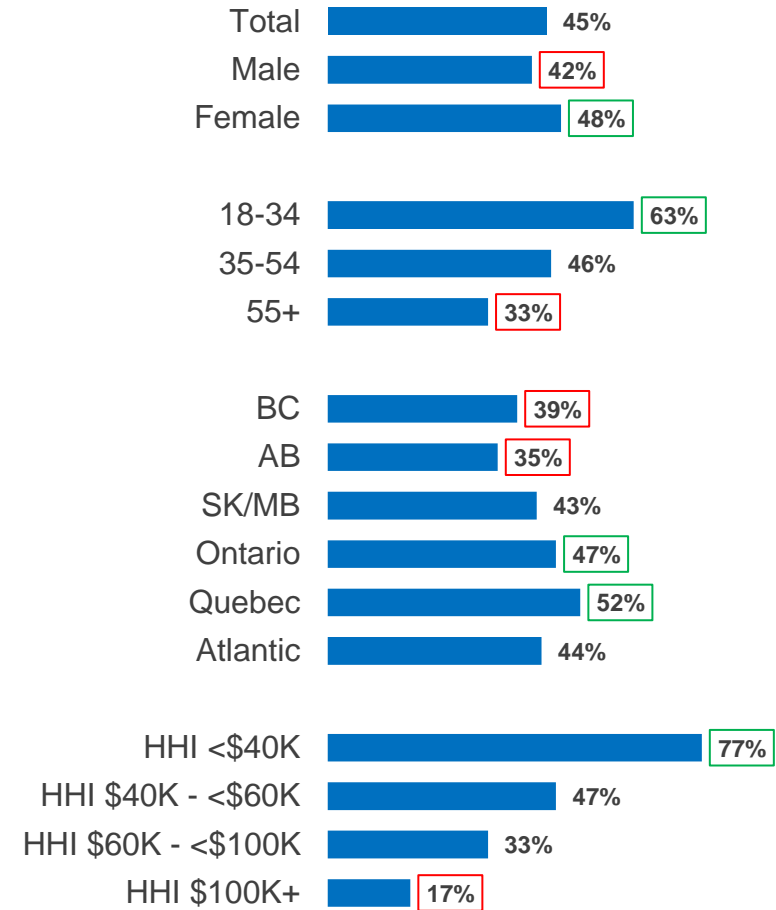


HF26F. Over the next 12 months, how likely are you to make the following changes to your living situation?

Renters are overrepresented among younger, lower income households, and in Eastern Canada.

CONTEXTUAL
QUESTION

% OF RENTERS



□ Statistically significant change between waves

25. Do you own the home you currently reside in, and if so, is there a mortgage on the property?

Quebec, with a higher share of renters than the national average, is taking a **bigger hit**.

CONTEXTUAL
QUESTION

HOUSING AFFORDABILITY (% indicating)

Canada Quebec

23%

vs 17%

Consider **increase in cost of housing** to be their biggest concern for 2025

75%

vs 57%

Of **renters** expect their rent to increase over the next year

□ □ Statistically significant between groups
HF7B. And what would you say is your biggest concern for 2025, among the following?
H26D. How do you expect your rent to change over the next year?

**Uncertain job market:
Canadians face insecurities related to job
stability.**



Canadians express concerns about the job market and job security, highlighting uncertainties for 2025.

NEW IN 2024

CONTEXTUAL
QUESTION

JOB MARKET OUTLOOK FOR 2025

(% indicating)

38%

Believe the job market will worsen in 2025

30%

Are concerned about the possibility of losing job or facing reduced working hours in next 12 months

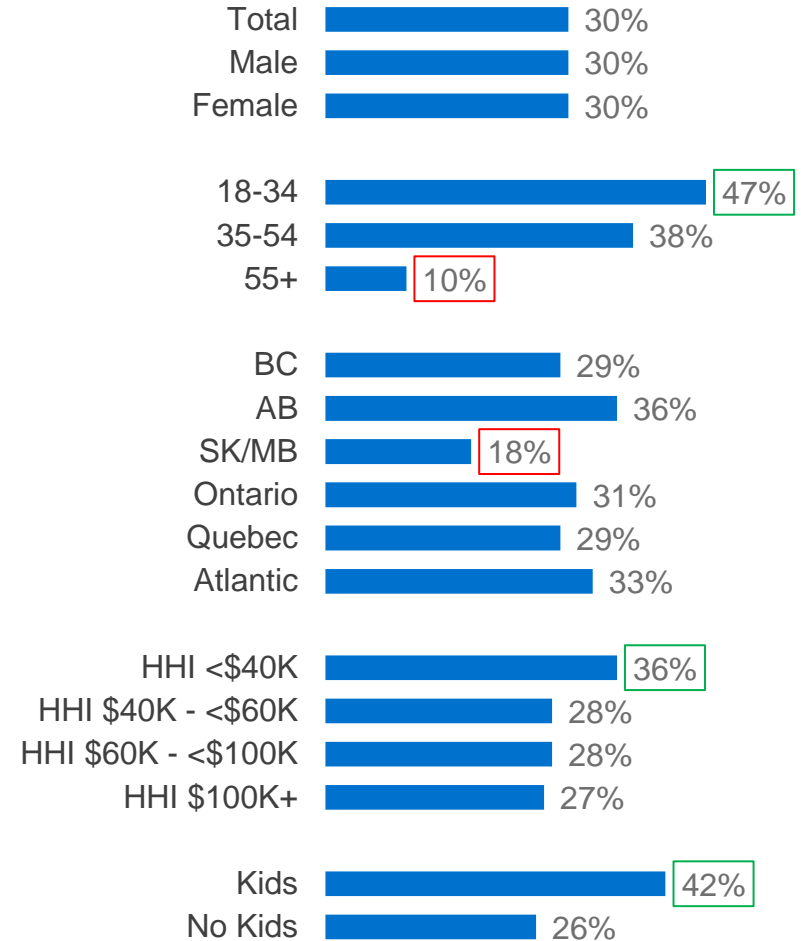
Job security worries are higher among younger Canadians, lower-income individuals and families.

NEW IN 2024

CONTEXTUAL QUESTION

POSSIBILITY OF LOSING JOB OR FACING REDUCED WORKING HOURS IN NEXT YEAR

(% Somewhat/Very Concerned)



□ □ Statistically significant between groups

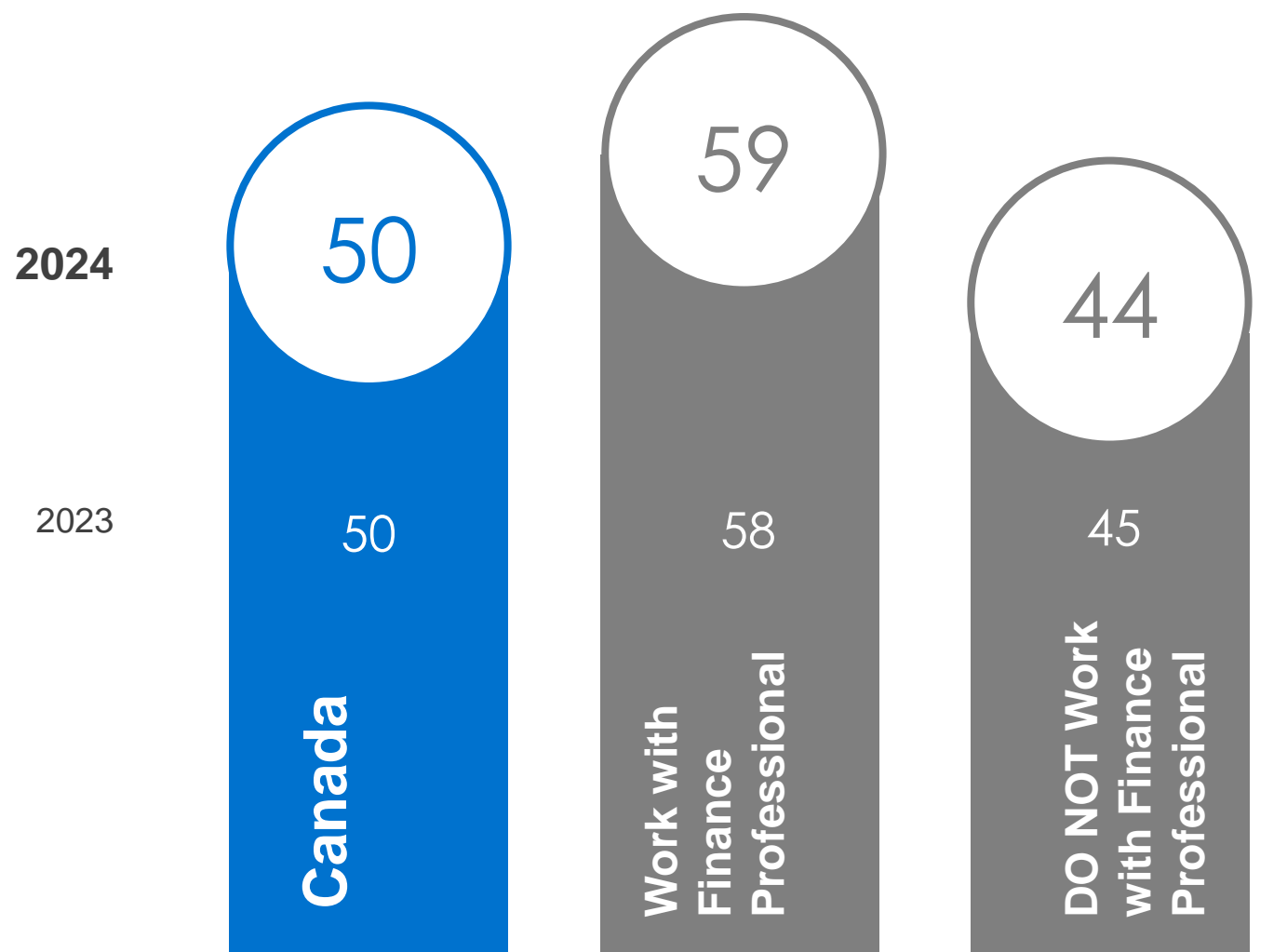
HF26. Has the rise of interest rates resulted in any of the following situations, for you personally?.

**Partnering with a financial professional
empowers Canadians with greater
confidence towards their financial future.**



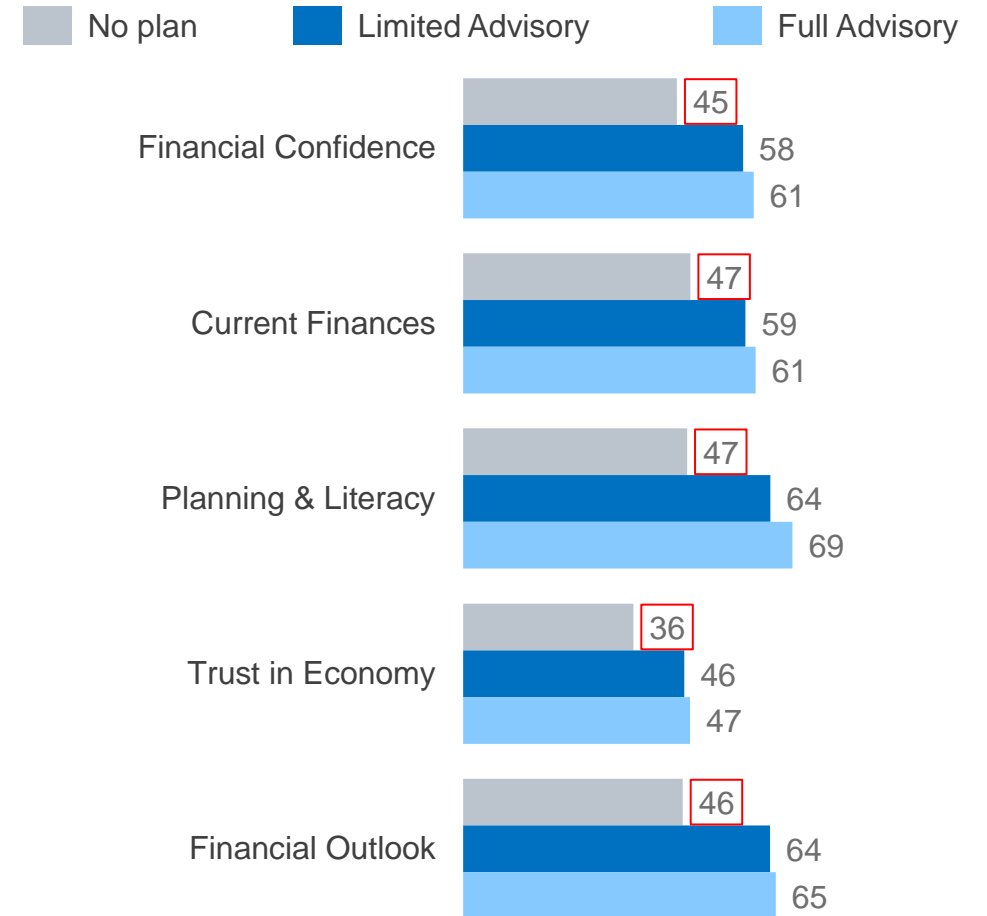
Working with a financial professional continues to drive financial confidence.

Exposure to Financial Advice



Receiving financial advice strongly enhances confidence in all financial pillars.

CONFIDENCE INDEX AND THE 4 PILLARS



□ Statistically significant between groups

**Less than half of Canadians
have consulted a
professional for financial
advice.**

**CONTEXTUAL
QUESTION**

DEGREE OF FINANCIAL ADVISORY

No Advice

57%

Never consulted a
financial planner

**Limited
Advisory**

32%

Consulted a financial planner on
1 or 2
financial topics

**Full
Advisory**

11%

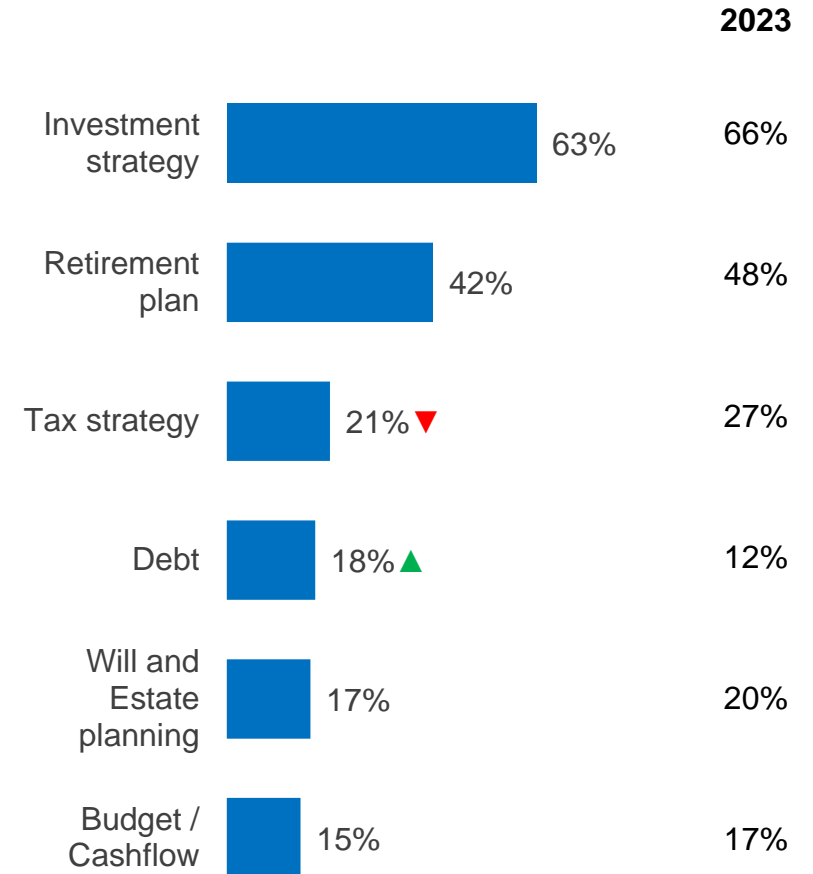
3 or more
financial topics

HF10. Have you used/consulted any financial professional(s) to help you with your investments or financial advice?
HF10H. Over the years, in which of the following areas did you receive professional financial advice?

Investment strategy and **retirement** remain the main areas where Canadians seek professional advice. **Debt** is becoming more important.

CONTEXTUAL
QUESTION

AREAS OF PROFESSIONAL FINANCIAL ADVICE



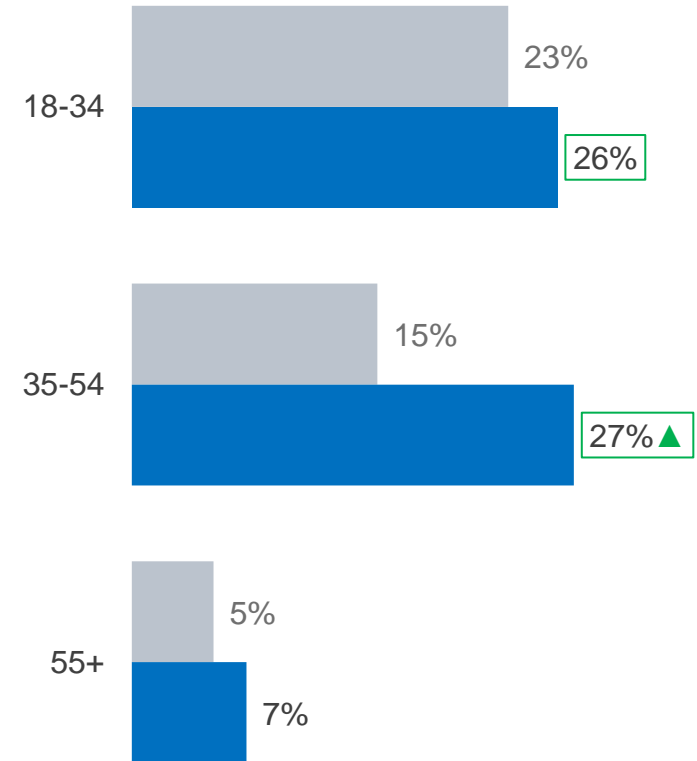
▲ ▼ Statistically significant change between waves

10H. Over the years, in which of the following areas did you receive professional financial advice?

Debt is becoming an even more important topic for Canadians under 55.

CONTEXTUAL
QUESTION

AREAS OF PROFESSIONAL FINANCIAL ADVICE

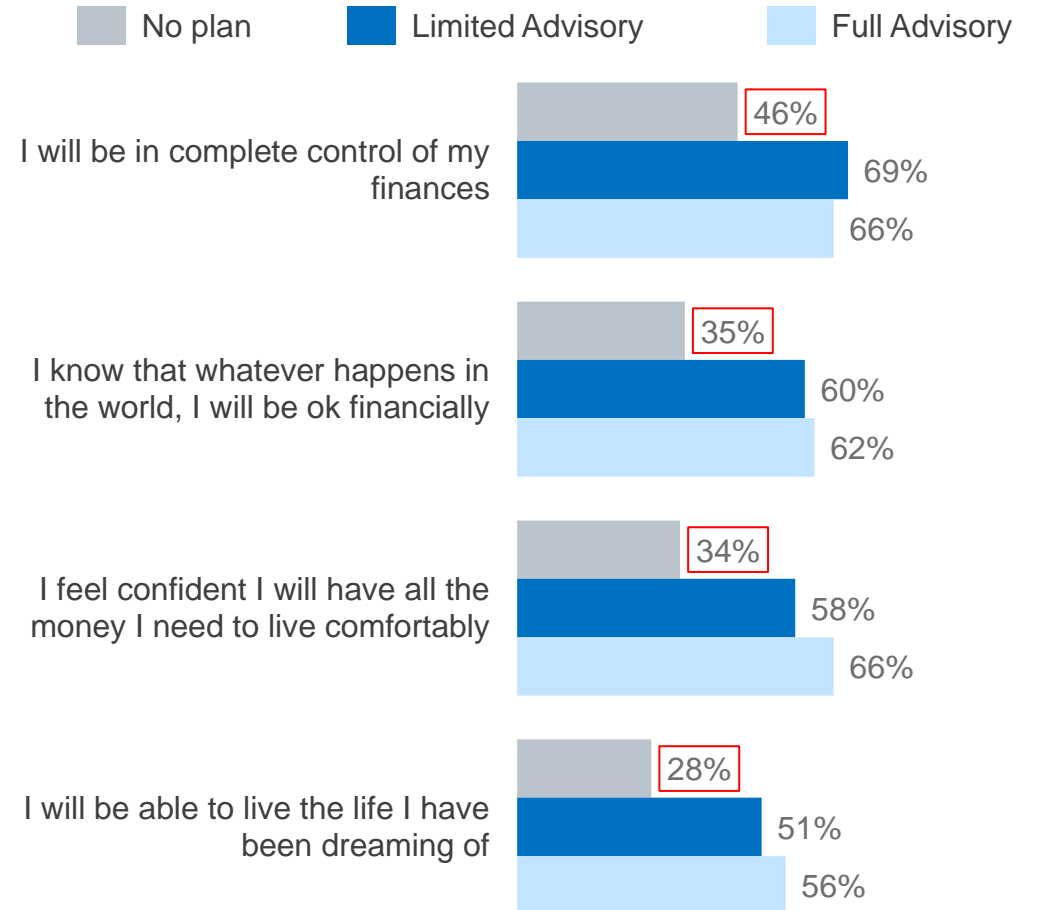


□ Statistically significant between groups / ▲▼ Statistically significant change between waves 10H. Over the years, in which of the following areas did you receive professional financial advice?

Financial advice is also linked to better confidence in their own long-term financial future.

CONTEXTUAL QUESTION

OUTLOOK ON LONG-TERM FINANCIAL FUTURE (%Strongly/Somewhat Agree)



□ Statistically significant between groups

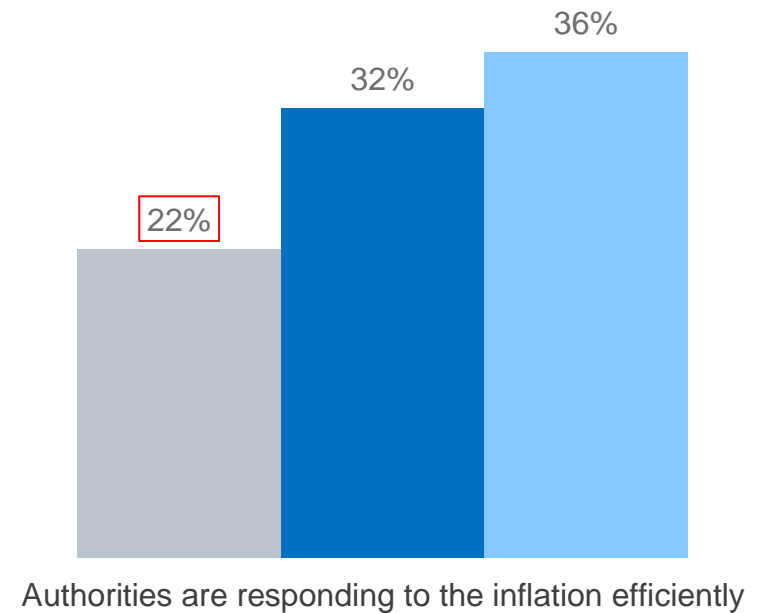
27 Thinking of your long-term financial future, including your retirement, to what extent do you agree or disagree with the following statements?

Canadians with a financial plan also exhibit a **higher level of confidence in the authorities to manage the economy.**

CONTEXTUAL
QUESTION

PERCEPTION OF THE WAY CANADIAN GOV AND
AUTHORITIES ARE MANAGING THE ECONOMY
(% Very/Somewhat Efficiently)

■ No plan ■ Limited Advisory ■ Full Advisory



□ Statistically significant between groups

24. Do you feel that the Canadian government and other financial authorities are managing the economy efficiently?

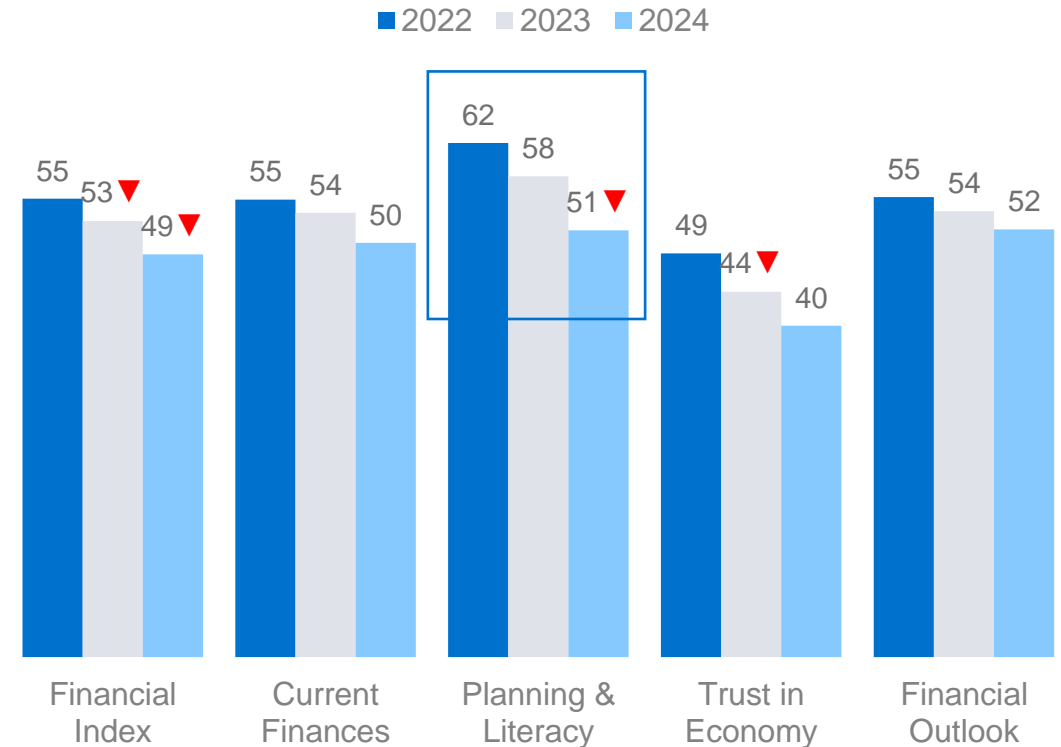
*Reworded in 2024

A need for more **financial advice** in Quebec?



Confidence index scores show a decline on the 'Planning & Literacy' pillar in Quebec, suggesting a gap in financial education and support.

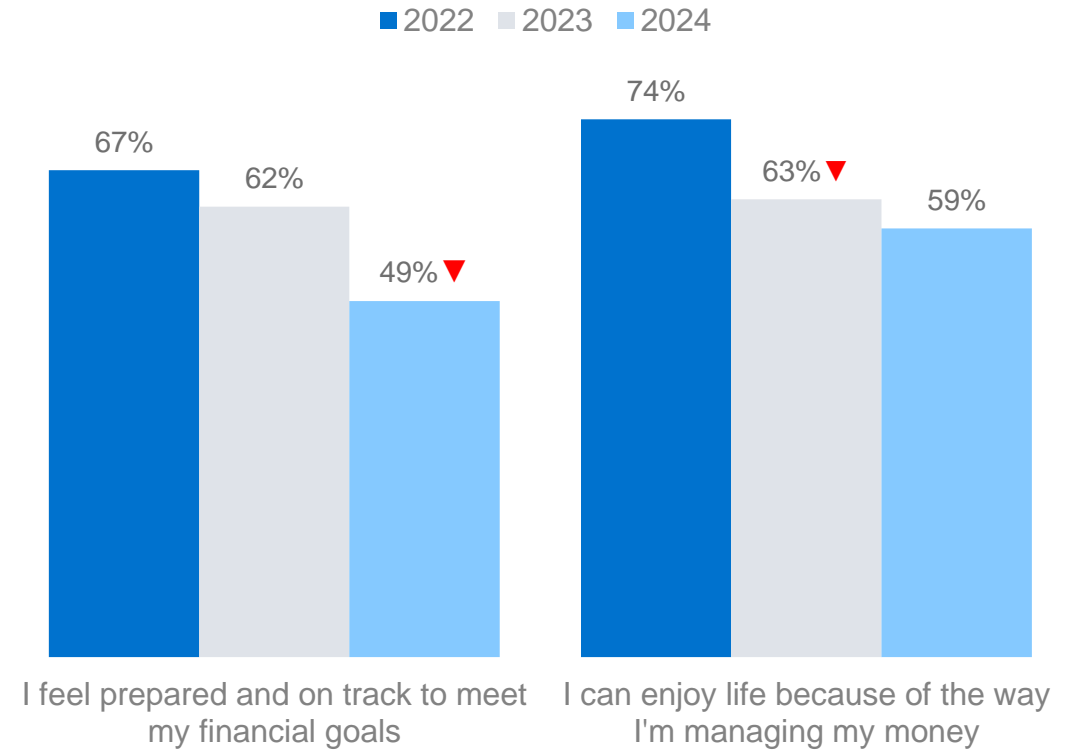
CONFIDENCE INDEX AND THE 4 PILLARS QUEBEC



▲ ▼ Statistically significant change between waves

Quebecers are feeling less prepared to meet their financial goals than in the past years.

PLANNING & LITERACY QUEBEC (% indicating)

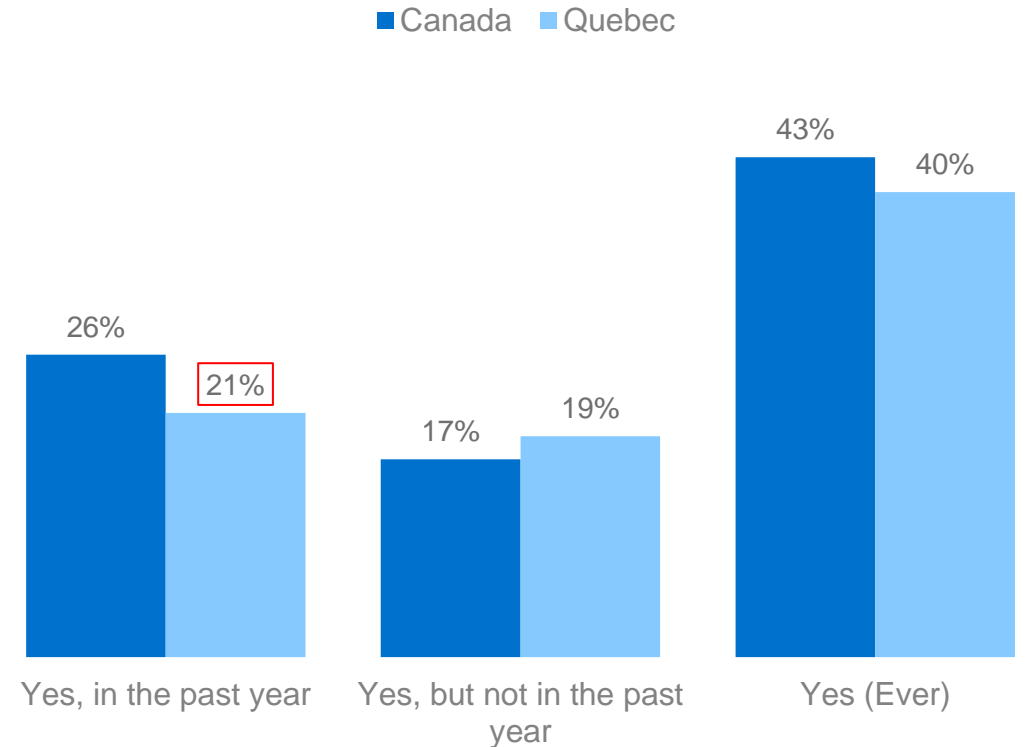


▲ ▼ Statistically significant change between waves
HF1. To what extent do you agree or disagree with the following statements?

Fewer Quebecers have met with a financial advisor recently, compared to the national average.

CONTEXTUAL
QUESTION

USED/CONSULTED PROFESSIONAL ADVICE (% indicating)



Statistically significant between groups

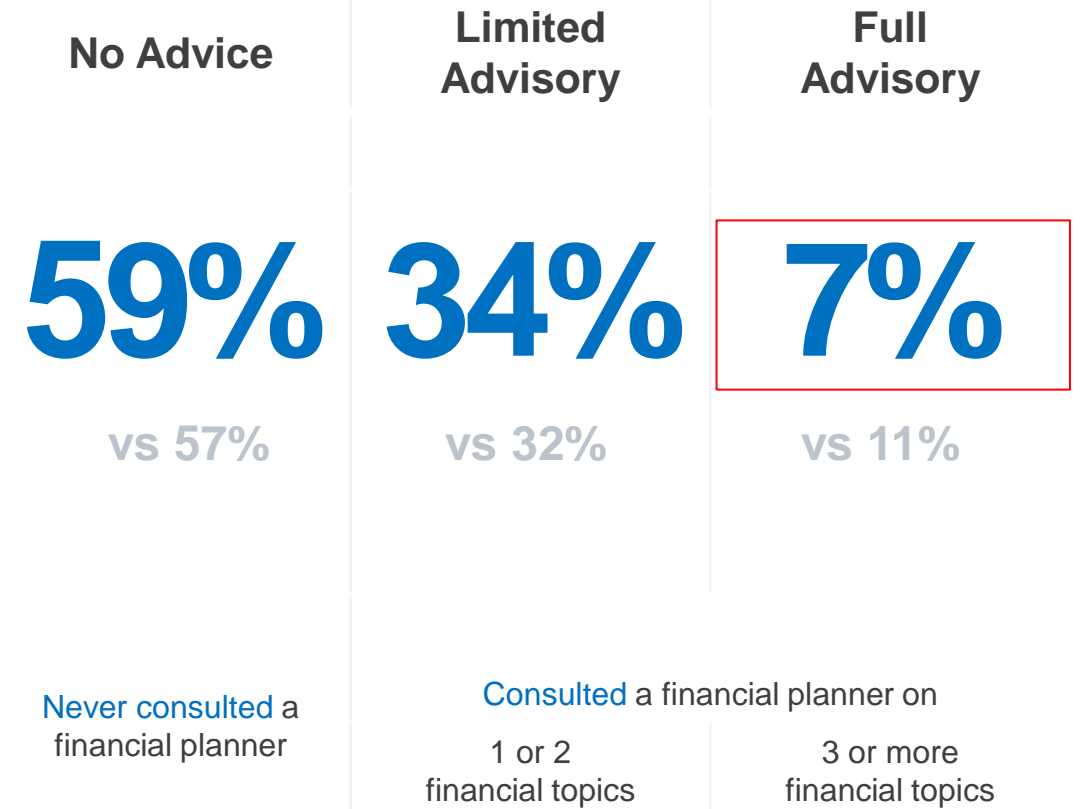
HF10. Have you used/consulted any financial professional(s) to help you with your investments or financial advice?

Quebec is also lagging on breadth of financial advice received, relative to the national average.

CONTEXTUAL
QUESTION

DEGREE OF FINANCIAL ADVISORY QUEBEC

Canada Quebec



Never consulted a financial planner

Consulted a financial planner on
1 or 2 financial topics | 3 or more financial topics

Statistically significant between groups

HF10. Have you used/consulted any financial professional(s) to help you with your investments or financial advice?
HF10H. Over the years, in which of the following areas did you receive professional financial advice?

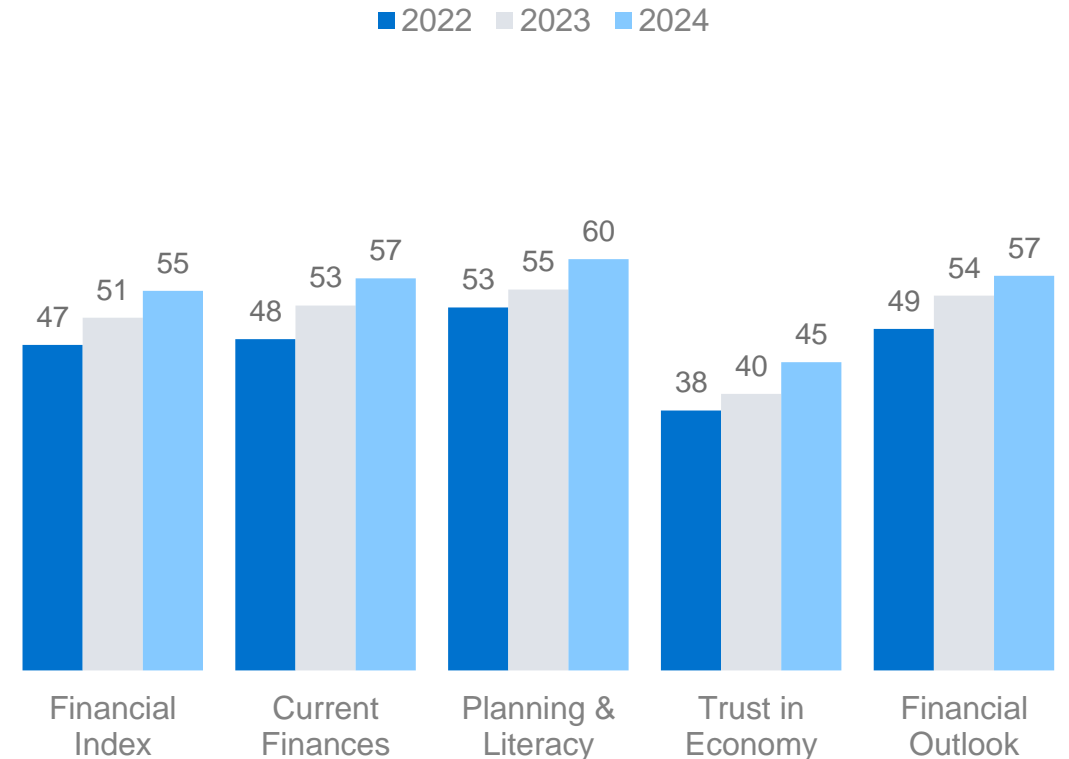
Western Promises:
Did the election build high hopes in
British Columbia?



In BC, all 4 pillars of the Financial Confidence Index are **trending upwards***.

* Directional trend – within margin of error

CONFIDENCE INDEX AND THE 4 PILLARS BRITISH COLUMBIA

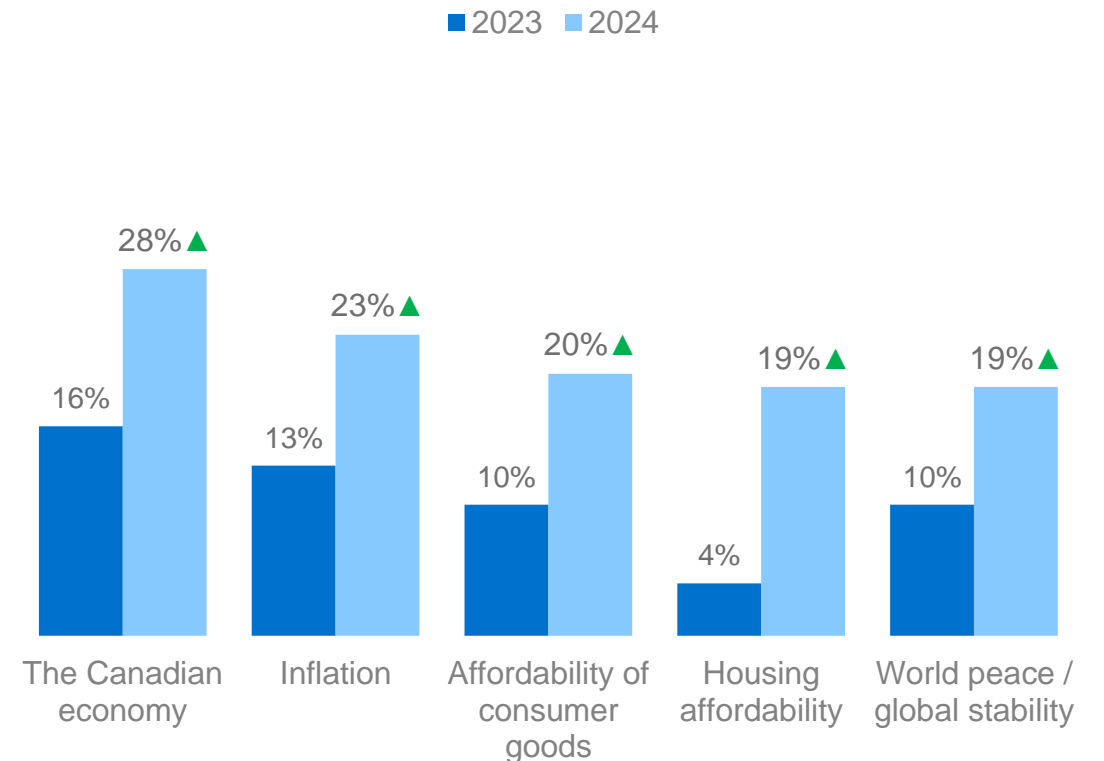


▲ ▼ Statistically significant change between waves

Results suggest a **rise in optimism**, including on housing affordability, which has been at the forefront of the 2024 campaign.

CONTEXTUAL
QUESTION

ECONOMIC OUTLOOK FOR 2025 BRITISH COLUMBIA (% Will improve significantly/somewhat)

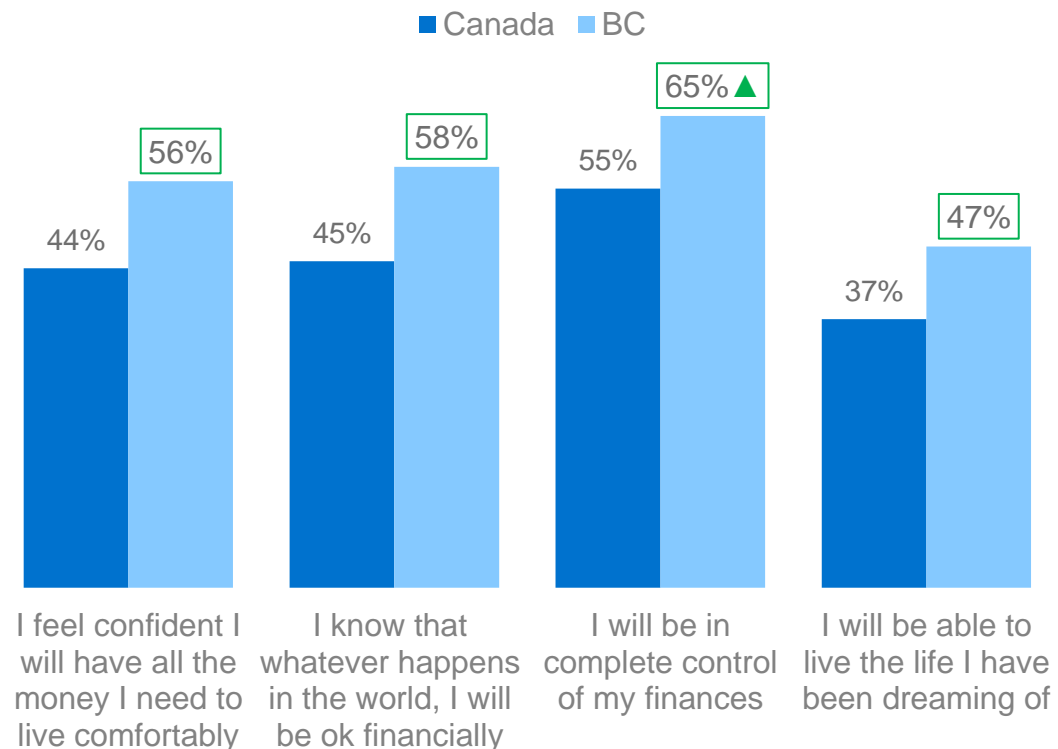


▲▼ Statistically significant change between waves
HF7. What is your outlook for 2025 with the regards to the following?

British Columbians also exhibit stronger **long-term confidence**, relative to the national average.

CONTEXTUAL
QUESTION

CONFIDENCE IN LONG-TERM FINANCIAL FUTURE BRITISH COLUMBIA (% Strongly/Somewhat agree)



Statistically significant between groups

HF27. Thinking of your long-term financial future, including your retirement, to what extent do you agree or disagree with the following statements?

Their confidence could be linked to a more proactive financial approach.

FINANCIAL MANAGEMENT BRITISH COLUMBIA

■ Canada ■ BC

51%

vs 43%

Have
used/consulted
financial advice
(Ever)

92%▲

vs 86%

Review their
accounts regularly

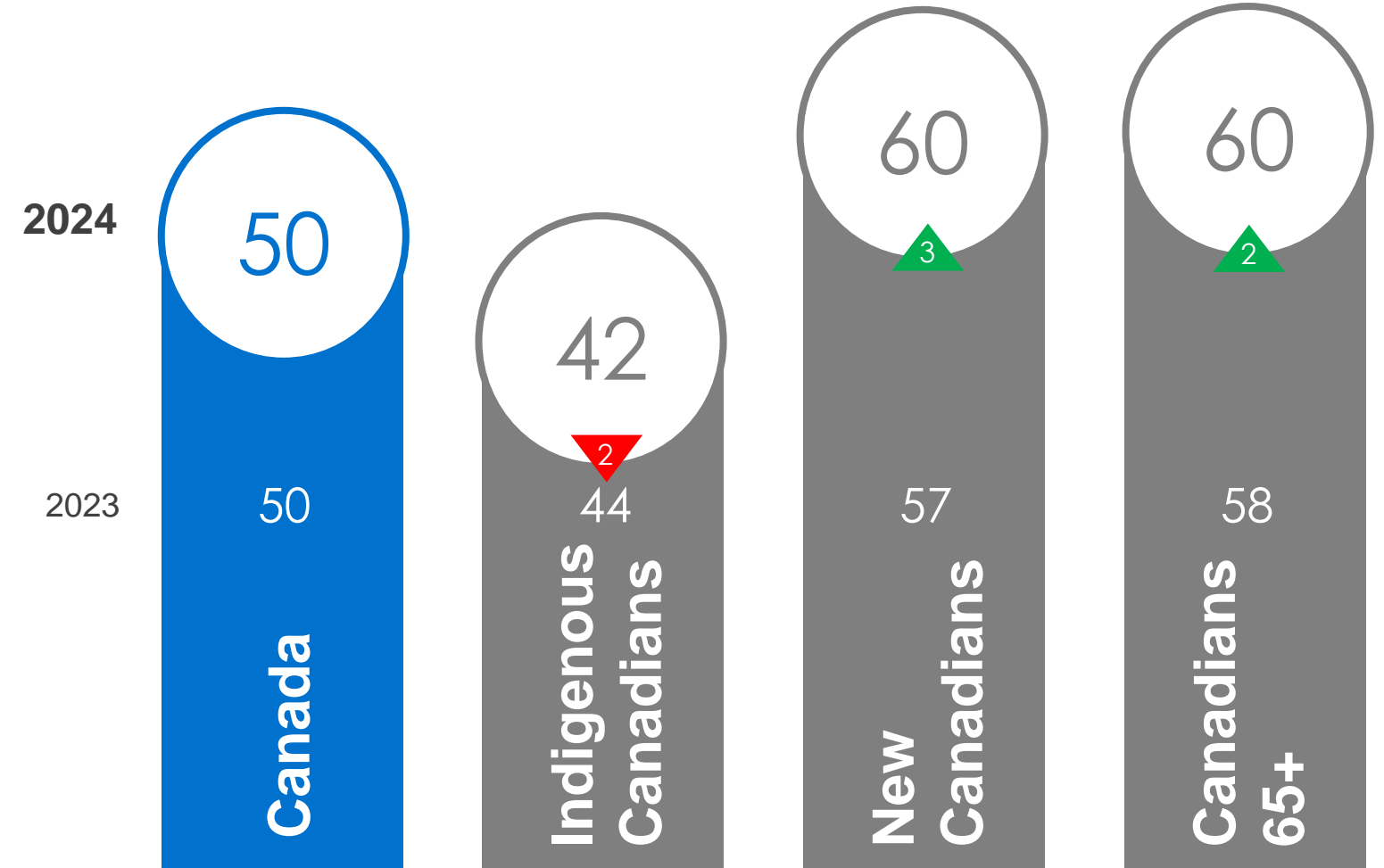
Indigenous Canadians face ongoing financial challenges, weakening their economic optimism.



Indigenous Canadians continue to face more economic challenges relative to the overall population.

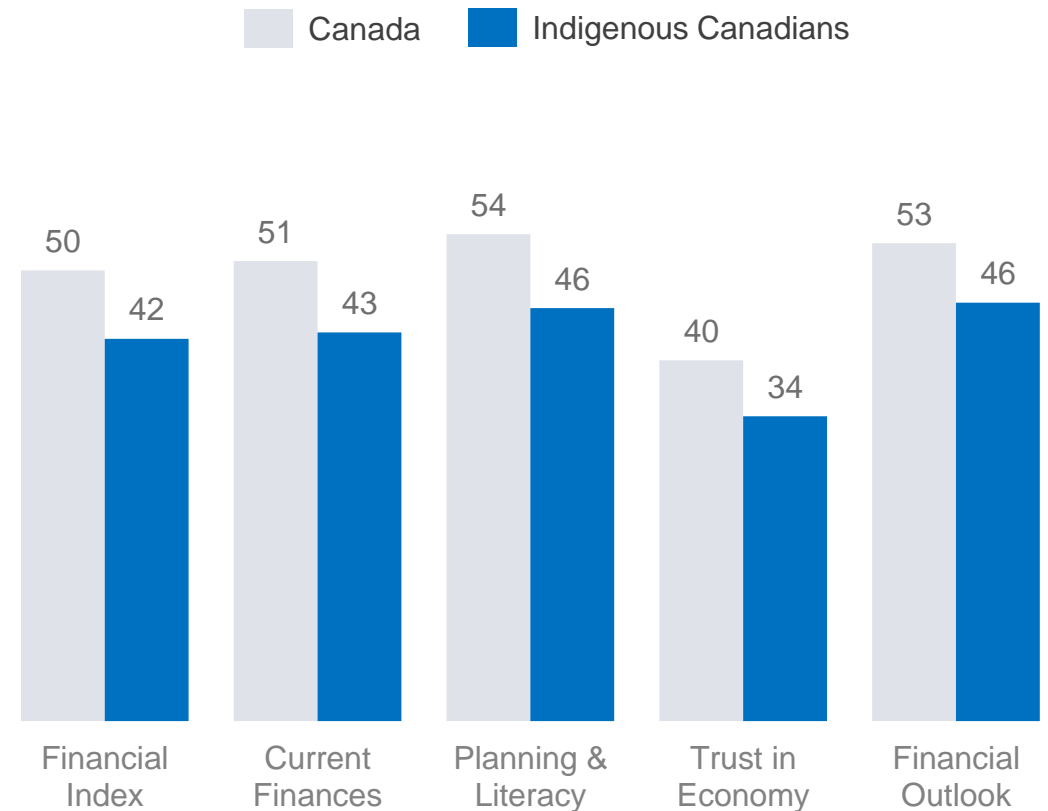
New Canadians continue to maintain a more positive outlook than other Canadians, with a growing confidence compared to last year.

Groups of Interest



Indigenous Canadians score below the national average across all four financial pillars.

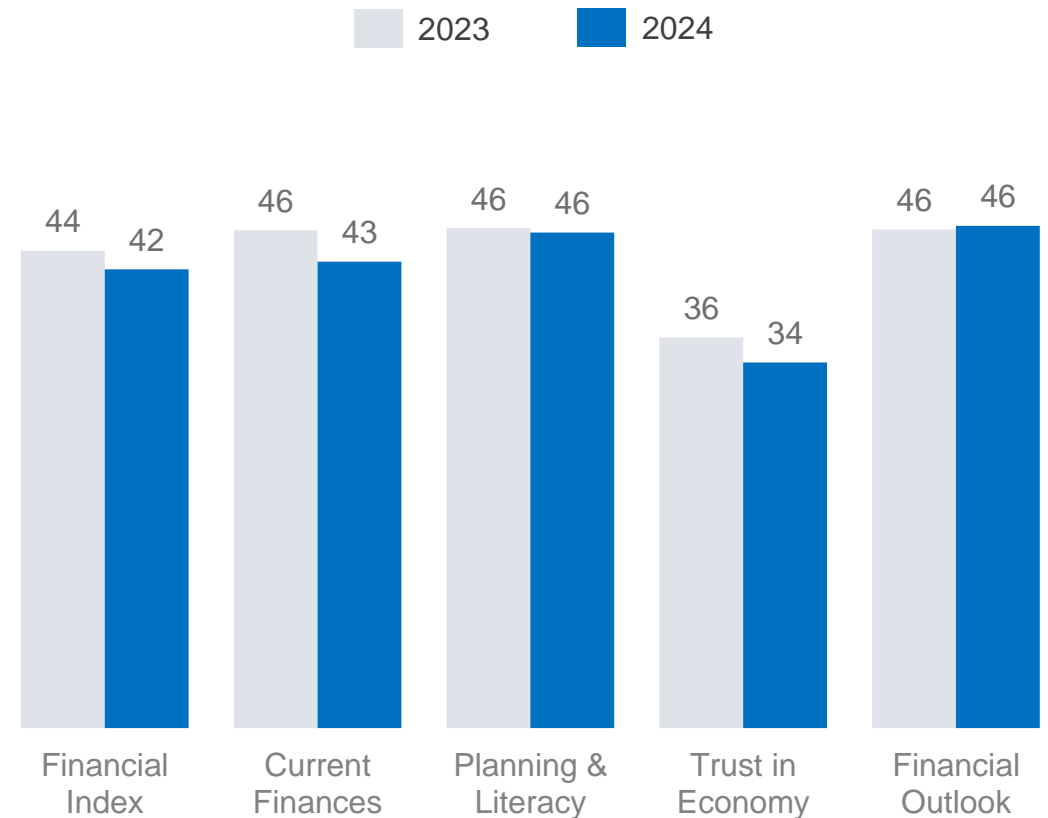
CONFIDENCE INDEX AND THE 4 PILLARS



▲ ▼ Statistically significant change between waves

And the confidence is not showing signs of improvement among Indigenous Canadians.

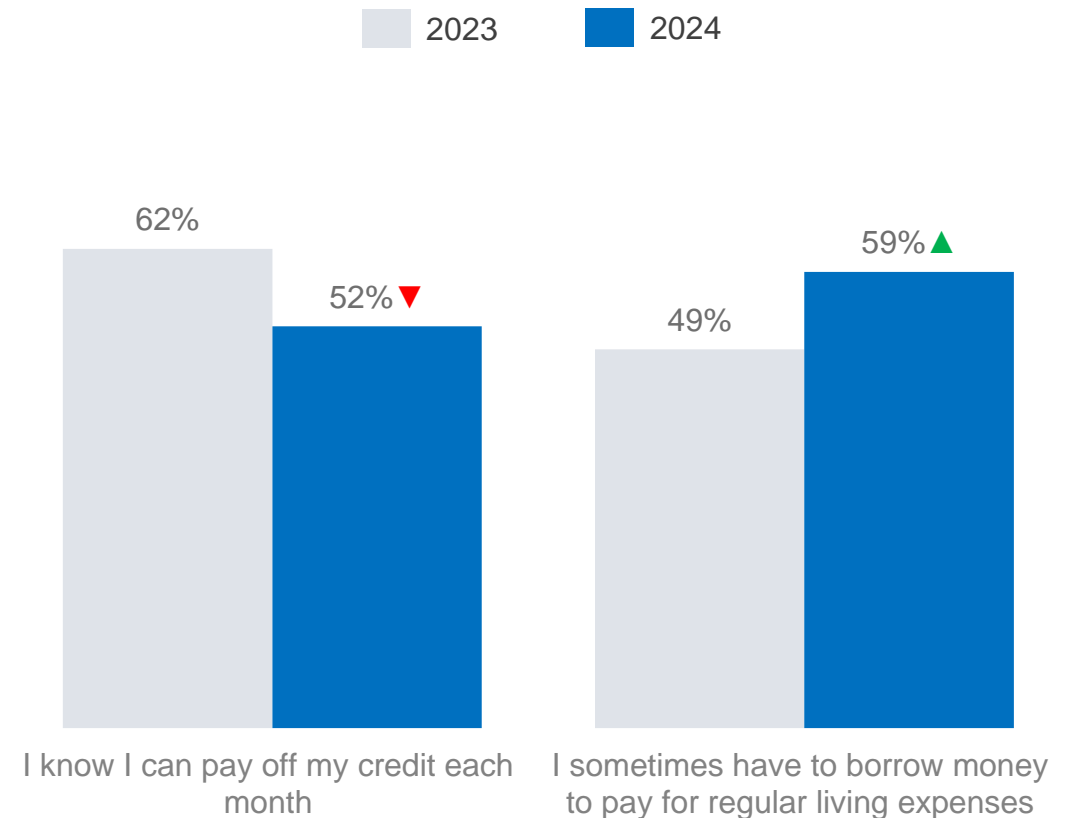
CONFIDENCE INDEX AND THE 4 PILLARS INDIGENOUS CANADIANS



▲ ▼ Statistically significant change between waves

Financial strains among Indigenous Canadians continue to grow, leading to increased reliance on debt to pay living expenses.

**ABILITY TO PAY FOR REGULAR LIVING EXPENSES
INDIGENOUS CANADIANS**
(% Strongly/Somewhat agree)

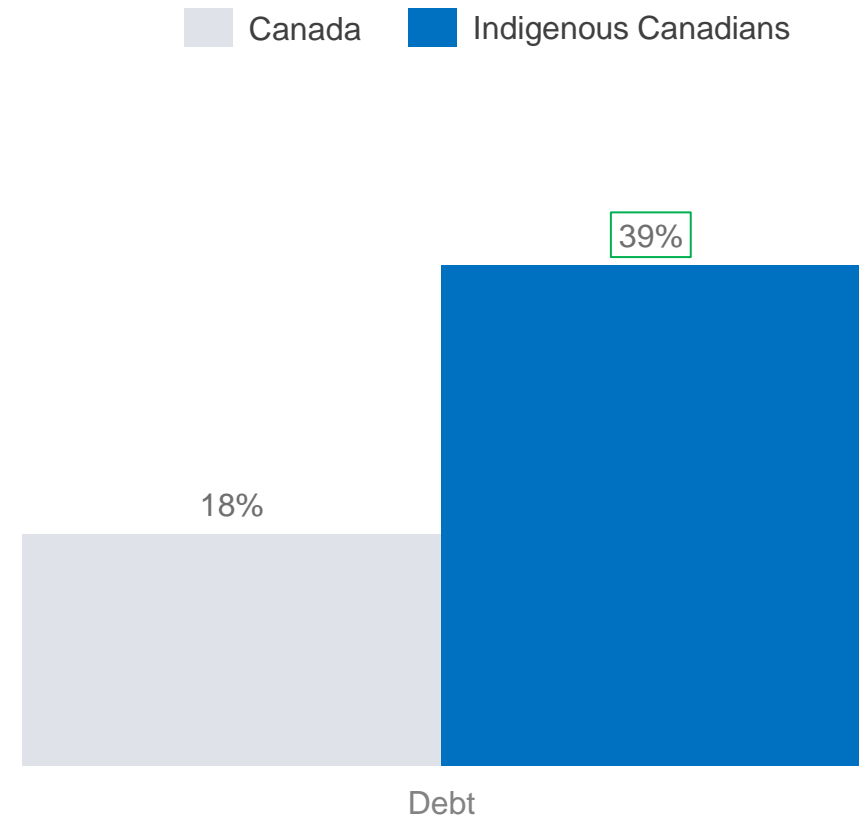


▲ ▼ Statistically significant change between waves
HF1. To what extent do you agree or disagree with the following statements?

As a result, Indigenous Canadians are seeking professional advice on debt management twice as much as the Canadian population.

CONTEXTUAL
QUESTION

RECEIVED PROFESSIONAL ADVICE FOR DEBT (% indicating)



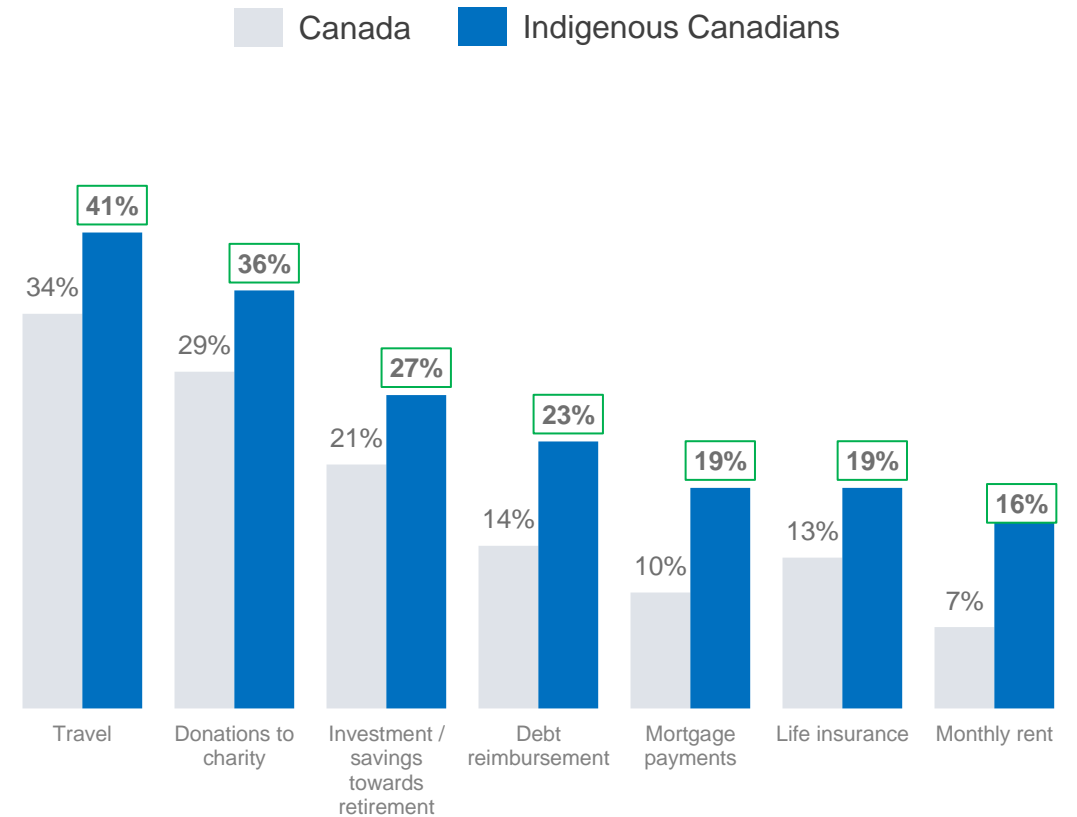
Statistically significant between groups

HF10H. Over the years, in which of the following areas did you receive professional financial advice? Please select all that apply.

In response to rising living costs, Indigenous Canadians reflect a more cautious financial strategy than the population **by reducing spending across various categories.**

CONTEXTUAL
QUESTION

EXPECTED CHANGE IN SPENDING IN NEXT YEAR (% Less)



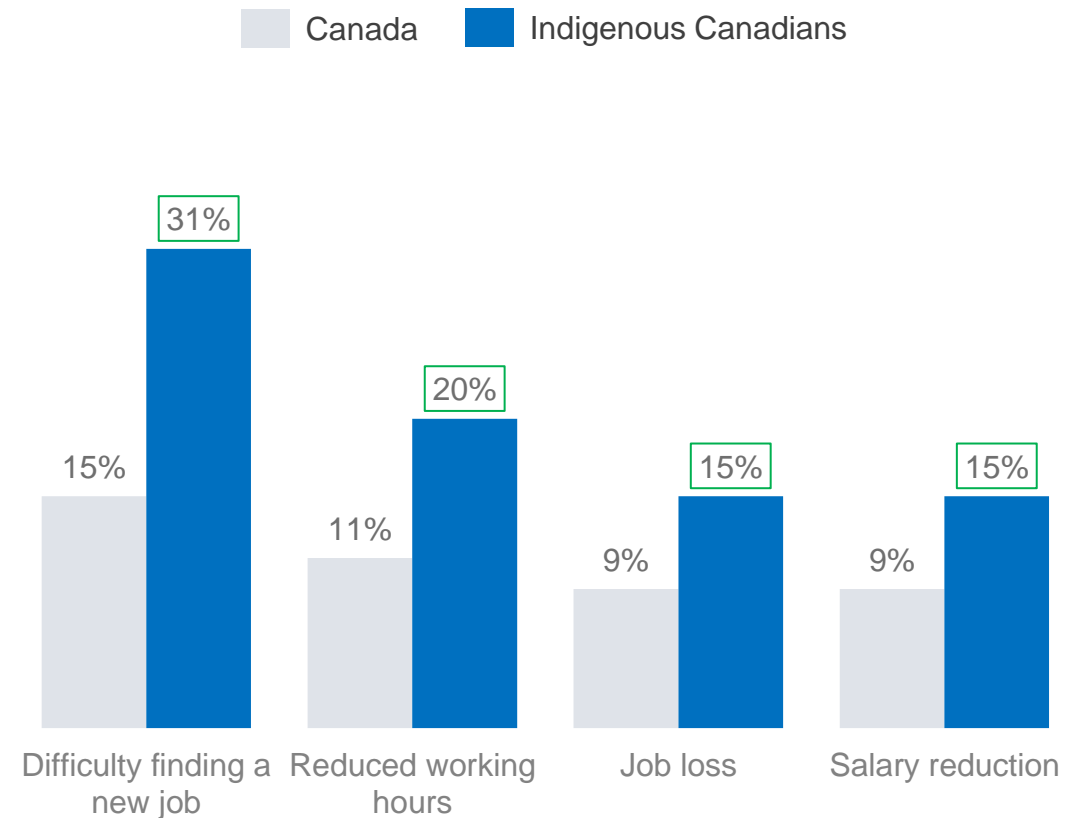
HF18B. Over the next year, do you plan on spending more, the same or less on the following items?
□ Statistically significant between groups

Indigenous Canadians face greater job market challenges than the Canadian population, experiencing higher rates of employment instability.

NEW IN 2024

CONTEXTUAL
QUESTION

EXPERIENCED JOB MARKET SITUATIONS IN PAST YEAR (% indicating)



HF28. In the past year, have you experienced any of the following? Please select all that apply.
Statistically significant between groups

Therefore, the Indigenous Canadians express **greater pessimism about the job market and job stability situation in 2025.**

NEW IN 2024

CONTEXTUAL
QUESTION

JOB MARKET OUTLOOK FOR 2025
(% indicating)



Statistically significant between groups

HF7. What is your outlook for 2025 with the regards to the following?

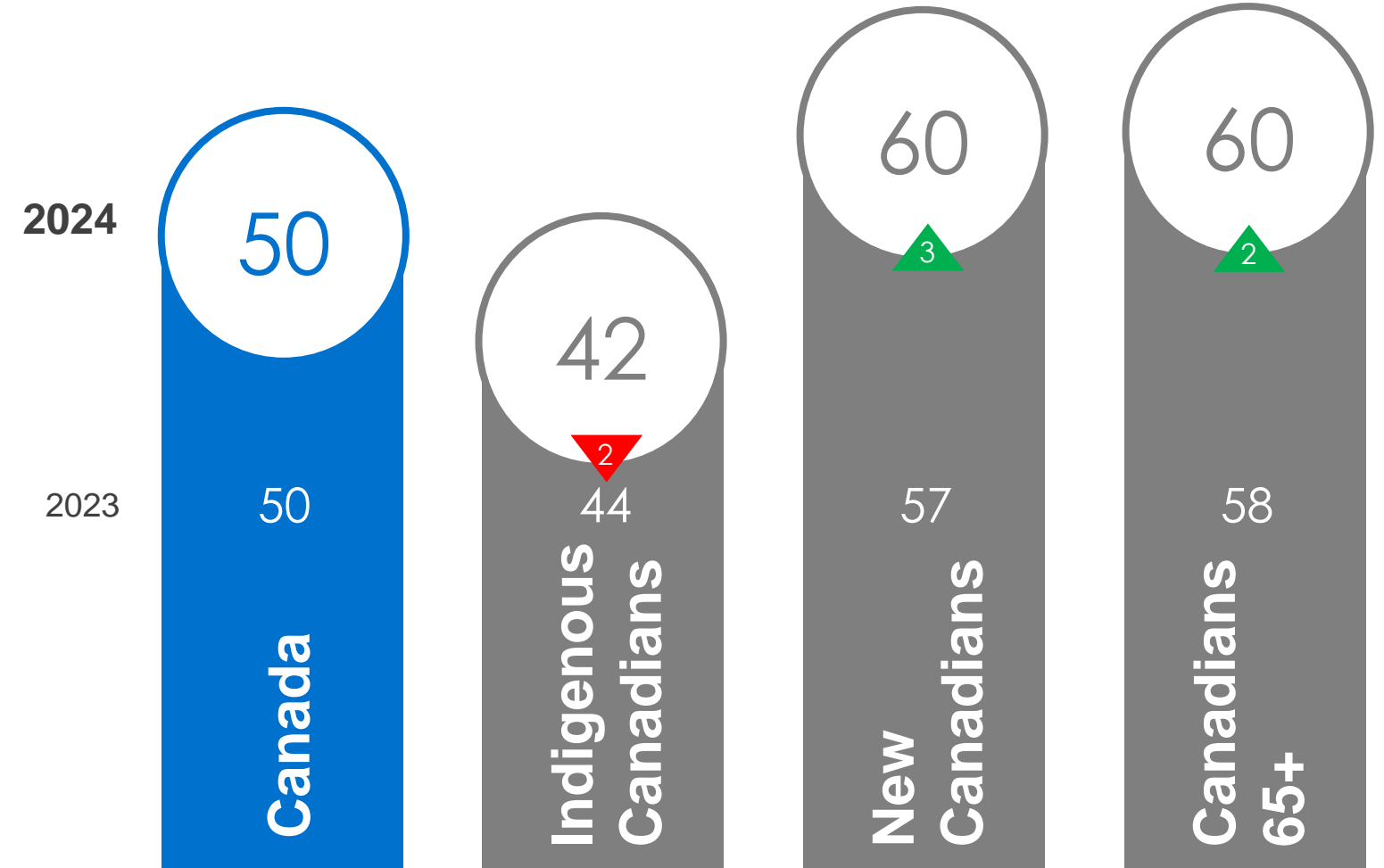
HF29. How concerned are you about the possibility of losing your job or facing reduced working hours in the next 12 months?

New Canadians remain optimistic, with rising confidence in their financial future.



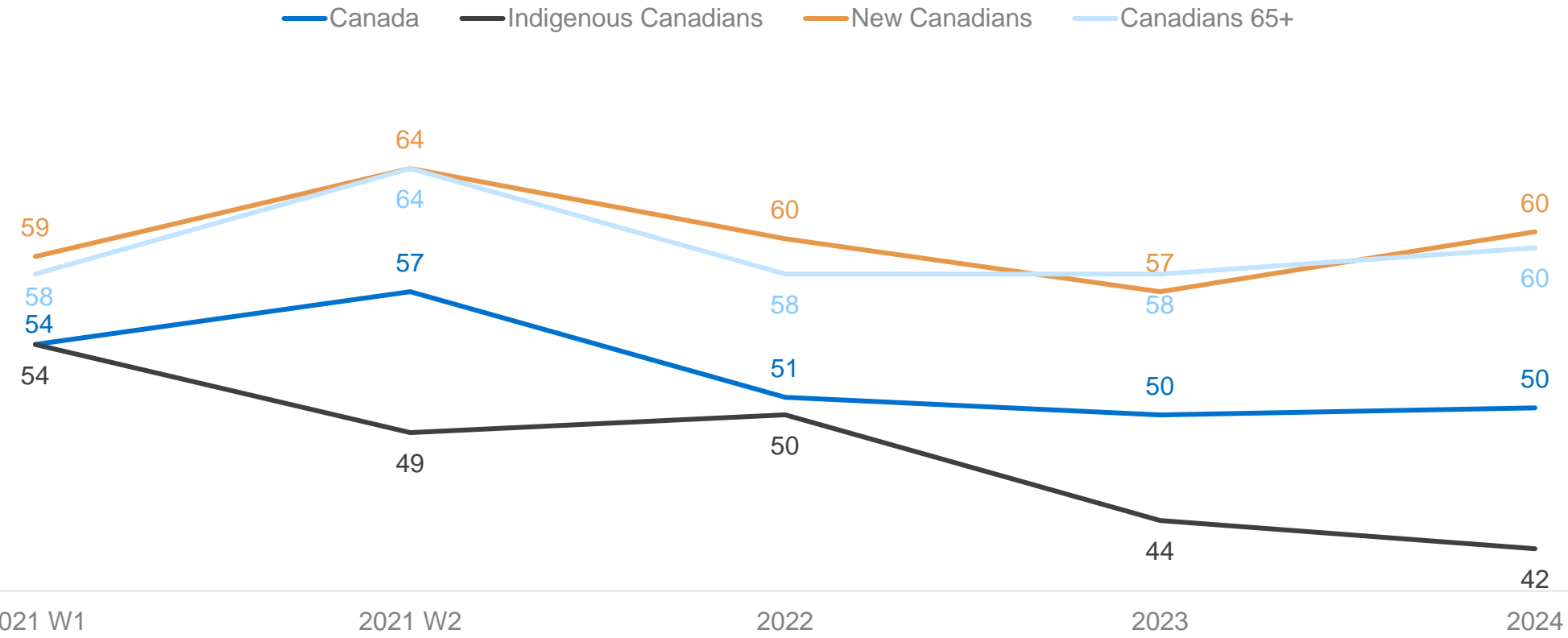
New Canadians continue to maintain a more positive outlook than other Canadians, with a growing confidence compared to last year.

Groups of Interest



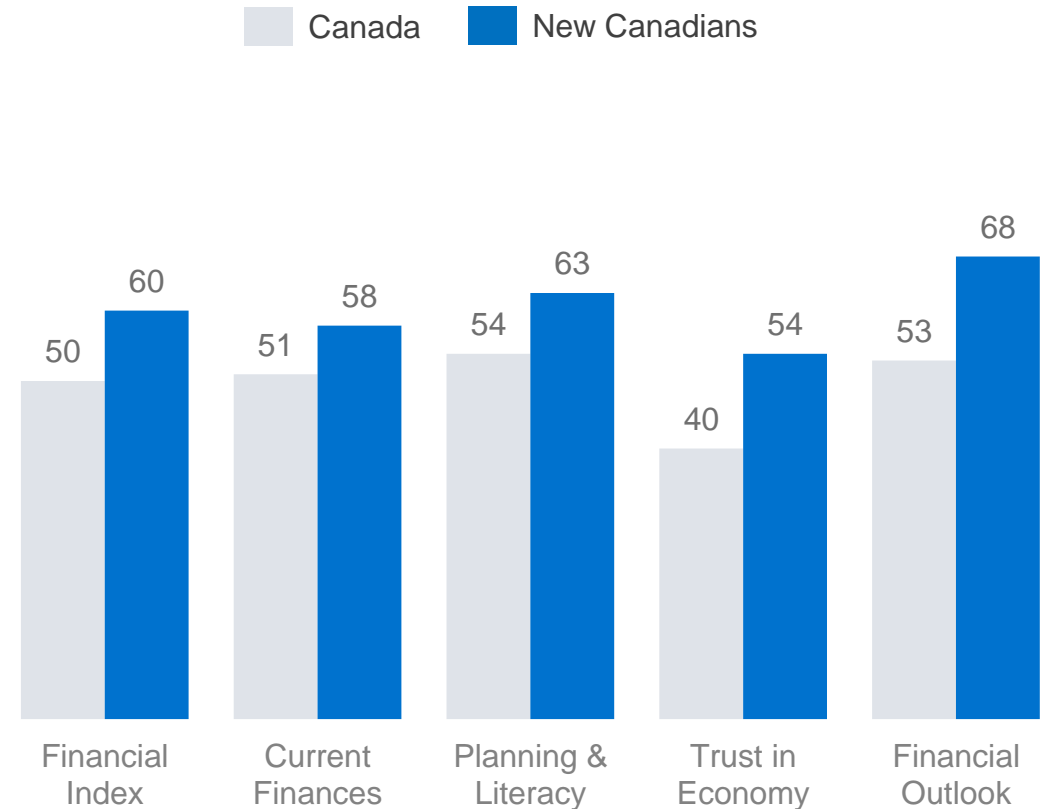
Historical data

Groups of Interest



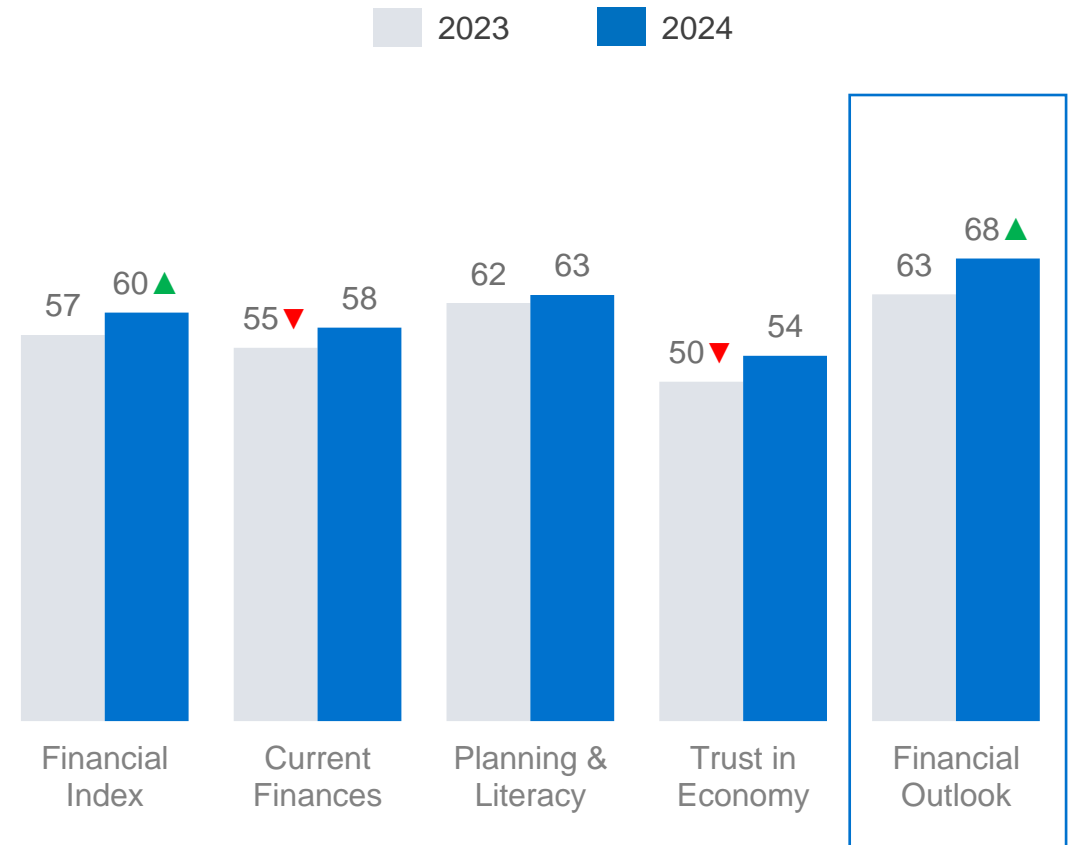
New Canadians continue to exhibit **greater confidence compared to the overall population.**

CONFIDENCE INDEX AND THE 4 PILLARS



And this growing confidence is driven by an improved financial outlook.

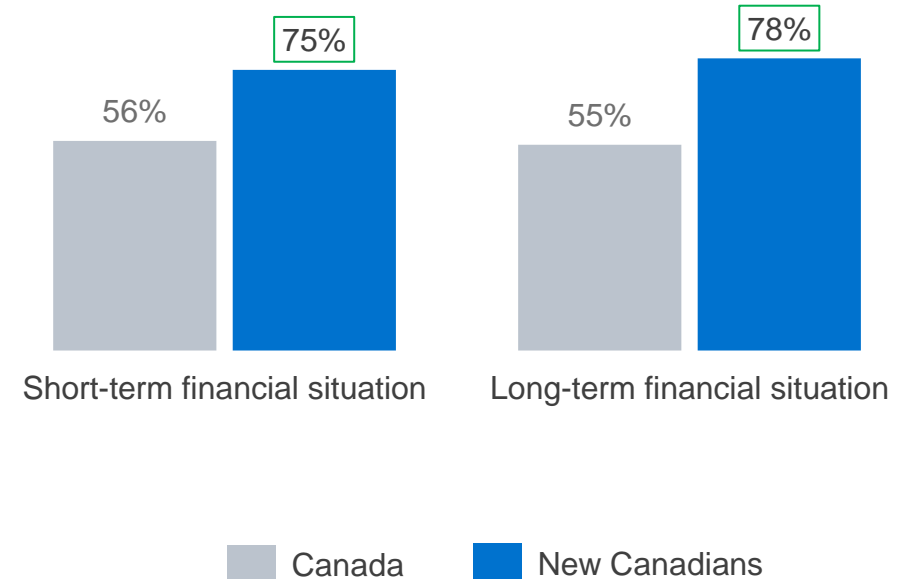
CONFIDENCE INDEX AND THE 4 PILLARS NEW CANADIANS



▲ ▼ Statistically significant change between waves

Both the short-term and long-term financial situation hold a positive outlook in the eyes of New Canadians.

FINANCIAL OUTLOOK – CONFIDENCE IN FINANCIAL SITUATION
(% Very/Somewhat High)

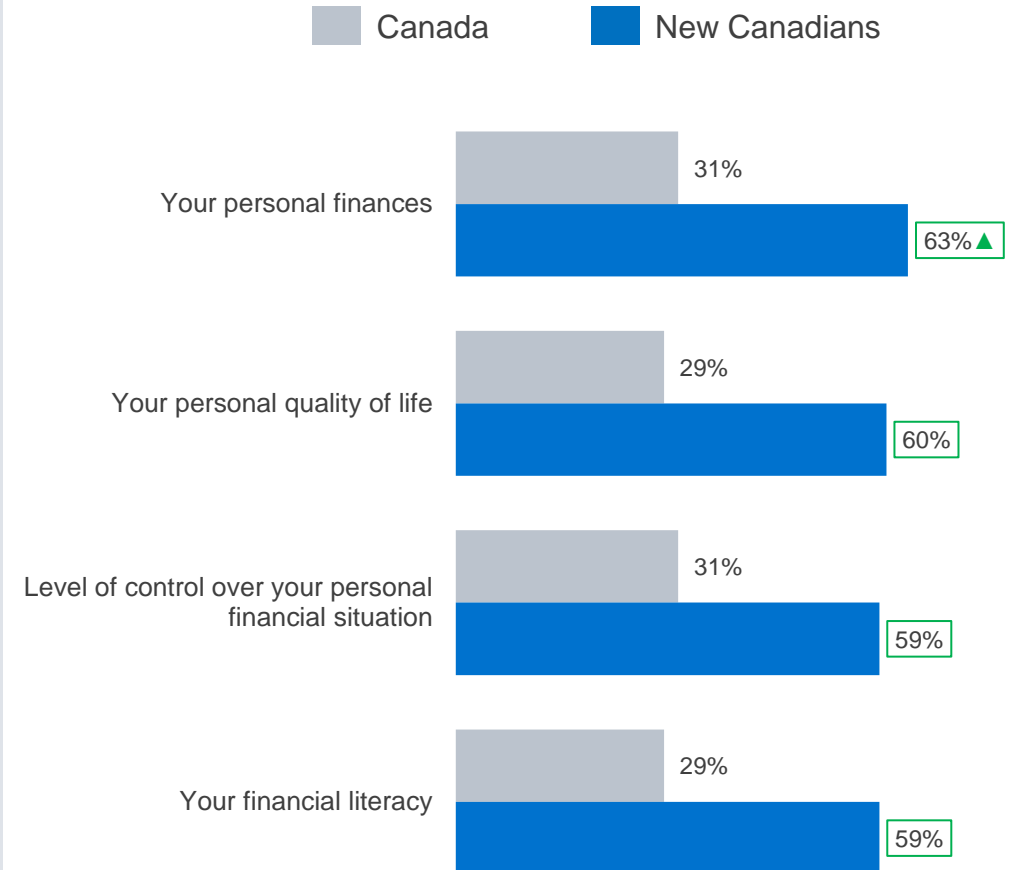


HF5. How would you rate your level of confidence in your short-term financial situation (next 12-24 months)?
HF6. How would you rate your level of confidence in your longer-term financial situation (e.g. when you will be retiring or how you will be or are managing your retirement years)?

New Canadians are particularly optimistic about their personal financial health compared to the broader Canadian population.

CONTEXTUAL
QUESTION

ECONOMIC OUTLOOK FOR 2025 (% will improve significantly/somewhat)



▲▼ Statistically significant change between waves / □ Statistically significant between groups
HF7. What is your outlook for 2025 with the regards to the following?



2024 brings stability back to Canadians, after a rocky couple of years.

Canadians' trust in the economy remains fragile, though recession fears ease.

Navigating economic pressures: Canadians continue cutting back on non-essentials but remain hopeful for stabilizing inflation.

While the housing market remains tough, especially for renters, there is growing optimism amid softening rates.

Uncertain job market: Canadians face insecurities related to job stability.

A need for more financial advice in Quebec?

Partnering with a financial professional empowers Canadians with greater confidence towards their financial future.

Distinct community trends: Indigenous face persistent financial challenges, while New Canadians' optimism increases.



Top Stories

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 18,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
IPS:FP

www.ipsos.com

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.