



PRESS RELEASE

2021 IG Financial Confidence Index: End-of-Year Results

Results for the sixth edition of the IG Financial Confidence Index study show Canadians' financial confidence has continued to grow over the past year, yet concerns are appearing on the horizon.

Toronto, ON, November 26, 2021 – As the year 2021 comes to a close, Ipsos is pleased to release the sixth edition of the IG Financial Confidence Index. Results for this second wave of 2021 show that Canadians' financial confidence continued to improve this year, with the Confidence Index score climbing from 50 in late 2020, to 54 in the spring of 2021 and 57 in this latest installment.

Results have improved due to Canadians' improved confidence in the current state of their personal finances as well as their perception of current economic conditions. However, survey findings also point to rising concerns about possible financial challenges to come, likely fueled by worries about inflation and its impact on affordability.

To view detailed results for this study, please consult the report by clicking the link above or at the bottom of the page.

About this study

Research Methodology — The end-of-year 2021 results presented in this summary report are from an Ipsos survey conducted online from October 8th to 14th, 2021. A total sample of 2,602 respondents from across Canada participated in the survey. Weighting was applied to the total sample by age, gender, region and education level to ensure that the composition of the final sample is representative of Canada's adult population according to the latest census data from Statistics Canada. Since the online portion of the sample is not considered to be probabilistic, Ipsos cannot apply a margin of error to this survey. The precision of non-probabilistic Ipsos surveys is measured using a credibility interval. The credibility interval for a survey of 2,602 respondents is ± 2.3 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population.

For any additional information regarding this study, please contact:

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. 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

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The publication of these findings abides by local rules and regulations.