



Press Release

New IG Financial Confidence Index finds nearly half of Canadians admit they feel anxious when thinking about their finances

Ipsos – IG Financial Confidence Index

Toronto, ON, November 27, 2018 — The world of finance is ever-changing and can be complex. Therefore, the question stands, how financially confident are Canadians? According to a new Ipsos poll conducted on behalf of IG Wealth Management, two-thirds of Canadians 18 or older consider themselves to be confident in their current financial situation. However, differences in financial attitudes and behaviours can be seen among those who say they are confident compared to those who are not.

Based on the IG Financial Confidence Index, the research reveals that effort put into managing one's finances is related to how financially confident that person is. Among those with low financial confidence, half say they have not tried hard enough to manage their finances and a third say that they avoid thinking about their personal finances altogether. Conversely, those with high financial confidence are much more likely to state that they have put effort into managing their personal finances.

To see detailed results for this study, please consult the full report on Ipsos.com:

<https://www.ipsos.com/en-ca/news-polls/ig-financial-confidence-index-nearly-half-of-canadians-anxious-about-finances>

About the Study

The results presented in this summary report are from an Ipsos survey conducted from October 20 to October 22, 2018. A total sample of 1,000 respondents from across Canada participated in the survey. All surveys were conducted online, through Ipsos' iSay panel of respondents. 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 an online survey 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 1,000 respondents is of ± 3.5 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population.

For more information on this news release, please contact:

Sébastien Dallaire
General Manager, Québec
Ipsos
+1 514 904-4324
sebastien.dallaire@ipsos.com

Address: 1440 Sainte-Catherine St. West, Office # 555
Montréal, QC H3G 1R8
Tel: +1 514 904-4338

Contact: **Sébastien Dallaire**
General Manager, Quebec, Ipsos
Email: sebastien.dallaire@ipsos.com
Tel: +1 514 904-4324



Press Release

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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

Address: 1440 Sainte-Catherine St. West, Office # 555
Montréal, QC H3G 1R8
Tel: +1 514 904-4338

Contact: **Sébastien Dallaire**
General Manager, Quebec, Ipsos
Email: sebastien.dallaire@ipsos.com
Tel: +1 514 904-4324