



FINANCIAL CONFIDENCE INDEX

The state of Canadian's Financial Confidence

June 29, 2021



Methodology



WHAT?

Online survey via
Ipsos' iSay panel



WHO?

2,601 Canadians*

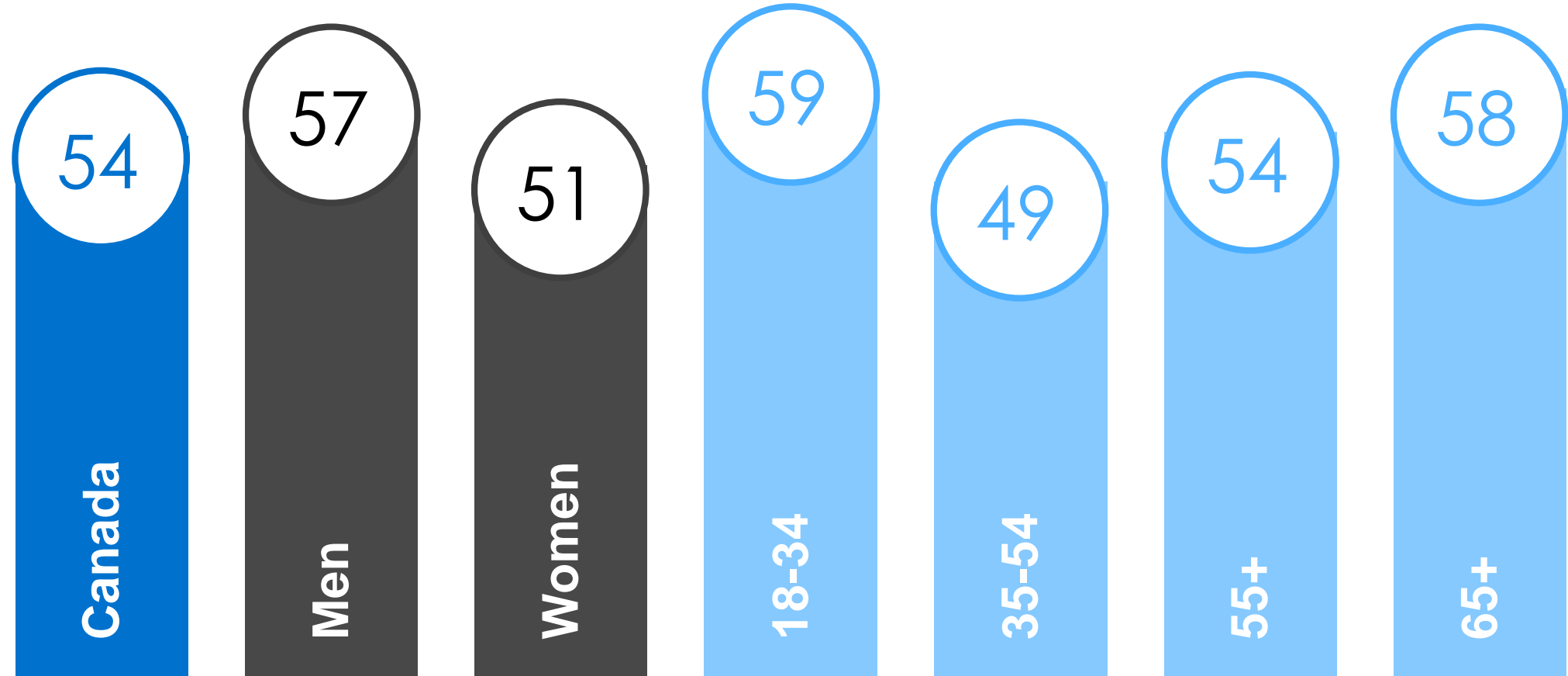


WHEN?

April 12-19, 2021

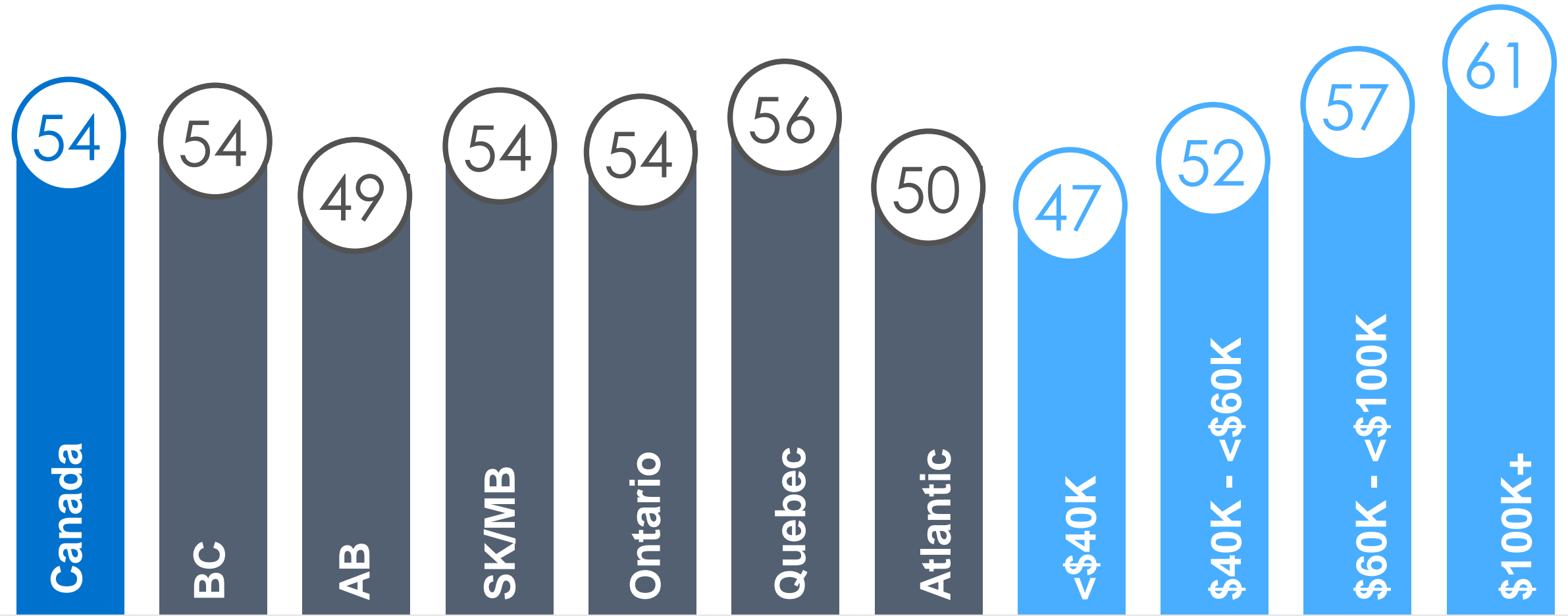
Gender

Age



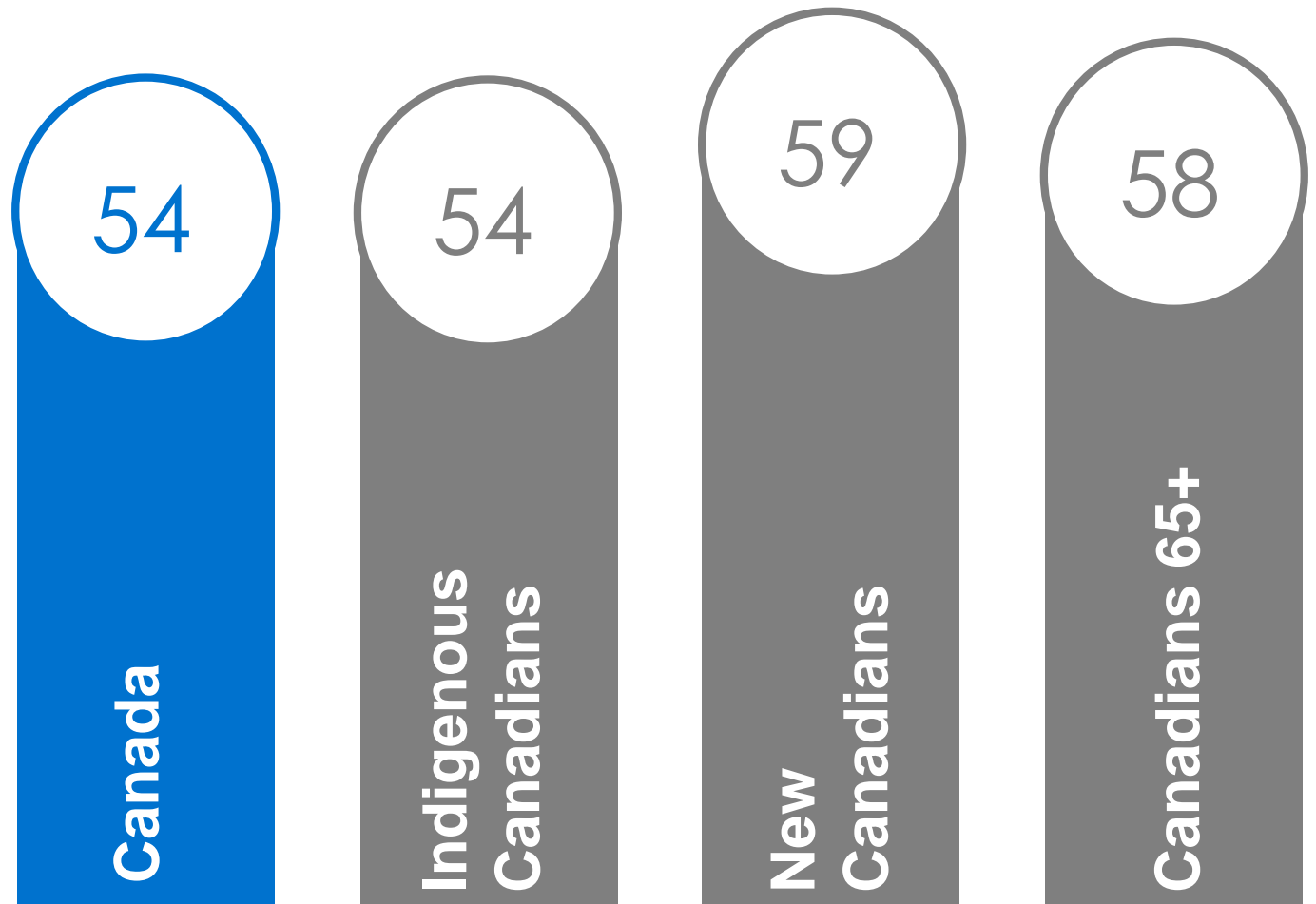
Province

HH Income





Groups of Interest



Younger Canadians changing their financial perspective

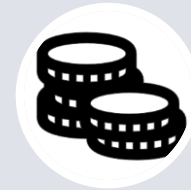


18–34-year-olds are now **more optimistic**



About the economy

- Canadian economy
- Stock markets
- Global Economy



About their financial control & understanding

- Level of control over personal financial situation
- Your financial literacy



About their financial situation

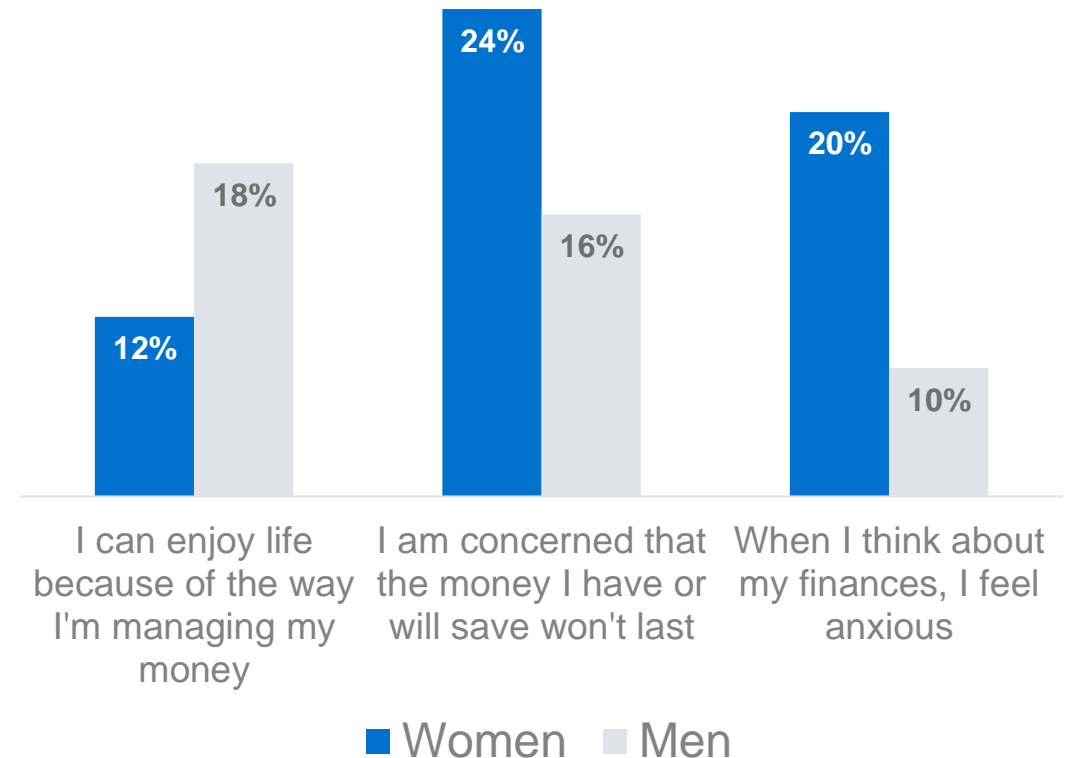
Women have been disproportionately impacted financially by COVID-19

The Financial Confidence Index
demonstrates that the she-cession is real.



Women feel more concerned and anxious about money and finances

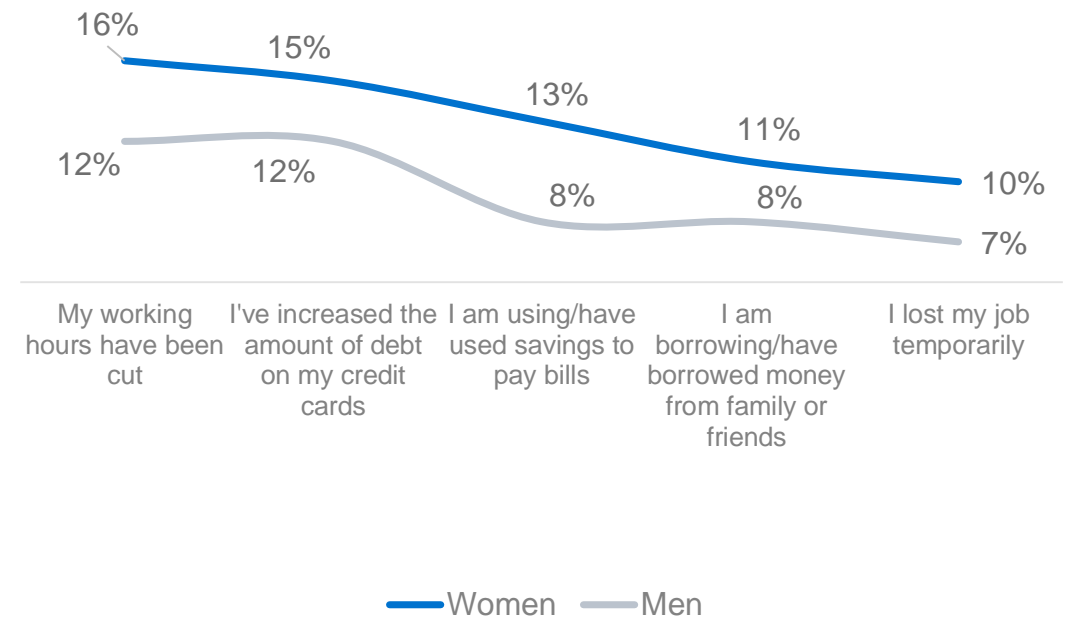
LEVEL OF AGREEMENT – STRONGLY AGREE (%)



Q1. To what extent do you agree or disagree with the following statements?

Women are more financially impacted

SITUATION EXPERIENCED IN THE PAST MONTHS DUE TO THE COVID-19 CRISIS



46%
of women
feel somewhat or
much less
prepared for an
economic
emergency.

vs. 35% of men



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