FINANCIAL CONFIDENCE INDEX

The State of Canadians' Financial Confidence in 2025

October 2025

Methodology

WHAT?

Online survey via Ipsos' iSay panel

WHO?

2,000 Canadians*

WHEN?

August 18th- September 2nd, 2025

*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.

Top Stories

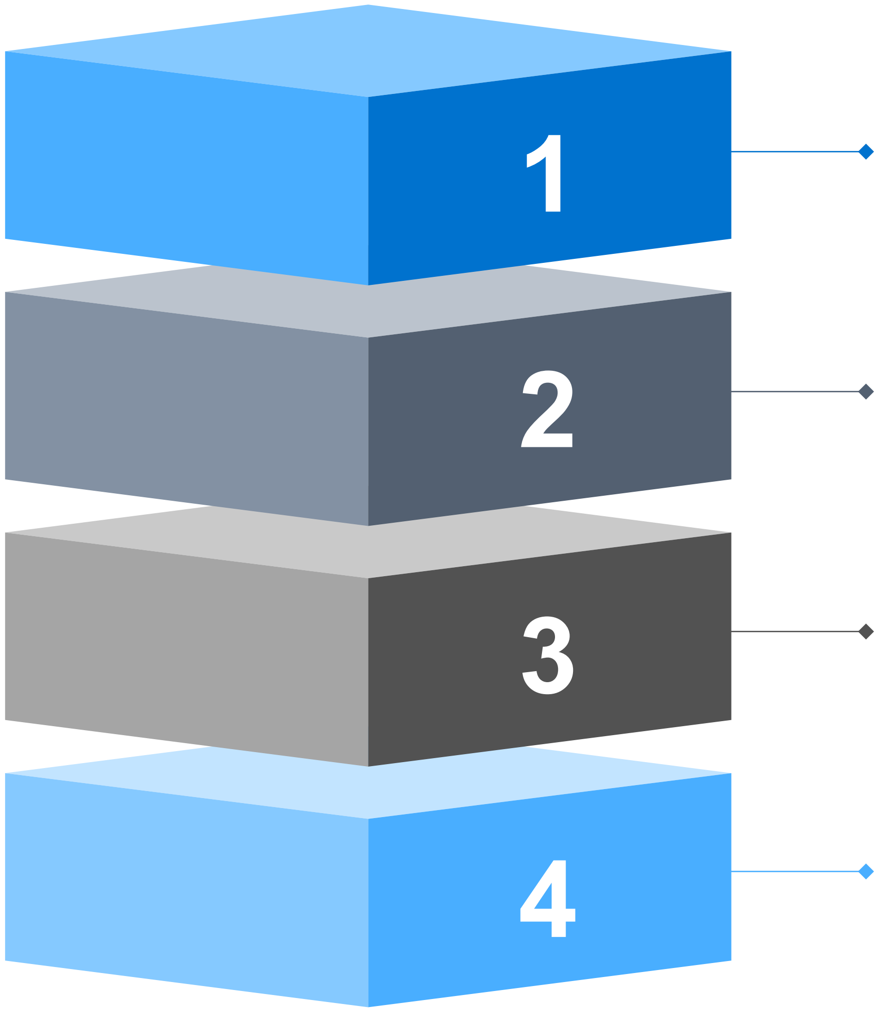
1. Macro pessimism persists: Canadians expect worsening economic conditions driven by external factors.

- Economic conditions remain weak.
- Cross-border anxiety grips Canada as US political and economic threats dominate concerns.
- Job market: Canadians continue to face insecurities.
- New Canadians are under financial pressure but fail to get the support and advice that they need.

2. Despite macro fears, micro confidence grows: Canadians adapt and strengthen their personal financial foundations.

- Canadians sustain financial confidence through improved personal discipline.
- The advisory paradox: Canadians call professional advice essential but only half actually seek it.
- Indigenous: promising momentum as new policies enable shift from stakeholders to potential equity partners.

4 PILLARS OF FINANCIAL CONFIDENCE INDEX



FINANCIAL OUTLOOK (20%)

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

PLANNING & LITERACY (20%)

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

TRUST IN ECONOMY (20%)

- Economic conditions in your community
- Economic conditions in Canada

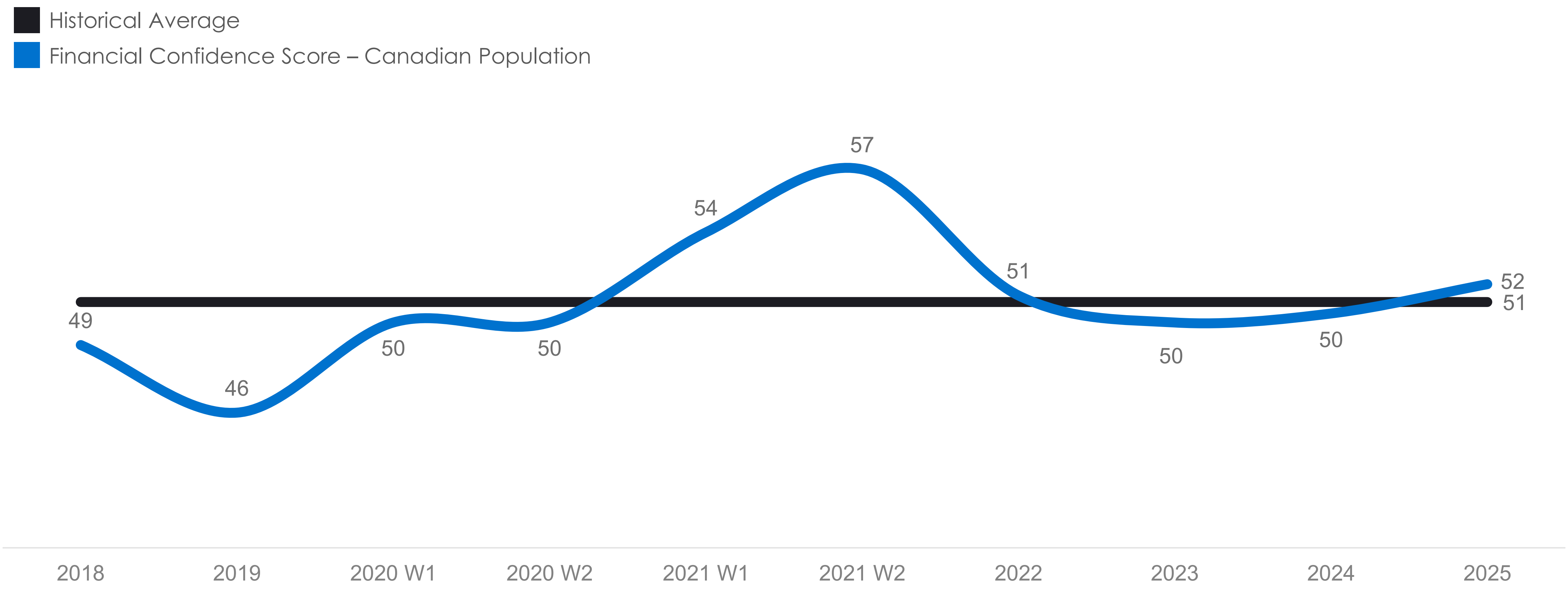
CURRENT FINANCES (40%)

- 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

The Big Picture:
Despite a grim economic and political outlook, Canadians show hope and resilience through greater financial discipline.

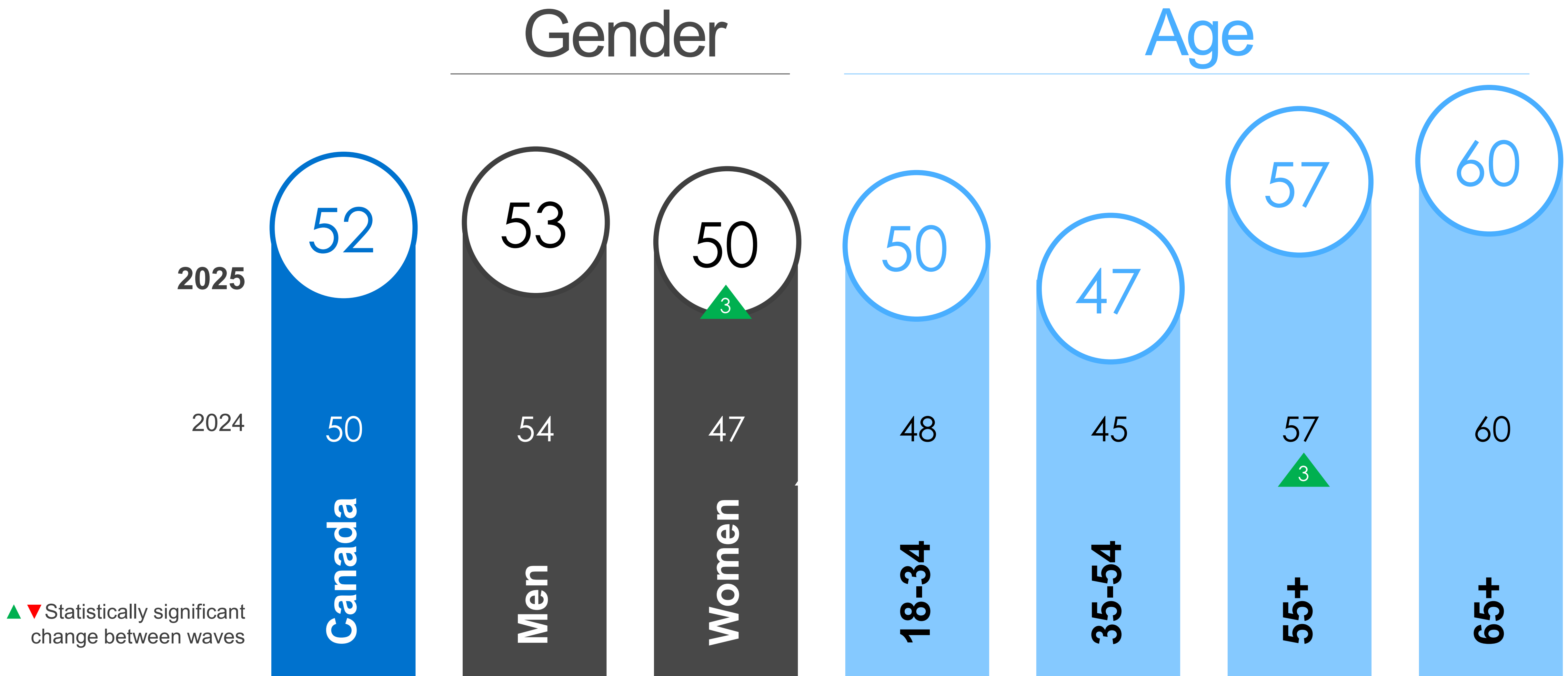
Canadian's Financial Confidence Index - Historical

The Financial Confidence Index rises this year above the historical average for the first time since 2021, suggesting a paradox between macro pessimism and micro resilience.



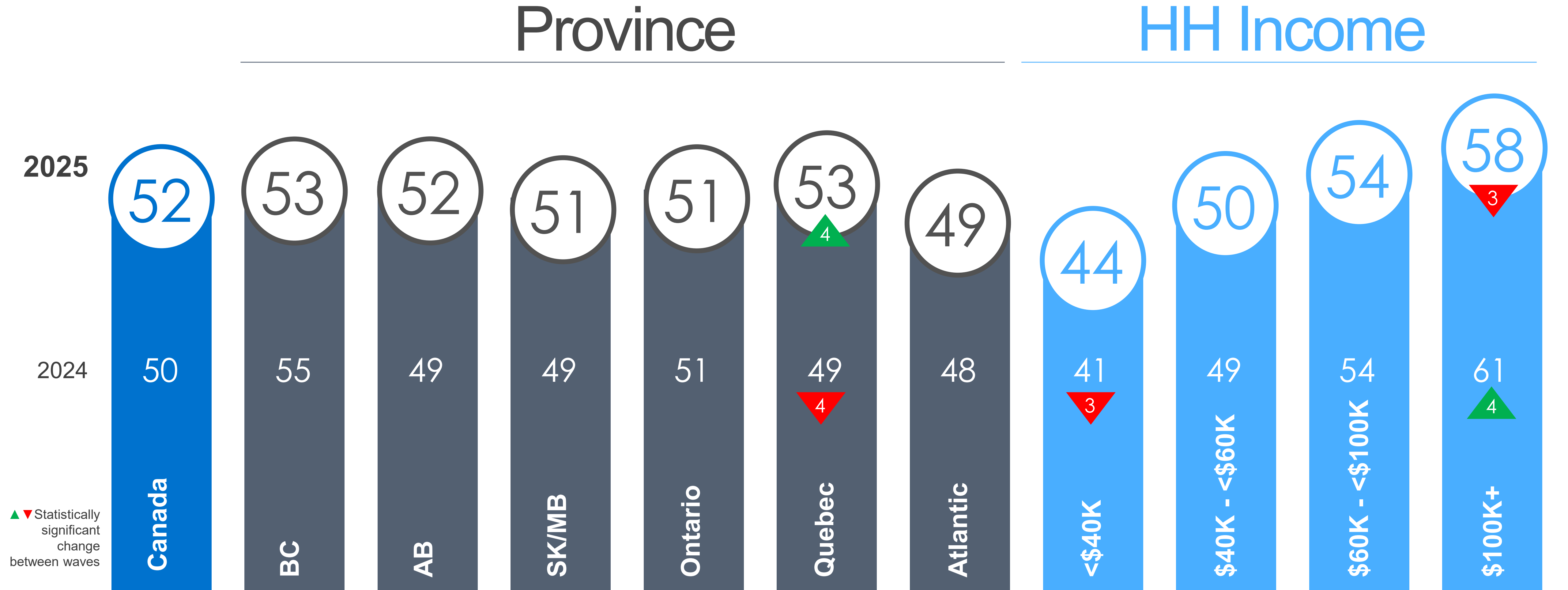
FINANCIAL CONFIDENCE INDEX

The index remains stable for most groups, with a notable increase among women.



FINANCIAL CONFIDENCE INDEX

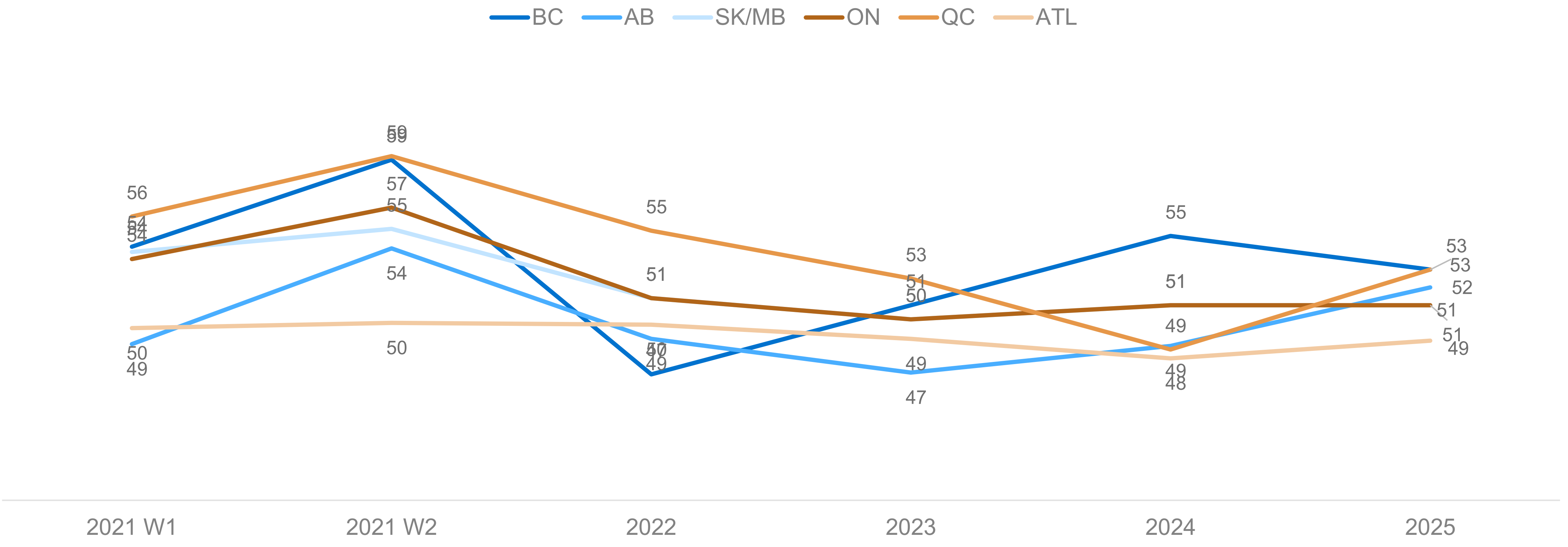
Quebec's confidence bounces back to 2023 level, while wealthier Canadians' stabilizes.
Most provinces are within 1 point of the National average.



FINANCIAL CONFIDENCE INDEX

Regions

Historical data*

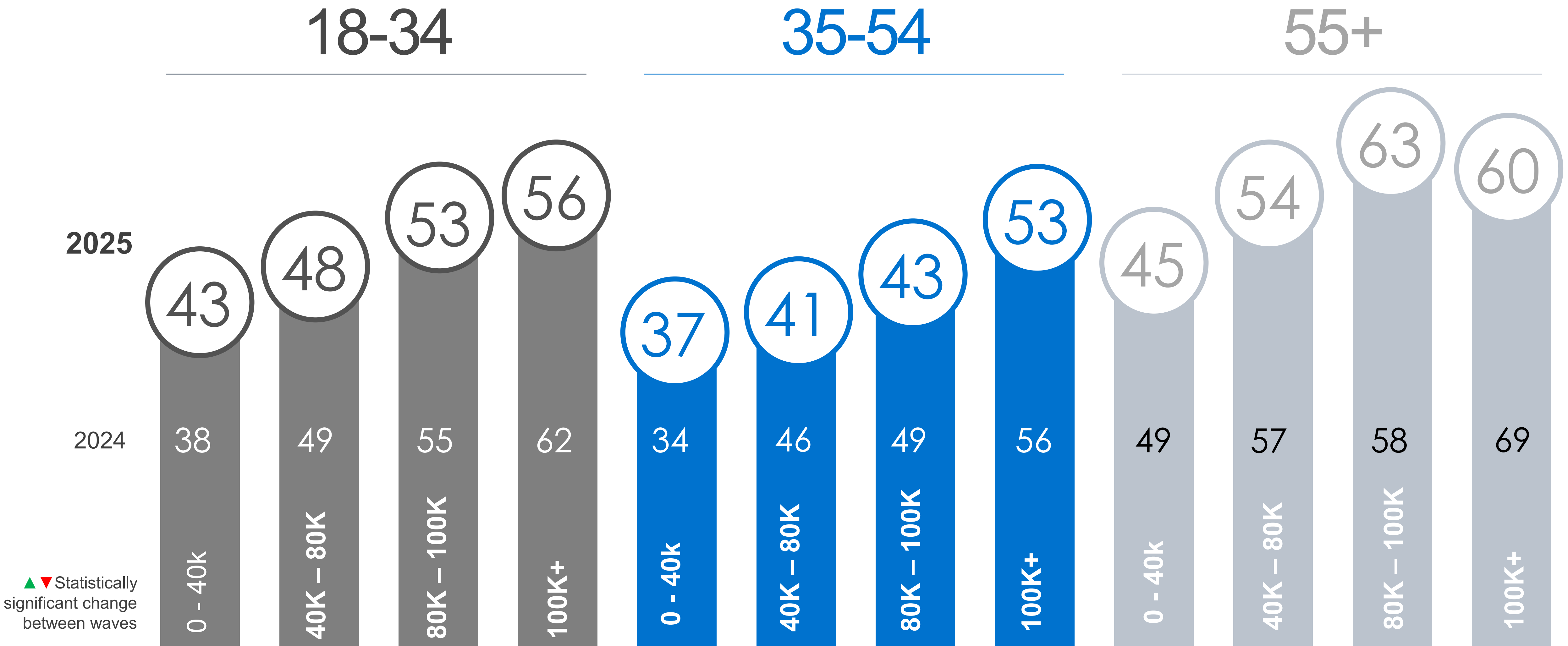


*Region-level index not available prior to 2021

IG WEALTH MANAGEMENT

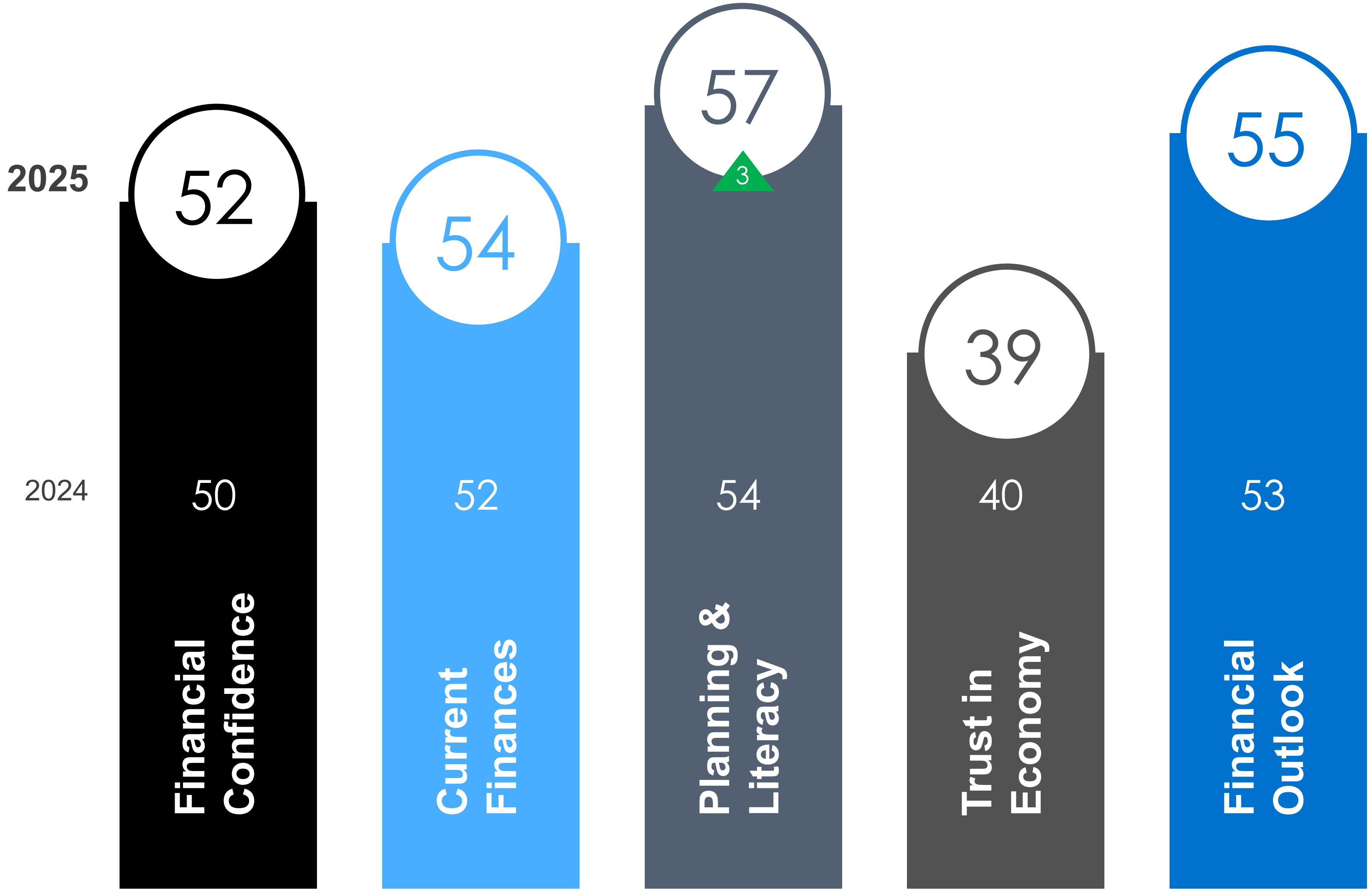
FINANCIAL CONFIDENCE INDEX

Income remains a strong predictor of confidence across most age groups.



4 PILLARS OF FINANCIAL CONFIDENCE INDEX

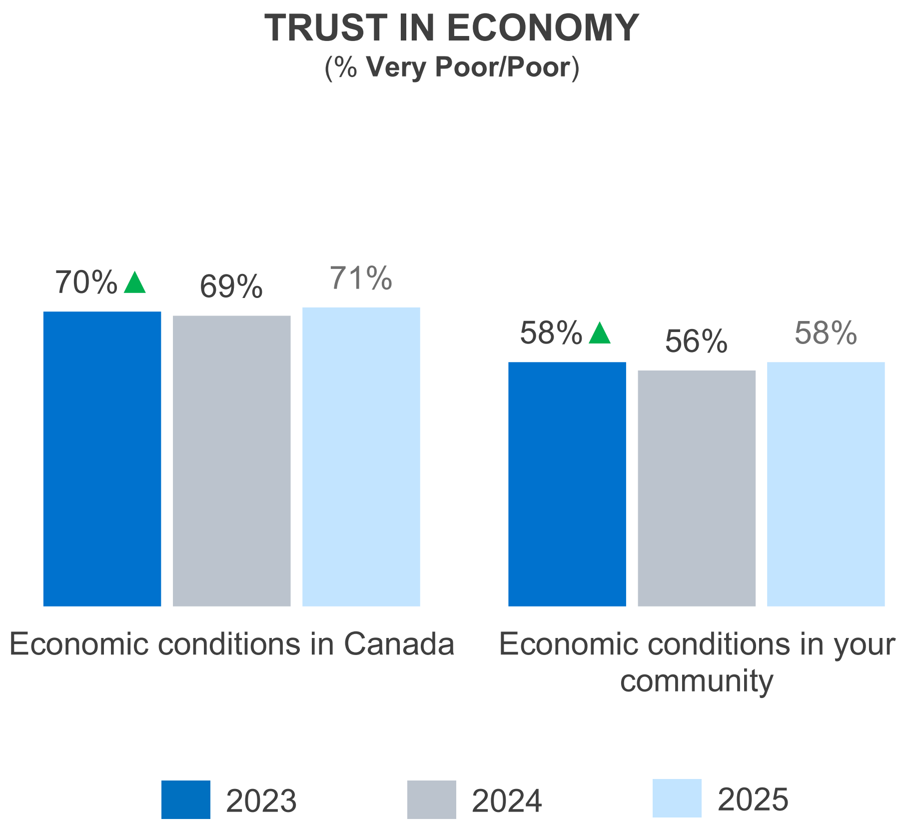
Financial literacy rises while economic trust remains low – Canadians are betting on themselves rather than the system.



Macro pessimism persists: Canadians expect worsening economic conditions driven by external factors.

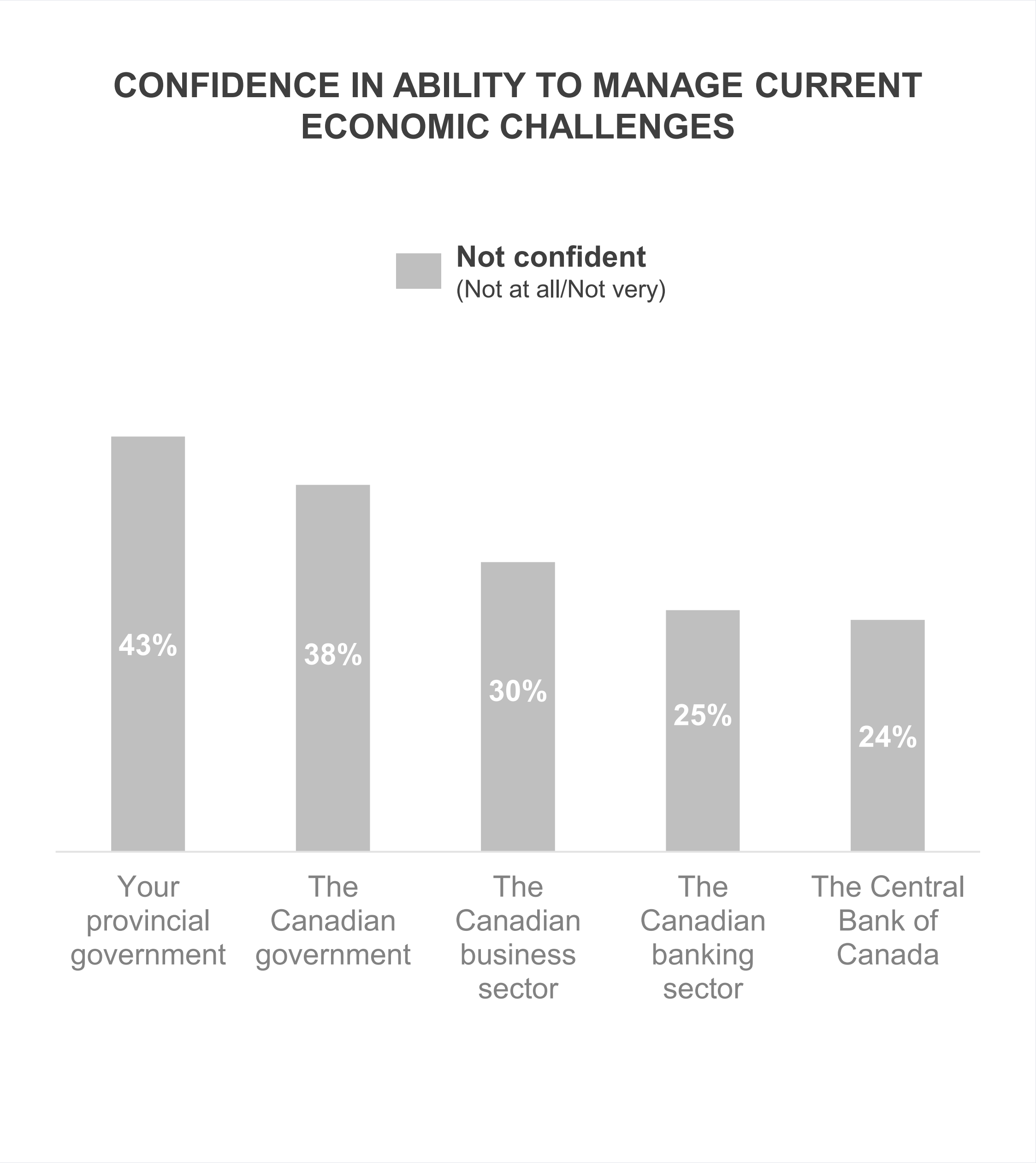
Economic conditions remain weak, according to Canadians.

Most Canadians still view economic conditions as poor, keeping the Trust in Economy pillar at a low 39.



▲▼Statistically significant change between waves
HF6b. How would you describe the current economic conditions in Canada?
HF6c. How would you describe the current economic conditions in your community?

Government distrust: Canadians turn to the banking sector – not politicians – to navigate current economic challenges.



CONTEXTUAL QUESTION

*New in 2025

HF24B. How confident are you in the following authorities' ability to manage the current economic challenges?

Recession fears evolve: concerns about a recession are rising, but most Canadians don't believe it will impact them personally.

CONTEXTUAL QUESTION

RECESSION IN CANADA

2023 | 2024 | 2025

48%
vs 49% ▼
vs 60% ▲
Believe that Canada is currently in a recession

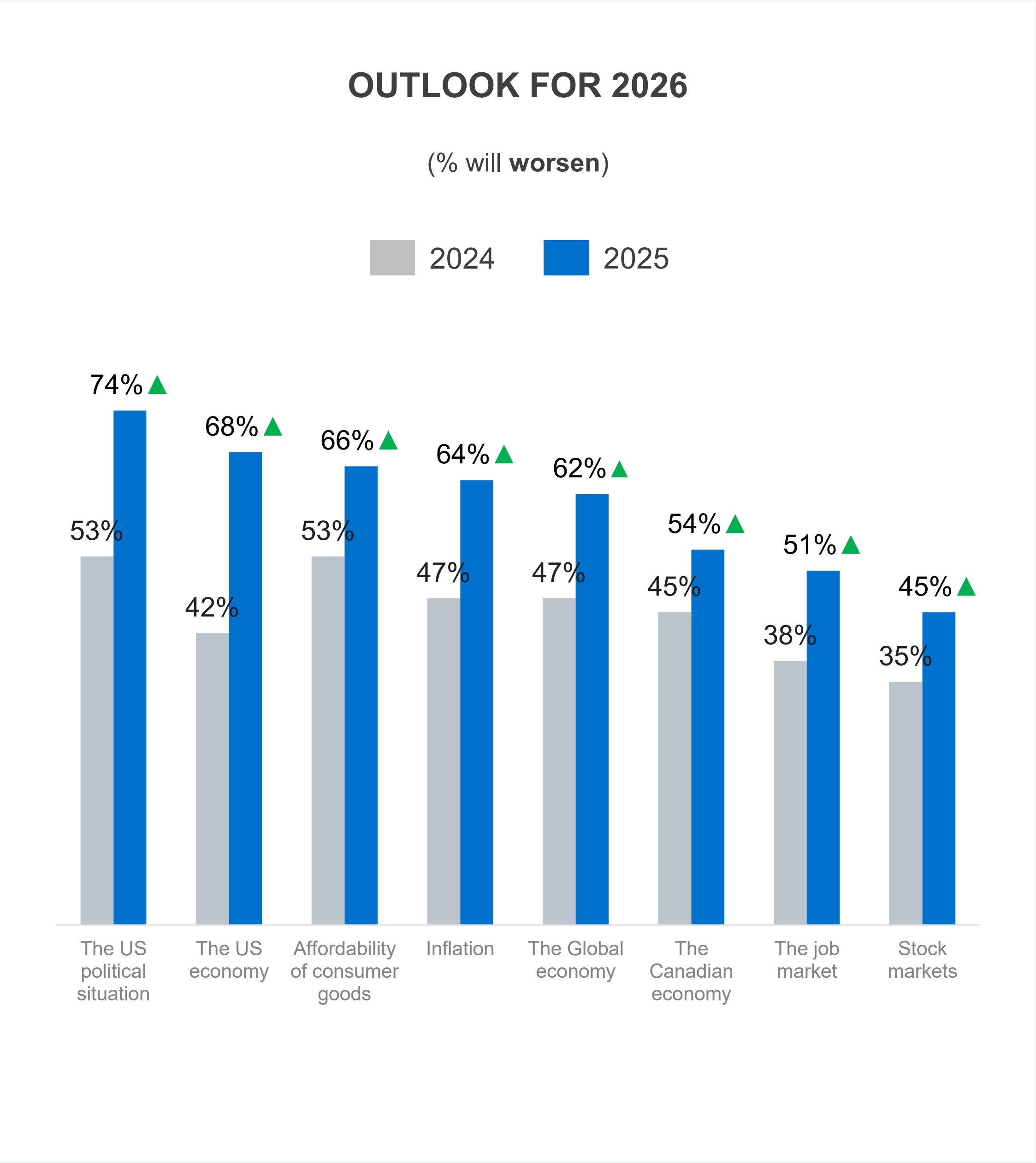
60% ▲
vs 54% ▼
vs 68%
Believe that Canada is heading into a recession in 2026

34%
vs 36% ▼
vs 44% ▲
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?

Cross-border anxiety grips Canada as US political and economic threats dominate concerns.

The worst is yet to come: Canadians expect the US political situation and economy to become worse.



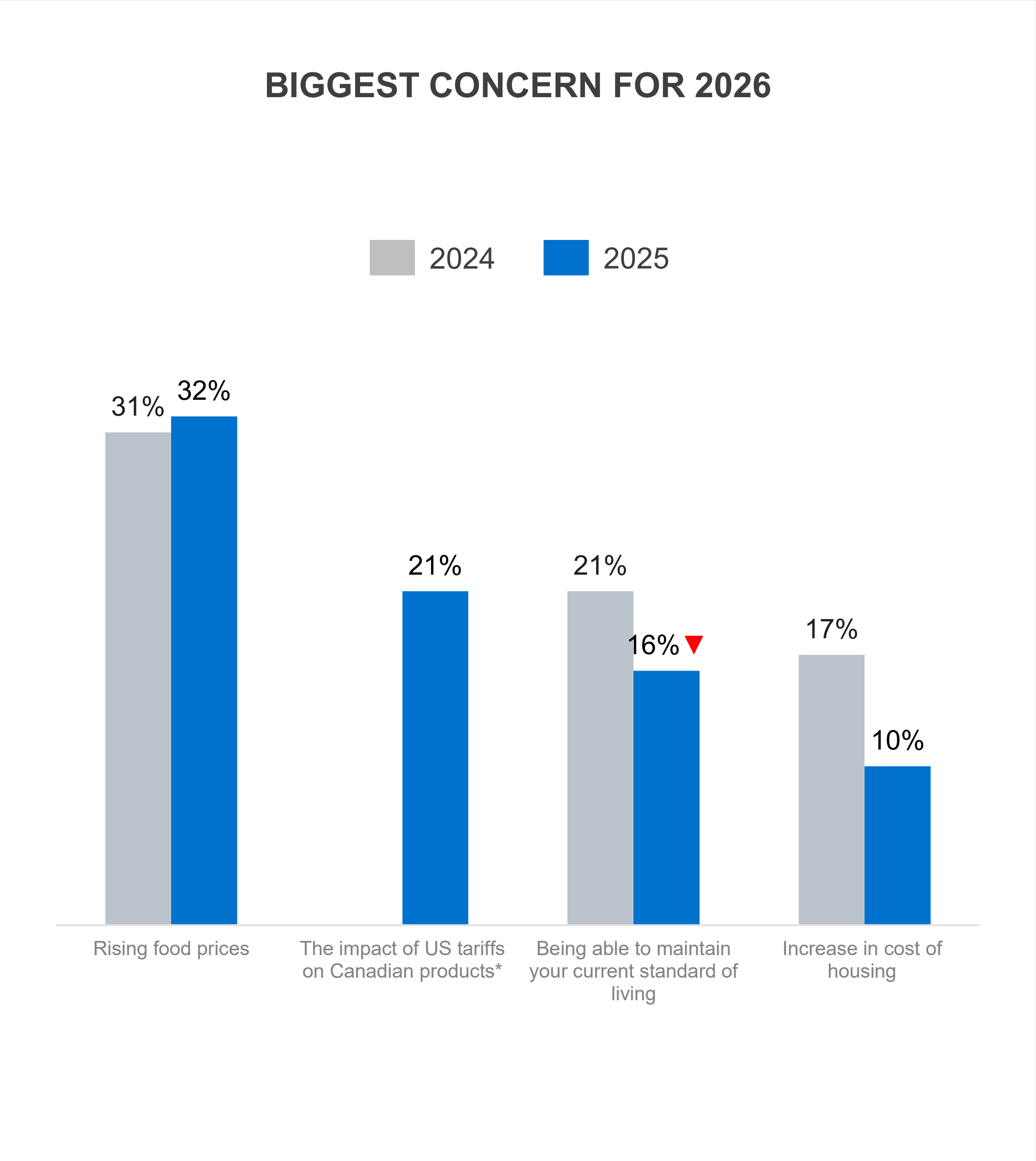
▲▼Statistically significant change between waves

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

CONTEXTUAL QUESTION

Canadians' main concerns shift outward: while food prices remain the top worry, US tariff impacts emerge as the second concern, two threats beyond their control.

CONTEXTUAL QUESTION



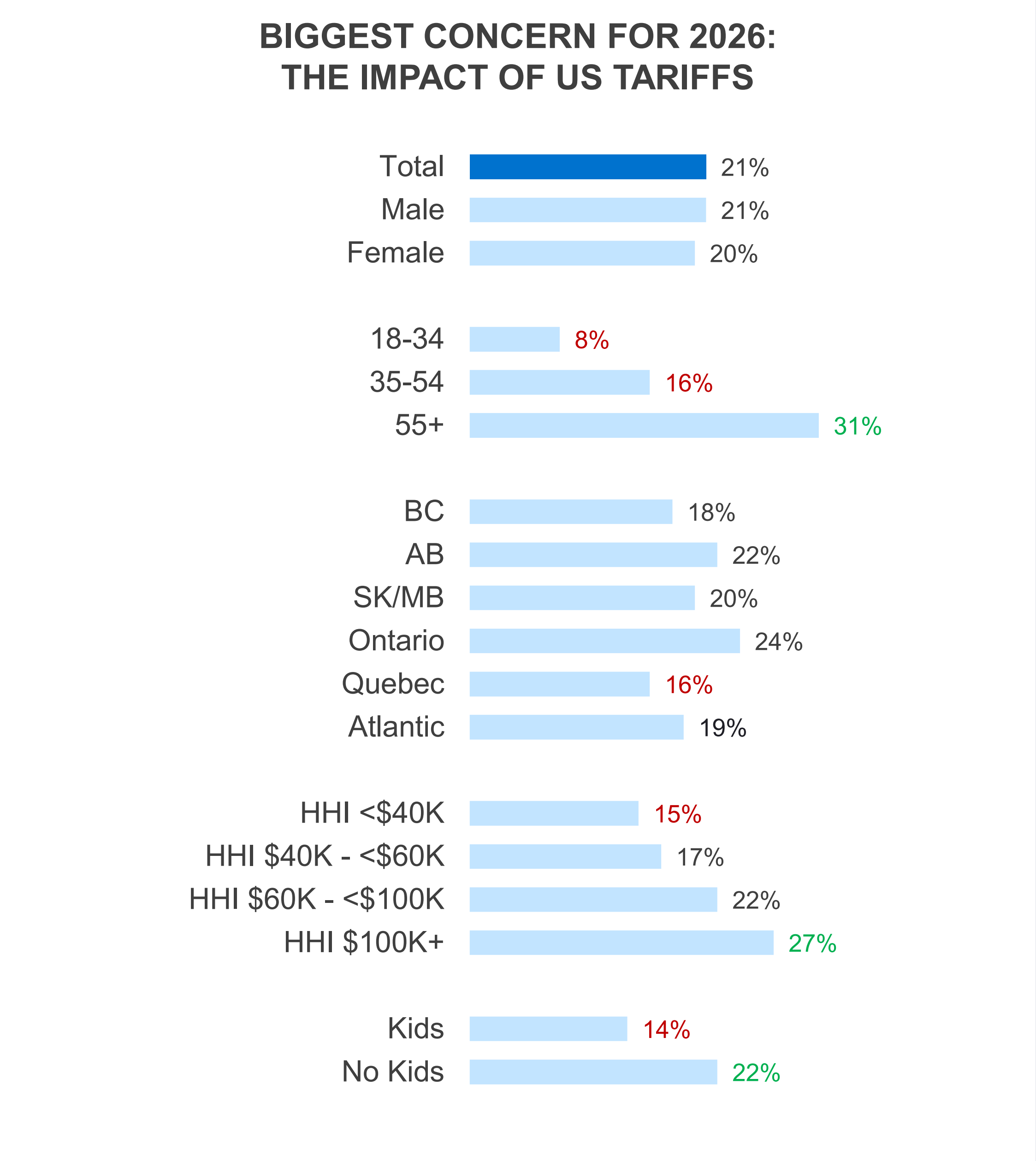
▲▼Statistically significant change between waves

*New in 2025

7B. And what would you say is your biggest concern for 2026, among the following?

Fears regarding US tariffs are particularly high among older, more affluent Canadians.

CONTEXTUAL QUESTION

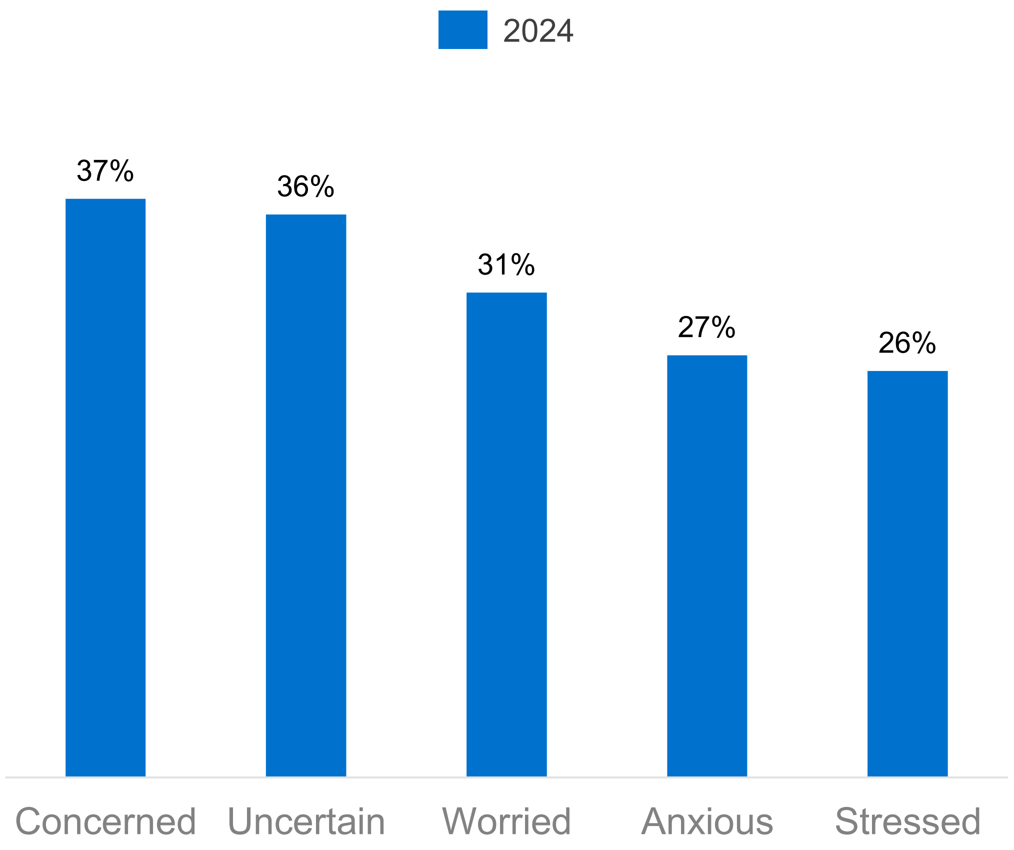


XX/XX Significantly higher/lower than Total

7B. And what would you say is your biggest concern for 2026, among the following?

And when thinking of the current economic and political situation, negative emotions arise: Canadians feel concerned, uncertain and worried.

TOP EMOTIONS WHEN THINKING OF THE CURRENT ECONOMIC AND POLITICAL SITUATION



CONTEXTUAL QUESTION

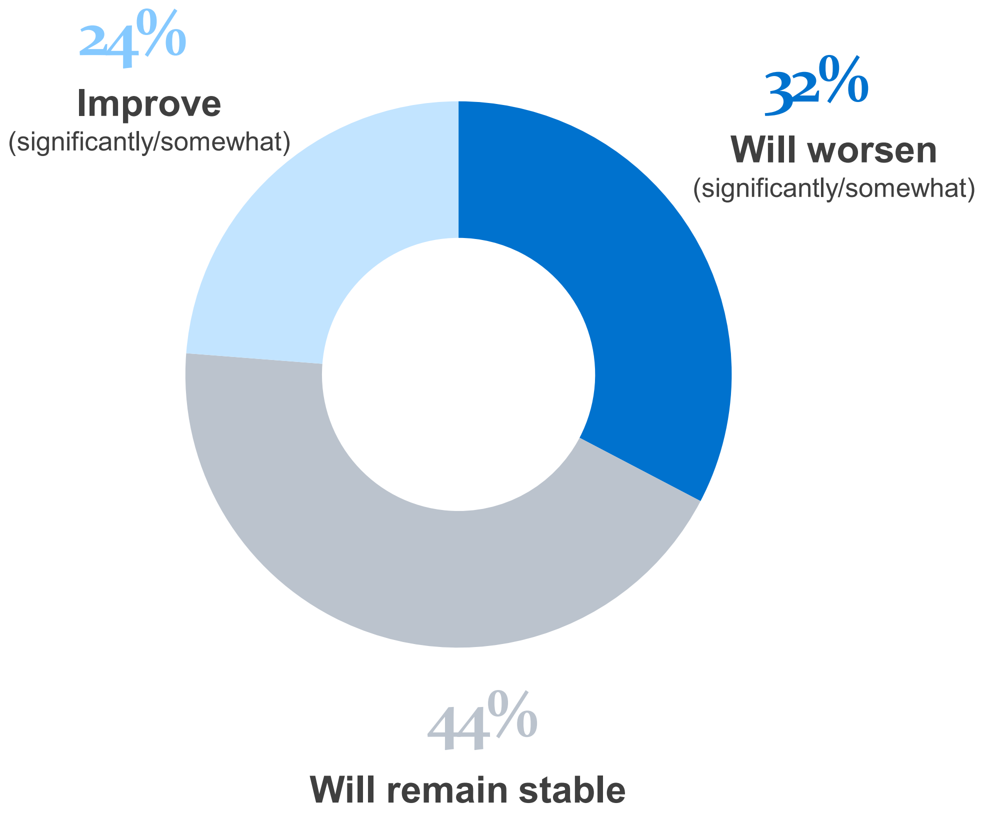
*New in 2025

7C. Thinking of the current economic and political situation, which emotion(s) best describe how you feel?

A third of Canadians also believe that **Canadian National unity is at risk.**

OUTLOOK FOR 2026

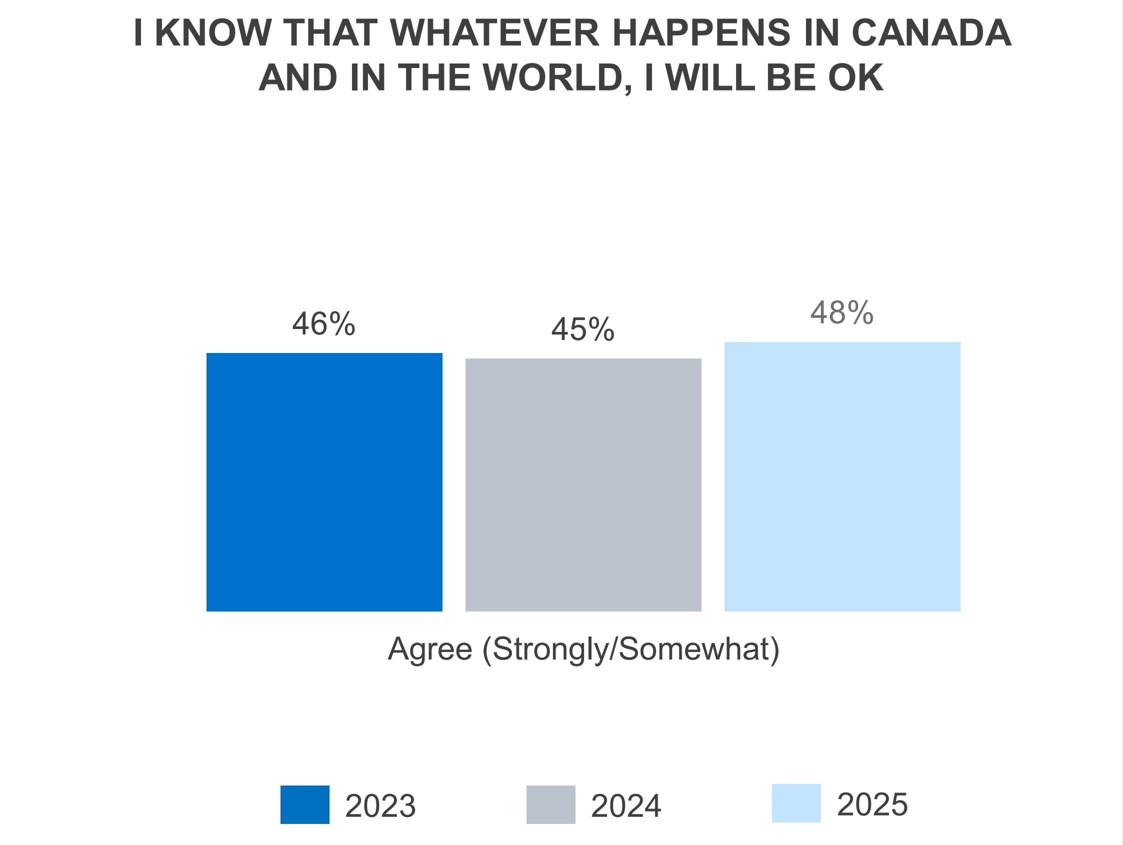
*Canadian National Unity**



*Added in 2025
7. What is your outlook for 2025 with regards to the following?

But among the turmoil, half of Canadians still feel they will be OK whatever happens in Canada.

CONTEXTUAL QUESTION



▲▼Statistically significant change between waves

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

Job market:
Canadians continue to face insecurities.

Youth unemployment hits the highest in decades.


British Columbia

Youth employment continues to fall as StatsCan records lowest rates since 1998

Kamloops, B.C., has highest overall unemployment in the country, according to latest survey

Courtney Dickson · CBC News · Posted: Aug 15, 2025 2:01 PM EDT | Last Updated: August 15


Business

Gen Z is facing the worst youth unemployment rate in decades. Here is how it's different

Youth unemployment a 'canary in the coal mine' for broader labour market troubles

Jenna Benchetrit · CBC News · Posted: Jun 11, 2025 4:00 AM EDT | Last Updated: July 4

Youth unemployment rate (15-24)

14.6%

(+4.3pts since July 2023)

Core-age unemployment rate (25-54)

5.8%

Sources: CBC

EXTERNAL SOURCES

Job market outlook: half of Canadians expect the job market to get worse in 2026 while a quarter fear for their own employment.

CONTEXTUAL QUESTION

JOB MARKET OUTLOOK FOR 2026

(% indicating)

51% ▲

(2024: 38%)

Believe the job market will worsen in 2026

24% ▼

(2024: 30%)

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

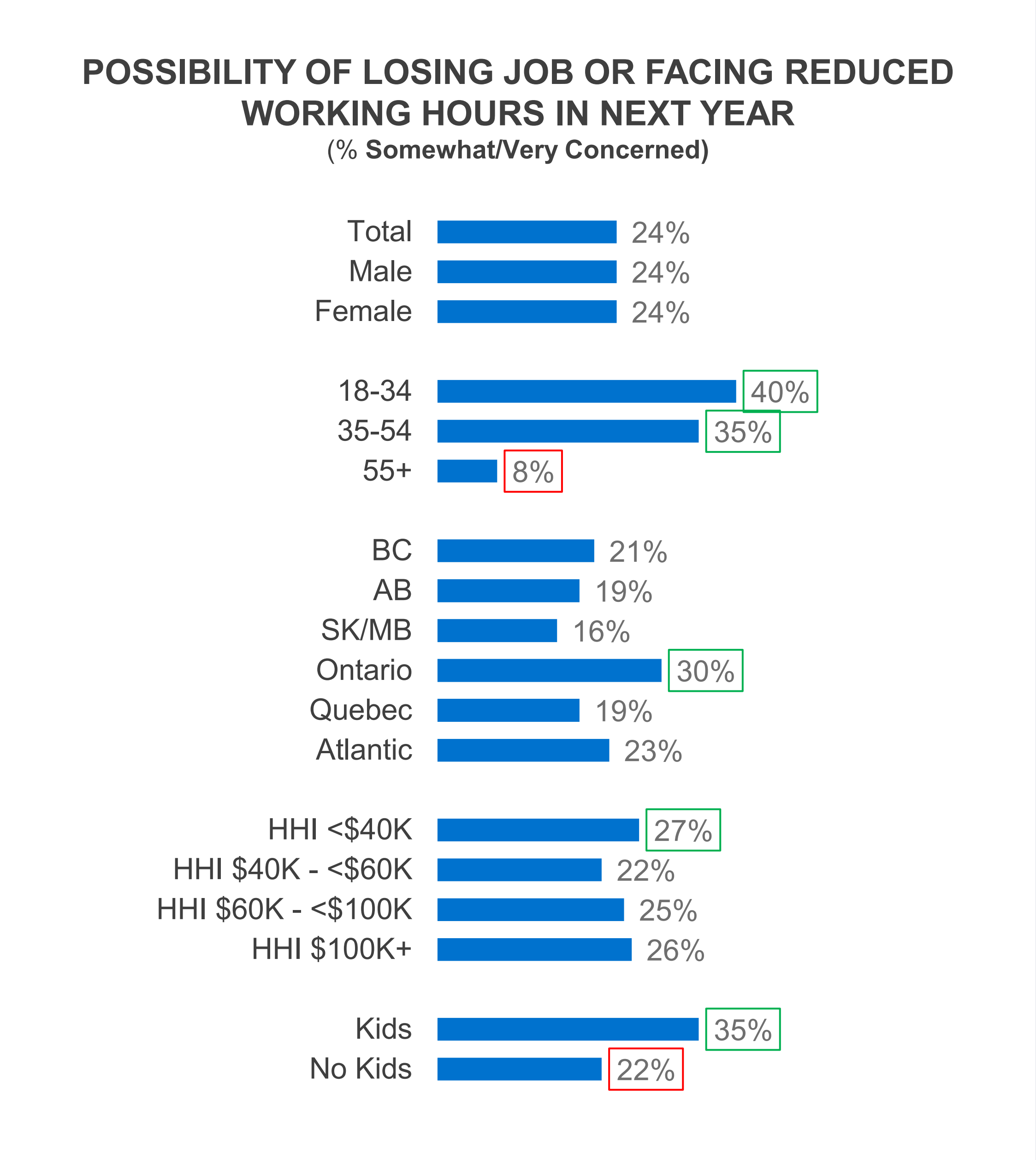
▲▼Statistically significant change between waves

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

Job security worries are higher among younger Canadians, lower-income individuals and families. Ontarians also express the highest level of fear towards the job market.

CONTEXTUAL QUESTION



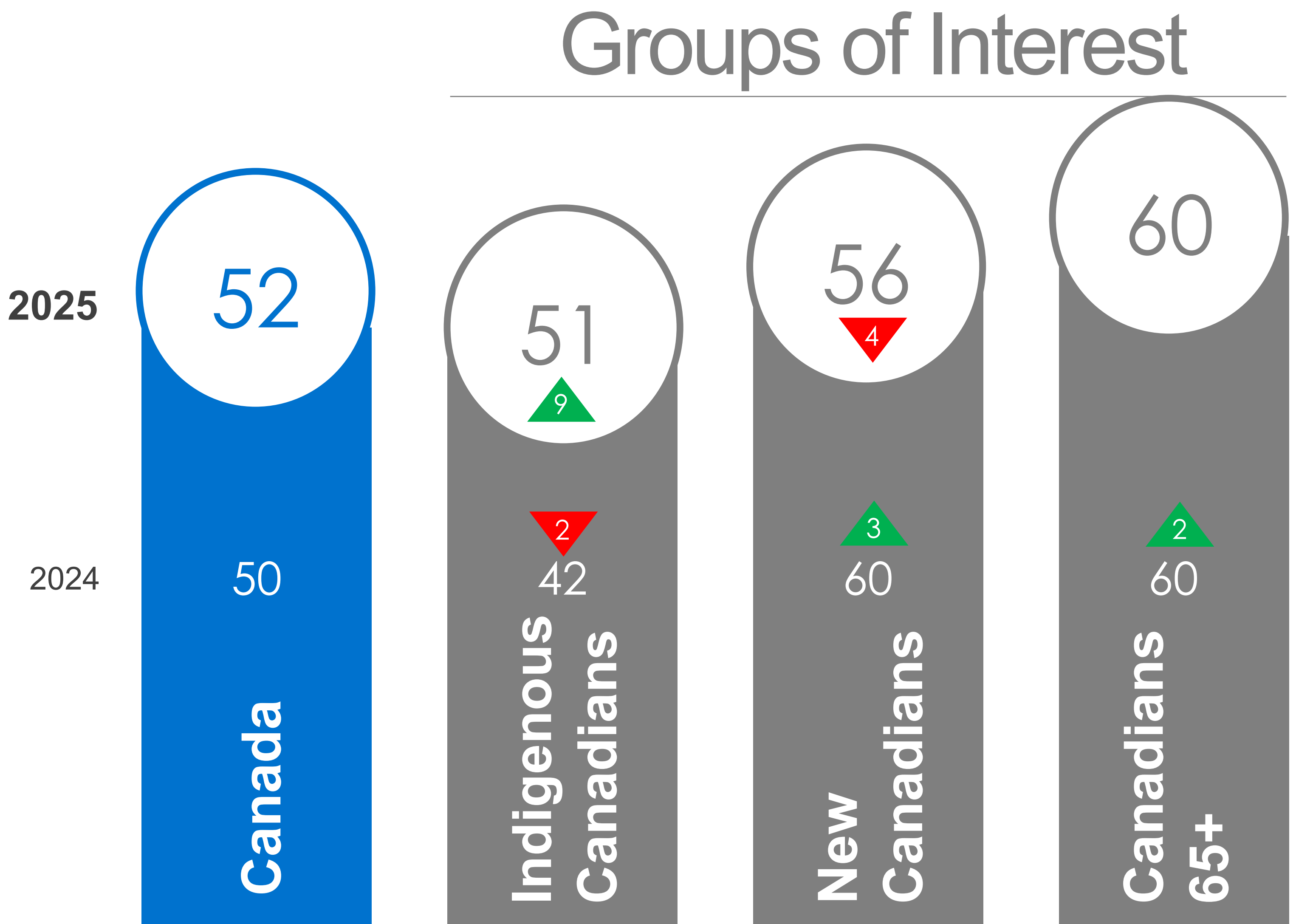
Statistically significant between groups

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

New Canadians are under financial pressure but fail to get the support and advice that they need.

FINANCIAL CONFIDENCE INDEX

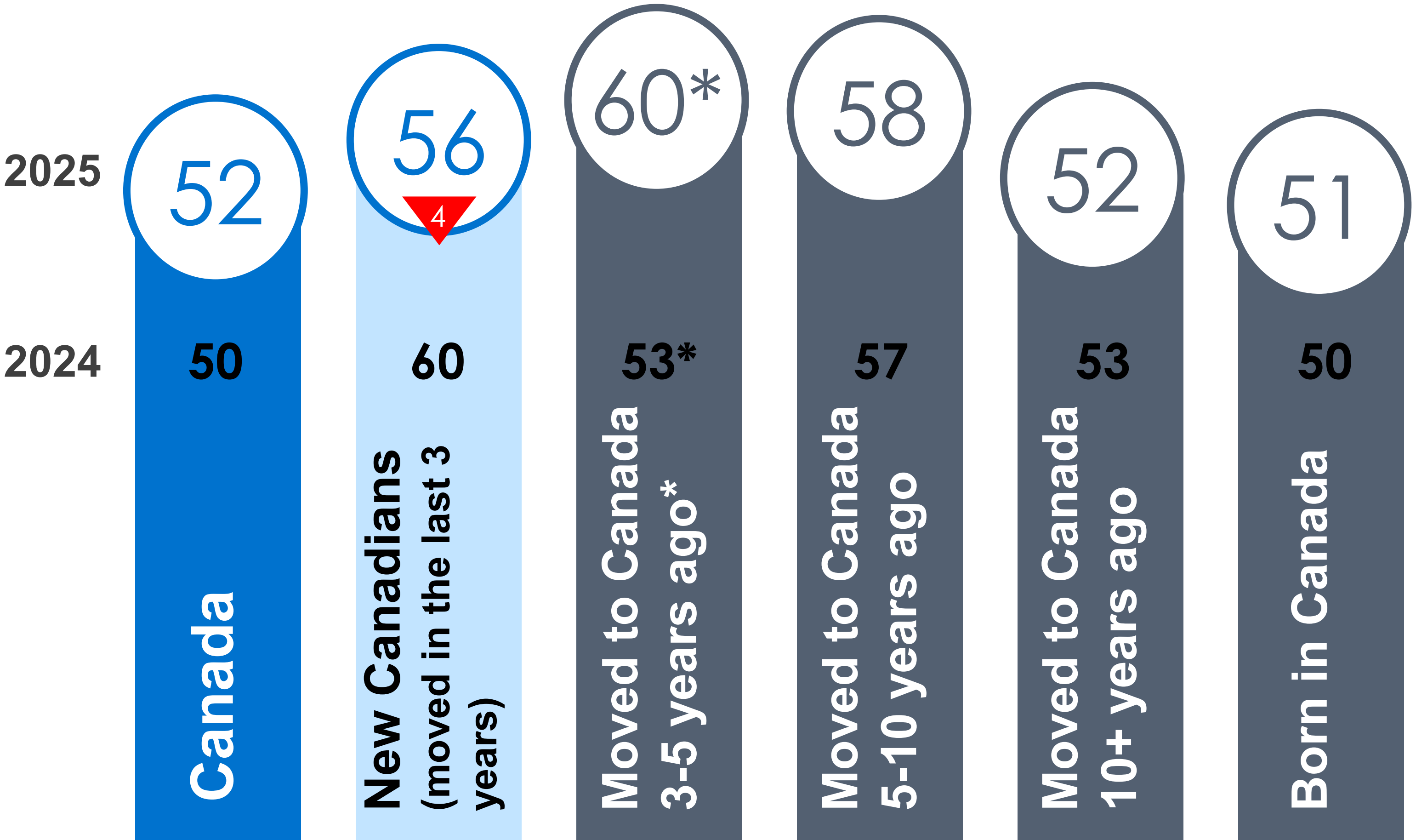
New Canadians' optimism dims, opposed to the trend of last year.



FINANCIAL CONFIDENCE INDEX

Time erodes the immigrant advantage: the longer immigrants are in Canada, the more their initial optimism fades.

Groups of Interest



*Small base: use data with caution

While Canada is welcoming to newcomers, the system fails to support their success.

‘We chronically underemploy highly skilled, highly experienced, highly qualified people’

‘Two million Ontarians don't have family doctors, and here I am ready to work.’

EXTERNAL SOURCES

Newcomers love Canada but

2 in 5

consider leaving the country

14%

of working newcomers are unemployed

Factors:

- **Inability to transfer foreign work experience**
- **Discrimination when searching for a job**

2 in 3

of newcomers are dissatisfied with the cost of living

1 in 2

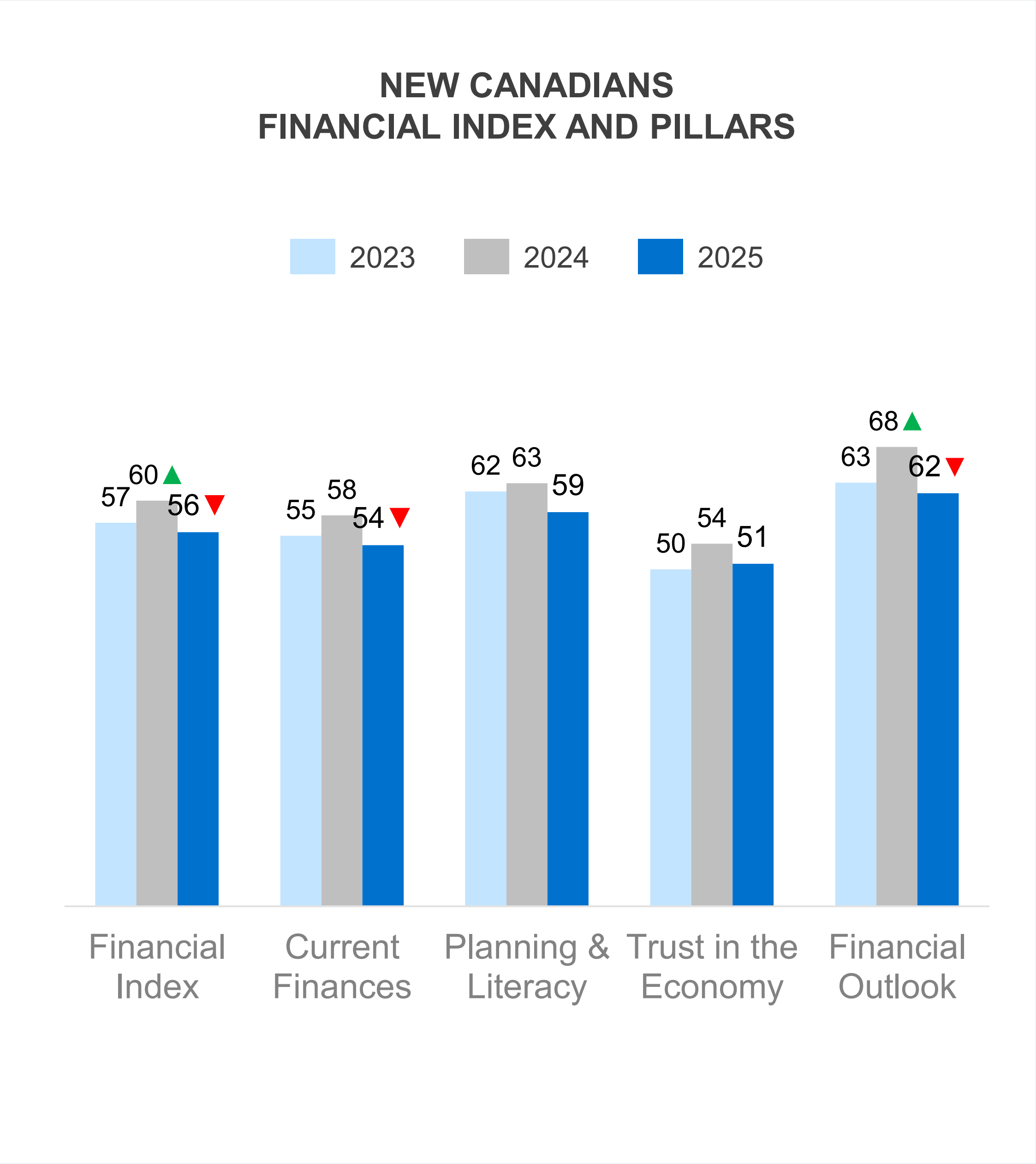
of newcomers are dissatisfied with Canada’s healthcare system

Sources: CBC

Article: 2 in 5 newcomers would consider leaving Canada, CBC surveys find (CBC, 2025)

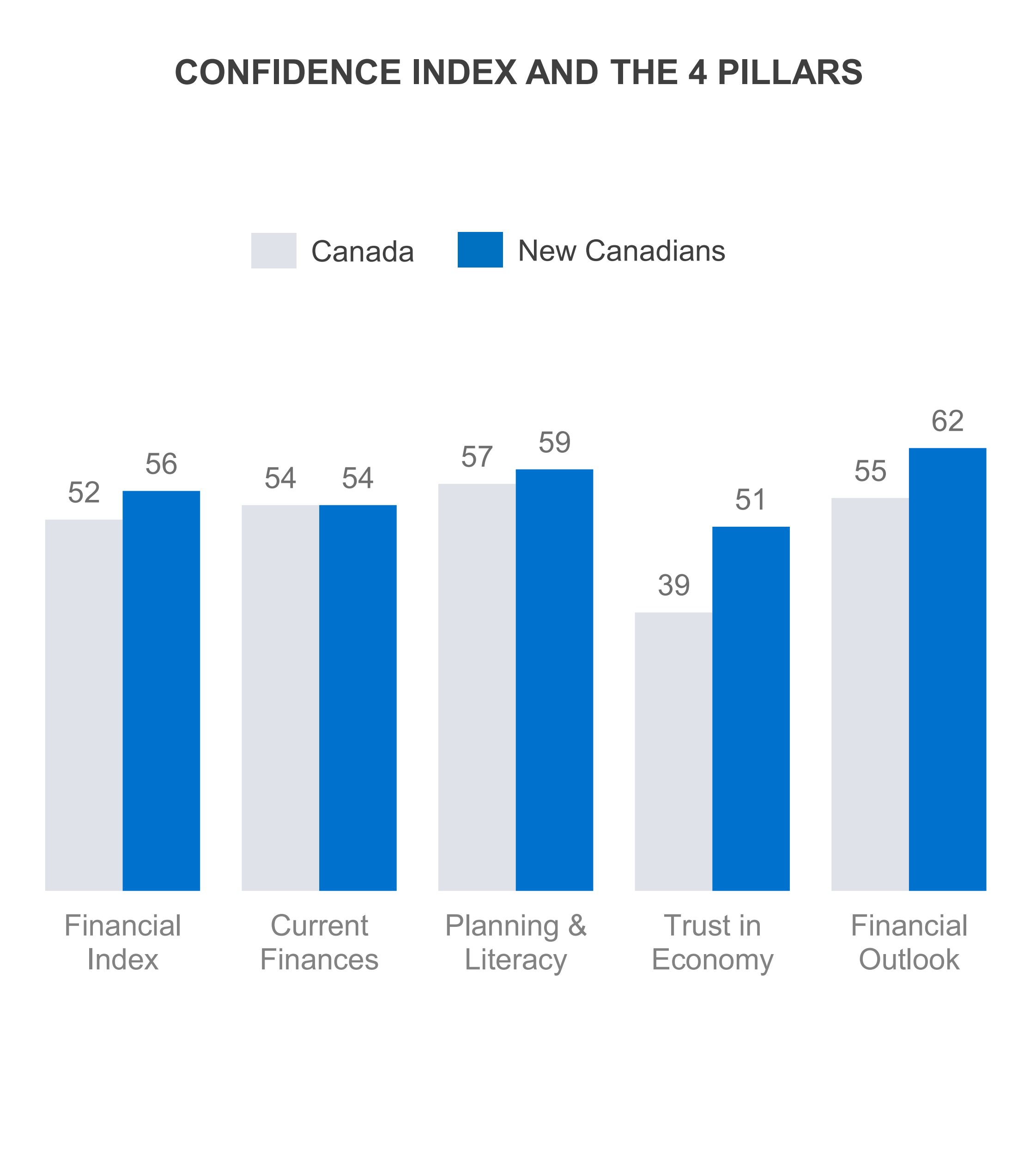
News Series: Welcome to Canada (CBC, 2025)

New Canadians' confidence erodes, with declining confidence in Current Finances and Financial Outlook pillars.

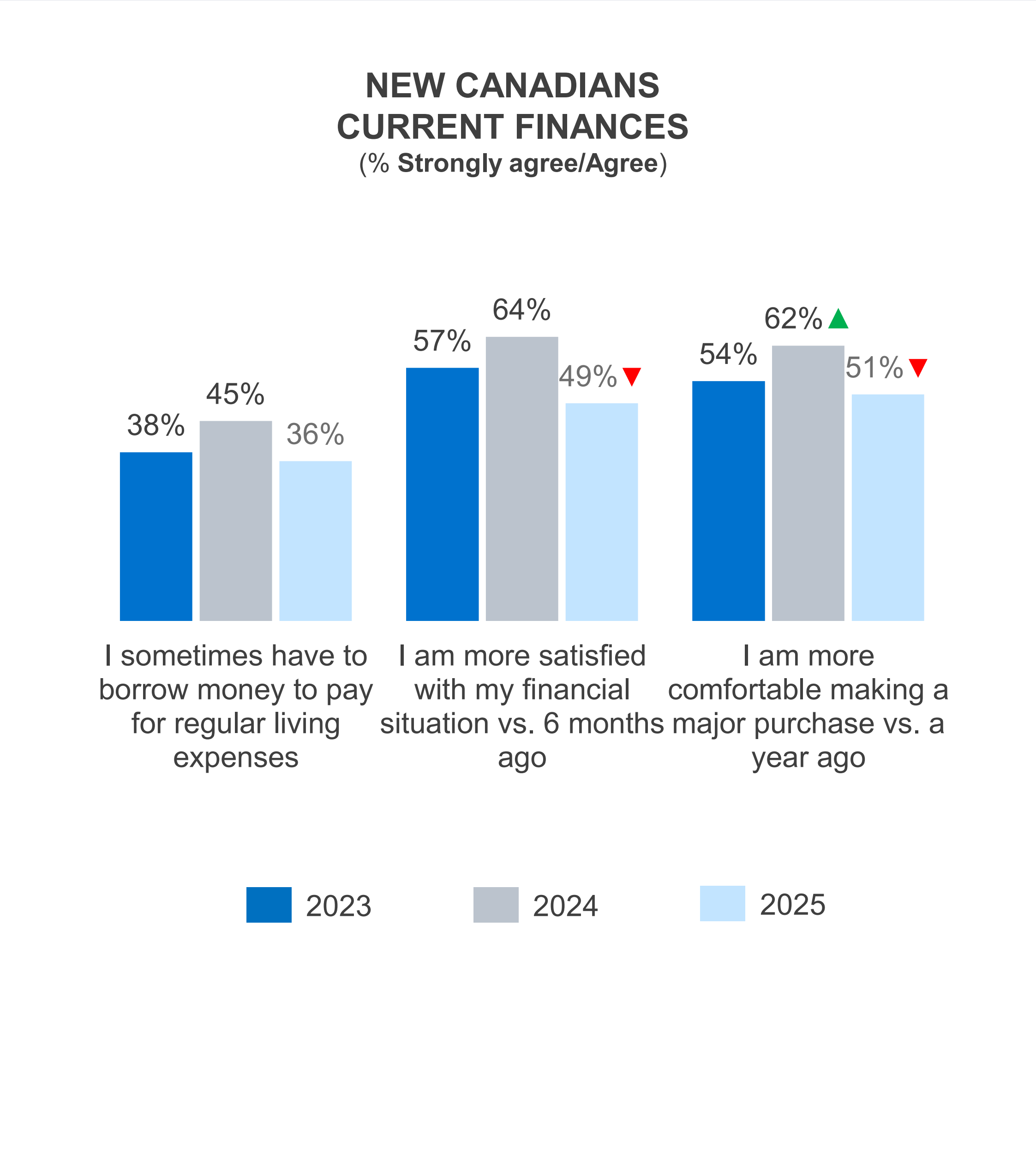


▲▼Statistically significant change between waves

New Canadians now exhibit similar confidence as the national average, except for Trust in the economy, on which they outperform.



New Canadians' current finances deteriorate: they are less satisfied and less comfortable making a major purchase than in 2024.

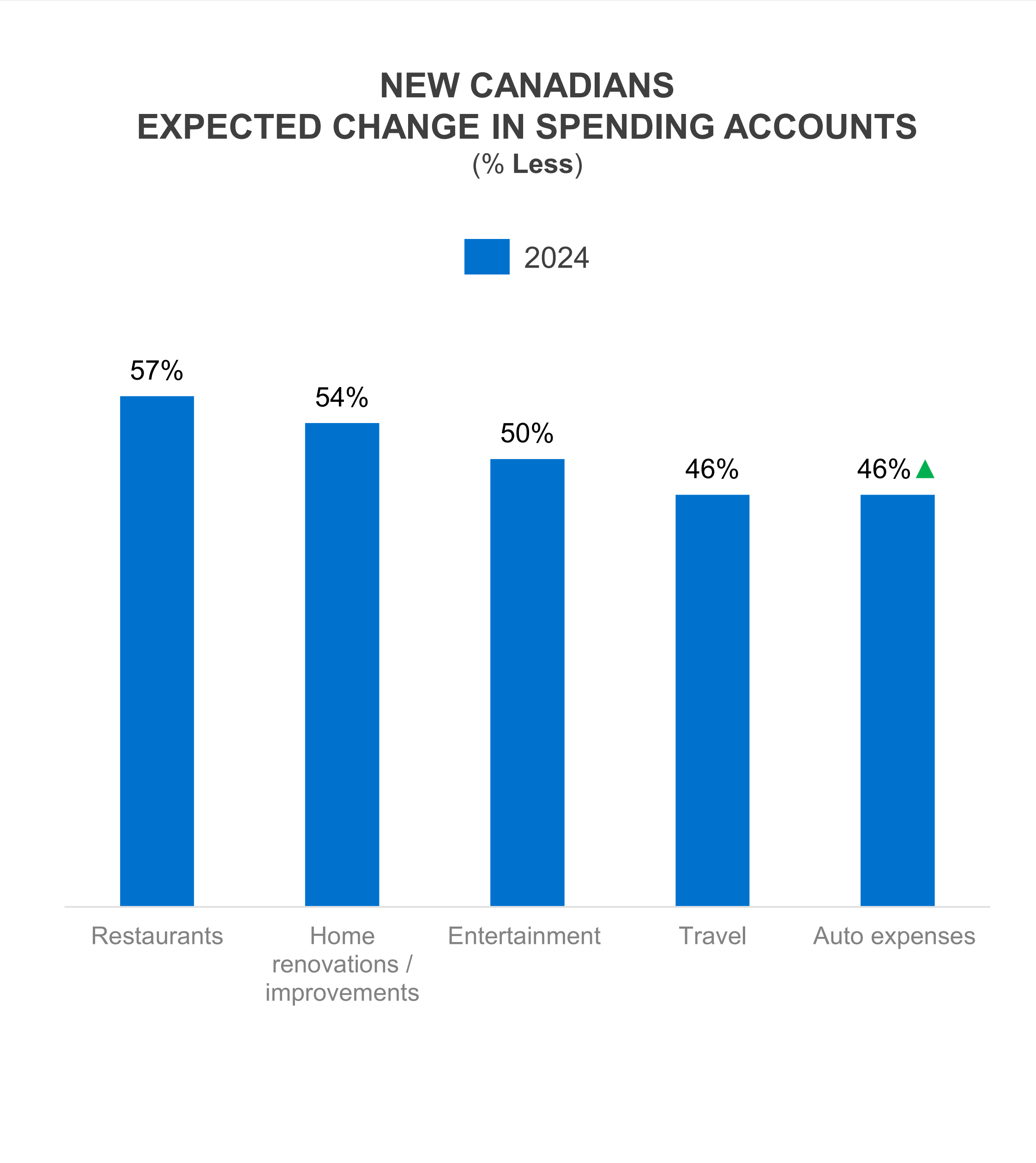


▲▼Statistically significant change between waves

HF1. To what extent do you agree or disagree with the following statements?

'CURRENT FINANCES' PILLAR

Half of New Canadians intend to cut back on lifestyle spending.

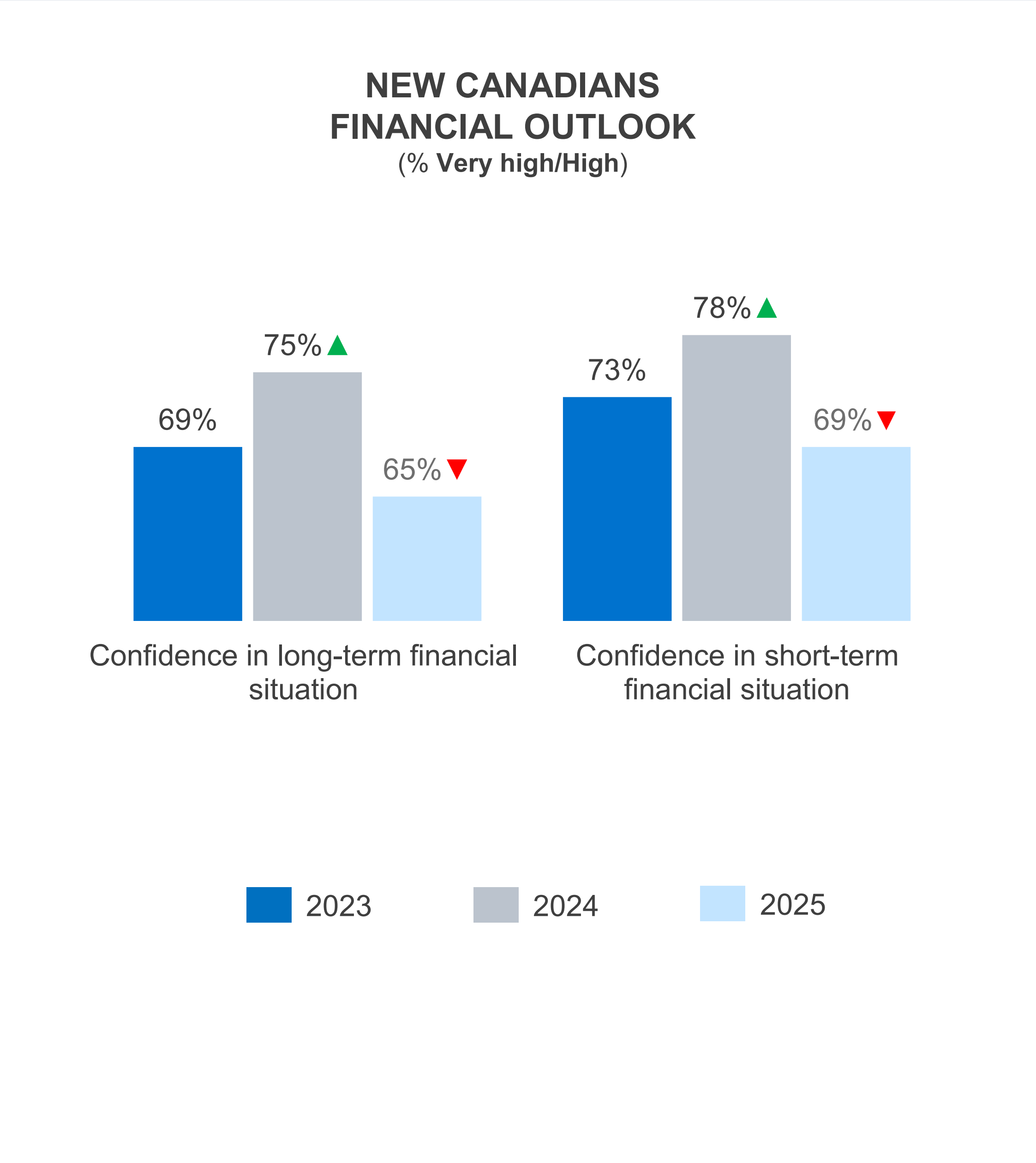


▲▼Statistically significant change between waves

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

CONTEXTUAL QUESTION

New Canadians' outlook darkens across both short-term and long-term timeframes.



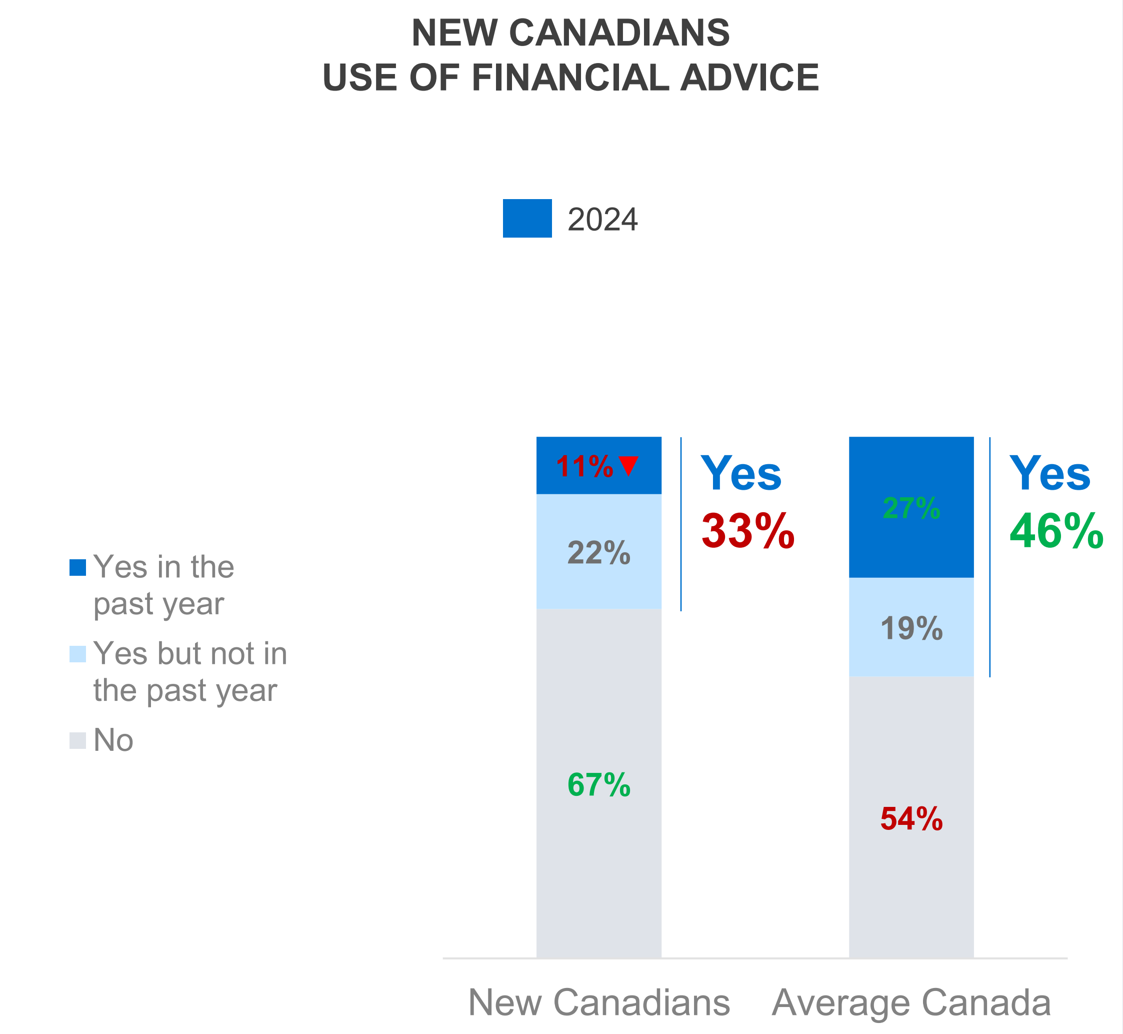
▲▼Statistically significant change between waves

HF5. How would you rate your level of confidence in your short-term financial situation?

HF6. How would you rate your level of confidence in your longer-term financial situation)?

New Canadians seek less financial advice than the average, presenting an opportunity for financial institutions to bridge this gap.

CONTEXTUAL QUESTION



▲▼Statistically significant change between waves
XX%/XX%Significantly higher/lower than other group
10x. Have you used/consulted any financial professional(s) to help you with your investments or financial advice?

And half of New Canadians believe financial institutions could do more for them.

CONTEXTUAL QUESTION

FINANCIAL ADVICE FOR NEWCOMERS

47%

Financial institutions could do more to empower Canadian newcomers with the financial knowledge

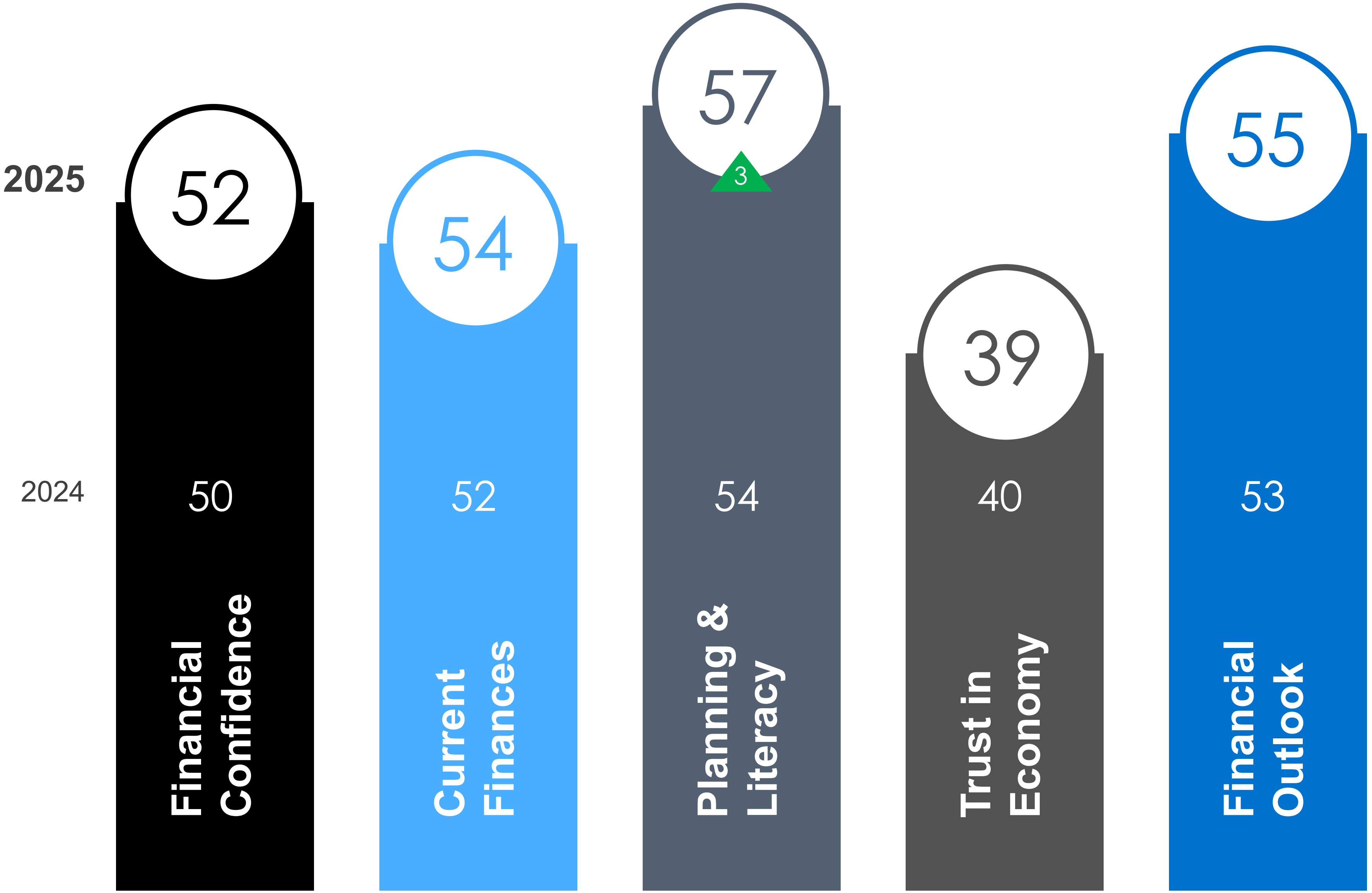
*New in 2025

11. Do you think financial institutions are doing enough to empower the following group with the financial knowledge required to manage their money confidently? Please answer for each group

Despite these macro fears, micro confidence grows: Canadians strengthen their personal financial discipline.

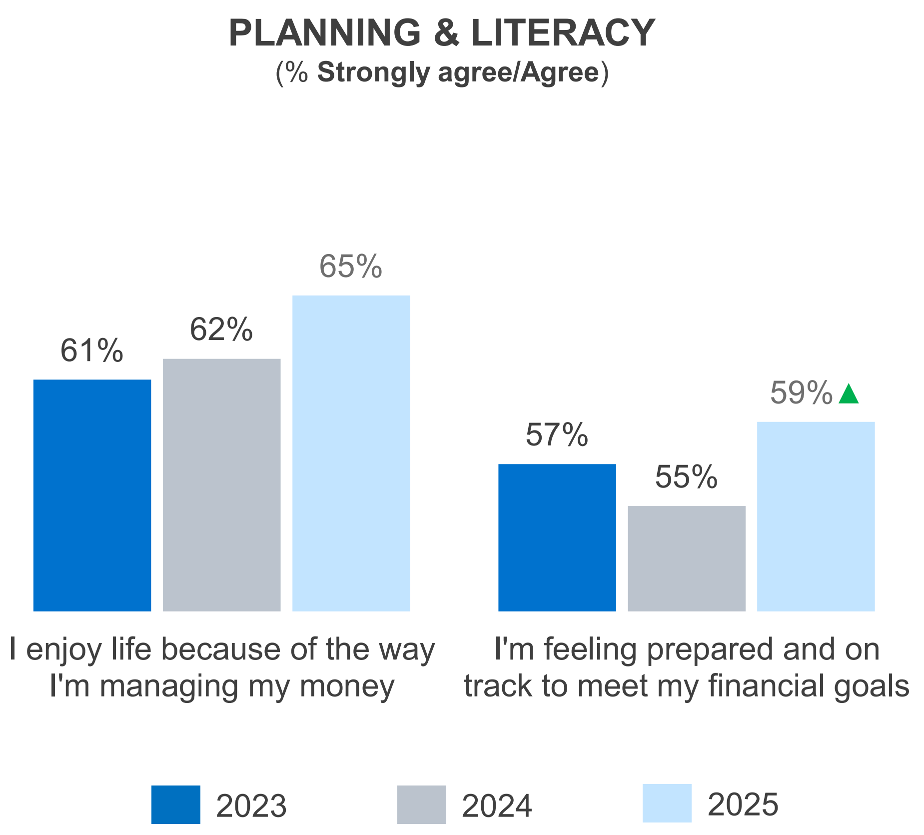
4 PILLARS OF FINANCIAL CONFIDENCE INDEX

Financial literacy rises while economic trust remains low – Canadians are betting on themselves rather than the system.



Canadians sustain financial confidence through improved personal discipline.

6 Canadians out of 10 now enjoy life through better money management and feel prepared to meet their financial goals.

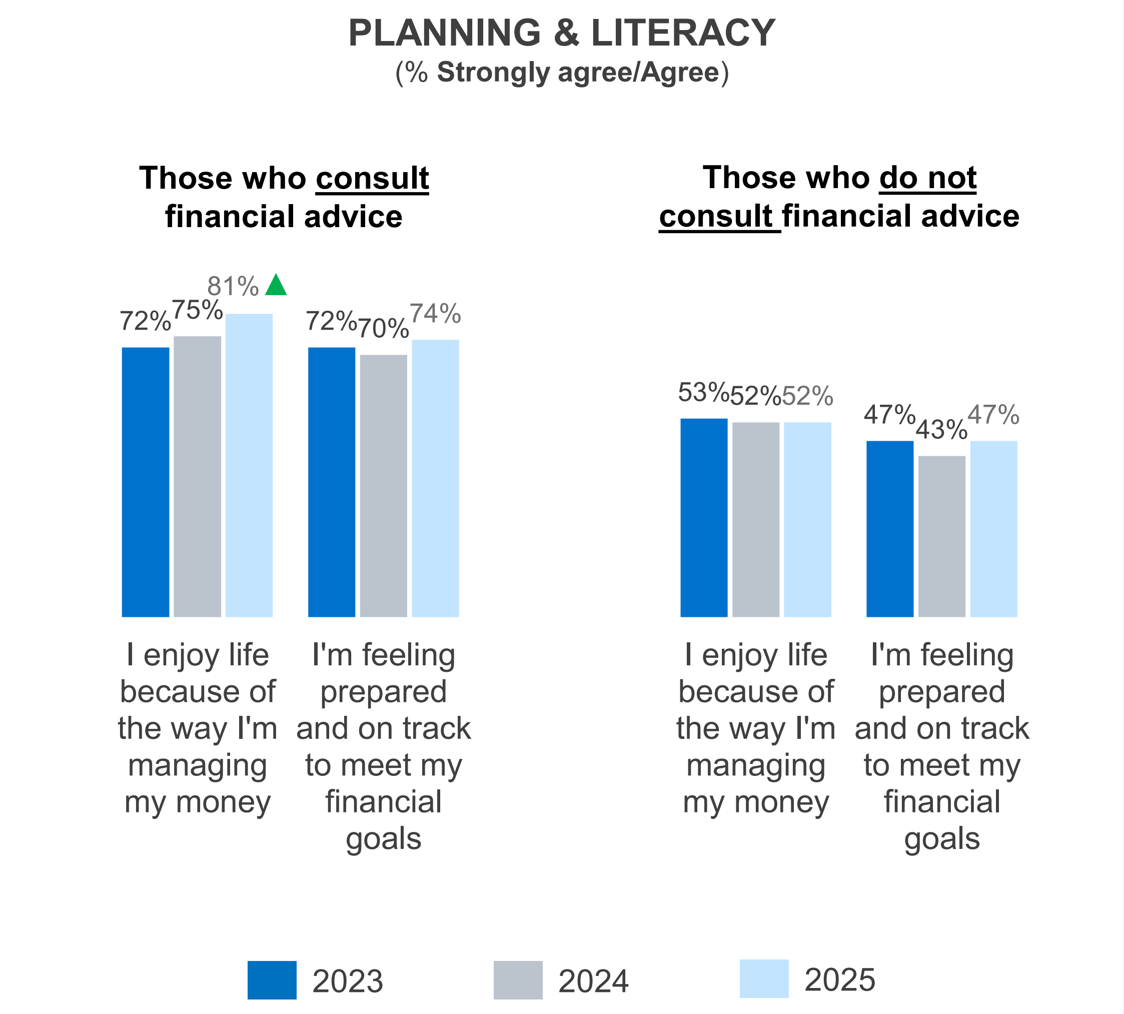


▲▼Statistically significant change between waves

HF1. To what extent do you agree or disagree with the following statements?

'PLANNING & LITERACY' PILLAR

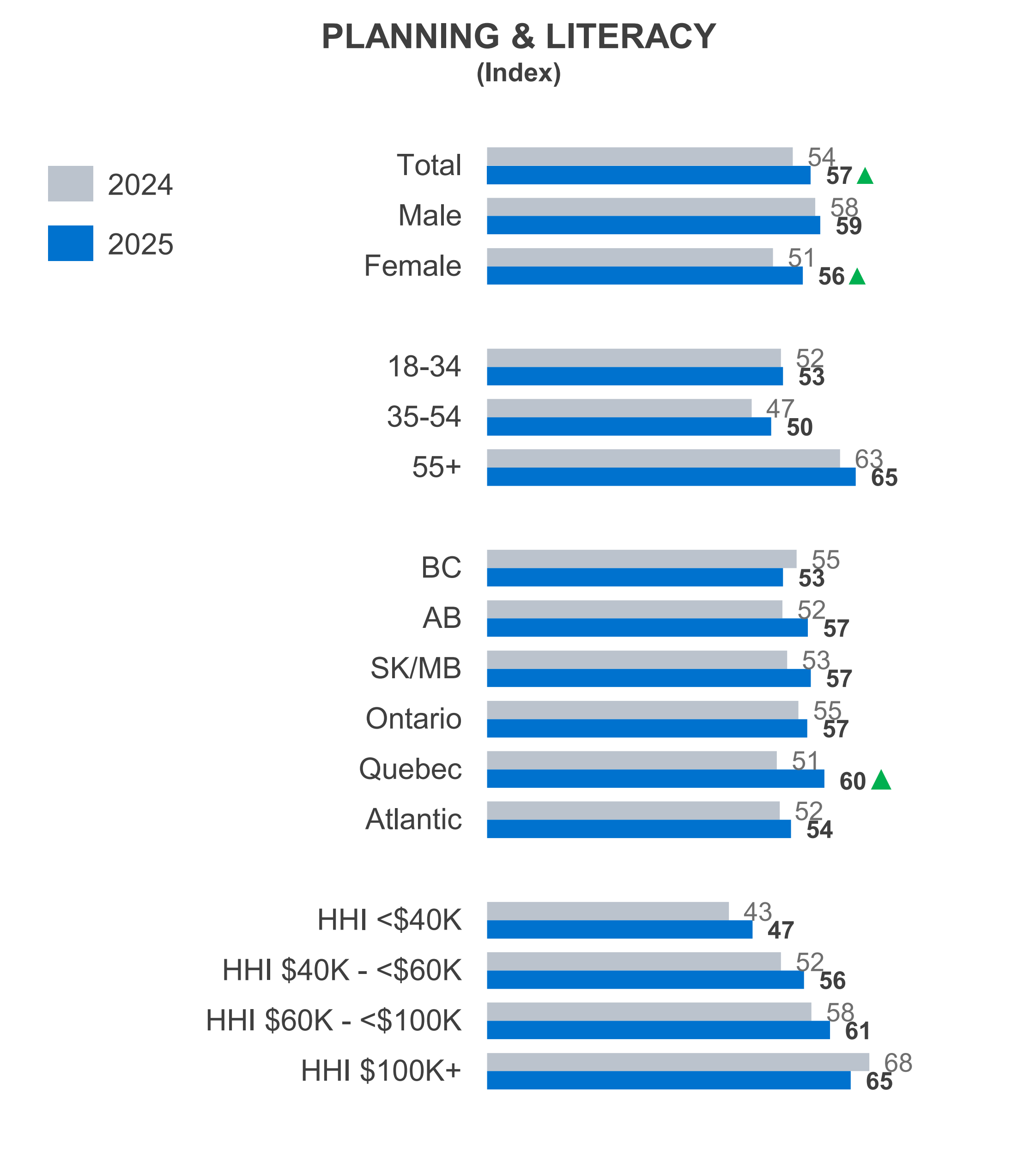
And expectedly, those who consult financial advice can enjoy life better and feel more prepared than those who don't.



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

‘PLANNING & LITERACY’ PILLAR

The planning & literacy pillar strengthens across all groups, with significant gains among women and Quebecers – both who had notably low scores in 2024.



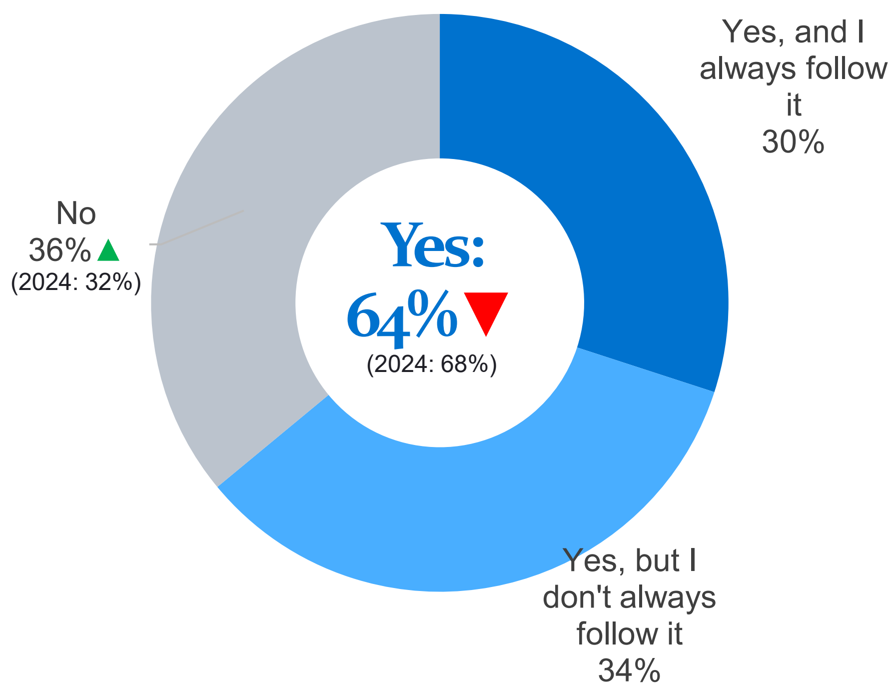
▲▼Statistically significant change between waves

‘PLANNING & LITERACY’ PILLAR

Interestingly, growing planning confidence is not driven by budgeting, with fewer Canadians who have a budget to track their expenses than in 2024.

CONTEXTUAL QUESTION

HAVE A BUDGET TO TRACK DAY-TO-DAY EXPENSES

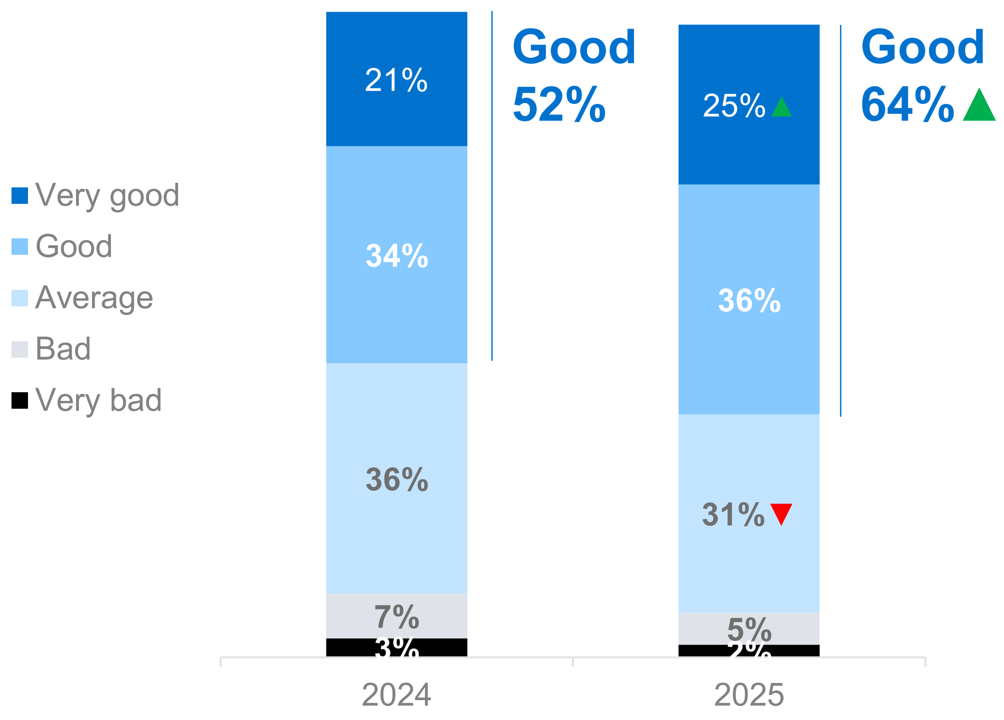


▲▼Statistically significant change between waves
HF8. Do you have a budget to track your day-to-day expenses?

Canadians are gaining confidence in their financial abilities, with now 6 out of 10 who rate their money management as ‘good’ or ‘very good’.

CONTEXTUAL QUESTION

SELF-ASSESSED MONEY MANAGEMENT ABILITY



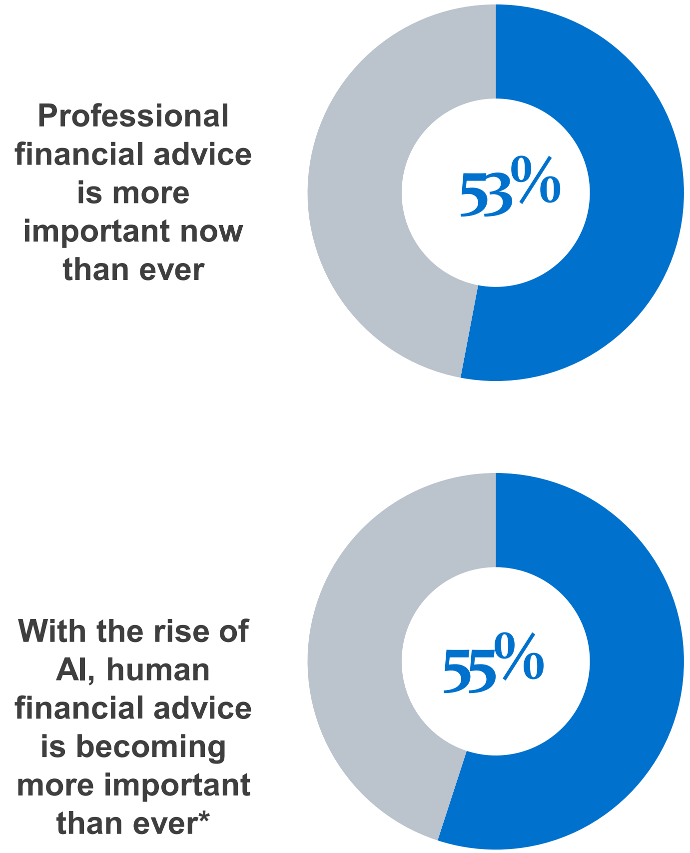
▲▼Statistically significant change between waves
HF9. How would you rate your ability to manage your money?

The advisory paradox: Canadians call professional advice essential, but only half actually seek it.

Half of Canadians believe professional financial advice is important now more than ever, including with the rise of AI.

CONTEXTUAL QUESTION

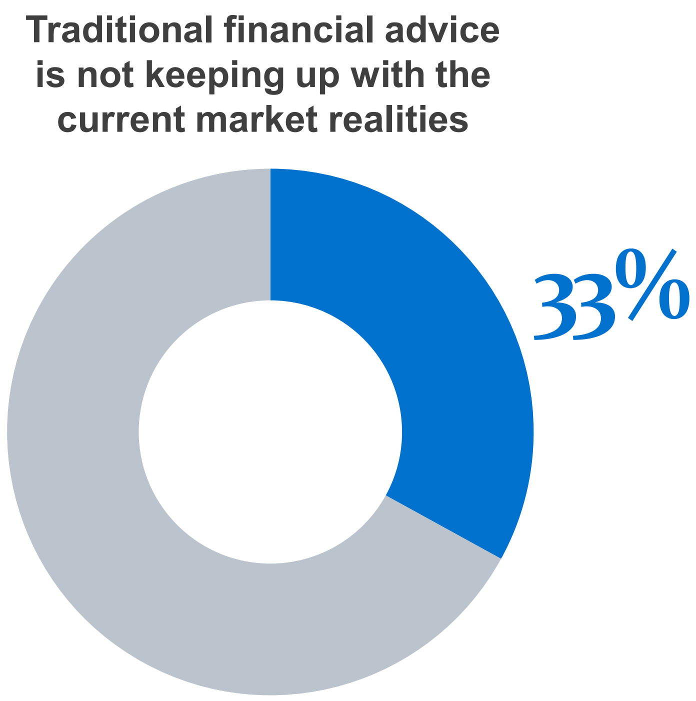
FINANCIAL ADVICE STATEMENTS
(% Strongly agree/Agree)



▲▼Statistically significant change between waves
*New in 2025
10a_11. For each of the statements below, please indicate whether you agree or disagree.

However, a third believe that traditional financial advice is not keeping up, indicating a gap between expectations and reality.

FINANCIAL ADVICE STATEMENTS
(% Strongly agree/Agree)

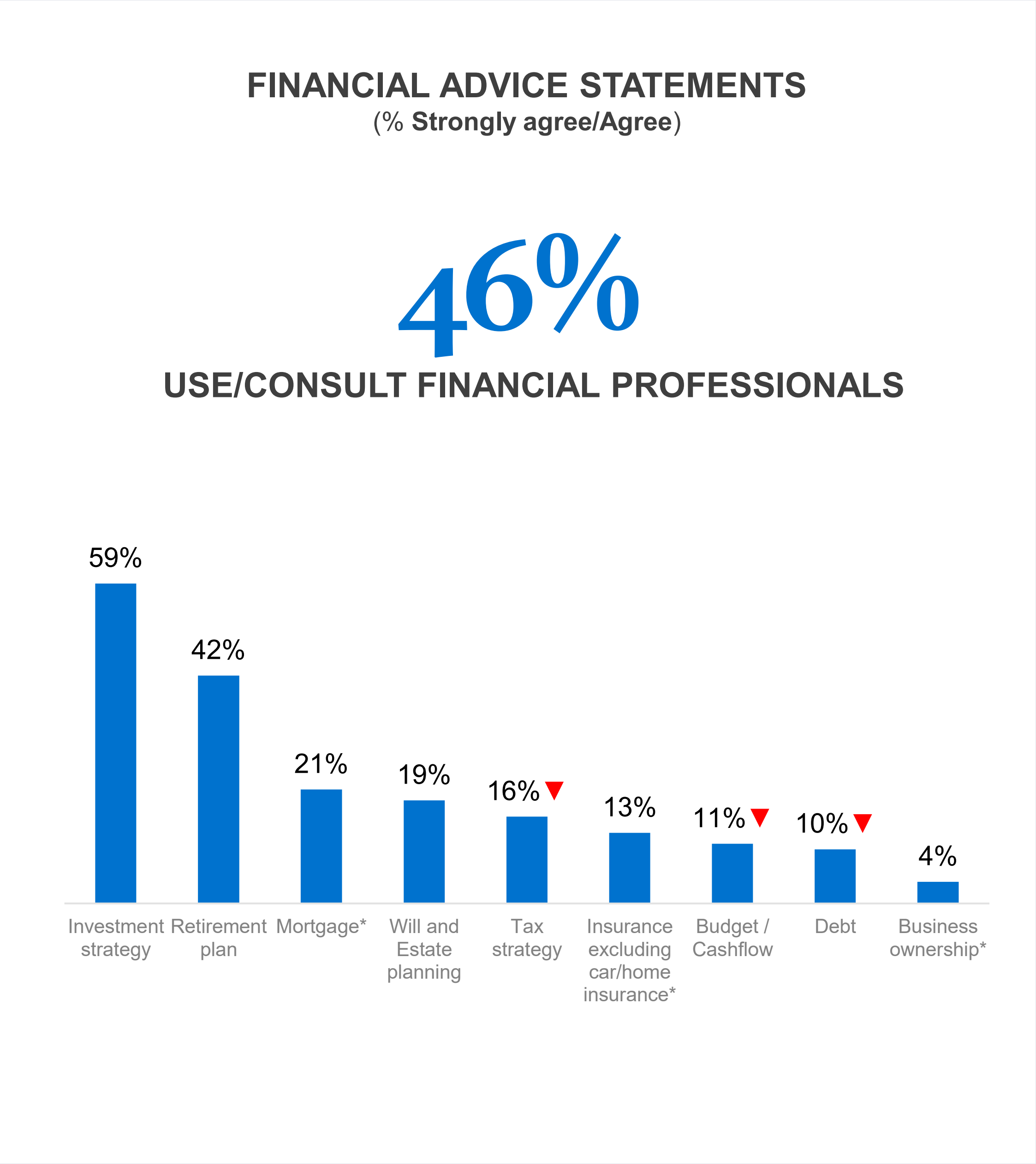


CONTEXTUAL QUESTION

*New in 2025
10a_11. For each of the statements below, please indicate whether you agree or disagree.

Only half of Canadians use financial advice, mainly for investment strategy. Fewer use it for tax strategy, budget and debt than in 2024.

CONTEXTUAL QUESTION

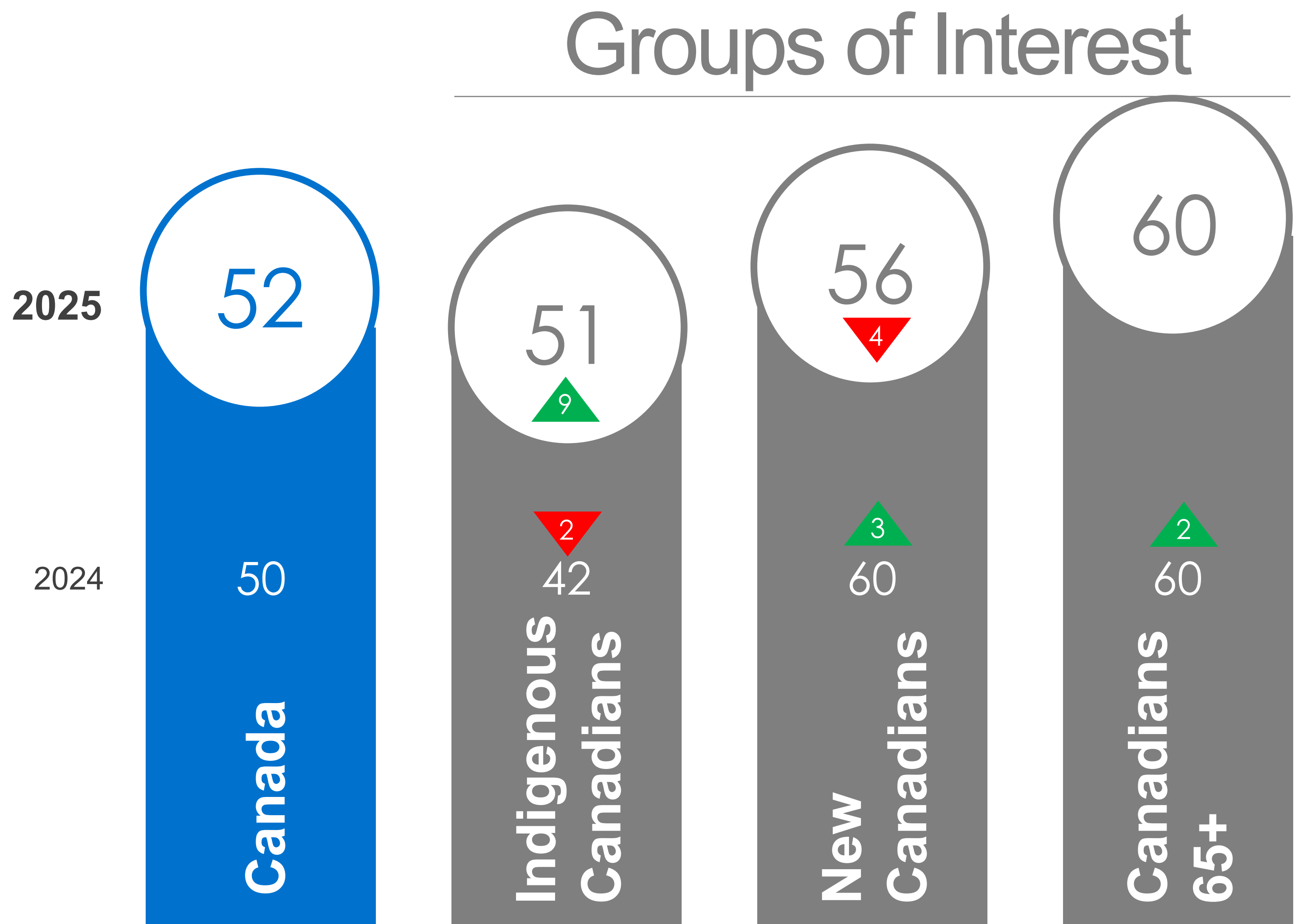


▲▼Statistically significant change between waves
*New in 2025
10a_11. For each of the statements below, please indicate whether you agree or disagree.

Indigenous Financial Empowerment: promising momentum as new policies enable shift from stakeholders to potential equity partners and decision-makers.

FINANCIAL CONFIDENCE INDEX

Indigenous' confidence is rising in 2025, getting closer to the national average.



Governments take action: historic funding and ensure Indigenous equity in nation-building projects.

Unprecedented Capital

$10B

Indigenous Loan Guarantee Program

Doubled from December 2024 to March 2025

$40M

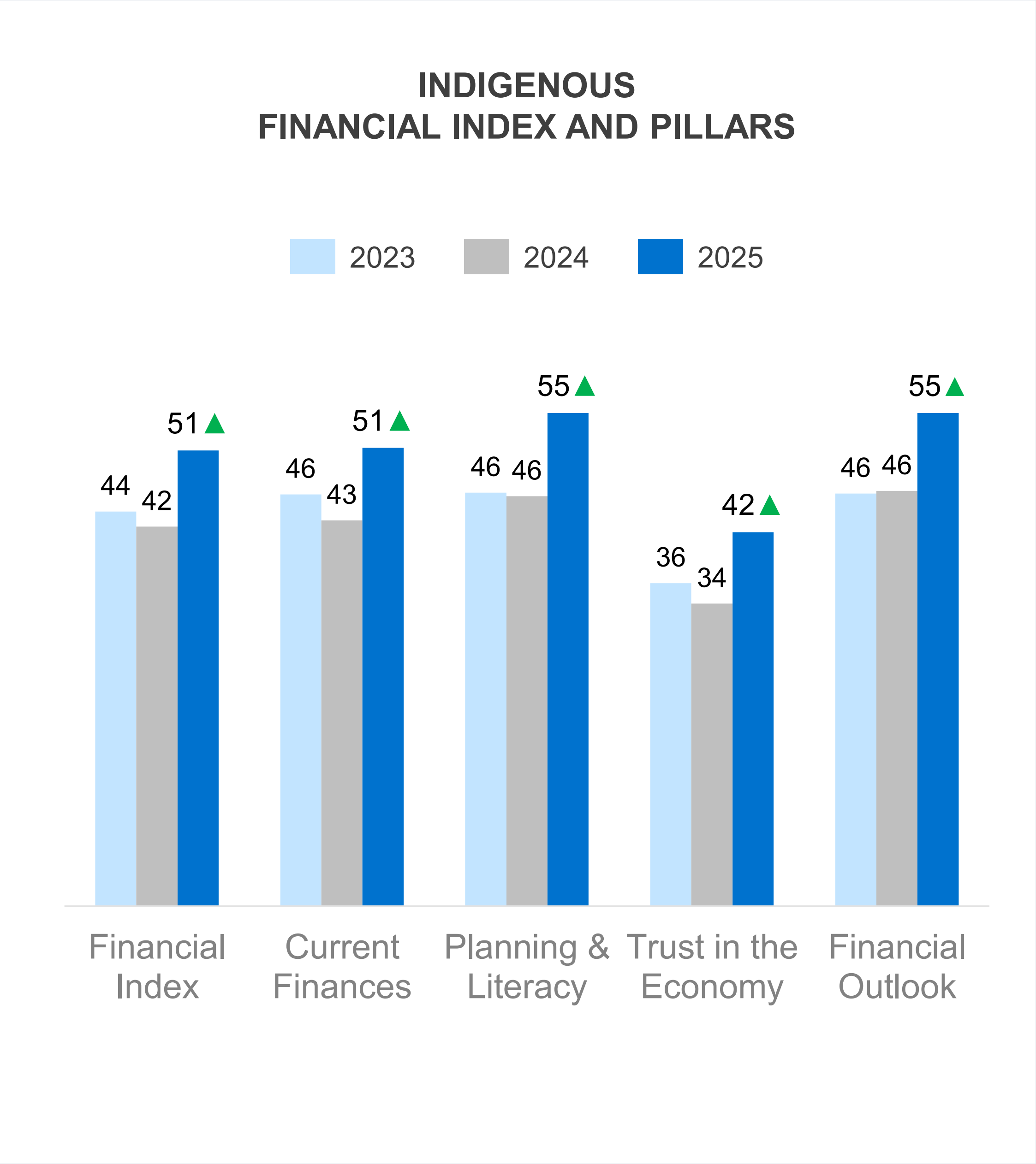
Funding for Indigenous participation

New Indigenous Advisory Council

Sources: CSI (Canadian Securities Institute) / Article: Driving Change: Indigenous Financial Empowerment in Canada (2025)
Source: Prime Minister of Canada / Article: Prime Minister Carney engages First Nations Rights Holders on the Building Canada Act (2025)

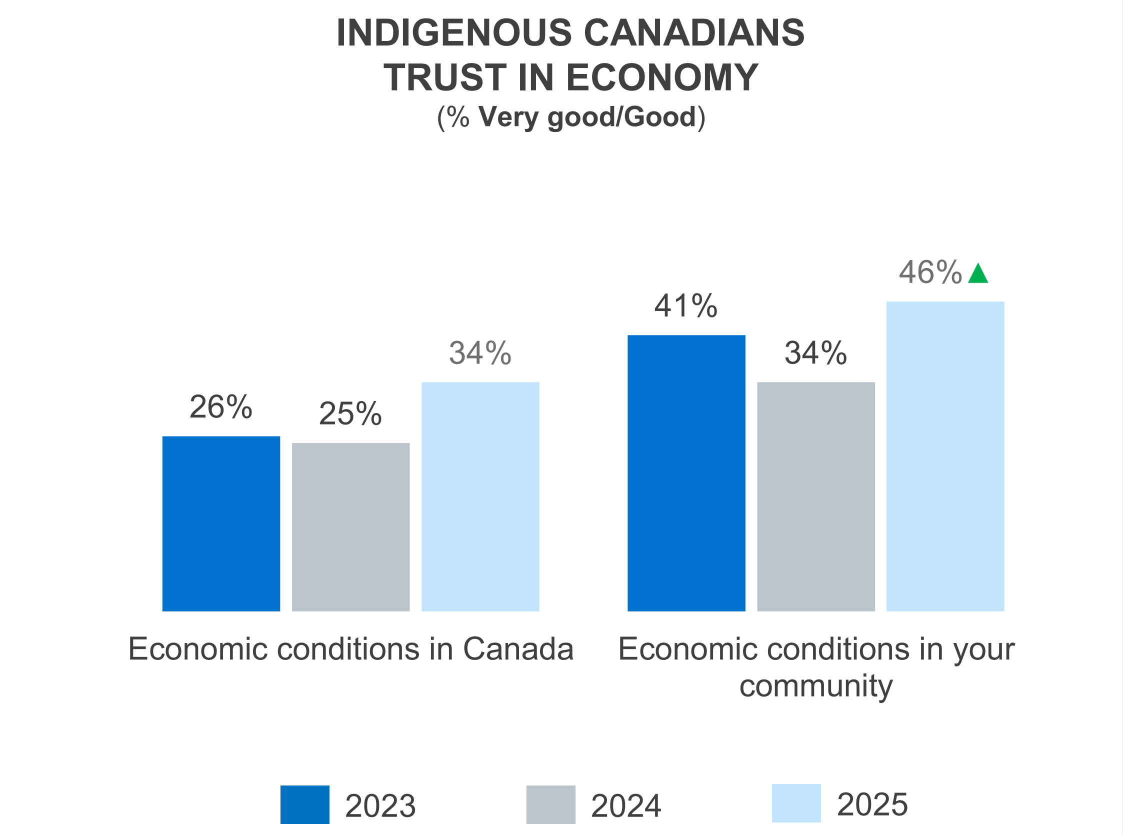
EXTERNAL SOURCES

Encouraging trend: Indigenous financial confidence rises across all pillars after years of struggle.



▲▼Statistically significant change between waves

Half of Indigenous Canadians are now describing their community's economic conditions as good.



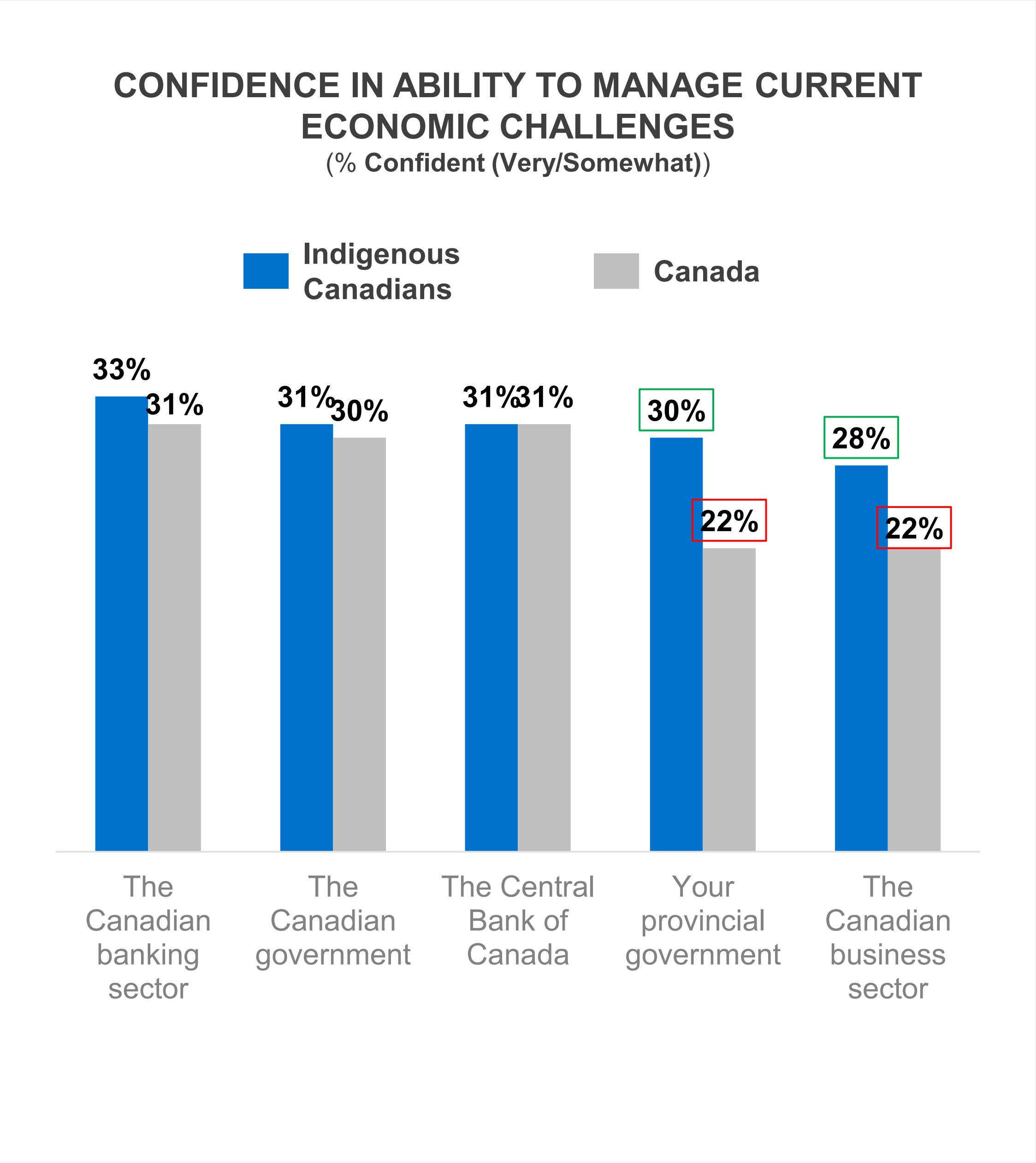
▲▼Statistically significant change between waves

HF6b. How would you describe the current economic conditions in Canada?

HF6c. How would you describe the current economic conditions in your community?

'TRUST IN ECONOMY' PILLAR

Indigenous Canadians are more confident in their provincial government and the Canadian business sector than the national average.



Statistically significant between groups
*New in 2025
HF24B. How confident are you in the following authorities' ability to manage the current economic challenges?

CONTEXTUAL QUESTION

Top Stories

1. Macro pessimism persists: Canadians expect worsening economic conditions driven by external factors.

- Economic conditions remain weak.
- Cross-border anxiety grips Canada as US political and economic threats dominate concerns.
- Job market: Canadians continue to face insecurities.
- New Canadians are under financial pressure but fail to get the support and advice that they need.

2. Despite macro fears, micro confidence grows: Canadians adapt and strengthen their personal financial foundations.

- Canadians sustain financial confidence through improved personal discipline.
- The advisory paradox: Canadians call professional advice essential but only half actually seek it.
- Indigenous: promising momentum as new policies enable shift from stakeholders to potential equity partners.

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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.

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