



## FACTUM

### 2025 IG Financial Confidence Index: Canadians Display Resilience Amid Global Uncertainty

Optimism in individual finances contrasts with macroeconomic concerns.

**Toronto, ON, November 5, 2025** — Ipsos is proud to reveal insights from the latest edition of the IG Wealth Management Financial Confidence Index (“the Index”). Despite global economic instability, Canadians’ financial confidence has risen to 52, surpassing the historical average for the first time since 2021, influenced by an increase in financial literacy and personal resilience.

The Index, commissioned by IG Wealth Management (“IG”) and conducted in partnership with Ipsos Canada, evaluates Canadians’ overall financial confidence through 10 survey questions based on IG’s *Four Pillars of Financial Confidence* (“the Pillars”): *Personal Financial Outlook, Planning and Literacy, Trust in the Economy and Current Financial Situation*.

This year depicts an intriguing divide: Canadians’ individual financial confidence remains robust amid pervasive macroeconomic apprehensions. Although trust in governmental economic management remains low, personal financial control is on the rise, with women, Indigenous peoples, and residents of Quebec showing notable improvements in confidence.

#### *U.S. political turmoil exacerbates Canadian economic concerns.*

The Index highlights a growing unease driven by anticipated declines in U.S. political and economic stability, intensifying cross-border anxiety.

#### *The indispensability of human touch in an AI-driven world.*

Over half of Canadians (55%) assert the value of human financial advice remains crucial, even as AI becomes more prevalent in financial services.

To see detailed results for this study, please consult the report by clicking the link included at the bottom of the page.



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### About the Study

The 2025 results presented in this summary report are from an Ipsos survey conducted online from August 18th to September 2nd, 2025. A total sample of 2,000 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. This survey has a credibility interval of +/- 2.5% 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed. The credibility interval will be wider among subsets of the population.

### For more information on this news release, please contact:

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people. 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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