CFM
12 months ending August 2025

	All Canadians 18+	45-54	55-64	>=65	>=55	Men >= 55	Women >= 55	Homeowners >=55	>=55 and HNW (>=$1MM investable assets)	>=55 and Total Assets >=$3MM	>= 55 and Home >=$2MM	HRCP	Homeowners >= 55 with >50% equity in home	Men >= 65	Women >= 65
Sample size	18001	3192	3479	4208	7687	4234	3435	5926	368	226	261	1492	5290	2427	1774
Financial literacy	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Low	16	15	10	7	8	7	11	7	4	4	8	10	7	6	9
Medium	43	45	38	33	35	30	43	33	22	21	22	38	32	28	42
High	41	40	52	59	56	63	47	60	74	75	70	52	61	65	50
Sentiments - % strongly agree (T3B)	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I am satisfied with my current financial situation	39	31	41	58	51	53	48	53	76	69	62	45	56	59	55
A year from now, I will be better off financially than I am today	39	38	32	27	29	32	26	29	45	42	41	28	30	29	23
Financial Advisor	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
% with a Financial Advisor	39	36	45	51	48	47	50	53	70	68	61	45	54	49	53
Confidence in Financial Advisor - % strongly agree (T3B)	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much of the changes in the value of my investable assets I attribute to advice from my advisor	42	35	41	45	44	43	44	43	48	45	47	41	43	45	46
I am willing to pay for good financial advice	41	34	38	43	41	43	39	42	57	59	53	31	42	44	42
I like talking to a professional when making important financial decisions	64	59	65	72	69	68	71	69	71	69	67	67	69	71	75
I believe I will receive independent and objective advice from my financial advisor	55	49	56	69	63	63	64	64	70	64	65	61	64	68	69
Total Debt	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
% who are debt free	32	23	33	44	39	37	43	38	47	44	40	37	40	42	49
% who are carrying debt balances	68	77	68	56	61	63	58	62	53	56	60	63	61	58	51
Debt Level	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<$15k	34	25	33	43	38	36	42	31	47	38	35	29	35	42	47
$15k - <$50k	15	13	16	20	18	19	17	16	9	10	11	19	18	20	20
$50k - <$100k	8	8	11	10	11	10	12	12	7	9	9	11	13	10	11
$100k - <$200k	13	15	15	12	14	15	12	17	12	9	10	17	17	13	11
>=$200k	29	39	25	14	19	21	17	24	25	34	35	25	18	15	12
Debt/Income Ratio Level	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
>=3.5 (highly indebted)	20	23	17	13	15	14	17	18	11	15	20	21	13	12	15
Others	80	77	83	87	85	87	83	82	89	85	80	79	87	88	86
Debt/Income ratio	1.9	2.1	1.7	1.2	1.4	1.4	1.6	1.6	1.1	1.4	1.7	1.9	1.3	1.2	1.3
Debt Holders - % strongly agree (T3B)	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I am comfortable with the amount of debt I am carrying	41	33	44	60	52	55	48	54	77	69	64	42	57	62	55
Product Ownership	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Credit Cards	83	84	86	91	89	91	87	92	95	92	92	89	92	93	89
Mortgages	32	48	33	18	24	25	22	30	15	17	20	32	26	18	17
Loans	17	20	14	10	12	14	9	11	8	8	7	10	10	12	7
Lines of Credit	38	45	46	43	45	48	39	49	41	42	48	52	49	47	36
Average Outstanding Value	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
Total Debt	$153,609	$190,950	$132,832	$83,086	$106,681	$110,912	$99,801	$128,812	$138,668	$191,289	$193,078	$132,632	$102,476	$87,613	$74,123
Credit Cards	$6,882	$7,020	$6,396	$5,266	$5,802	$5,995	$5,404	$5,623	$6,302	$6,677	$7,187	$6,040	$5,417	$5,336	$4,978
Mortgages	$271,594	$267,457	$215,921	$173,309	$198,240	$198,846	$197,836	$198,099	$293,029	$413,614	$392,396	$207,826	$161,422	$180,089	$162,331
Loans	$29,287	$24,936	$24,574	$24,480	$24,528	$25,513	$22,671	$26,927	$44,839	$38,456	$34,126	$20,598	$26,080	$26,401	$20,012
Lines of Credit	$58,716	$55,835	$55,650	$59,145	$57,442	$60,011	$53,336	$64,473	$123,912	$139,062	$128,652	$62,954	$65,342	$63,380	$50,871
Total Assets	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
Total Assets	$822,078	$788,376	$885,675	$940,851	$917,386	$983,961	$818,013	$1,129,137	$2,928,572	$4,118,998	$3,707,759	$967,649	$1,185,981	$1,009,309	$824,821
Investable Assets	$190,023	$145,750	$236,727	$275,874	$259,480	$299,748	$197,849	$301,014	$1,579,281	$1,453,296	$743,156	$15,485	$316,297	$318,827	$202,803
Non Investable Assets (Real Estate + Auto)	$705,906	$707,998	$719,750	$725,944	$723,325	$739,002	$698,610	$862,613	$1,359,297	$2,674,226	$2,998,542	$955,249	$893,068	$740,259	$699,706
Investable Assets as % of Total Assets	23	18	27	29	28	30	24	27	54	35	20	2	27	32	25
Product Ownership	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Chequing Account	92	95	95	97	96	96	97	96	97	95	94	95	96	97	98
Savings Account	81	80	80	83	82	82	81	84	93	91	87	79	85	84	81
GICs	24	22	30	37	34	35	33	38	59	57	45	22	40	38	36
Bonds	10	8	11	10	10	12	8	11	33	35	22	5	12	11	8
Stocks	27	26	27	30	29	34	21	33	82	75	58	15	34	35	22
Mutual Funds	32	34	41	41	41	44	37	47	84	78	66	25	48	44	37
ETFs	13	12	12	12	12	15	9	14	45	36	22	5	14	15	8
Average Value	$	$	$	$	$	$	$	$	$	$	$	$	$	$	$
Chequing Account	$16,086	$11,740	$12,299	$14,283	$13,459	$15,046	$11,084	$15,124	$39,746	$45,764	$37,409	$5,461	$15,819	$15,890	$11,606
Savings Account	$37,483	$26,775	$32,113	$39,371	$36,359	$40,895	$29,128	$39,710	$133,023	$134,697	$96,645	$7,605	$41,557	$42,876	$33,113
GICs	$98,539	$75,566	$96,851	$130,192	$117,401	$125,824	$103,056	$121,783	$376,437	$382,973	$222,540	$13,674	$123,367	$140,844	$109,819
Bonds	$136,753	$81,772	$123,439	$164,405	$145,134	$135,749	$169,549	$151,793	$368,286	$390,621	$301,681	$10,742	$153,416	$152,560	$196,502
Stocks	$162,308	$134,149	$207,572	$264,804	$241,314	$250,291	$217,447	$249,756	$556,896	$528,772	$399,770	$11,095	$255,570	$273,153	$240,497
Mutual Funds	$169,786	$134,837	$218,409	$232,258	$226,124	$229,824	$218,996	$233,057	$584,578	$545,506	$345,273	$16,572	$237,855	$237,467	$219,663
ETFs	$125,938	$116,362	$157,423	$169,296	$164,014	$149,173	$207,801	$170,801	$400,002	$452,901	$329,663	$10,473	$172,272	$150,964	$232,605
Asset Dollar Allocation	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Chequing Account	8	7	5	5	5	5	5	5	2	3	4	32	5	5	5
Savings Account	15	14	11	11	11	11	11	11	8	8	11	36	11	11	12
GICs	12	11	12	16	15	14	15	14	14	15	12	12	14	16	16
Bonds	7	4	5	5	5	5	5	5	7	9	8	1	5	4	6
Stocks	23	24	24	27	26	28	21	26	28	27	29	6	26	29	22
Mutual Funds	27	30	36	30	32	31	35	32	30	28	27	12	32	30	31
ETFs	9	10	8	7	7	7	8	7	11	11	9	2	7	6	7
Retirement															
Amount needed to retire comfortably	$1,411,557	$1,459,301	$1,219,692	$1,029,297	$1,112,214	$1,125,072	$1,090,310	$1,185,126	$2,322,839	$2,674,142	$2,249,808	$964,866	$1,191,667	$1,060,946	$965,793
Investable Assets	$204,532	$157,046	$254,981	$307,670	$284,724	$321,919	$222,965	$325,583	$1,588,823	$1,497,907	$792,179	$15,736	$339,598	$345,552	$235,747
Retirement readiness (%)	14	11	21	30	26	29	20	27	68	56	35	2	28	33	24
Sentiments - % strongly agree (T3B)	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Being able to retire in comfort is something I am concern about	46	52	49	37	42	40	46	41	32	33	35	43	40	36	40
I am confident I will be able to retire comfortably	36	26	36	54	46	49	42	51	76	73	66	40	53	57	50
% with a will	10	8	12	14	13	13	12	14	21	17	13	12	14	14	12

Cells shaded in grey :
Use with caution due to small sample size