



FACTUM

Women Want Safe Spaces To Ask Questions About Their Finances

Confidence in Managing Finances Highest Among Older Adults

Toronto, ON, November 10, 2025 — A recent Ipsos survey for HomeEquity Bank reveals that only about a quarter of Canadians feel fully confident managing their finances; however, this increases to 40% for those over 55. Women under 35 are most likely to say they want safe spaces to ask questions (45%) to feel more confident managing their finances.

Financial Guidance in Demand: Canadians Crave Trusted Advisors & Clear Info, Women Call for Safe Discussion Spaces

Canadians recognize that financial confidence could be enhanced by accessing trusted financial advisors (29%), receiving clear, jargon-free information (27%), and having financial education tailored to various life stages (23%). Women, in particular, show an age-related shift in confidence; according to the Canadian Financial Monitor (CFM)*, 63% of those under 35 wish they were more confident, contrasting with only 36% of women over 65. While 60% of women 55 and older see these improvements as key to strengthening financial confidence—with 47% of those aged 55-64 regularly seeking professional financial guidance*—nearly 2 in 10 (18%) hesitate to leverage home equity to preserve their home for their families, and 11% avoid it due to concerns over costs or fees. Furthermore, a fifth of Canadians (22%) appreciate safe spaces for financial discussions. Meanwhile, 26% feel fully confident without these supports, rising to 40% among those over 55, equally distributed between men (40%) and women (40%). However, women under 35 (9%) are the least likely of all gender and age groups to say they feel confident already.

Financial Conversation Discomfort Tied to Privacy and Gender Norms

While 31% of Canadians say they don't feel uncomfortable discussing money with friends and family, many do. Notably, two-thirds (66%) of women aged 55 and over report feeling uncomfortable having these conversations. Canadians are most likely to say it feels too personal or private (34%) that they weren't raised to talk about money (20%). That said, men (35%) are significantly more likely to say they don't feel uncomfortable discussing money than women (27%) – and especially women over 55 (34%). In fact, 49% of women over 65 have high financial literacy compared to 65% of men, with similar gaps for those between 55 and 64*. Among older women, 45% cite privacy concerns and 23% say they weren't raised to talk about money.





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About the Study

These are the findings of an Ipsos survey conducted on behalf of HomeEquity Bank that was fielded between October 9-14, 2025. A total of n=1500 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 2.7 per cent 19 times out of 20, of what the results would have been had all Canadian over 18 been surveyed. The survey was supplemented by the Canadian Financial Monitor (CFM), denoted by asterisks. Initiated in 1999, the CFM provides a comprehensive examination of Canadians' financial well-being, banking habits, financial holdings, and attitudes. This is achieved through a robust annual sample of 18,000 individuals aged 18 and above.

For more information on this Factum, please contact:

Sean Simpson
Senior Vice President, Ipsos Public Affairs
Sean.Simpson@ipsos.com

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