FACTUM

Canadian Parents Worried about their Kids' Financial Future

But Most are Taking Passive Approach to Discussing Finances with their Children

Toronto, Canada, November 6, 2025 — A majority (53%) of parents of 13-24 year olds are feeling negatively about their children's financial future, according to a new Ipsos poll conducted on behalf of RBC. Chief among these is feeling fearful (14%), apprehensive (13%), troubled (11%), anxious (9%) or pessimistic (6%).

Moreover, 71% say that stress about their own finances, and that of their children's financial future, is affecting their wellbeing, either on a regular basis (28%) or occasionally (43%).

As for having conversations with their children which might help to alleviate these anxieties, 36% are only doing so when the need arises, and 21% are only having these conversations when their children raise the topic. One quarter (27%) do have these conversations on a regular basis, leaving 16% to be avoiding these conversations entirely.

The poll also reveals that only 41% of parents are very confident approaching conversations with their children about their financial future, with 59% feeling not fully confident (10% not at all/11% not very/38% somewhat confident).

When asked what resources they're currently using to help their children set themselves up for a successful financial future, four in ten (43%) parents confessed that they're not currently using any resources and/or don't know what resources to use.

About the study

These are the findings of an Ipsos survey conducted on behalf of RBC between September 12 and 16, 2025. A sample of n = 1000 Canadians parents was interviewed online via the Ipsos I-Say panel. Of the respondents, n = 500 were parents of children aged 13-17, and n = 500 were parents of adult children aged 18-24. Quotas and weighting were employed to ensure the sample reflects population parameters according to census information. The accuracy of Ipsos online polls is measured using a credibility interval. The results are considered accurate to within +/- 3.8 percentage points, 19 times out of 20, of what the results would be had all parents of children aged 13 to 24 been polled.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com