

Which of the following best reflects how you are feeling about your child(ren)'s financial future.

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents (unwtd)	1000	90	112	68	415	231	84
Base: All Respondents (wtd)	1000	134	113	62	385	239	67
Anxious	93	14	12	3	41	14	10
	9%	10%	10%	5%	11%	6%	15%
		*	*	*		*	**
Unconcerned	48	10	11	6	15	5	1
	5%	7%	10%	10%	4%	2%	1%
		*	*	*		*	**
Fearful	138	8	19	4	75	23	9
	14%	6%	17%	7%	19%	9%	13%
		*	*	*	A	*	**
Optimistic	198	23	15	11	82	53	15
	20%	17%	13%	17%	21%	22%	22%
		*	*	*		*	**
Troubled	110	23	8	7	26	37	8
	11%	17%	7%	11%	7%	15%	12%
		D*	*	*		*	**
Apprehensive	133	17	13	8	36	55	5
	13%	13%	11%	13%	9%	23%	7%
		*	*	*		D*	**
Hopeful	222	26	27	18	97	40	14
	22%	19%	24%	29%	25%	17%	22%
		*	*	*		*	**
Pessimistic	57	13	8	5	12	13	5
	6%	10%	7%	8%	3%	6%	8%
		*	*	*		*	**
Sigma	1000	134	113	62	385	239	67
	100%	100%	100%	100%	100%	100%	100%

How confident do you feel about approaching conversations with your child(ren) about their financial future?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents (unwtd)	1000	90	112	68	415	231	84
Base: All Respondents (wtd)	1000	134	113	62	385	239	67
Top 2 Box (Net)	793	110	92	46	314	176	55
	79%	82%	82%	74%	81%	74%	82%
		*	*	*		*	**
Very confident	411	74	42	25	176	68	28
	41%	55%	37%	40%	46%	28%	41%
		E*	*	*	E	*	**
Somewhat confident	382	36	51	22	137	109	27
	38%	27%	45%	35%	36%	46%	41%
		*	*	*		*	**
Bottom 2 Box (Net)	207	24	21	16	71	63	12
	21%	18%	18%	26%	19%	26%	18%
		*	*	*		*	**
Not very confident	110	8	9	7	35	43	9
	11%	6%	8%	11%	9%	18%	13%
		*	*	*		*	**
Not confident at all	97	16	12	9	36	20	4
	10%	12%	11%	15%	9%	8%	5%
		*	*	*		*	**
Sigma	1000	134	113	62	385	239	67
	100%	100%	100%	100%	100%	100%	100%

Are you having conversations with your child(ren) about their financial future?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents (unwtd)	1000	90	112	68	415	231	84
Base: All Respondents (wtd)	1000	134	113	62	385	239	67
Yes, on a regular basis (e.g., every month, several times a year)	275	41	21	16	114	62	21
	27%	31%	19%	25%	30%	26%	31%
		*	*	*		*	**
Yes, when I see the need arising (e.g., key life moments/decisions)	358	63	42	18	150	70	15
	36%	47%	37%	29%	39%	29%	22%
		*	*	*		*	**
Yes, when my child(ren) raises money topics	206	21	28	17	71	61	8
	21%	16%	25%	27%	19%	25%	12%
		*	*	*		*	**
No, we haven't had these conversations yet.	161	9	23	12	49	46	23
	16%	7%	20%	19%	13%	19%	34%
		*	*	*		*	**
Sigma	1000	134	113	62	385	239	67
	100%	100%	100%	100%	100%	100%	100%

Is any stress about your finances and your child(ren)'s financial future affecting your wellbeing?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents (unwtd)	1000	90	112	68	415	231	84
Base: All Respondents (wtd)	1000	134	113	62	385	239	67
Yes, on a regular basis	283	39	34	14	141	33	22
	28%	29%	30%	22%	37%	14%	34%
		E*	E*	*	E	*	**
Yes, on an occasional basis (e.g., when certain money situations arise)	432	64	52	26	147	122	22
	43%	48%	46%	43%	38%	51%	32%
		*	*	*		*	**
No, I'm not experiencing any stress about my finances and my child(ren)'s financial future that is affecting my wellbeing.	285	31	27	22	98	85	23
	28%	23%	23%	35%	25%	35%	34%
		*	*	*		*	**
Sigma	1000	134	113	62	385	239	67
	100%	100%	100%	100%	100%	100%	100%

What resources are you currently using to help your child(ren) set themselves up for a successful financial future?

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		A	B	C	D	E	F
Base: All Respondents (unwtd)	1000	90	112	68	415	231	84
Base: All Respondents (wtd)	1000	134	113	62	385	239	67
Budgeting/saving calculators	260	42	29	21	124	31	13
	26%	31%	26%	34%	32%	13%	20%
		E*	*	E*	E	*	**
Social media sites (blogs, podcasts, videos on Instagram, TikTok, YouTube, etc.)	163	36	13	6	59	35	13
	16%	27%	12%	10%	15%	15%	20%
		*	*	*		*	**
Personal finance group chat rooms	75	27	5	2	26	14	*
	8%	21%	4%	4%	7%	6%	*
		BCDE*	*	*		*	**
Personal finance advice webinars	91	37	5	2	31	14	2
	9%	28%	4%	3%	8%	6%	3%
		BCDE*	*	*		*	**
Personal finance education and advice on bank websites	171	39	17	9	67	31	7
	17%	29%	15%	14%	17%	13%	11%
		E*	*	*		*	**
Check-ins with a financial advisor	210	39	20	11	76	45	19
	21%	29%	18%	18%	20%	19%	28%
		*	*	*		*	**
I'm not currently using any resources/I don't know what resources to use	434	38	53	27	168	116	32
	43%	29%	47%	43%	44%	49%	48%
		*	*	*		A*	**
Sigma	1404	259	142	78	551	286	88
	140%	193%	126%	126%	143%	120%	131%