



FACTUM

Three Quarters of Canadians (75%) Say They are Satisfied with the Progress they Have Made on Their Ambitions, Despite Economic Pressures

Younger Canadians Prioritize Establishing a Financial Foundation while Older Canadians Focus on Quality Time and Wellbeing.

Toronto, ON – January 30, 2026 — The majority (67%) of Canadians report having made positive movement towards their personal and financial ambitions over the past year, according to an Ipsos survey conducted on behalf of CIBC. However, the nature of these ambitions and the confidence in achieving them varies significantly across generations, with economic uncertainty acting as a major headwind for many.

Canadians are More Intentional in Their Ambitions.

In the face of mounting challenges, Canadians are showing resilience by becoming increasingly intentional about achieving their ambitions. Notably, 46% of Canadians review their ambition progress at least quarterly, a 6-point increase from the previous year. Additionally, 40% are setting new goals, up by 5 points year-over-year, while 33% celebrate milestones related to their ambitions, marking a 4-point rise. These behaviors highlight a determined and pragmatic approach to personal growth amidst adversity.

Canadians are Focusing Their Efforts on Fewer and More Challenging Goals

In light of current political and economic challenges, Canadians are refocusing their ambitions on bigger, more demanding goals. A significant 60% have had to adapt their ambitions to fit the new realities, while 55% are deliberately setting very challenging objectives, up by 5 points from last year. Moreover, 53% now prioritize their major ambitions over smaller, practical goals, a notable 7-point year-over-year increase, showcasing a resilient and forward-thinking mindset.

Gen Z Leads the Charge in Redefining Success with Bold Ambitions

Amid economic challenges, younger Canadians, particularly Gen Z, are redefining success with bolder aspirations. Three quarters (75%) of Gen Z is setting 'very challenging goals,' compared to a 55% national average, favoring ambition over talent and a desire to inspire. Gen Z prioritizes larger, impactful goals significantly more than the national average, with 72% emphasizing these ambitions over smaller, practical ones compared to 53% nationally.

Younger Generations Prioritize Fulfillment Over Traditional Career Metrics





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Younger cohorts prioritize career satisfaction and personal growth, with 79% of Gen Z and 74% of Millennials valuing these over income level. Additionally, 69% of Gen Z and 60% of Millennials favor experiences over early retirement, signaling a generational shift towards personal fulfillment and societal contribution over conventional success metrics.

About the Study

These are the findings of an Ipsos survey conducted on behalf of CIBC that was fielded between September 17 to October 3, 2025. A total of n=2500 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 +/- 2.4 per cent 19 times out of 20, of what the results would have been had all Canadians aged 18+ been surveyed.

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

