



# 2024 Investor Survey



Office of the Investor  
Bureau des investisseurs

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# Research Overview and Objectives

The Office of the Investor at the Canadian Investment Regulatory Organization (CIRO) engaged with Innovative Research Group to conduct the organization's first national investor survey.

The objective of this general population (and particularly investors) survey research is to help CIRO better understand the attitudes, knowledge, beliefs, and behaviours of Canadians when it comes to issues that the regulatory organization oversees or can have an impact on. The results of this survey will help inform the work of the Office of the Investor by establishing a baseline for future surveys and research.

## **Audiences:**

This survey includes results for several key audiences, including: Canadian adults, investors, non-investors, DIY investors, advised investors, as well as those who suspect they've been approached by fraud.

## **Segmentation:**

In addition to audiences, the findings in this report are further segmented across key demographics such as: age, gender, investible assets, income, community size, risk tolerance, and financial literacy.



# Five Thematic Areas

The survey is designed to address five thematic areas of focus:

## 1. Financial Goals and Challenges

Financial challenges affect the lives of Canadians in different ways. This section explores the different financial goals, confidence, and stress of respondents while accounting for a range of financial vulnerabilities.

## 2. Investment Decision Making and Risk

This area delves into the investment decision-making processes and risk tolerance among investors, examining their preferred sources of information, such as social media or traditional advisory roles, and their potential reactions to various market conditions.

## 3. Investor - Advisor Relationship

This section examines the frequency of meetings, investor awareness of advisor compensation, and how regularly advisors reassess their clients' financial situations. It also evaluates the scope of advice provided, including guidance on non-investment financial matters and recommendations on adjusting investment strategies.

## 4. Investor Redress and Complaint Handling

This section explores the awareness of investment regulators and the redress mechanisms available to aggrieved investors, focusing on the complaint process, desired outcomes, and expected timelines for a response to a complaint.

## 5. Fraud and Scams

This section addresses the escalating concern of financial fraud and scams, using qualitative data on the type of suspected investment fraud encountered by respondents, including contact methods, fraudulent promises, and tactics employed by scammers. It also investigates the reporting behavior of victims or near-victims of such schemes.

# Survey Methodology

The findings presented in this report are based on an online survey conducted by INNOVATIVE for the Office of the Investor at CIRO. The detailed methodology can be found in the appendix.

## WHO?



Canadian adults (18+) including an oversample of Canadian investors.

## HOW MANY?



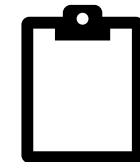
A survey of 3,497 adults, including an oversample of 2,147 investors. The final samples are weighted to n=3,000 among all adults and n=2,000 among investors. Weights are based on StatCan census data and survey of financial security data for age, gender, region, education, and total investable assets

## WHEN?



January 4<sup>th</sup> to January 15<sup>th</sup>, 2024

## HOW?



Online survey using online sample from Lucid, a leading provider of online survey samples.

# Executive Summary

# Canada's investing landscape

01

## About half of Canadians surveyed (54%) identified as investors.

Investing varied with age, gender, income, community size, and education. 61% of those over 65 reported owning investments, compared to 50% of those under 35. 62% of men are investors (47% among women). Investing was correlated with income, at 36% of those with a household income under \$50,000, rising to 79% of those with a household income over \$150,000. 71% of those with a university degree had investments, and 58% of those in cities with a population over 500,000.

02

## Investors who only work with an advisor are the largest group, but many other profiles exist.

Of the 54% who identified as investors, just under 1-in-5 are inactive (have not bought or sold any investments in the last 3 years) and 7% own only term deposits or GICs. Of those who are active and own other products (e.g. securities or cryptocurrency investments), 39% only worked with an advisor; 23% were fully DIY, and 13% were both advised and DIY.

03

## 4-in-10 DIY investors reported they had opened their first account within the last 3 years.

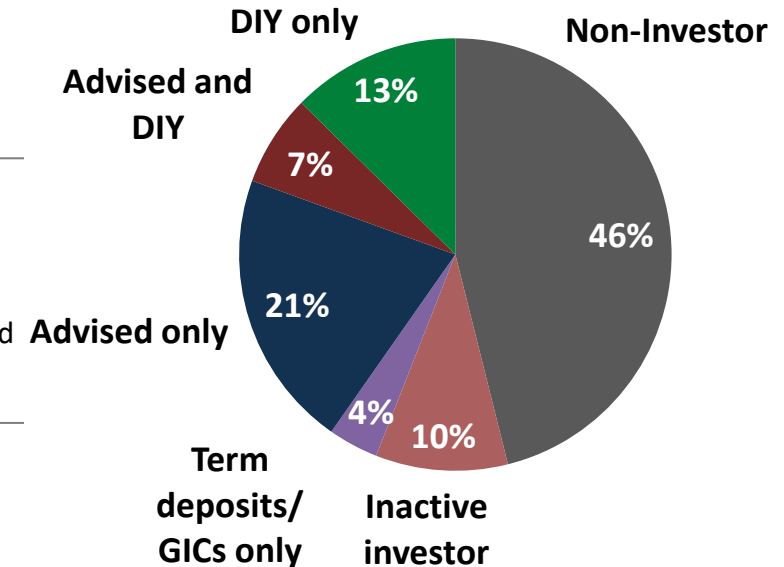
Many DIY investors are new: 4-in-10 had opened their account within the past 3 years, including 6-in-10 DIY investors under 35. DIY investing is also more common among younger investors and men. 53% of investors under 35 and 45% of those 35-54 have DIY investments, which drops to 27% of those 55-64 and 21% of those 65+. Among men 45% had DIY investments, compared to 30% of women.

04

## Mutual funds, term deposits, and publicly traded stocks are the most commonly owned investment products.

1-in-3 Canadians reported owning mutual funds (32%), followed by 23% who own term deposits or GICs, and 18% who report owning publicly traded stocks. The next most commonly owned products were ETFs and cryptocurrency (each at 12%).

## Investor and Non-Investor Segmentation



# Thematic Area 1: Financial Goals & Challenges

01

Overall, Canadians' most common financial goals are saving for retirement (40%), paying down debt (38%), and building an emergency fund (32%), but goals change with age and life circumstances.

Certain goals gain and lose importance across age groups. For example, among those 18 to 24 years old, 33% are saving for their first home and only 17% are saving for retirement, which does not become the most common goal until age 45. Those experiencing greater financial vulnerability are more likely to be working on paying down debt and building an emergency fund than to be saving for retirement. Among those with non-mortgage debt, paying down debt is their most common goal (59%), though saving for retirement (38%) is still about as common a goal as it is for other Canadians.

02

Many Canadians say inflation and the rising cost of living are holding them back from feeling more confident about meeting their financial goals.

Only 21% of Canadians feel very confident about meeting their financial goals. Among those who do not feel very confident, 66% cite inflation and the rising cost of living as one of the main things holding them back. Similarly, 29% reported they are investing less in the past year, and inflation and the rising cost of living were also the primary reasons they gave for the change (60% cited it as their main reason for investing less).

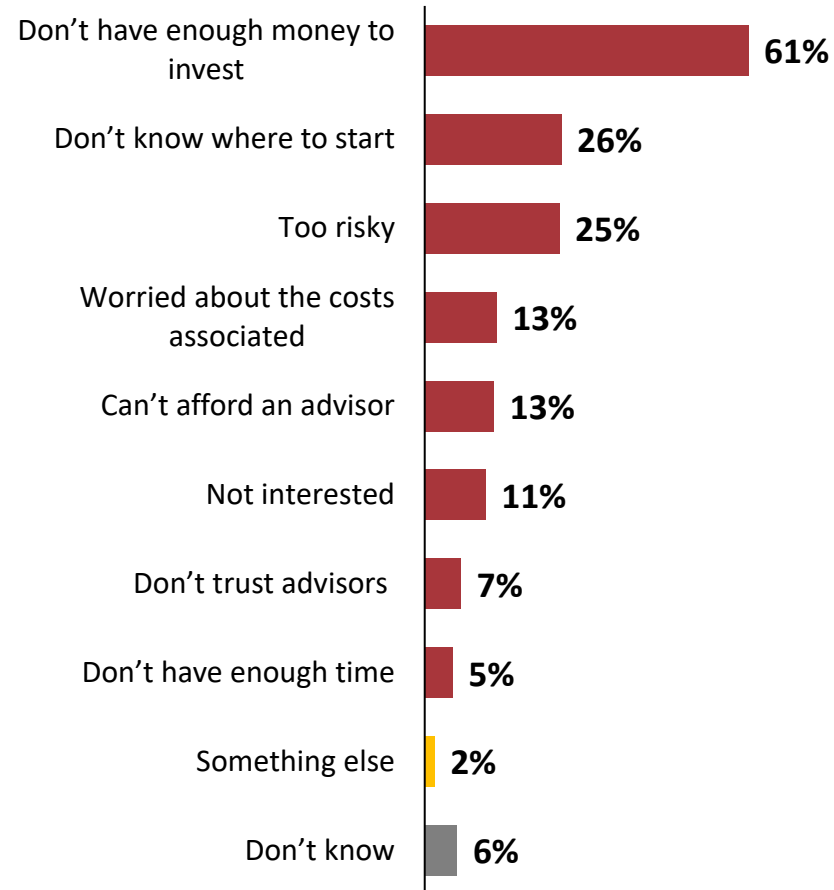
03

Not having enough money is the primary thing non-investors say holds them back from investing.

6-in-10 (61%) non-investors identify not having enough money to invest as one of the things holding them back from investing. This is by far the most common barrier to investing and appears particularly salient among vulnerable Canadians, as 75% of non-investors who reported experiencing multiple life events or challenges, and 69% of non-investors who reported one life event or challenge, feeling held back by not having enough money.

## What are some of the things that hold you back you from investing?

[Asked of non-investors only; multiple responses allowed]





# Thematic Area 1: Financial Goals & Challenges (cont'd)

04

**Nearly 3-in-10 Canadians have had to borrow money to cover daily expenses in the last year.**

28% report needing to borrow money to cover their daily expenses. This includes 35% of Canadians with less than \$50k in income, 40% of those aged 18 to 34, and 54% of those who have experienced multiple major life events or challenges. Additionally, 35% of Canadians carry credit card debt (not paid in full every month).

05

**Just over 1-in-3 Canadians have experienced an event or challenge that has left them financially vulnerable.**

35% have experienced at least one life event or challenge (either in the last year, or an ongoing condition) that has impacted their financial situation. While overall, 36% of Canadians worry about unstable income all or most of the time, among those experiencing vulnerability it rises to 46% for those who experienced one life event or challenge and to 61% for those who have experienced multiple.

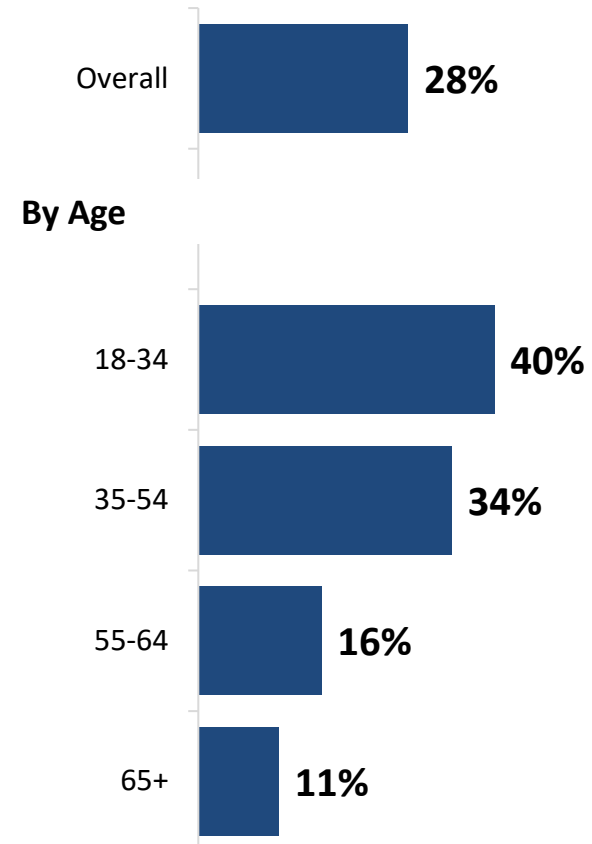
06

**Investment advisors can be an important resource for more vulnerable Canadians, if they are able to work with one.**

Among advised investors, those who are experiencing greater vulnerability of any type are more likely to have received help from their advisor on financial matters other than investing (especially advice on taxes, budgeting, and managing debt). They are also more likely than other advised investors to report that they received advice from their advisor on how to manage inflation and rising interest rates.

**% who have had to borrow money to cover daily expenses in the past year**

[asked of all respondents]



# Thematic Area 2: Investment Decision Making & Risk

01

**Some investors may be over-estimating their risk tolerance: among investors who report higher risk tolerance, many still say they would sell during a market crash.**

When asked to describe their approach to investment decisions, 9% say they are willing to take on significant risk. This is highest among Advised & DIY (17%) and DIY Only (14%) investors. Interestingly, nearly 1-in-4 (24%) of those willing to take on significant risk still said they would sell during a significant market decline. This reinforces the importance of considering loss aversion in assessing risk tolerance.

02

**While a majority of Canadians agree that cryptocurrencies are risky, close to 1-in-3 investors have held cryptocurrency assets.**

Despite 6-in-10 Canadians thinking they are extremely or very risky, and another 1-in-4 thinking they are somewhat risky, a sizeable share of investors (30%) have held or currently hold cryptocurrency assets. Among Canadian investors who say that cryptocurrency is very risky, 29% currently or previously have invested in it, as well as 19% of those who say it is extremely risky. Among investors who say it is only somewhat risky, 49% currently own it or have in the past.

03

**The primary appeal of DIY investing is personal control and lower fees, but newer DIY investors also highlighted the ease of getting started.**

Overall, 56% identified personal control over their investments as a main reason for opening their DIY account, and 46% identified lower fees. These reasons are particularly salient for investors who have been DIY for at least 10 years (65% and 63%), while the ease of getting started was an additional important reason for new DIYers (38%).

## What are the main reasons you chose to open a DIY investment account?

[Asked of DIY investors, multiple responses allowed]



# Thematic Area 2: Investment Decision Making & Risk (cont'd)

04

**Most Canadians say they go to advisors, banks, or friends and family for financial information and advice, but sources tend to change with differences in investing behaviour.**

Overall, 64% of Canadians use banks or advisors and 38% go to their friends and family for information and advice when making decisions about money. For DIY investors and those with a higher risk tolerance, however, social media, websites/blogs, and their investment apps are also among the most common sources of information, much more so than for other Canadians. On the other hand, those with a low risk tolerance are more likely to defer to their bank or advisor and less likely look to other sources of information.

05

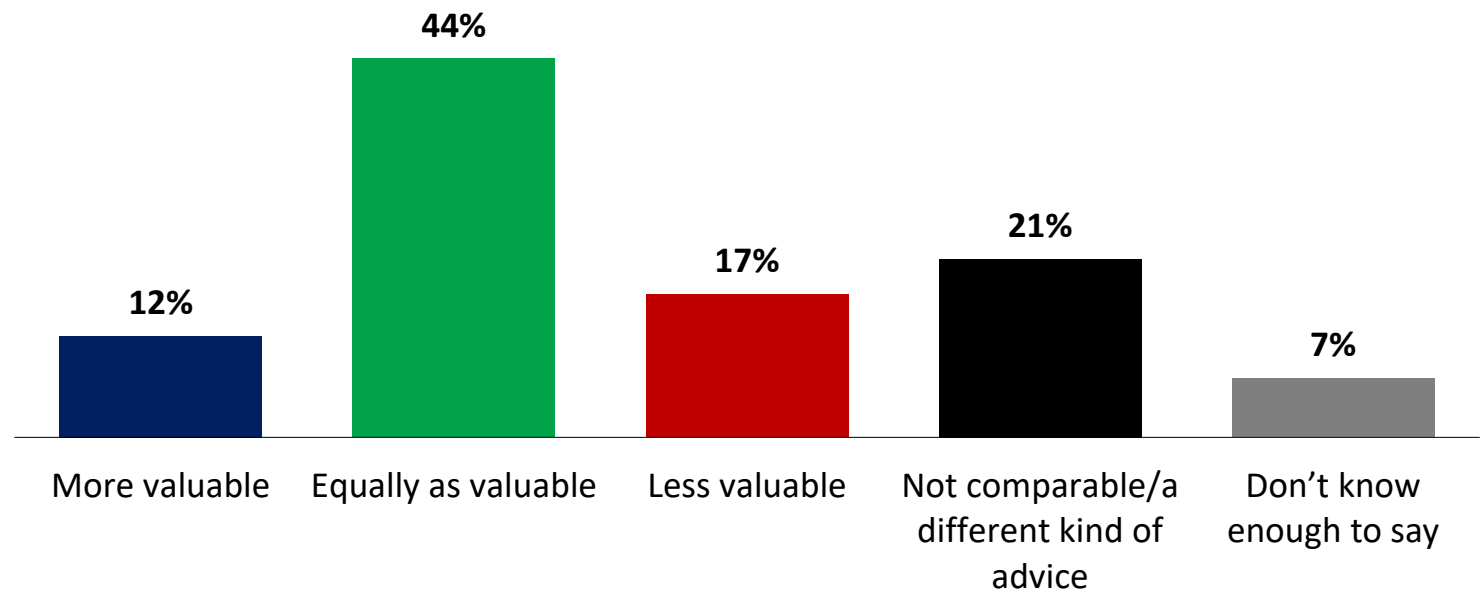
**Among those who use social media sources, a plurality think the information and advice they receive is just as valuable as what they would get from an advisor.**

About 1-in-5 Canadians (22%) say they use social media, forums, or 'finfluencers' for financial information and advice. However, of those who do use these information sources, 44% say the information they receive is equally as valuable as what they would get from a traditional advisor, and 12% think it is *more* valuable. Only 17% think it is less valuable. Only 21% think it is not comparable/a different kind of advice.

***Among respondents who use social media, forums, or finfluencers for financial info/advice:***

And do you feel the financial advice you can get from social media, online discussion boards, or online 'finfluencers' is more valuable than advice from a traditional financial advisor, less valuable, the same, or just not comparable?

[Asked of respondents who use social media for financial information/advice]

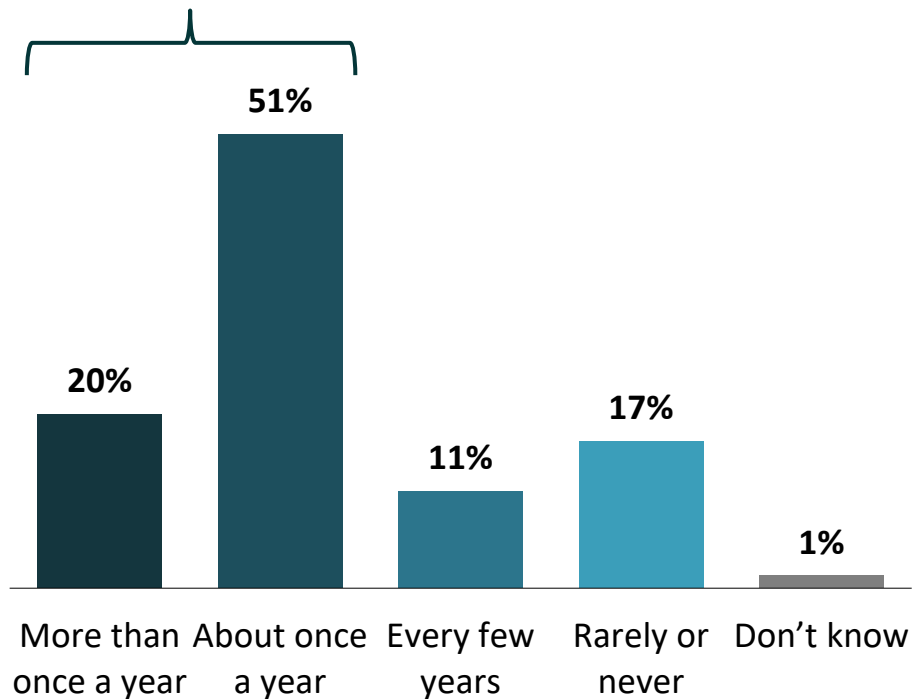


# Thematic Area 3: Investor-Advisor Relationships

## How often does your advisor ask if your personal or financial circumstances have changed?

[Asked of advised investors]

At least once per year: 71%



### 01

**7-in-10 advised investors say they are asked by their advisor whether their personal or financial circumstances have changed at least once a year, and most have also discussed the impact of inflation and rising interest rates.**

7-in-10 (71%) advised investors reported their advisor asks if their personal or financial circumstances have changed at least once a year. A similar share (71%) also reported they discussed the impact of inflation and rising interest rates on their investments with their advisor, and in about half of these cases (35% overall) their advisor recommended a change to their strategy.

### 02

**While a majority of advised investors say their advisor has explained how they are compensated, 1-in-3 say they have not.**

Although most (59%) say they have received an explanation of their advisor's compensation, 35% have not, and another 6% don't know. Having received an explanation is strongly correlated with investable assets; among advised investors with assets under \$10,000, 48% say they have received an explanation, compared to 84% among advised investors with over \$1 million in assets.

### 03

**Most advised investors have also received advice on other financial matters, with help on a financial plan being the most common.**

Nearly 7-in-10 (68%) advised investors reported receiving advice on matters beyond investing with a financial plan being the most common type of other advice (31%). While less than 1-in-3 advised investors report receiving advice on any one particular topic, the types of financial advice received appear to reflect the investor's personal circumstances. Younger investors and those with less to invest were more likely to receive advice on budgeting and managing debt, while older and wealthier investors were much more likely to have received advice on financial planning, tax planning, and estate planning.

# Thematic Area 4: Investor Redress & Complaint Handling

01

**Familiarity with regulators is low, with most not knowing who regulates investment advice or where to file a complaint.**

When asked what organization regulates investment advice in their province, 73% said they don't know, and 13% said there is no such organization. Among the 14% who provided a response, 10% named CIRO/IIROC/MFDA, and only 16% said they were familiar with CIRO when asked about it by name. About 1-in-5 (21%) chose CIRO as at least one of the places they would be likely to complain when presented with a list of options, with an almost equal share (20%) saying they don't know where they would complain.

02

**Investors say that getting money back or receiving compensation is by far the most important outcome when filing a complaint.**

61% of investors name getting money back as the outcome most important to them and 82% rank it among their top 3. Interestingly, however, changing policies or business practices are relatively more important for younger and DIY investors than they are for other investors.

03

**Most investors think having to wait 90 days for a response is at least a bit unreasonable.**

Only 25% of investors think this timeline is reasonable, considering the likely complexity of some complaints. However, 47% think it is a bit unreasonable, and 23% say it is "way too long" to wait.

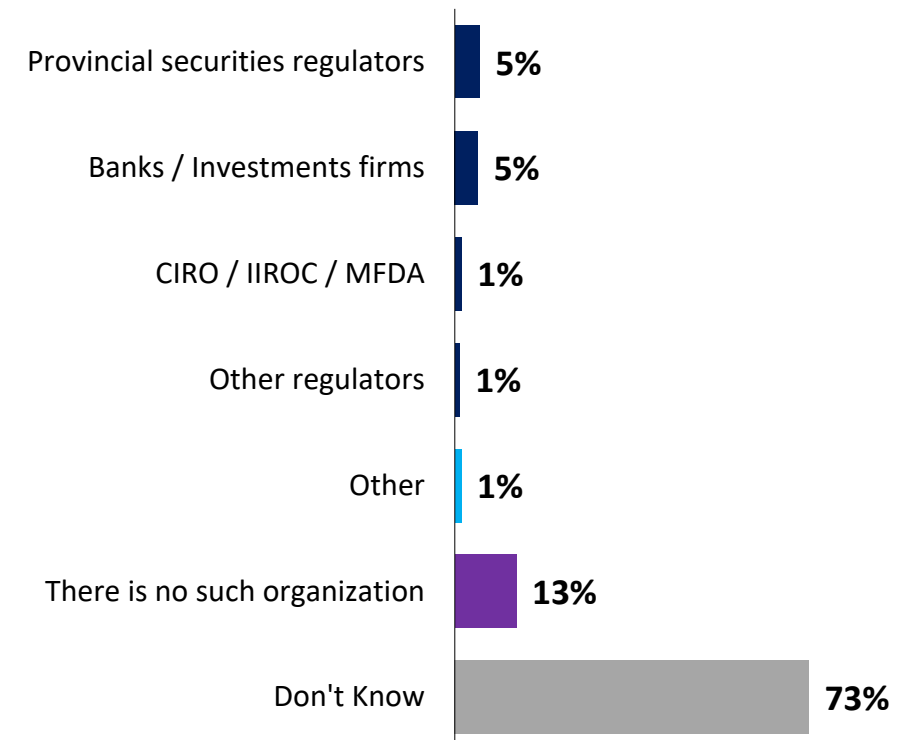
04

**Most investors have never had any concerns with their accounts, and among those who have, filing a complaint was still rare.**

77% of investors have never had concerns with any of their investment accounts or were unsure. Out of the remaining 23% who have had a concern, 18% did not file a complaint and only 5% did. When those who had a concern but did not complain were asked why not, half (49%) said they did not think it was worth it or that nothing would come of it, while about 1-in-4 did not know where to complain (25%) or worried about their relationship with their advisor (25%).

**To the best of your knowledge, what is the name of the organization or organizations responsible for regulating investment advice where you live?**

[Open-ended; all respondents]

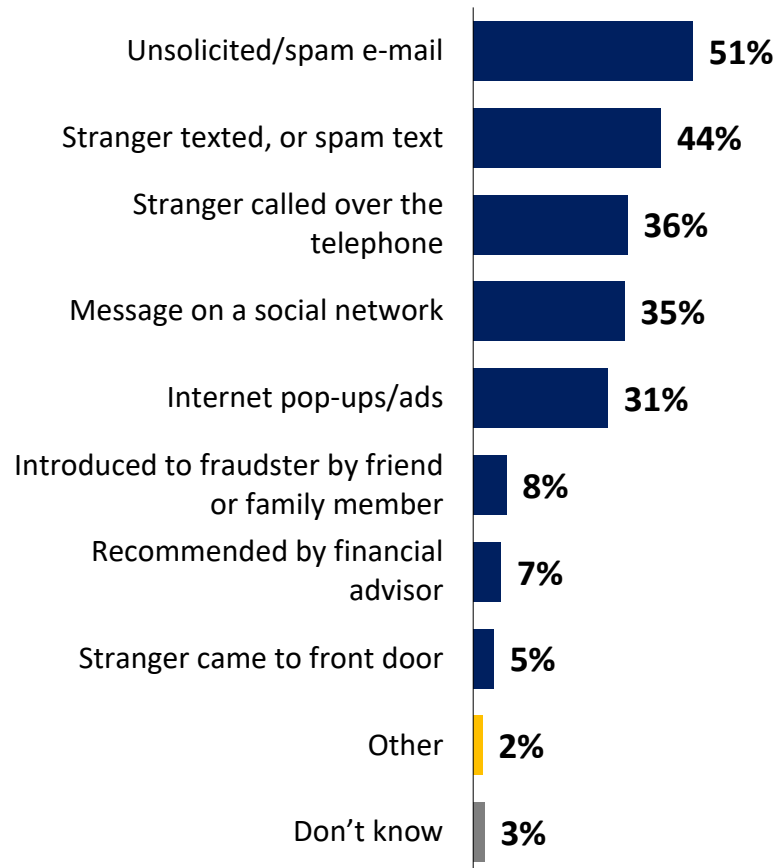




# Thematic Area 5: Fraud and Scams

## From what you remember, how were you first contacted about this possible investment fraud?

[Those approached with a potential fraud]



### 01

**About 1-in-5 say they have been approached with a possible investment fraud, with more than half of the fraudulent offerings being cryptocurrency based.**

22% report being presented with some sort of investment fraud. Crypto fraud is by far the most common type of investment fraud, with 55% of those approached reporting the most recent fraud was offering cryptocurrency investments.

### 02

**Half say they were contacted about a possible investment fraud by e-mail, with the most common warning signs being suspicious contact information and claims of guaranteed high returns.**

Impersonal mass communications were the most common source of potential frauds: 51% of those approached with fraud were contacted through unsolicited or spam emails, and 44% were contacted through text. By contrast, few Canadians who thought they had been approached with a fraud reported that the source was a family member or friend (8%) or their financial advisor (7%). When it came to warning signs, 52% said that a suspicious phone number or email address contributed to their belief that they were facing fraud, followed by claims of guaranteed high returns (50%).

### 03

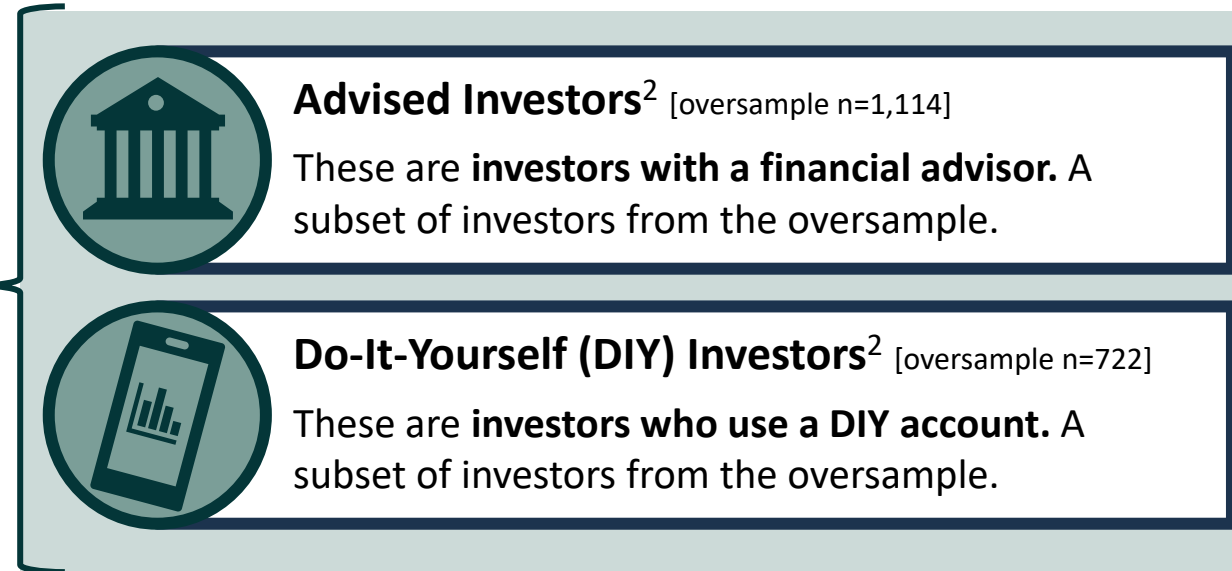
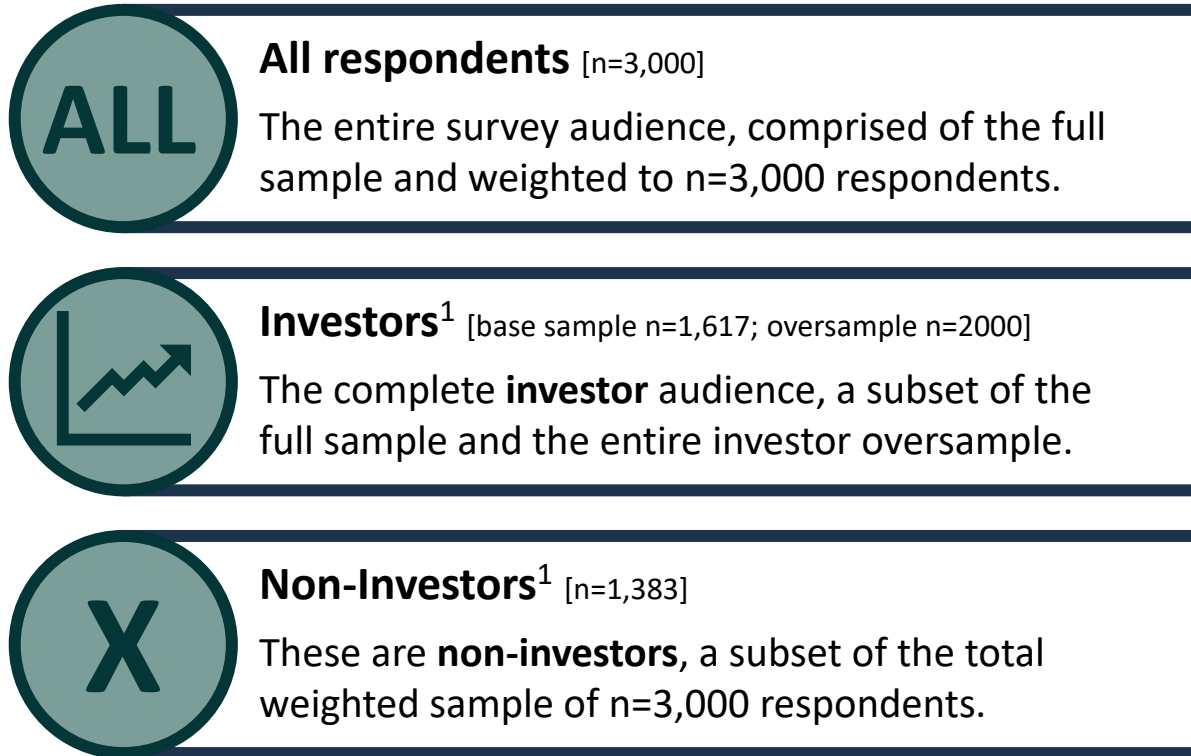
**Most of those approached with a possible investment fraud did not report it, feeling either like it would be a waste of time or that nothing would come of it.**

Only 14% of those approached reported the suspected investment fraud, with most reporting it to the RCMP or a bank. Of the 81% who did not report the fraud, about 1-in-3 say they decided not to either because they felt it was a waste of time (34%), because they thought nothing would come of it (33%), or because they did not know who to contact (31%).

# Key Segmentations

# Key Audiences

Some of the findings in this report are specific to certain key audiences. For example, questions pertaining to investing behaviour were reserved only for those who were identified as investors. In these situations, the report specifies which audience was asked this question using the following icons.



1. The Investors audience and the Non-Investors audience are mutually exclusive.

2. The Advised Investors audience and the DIY Investors audience are not mutually exclusive, 254 respondents fall into both audiences.

# Investor Segmentation


Based on responses for various types of investment products, this report groups respondents into investor segments for analysis. This breakdown expands on that segmentation. **Investor segments are mutually exclusive categories.**

Complete Survey Audience  
[n=3,000]

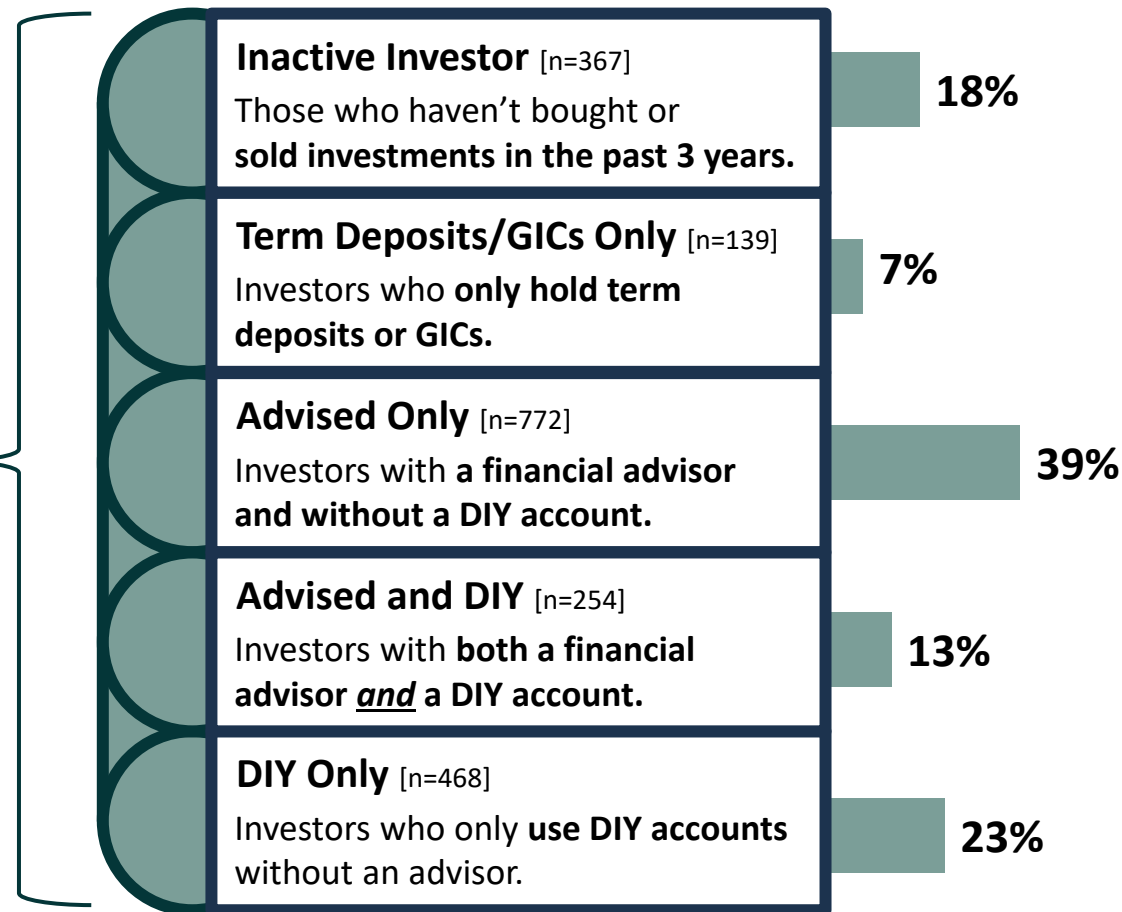


**X Non-Investors**  
46%

**Non-Investor** [n=1,383]  
Respondents without any investments.

**Investors**  
54%   
[All adults sample n=1,617]  
[Investor oversample n=2,000]

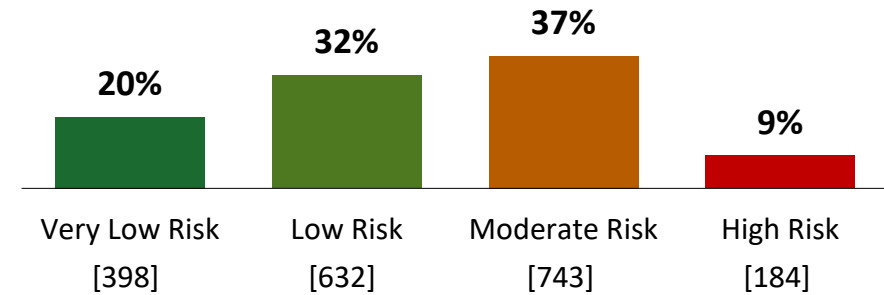
Percentage of all investors  
[Investor oversample n=2,000]



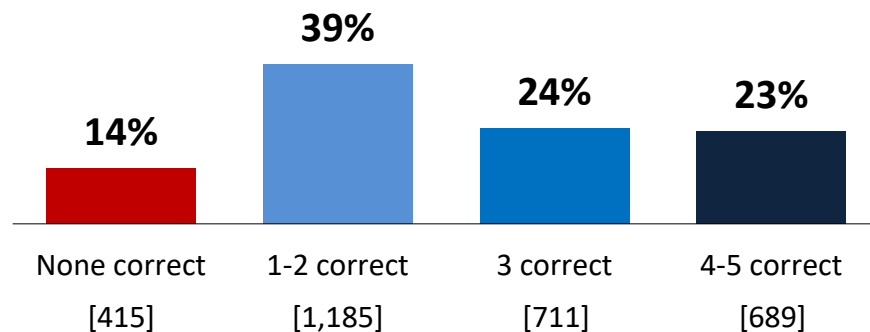
# Additional Audience Segmentations: Financial Literacy Index, Risk Tolerance, Vulnerability

Additional key audience segmentations used throughout the report include risk tolerance, financial literacy, and financial vulnerability. Details on how these segments are defined can be found in the appendix.

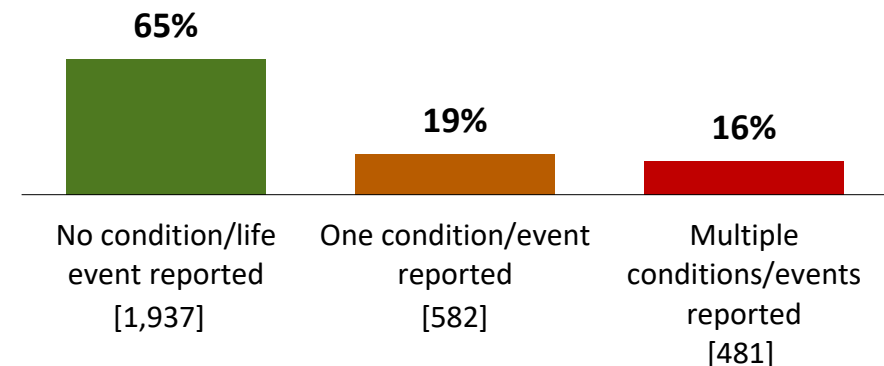
**Risk Tolerance** [n=2,000]  
Grouping investors using their stated risk tolerance.



**Financial Literacy Index** [n=3,000]  
Grouping respondents by the accuracy of their responses to the five standard financial literacy questions.



**Financial Vulnerability** [n=3,000]  
Grouping respondents by their financial vulnerability using major life events





**Thematic Area 1:**

**Financial Goals & Challenges**

# Financial Goals & Challenges

## Financial Profile





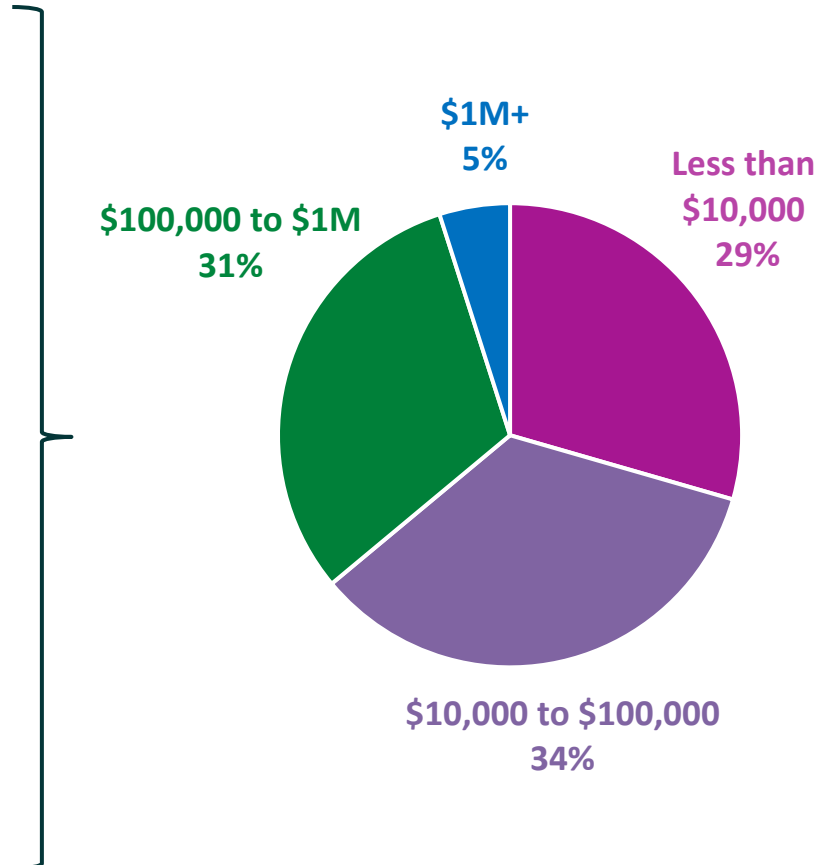
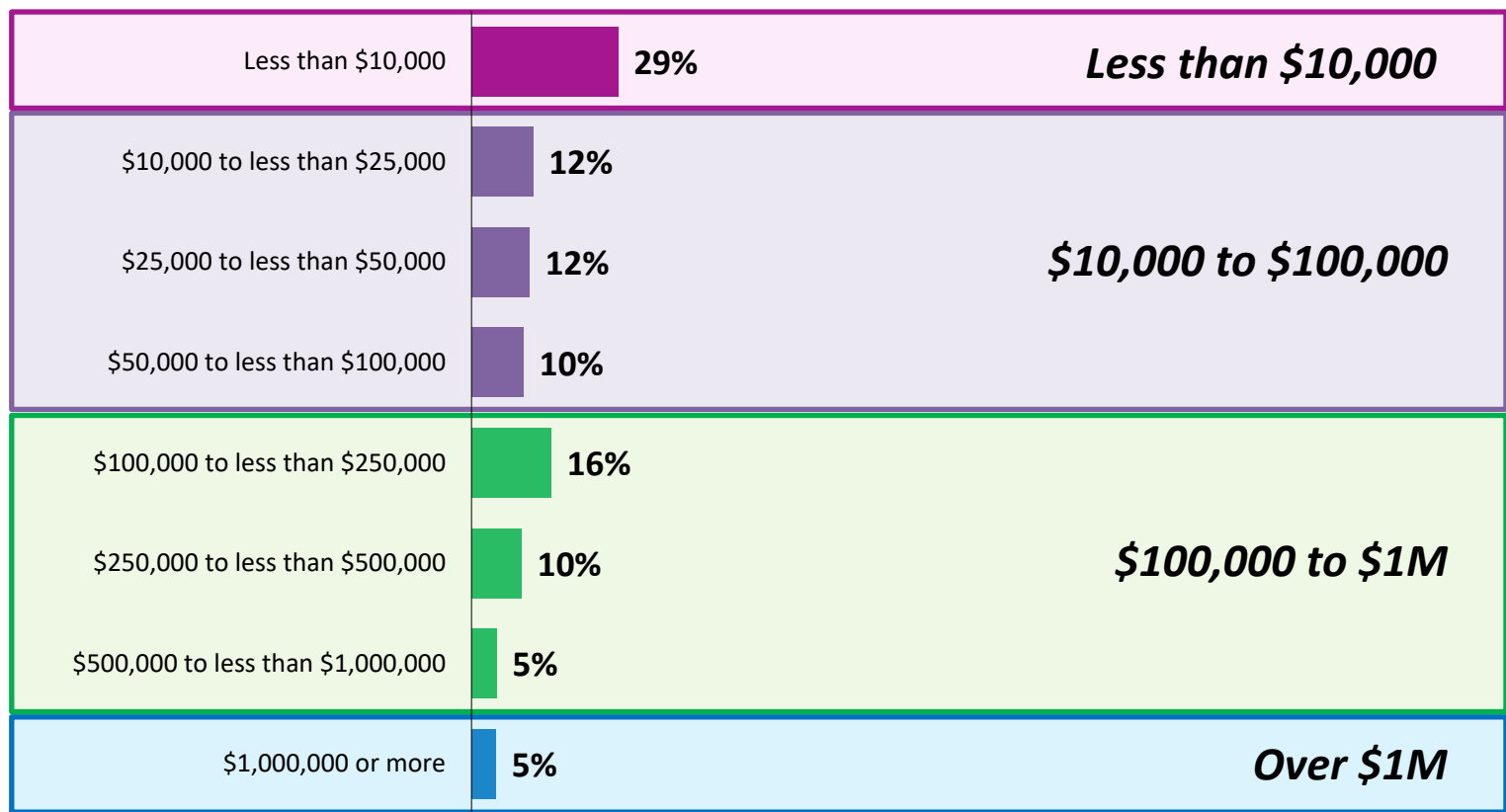
# Investable Assets: About 1-in-3 have assets between \$10k - \$100k; while a similar share have less than \$10,000 or between \$100k and \$1 million



Please indicate which of the following categories best represents the total value of your investable assets. Investable assets include cash, funds in your bank accounts, money held in retirement accounts, mutual funds, stocks, bonds, certificates of deposit, and insurance contracts with cash value.

Assets that are not easily converted to cash are not investable assets. For example, if you are a homeowner, do not include the value of your principal residence when selecting a category below.

[Asked of all respondents, n=3,000]



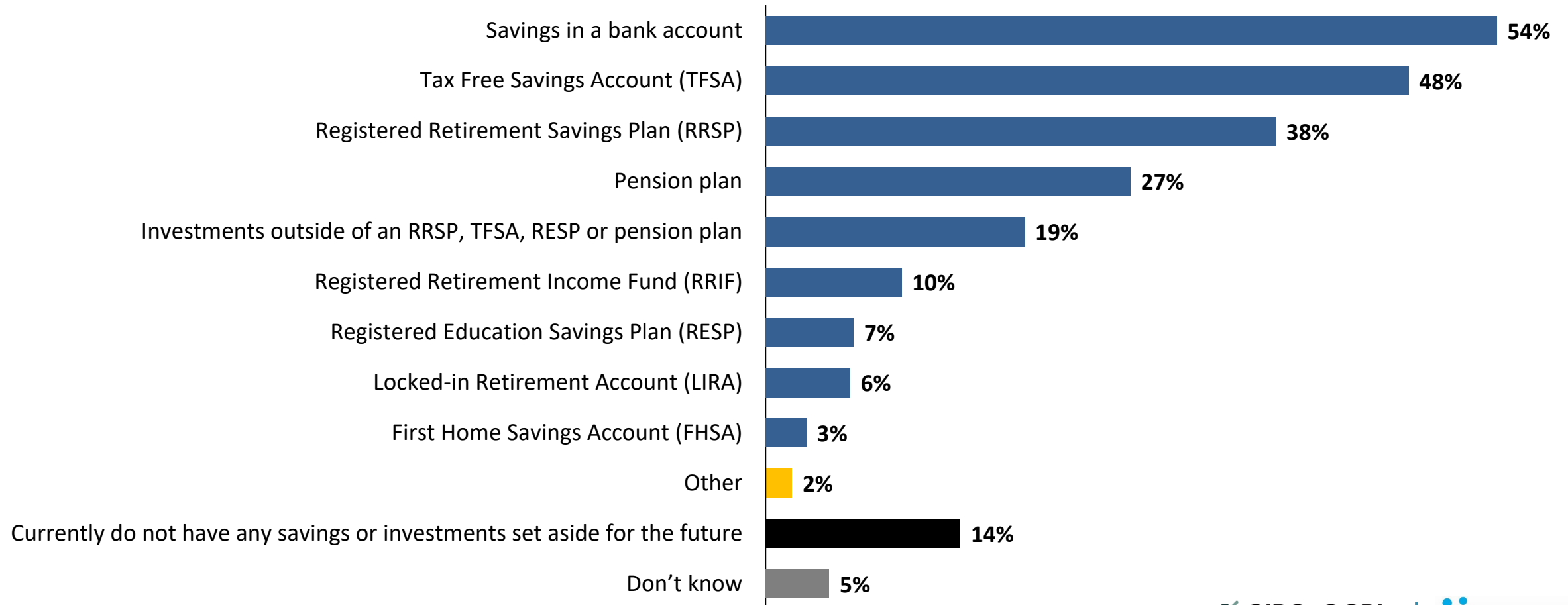
ALL

# Investment Accounts: Over half (54%) have savings in a bank account, 48% have a TFSA, 38% have an RRSP, and 27% are receiving a pension

Q

Do you personally have savings or investments in any of the following types of account?

[Asked of all respondents, multiple mention\*, n=3,000]



Note: \*Multiple mentions allowed; totals may exceed 100%.

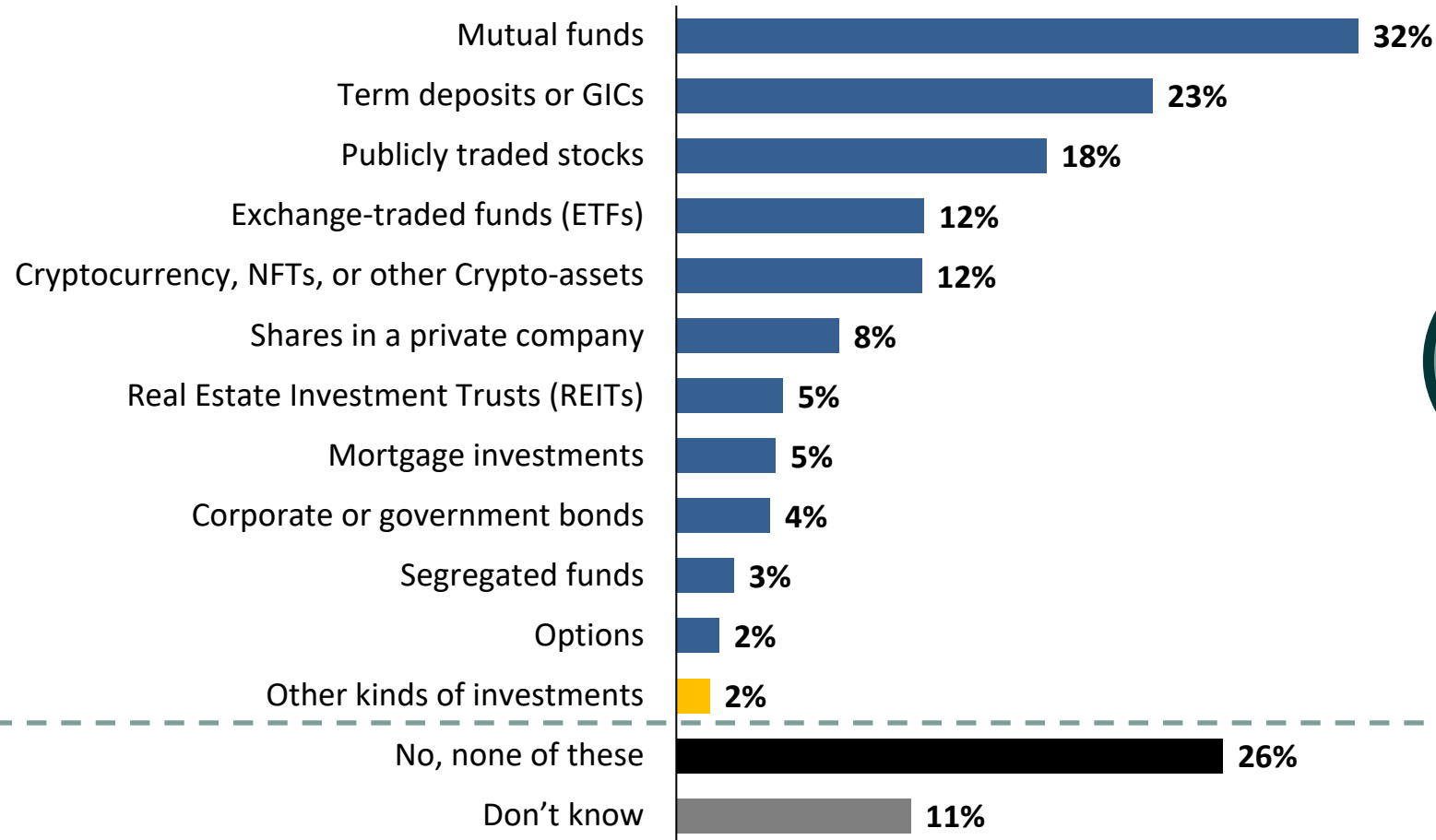
ALL

# Investment Products: Mutual funds (32%) are most commonly owned, followed by term deposits/GICs (23%); 26% own none of these products

Q

And whether they are in any of the accounts listed above, or held directly, do you have any of the following kinds of investment products?

[Asked of all respondents, multiple mention\*, n=3,000]



Respondents who selected these investment products were marked as “Investors”

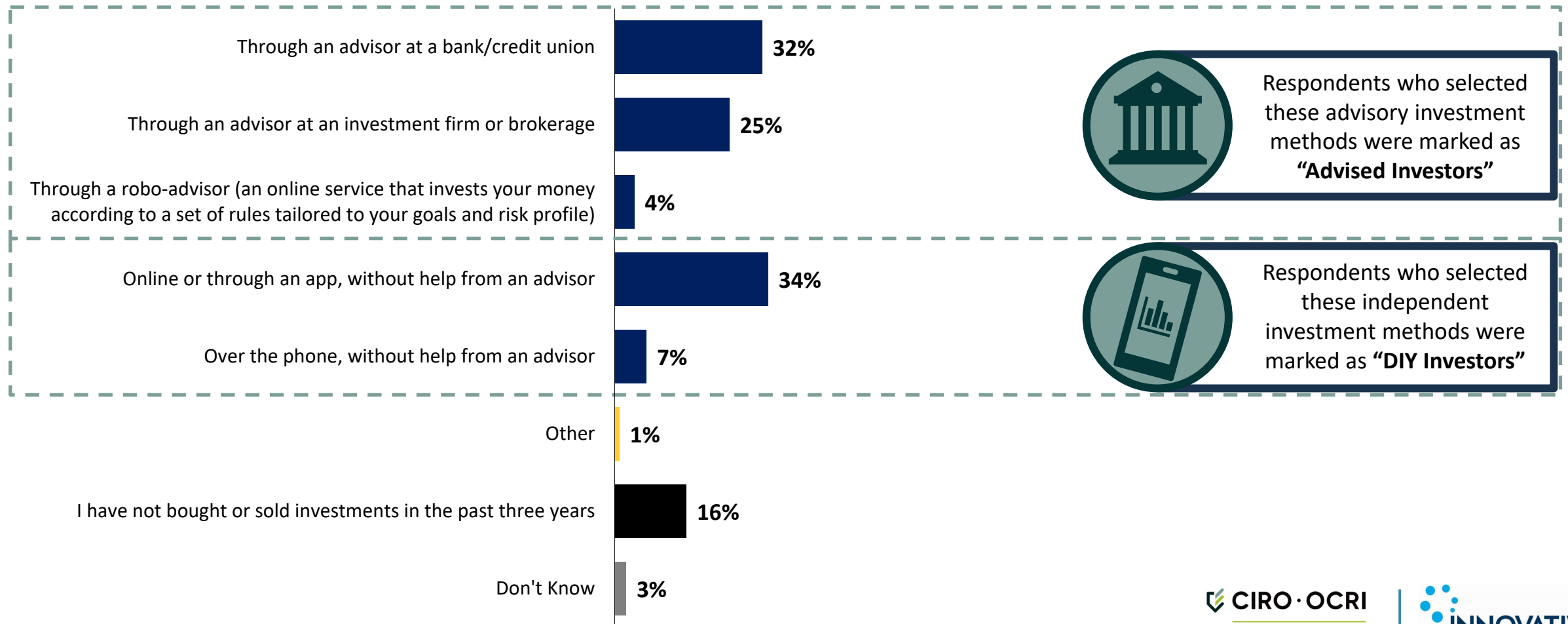


# Investing Methods: 34% have bought or sold investments online and 32% have bought or sold through an advisor at a bank or credit union



In the past three years, have you bought (i.e., contributed to) or sold (i.e., withdrawn) investments in any of the following ways?

[Asked of all investors, multiple mention\*, n=2,000]

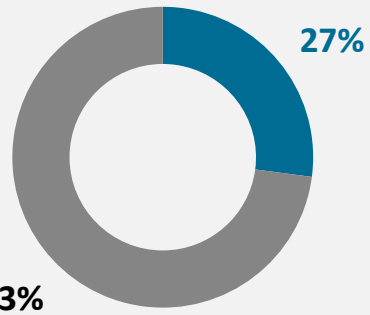


Note: \*Multiple mentions allowed; totals may exceed 100%.

# Investing among racialized Canadians: Racialized Canadians are more likely to DIY invest and express a higher risk tolerance

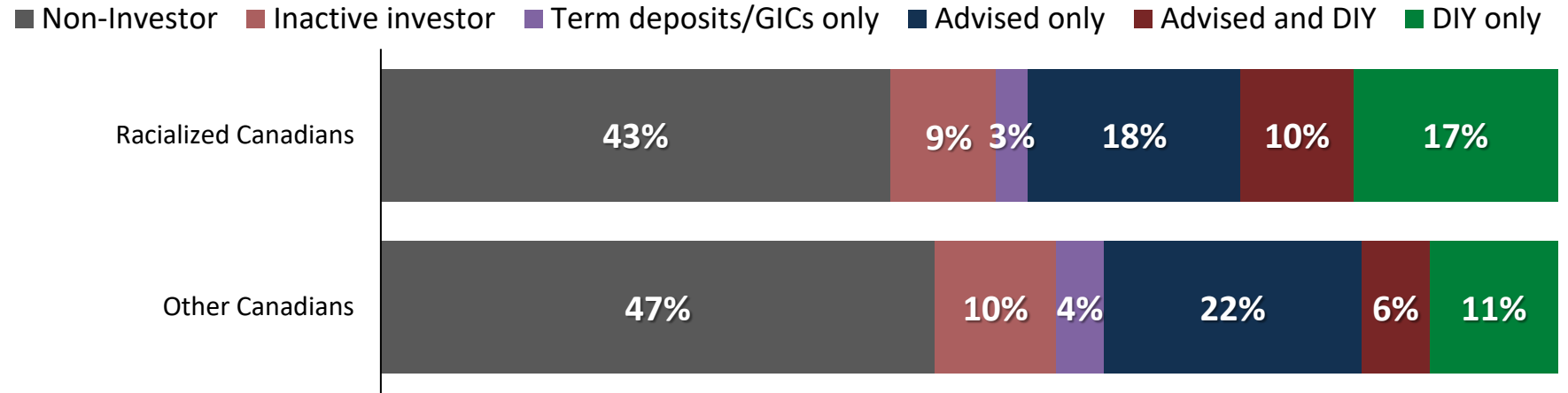
## Racialized Canadians

[n=3,000]

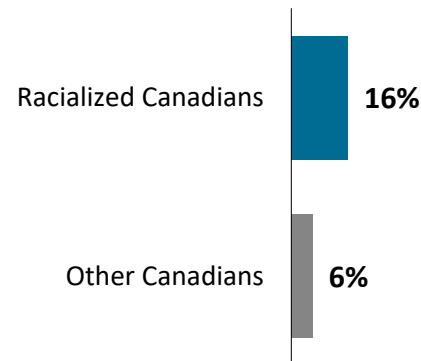


Canadians who identify with one or more racialized group are slightly more likely to invest overall, and in particular are more likely to be DIY investors (28%, versus 18% of other Canadians). In addition to their higher incidence of DIY investing, they also express a higher risk tolerance and are more likely to have held cryptocurrency assets. When it comes to other investing products, they are also less likely to currently own term deposits/GICs, and more likely to own ETFs as well as less commonly held securities like options and REITs.

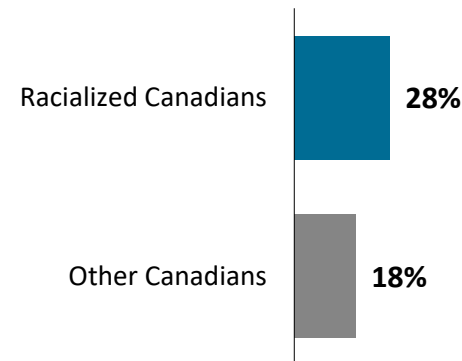
## Investor Segments



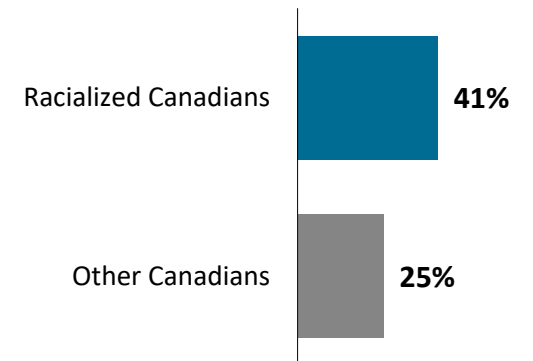
### High risk tolerance (% in "High risk" segment)



### DIY Investors (% among all respondents)



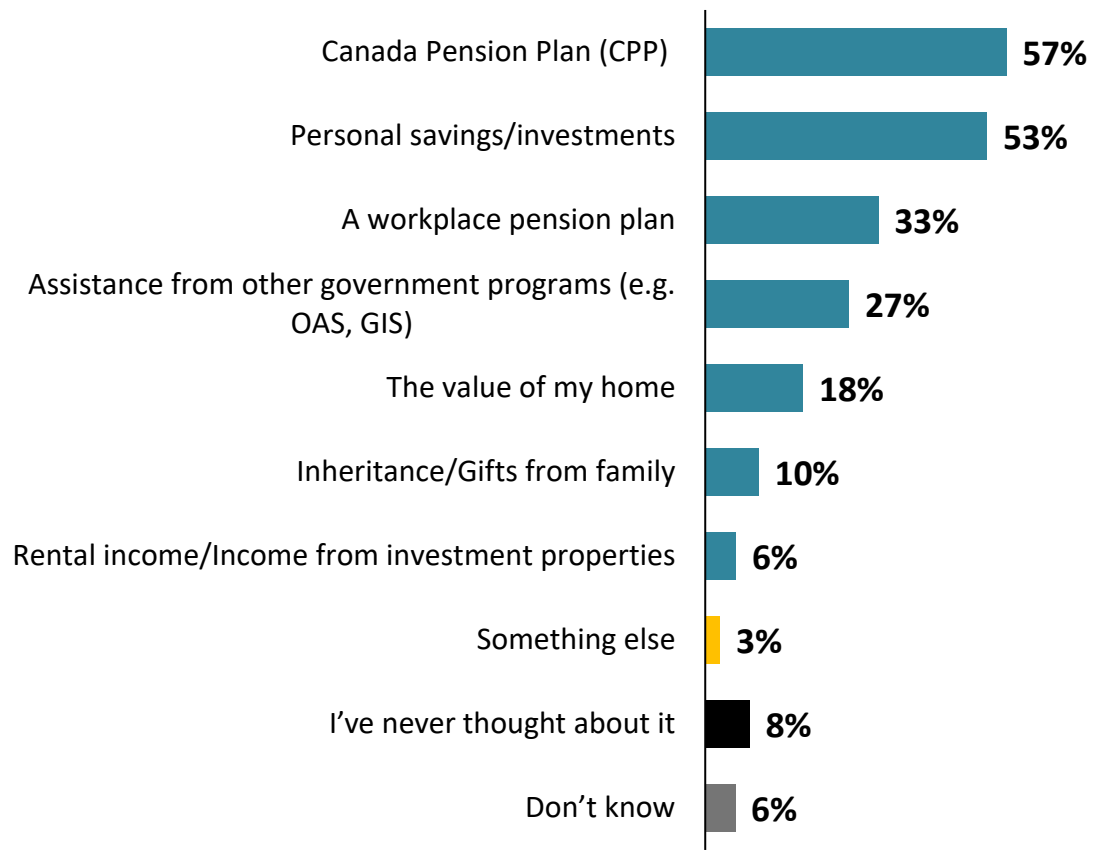
### Cryptocurrency Adoption (held currently or in the past)



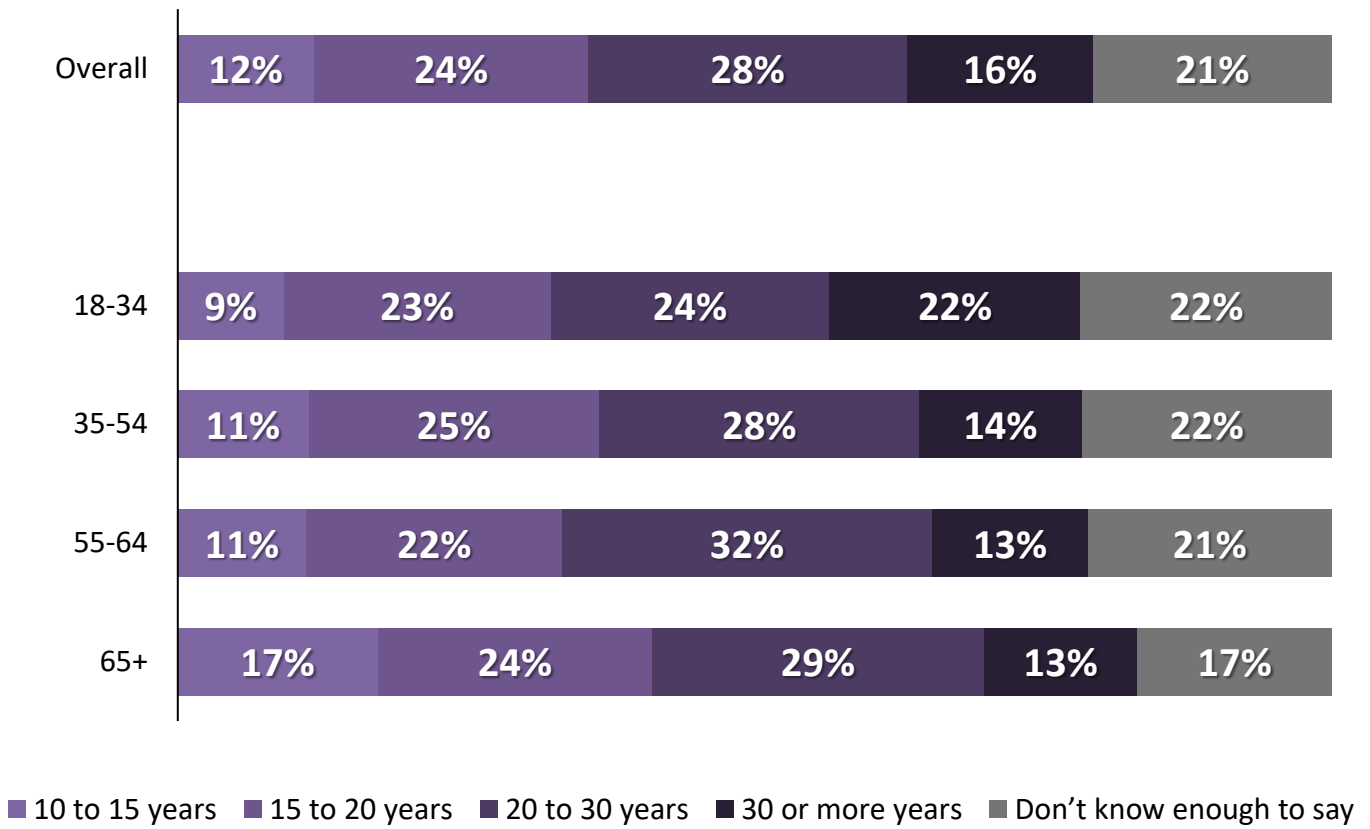
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# Retirement Income: 57% report that their primary source is, or is expected to be CPP, while 53% report personal savings/investments

**Q** Where do you expect/do your **primary sources** of retirement income [will] come from?  
[Asked of all respondents, multiple mention\*, n=3000]



**Q** How long do you think you will need income for in retirement?  
[Asked of all respondents, n=3000]



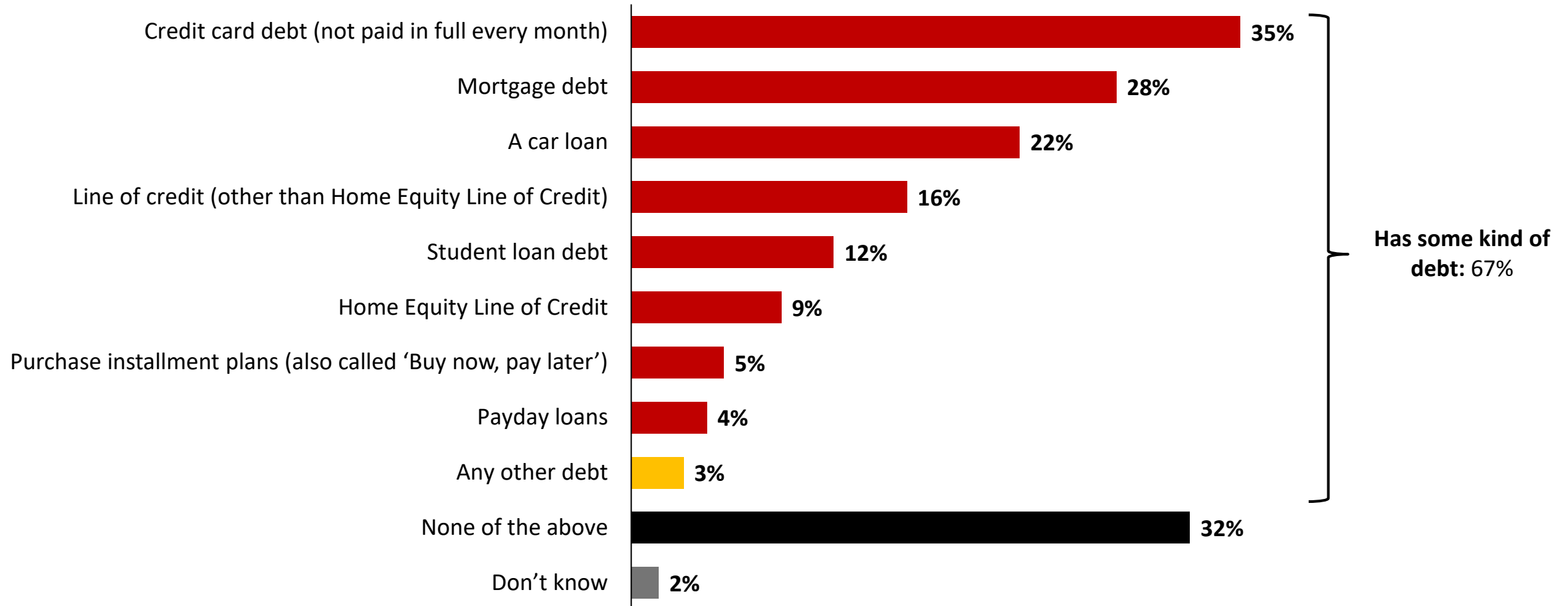
Note: \*Multiple mentions allowed; totals may exceed 100%.

ALL

# Financial Debt: 2-in-3 (67%) have some kind of debt, 35% carry monthly credit card debt while 28% have a mortgage

Q Do you have any of the following kinds of debt?

[Asked of all respondents, multiple mention\*, n=3,000]



Note: \*Multiple mentions allowed; totals may exceed 100%.

**Financial Goals & Challenges**

**Financial Vulnerabilities**



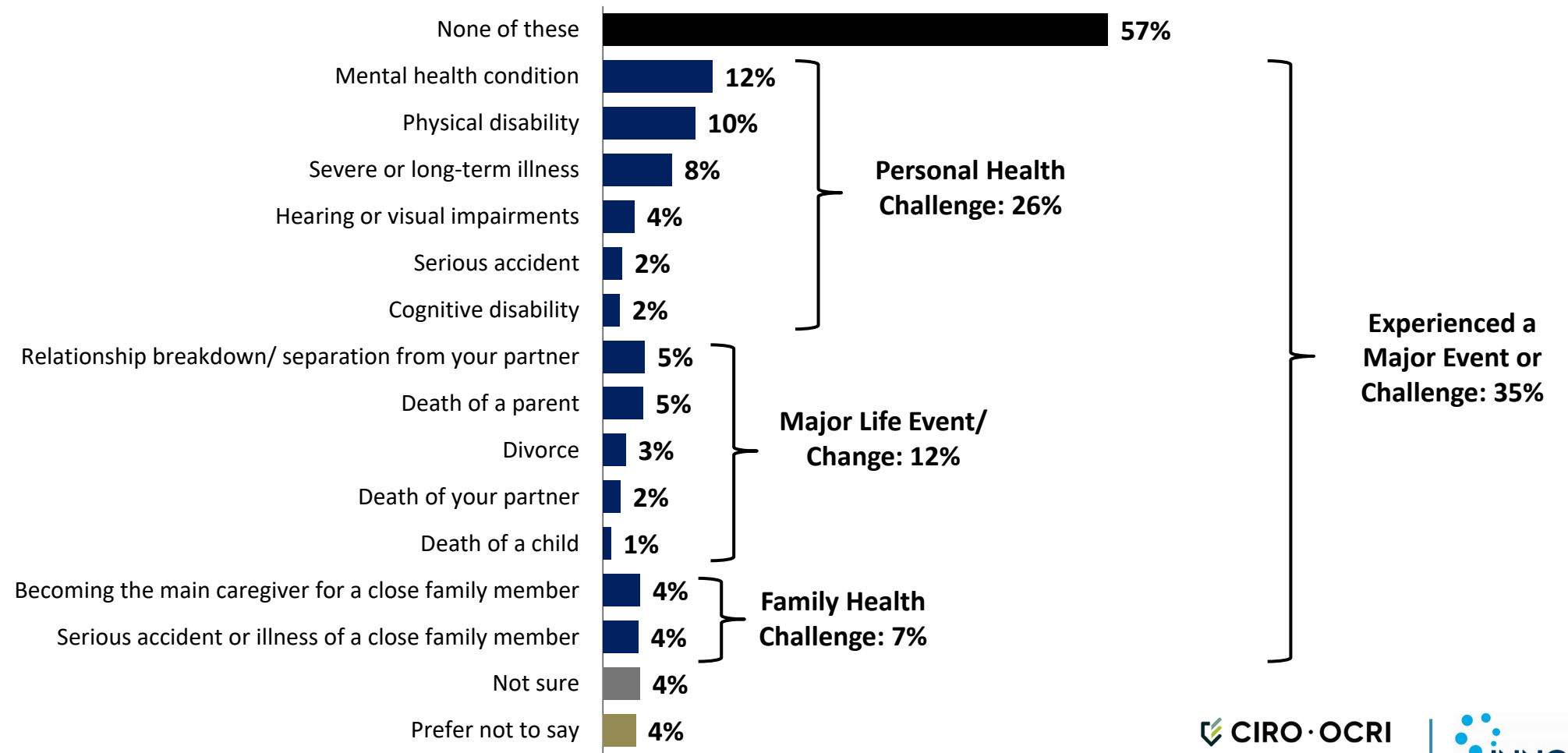
ALL

# Impact of Life Events: 35% report experiencing a life event that had a major impact on their finances, mental health being the most common (12%)



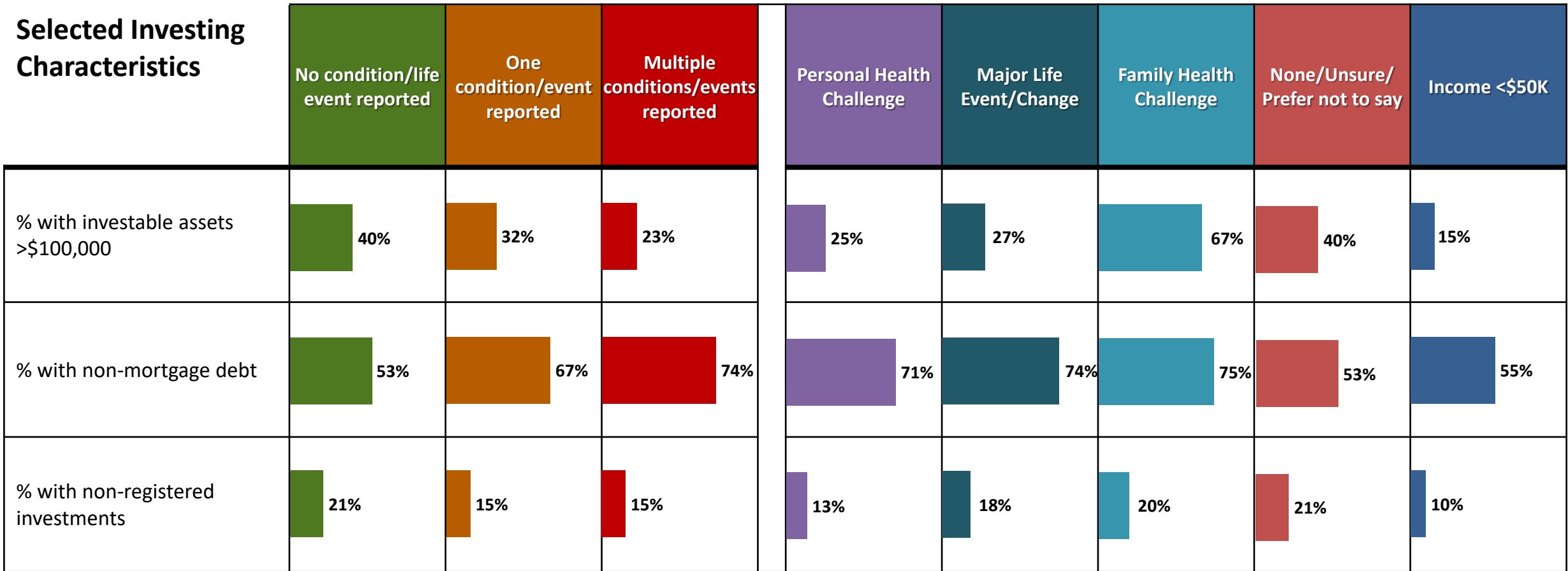
Have any of the following new or ongoing personal health conditions, or major life events, led to a major impact on your personal finances, saving, or investing within the last five years?

[Asked of all respondents, multiple mention\*, n=3,000]



Note: \*Multiple mentions allowed; totals may exceed 100%.

# Investing Profile and Vulnerability: Vulnerable Canadians are more likely to have debt and fewer investable assets



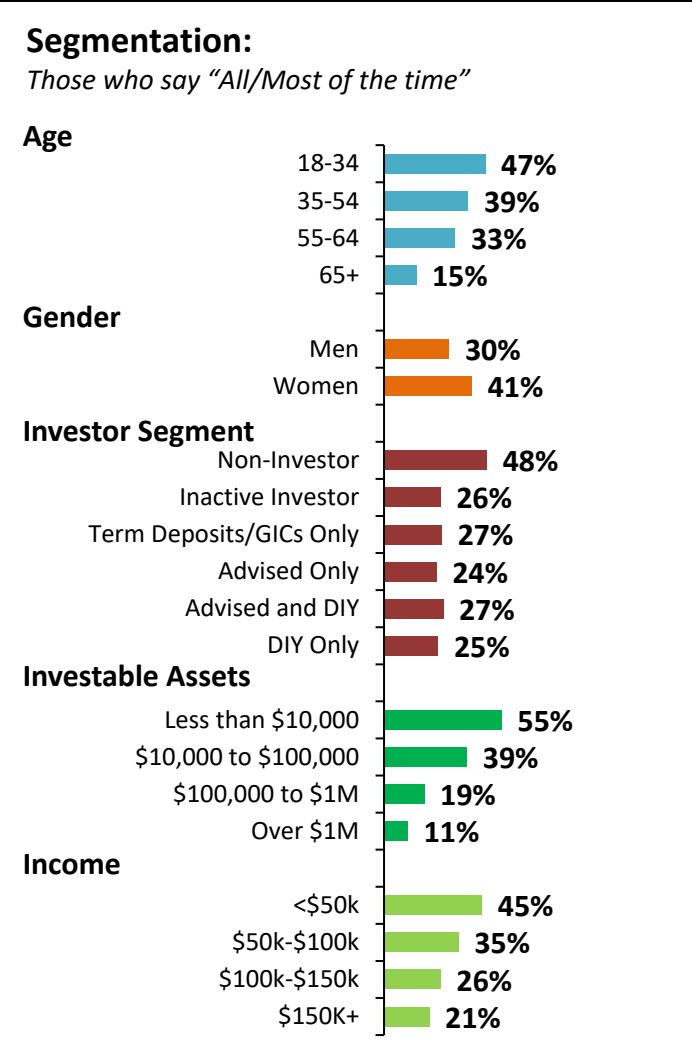
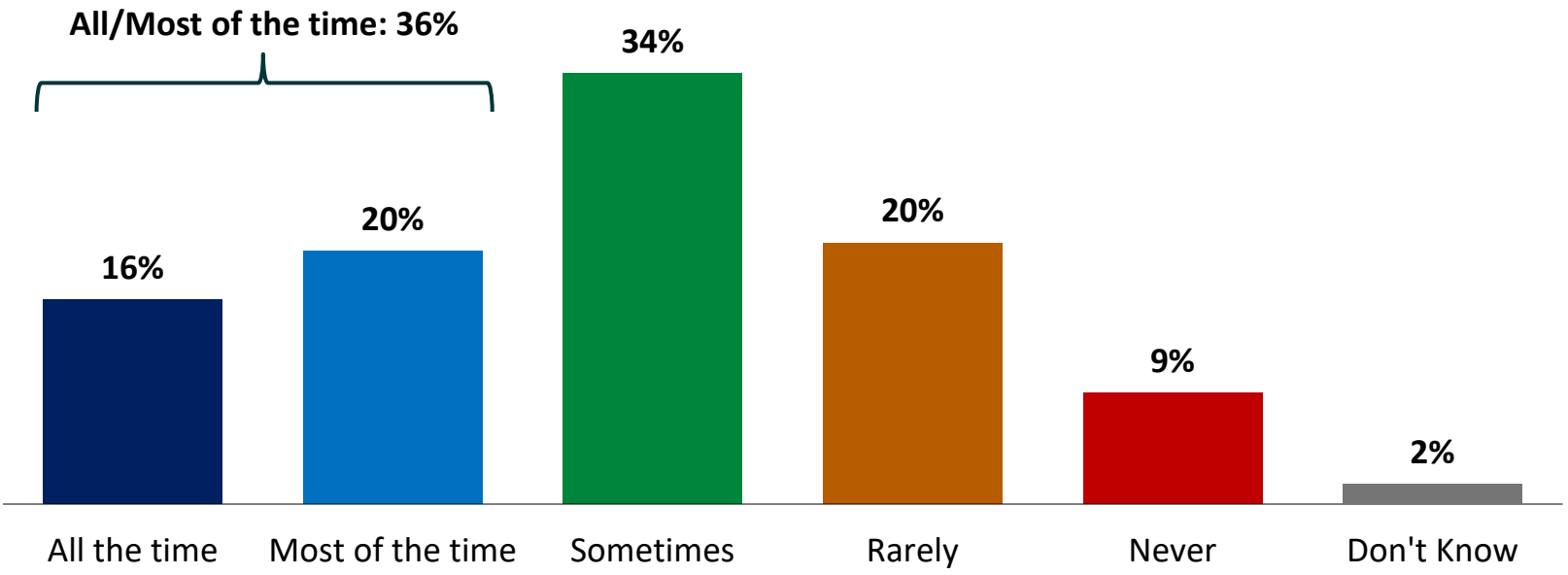


# Income Instability: Overall, 36% worry all/most of the time. Women worry more often than men; those with assets less than \$10k worry most



How often do you worry about inconsistent or unstable income?  
 [Asked of all respondents, n=3,000]

Racialized Canadians also report worrying about inconsistent or unstable income more often than other Canadians: 41% of those identifying as part of a racialized group say they worry all or most of the time, compared to 34% of those who do not.





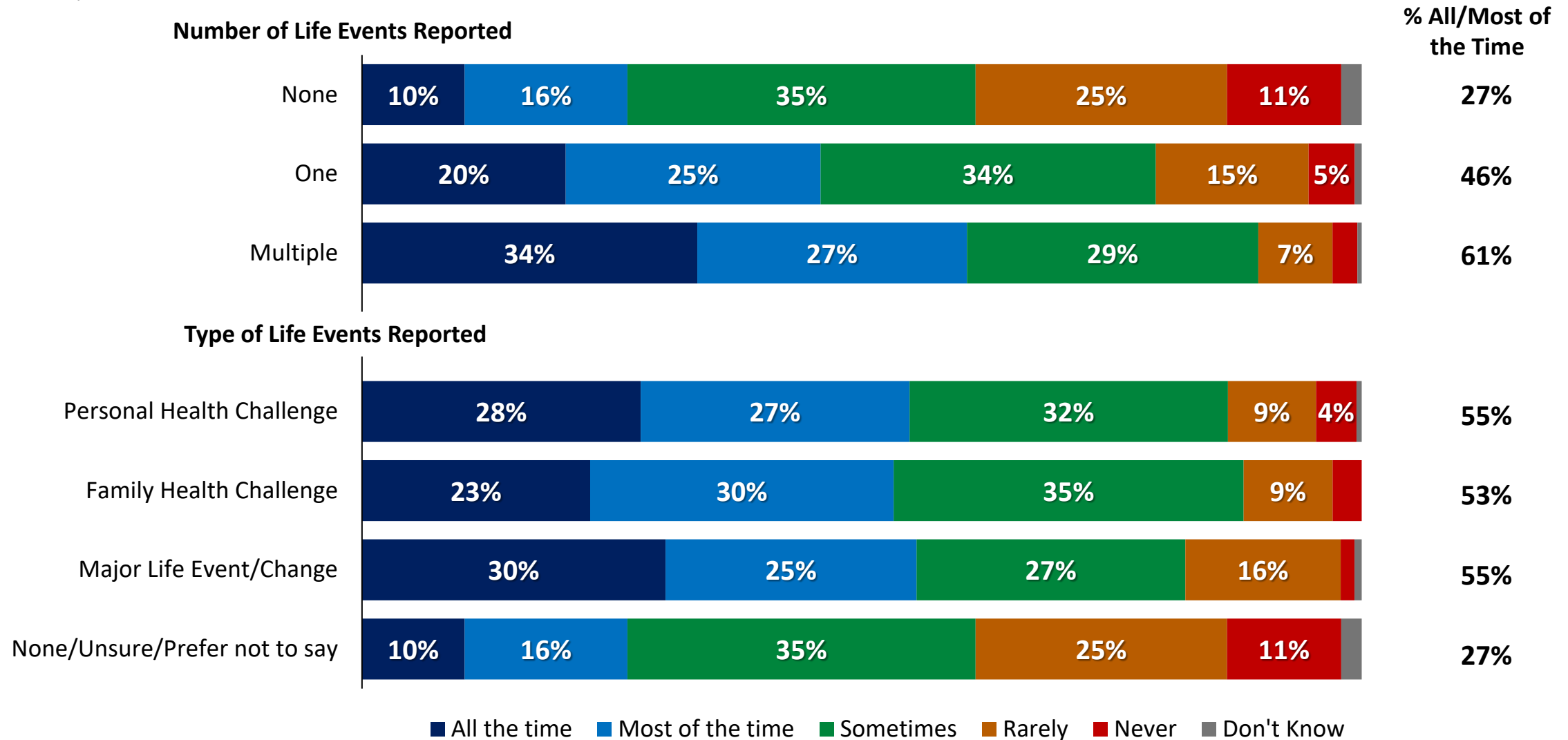
ALL

# Income Instability by Life Events: 61% of those who reported multiple challenging life events also worry about income all/most of the time

Q

How often do you worry about inconsistent or unstable income?

[Asked of all respondents, n=3,000]



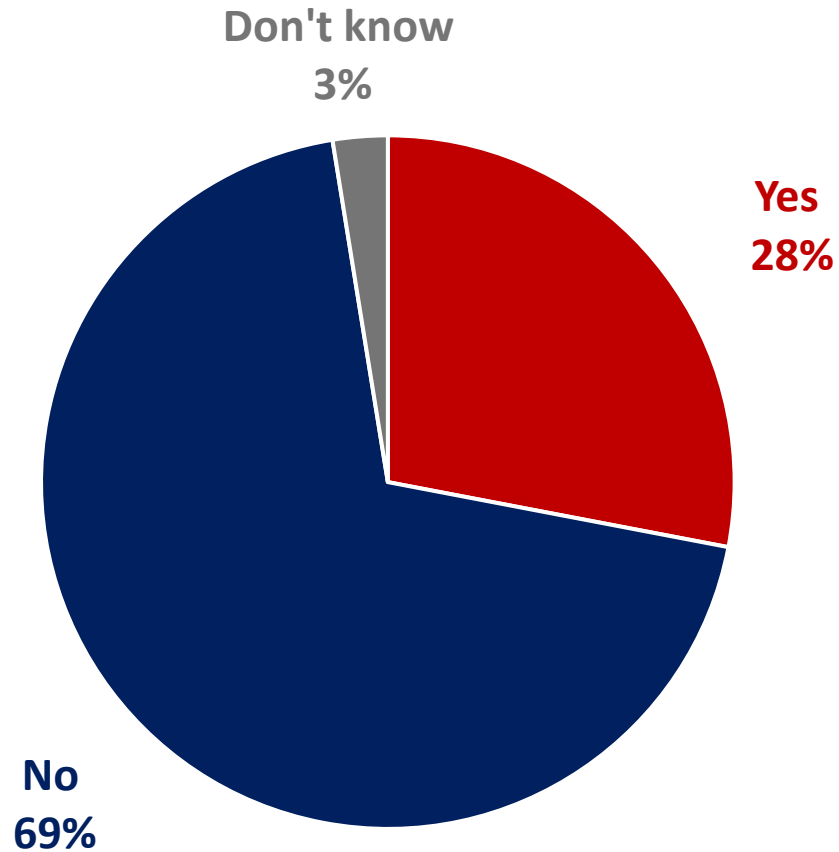
ALL

# Covering Expenses: 28% of Canadians report having to borrow money to cover daily expenses in the last year; higher among those under 35 (40%)

Q

Have you had to borrow money to cover daily expenses in the last year?

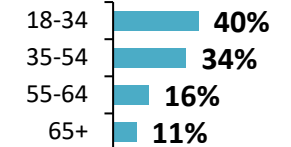
[Asked of all respondents, n=3,000]



## Segmentation:

Those who say "yes"

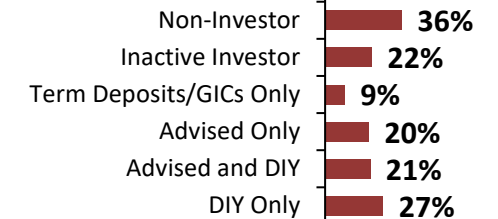
### Age



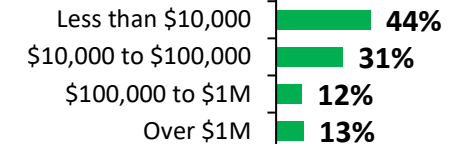
### Gender



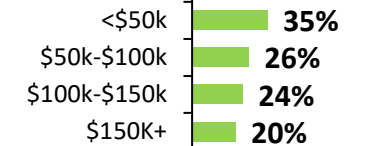
### Investor Segment



### Investable Assets



### Income



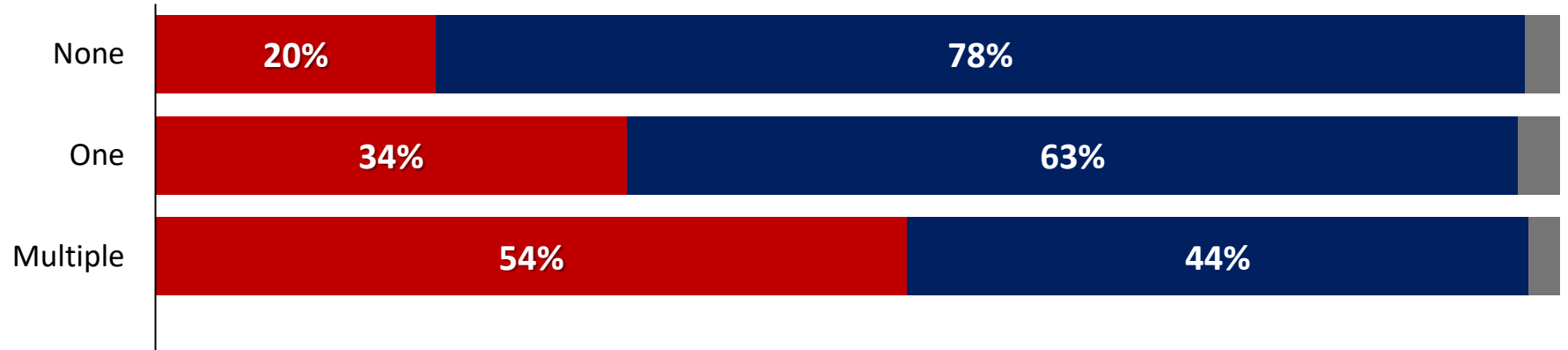


# Covering Expenses by Life Events: Having borrowed to cover daily expenses is higher among those who reported health conditions or life events

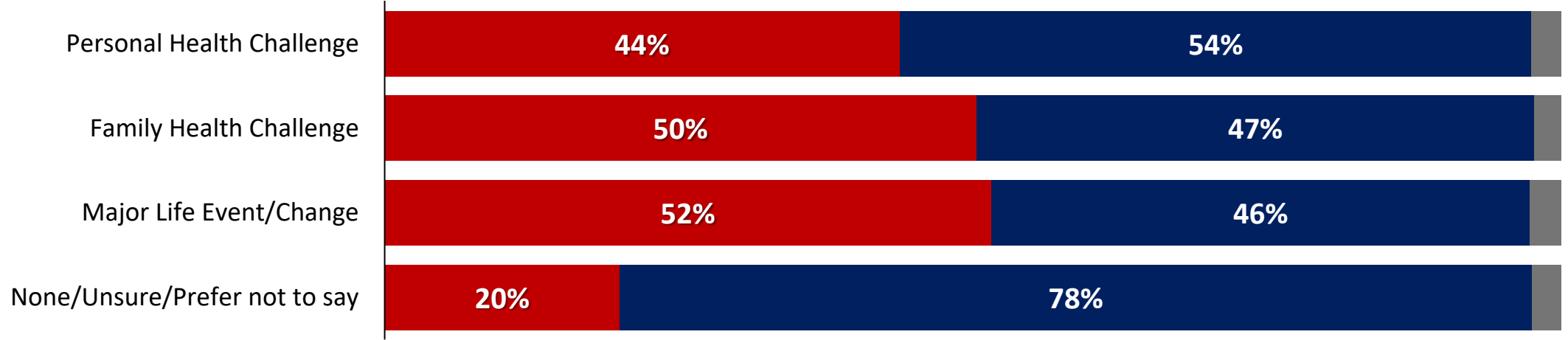


Have you had to borrow money to cover daily expenses in the last year?  
[Asked of all respondents, n=3,000]

## Number of Life Events Reported



## Type of Life Events Reported



■ Yes      ■ No      ■ Don't Know

# Financial Goals & Challenges

## Financial Goals & Changing Circumstances



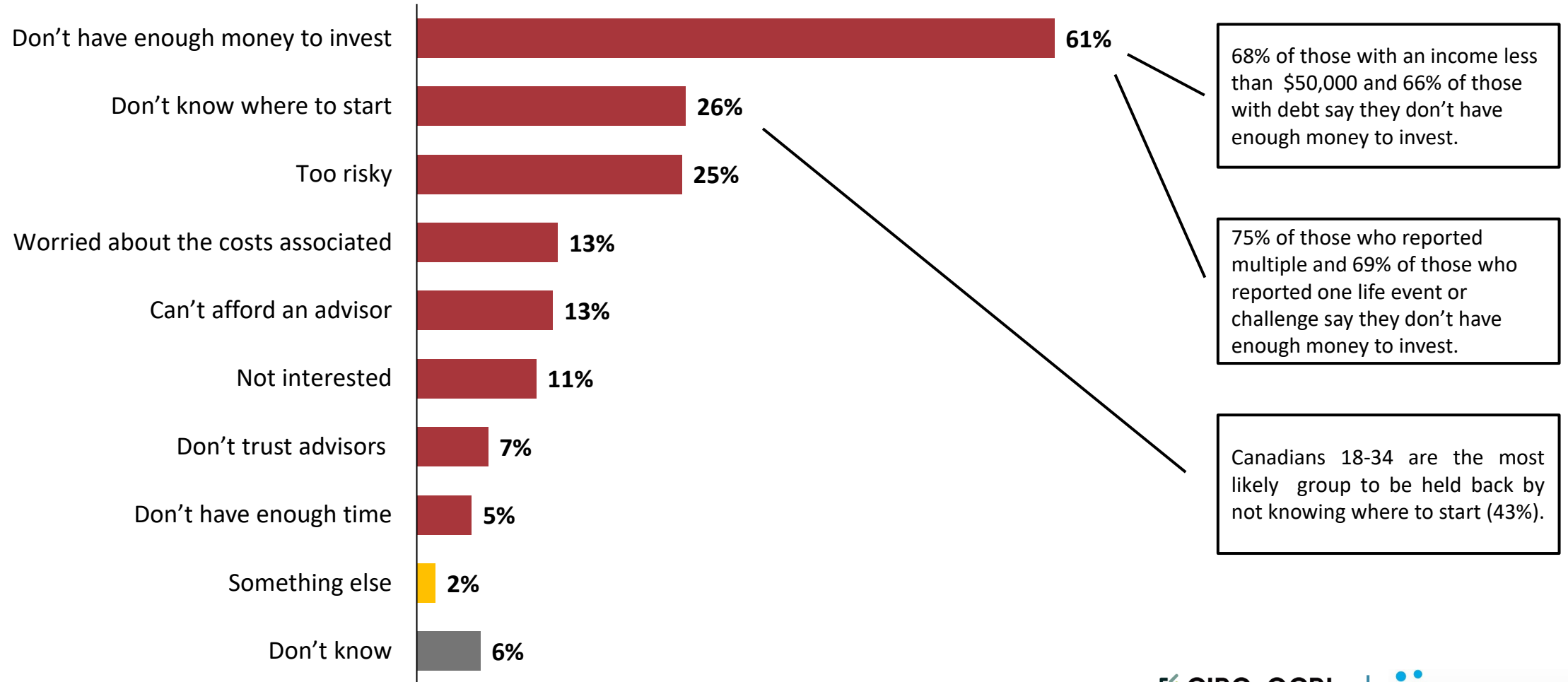
X

# Non-Investing Reasons: Not having enough money is the most common thing holding people back from investing (61%)

Q

What are some of the things that hold you back you from investing?

[Asked of all non-investors, multiple mention\*, n=1,383]



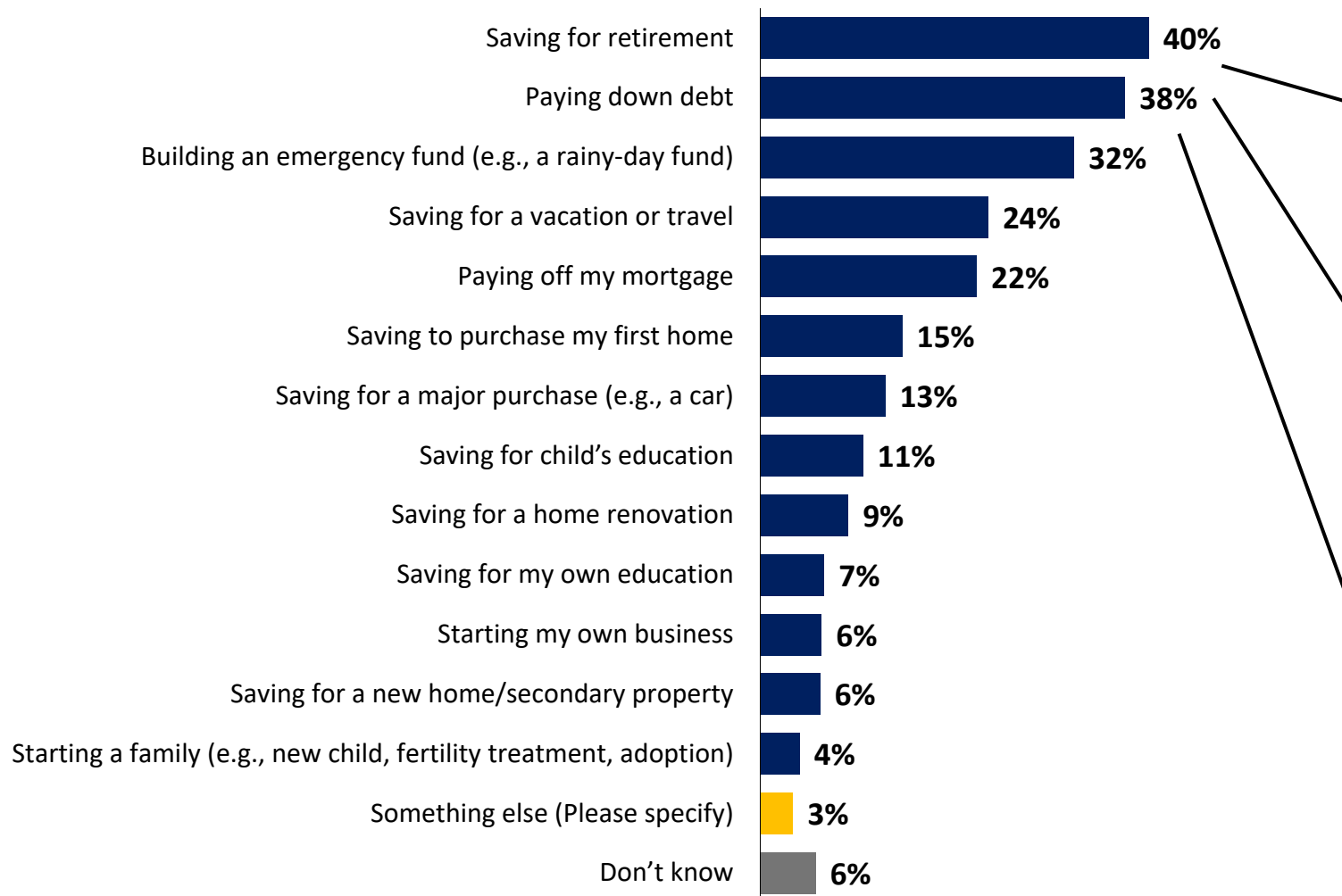
Note: \*Multiple mentions allowed; totals may exceed 100%.

ALL

# Financial Goals: Saving for retirement (40%) is the most common goal, followed by paying down debt (38%) and building an emergency fund (32%)

Q What financial goals are you currently working towards?

[Asked of all respondents, multiple mention\*, n=3,000]



## Impacts of Financial Vulnerability:

Those who experienced a personal health challenge are the least likely to be saving for retirement (32%), while those who experienced a major life event or change are most likely to be paying down debt (50%).

54% of those with debt are working towards paying it down and 33% are working towards paying off their mortgage. Among those with non-mortgage debt in particular, 59% are working towards paying down debt.

## Investors vs. Non-investors

While the most common goal among investors is saving for retirement, only 26% of non-investors identify this as a financial goal. For non-investors the most common goal is paying down debt (45%).

Note: \*Multiple mentions allowed; totals may exceed 100%.

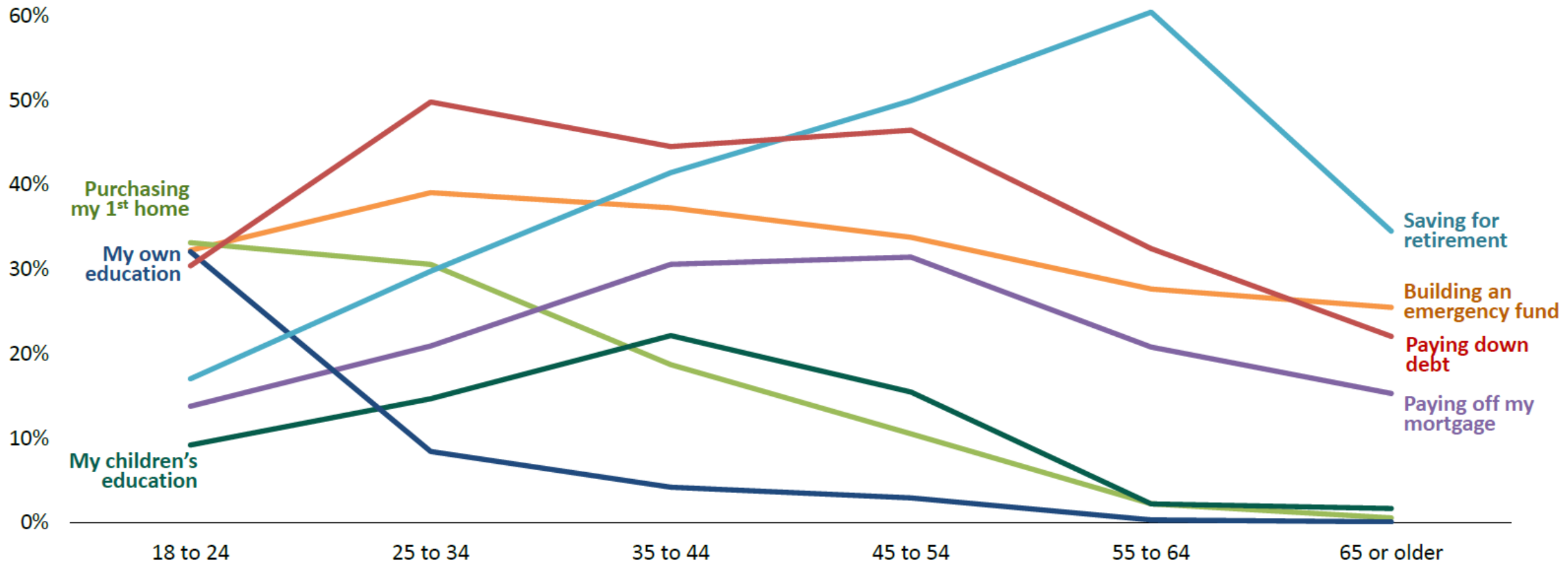
ALL

# Financial Goals by Age: While building an emergency fund is more consistent, goals like saving for a home decrease with age

Q What financial goals are you currently working towards?

[Asked of all respondents, multiple mention\*, n=3,000]

*Only selected goals are shown*



Note: \*Multiple mentions allowed; totals may exceed 100%.

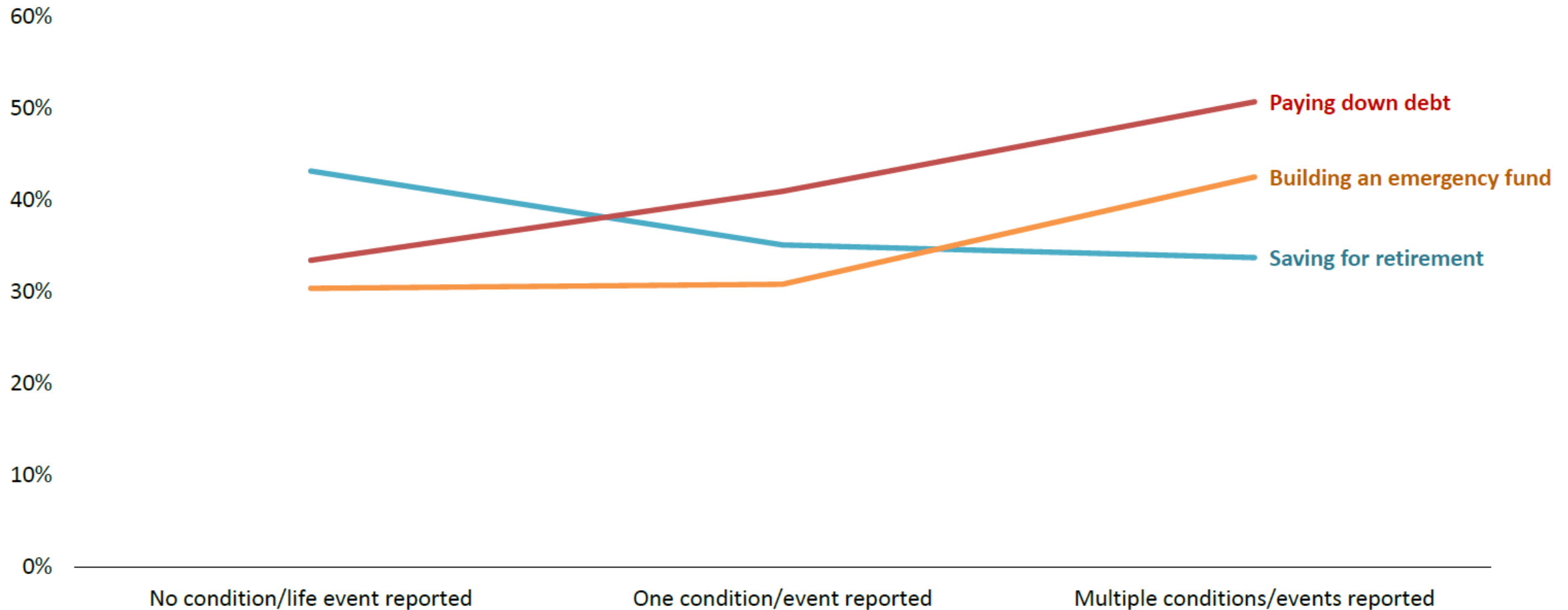
ALL

# Financial Goals by Vulnerability: More vulnerable Canadians are working towards paying debts and building an emergency fund than for retirement

Q What financial goals are you currently working towards?

[Asked of all respondents, multiple mention\*, n=3,000]

*Only selected goals are shown*



Note: \*Multiple mentions allowed; totals may exceed 100%.



ALL

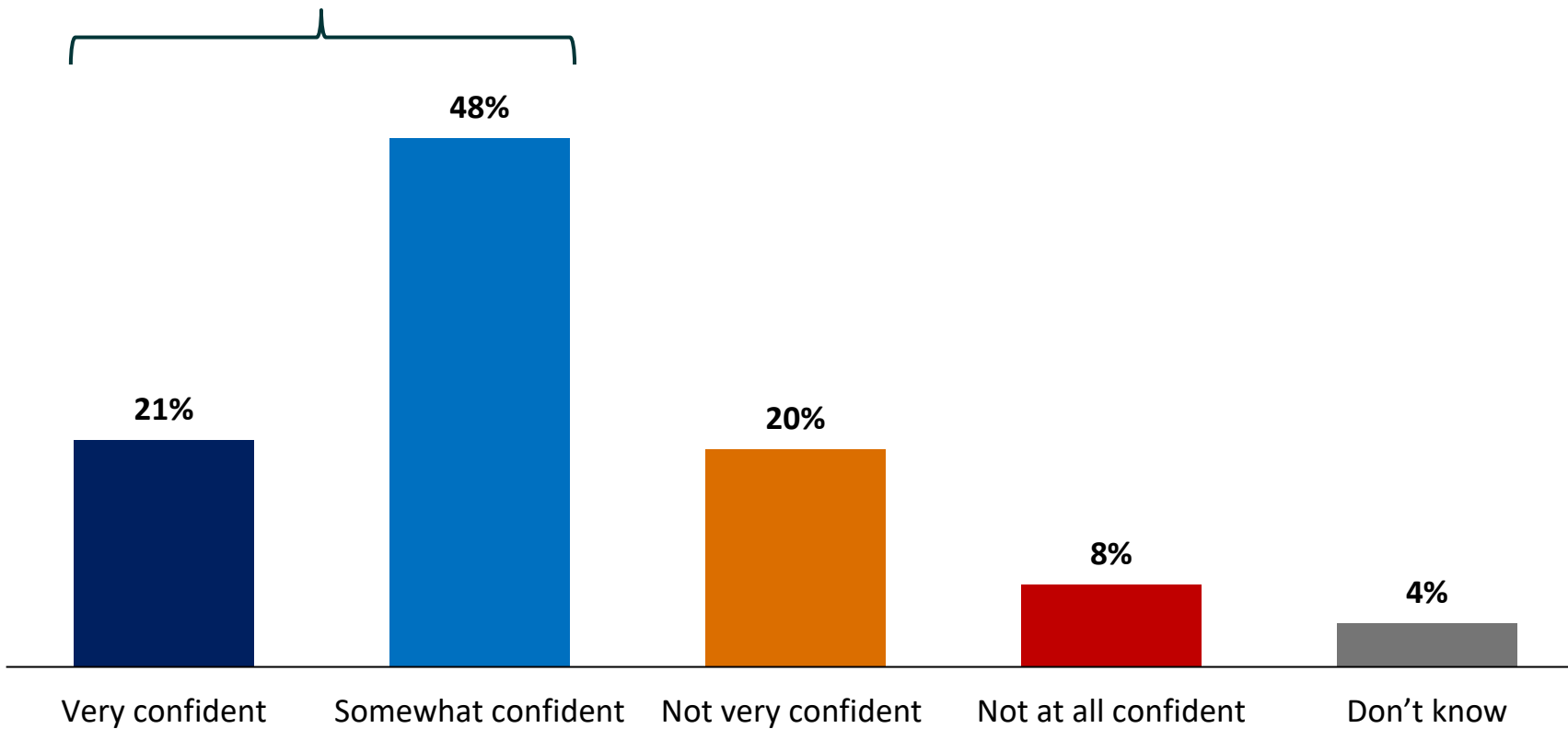
# Financial Goals: 69% are confident overall; confidence is higher among men and lower for non-investors compared to all investor types

Q

How confident are you that you will be able to meet your financial goals?

[Asked of all respondents, n=3,000]

Confident 69%



## Segmentation:

Those who say "confident"

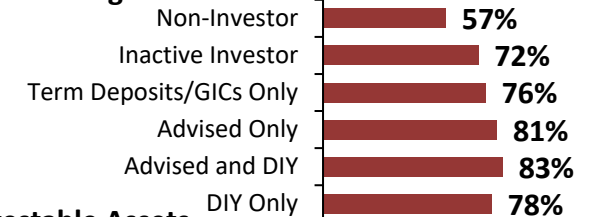
### Age



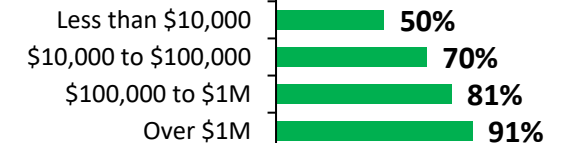
### Gender



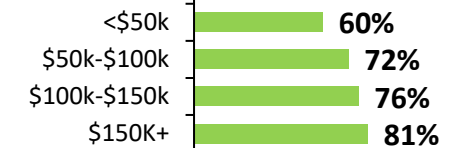
### Investor Segment



### Investable Assets



### Income



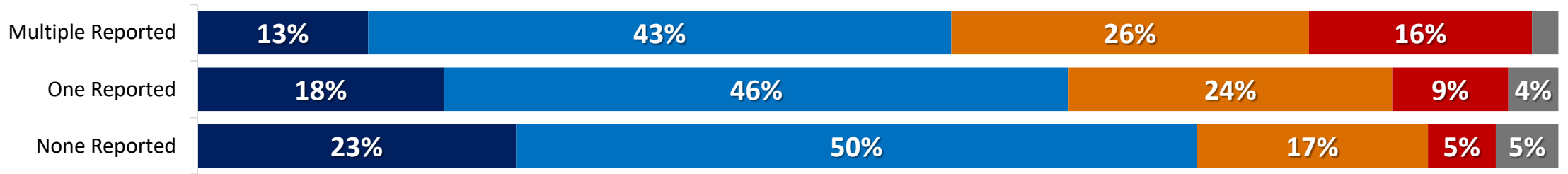


# Across all types of vulnerability, more financially vulnerable Canadians are less confident about meeting their goals

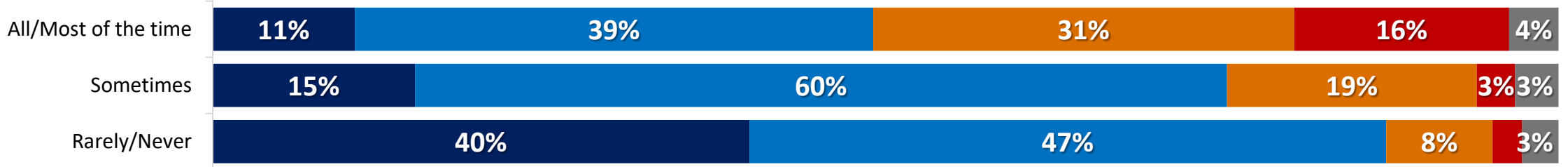


How confident are you that you will be able to meet your financial goals? BY FINANCIAL VULNERABILITY  
[Asked of all respondents, n=3,000]

## Health Conditions / Major Life Events



## Unstable Income



## Borrowed to cover daily expenses



■ Very confident   
 ■ Somewhat confident   
 ■ Not very confident   
 ■ Not at all confident   
 ■ Don't know

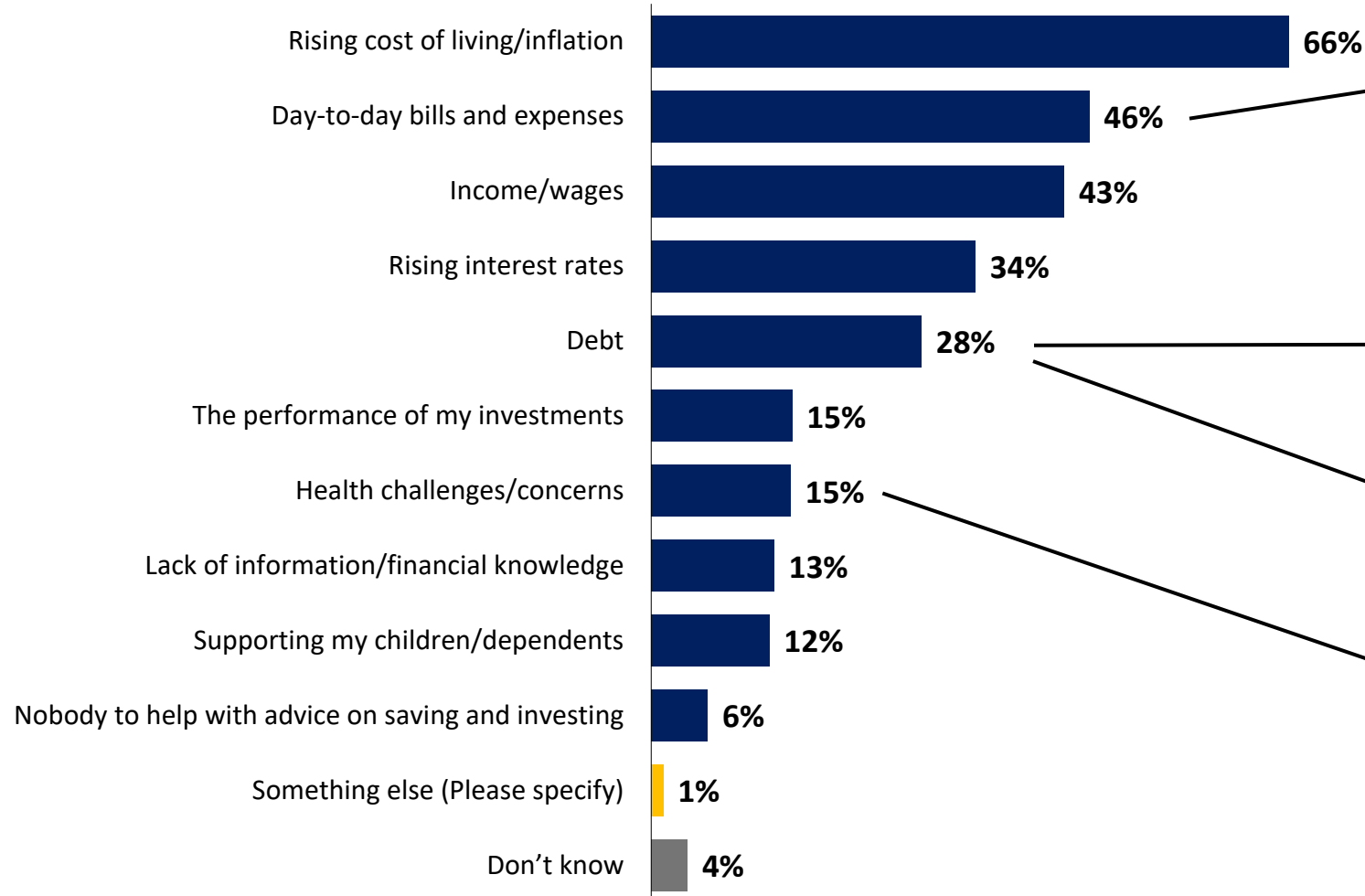
ALL

# Financial Goals Set-Backs: Of those who are not very confident about meeting their goals, 2-in-3 say cost of living/inflation is holding them back

Q

What are the main things holding you back from feeling more confident about meeting your savings and investing goals?

[Asked of all respondents except those who are "Very confident", multiple mention\*, n=2,380]



52% of women identified the impact of day-to-day bills and expenses as a main reason holding them back, compared to 38% of men.

### Impacts of Financial Vulnerability:

58% of those who have had to borrow money to cover daily expenses cite debt, making it the 3<sup>rd</sup> most important thing holding them back.

Those with non-mortgage debt rank debt as the 4<sup>th</sup> most important thing holding them back (42%).

Among those who reported multiple life events or health challenges, health challenges/concerns moves to the 5<sup>th</sup> most important thing holding them back (36%).

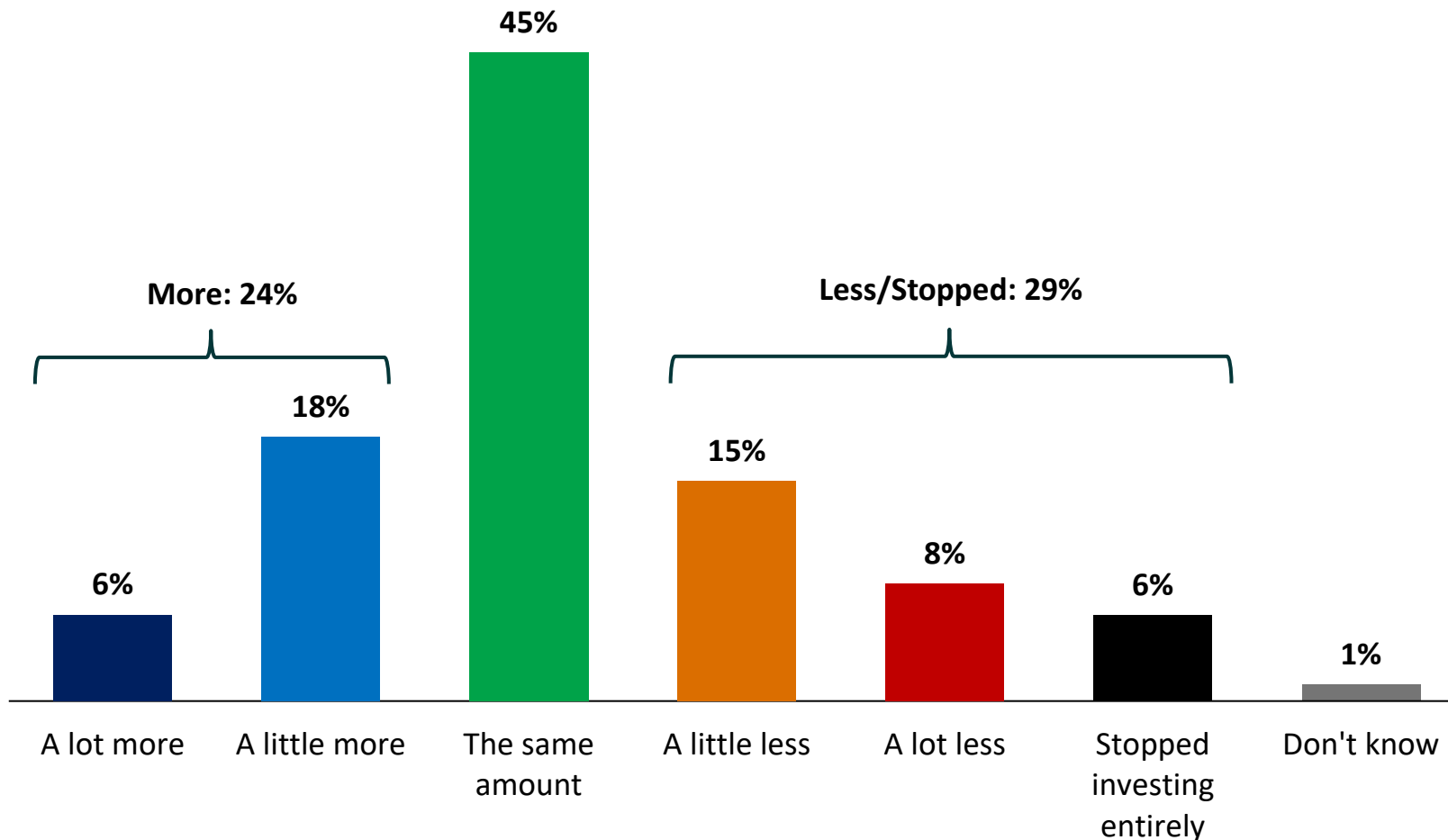
Note: \*Multiple mentions allowed; totals may exceed 100%.

# Investment Contributions: 45% say they're investing the same amount; those with <\$10k in assets were most likely to stop or reduce their investing



In the last year, have you been contributing more, less, or the same amount as previously towards your investments?

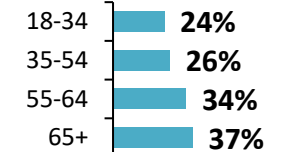
[Asked of all investors, n=2,000]



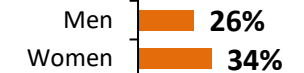
## Segmentation:

Those who say "less/stopped"

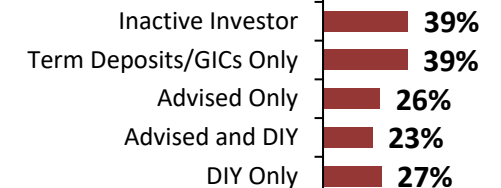
### Age



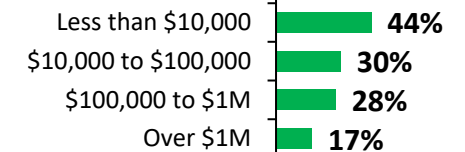
### Gender



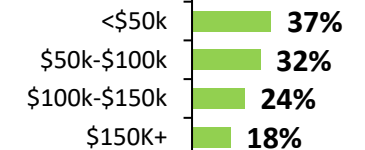
### Investor Segment



### Investable Assets



### Income

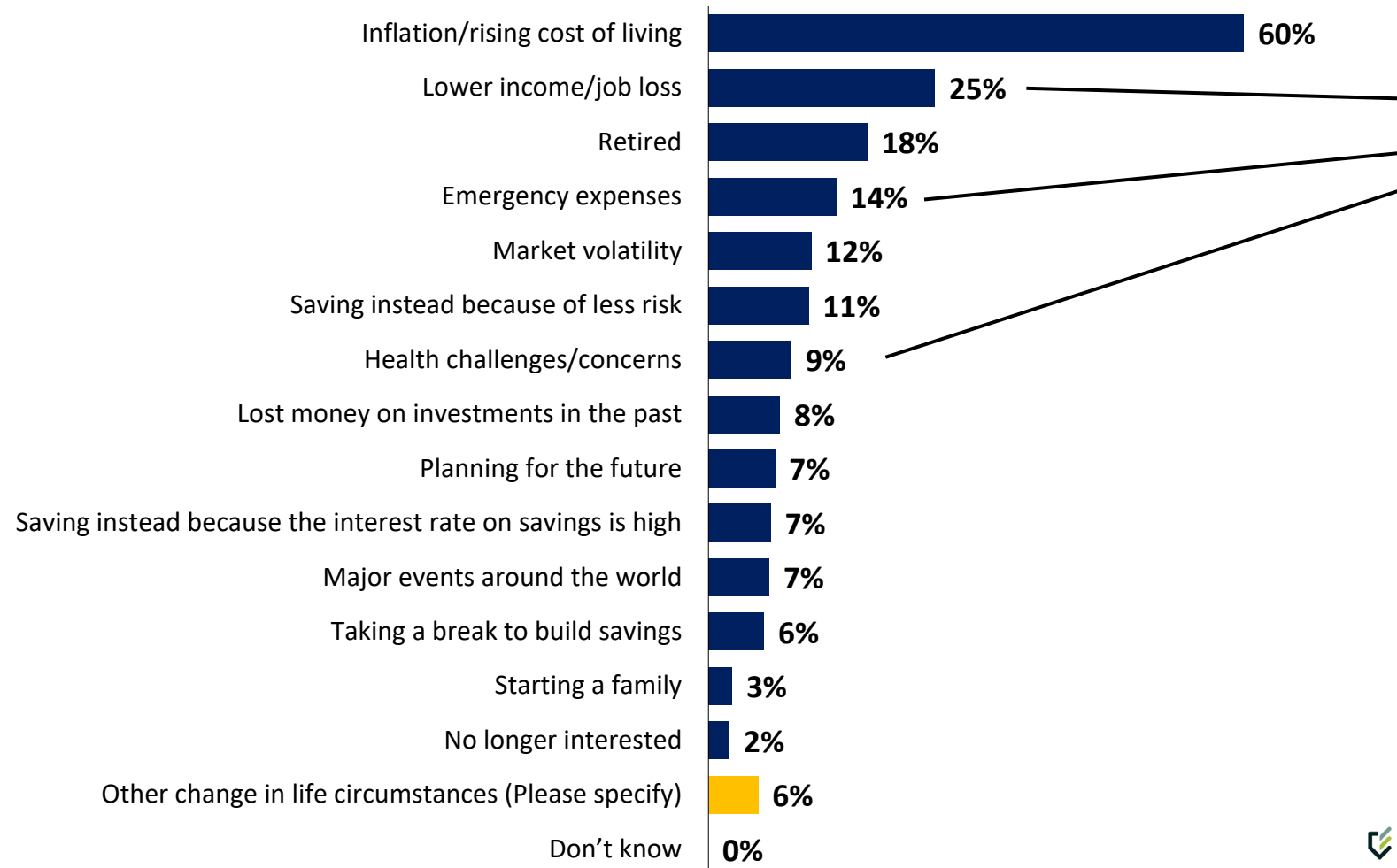


# Reduced Investment Justification: 6-in-10 (60%) cite inflation/rising cost of living as the reason they are investing less; only 2% have lost interest



What are the main reasons you have been investing less in the past year?

[Asked of those investors who are investing less, multiple mention\*, n=468]



## Impacts of Financial Vulnerability:

Those who reported multiple life events/challenges cited lower income/job loss (39%), health challenges/concerns (35%), and emergency expenses (28%) **more than average**.

**Thematic Area 2:**

**Investment Decision Making & Risk**

# Investment Decision Making & Risk

## Risk Tolerance



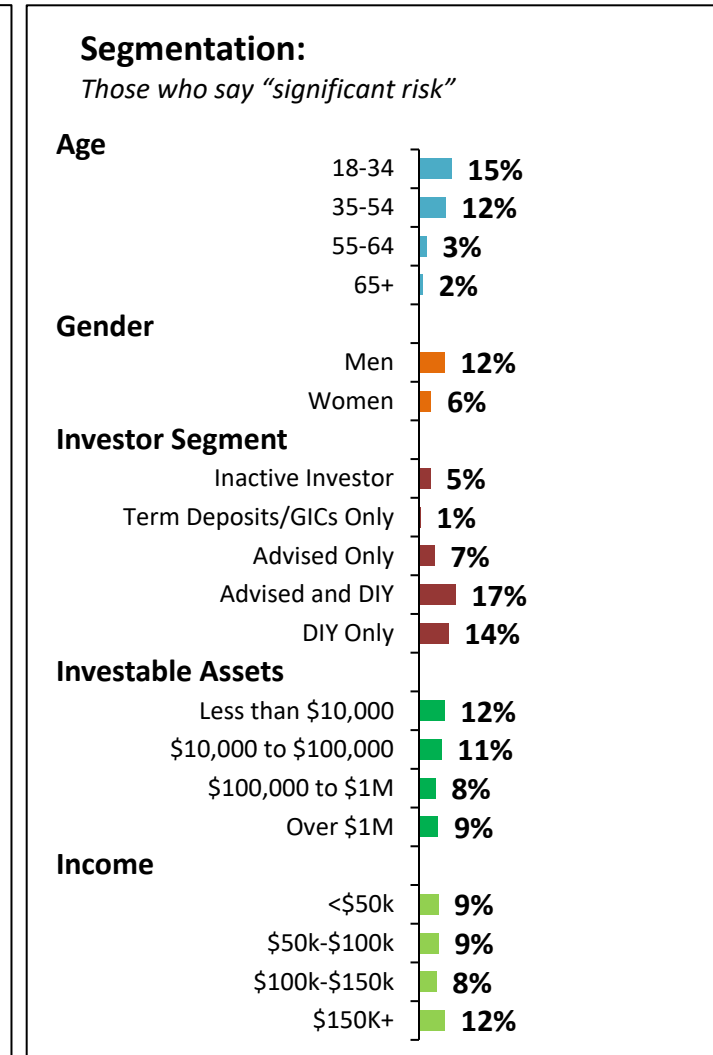
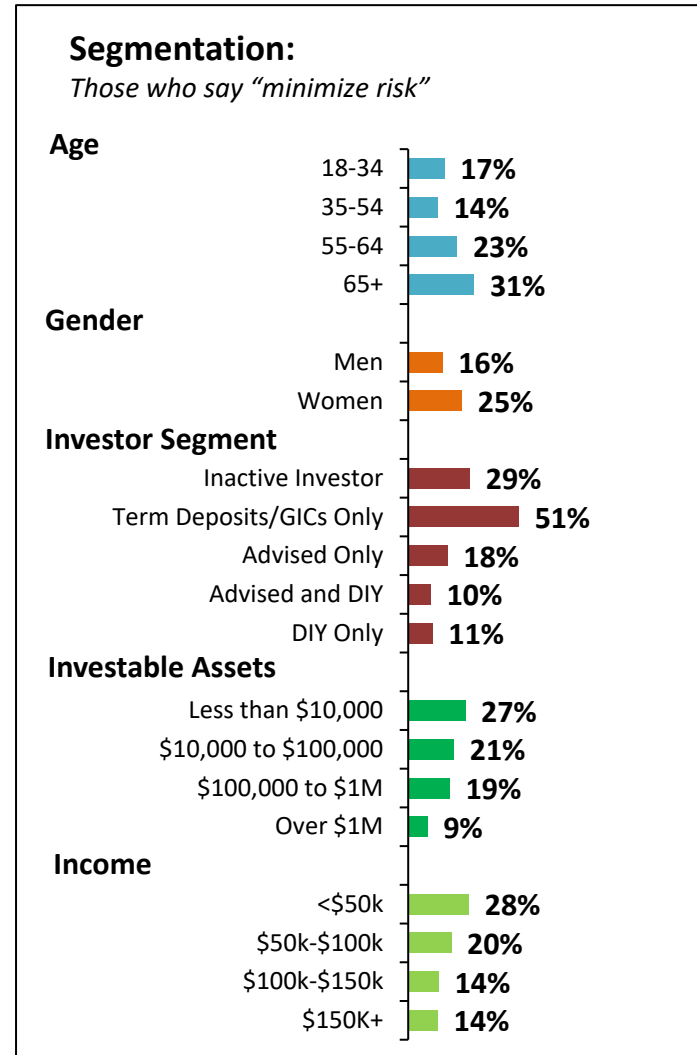
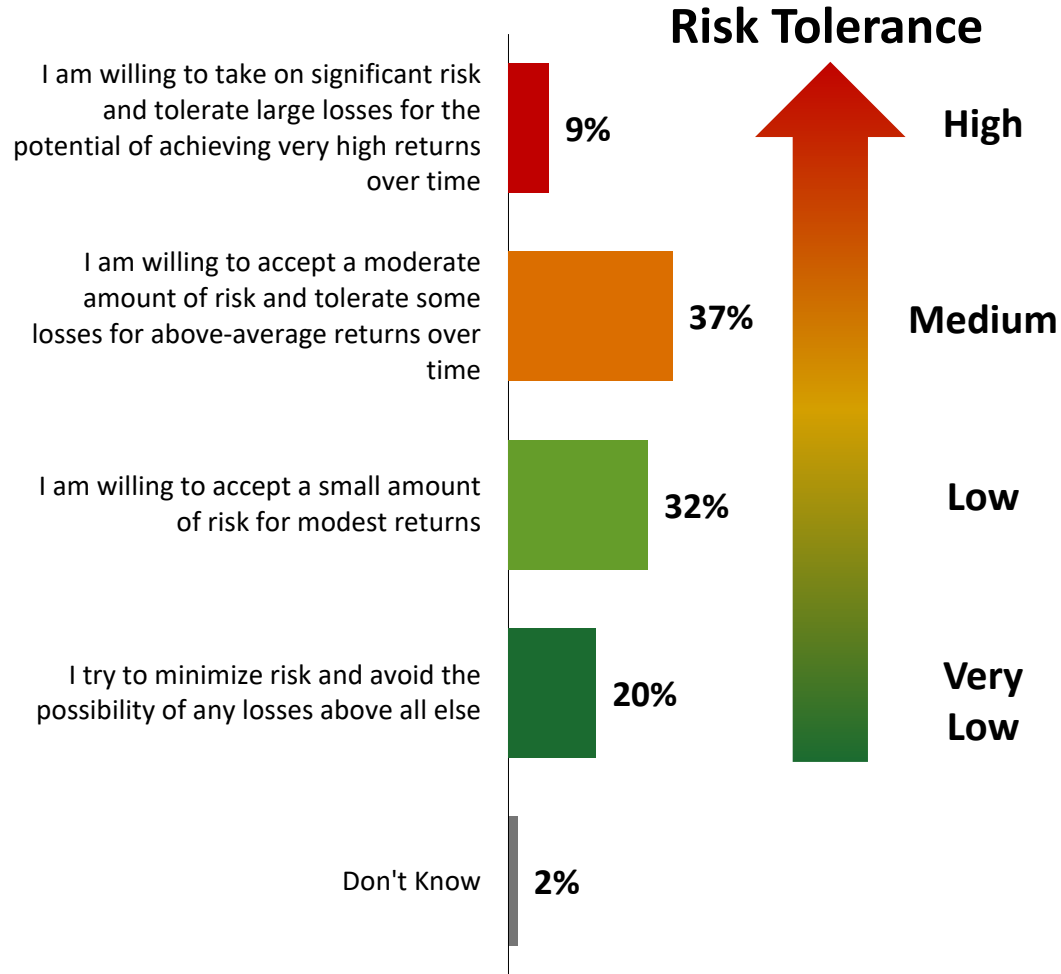


# Risk: Only 9% are willing to take on significant risk; risk tolerance declines with age; risk tolerance is highest amongst DIY investor segments



Which of the following best describes your approach to making investment decisions?

[Asked of all investors, n=2,000]





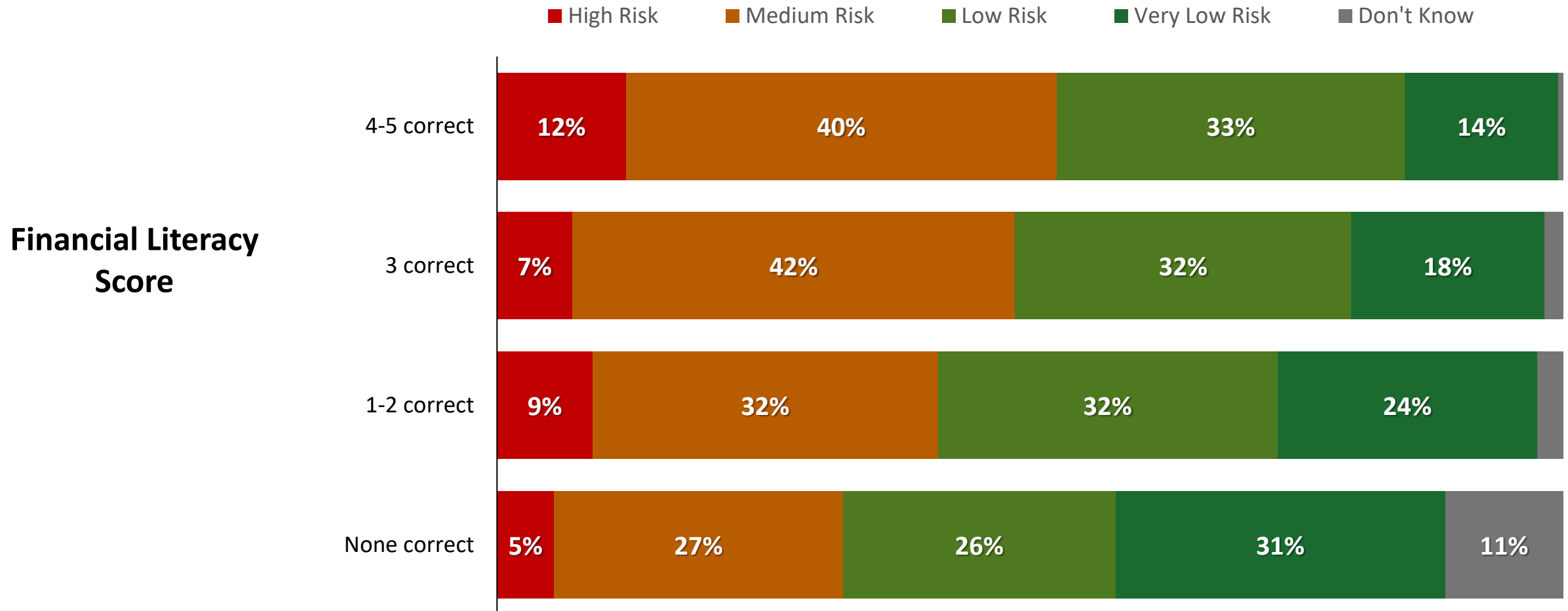


# Risk by Financial Literacy: Risk tolerance increases with financial literacy overall



Which of the following best describes your approach to making investment decisions? (BY FINANCIAL LITERACY)

[Asked of all investors, n=2,000]



# Investor Characteristics by Risk: Investors with more risk tolerance are more likely to be DIY, have debt, own stocks, ETFs, or crypto

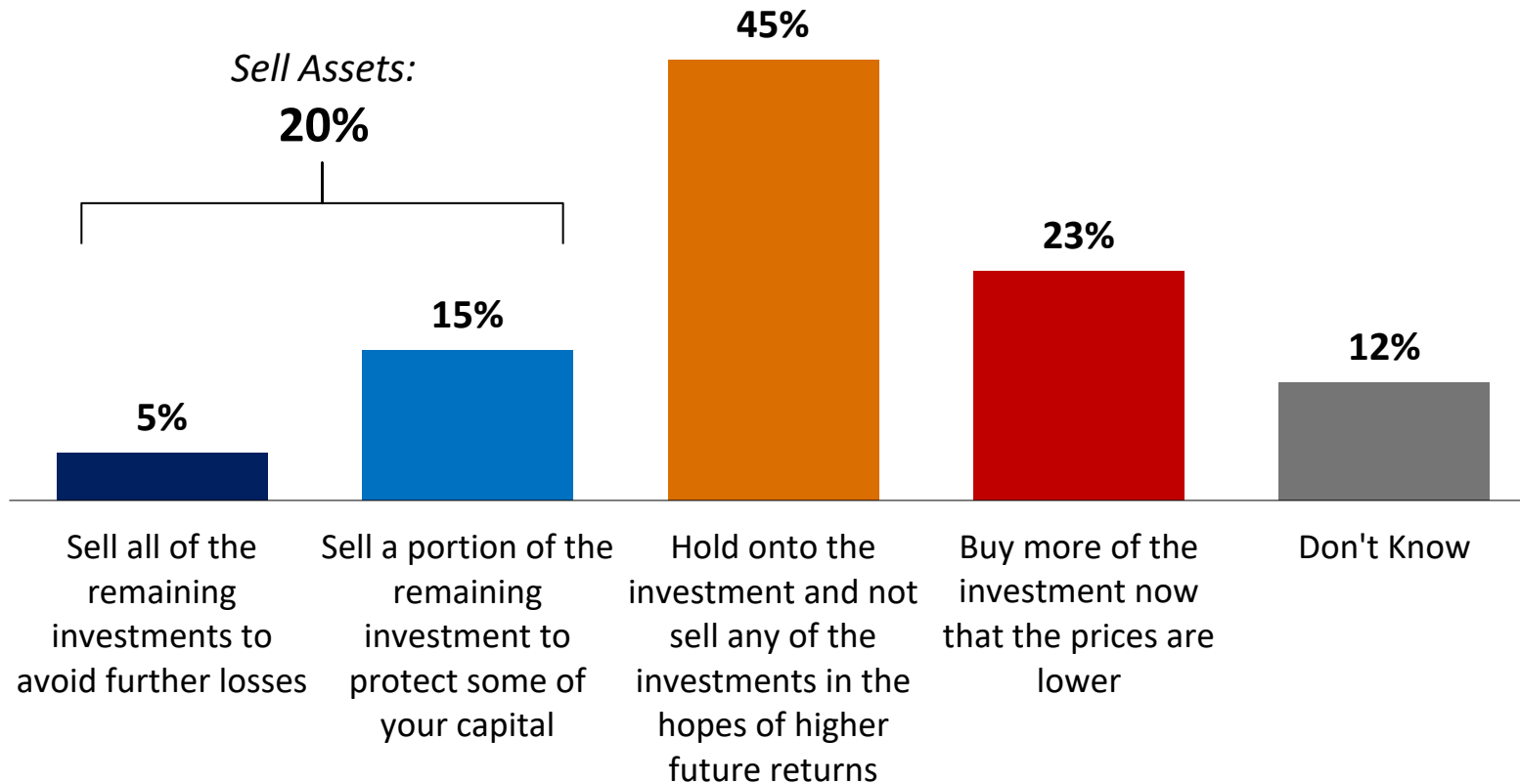
Selected investor characteristics	High Risk	Moderate Risk	Low Risk	Very Low Risk
% Who are DIY Investors	35%	29%	21%	13%
% with investable assets > \$100,000	47%	55%	61%	49%
% with non-mortgage debt	68%	64%	58%	50%
% with non-registered investments	32%	33%	33%	27%
% who own: ETFs	34%	25%	15%	7%
% who own: Mutual funds	47%	57%	54%	40%
% who hold: Publicly traded stocks	38%	36%	23%	17%
% who own: Cryptocurrency	32%	23%	14%	11%



# Loss aversion: 45% would hold onto their investment in hopes of higher future returns; selling decreases with age

Q From September 2008 through November 2008, North American stock markets lost over 30%. If you currently owned an investment that lost over 30% in 3 months you would:

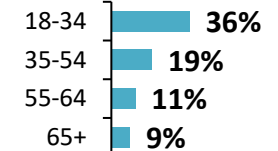
[Asked of all investors, n=2,000]



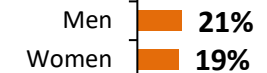
## Segmentation:

Those who say "sell"

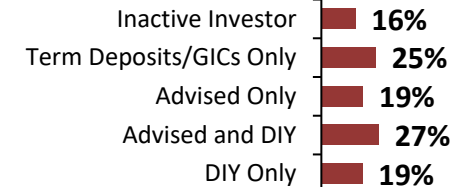
### Age



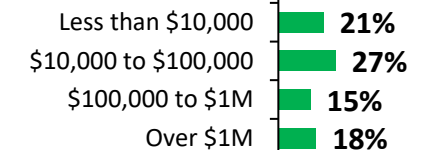
### Gender



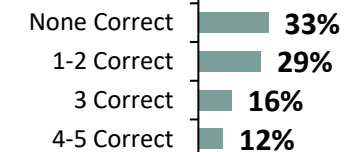
### Investor Segment



### Investable Assets



### Financial Literacy





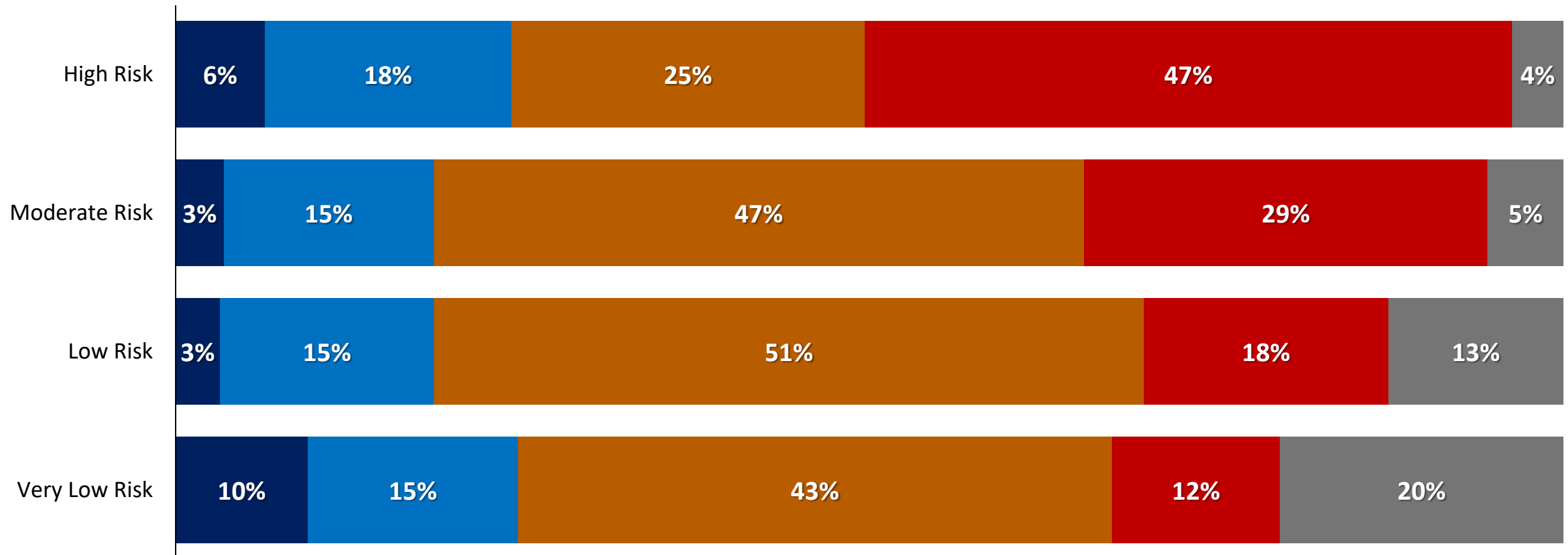
# Loss aversion by Risk: Most investors who say they have high risk tolerance choose buy or hold, but about 1-in-4 (24%) say they would sell



From September 2008 through November 2008, North American stock markets lost over 30%. If you currently owned an investment that lost over 30% in 3 months you would: **(BY RISK)**

[Asked of all investors, n=2,000]

■ Sell all investments ■ Sell a portion of investments ■ Hold onto investments ■ Buy more investments ■ Don't Know





# Loss aversion by financial literacy: “Buying more” increases with financial literacy score, while selling or saying “Don’t know” both decrease.

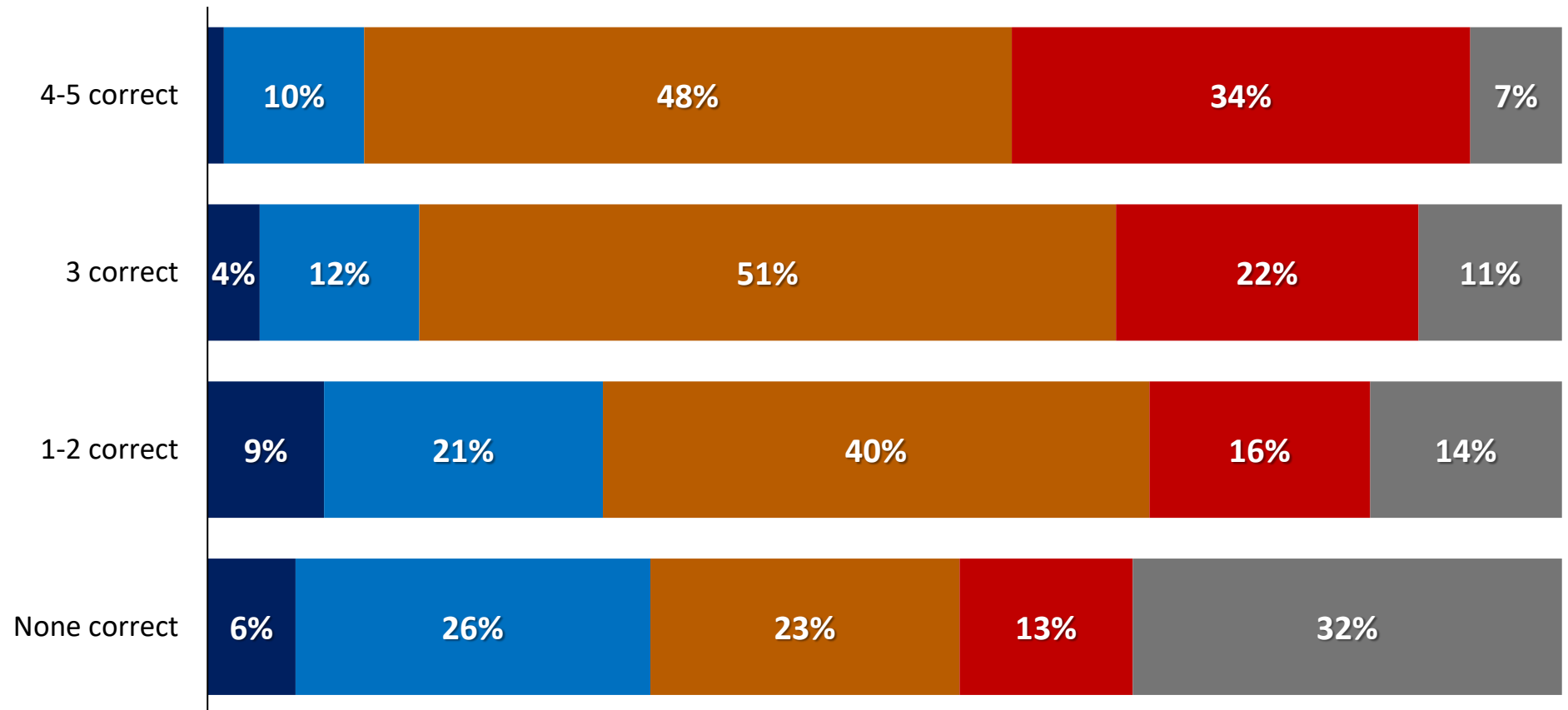


From September 2008 through November 2008, North American stock markets lost over 30%. If you currently owned an investment that lost over 30% in 3 months you would: **(BY FINANCIAL LITERACY)**

[Asked of all investors, n=2,000]

■ Sell all investments 
 ■ Sell a portion of investments 
 ■ Hold onto investments 
 ■ Buy more investments 
 ■ Don't Know

**Financial Literacy Score**



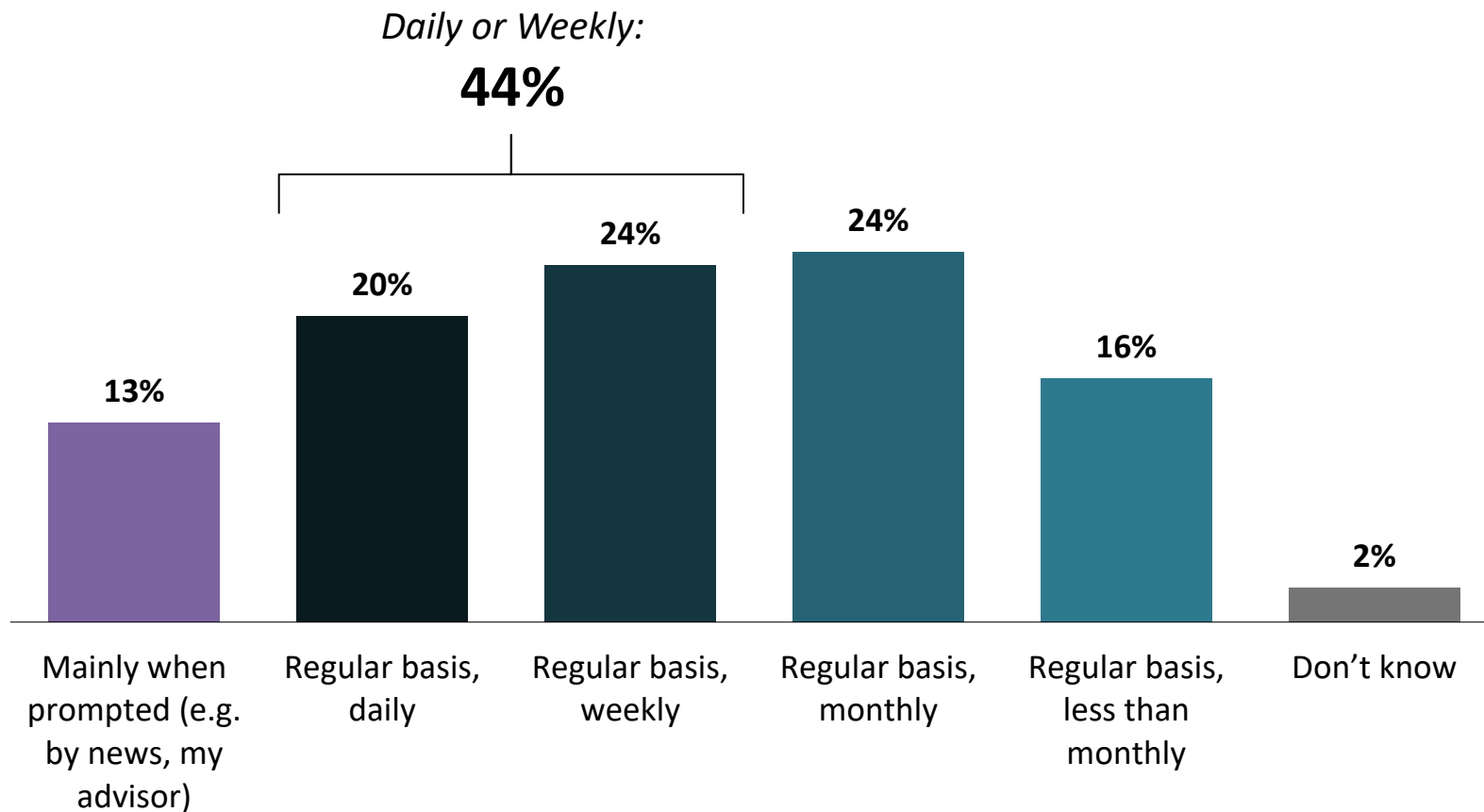
# Investment Decision Making & Risk Attitudes and Behaviours



# Monitoring Investments: Younger investors (18-34), DIY investors, and men are more likely to check their investments on a regular basis

Q Do you monitor your investments on a regular basis, or do you mainly check them when prompted (e.g. by the news or by your financial advisor)? Which statement best describes your habits?

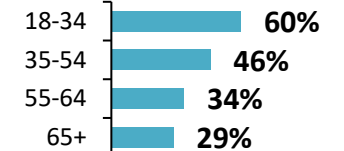
[Asked of all investors, n=2,000]



## Segmentation:

Those who say "Daily" or "Weekly"

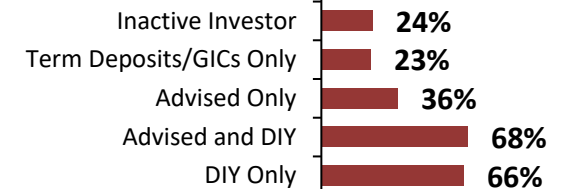
### Age



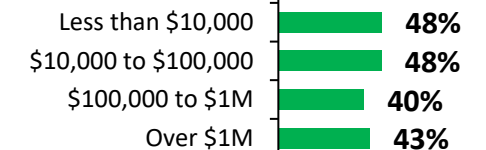
### Gender



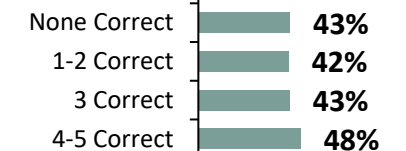
### Investor Segment



### Investable Assets



### Financial Literacy

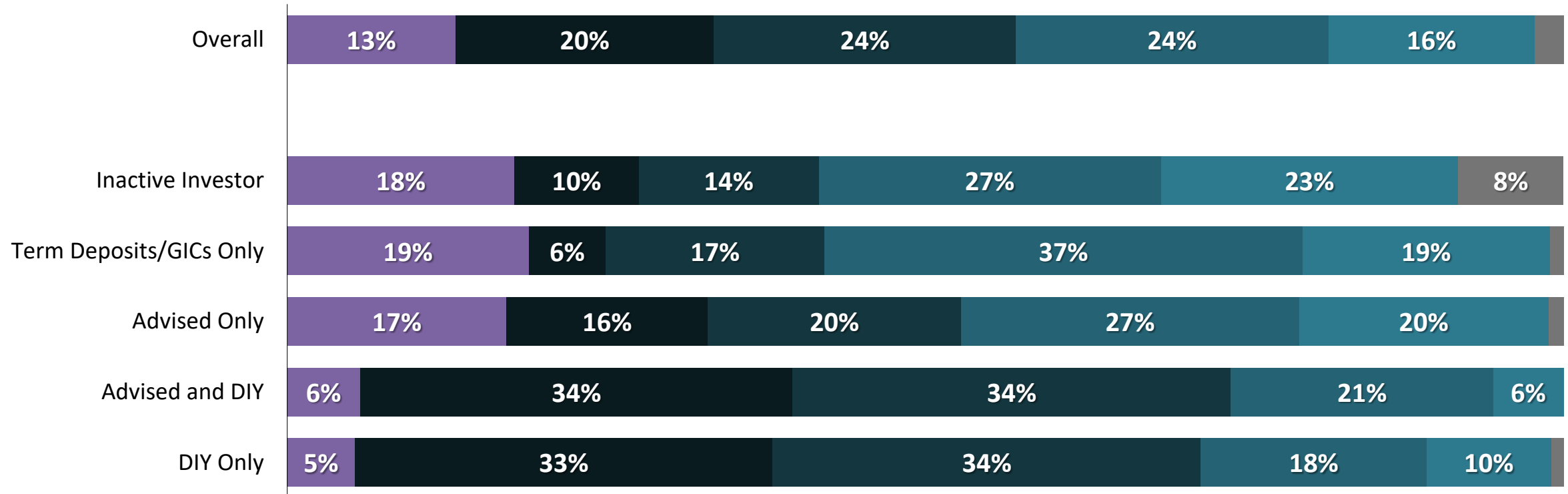


# Monitoring Investments by Segment: The majority of non-DIY investors check monthly at most, about 1-in-5 only check when prompted

Q

Do you monitor your investments on a regular basis, or do you mainly check them when prompted (.e.g by the news or by your financial advisor)? Which statement best describes your habits?

[Asked of all investors, n=2,000]



■ Mainly when prompted (e.g. by news, my advisor)  
■ Regular basis, daily  
■ Regular basis, weekly  
■ Regular basis, less than monthly

■ Regular basis, daily  
■ Regular basis, monthly  
■ Don't know



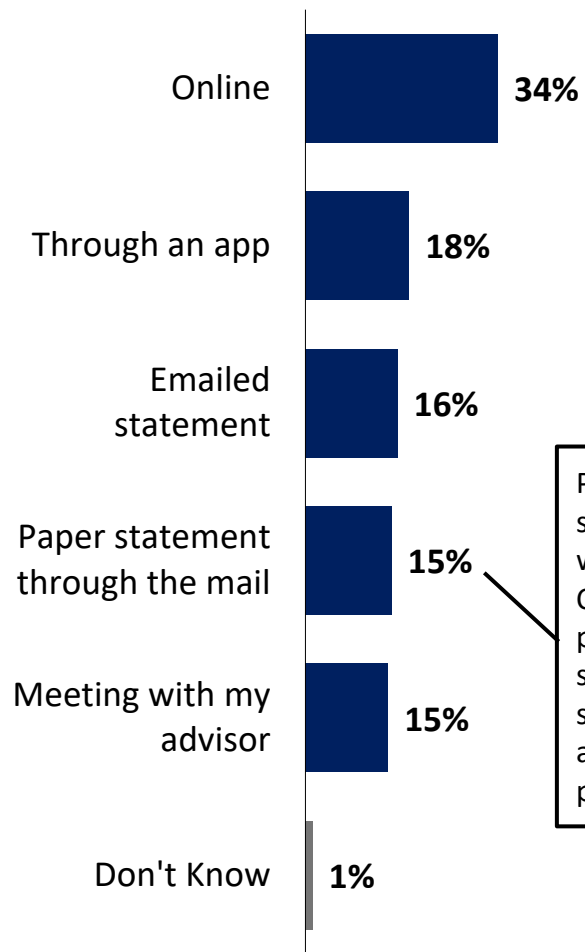
# Receiving Information: 34% prefer to receive and review information online, whereas only 15% prefer to meet with their advisor for all investors



How do you prefer to receive and review information regarding your investment account holdings?

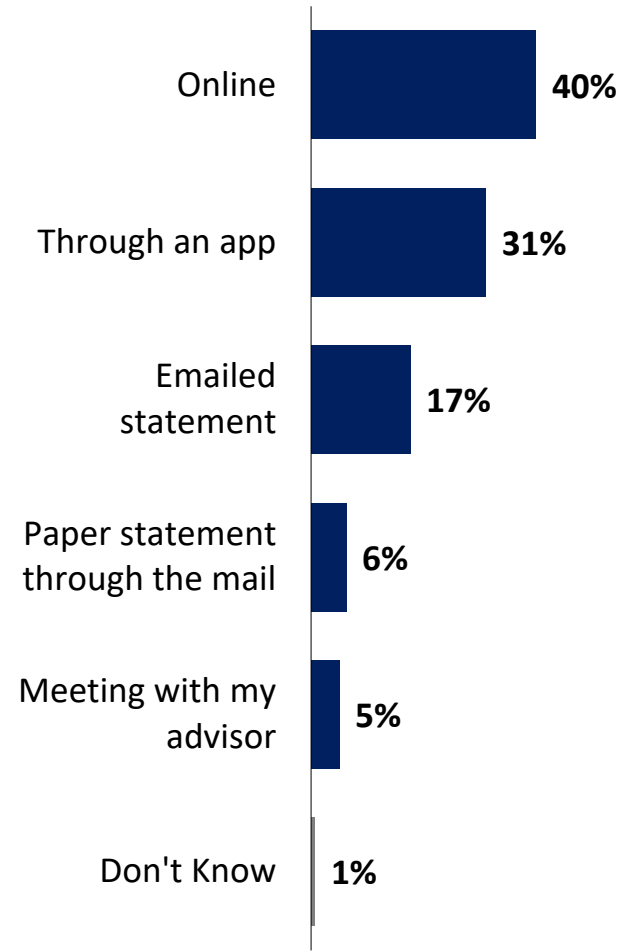
[Asked of all investors, n=2,000]

## All Investors

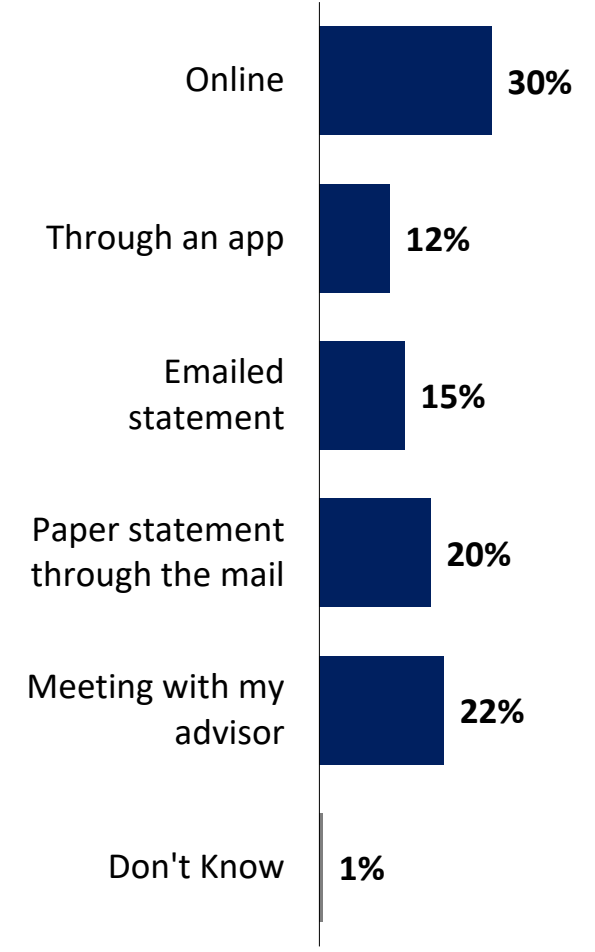


Preference for paper statements does vary with age. For Canadians 65+, 26% prefer a paper statement. More (37%) still prefer online, while almost none (4%) prefer using an app.

## DIY Only



## Advised Only



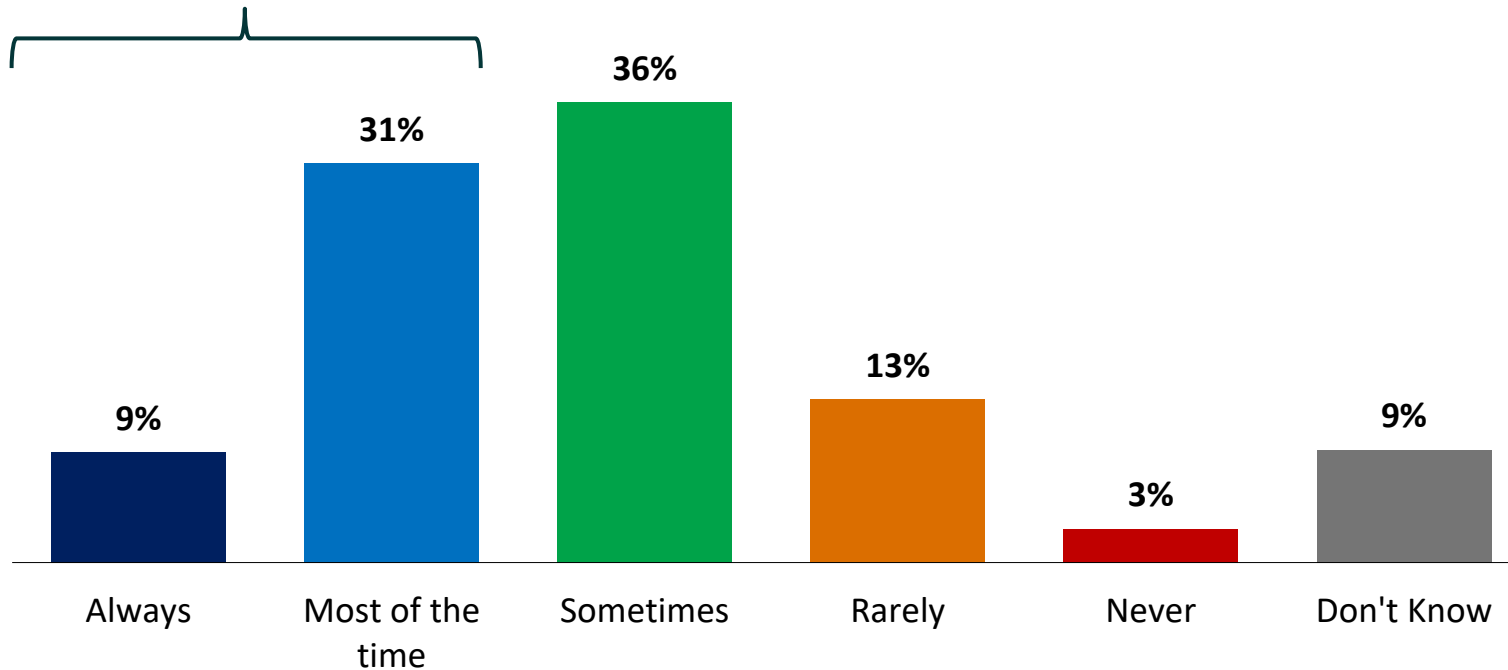
# Investment Disclosures: 4-in-10 (40%) think industry disclosure are adequate all or most of the time, highest among both advised segments



Do you think that investment industry disclosures on topics such as fees, investment risks, and potential conflicts of interest are adequate?

[Asked of all investors, n=2,000]

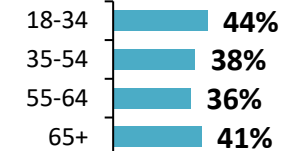
Always or Most of the time: 40%



## Segmentation:

Those who say "Always" or "Most of the time"

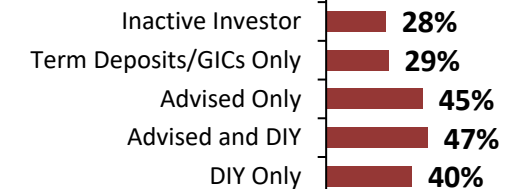
### Age



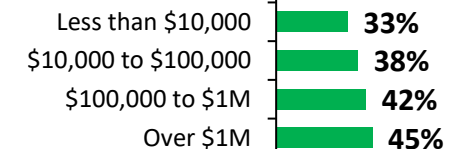
### Gender



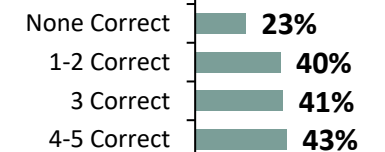
### Investor Segment



### Investable Assets



### Financial Literacy





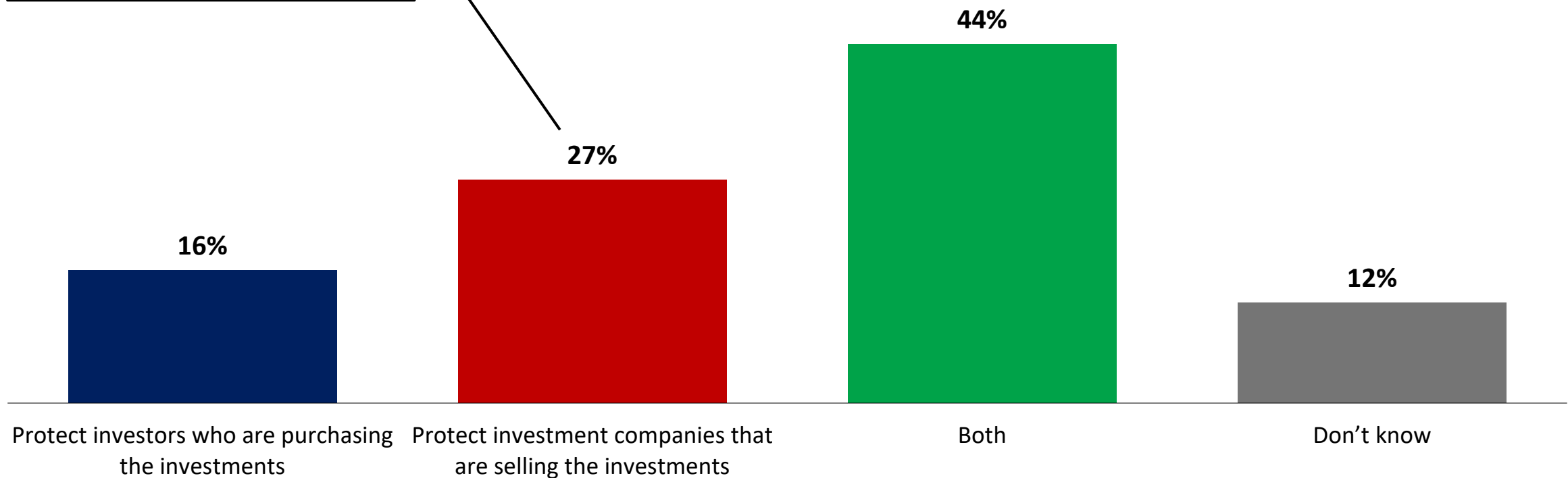
# Disclosures Purpose: While a plurality say both (44%), more say disclosures only protect companies (27%) than only investors (16%)



And when you think about these sorts of disclosures from the investment industry, do you generally feel their purpose is more to...

[Asked of all investors, n=2,000]

33% of DIY investors and 32% of younger investors (18-34) feel these disclosures are to protect investment companies.

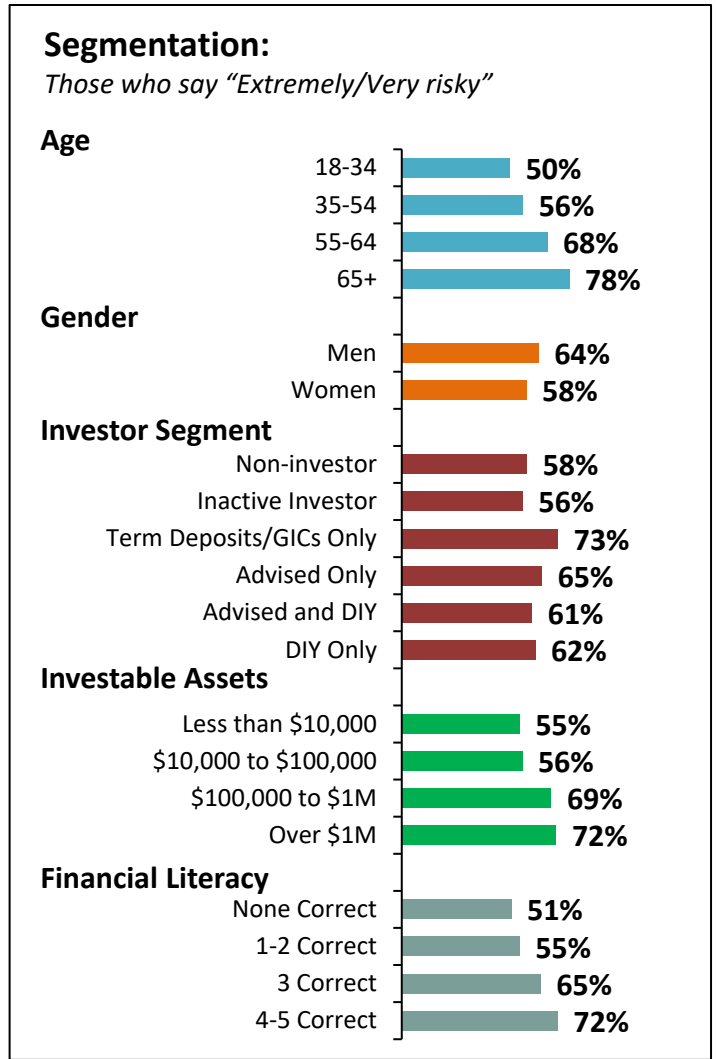
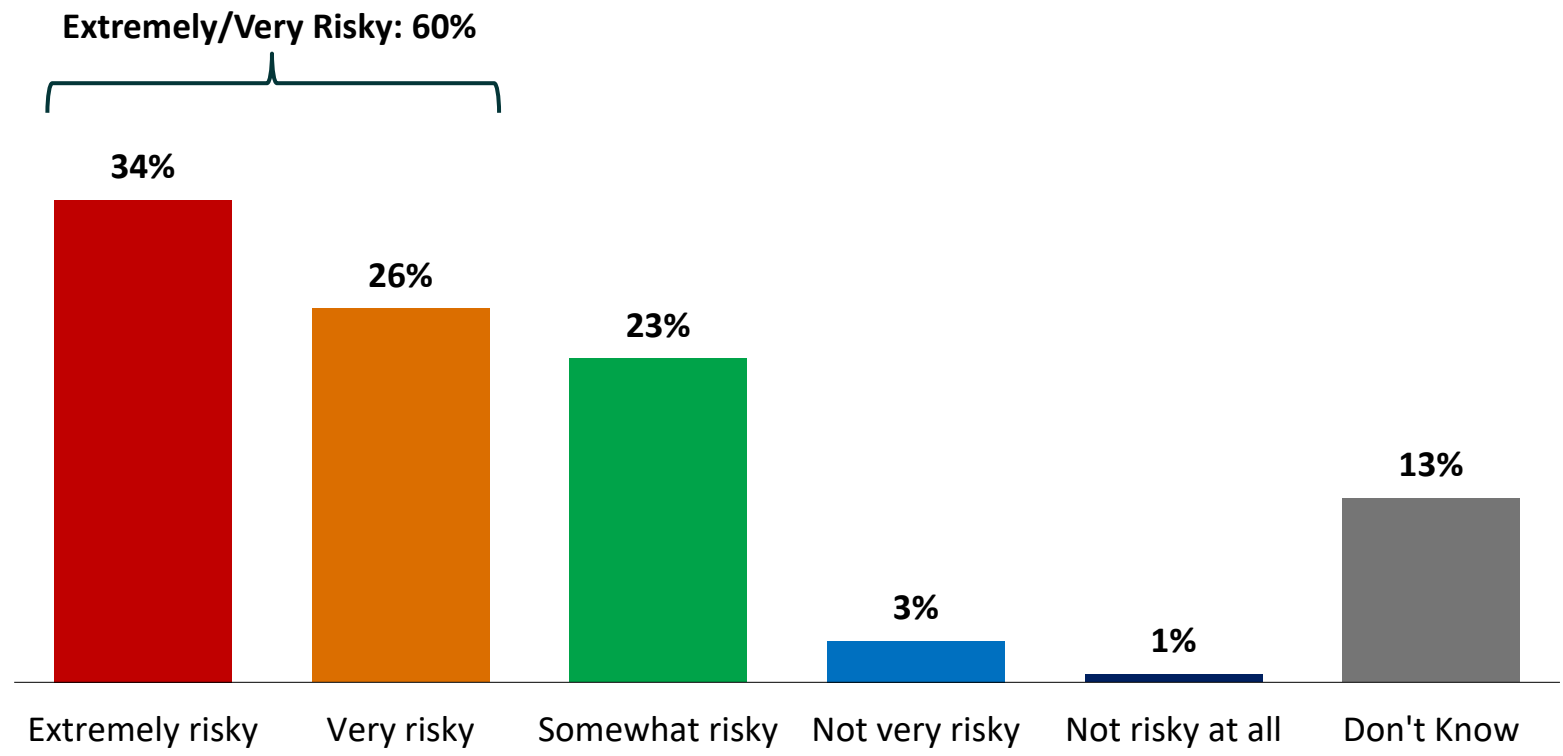




# Cryptocurrency Risk: 6-in-10 think crypto assets are extremely or very risky; this opinion increases with age, investable assets, and financial literacy



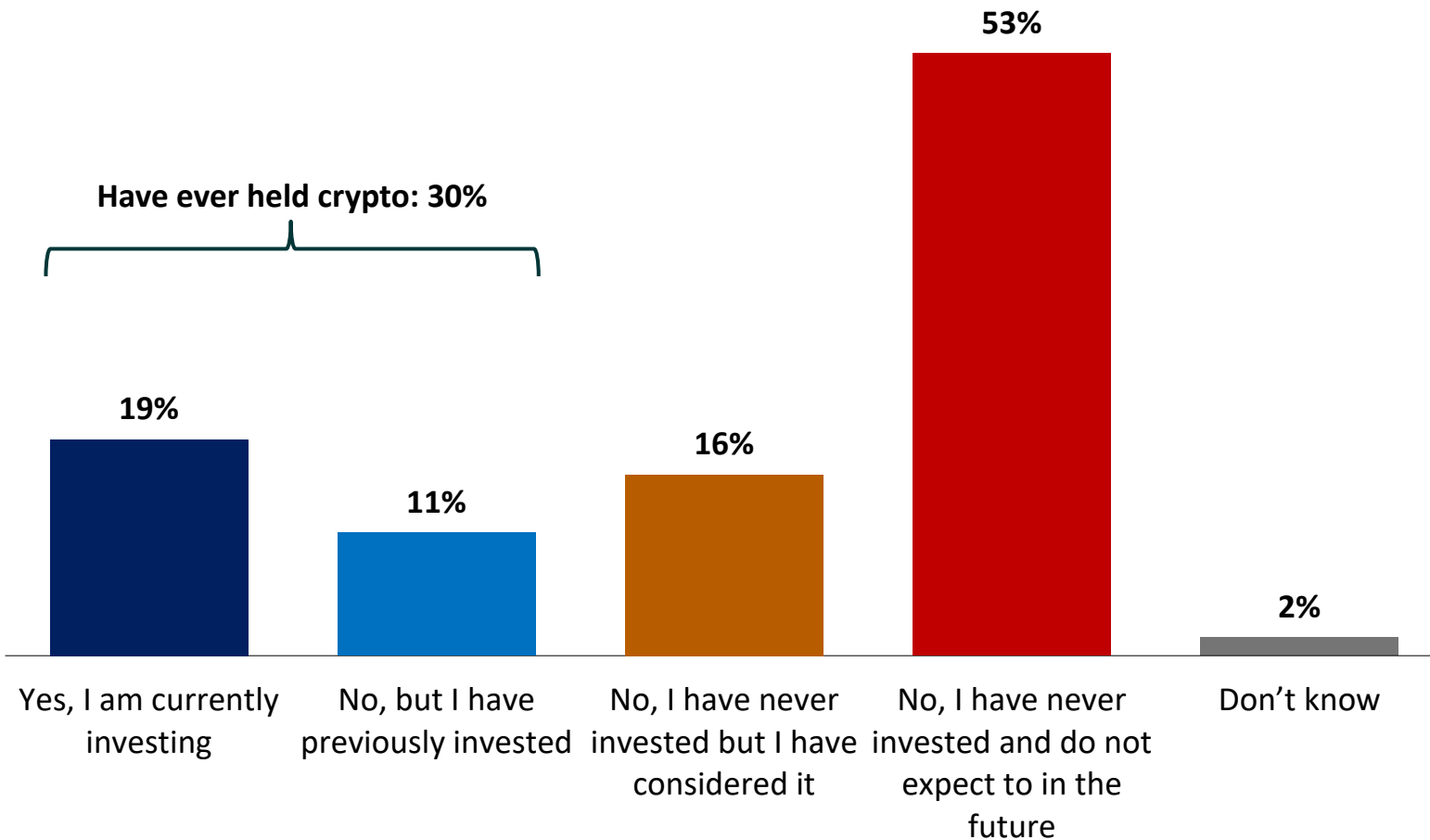
In your opinion, how risky are cryptocurrency assets?  
[Asked of all respondents, n=3,000]





# Cryptocurrency Investments: 30% of investors have invested in crypto at one point, including 52% of younger investors aged 18-34

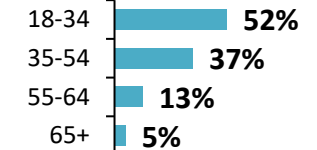
**Q** Are you currently investing in cryptocurrency assets (Bitcoin, NFTs, etc.)?  
[Asked of all investors, n=2,000]



## Segmentation:

*Those who have ever held cryptocurrency assets*

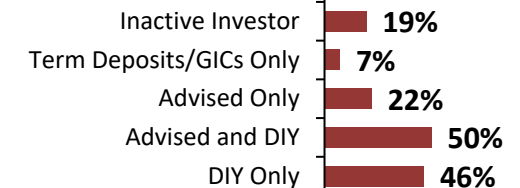
### Age



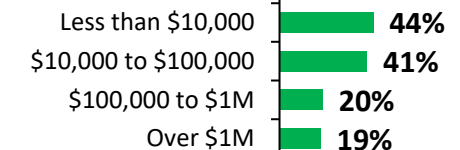
### Gender



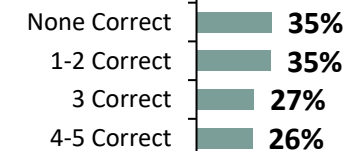
### Investor Segment



### Investable Assets



### Financial Literacy





# Crypto-ownership by Risk: Crypto-ownership is highest among those who see it as not risky, while 29% who say 'Very Risky' have owned some before



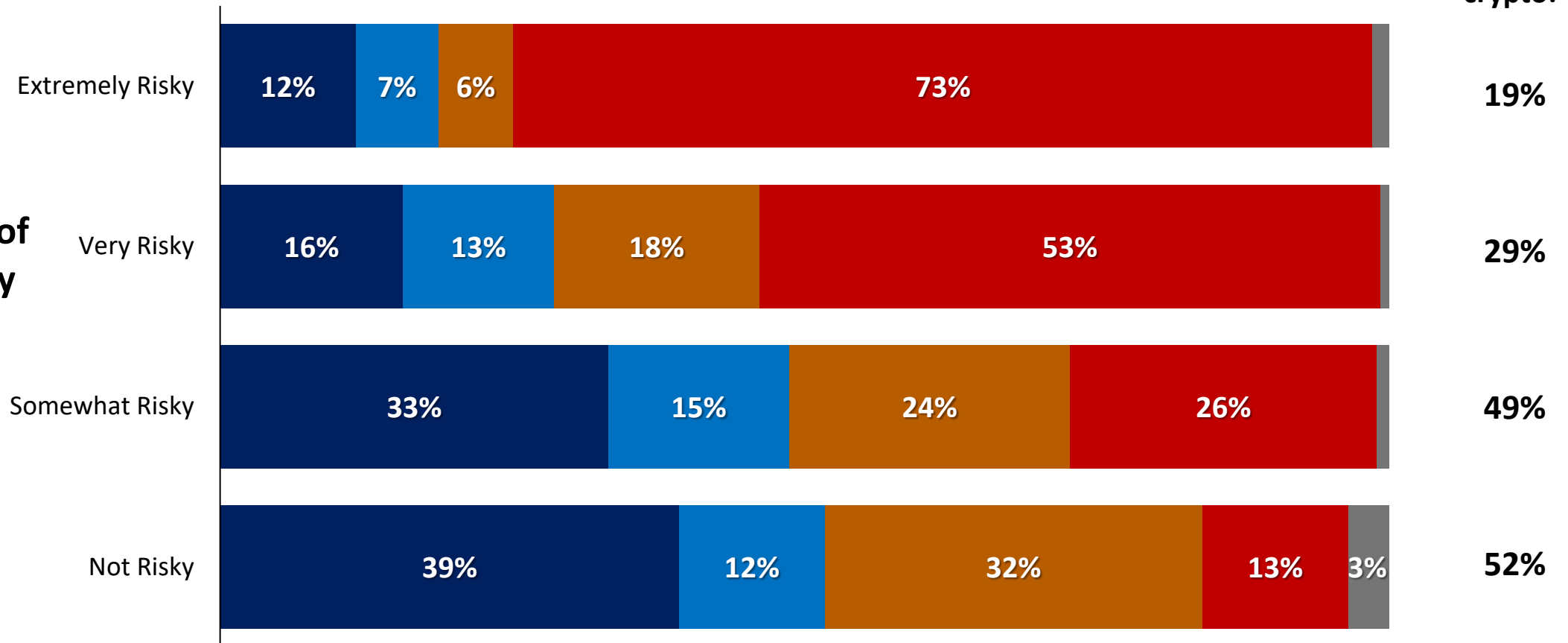
Are you currently investing in cryptocurrency assets (Bitcoin, NFTs, etc.)? **(BY PERCEIVED RISK)**

[Asked of all investors, n=2,000]

■ Currently investing
 ■ Previously invested
 ■ Never, but considered it
 ■ Never, don't expect to
 ■ Don't know

**Have ever held crypto:**

**Perceived Risk of  
Cryptocurrency  
Assets**



# Investment Decision Making & Risk

## DIY Investing





## DIY Investor Summary

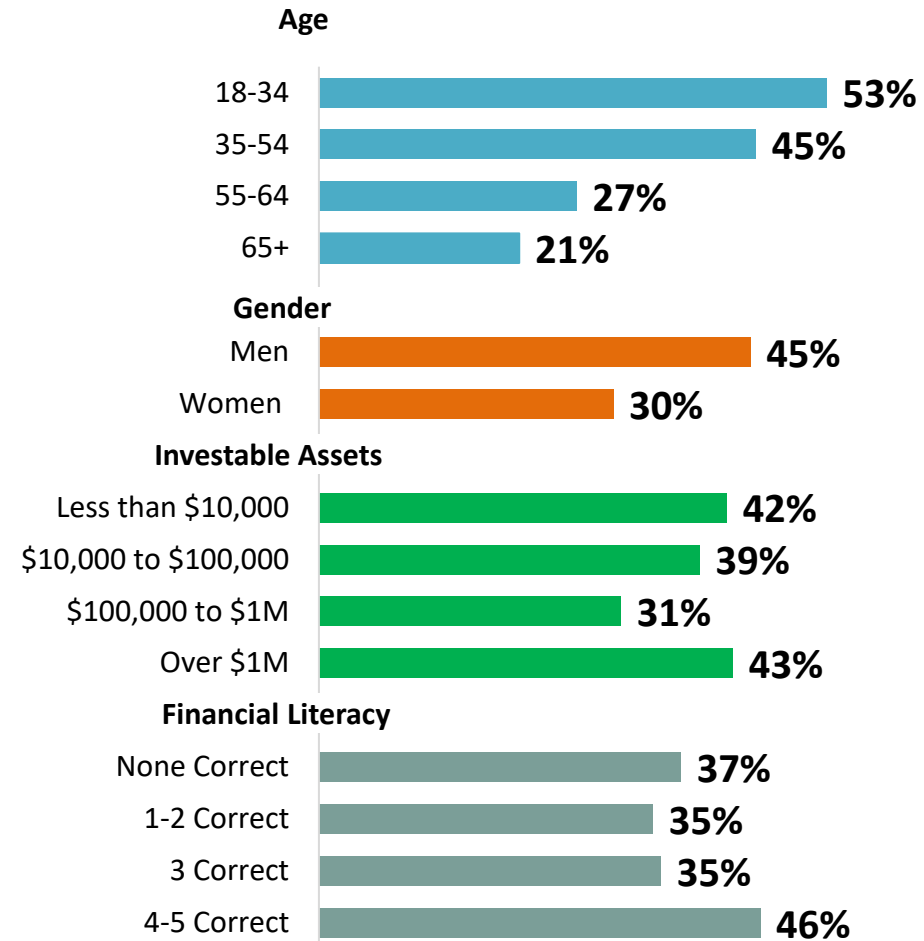
This section includes questions asked of DIY investors, including those with only term deposits or GICs, DIY investors who also work with an advisor, and those who are DIY only.

This includes **38% of investors overall**.

It excludes inactive investors, though some may still hold investments they purchased DIY more than 3 years ago.

DIY investing is relatively common across all levels of investable assets, while it is more common for Canadians under the age of 55 and for men.

### % in each group who are DIY Investors





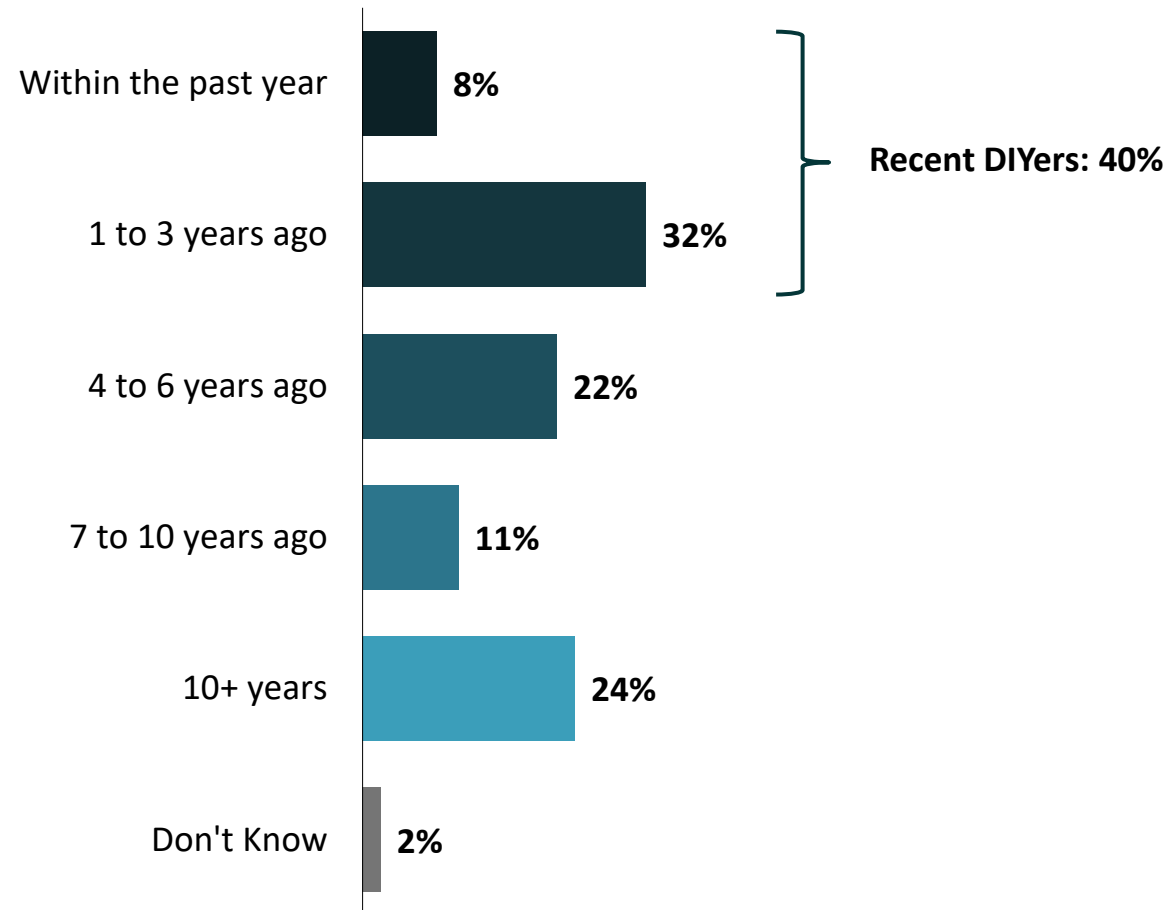


# DIY Adoption: 4-in-10 have opened their account within the past 3 years; young respondents and those with less assets are most likely to be new



When did you open your first DIY investment account?

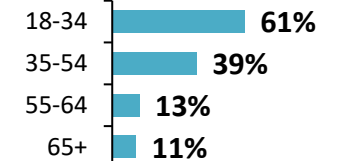
[Asked of all DIY investors, n=768]



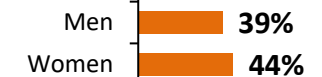
## Segmentation:

Those who say "within the past 3 years"

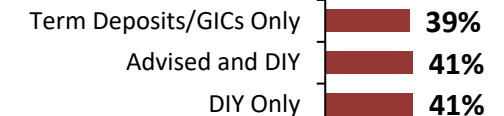
### Age



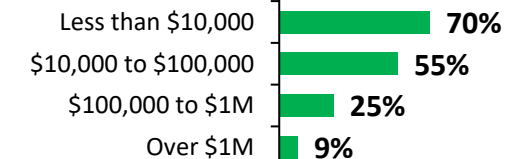
### Gender



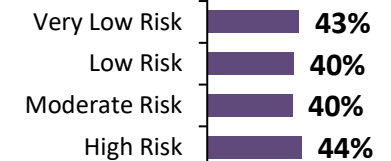
### Investor Segment



### Investable Assets



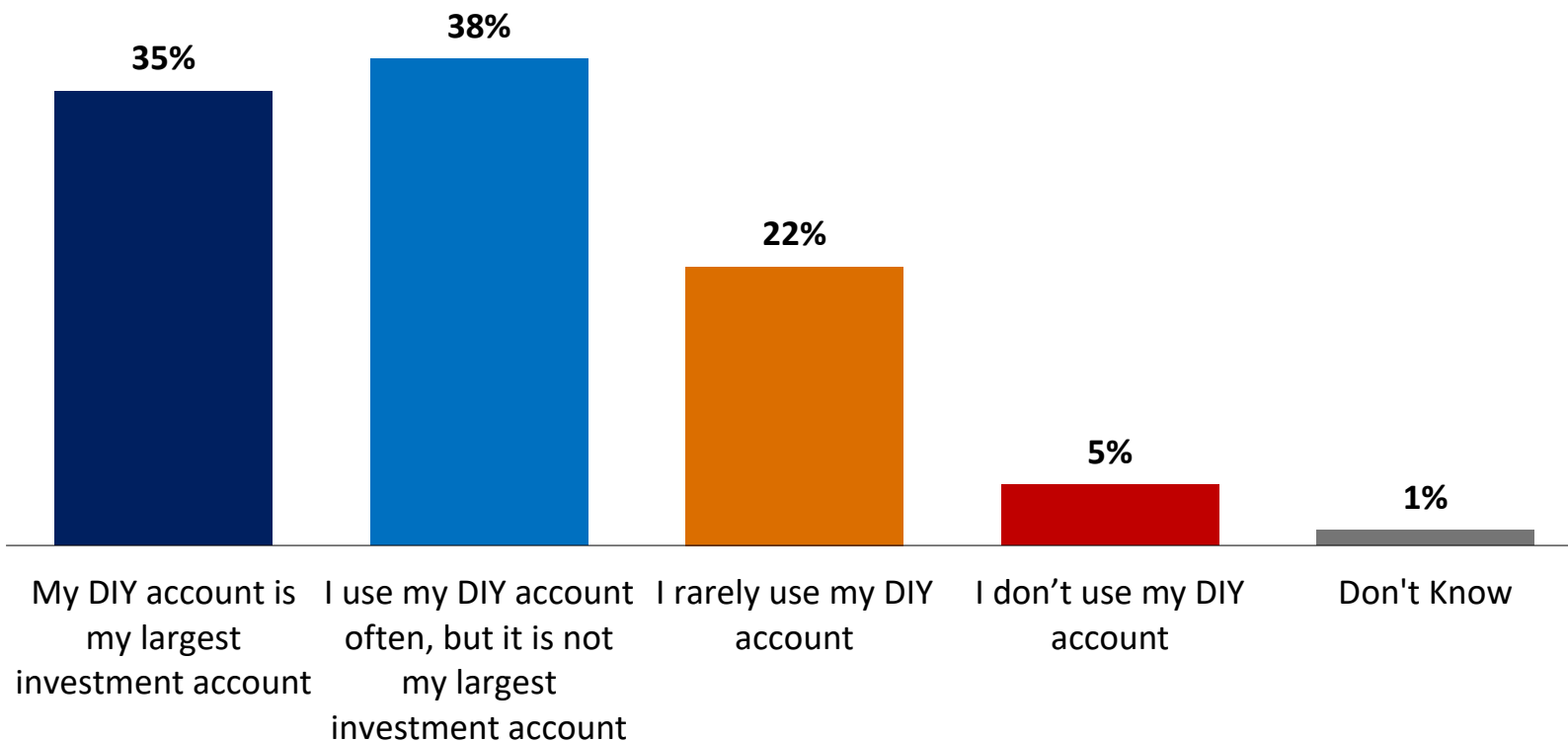
### Risk Tolerance





# DIY Account Use: About 1-in-3 DIY investors (35%) say their DIY account is their largest; just over 1-in-4 (27%) rarely or never use their DIY account

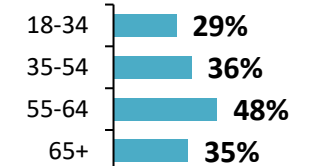
**Q** What statement best describes your DIY investment account(s)?  
[Asked of all DIY investors, n=768]



## Segmentation:

*Those who's DIY investment account is their largest*

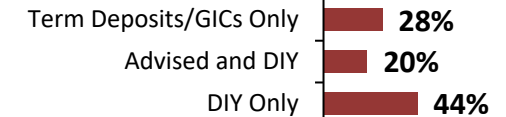
### Age



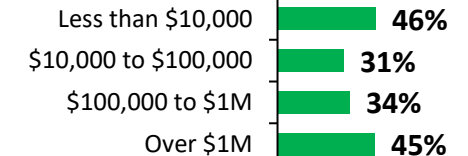
### Gender



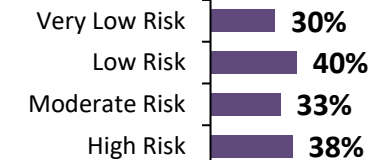
### Investor Segment



### Investable Assets

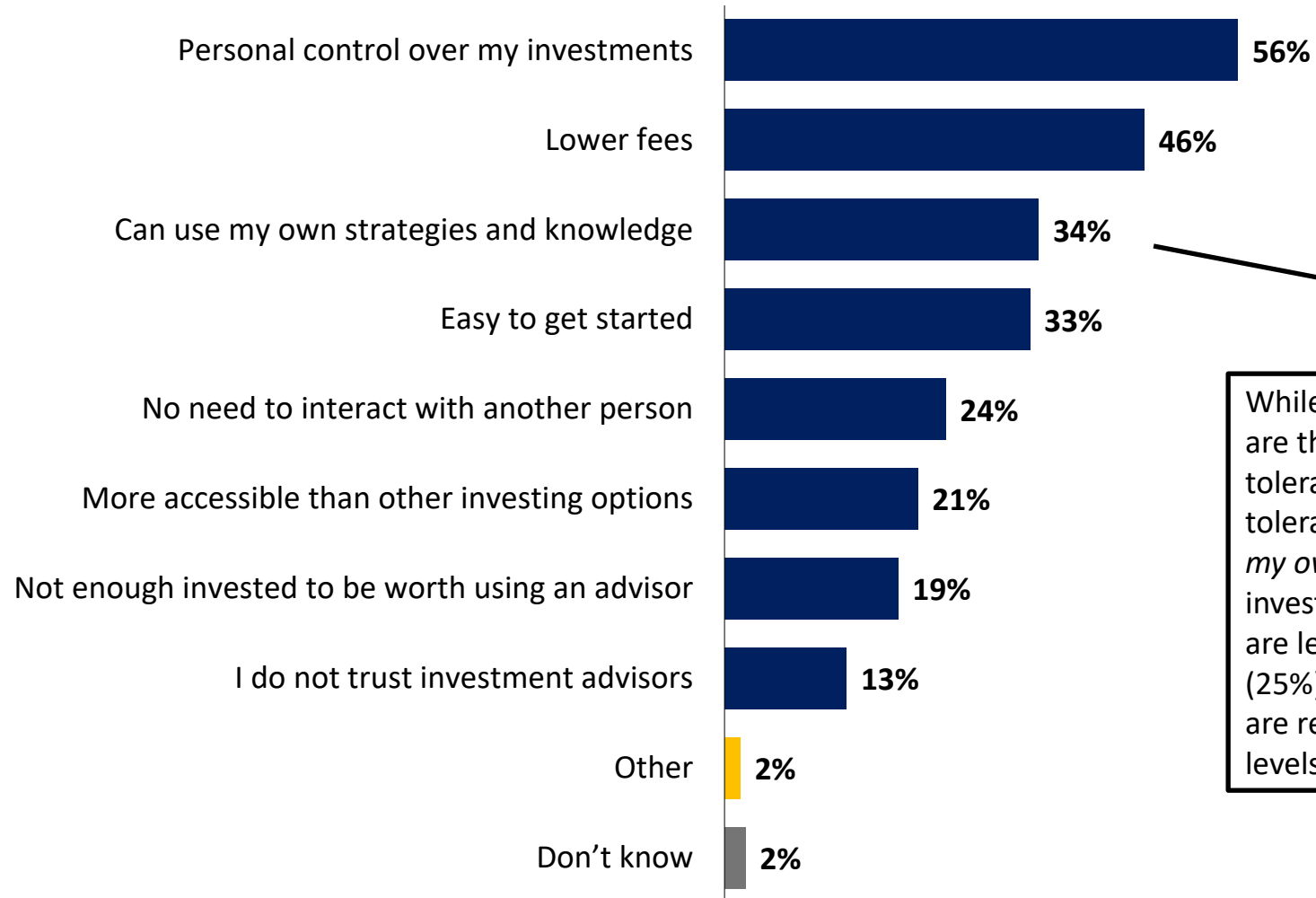


### Risk Tolerance



# Reasons to DIY: More than half (56%) cite personal control as a main reason for opening a DIY account, followed by lower fees (46%)

Q What are the main reasons you chose to open a DIY investment account?  
[Asked of all DIY investors, multiple mention\*, n=768]



Those who chose  
'Personal Control' &  
'Own Strategies':

**67%**

While personal control and lower fees are the top choice regardless of risk tolerance, those with the highest risk tolerance are more likely to choose "Use my own strategies" (44%), while DIY investors with the lowest risk tolerance are less likely to choose this reason (25%). Other reasons for DIY investing are relatively consistent across different levels of risk tolerance.

# Reasons to DIY: Fees are particularly important for more established DIY investors, with the ease of getting started more important for new adopters



What are the main reasons you chose to open a DIY investment account? **BY Recency of opening**

[Asked of all DIY investors, multiple mention\*, n=768]

	DIY for 3 years or less	DIY for 4-10 years	DIY for 10 years or more
Personal control over my investments	56%	51%	65%
Lower fees	41%	41%	63%
Can use my own strategies and knowledge	32%	33%	42%
Easy to get started	38%	32%	29%
No need to interact with another person	21%	23%	32%
More accessible than other investing options	20%	24%	18%
Not enough invested to be worth using an advisor	20%	22%	13%
I do not trust investment advisors	10%	16%	17%
Other	1%	0%	4%
Don't know	2%	0%	2%

Note: \*Multiple mentions allowed; totals may exceed 100%.



# DIY Investment Products: Stocks (45%) and ETFs (34%) are most popular, though for those with assets <\$10k, crypto is most the common product.



What kinds of investment products do you typically have in your DIY investment account(s)?

[Asked of all DIY investors, n=768]



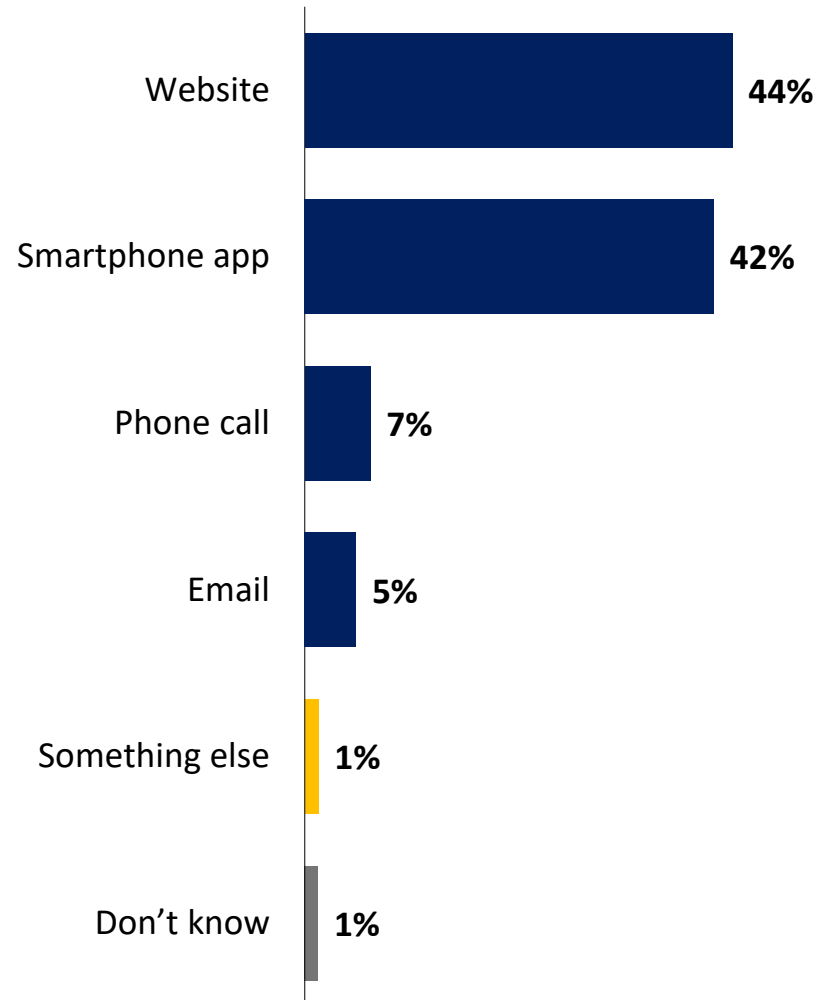
% who own these investment products in their DIY account	Investable Assets			
	<\$10K	\$10K-\$100K	\$100K-\$1M	\$1M +
Publicly traded stocks	35%	40%	49%	62%
Exchange-traded funds (ETFs)	31%	30%	35%	53%
Mutual funds	18%	33%	31%	52%
Term deposits or GICs	10%	17%	30%	38%
Cryptocurrency, NFTs, or other Crypto-assets	45%	23%	18%	15%
Shares in a private company	10%	15%	10%	14%
Real Estate Investment Trusts (REITs)	4%	8%	12%	22%
Corporate or government bonds	2%	3%	9%	10%
Options	6%	6%	4%	9%
Mortgage investments	<1%	5%	7%	4%
Segregated funds	--	4%	2%	1%

# Placing Trades: Overall the preference for online vs. in-app is an even split, but by age group there are very clear preferences

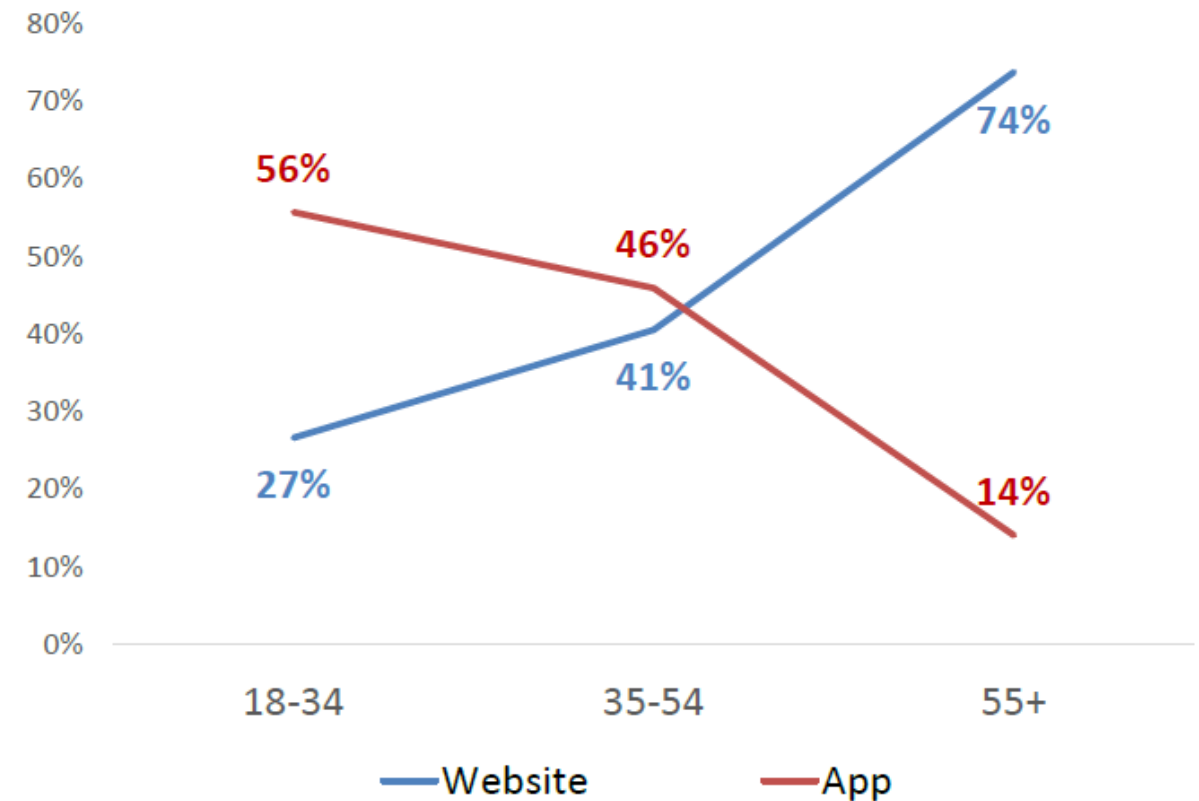


When it comes to your DIY investment account, how do you place the majority of your trades?

[Asked of all DIY investors, n=768]



**Website or Smartphone app BY Age groups**





# Making Investment Decisions: Nearly 6-in-10 (57%) consider current price when making their decisions, 51% use past performance



What information do you usually review or consider when making an investment decision?

[Asked of all DIY investors, multiple mention\*, n=768]

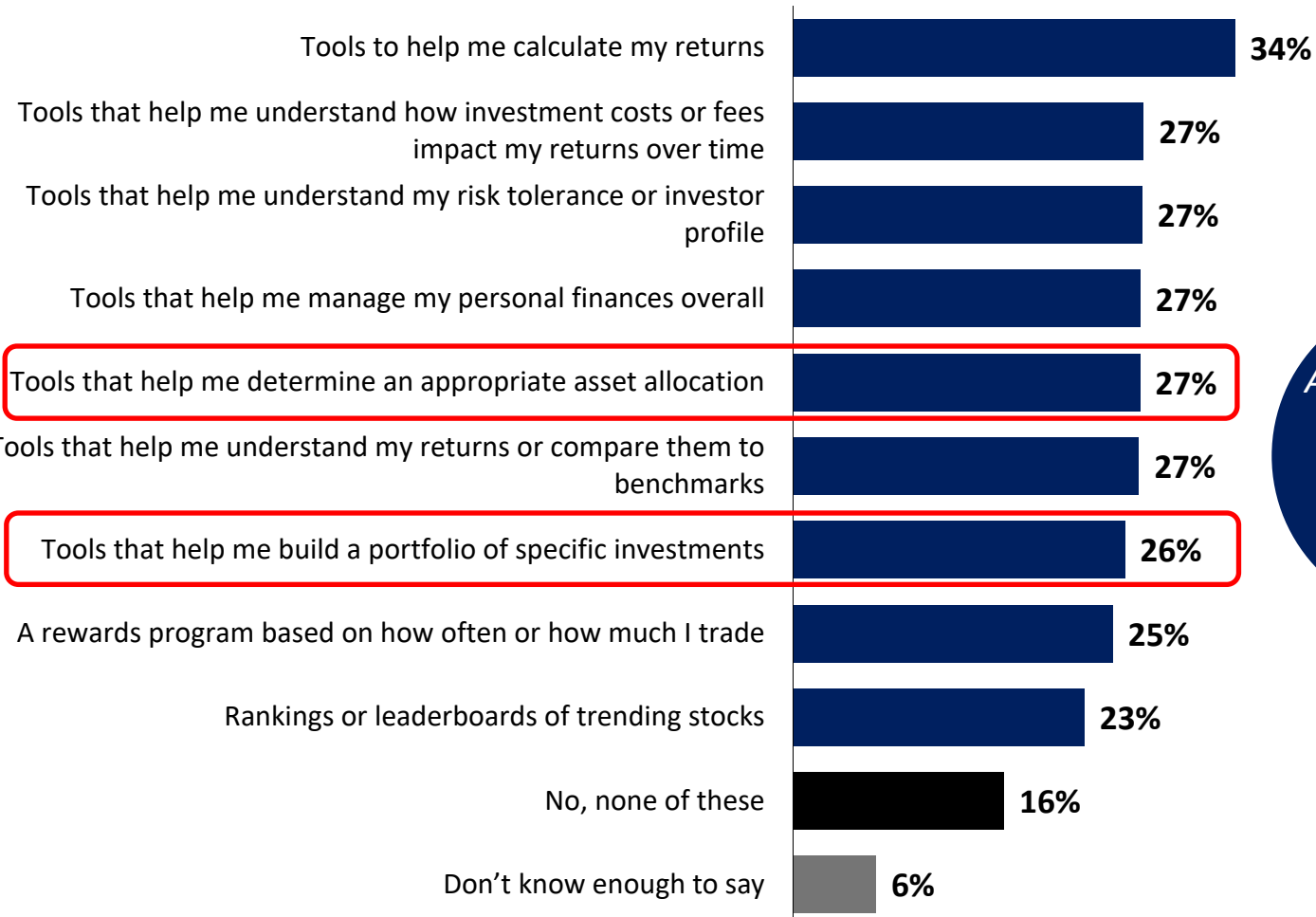


Note: \*Multiple mentions allowed; totals may exceed 100%.

# Extra tools: 40% of DIY investors say they would use a tool offering advice on asset allocation or help building a portfolio

Q Some DIY trading platforms offer additional tools or features to help you manage your investments or finances. Would you use any of the following tools or features if they were available to you?

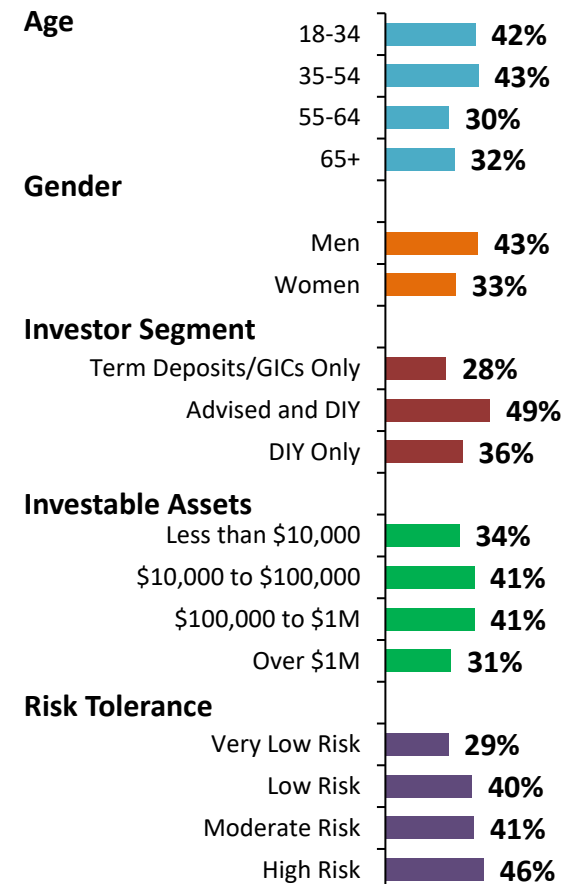
[Asked of all DIY investors, multiple mention\*, n=768]



Asset allocation  
OR portfolio  
building tool:  
**40%**

## Segmentation:

Those who would use asset allocation or portfolio building tools



Note: \*Multiple mentions allowed; totals may exceed 100%.



# Investment Decision Making and Risk Financial Information Sources



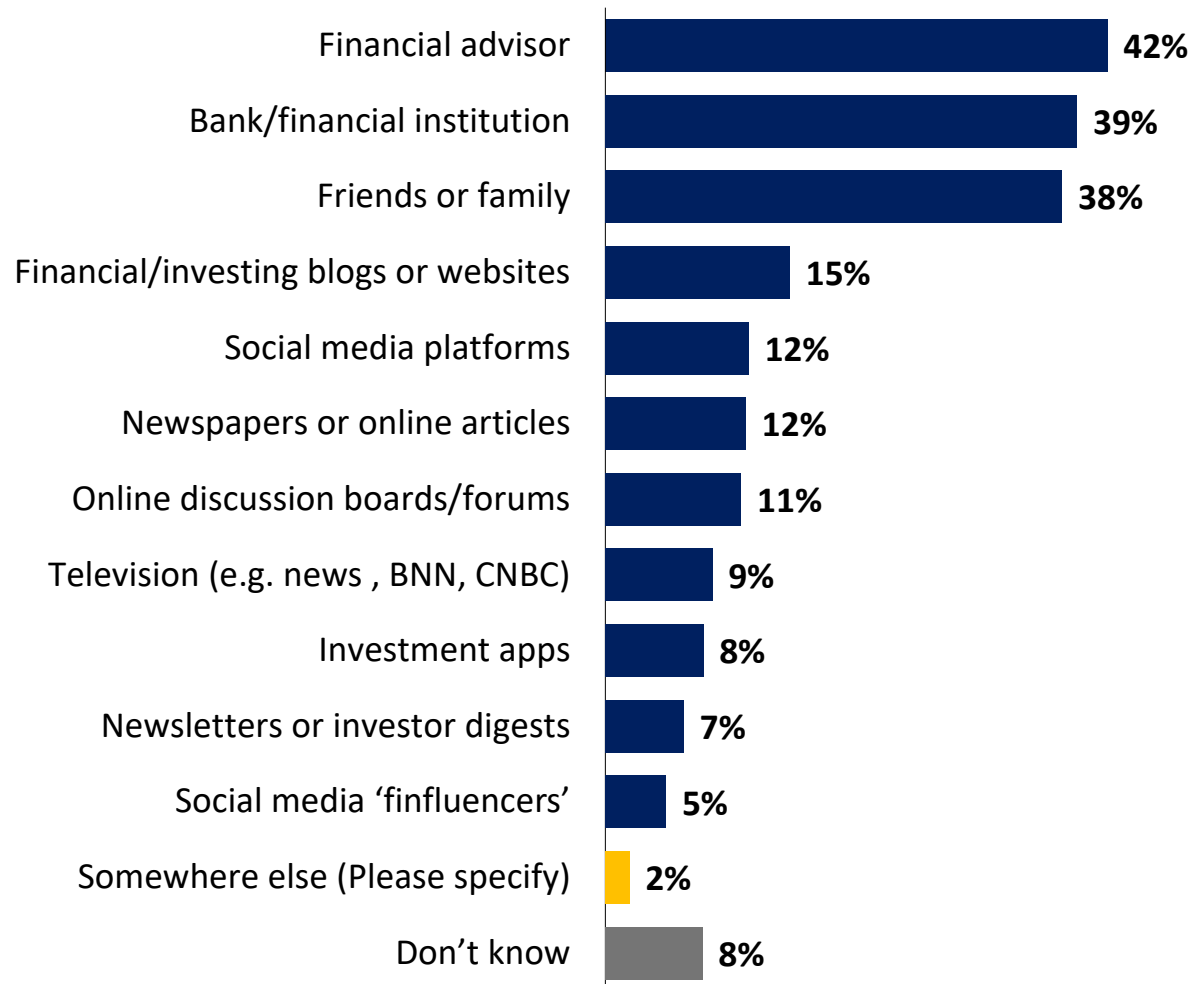
ALL

# Information Sources: DIY investors are far more likely to use social media, forums, or finfluencers for advice than other investors

Q

When it comes to making decisions about money, where do you go for information and advice?

[Asked of all respondents, multiple mention\*, n=3,000]



## Source types (grouped) by investor segments

	TOTAL	Non Investor	Inactive Investor	TD/GIC Only	Advised Only	Advised + DIY	DIY Only
Banks/Advisors	64%	57%	70%	76%	87%	80%	40%
Social media/Forums/Finfluencers	22%	16%	18%	16%	18%	42%	44%
News (Print/Online/TV)	17%	9%	16%	21%	20%	42%	30%
Investing sites/blogs/newsletters	19%	9%	16%	20%	19%	48%	39%
Investment Apps	8%	3%	5%	5%	7%	24%	22%
Friends and Family	38%	45%	36%	32%	33%	31%	30%

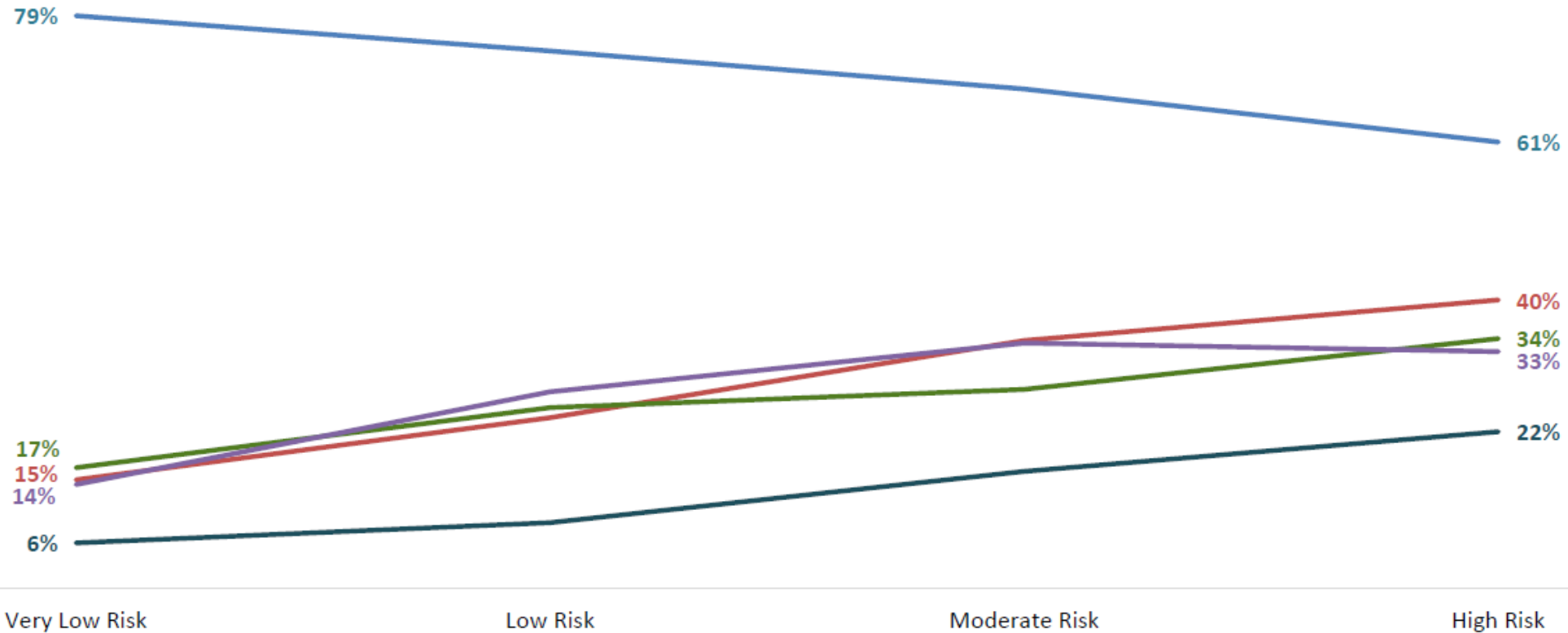
Note: \*Multiple mentions allowed; totals may exceed 100%.



# Info Sources by Risk: Use of banks/advisors declines as risk tolerance grows, while use of social media, news, investing sites, and apps rises <sup>74</sup>



When it comes to making decisions about money, where do you go for information and advice? **SELECTED OPTIONS GROUPED TOGETHER**  
[Results shown among investors, multiple mention, n=2,000]



— Banks/Advisors    — Social media/Forums/Finfluencers    — News (Print/Online/TV)    — Investing sites/blogs/newsletters    — Investment Apps

ALL

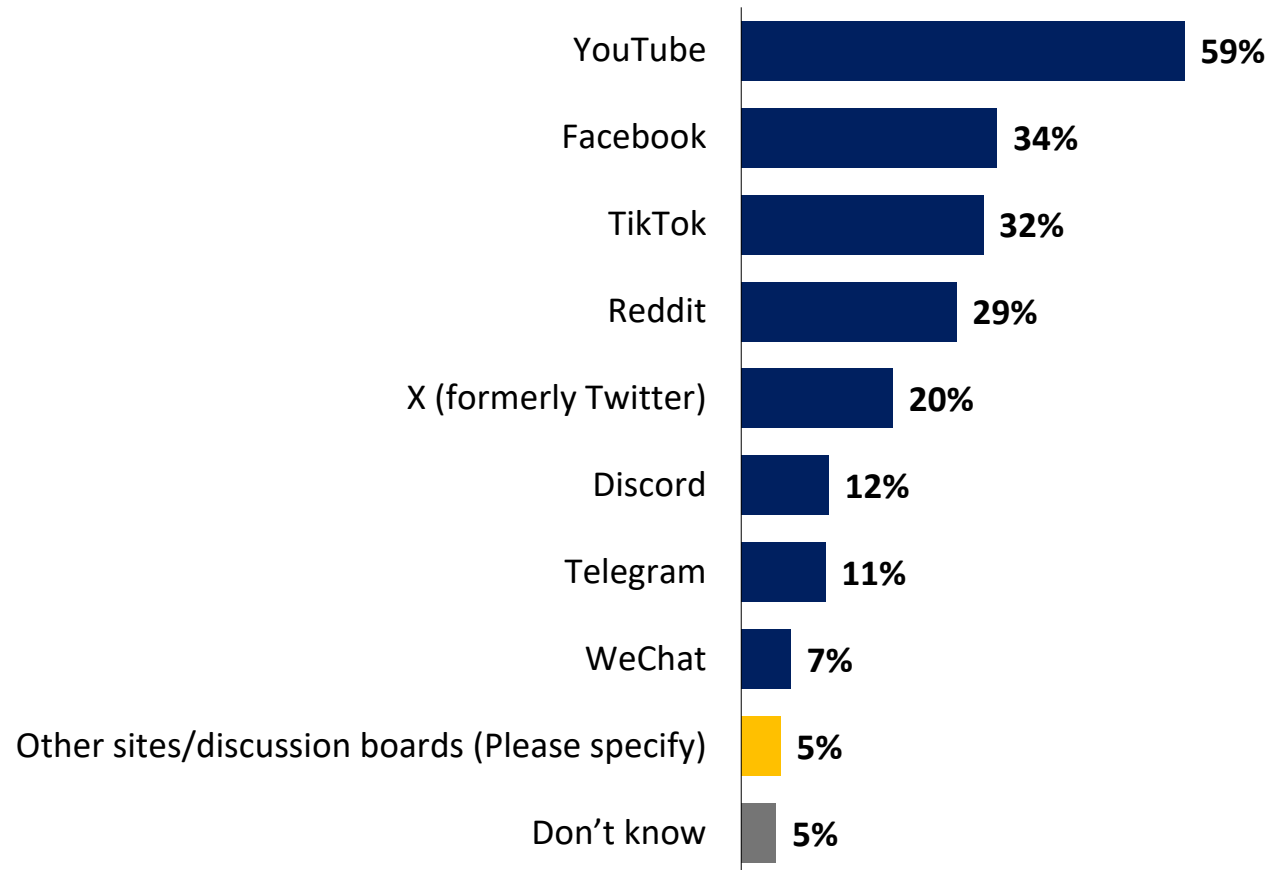
# Social Media Sources: Among those who use social media for financial decisions, 59% use YouTube and 34% use Facebook

Q

And which social media sites or discussion boards do you use to get information and advice about financial decisions?

[Asked of all respondents who use social media, multiple mention\*, n=656]

**Among respondents who use social media, forums, or finfluencers for financial info/advice:**



	Age			
	18-34	35-54	55-64	65+
YouTube	60%	66%	41%	30%
Facebook	31%	39%	39%	34%
TikTok	45%	22%	10%	1%
Reddit	30%	32%	18%	7%
X (formerly Twitter)	21%	19%	23%	14%
Discord	16%	9%	2%	4%
Telegram	14%	11%	1%	3%
WeChat	8%	4%	3%	16%



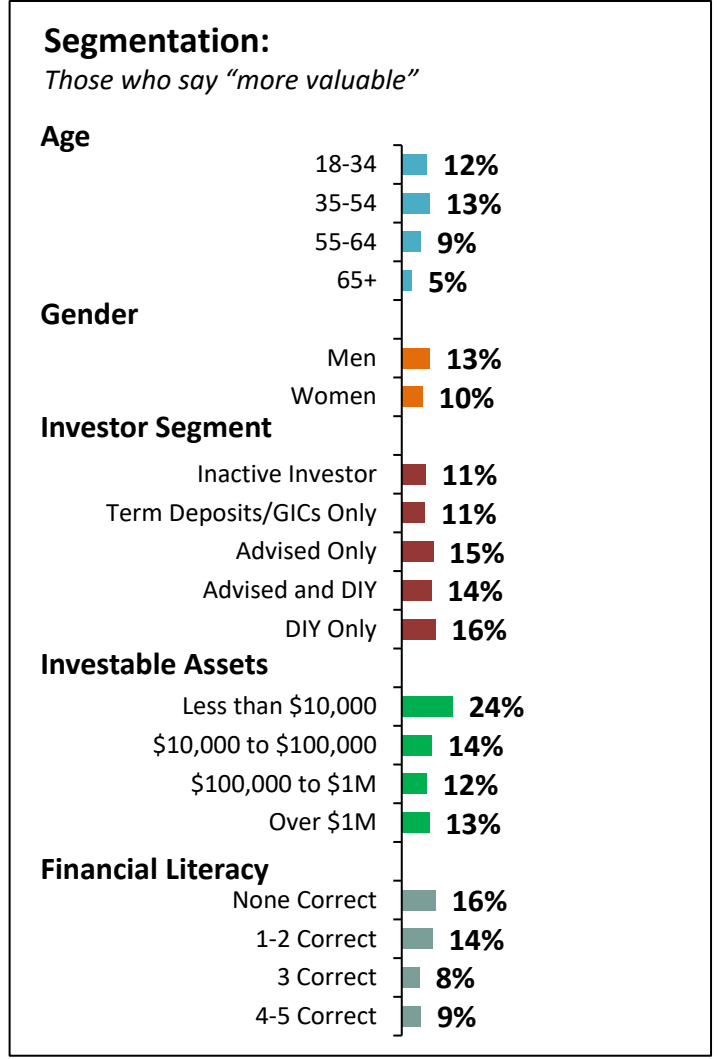
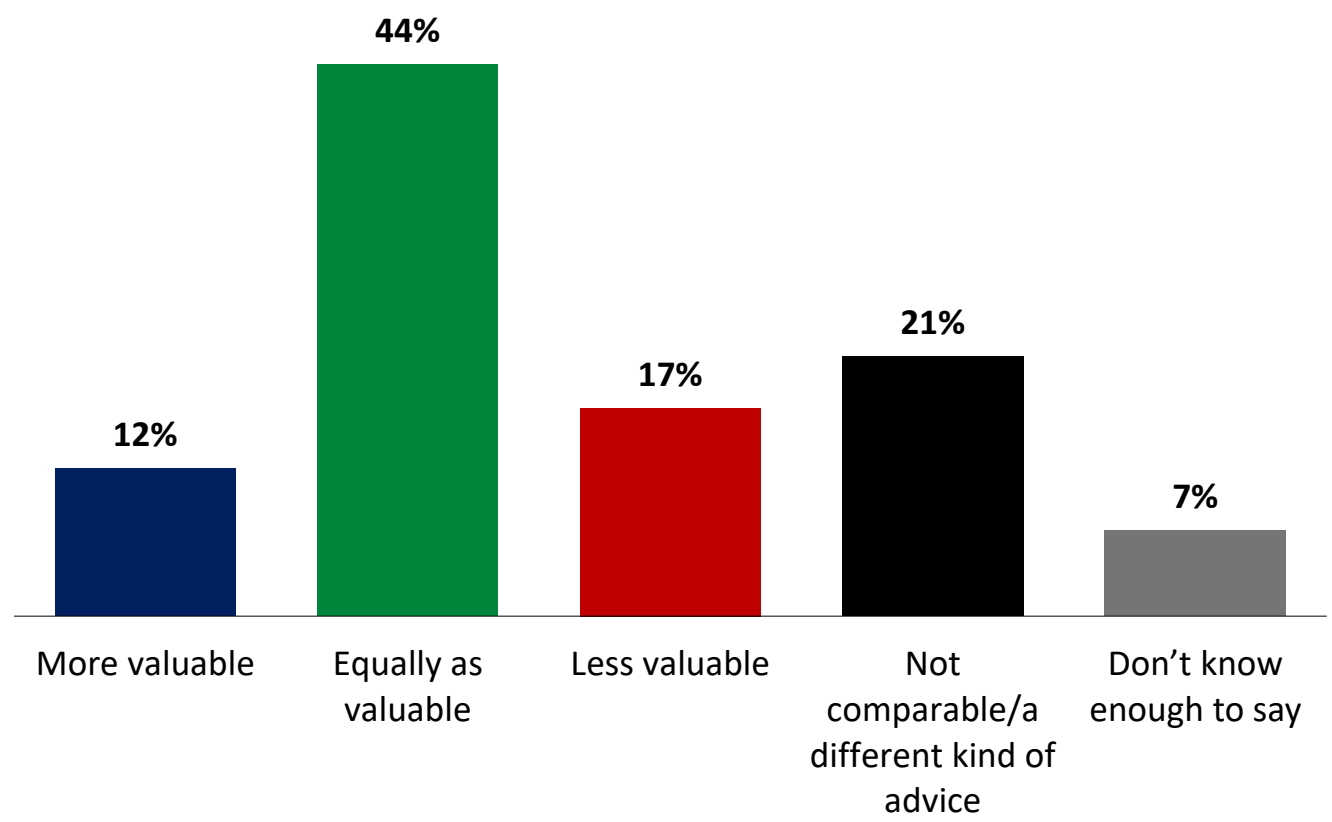
# Social Media Advice: A plurality (44%) think the advice they get from social media is equally valuable as an advisor, 21% think it isn't comparable



And do you feel the financial advice you can get from social media, online discussion boards, or online 'influencers' is more valuable than advice from a traditional financial advisor, less valuable, the same, or just not comparable?

[Asked of all respondents who use social media for financial information/advice, n=656]

**Among respondents who use social media, forums, or influencers for financial info/advice:**





# Social Media Advice BY Investor Segments: DIY investors are more likely to feel 'influencer' advice is equally as valuable as advice from an advisor <sup>77</sup>

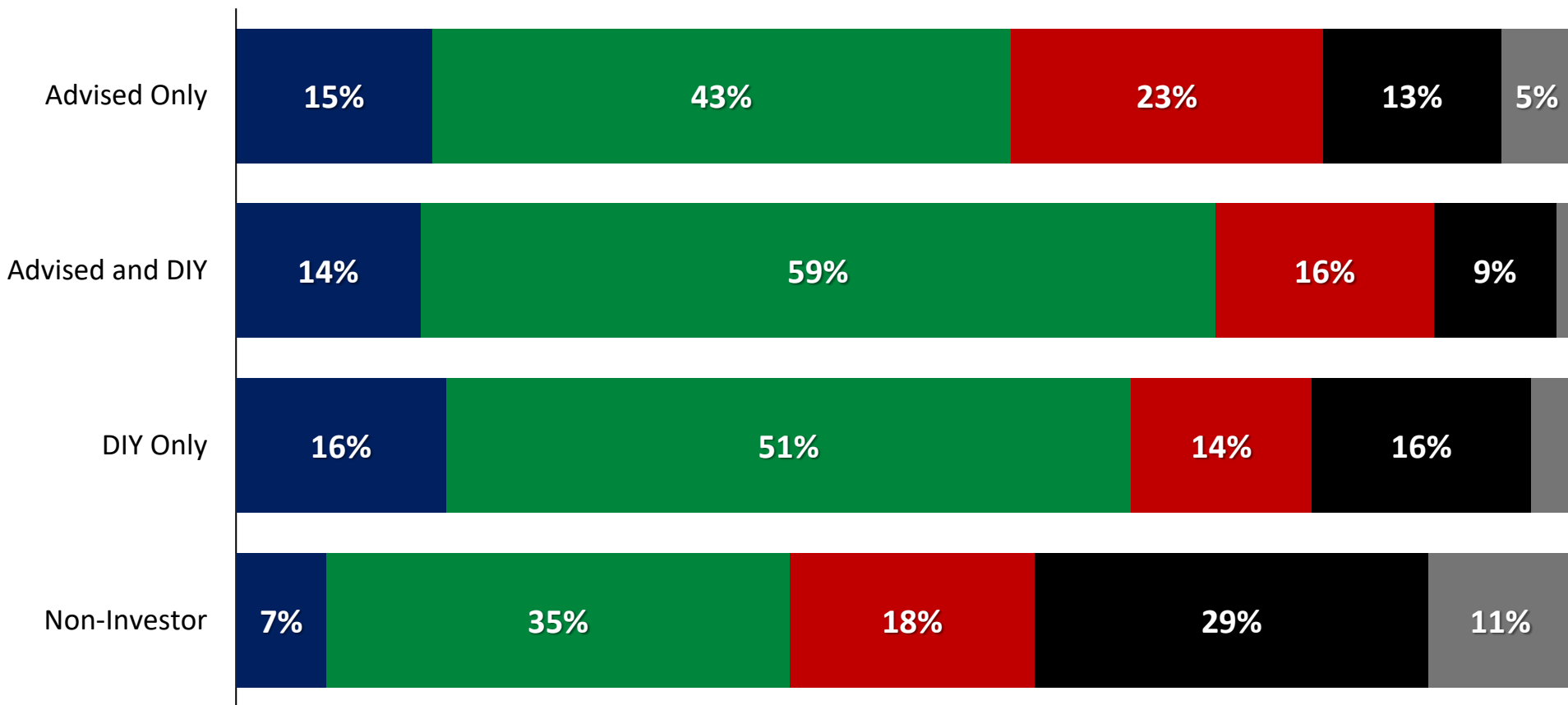


And do you feel the financial advice you can get from social media, online discussion boards, or online 'influencers' is more valuable than advice from a traditional financial advisor, less valuable, the same, or just not comparable? **(BY INVESTOR SEGMENT)**

[Asked of all respondents who use social media for financial information/advice, n=656]

■ More valuable ■ Equally as valuable ■ Less valuable ■ Not comparable/a different kind of advice ■ Don't know enough to say

**Investor Segments**



Note: 'Inactive Investor' and 'Term Deposits/GICs Only' have been excluded for low n-size.

# Thematic Area 3

## Investor-Advisor Relationships





## Advised Investor Summary

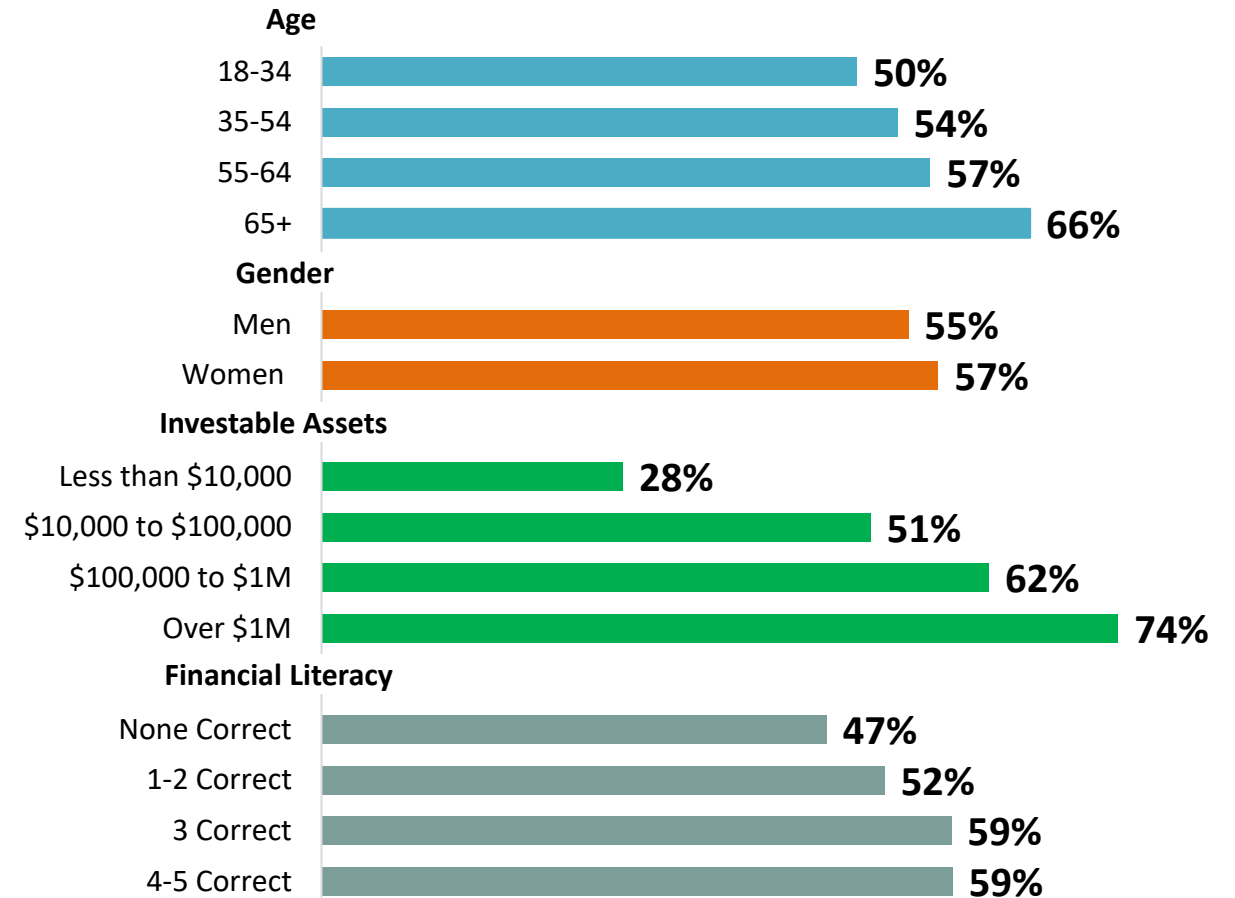
This section includes questions asked of advised investors, including those with only term deposits or GICs, Advised investors who also have a DIY account, and those who are only advised.

This includes **56% of investors overall**.

It excludes inactive investors, though some may still hold investments they purchased through an advisor more than 3 years ago.

Investing with an advisor is increasingly common at higher levels of investable assets, and is slightly more common for older Canadians – particularly those over 65.

### % of each group who are Advised Investors







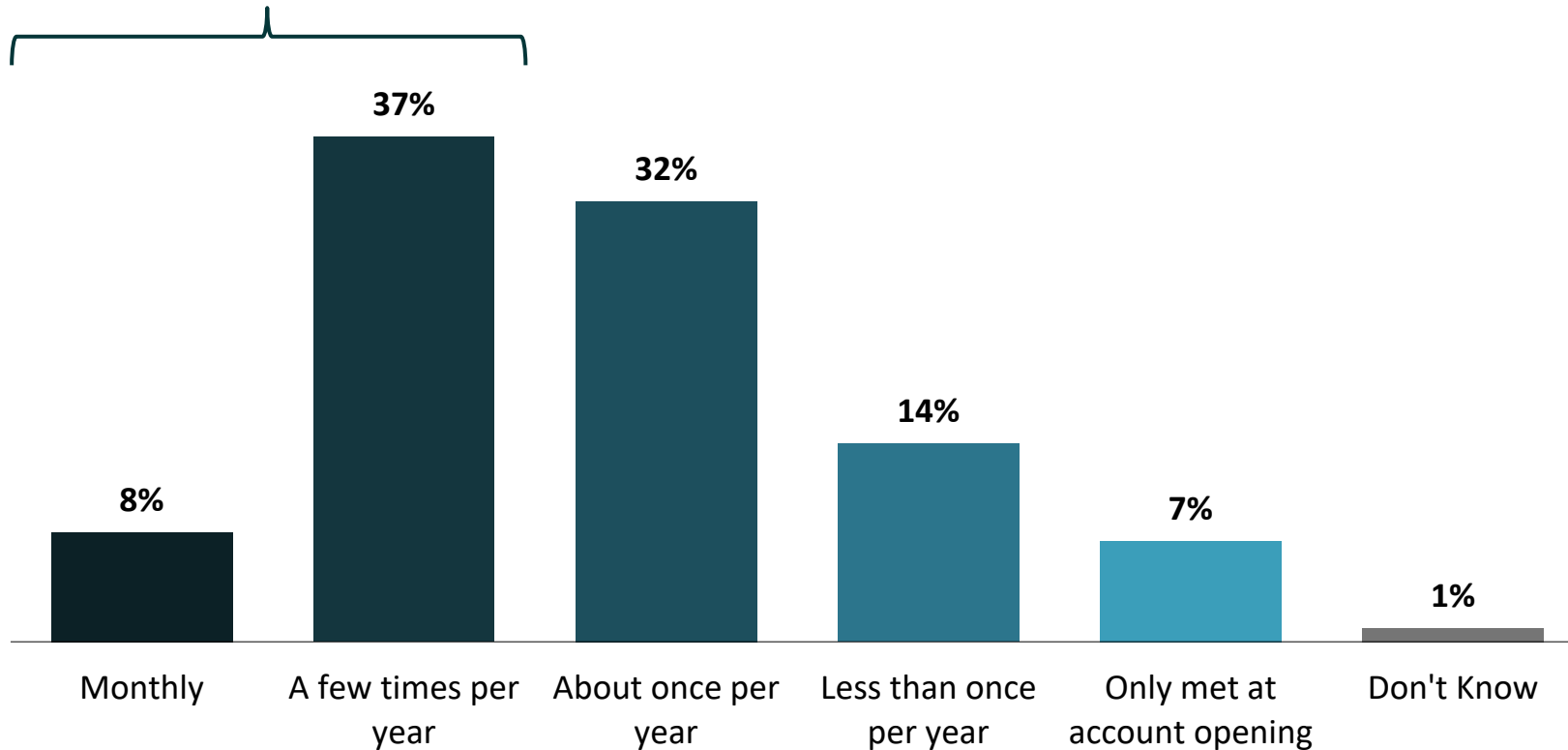
# Meeting with your Advisor: Just under half meet a few times a year or more (45%), while about 1-in-3 meet about once per year



Approximately how often do you meet with your advisor?

[Asked of all advised investors, n=1,114]

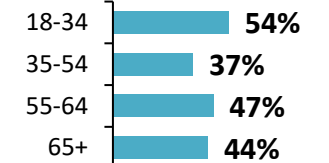
At least a few times per year: 45%



## Segmentation:

*Those who meet at least a few times a year*

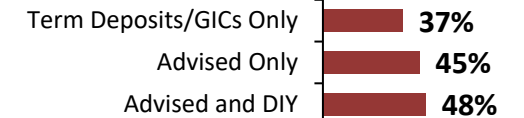
### Age



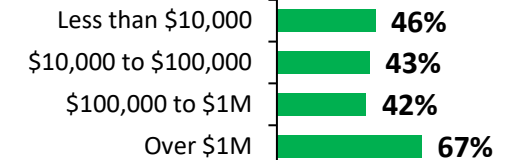
### Gender



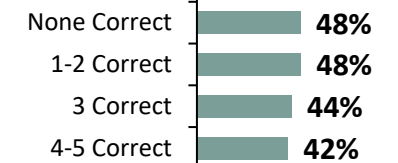
### Investor Segment



### Investable Assets



### Financial Literacy



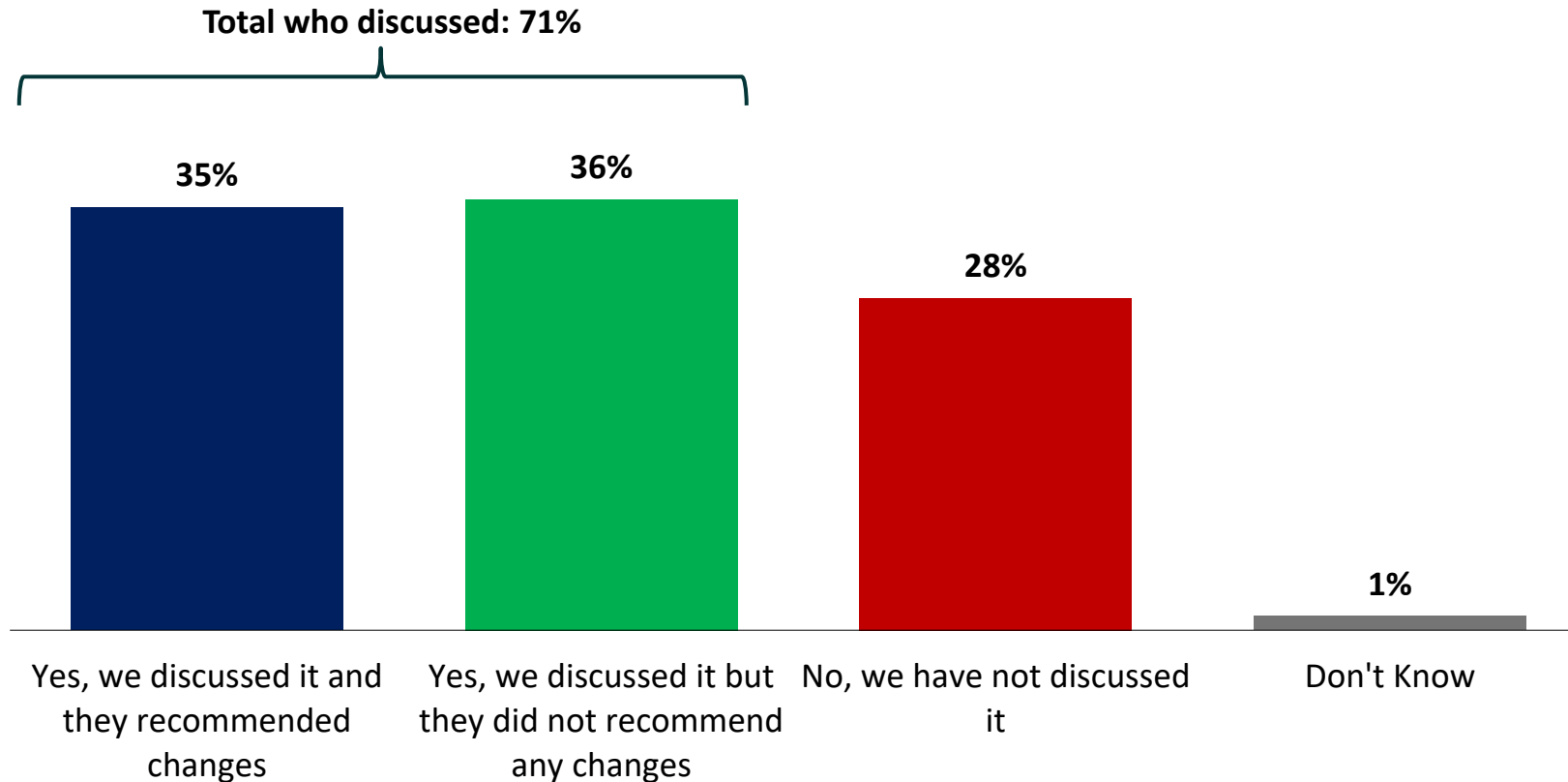


# Discussing Inflation: 71% have discussed inflation and rising interest rates, but only 35% were recommended changes

Q

In the past year, has your advisor discussed the impact inflation and rising interest rates on your investments? If so, have they recommended changes to your investment strategy given these impacts?

[Asked of all advised investors, n=1,114]



## Segmentation:

Those who discussed (with or without changes)

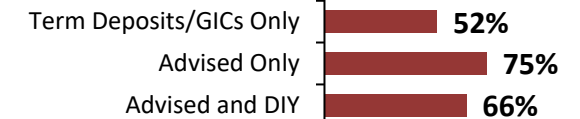
### Age



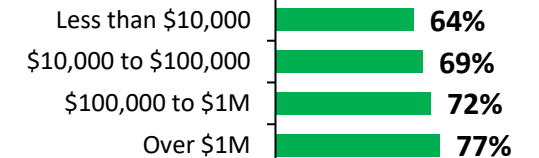
### Gender



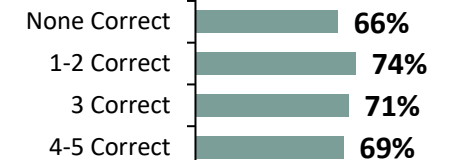
### Investor Segment



### Investable Assets



### Financial Literacy



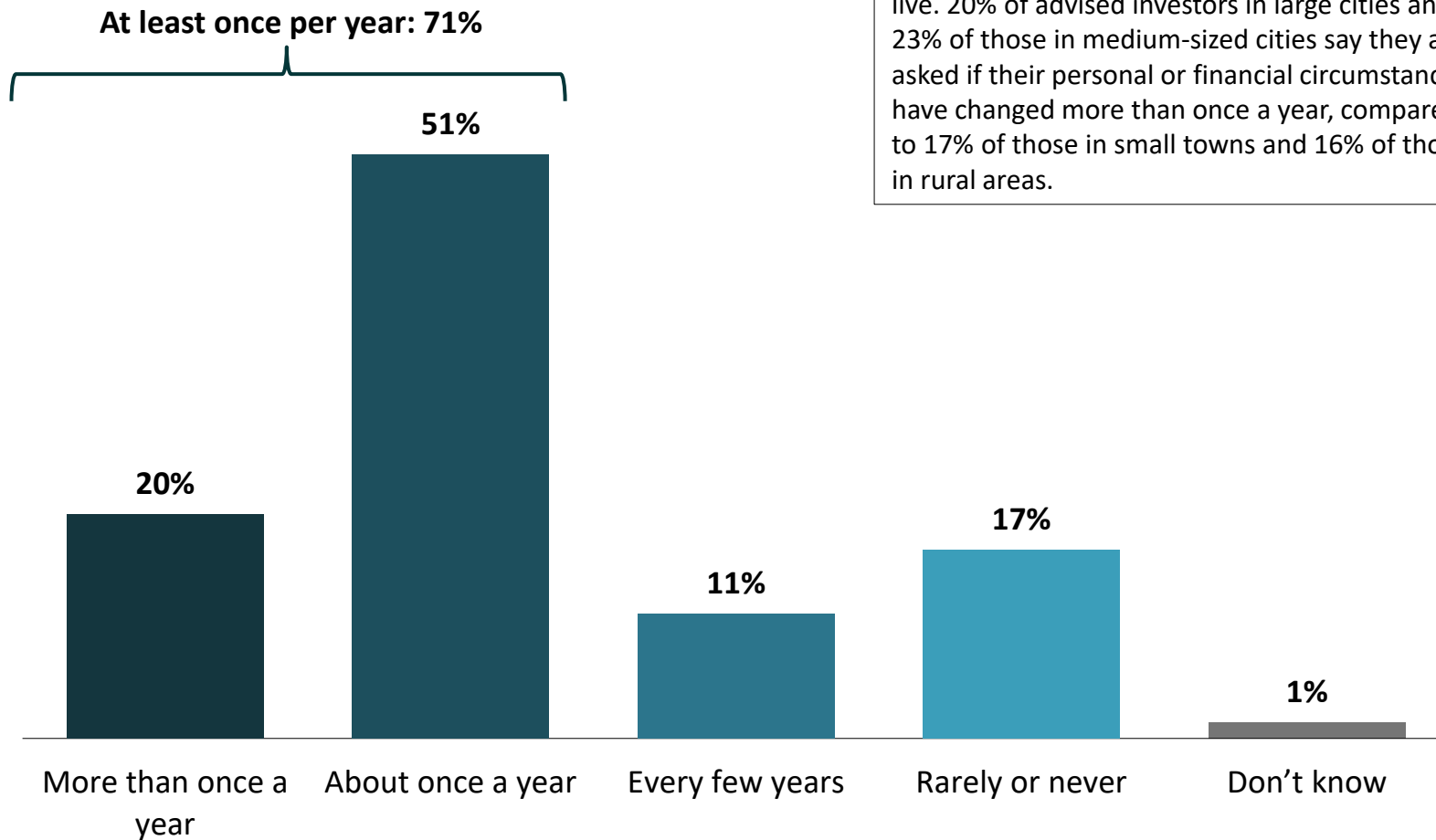


# Changing Circumstances: 7-in-10 investors (71%) say their advisor touches base on their circumstances at least once per year

Q

How often does your advisor ask if your personal or financial circumstances have changed?

[Asked of all advised investors, n=1,114]



How many advised investors have very frequent conversations also differs based on where they live. 20% of advised investors in large cities and 23% of those in medium-sized cities say they are asked if their personal or financial circumstances have changed more than once a year, compared to 17% of those in small towns and 16% of those in rural areas.

## Segmentation:

*Those who are asked at least once a year*

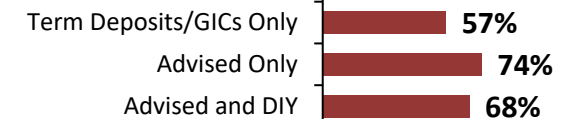
### Age



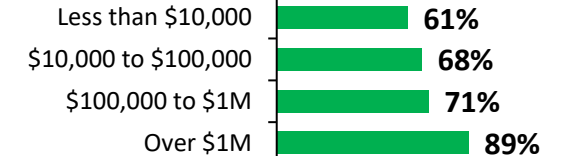
### Gender



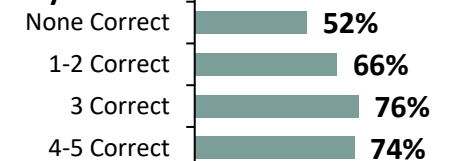
### Investor Segment



### Investable Assets



### Financial Literacy



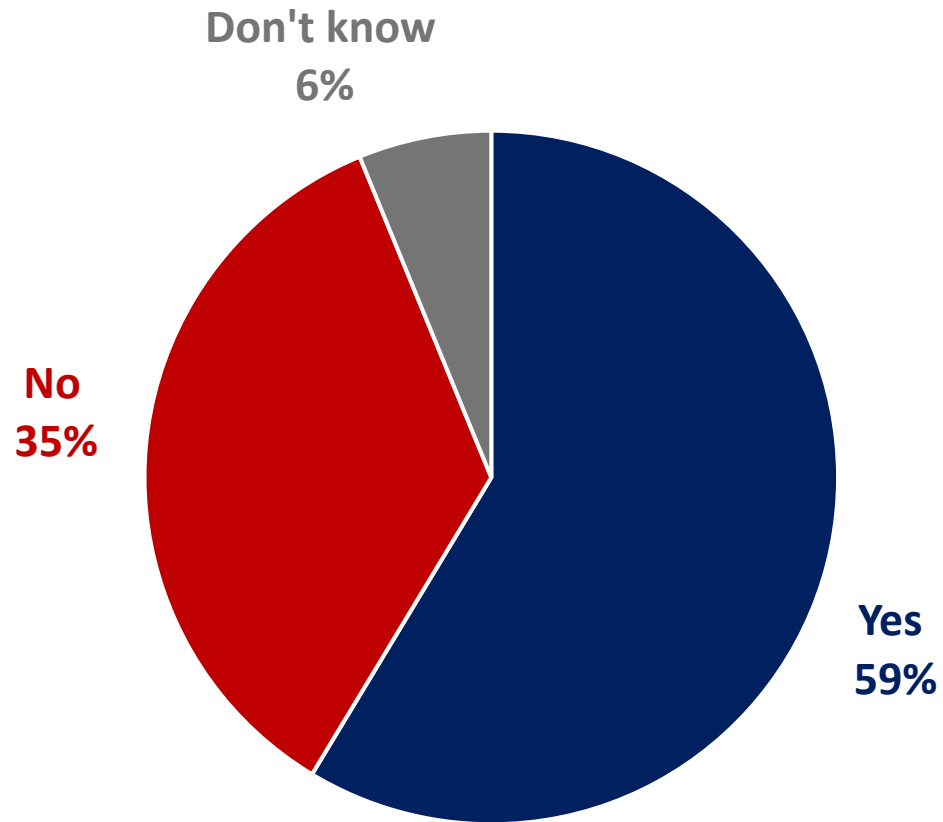


# Explanation of Compensation: Younger investors and those with fewer investable assets are less likely to report they have received an explanation



Has your advisor explained how they are compensated?

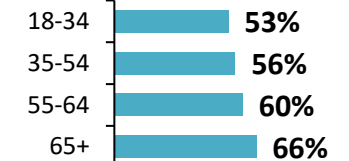
[Asked of all advised investors, n=1,114]



## Segmentation:

*Those who say "yes"*

### Age



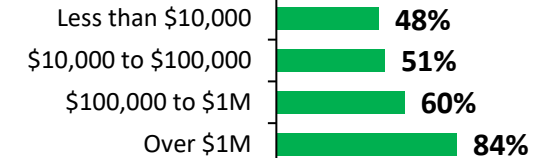
### Gender



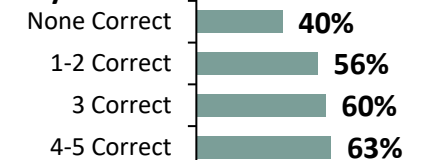
### Investor Segment



### Investable Assets



### Financial Literacy



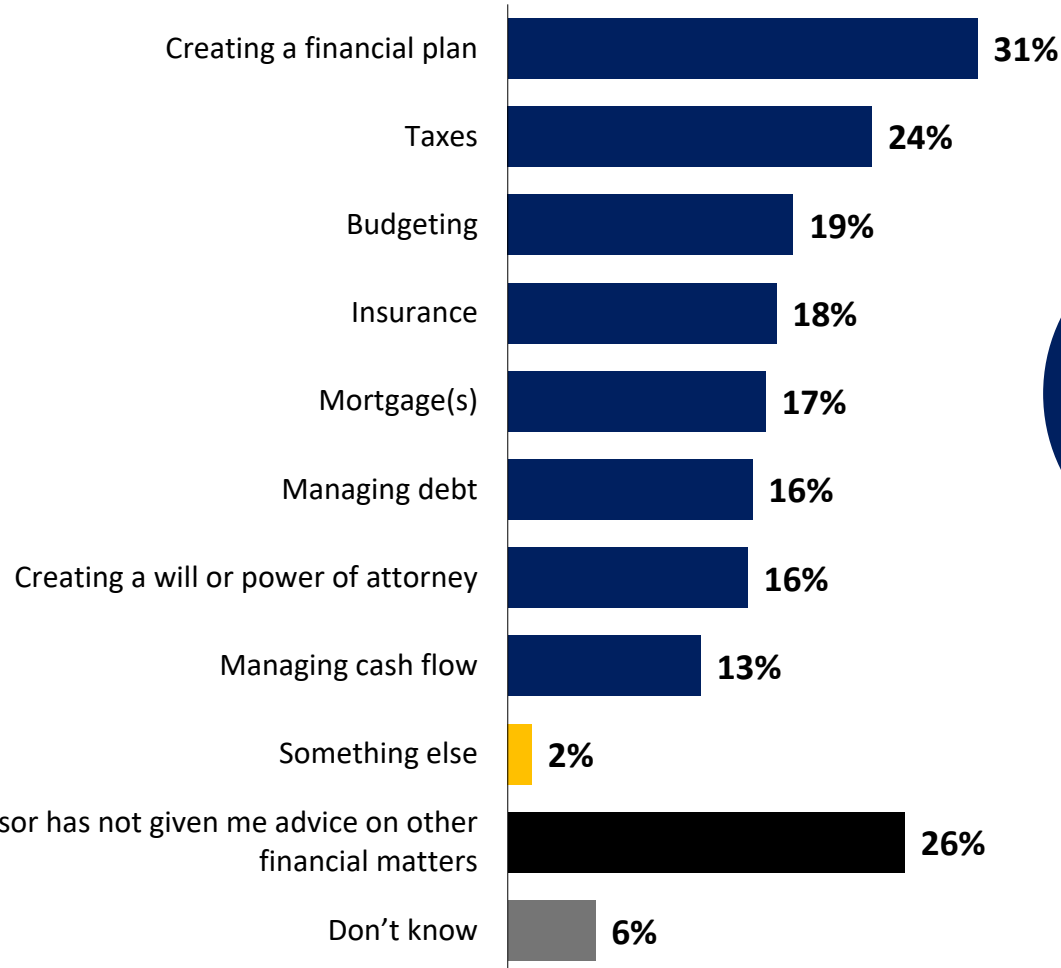


# Financial Advice: Overall 2-in-3 advised (68%) investors say they've got advice on other financial matters, most commonly a financial plan (31%)



In addition to investment advice, has your investment advisor also given you advice on other financial matters?

[Asked of all advised investors, multiple mention\*, n=1,114]



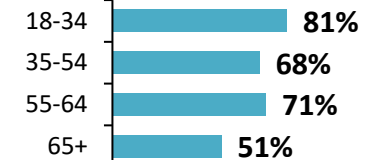
Advice on any  
other financial  
matter:

**68%**

## Segmentation:

Those who have received any other financial advice

### Age



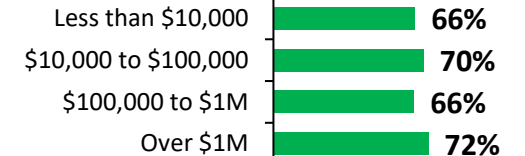
### Gender



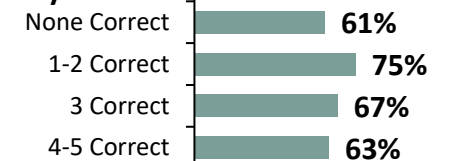
### Investor Segment



### Investable Assets



### Financial Literacy





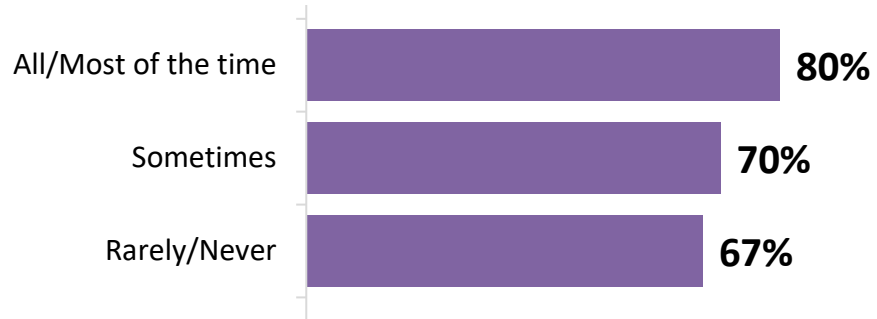
# Advisor relationship and vulnerability: advised investors experiencing financial vulnerability are more likely to receive extra help

## Discussed Impact of Inflation (71%)

### Health Conditions / Major Life Events



### Unstable Income



### Borrowed to cover daily expenses

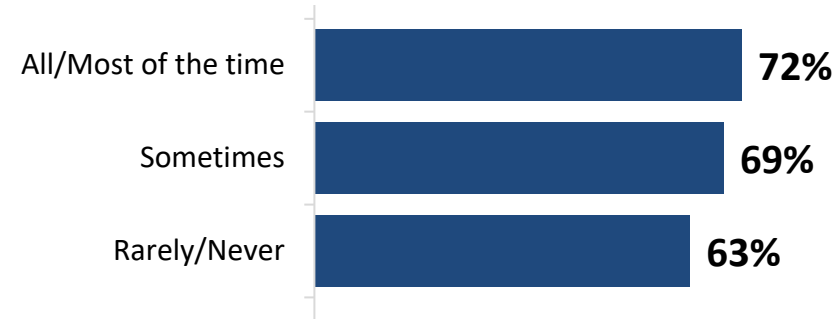


## Received any advice on other financial matters (68%)

### Health Conditions / Major Life Events



### Unstable Income



### Borrowed to cover daily expenses



More likely than average to receive advice on taxes, budgeting, managing debt, or creating a will/power of attorney.

More likely than average to receive advice on budgeting or managing debt.

More likely than average to receive advice on taxes, budgeting, managing debt, insurance, mortgages, or managing cash flow.

**Thematic Area 4:  
Familiarity, Investor Redress &  
Complaint Handling**

**Familiarity, Investor Redress & Complaint Handling**

**Regulator and CISO Awareness**





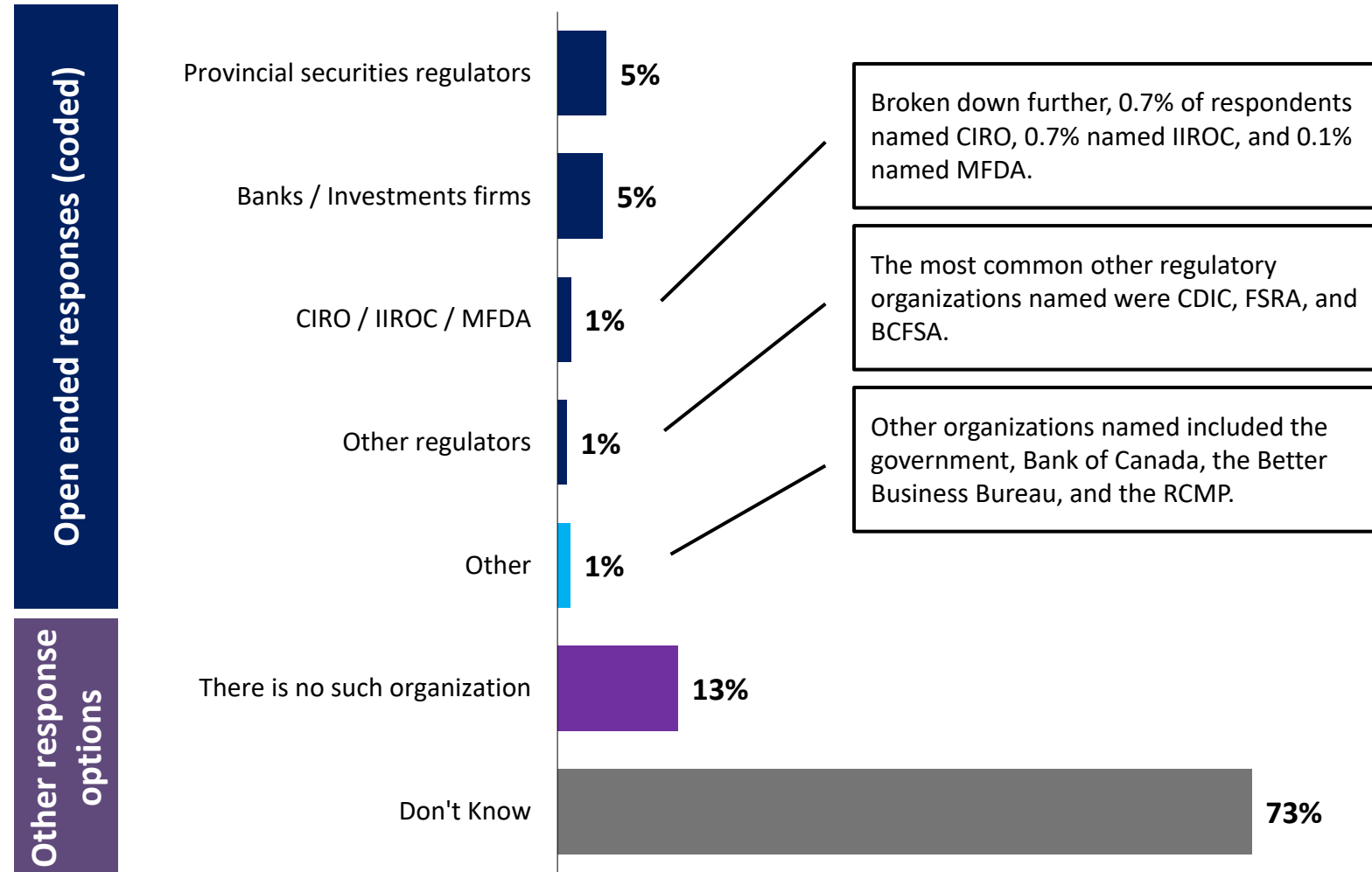
ALL

# Regulator Name – Unaided (ALL): 86% of respondents could either not name or believe there is no organization that regulates investment advice

Q

To the best of your knowledge, what is the name of the organization or organizations responsible for regulating investment advice where you live?

[Asked of all respondents, n=3,000]



ALL

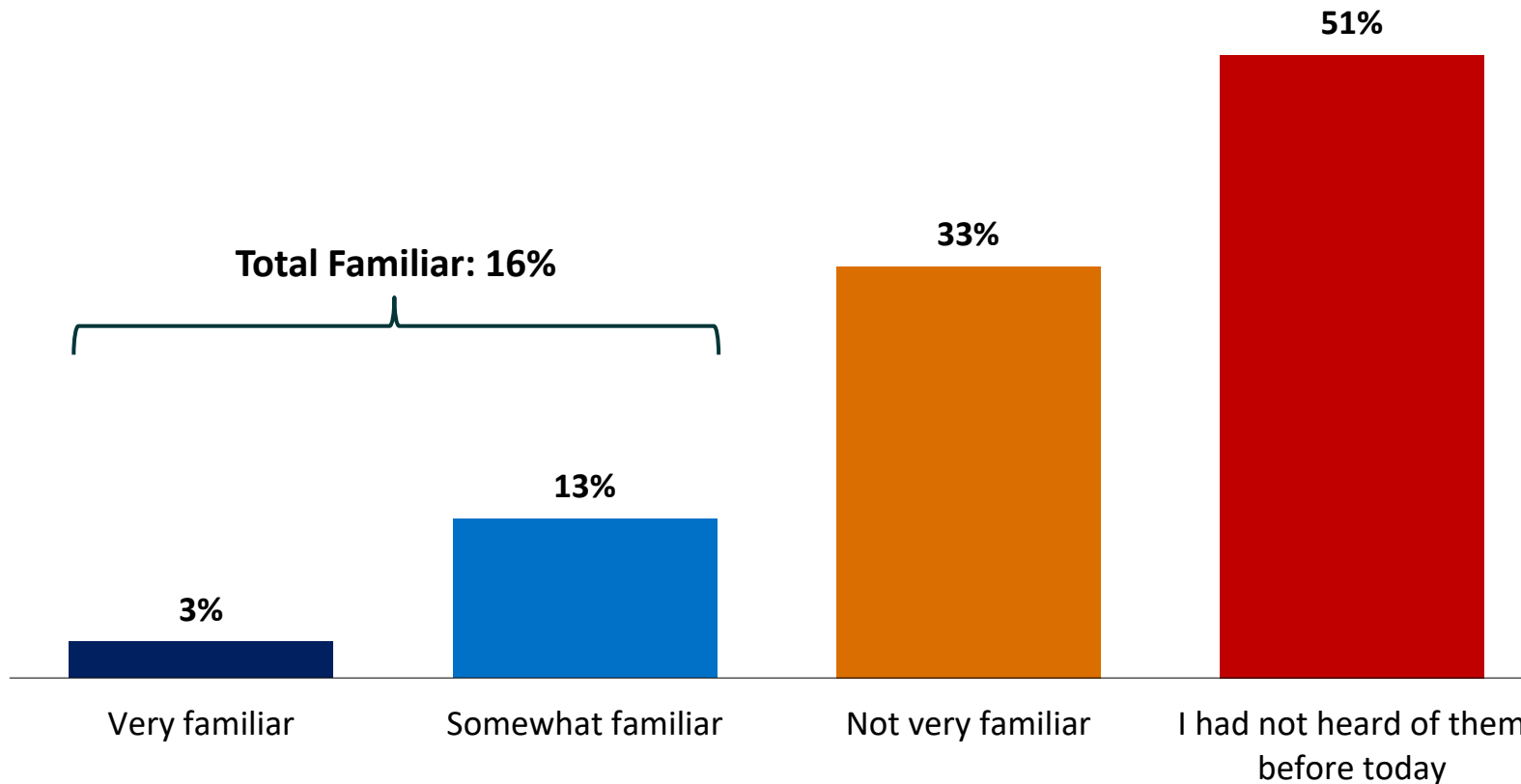
# CIRO Familiarity (Aided): Overall 16% say they are familiar with CIRO, with no more than 20% familiar across all levels of financial literacy

Q

In Canada the Canadian Investment Regulatory Organization (CIRO), which is the merger of two organizations called IIROC and MFDA, regulates most investment advice.

Before this survey, how familiar were you with CIRO, IIROC, or the MFDA?

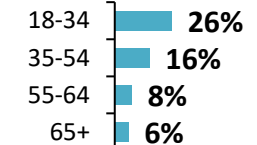
[Asked of all respondents, n=3,000]



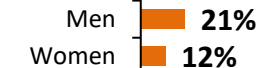
## Segmentation:

Those who say "familiar"

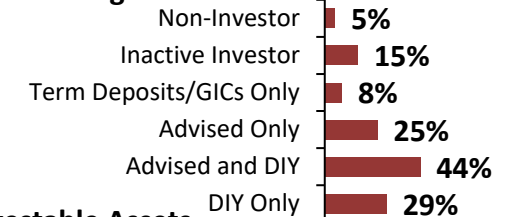
### Age



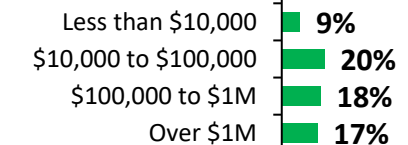
### Gender



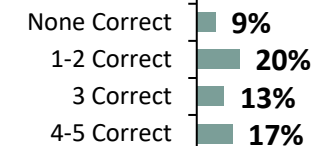
### Investor Segment



### Investable Assets



### Financial Literacy

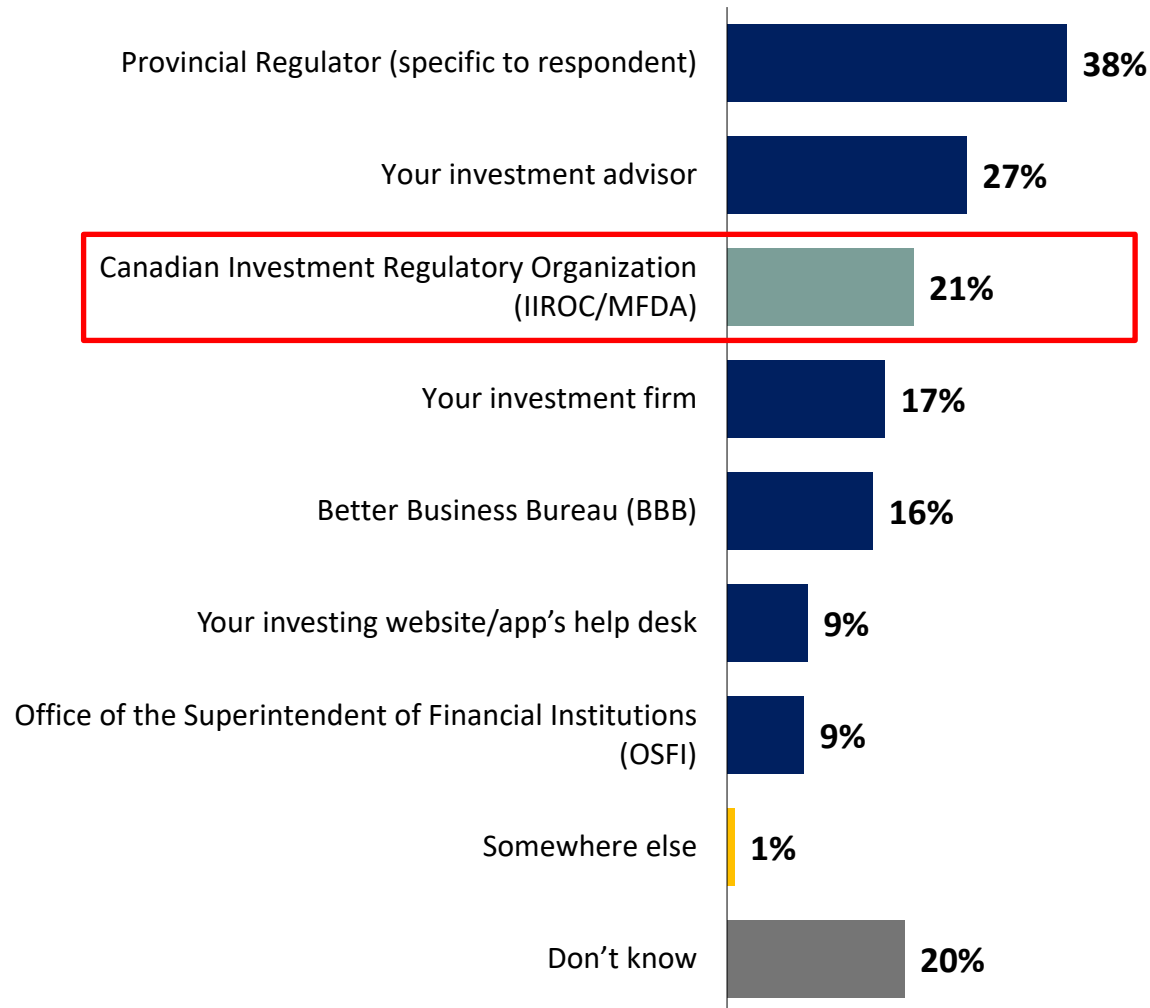


# Complaints Process: About 1-in-5 investors pick CIRO as at least one of the places they would most likely complain to; highest among Advised & DIY



If you wanted to make a formal complaint related to one of your investment accounts, who would you most likely complain to?

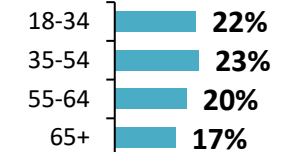
[Asked of all investors, multiple mention\*, n=2,000]



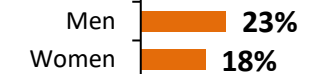
## Segmentation:

Those who say "CIRO"

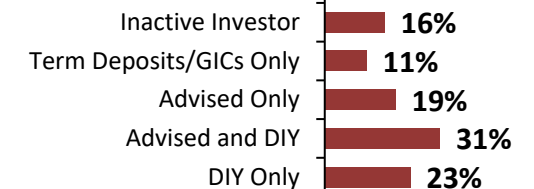
### Age



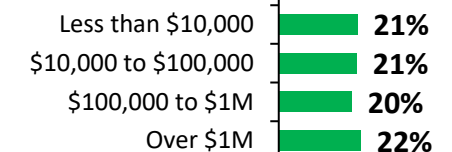
### Gender



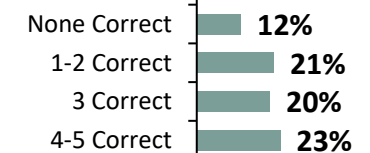
### Investor Segment



### Investable Assets



### Financial Literacy



Note: \*Multiple mentions allowed; totals may exceed 100%.

**Familiarity, Investor Redress & Complaint Handling**

**Redress and Complaints Process**





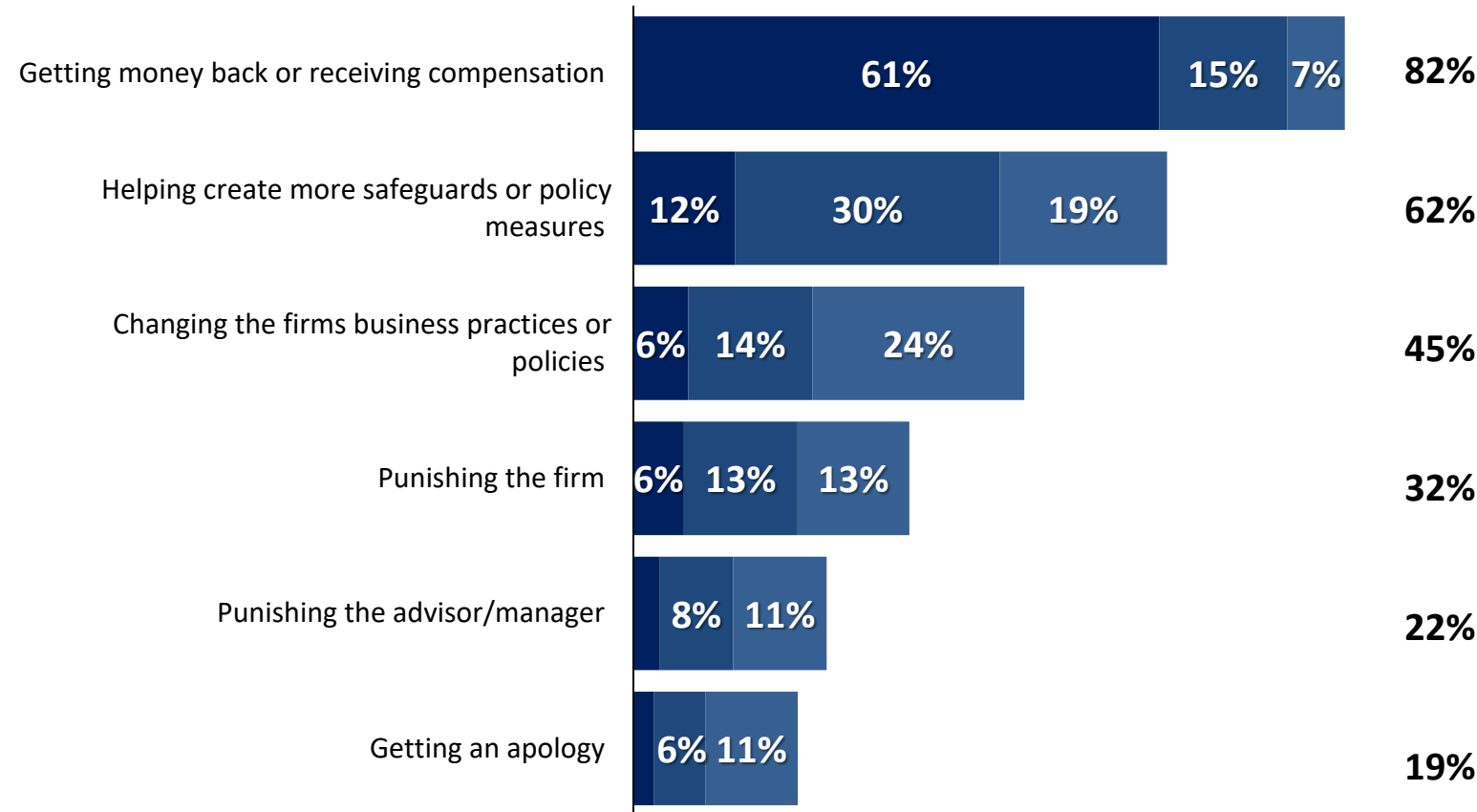
# Complaint Outcomes: For 61%, getting money back or receiving compensation is the most important outcome of a complaint



If you filed a formal complaint related to one of your investment accounts, which outcome would be most important to you?

[Asked of all investors, n=2,000]

**Total Importance**



% Most Important Outcome	Age			
	18-34	35-54	55-64	65+
Money back/compensation	53%	55%	68%	72%
Creating safeguards/policy	14%	14%	7%	8%
Changing practices/procedures	10%	6%	5%	3%
Punishing the firm	8%	7%	4%	4%
Punishing the advisor/manager	5%	3%	4%	1%
Getting an apology	4%	3%	1%	1%
Something else	1%	1%	0%	0%
Don't know	6%	12%	12%	10%

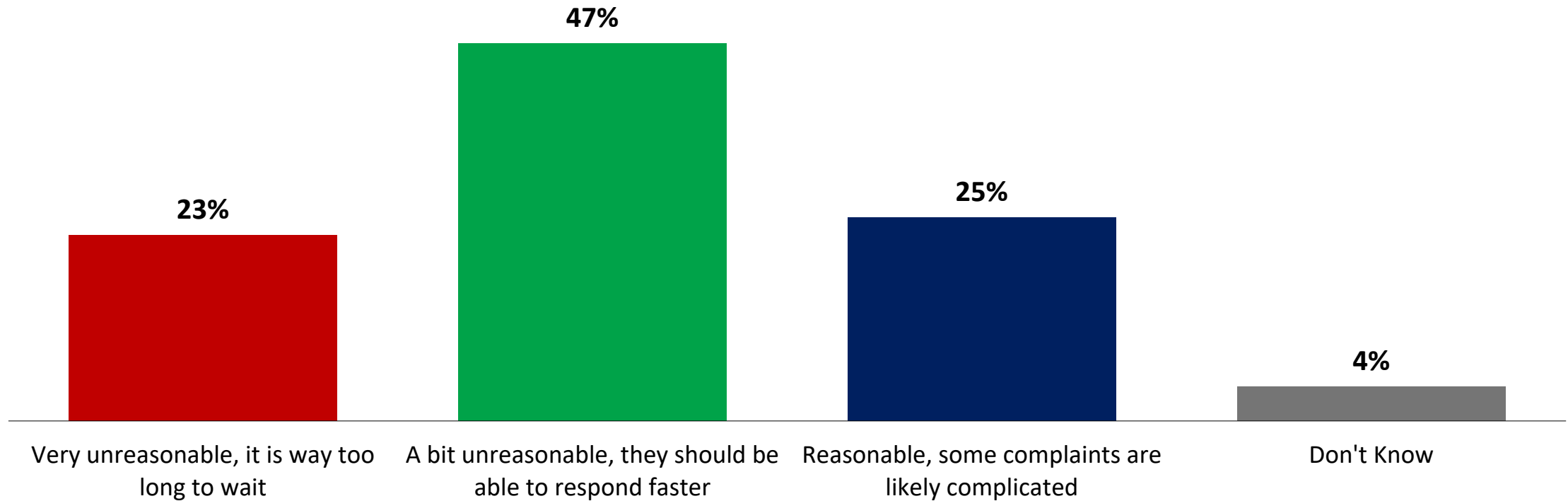


# Complaint Timeline: 7-in-10 (70%) think the timeline is at least a bit unreasonable; of that group, 23% think the timeline is *very* unreasonable



Investment firms are currently required to respond to a formal complaint within 90 days or roughly 3 months. Which of the following best describes how you feel about that timeline?

[Asked of all investors, n=2,000]



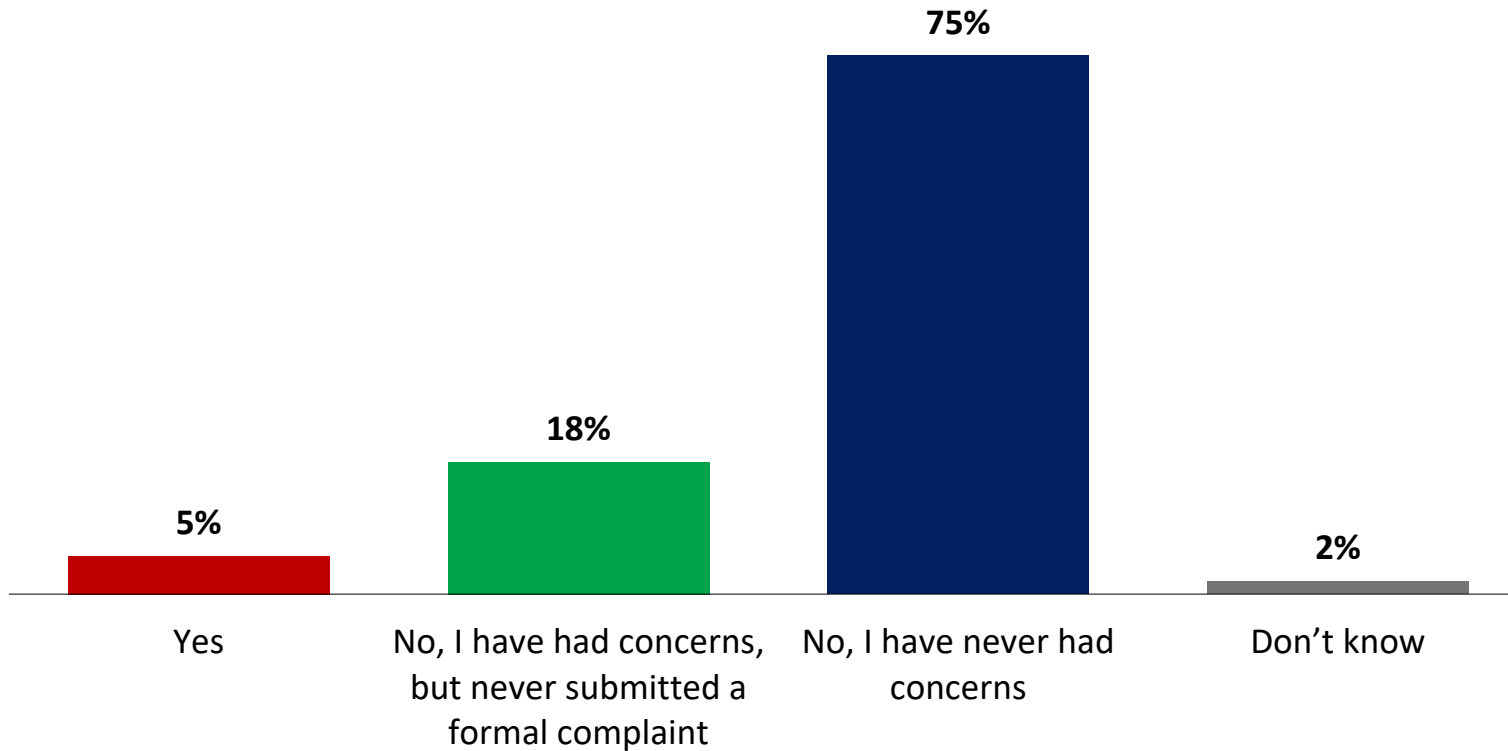


# Personal Complaint History: 3-in-4 (75%) have never had concerns; younger investors 18-34 were the most likely to file a complaint (9%)



Have you ever submitted a formal complaint related to any of your investment accounts?

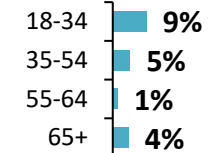
[Asked of all investors, n=2,000]



## Segmentation:

Those who say "Yes"

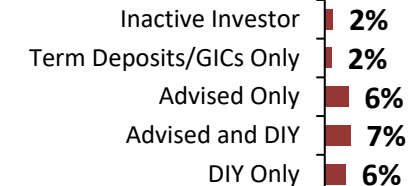
### Age



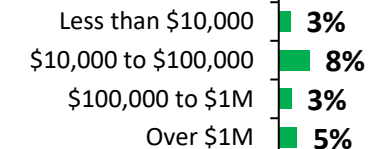
### Gender



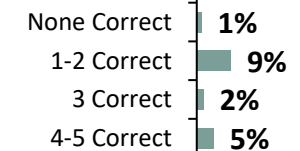
### Investor Segment



### Investable Assets



### Financial Literacy



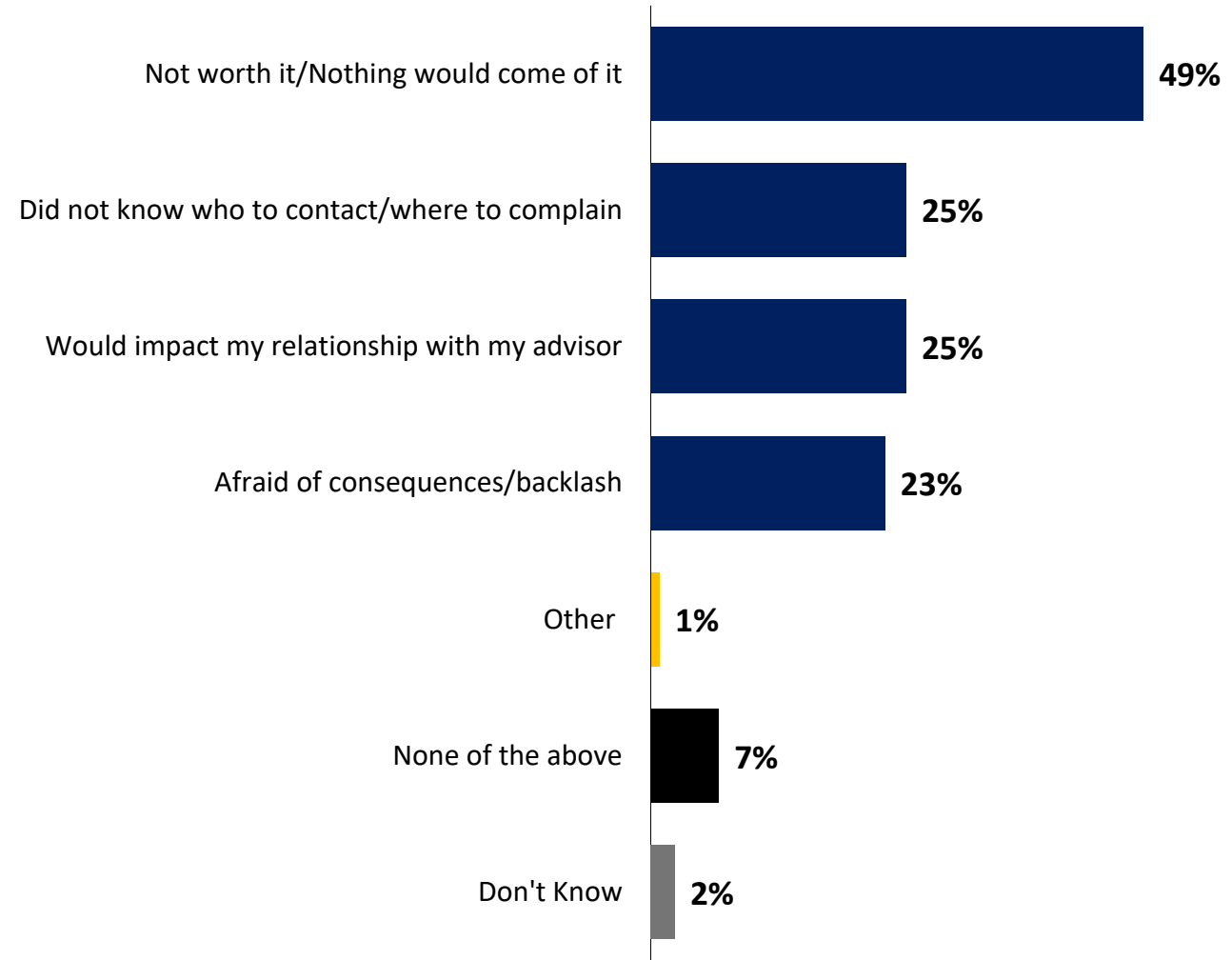


# Why Not Complain: About half (49%) did not think it was worth it, while 1-in-4 (25%) did not know how or worried about the relationship



Why didn't you submit a complaint when you had concerns?

[Asked of those who had concerns but did not submit a complaint, multiple mention\*, n=296]



Note: \*Multiple mentions allowed; totals may exceed 100%.



# Thematic Area 5:

## Fraud and Scams



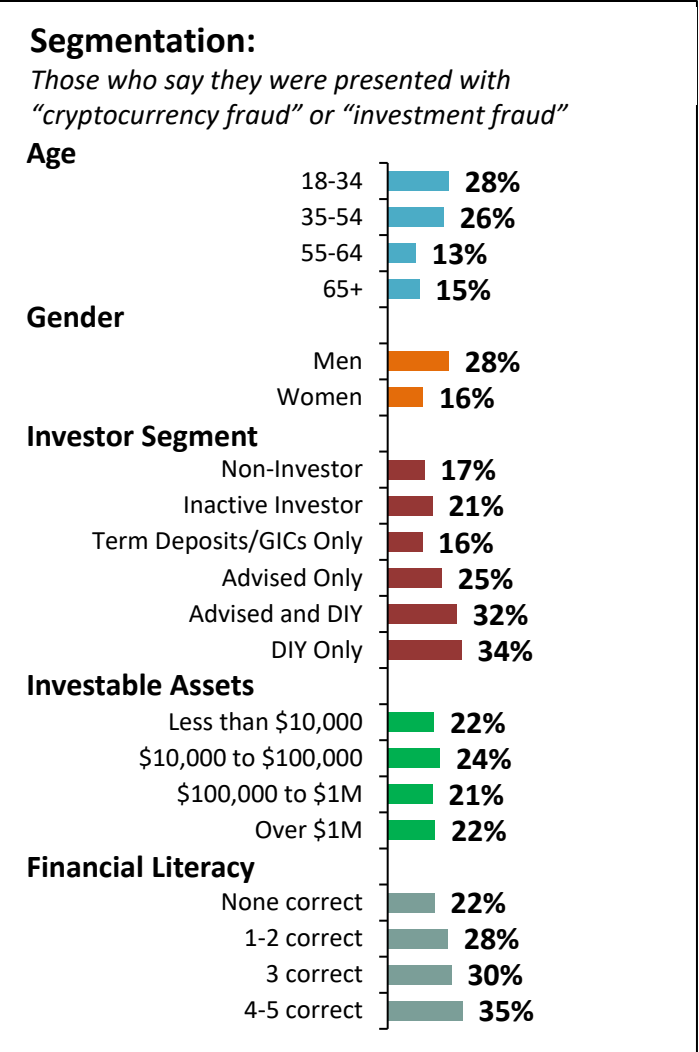
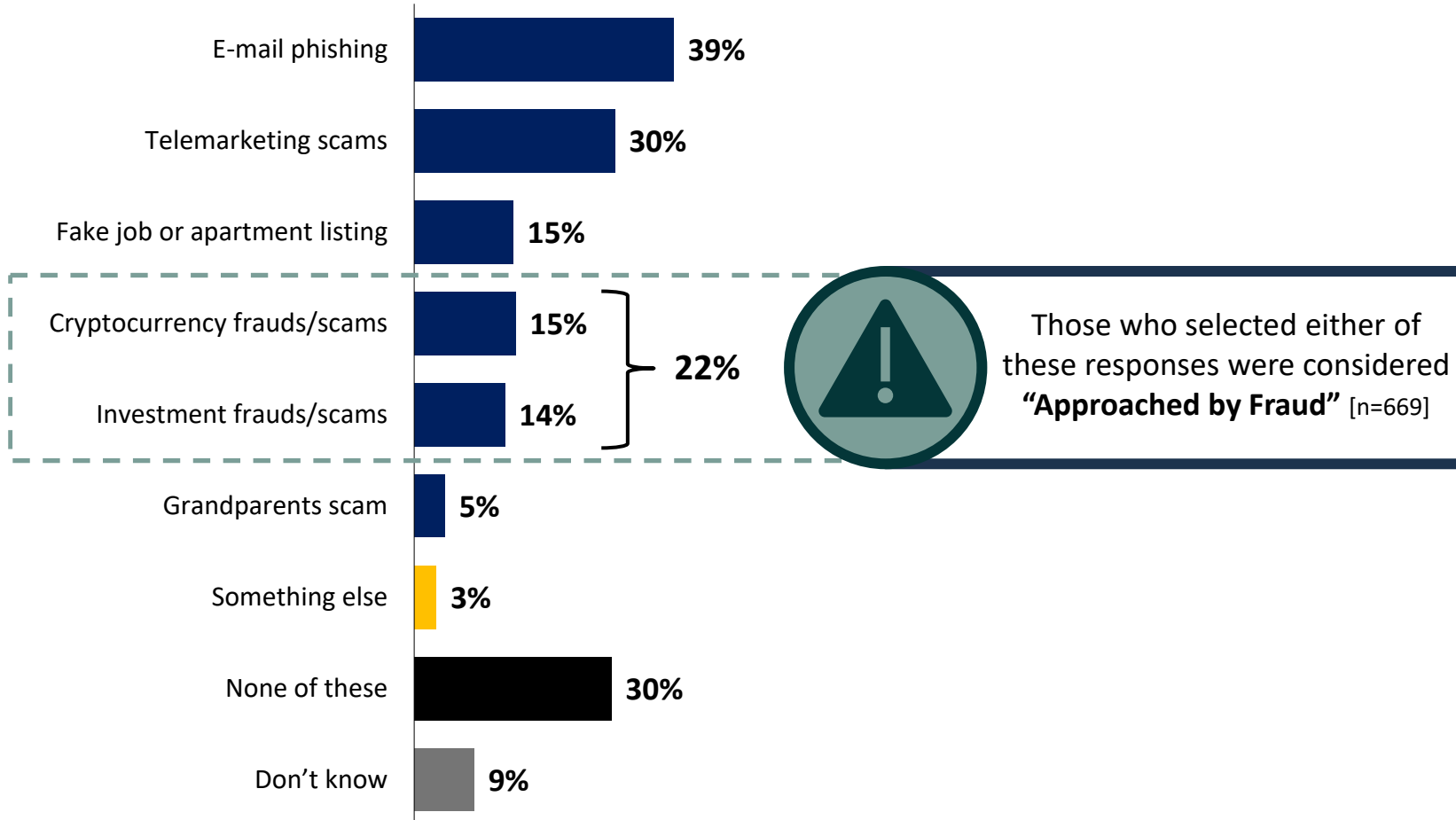


# Fraud Types: Respondents under 55 believe they have been approached with fraud with more frequency, as do DIY investors



Do you believe that you have ever been presented with any of the following kinds of frauds or scams?

[Asked of all respondents, multiple mention\*, n=3,000]



Note: 'Prefer not to say' (2%) not shown. Multiple mention questions can be more than 100%.

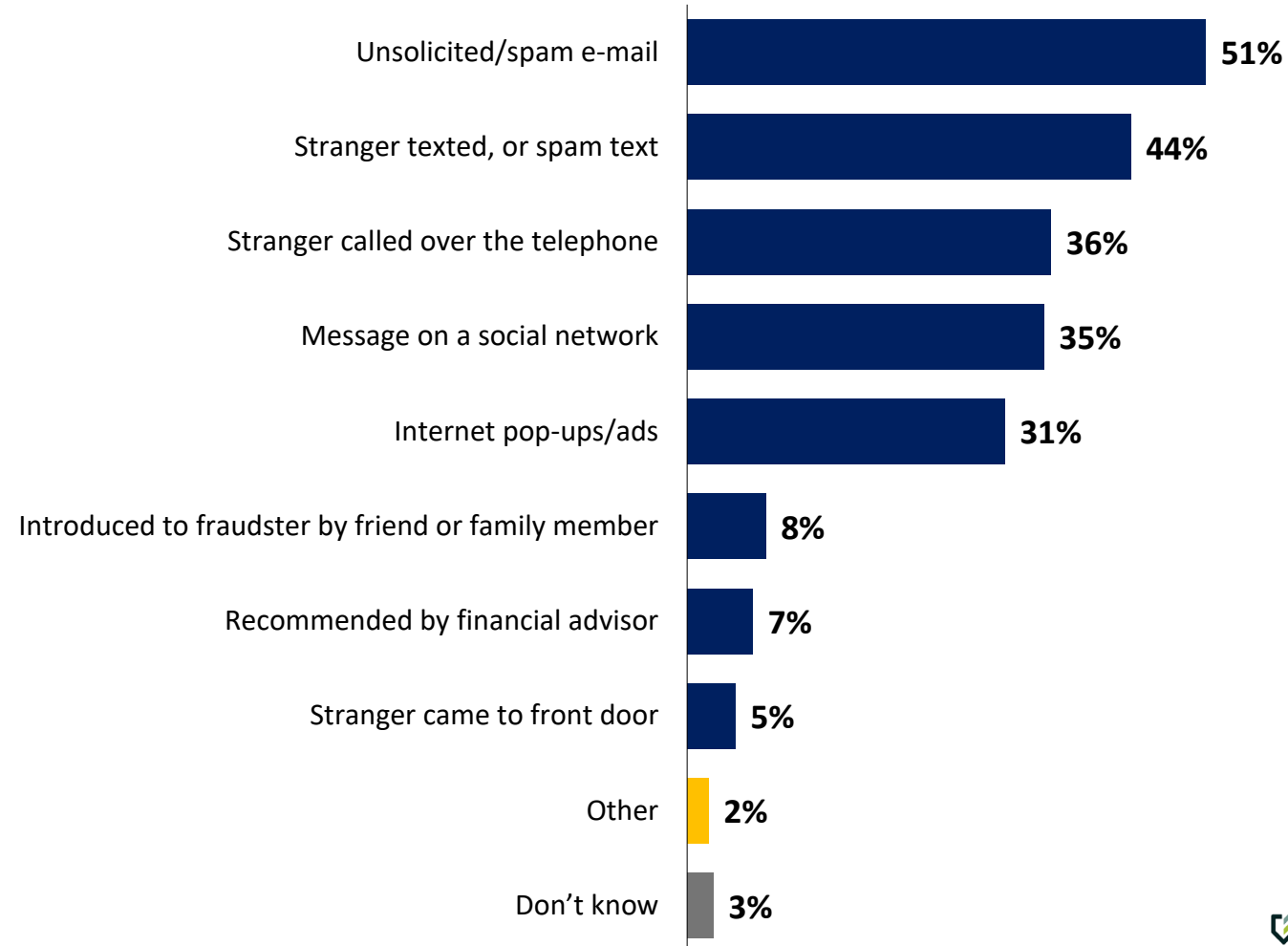


# Contacted for Fraud: Among those approached, 51% were contacted by unsolicited/spam email, while 44% received a stranger/spam text



From what you remember, how were you first contacted about this possible investment fraud?

[Asked of those approached with fraud, multiple mention\*, n=669]



**Note:** \*Multiple mentions allowed; totals may exceed 100%.

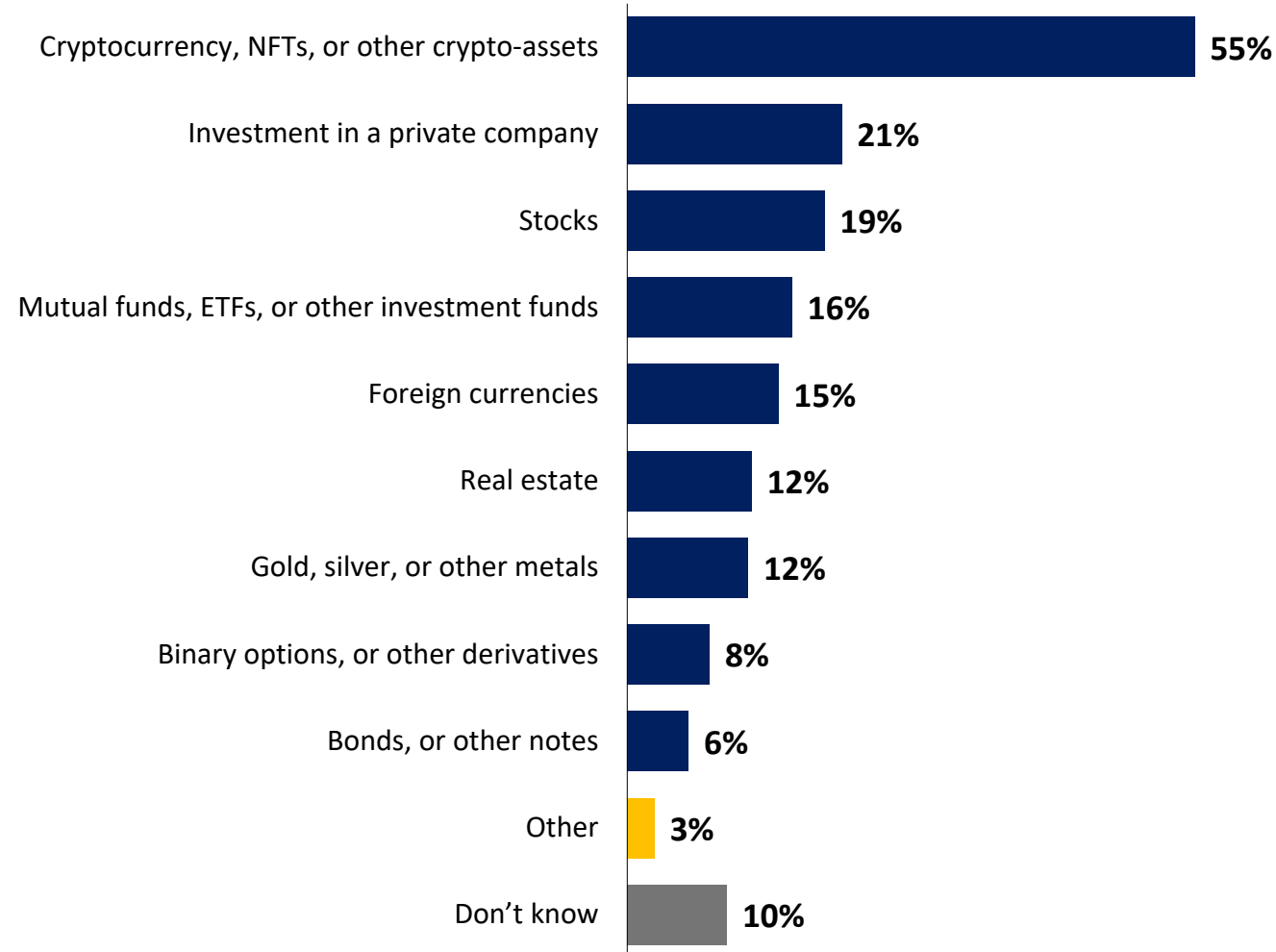


# Types of Fraudulent Investments: Among those approached, crypto-assets were the most common kind of investment offered at 55%



From what you remember, what kind of investments were offered as part of this possible fraudulent investment?

[Asked of those approached with fraud, multiple mention\*, n=669]



**Note:** \*Multiple mentions allowed; totals may exceed 100%.



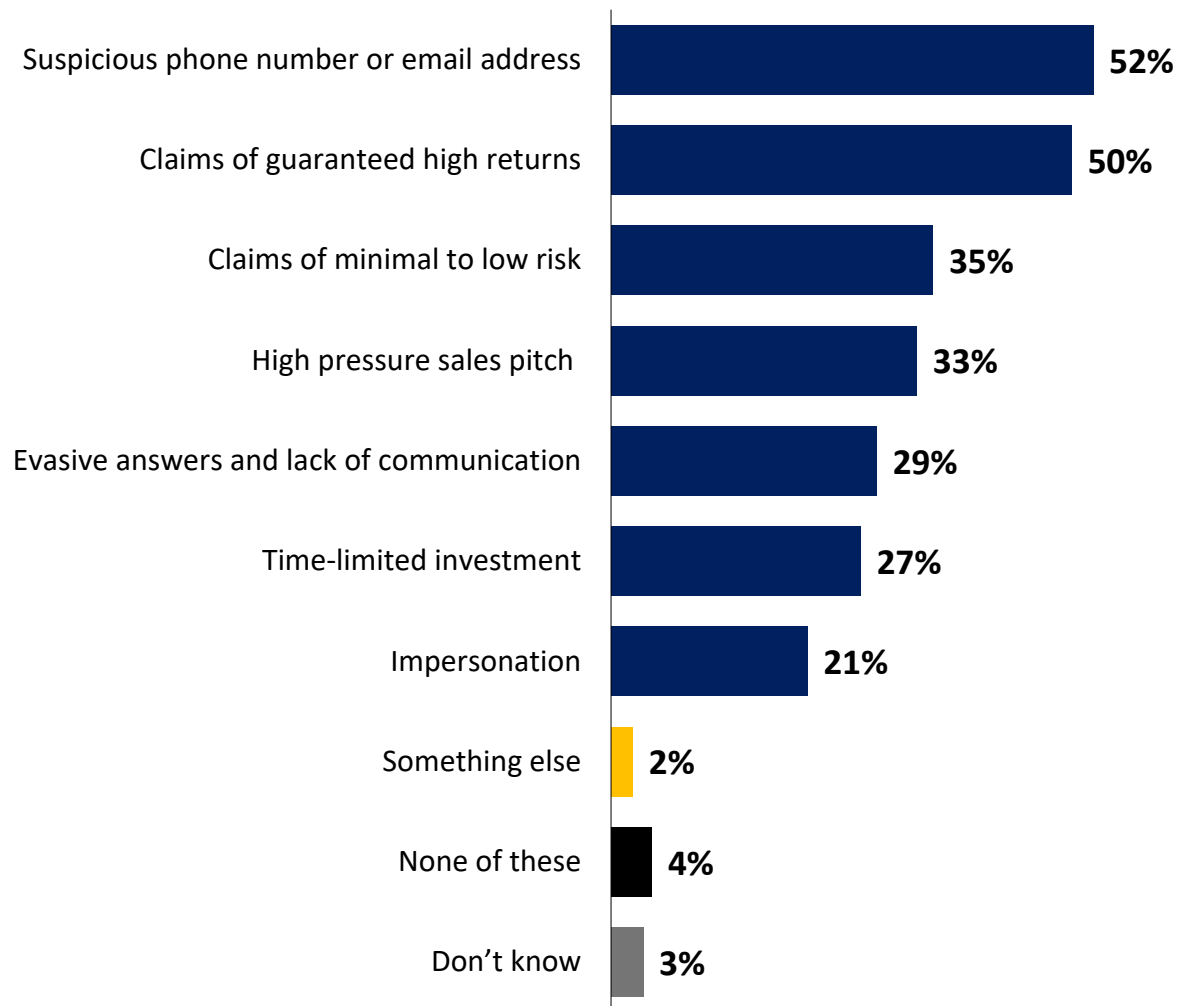
# Red Flags: 52% of those approached say that suspicious phone numbers or emails contributed to their belief of fraud, followed by guarantees at 50%

100



Did any of the following warning signs/red flags contribute to your belief that you might be facing a fraudulent investment?

[Asked of those approached with fraud, multiple mention\*, n=669]



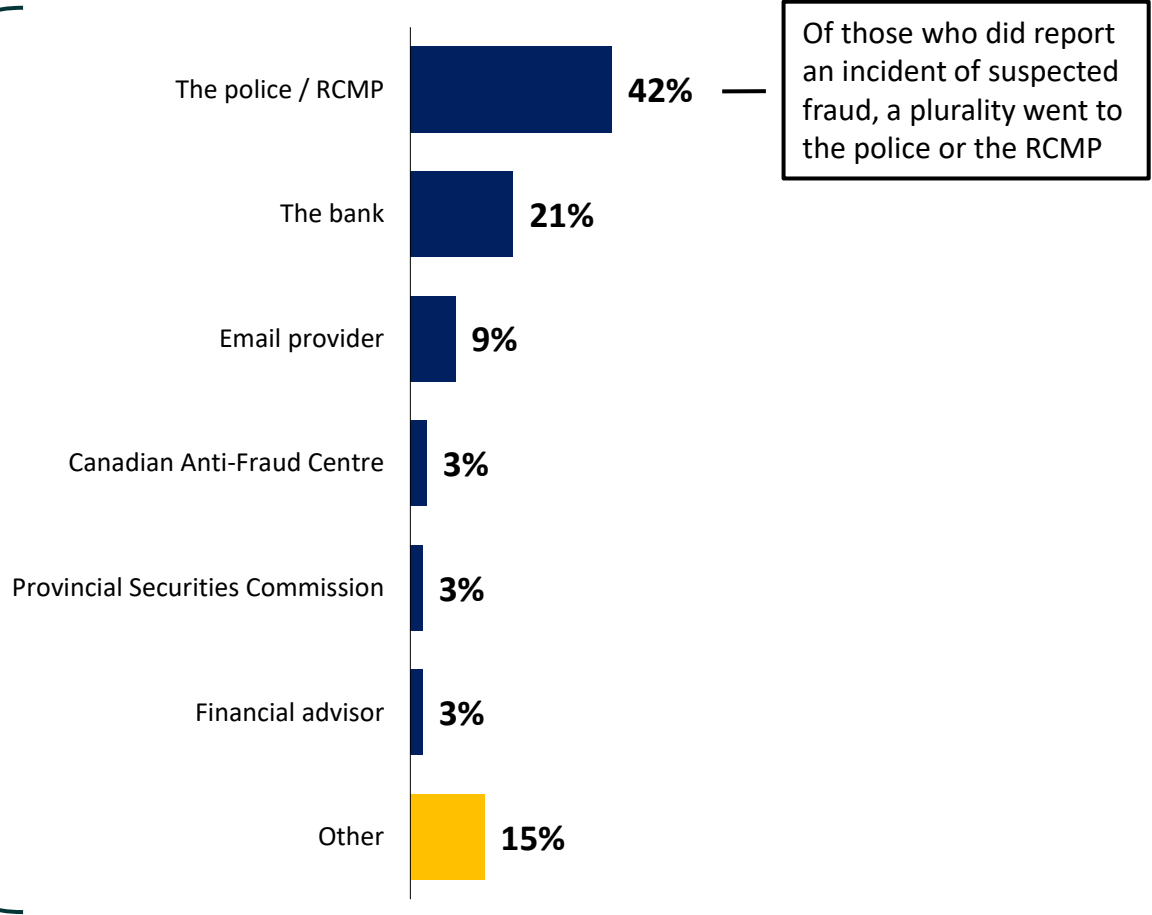
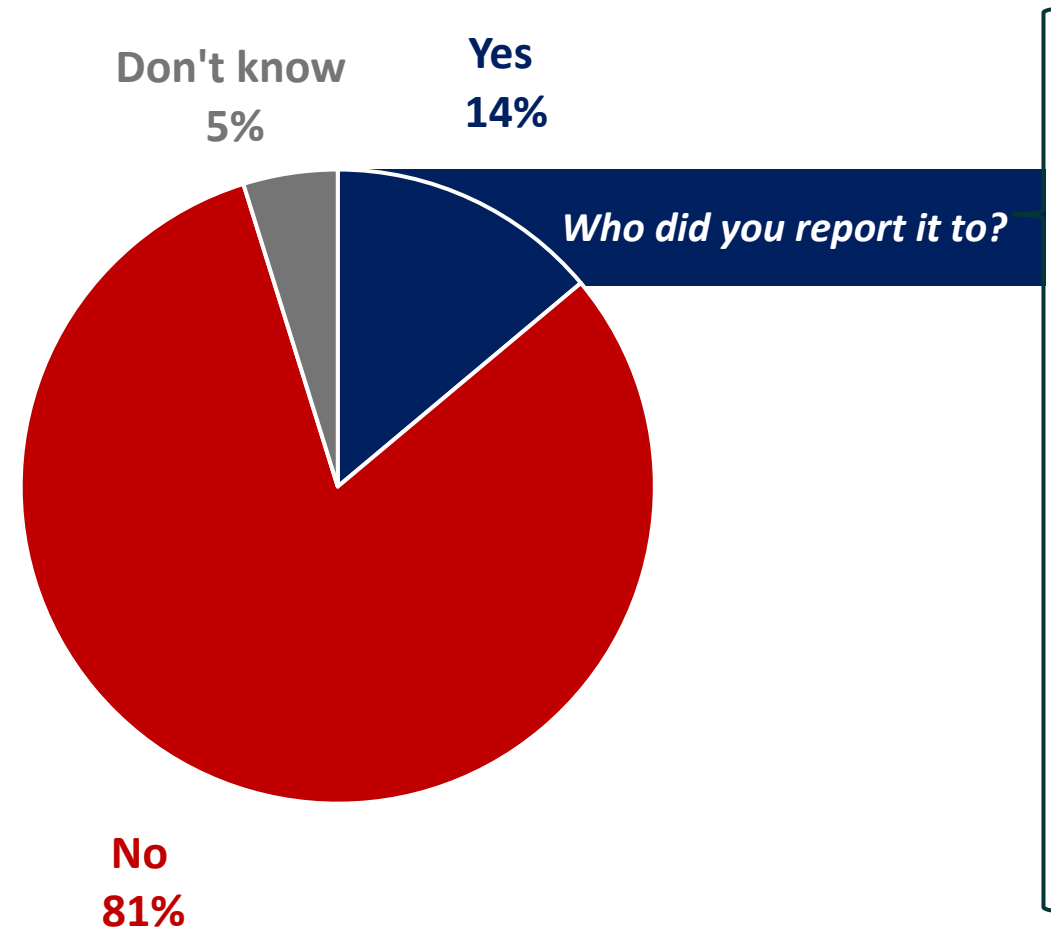
Note: \*Multiple mentions allowed; totals may exceed 100%.



# Reporting Fraud: 8-in-10 (81%) of those presented with possible fraud did not report it to any authorities. Only 14% say they reported it to someone



When you were presented with this suspected investment fraud, did you report it to any authorities?  
[Asked of those approached with fraud, n=669]

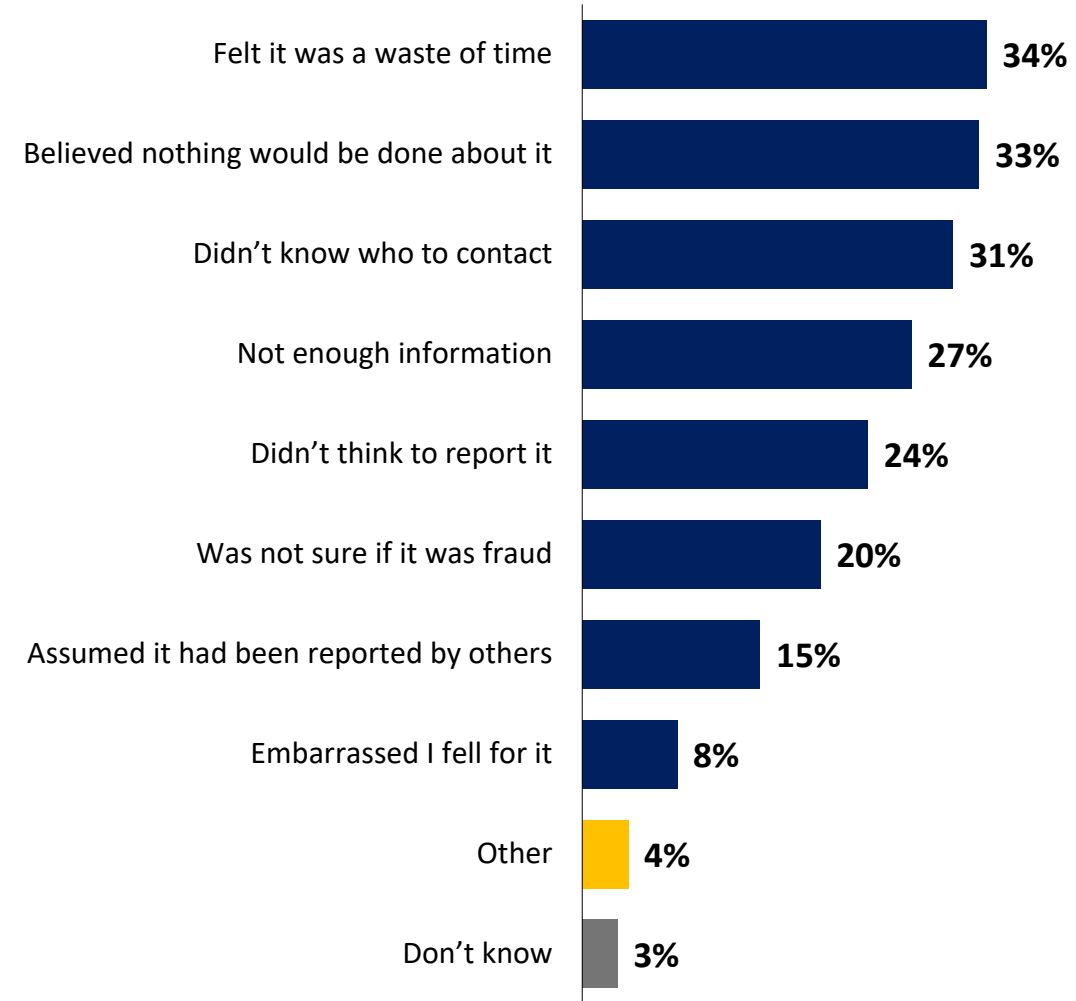




# Reporting Fraud: Among those who did not report a suspected fraud, 34%<sup>102</sup> said it felt like a waste of time, 33% believed nothing would be done



And why did you decide NOT to report the suspected investment fraud?  
[Asked of those who did not report suspected fraud, multiple mention\*, n=544]



Note: \*Multiple mentions allowed; totals may exceed 100%.

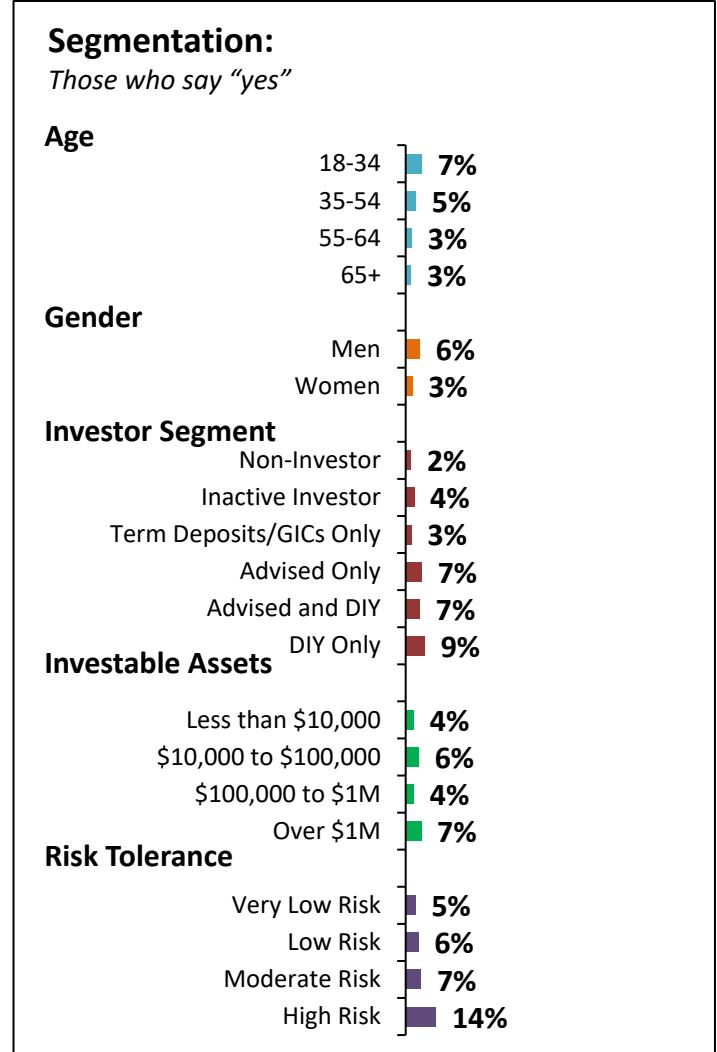
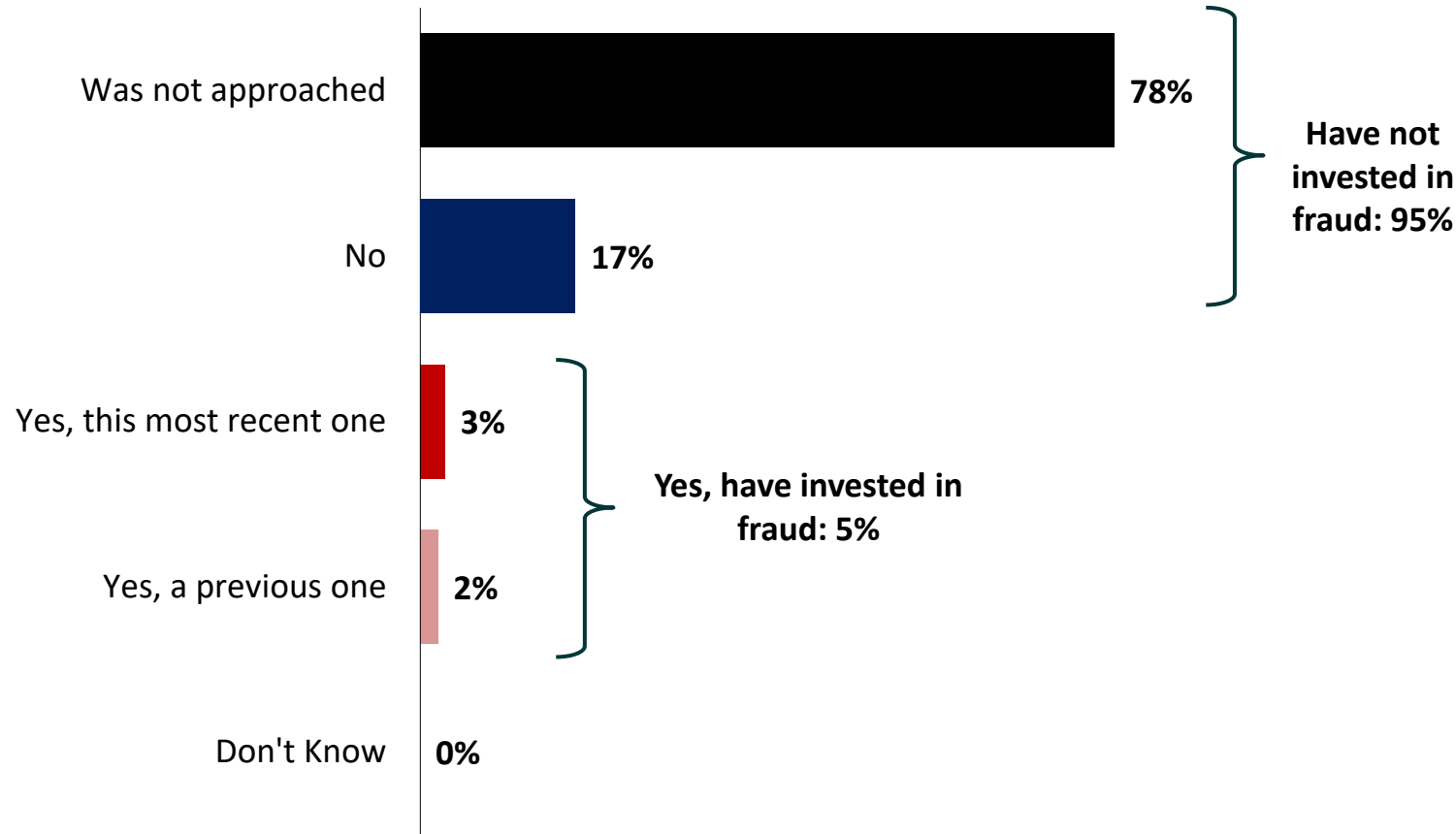


# Fraudulent Investments: 95% report never investing in a potential investment fraud, while 14% of those with high risk tolerance say they have



Did you invest any money in the most recent investment fraud you were approached with, or any other investment fraud in the past?

[Asked of those approached with a potential fraud, rebased out of the whole sample, n=3,000]

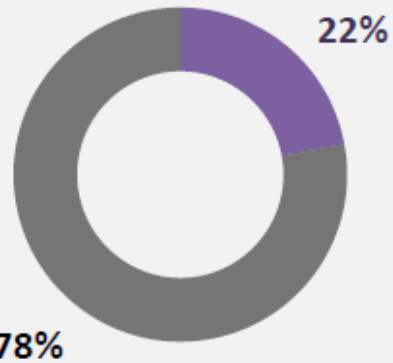




# Fraud among first generation Canadians: First generation Canadians report being approached with and victims of fraud more often; but report it less

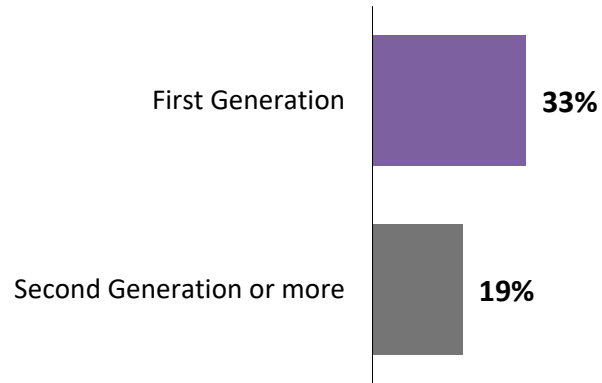
## First generation

[n=3,000]



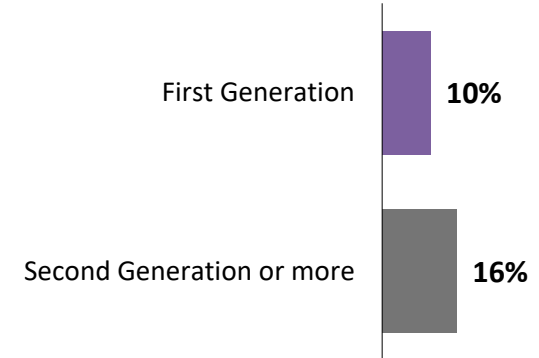
## Approached with investment fraud

(% who say they've been presented with an investment or crypto scam)



## Reported the fraud?

(% who say reported the most recent approach [among those approached])

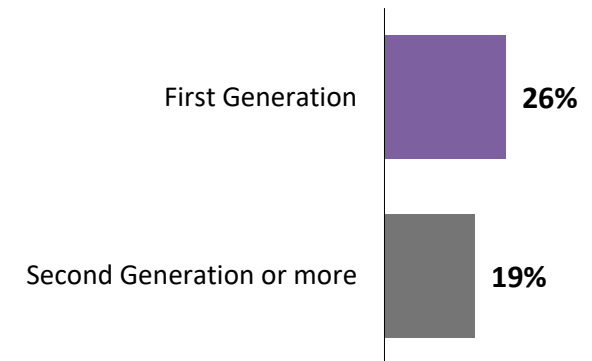


First generation Canadians (those not born in Canada) are more likely to report having been presented with an investment or cryptocurrency fraud or scam and are also more likely to say that they have invested money in one in the past. On the other hand, they are less likely to say that they reported the most recent fraud they were approached with.

For both groups, Cryptocurrency frauds are the most common by far, though other products such as stocks, private placements, funds, options, and real estate investments were all reported more often as part of the potentially fraudulent offers recalled by first generation Canadians.

## Investment Fraud Victims

(% who say they have invested in fraud/scam)



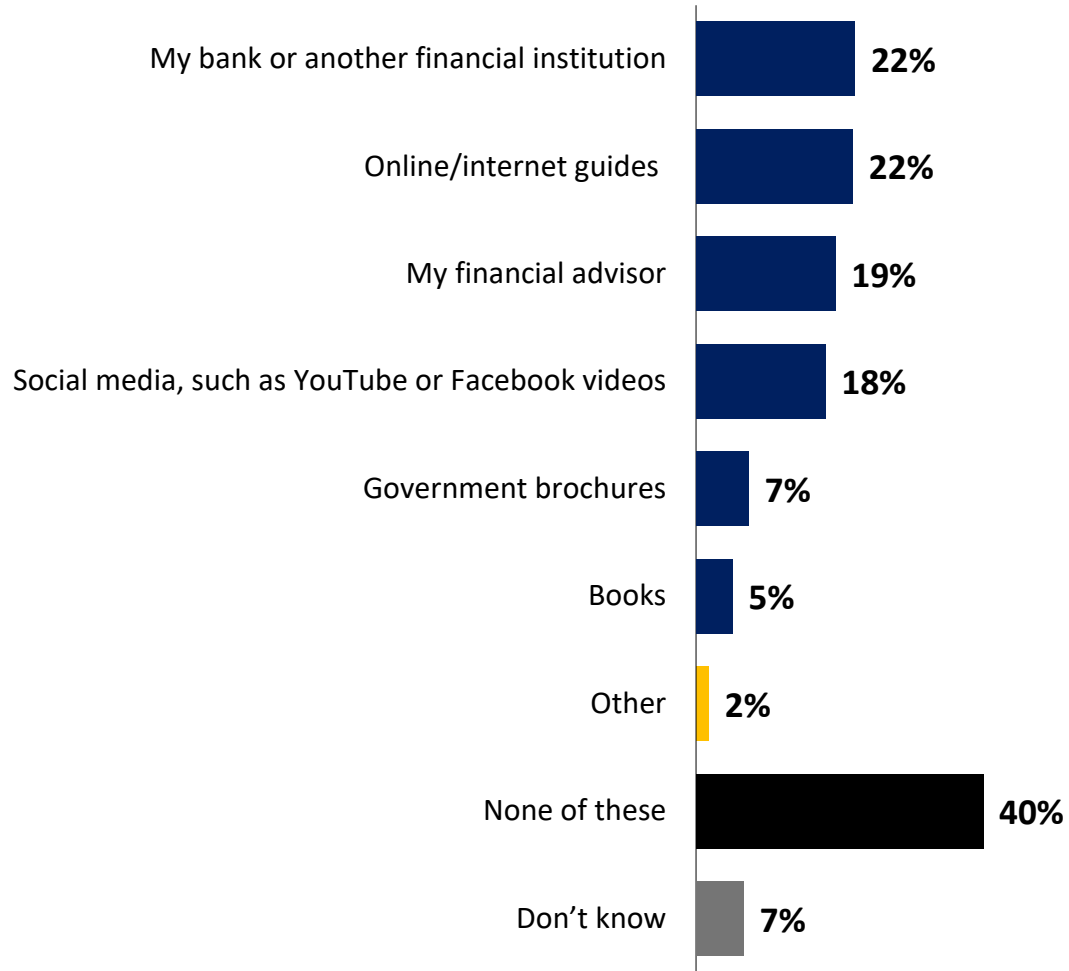


# Fraud Info: Most cited sources were banks or other financial institutions (22%) as well as online guides (22%); 40% have not used any



Have you ever used any of the following sources to learn more about identifying investment frauds?

[Asked of all respondents, multiple mention\*, n=3,000]

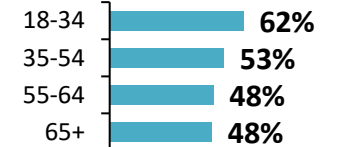


Have used at least one source:  
**54%**

### Segmentation:

Those who have ever looked for info about fraud

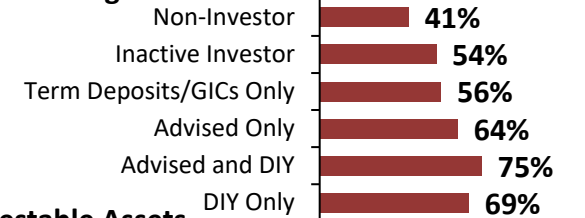
#### Age



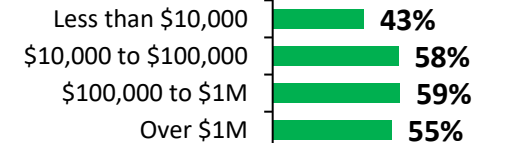
#### Gender



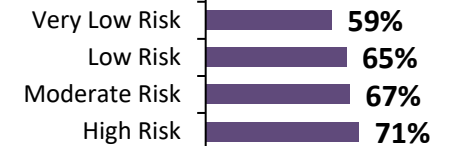
#### Investor Segment



#### Investable Assets



#### Risk Tolerance



Note: \*Multiple mentions allowed; totals may exceed 100%.

**APPENDIX:**



# Methodology and Demographics

# Methodology



**These are the results of an online survey conducted between January 4<sup>th</sup> and January 15<sup>th</sup>, 2024.**

This online survey of 3,497 Canadian adults (18+) including an oversample up to 2,147 investors was conducted by Innovative Research Group Inc. (INNOVATIVE) with respondents from Lucid, a leading provider of online survey samples. The results for all adults are weighted to n=3,000 based on Census data and data from Statistics Canada's Survey of Financial Security. The oversample of investors was weighted to n=2,000.

Respondents from online panels are recruited from a wide variety of sources to reflect the age, gender, and region characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Statistics Canada data to provide results that are intended to approximate a probability sample. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region. Each panelist receives a unique URL so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.

**Weighting:** Results are weighted by age, gender, region, education, and total investable assets to ensure that the overall sample's composition reflects that of the actual population according to Statistics Canada data; in order to provide results that are intended to approximate a probability sample and are representative of Canadians. Weighted and unweighted frequencies as for the general population sample and investor oversample are reported on tables in the following slides.

**Confidence:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels. For comparative purposes, a probability sample of 3,000 respondents would have a margin of error of  $\pm 1.8\%$  19 times out of 20, and for a sample of 2,000 the same margin of error would be  $\pm 2.2\%$ .

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

# General Population Sample Distribution

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>18-34</b>	896	25.6%	887	29.6%
<b>35-54</b>	1166	33.3%	1005	33.5%
<b>55-64</b>	686	19.6%	540	18.0%
<b>65+</b>	749	21.4%	568	18.9%

<b>Men</b>	1461	41.8%	1462	48.7%
<b>Women</b>	2028	58.0%	1527	50.9%

<b>BC</b>	462	13.2%	420	14.0%
<b>AB</b>	438	12.5%	337	11.2%
<b>Prairies</b>	224	6.4%	194	6.5%
<b>ON</b>	1411	40.3%	1163	38.8%
<b>QC</b>	738	21.1%	688	22.9%
<b>Atlantic</b>	224	6.4%	200	6.7%

**Note:** Territories account for <1% of respondents. Prefer to self describe for gender accounts for <1% of respondents.

# Investor Oversample Distribution

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>18-34</b>	520	24.2%	544	27.2%
<b>35-54</b>	686	32.0%	647	32.3%
<b>55-64</b>	440	20.5%	380	19.0%
<b>65+</b>	501	23.3%	429	21.5%

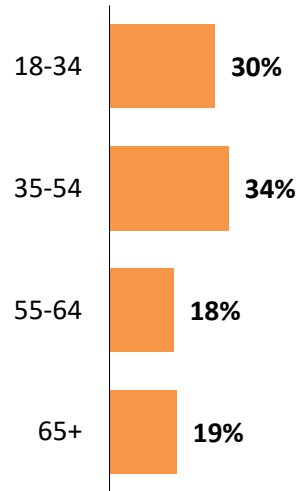
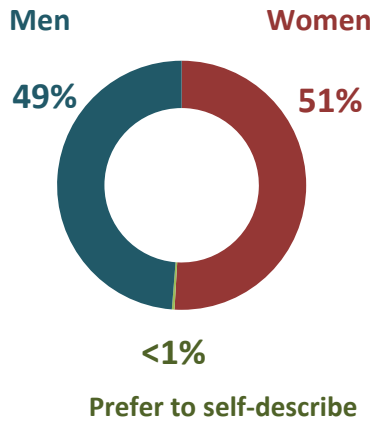
<b>Men</b>	1011	47.1%	1119	56.0%
<b>Women</b>	1134	52.8%	879	43.9%

<b>BC</b>	304	14.2%	299	15.0%
<b>AB</b>	294	13.7%	241	12.0%
<b>Prairies</b>	125	5.8%	113	5.7%
<b>ON</b>	887	41.3%	807	40.4%
<b>QC</b>	431	20.1%	444	22.2%
<b>Atlantic</b>	106	4.9%	95	4.7%

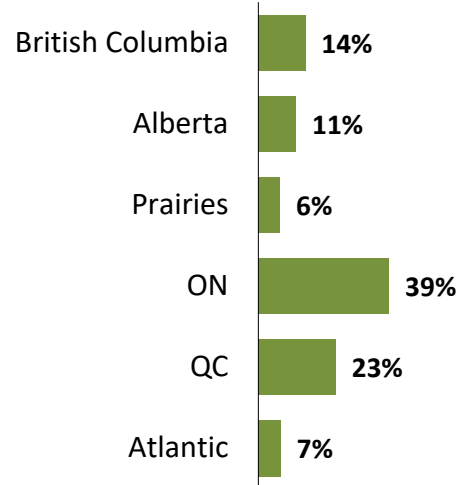
**Note:** Territories account for <1% of respondents. Prefer to self describe for gender accounts for <1% of respondents.

# Demographics (General Population Sample)

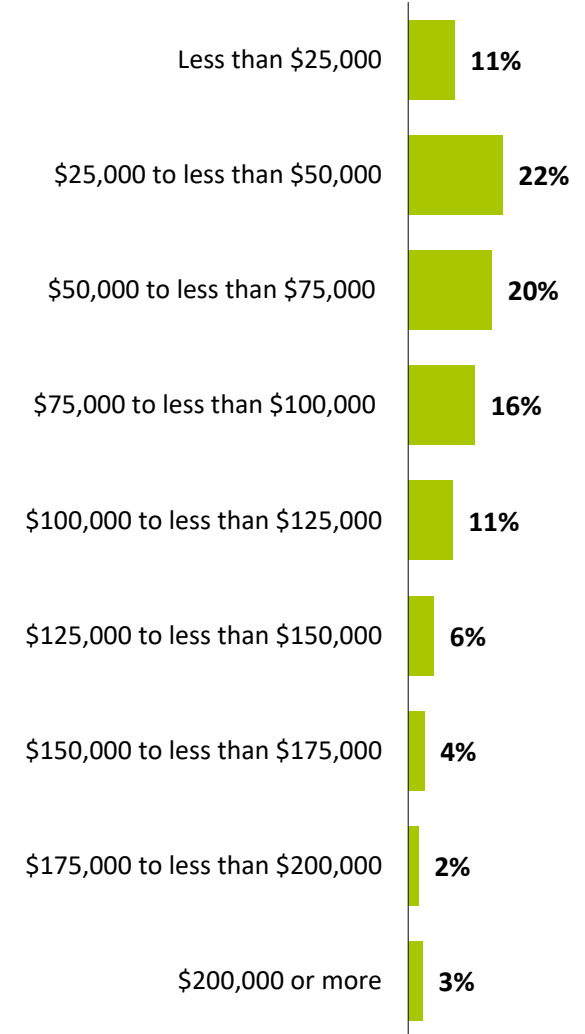
## Gender & Age



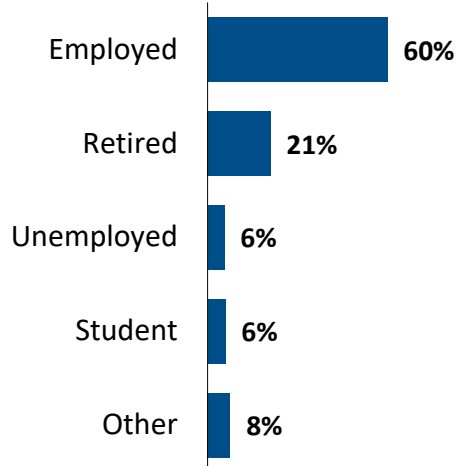
## Region



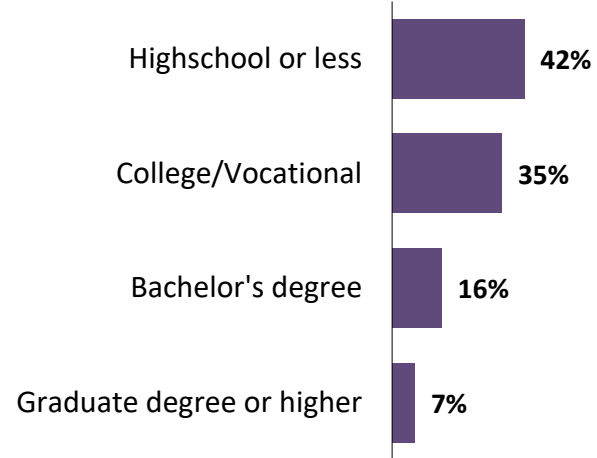
## Total Annual Household Income



## Employment Status



## Highest Level of Education

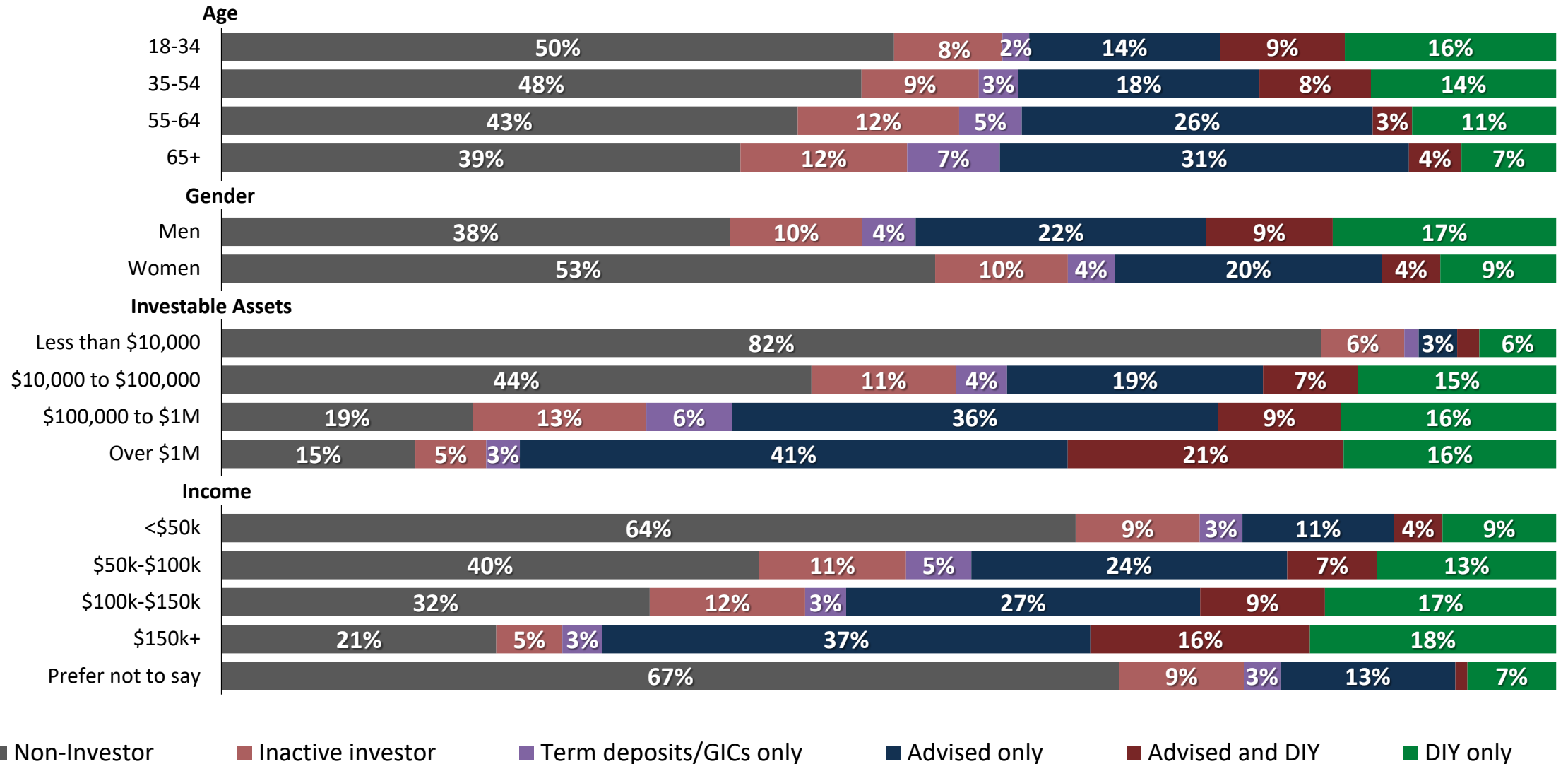




# Audience Segmentations Detail

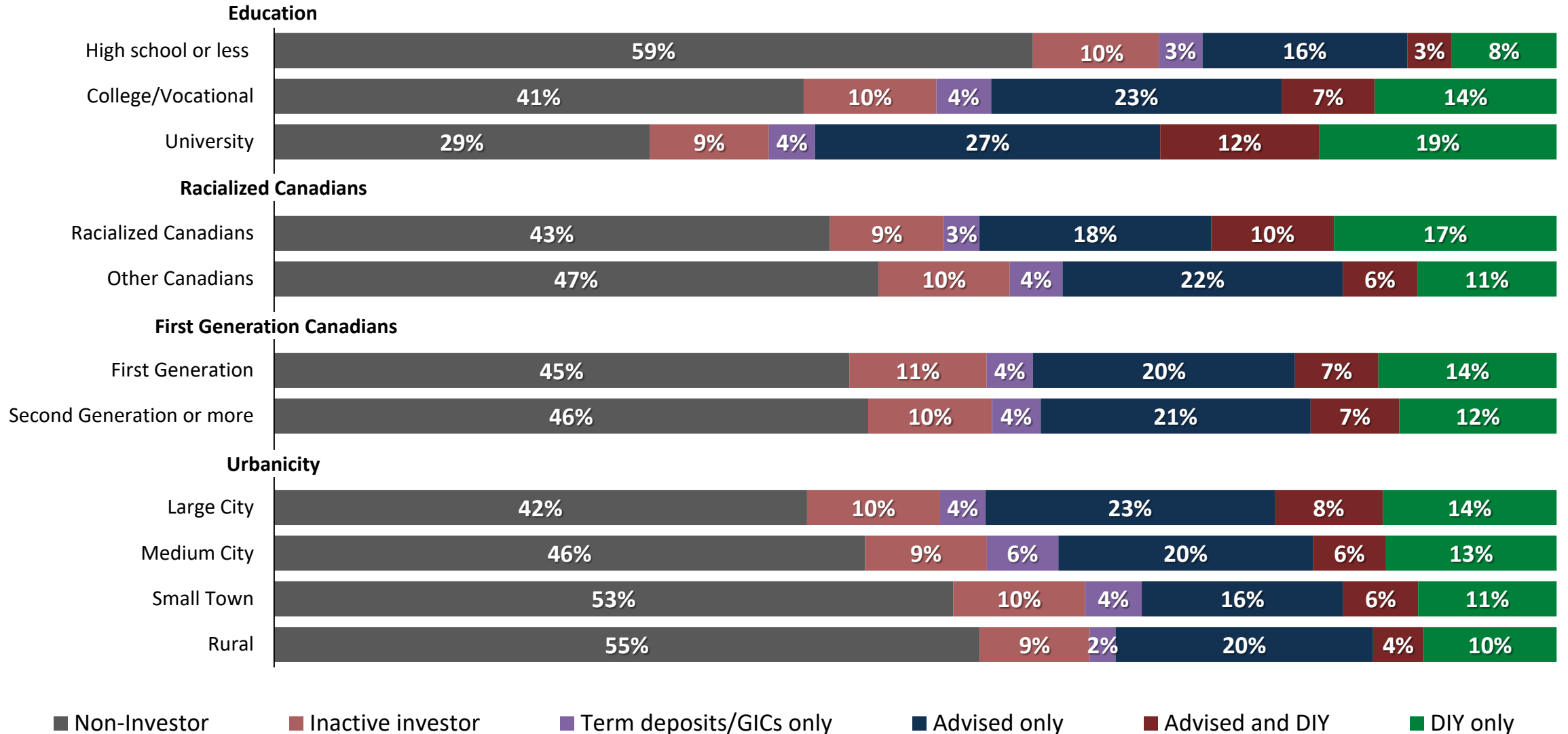
# Investor Segment Breakdowns

## Investor Segments by key segmentations



# Additional Investor Segment Breakdowns

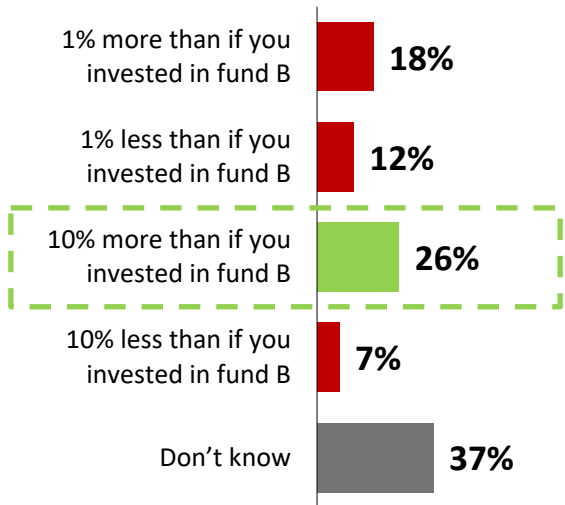
## Investor Segments by key segmentations



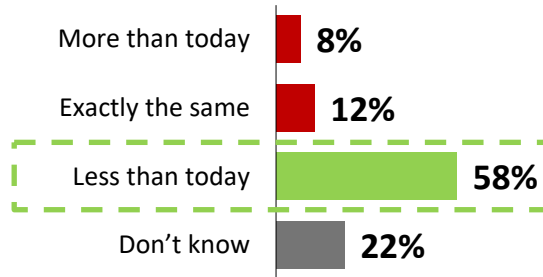
# Additional Segmentation: Investment Literacy Question Summary

The following five investment literacy questions were asked of all respondents [n=3,000]

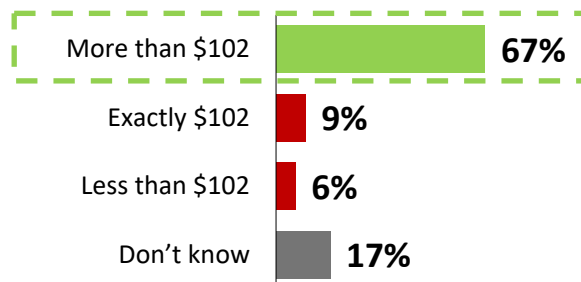
**Q** Imagine you have the choice between two mutual funds that have a total annual return of 5% before paying fees. Fund A has fees of 1% and Fund B has fees of 2%. If you invest \$100,000 in Fund A and hold it for 20 years you will have at least...  
**[Mutual Fund Fees]**



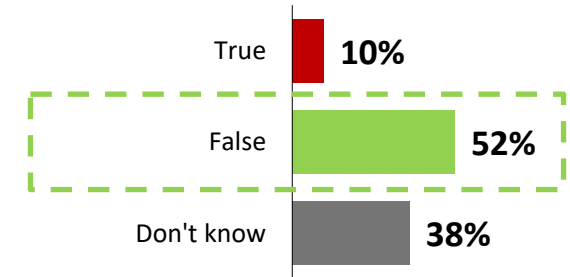
**Q** Imagine that the interest rate on your savings account was 1% per year and inflation was 2% per year. After 1 year, how much would you be able to buy with the money in this account?  
**[Inflation]**



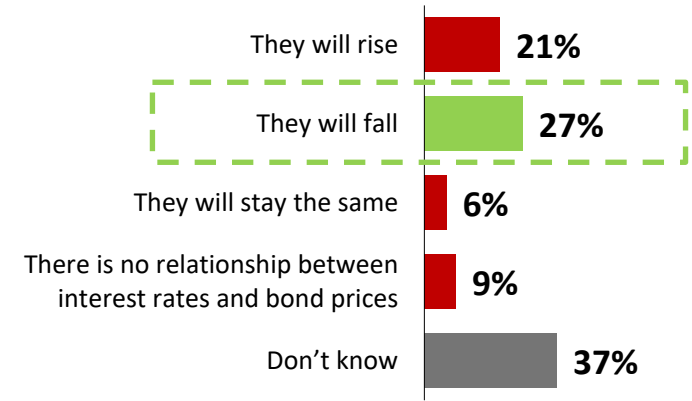
**Q** Suppose you had \$100 in a savings account and the interest rate was 2% per year. After 5 years, how much do you think you would have in the account if you left the money to grow?  
**[Simple Compound Interest]**



**Q** Is the following statement true or false? "Buying a single company's stock usually provides a safer return than a stock mutual fund."  
**[Diversification]**

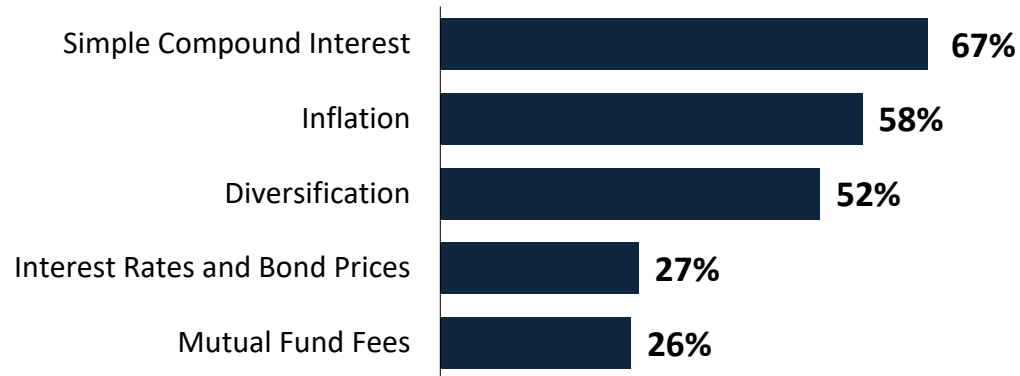


**Q** If interest rates rise, what will typically happen to bond prices?  
**[Interest Rates & Bond Prices]**



# Additional Segmentation: Financial Literacy Index

## % choosing the correct answer

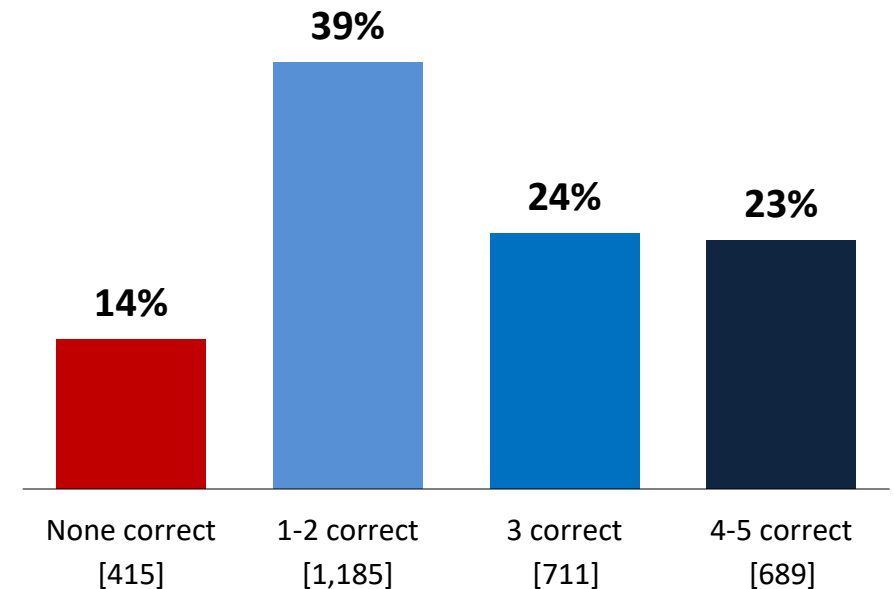


## Financial Literacy Index [n=3,000]

Grouping respondents by the accuracy of their responses to the five standard financial literacy questions.

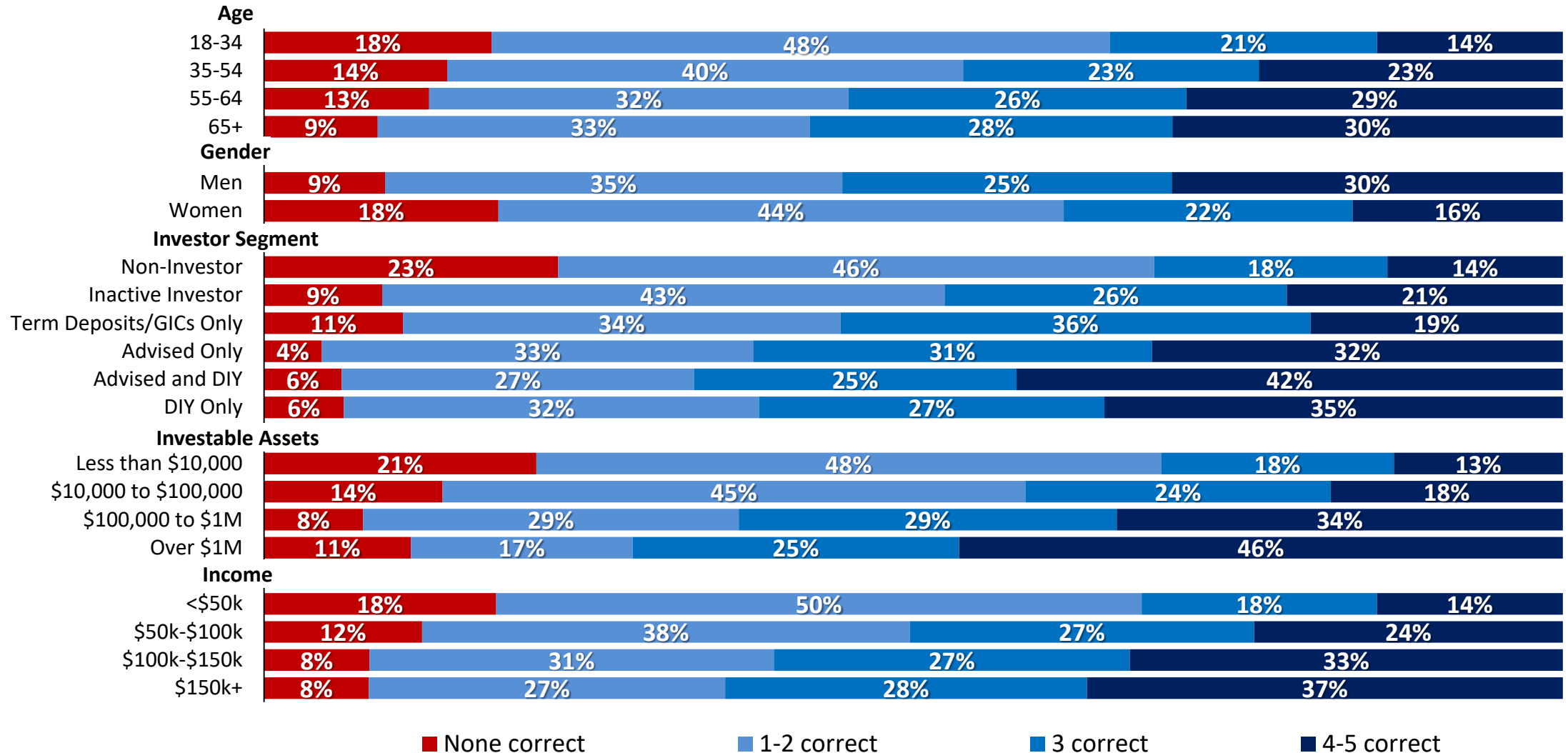
% Correct by Age	Age			
	18-34	35-54	55-64	65+
Simple Compound Interest	56%	66%	74%	79%
Inflation	46%	57%	63%	73%
Diversification	42%	53%	59%	60%
Interest Rates and Bond Prices	24%	28%	29%	29%
Mutual Fund Fees	27%	25%	28%	26%

Younger Canadians (18-34) gave fewer correct responses than other age groups on the Simple Compound Interest (56%), Inflation (46%), and Diversification (42%) questions.



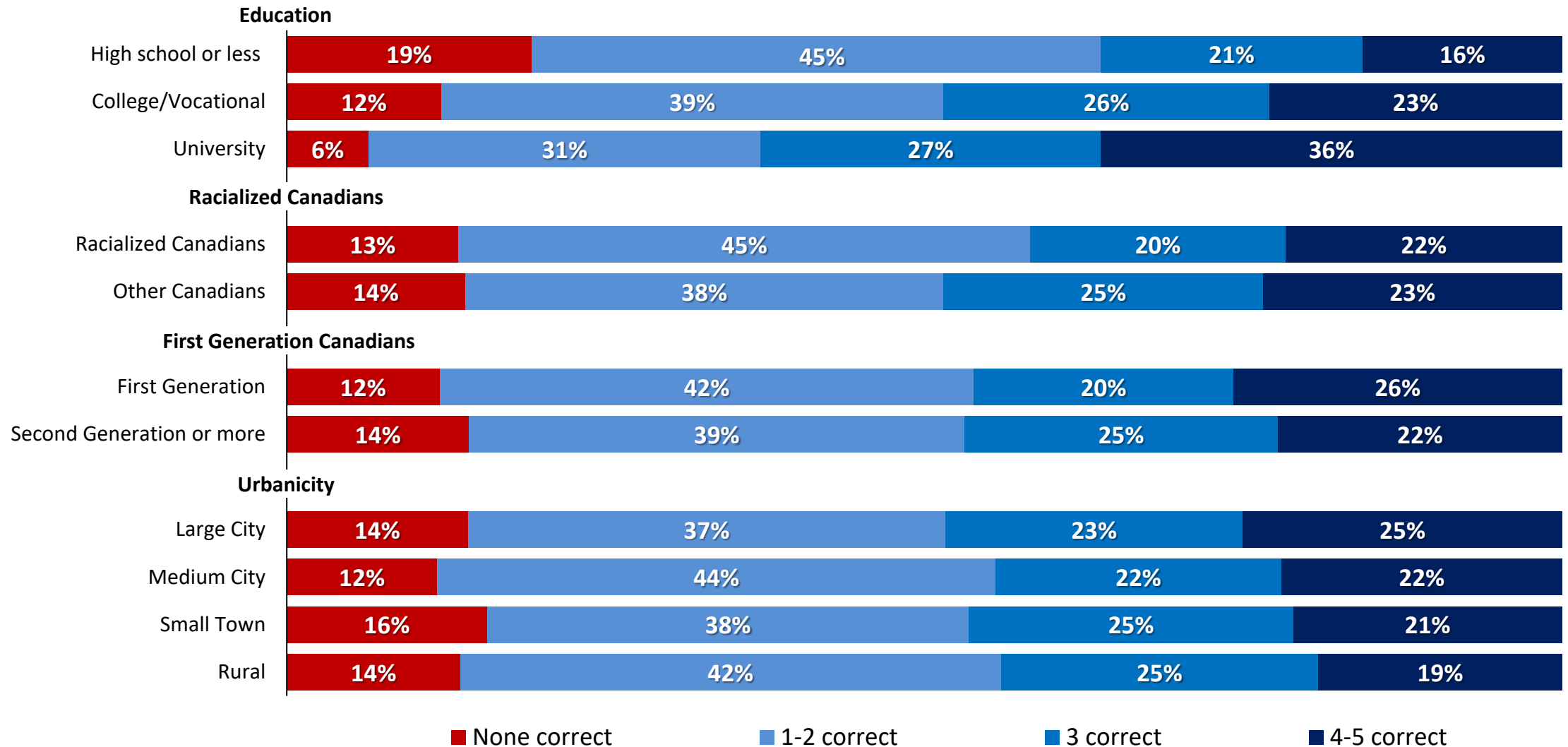
# Financial Literacy Index Breakdowns

## Financial literacy by segmentation



# Additional Financial Literacy Index Breakdowns

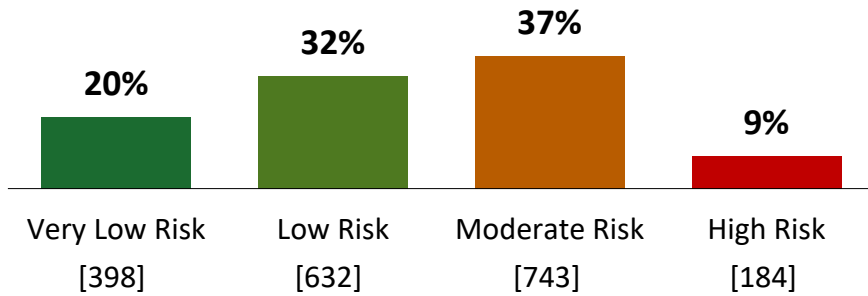
## Financial literacy by segmentation



# Additional Segmentation: Risk Tolerance and Financial Vulnerability

## Risk Tolerance [n=2000]

Grouping investors using their stated risk tolerance.



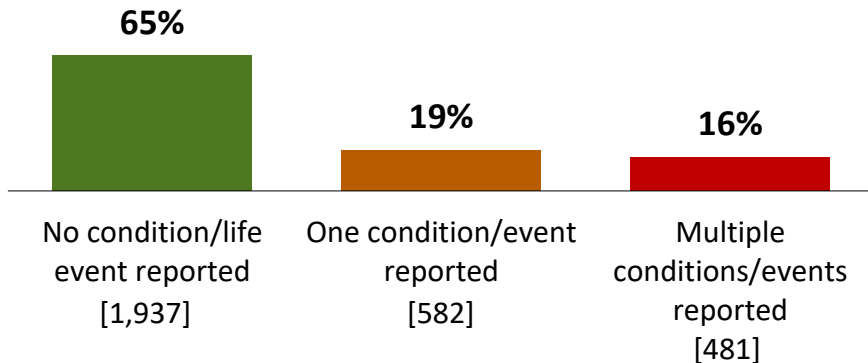
## Risk Tolerance Question:

Which of the following best describes your approach to making investment decisions?

- I am willing to take on significant risk and tolerate large losses for the potential of achieving very high returns over time
- I am willing to accept a moderate amount of risk and tolerate some losses for above-average returns over time
- I am willing to accept a small amount of risk for modest returns
- I try to minimize risk and avoid the possibility of any losses above all else
- Don't know

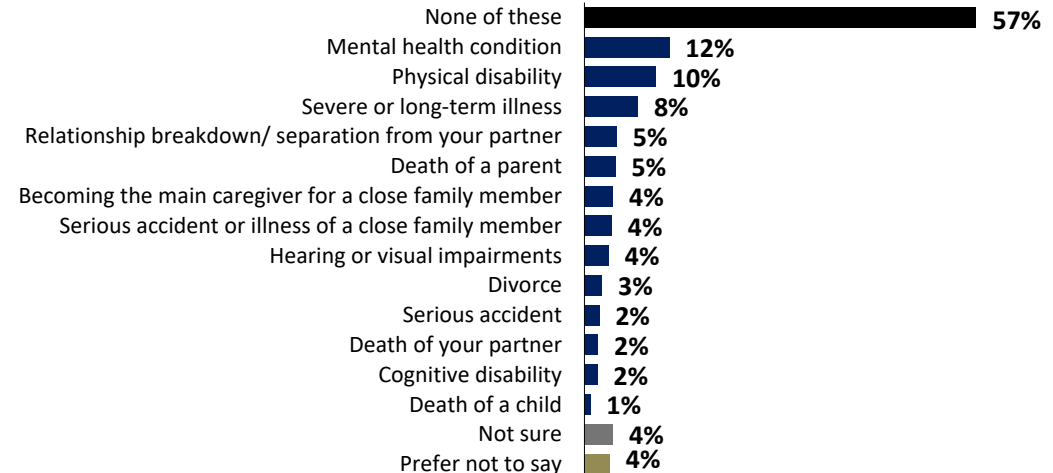
## Financial Vulnerability [n=3000]

Grouping respondents by their financial vulnerability using major life events



## Financial Vulnerability – Life events:

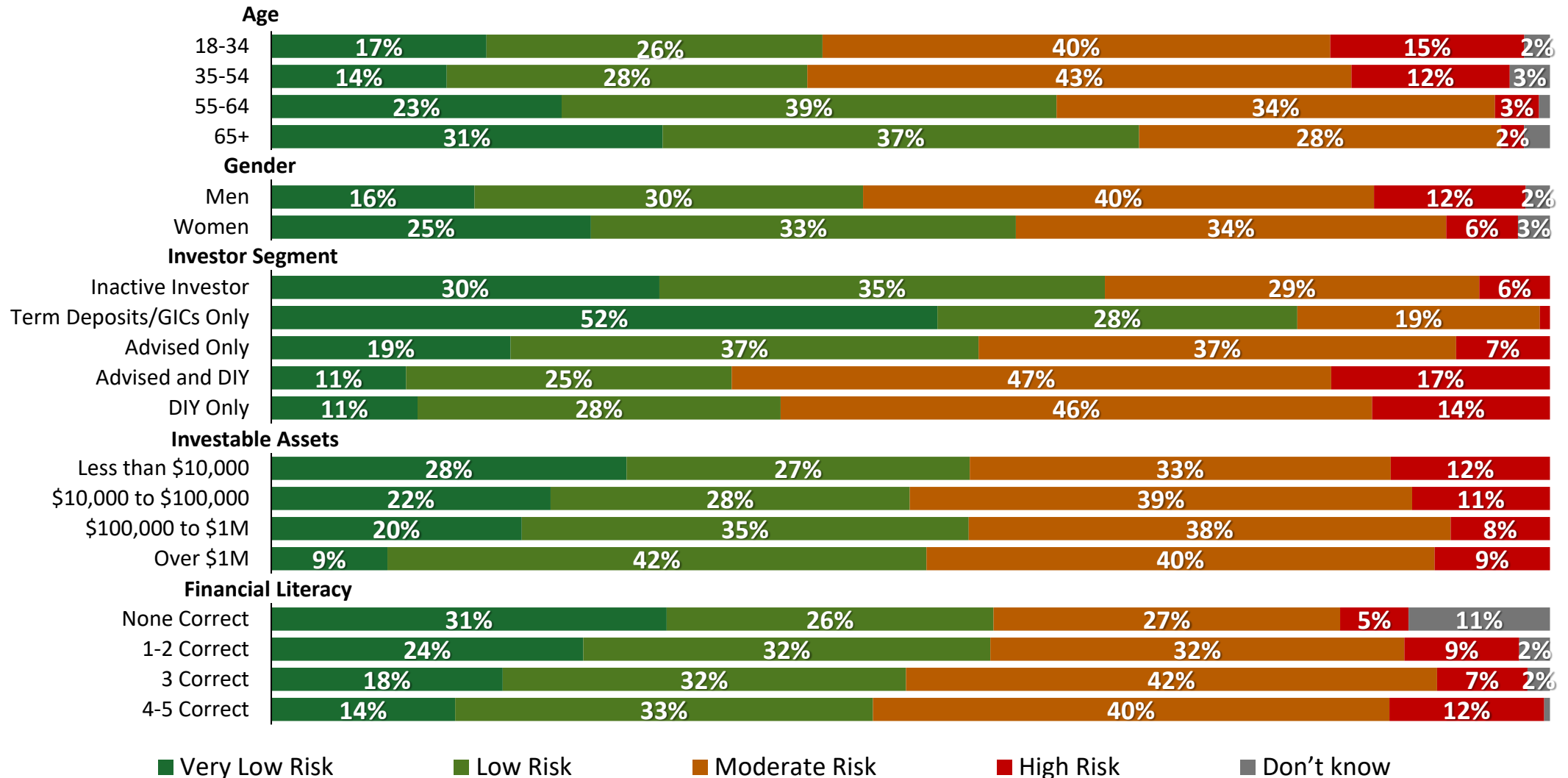
Have any of the following new or ongoing personal health conditions, or major life events, led to a major impact on your personal finances, saving, or investing within the last five years?





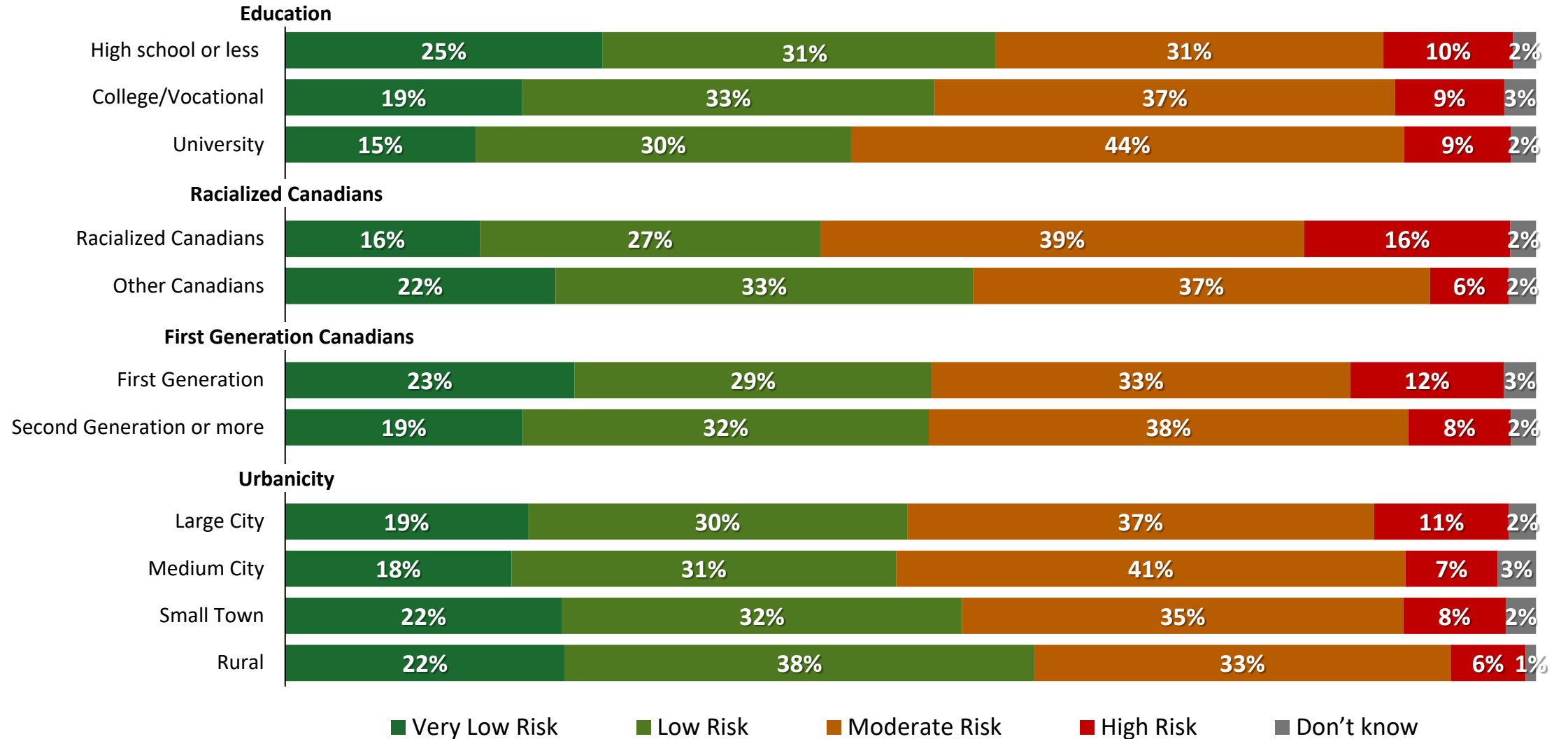
# Additional Segmentation: Risk Tolerance

## Risk tolerance by segmentation



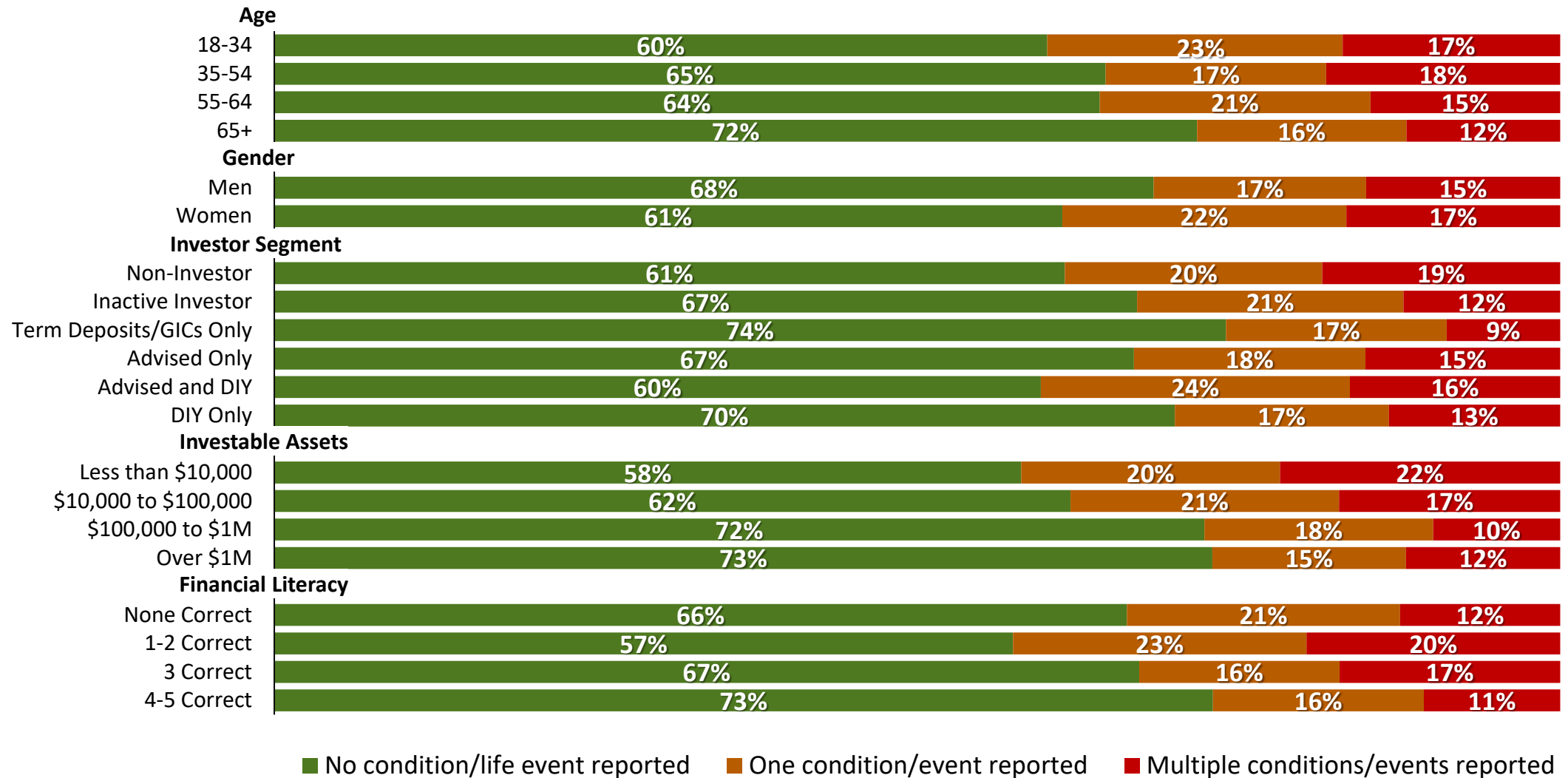
# Additional Segmentation Breakdown: Risk Tolerance

## Risk tolerance by segmentation



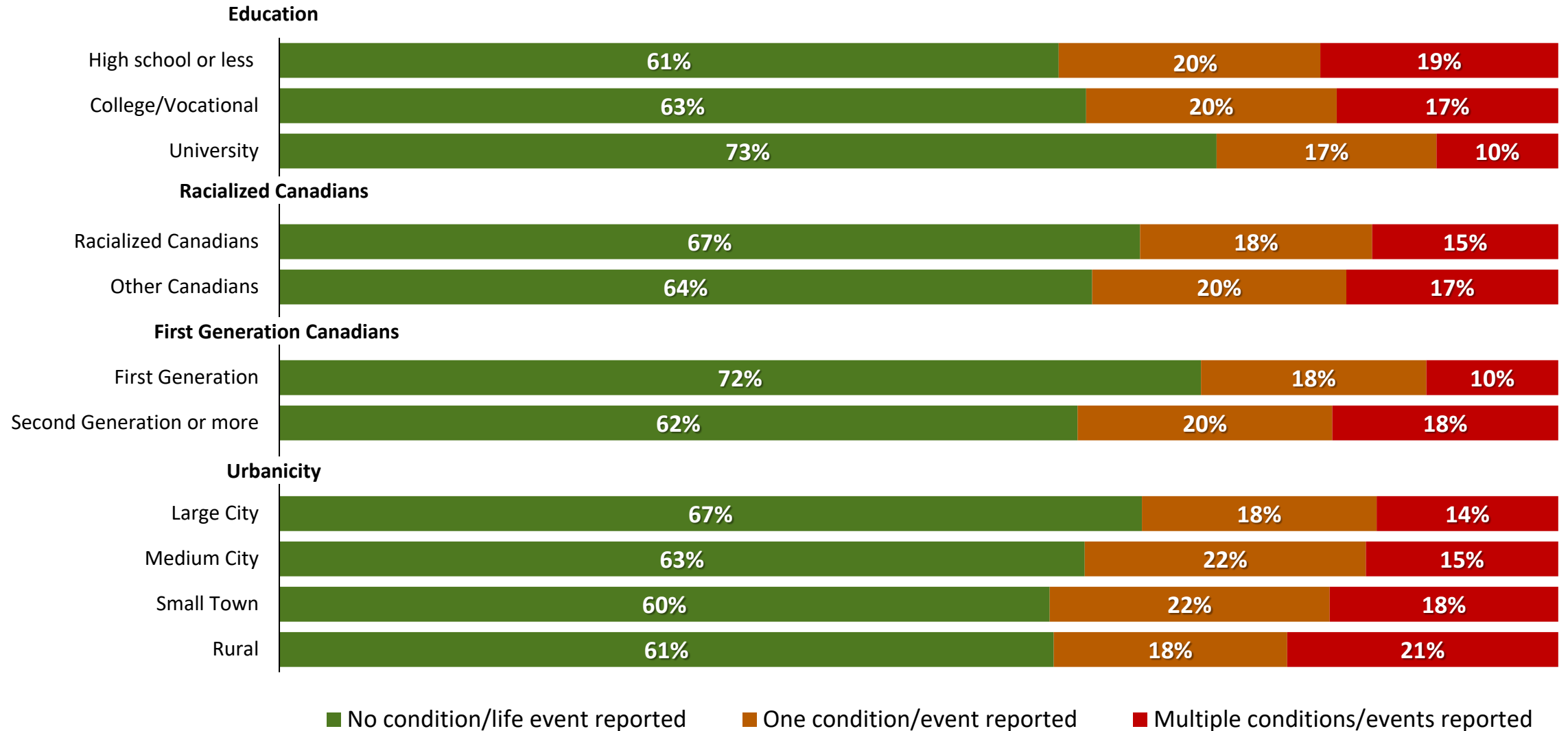
# Additional Segmentation: Financial Vulnerability (Life Events)

## Vulnerability by segmentation



# Additional Segmentation Breakdown: Financial Vulnerability (Life Events)

## Vulnerability by segmentation





# Building Understanding.

For more information, please contact:

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