

CANADA FINANCIAL SECURITY MONITOR™ SURVEY | APRIL 2026



A POLL OF CANADIANS' FINANCIAL MOOD

Primerica Canada's Financial Security Monitor™ (FSM)™ survey found that more than three-quarters (78%) of middle-income Canadians rate the economic health of their province as not so good or poor, and more than half (60%) say their financial situation has worsened in the past 12 months, with more than three-quarters (76%) expecting they will be either the same or worse off over the next year. Those with higher incomes and financial preparedness scores are more positive, while those with lower incomes and financial knowledge are more pessimistic – a trend that held for much of the survey.



HOW ARE FAMILIES DOING AND FEELING FINANCIALLY?

- **Inflation and personal health concerns continue to weigh heavily.** Nearly six in 10 Canadians (59%) cite inflation as a top concern, while 51% worry about getting sick or injured, and the same percentage are concerned about paying for groceries. Nearly half (49%) fear another major economic recession.



ARE FAMILIES EQUIPPED WITH THE FINANCIAL INFORMATION THEY NEED?

- **Most do not trust advice from financial influencers.** The vast majority (85%) say they do not trust financial advice from financial influencers, known as finfluencers, and 71% would not consider turning to them for such guidance.
- **Majority remain skeptical of AI tools for personal finances.** More than three-quarters (76%) say they are not interested in using platforms like ChatGPT to help with budgeting, saving, investing or retirement planning.
- **Human guidance is widely preferred.** Nearly eight in 10 Canadians (79%) say they would choose human financial advice over AI or finfluencers when making financial decisions.



WHAT ARE FAMILIES' VIEWS ON SEEKING FINANCIAL ADVICE?

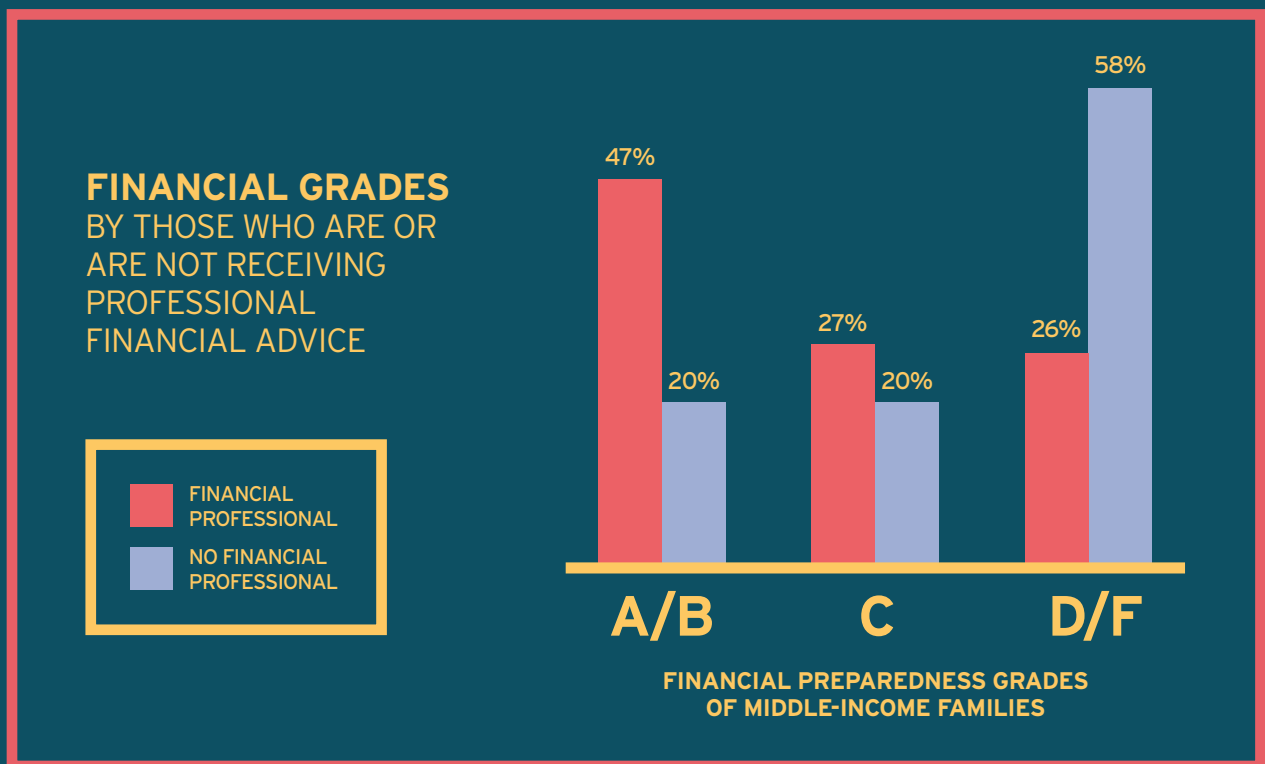
- **Professional advisors are the most trusted source.** Professional financial advisors rank highest in trust for personal financial advice (60%), ahead of family members (49%), bank staff (37%) and friends (32%).
- **Access to trusted financial help remains a priority.** Eighty-one percent say everyone should have access to a professional financial advisor. At the same time, 60% believe there is too much complexity and red tape involved in financial transactions, while nearly half (49%) feel financial advice is too expensive.



SCORECARD SHOWS THE VALUE OF PROFESSIONAL FINANCIAL ADVICE

Primerica's survey graded study participants based on whether they engage in five financial preparedness fundamentals, including saving for their future and protecting what they have through life insurance. The average grade was between B and C. The scorecard found that 47% of those who work with a financial professional earned a B or better, compared to just 20% of those who do not.

CANADIANS WHO WORKED WITH A FINANCIAL PROFESSIONAL DEMONSTRATED MORE SKILL AND CONFIDENCE ACROSS FIVE BASIC FINANCIAL TASKS.



* PERCENTAGES ROUNDED TO THE NEAREST WHOLE NUMBER.



ABOUT PRIMERICA CANADA'S FINANCIAL SECURITY MONITOR™ SURVEY

Polling was conducted online from April 5-8, 2026. Using Dynamic Online Sampling, Change Research polled 909 adults nationwide in Canada. Post-stratification weights were made on gender, educational attainment, age and province/territory region to reflect the population of these adults based on the 2021 Canadian Census. Interviewing was done in both English and French. The margin of error is 3.2 percentage points.