

CANADA FINANCIAL SECURITY
MONITOR™ SURVEY | JULY 2025



A POLL OF CANADIANS'
FINANCIAL MOOD

Primerica Canada's Financial Security Monitor (FSM)™ survey found that nearly three-quarters (73%) rate the economic health of their province as not so good or poor, and nearly half (48%) say their financial situation has declined in the past 12 months. In addition, a quarter (25%) believe they will be worse off in 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 FINANCIALLY?

- **Inflation remains the top financial concern.** Middle-income Canadians across all income levels continue to cite inflation as their biggest worry. The majority (87%) are concerned about paying more for everyday essentials, and nearly three-quarters (71%) are worried they won't have enough money to retire when they want to.
- **Majority worry AI will hurt their careers.** Many middle-income Canadians fear AI's broader economic impacts. More than half (54%) believe widespread AI adoption will negatively affect their salaries and job opportunities – a concern especially pronounced among those with lower financial preparedness scores.



ARE FAMILIES EQUIPPED WITH THE
FINANCIAL INFORMATION THEY NEED?

- **Financial preparedness remains low.** Only 16% of middle-income Canadians are actively engaged in all five core financial preparedness behaviors, which include saving for the future and safeguarding their families through life insurance.
- **Professional financial advice pays off.** Those who work with a licensed financial professional are significantly more likely to score a "B" or higher on Primerica's Financial Security Scorecard, highlighting the value of trusted, personalized guidance.



WHAT ARE FAMILIES' VIEWS
ON SEEKING FINANCIAL ADVICE?

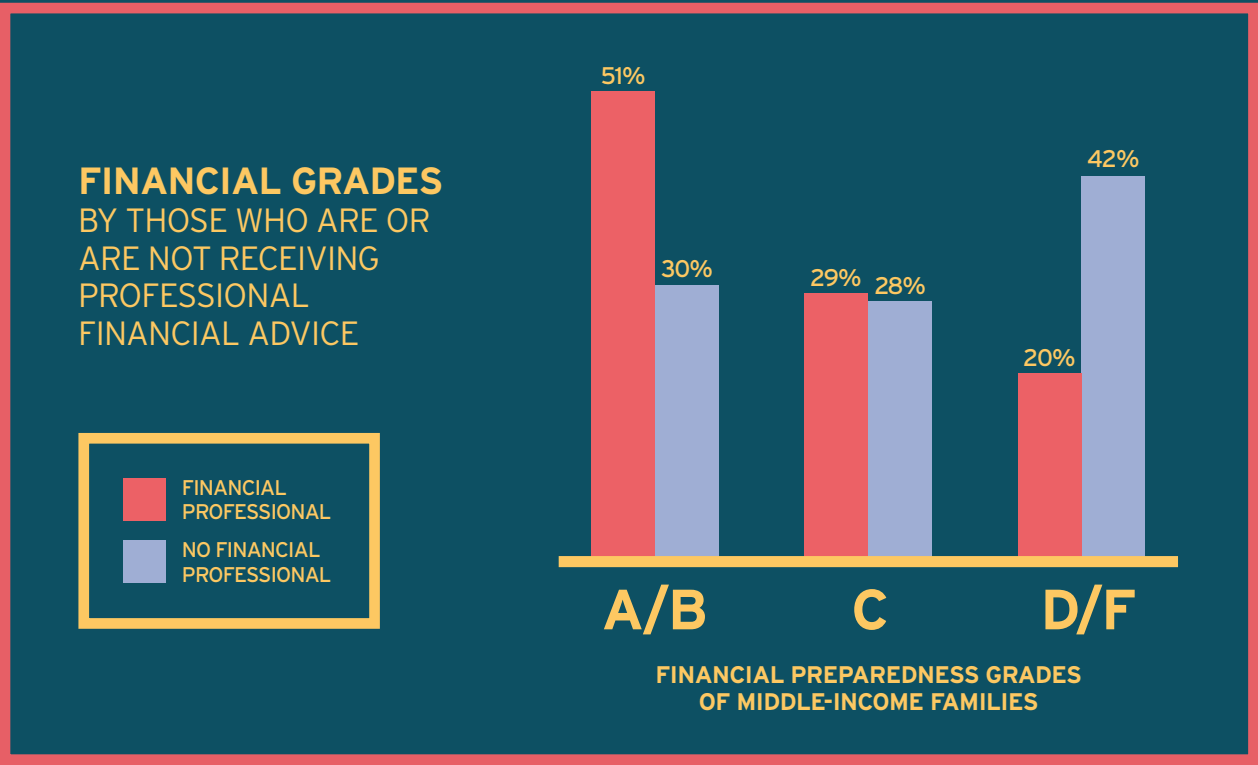
- **Majority want human financial guidance, not AI.** The overwhelming majority (82%) prefer working with a human financial representative over an AI one, and more than two-thirds (68%) say they are not interested in using AI tools to help with personal financial tasks like budgeting, saving, investing or retirement planning.
- **Interest in AI remains low even among younger Canadians.** Only a little more than a quarter (28%) of Canadians say they are interested in using AI for financial help. Even among younger adults, a majority express little to no interest in using AI.



SCORECARD SHOWS THE VALUE OF PROFESSIONAL FINANCIAL ADVICE

Primerica’s survey graded respondents 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 51% of those who work with a financial professional earned a B or better, compared to just 30% 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

Since 2020, the Canadian Financial Security Monitor™ survey has polled middle-income households across Canada to gain a clear picture of their financial situation. Using Dynamic Online Sampling, Change Research polled 909 adults nationwide in Canada, from July 10-15, 2025. Post-stratification weights were made on gender, age and province/territory region to reflect the population of these adults based on the 2016 Canadian Census. Polling was done in both English and French. The margin of error is +/-3.4 percentage points.