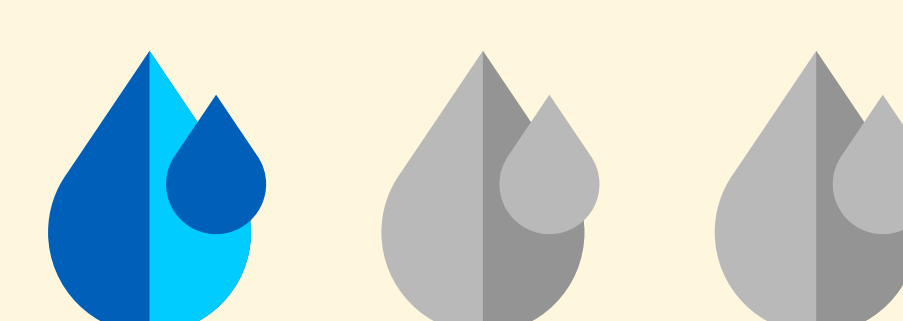


2020 Cross-Country Checkup

Finances under fire: Two-in-five Canadians say their bank account can't withstand a financial emergency, up from one-in-three Canadians in 2018



Rainy days ahead: More than one-in-three of Canadians say they rarely or never put money aside in an emergency account



Cross-Country Checkup shows Canadians dealing with money issues

35%

of Canadians are not confident they will achieve their financial life goals



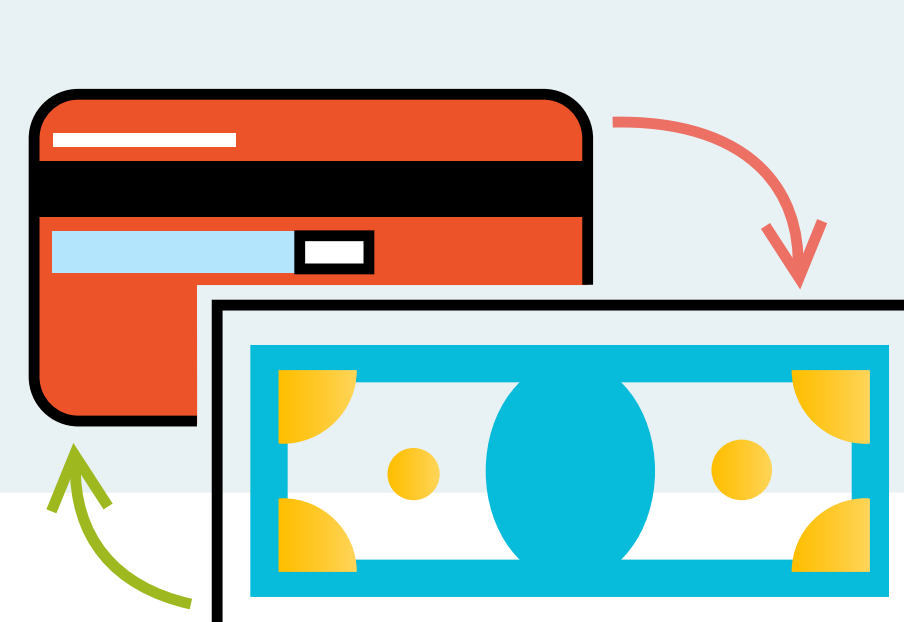
39%

of Canadians say they do not have a financial plan



20%

of Canadians rarely or never pay off their credit card balance each month



37%

of Canadians say they rarely or never put money aside in an emergency account



Financial planning is for all Canadians

Only 29% of Canadians say they have engaged the services of a financial planner. Those who work with a financial planner say they are much more confident in their financial outlook.



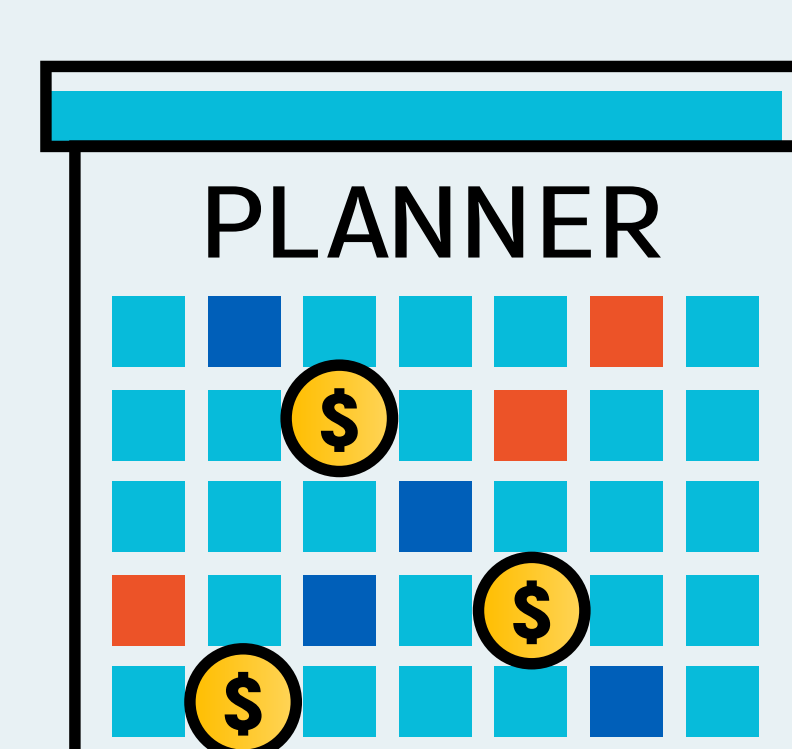
Three-in-four Canadians

who work with a financial planner are confident that they can withstand a financial emergency



Three-in-four Canadians

who feel confident that they'll achieve their financial goals have a financial plan in place



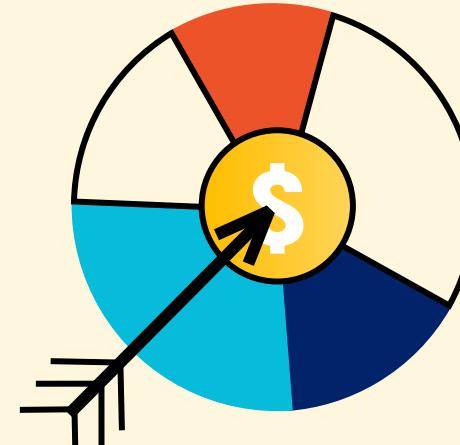
Overcoming objections during Financial Planning Week

Myths about working with financial planners holding Canadians back



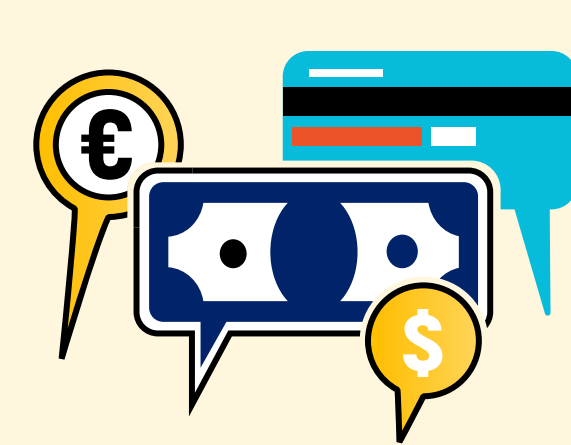
48%

Don't feel they have enough money



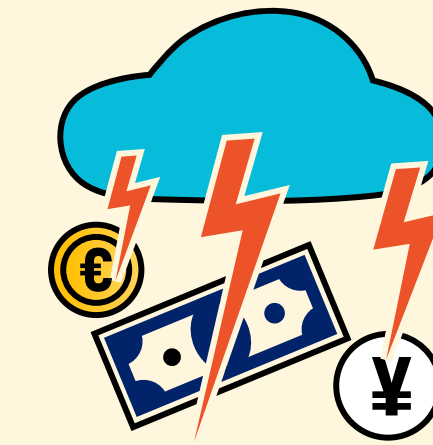
17%

Don't know where to find one they can trust



14%

Don't know what questions to ask



11%

Feel too embarrassed about their financial situation



10%

Feel intimidated by talking to one



To find a professional financial planner in your area, visit findyourplanner.ca

An online survey of 1,538 Canadians was completed between Sept. 18 to 20, 2020 using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20.

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