

A clear glass jar filled with various coins, including US quarters and pennies. A white, oval-shaped label is attached to the front of the jar with the word "Children" written in a bold, black, sans-serif font. The background is a blurred outdoor scene with warm, golden light.

Children

Financial Planning Standards Council:
Omni Report
August 9, 2017

Leger

METHODOLOGY

QUANTITATIVE RESEARCH

INSTRUMENT

A survey of 1527 Canadians was completed online between July 31 to August 3, 2017 using Leger's online panel, *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

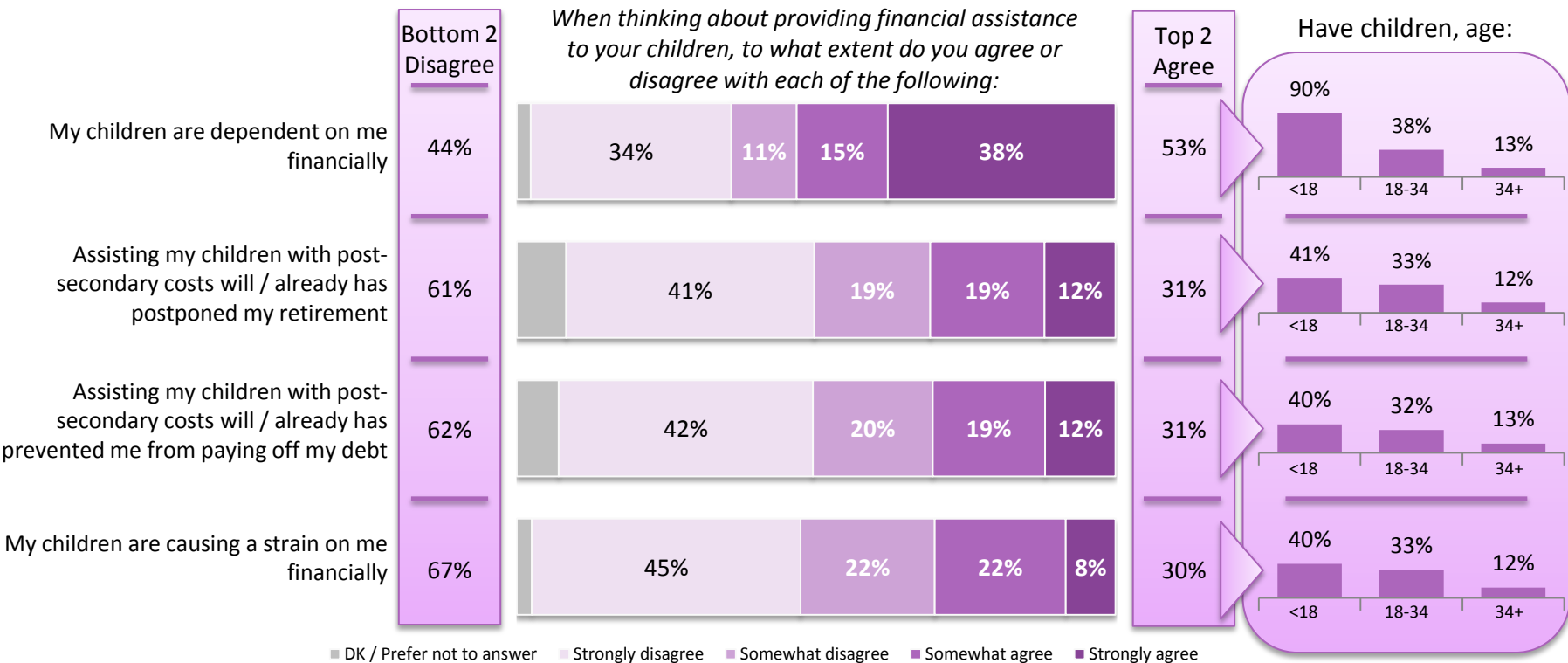
QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

PROVIDING ASSISTANCE TO CHILDREN FINANCIALLY

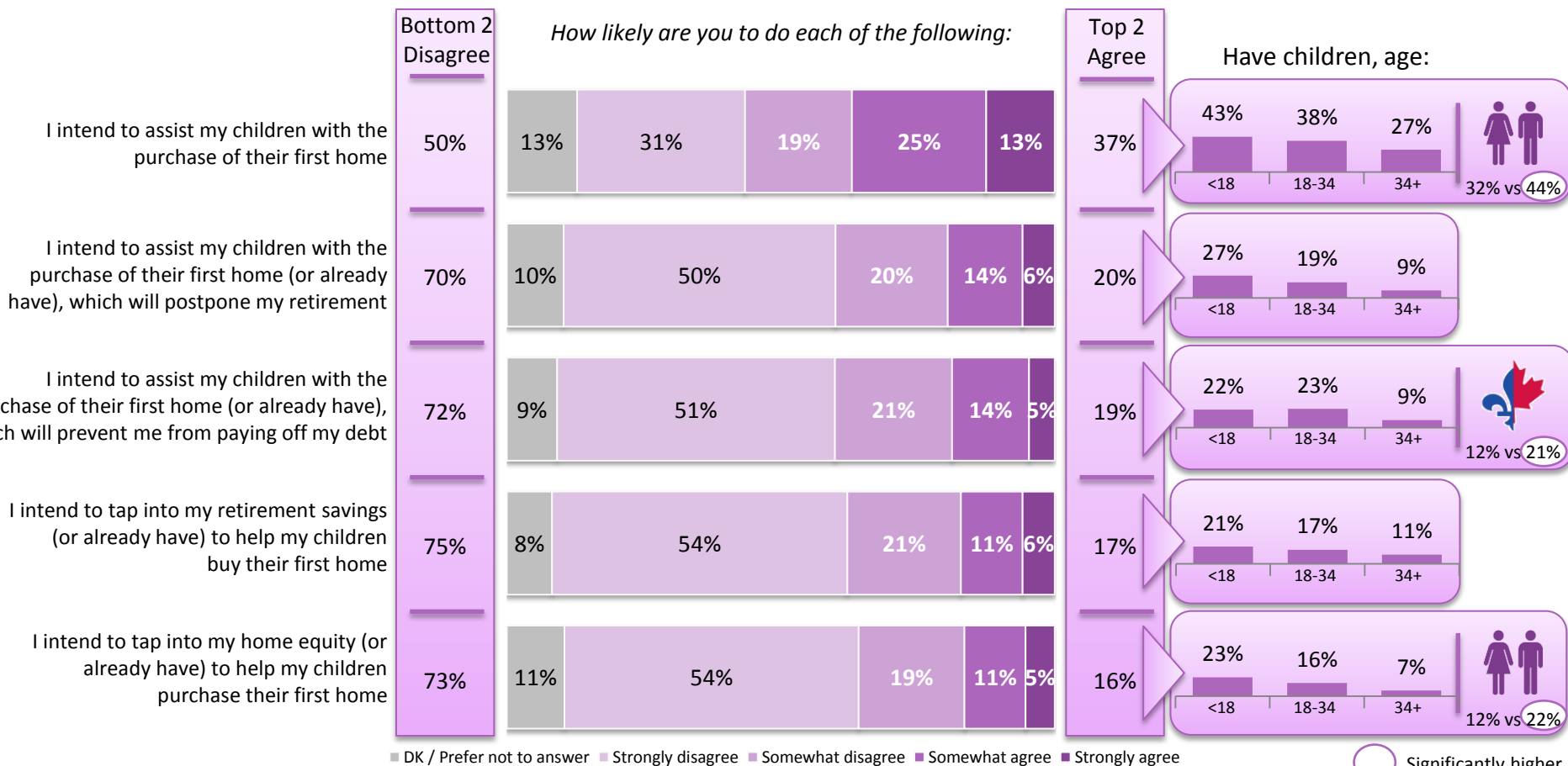
More than half (53%) of Canadians with children say their children are dependent on them financially and 30% say their children are causing a strain on them financially. Three-in-ten (31%) say that assisting their children with post secondary costs will or already has postponed their retirement and already has or will prevent them from paying of their debt. Canadians with millennial children or younger (<18) are significantly more likely to agree with all statements.

When thinking about providing financial assistance to your children, to what extent do you agree or disagree with each of the following:



INTENTION TO HELP CHILDREN WITH THE PURCHASE OF THEIR FIRST HOME

Less than four-in-ten (37%) Canadian parents intend to assist their children with the purchase of their first home. Parents with millennial children or younger (age <18) are more likely to agree with every statement. Men (vs women) are significantly more likely to say they intend to assist their children with the purchase of their first home, and that intention extends to postponing retirement. Quebec parents are significantly less likely to say they would help their children purchase their first home if it prevents them from paying off their own debt.





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