



Financial Planning Standards Council  
Omni Report:  
**Financial Planning Confidence**  
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.

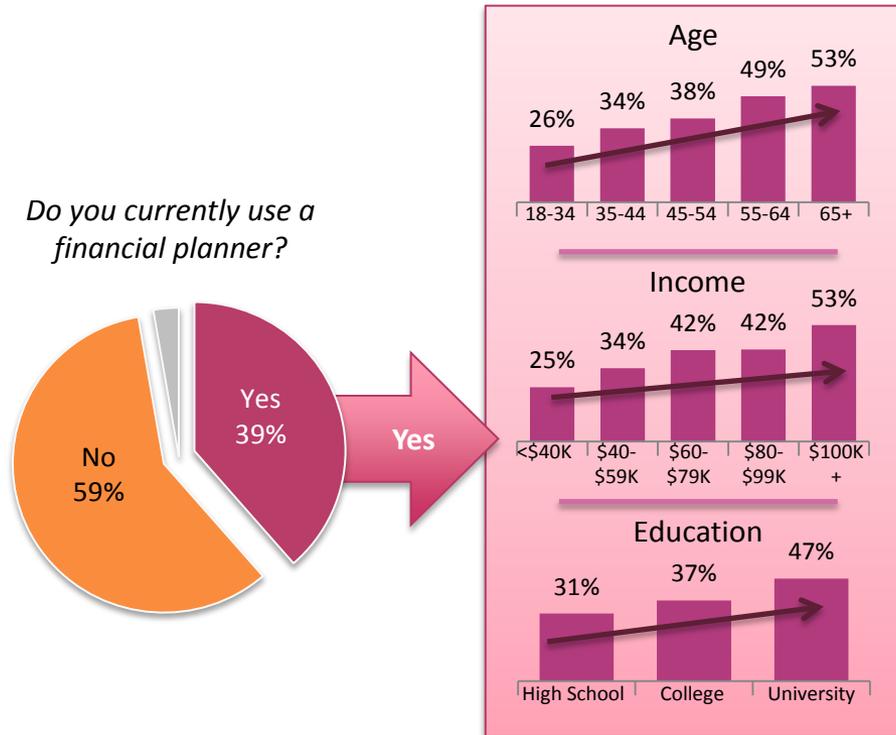
### ABOUT LEGER'S ONLINE PANEL

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.

# USING A FINANCIAL PLANNER



**Four-in-ten (39%) Canadians are currently using a financial planner.** Canadians who are older, have a higher income, and are higher educated are more likely to currently use a financial planner.

# CONFIDENCE

Four-in-ten (41%) Canadians don't feel confident when speaking about their finances, and a slightly lower number (34%) do not ask for financial planning advice because they do not know what type of questions to ask. Younger Canadians, Canadians earning a lower income, and Canadians with children in the household <18 are significantly more likely to agree with these 2 statements.

	Total (top-2)	Age					Income					Children in household <18	
		18-34	35-44	45-54	55-64	65+	<\$40K	\$40K-\$59K	\$60K-\$79K	\$80K-\$99K	\$100K+	YES	NO
I don't feel confident when speaking about my finances	41%	53%	45%	39%	35%	27%	52%	44%	36%	36%	31%	48%	38%
I do not ask for financial planning advice because I do not know what type of questions to ask	34%	53%	37%	33%	20%	15%	47%	33%	32%	26%	26%	41%	31%

Significantly higher





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