

Survey of Canadian Investors

We surveyed more than 5000 investors on their attitudes towards investing.

78%

buy at least some investments with advice or guidance:

43% buy all investments with advice

36% combine advised and self-directed investing



Among investors who use an advisor:



4 in 10 investors have used generative AI for investing.



Of these:

Used it to build their general investment knowledge	42%
To research specific investments or funds	32%
To identify new investment ideas	29%

Among mutual fund and ETF investors:



63% are confident they know how much they pay in MERs

62% are confident they know how much is paid to their advisor's firm for advice or other services