

How Canadian Investors Use Finfluencers to Learn About Investing

Key Findings on Financial Education and Investor Behavior

1 Widespread Engagement with Financial Creator Content

70% of Canadian investors engage with finfluencers **79%** have invested at least once based on financial creator insights (with 9 in 10 glad they did)

Financial creators are mainstream for Gen Z:

- 94% watch regularly, with nearly 5 engagements per week on average



Boomers trail Gen Z in creator engagement

- 54% watch financial creators - Less than half the engagement rate of Gen Z



Financial Creator Content Supports More Informed Advisor Conversations

95% are comfortable discussing creator content with their advisor; **81%** say it changed that relationship

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Facebook and YouTube are the Most Popular with Gen Z / Millennials / Gen X / Boomers

Social Platform	Popularity
Facebook	79%
YouTube	77%
Instagram	48%



2-5 minutes wins across generations

- 16% of Boomers prefer under 1 minute
- 33% of Gen Z prefer under 1 minute

This is not just passive scrolling,
89% of viewers took action, they either:

Audiences across generations report learning something new, not just being entertained.



Increased Savings



Talked to an Advisor



Changed Investment Strategy