



Intergenerational finances motivation

TORONTO, January 23, 2023—A new [Maru Public Opinion](#) survey conducted for Meridian finds that while a majority (70%) of Canadians believe their family's finances are stable. They think they'll be okay this year, six in ten (61%) feel uncertain about their financial future and just over half (54%) indicate they're motivated to reset or refresh their finances.

Framing this perspective, a majority (55%) anticipate that inflation growth won't taper off and begin to normalize back to the target of 2% in 2023, with even less (39%) betting that housing prices will become more affordable during the same timeframe.

And while a majority (81%) speculate that the stock market will recover and it's going to take longer than expected, almost as many (78%) think there'll be some good investment opportunities for people who have the confidence and means to act on them.

Breaking it down intergenerationally

Here's not only where Canadians land on each of the following measures but also how the country breaks out intergenerationally—by birth year groupings of Generation Z 1995-2012, Millennials 1980-1994, Generation X 1965-1979, and Baby Boomer 1946-1964:

- A majority (70%) agree that inflation in 2022 left them “with a pit in their stomach.” Intergenerationally, Gen Z's (86%) are most likely to feel this way, followed by those who are Millennials (77%), Gen X (72%), and Boomers (58%).
- About half (54%) feel motivated to reset or refresh their finances. Intergenerationally, Gen Z's (73%) are most likely to feel this way, followed by those who are Millennials (61%), Gen X (50%), and Boomers (43%).
- A majority (70%) believe their family's finances are stable, and think they'll be okay. Intergenerationally, Boomers (75%) are most likely to feel this way, followed by those who are Millennials (70%), Gen Z (69%), Gen X (65%), and Boomers (47%).
- Six in ten (58%) are hopeful about 2023. Intergenerationally, Gen Z's (67%) are most likely to feel this way, followed by those who are Boomers (62%), Millennials (55%), and Gen X (54%).
- Six in ten (61%) feel uncertain about their financial future. Intergenerationally, Gen Z's (82%) are most likely to feel this way, followed by those who are Millennials (70%), Gen X (64%), and Boomers (47%).
- A majority (81%) speculate that the stock market will recover, but it will take longer than expected. Intergenerationally, Boomers (88%) are most likely to feel this way, followed by those who are Gen X (79%), Millennials (77%), and those who are Gen Z (72%).
- A majority (78%) indicate there will be some good investment opportunities for people with the confidence and means to act on them. Intergenerationally, Boomers (86%) are most likely to feel this way, followed by those who are Gen X (76%), Gen Z (72%), and Millennials (71%).

- Less than half (45%) anticipate that inflation growth will taper off and begin normalizing back to the target of 2%. Intergenerationally, Gen Z's (61%) are most likely to feel this way, followed by those who are Millennials (48%), Gen X (39%), and Boomers (47%).
- Four in ten (39%) believe housing prices will become more affordable. Intergenerationally, Boomers (44%) are most likely to feel this way, followed by those who are Gen Z (42%), Millennials (38%), and those who are Gen X (32%).

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on November 7-11, 2023, among a random selection of 1,250 Canadian adults who are Maru Voice Canada panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.8%, 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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