

## Canadian Lifestyles: Redefining the Mainstream - Canada - April 2018

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“Not only are consumers currently feeling better about their financial situations this year, the majority of Canadians also feel that their financial goals are attainable. Even though there isn’t necessarily a Canadian version of the ‘American Dream’, there is a sense of optimism that exists amongst consumers.”

– Carol Wong-Li, Senior Lifestyle Analyst

This report looks at the following areas:

- Perception of financial health continues to see improvement
- Financial goals are perceived to be attainable
- Freedom and equality are the defining values of Canadians
- It’s true, consumers really do want experiences over things

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Time-pressed consumers will need assistance and look for solutions

### Canada Today – The Economy

What you need to know

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