

# Attitudes towards Investing - Canada - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on attitudes towards investing.
- This Report also covers consumer attitudes and behaviour related to attitudes towards investing. It examines product ownership, interest in new investing strategies, human vs digital financial advice, attitudes towards risk, investing knowledge and attitudes towards financial planning.

The boom in stock markets and cryptocurrencies over the past year has seen a surge in interest in investing. More Canadians are also using discount brokerages to trade online as COVID-19 lockdowns spur digital usage across the board. Mutual and exchange traded funds have enjoyed record inflows over the past year while interest in sustainable investing continues to grow, although there are controversies regarding the qualification criteria for inclusion in the sustainable universe.

But there is still a definite preference for human financial advisors as affluent investors look for expert help to navigate the market and decide on the merits of new technologies (eg electric or hydro cell technology) and new investing categories (eg cannabis). All of these factors mean that investing is in the news and continues to engage the attention of investors and potential investors.



“Soaring financial and real estate markets are raising inflationary concerns which might lead to an increase in interest rates. This increase is likely to stretch mortgage owners and lead to a spill-over effect on the broader economy and stock market.”

**- Sanjay Sharma, Senior Financial Services Analyst**

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**APPS & TOOLS**

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- **Simply Wall St**
- **Investing.com**
- **VectorVest**
- **Wealthica**
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- **Mackenzie and Wealthsimple introduce Shariah-compliant ETF**
- **Emerge Canada debuts first-ever space exploration ETF on NEO Exchange**
- **Other news**
- **Ontario joins others in banning mutual fund early withdrawal fee**
- **Mogo purchases 37% stake in Coinsquare and acquires Fortification Capital**

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- **Emerge Canada debuts first-ever space exploration ETF on NEO Exchange**
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- **Mogo purchases 37% stake in Coinsquare and acquires Fortification Capital**

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- **Lack of funds and lack of knowledge are the main barriers to investing**
- **Majority consider cryptocurrencies to be too risky to invest in**
- **More than half are comfortable with their investing knowledge**

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