



From **August 6 to 14, 2026**, Pollara Strategic Insights conducted an online survey of a randomly-selected sample of N=3,020 adult (18+) Canadians. The dataset has been weighted according to the most current gender, age, and regional Census data, to ensure the sample reflects the actual population of adult Canadians. Online surveys do not permit the application of a margin of error. A probability sample of **N=3,020** carries a **margin of error of ±1.8%**, 19 times out of 20. The margin of error is larger for sub-segments. The bulk of this survey was conducted amongst Canadian investors - that is, Canadians who individually or jointly hold investments of some kind (i.e. stocks, mutual funds, ETFs, GICs, bonds, real estate investment products, alternative investments, or cryptocurrency. **The sub-sample of Canadian investors was n=1,968**. A probability sample of this size carries a **margin of error ±2.2%**, 19 times out of 20. Pollara Strategic Insights is a member of the Canadian Research Insights Council(CRIC), and this research was conducted in compliance with CRIC standards.

Q1 - Please indicate if you –either individually or jointly (with a partner or spouse) – currently hold each of the following types of investments – inside or outside of a registered investment account (e.g., RRSP, TFSA).

	Total	Age			Gender		Region							Education			Income		
		18-34	35-54	55+	Male	Female	Ontario	British Columbia	Alberta	Manitoba	Saskatchewan	Quebec	Atlantic	High School or less	College/Technical School	Univ Degree	<\$50K	\$50-\$99K	\$100K+
Base: Total Respondents																			
Unweighted Base	3020	742	1028	1250	1417	1603	1130	405	350	99	100	726	210	1141	971	908	808	950	963
Weighted Base	3020	854	1043	1123	1477	1543	1139	395	339	106	93	727	220	1250	952	818	851	938	941
Stocks, directly – not through mutual funds	26%	28%	27%	24%	32%	20%	29%	32%	29%	22%	21%	21%	18%	18%	25%	40%	12%	25%	42%
Mutual funds	36%	27%	37%	42%	38%	34%	37%	38%	36%	35%	36%	33%	34%	28%	37%	47%	19%	40%	48%
Exchange-traded funds (ETFs)	20%	25%	22%	14%	25%	14%	20%	24%	22%	11%	15%	20%	14%	12%	18%	33%	10%	19%	31%
Guaranteed Investment Certificates (GICs)	27%	19%	25%	36%	29%	26%	27%	30%	25%	26%	19%	28%	27%	19%	28%	40%	17%	32%	32%
Bonds (including savings bonds)	9%	10%	9%	9%	10%	8%	8%	7%	10%	6%	7%	12%	7%	5%	9%	14%	4%	10%	14%
Real estate investment products (e.g., REITs)	6%	7%	5%	4%	7%	4%	6%	7%	6%	4%	2%	5%	2%	3%	6%	8%	4%	5%	8%
Alternative investments (e.g., private equity, private credit, hedge funds, liquid alternatives)	5%	9%	4%	4%	7%	4%	5%	4%	8%	4%	7%	5%	6%	5%	5%	6%	4%	6%	7%
Cryptocurrency	8%	15%	8%	2%	11%	5%	9%	6%	9%	12%	10%	6%	7%	8%	6%	9%	7%	7%	10%
None of the above	35%	35%	35%	34%	30%	40%	34%	32%	36%	42%	41%	34%	39%	46%	33%	19%	54%	29%	19%
Sigma	172%	175%	172%	169%	188%	155%	176%	180%	181%	162%	158%	165%	153%	146%	167%	216%	130%	174%	212%

Q2 - How concerned are you about market volatility affecting your investments over the next 12 months?

	Total	Age			Gender		Region							Education			Income		
		18-34	35-54	55+	Male	Female	Ontario	British Columbia	Alberta	Manitoba	Saskatchewan	Quebec	Atlantic	High School or less	College/Technical School	Univ Degree	<\$50K	\$50-\$99K	\$100K+
Base: Respondents with investments (per Q1)																			
Unweighted Base	1986	480	673	833	1012	974	745	280	228	58	60	485	130	608	638	740	371	671	782
Weighted Base	1968	552	678	739	1038	931	747	270	219	61	55	483	134	670	634	665	395	663	759
TOP 2 BOX [NET]	67%	71%	66%	66%	67%	67%	72%	65%	71%	62%	76%	57%	75%	69%	69%	65%	72%	70%	61%
Very concerned	18%	23%	16%	15%	18%	17%	19%	19%	16%	13%	15%	14%	25%	19%	18%	16%	23%	19%	14%
Somewhat concerned	50%	48%	50%	51%	49%	50%	53%	46%	55%	49%	61%	43%	50%	50%	51%	49%	49%	51%	47%

[illegible]

Q3 - How confident are you that your investment portfolio is well-diversified?

[illegible]

Q4 - Before today, how familiar were you with the fact that a relatively small number of companies make up a significant portion of major global stock market indices?

[illegible]

Q5 - How familiar are you – if at all – with alternative investment strategies, such as hedge funds or liquid alternatives?

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Weighted Base	1968	552	678	739	1038	931	747	270	219	61	55	483	134	670	634	665	395	663	759
TOP 2 BOX [NET]	31%	49%	32%	16%	37%	24%	35%	31%	33%	32%	25%	26%	24%	30%	28%	34%	35%	28%	33%
Very familiar – I know a lot of details about this	7%	12%	7%	2%	9%	4%	8%	4%	5%	6%	10%	6%	8%	5%	7%	7%	9%	6%	7%
Somewhat familiar – I know some details	24%	37%	25%	14%	28%	20%	27%	27%	27%	26%	15%	21%	15%	25%	21%	27%	27%	22%	26%
BOTTOM 2 BOX [NET]	69%	51%	68%	84%	63%	76%	65%	69%	67%	68%	75%	74%	76%	70%	72%	66%	65%	72%	67%
I'm generally aware of this, but I know few-to-no details	43%	34%	43%	50%	44%	42%	41%	48%	47%	39%	47%	40%	48%	39%	44%	46%	37%	43%	46%
I am completely unaware of this	26%	17%	26%	34%	19%	34%	25%	21%	20%	29%	28%	33%	28%	31%	28%	20%	28%	29%	21%
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q6 - How interested would you be in learning more about how alternative investment strategies like hedge funds or liquid alternatives could impact your portfolio?

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TOP 2 BOX [NET]	60%	81%	67%	38%	64%	55%	61%	56%	61%	49%	58%	63%	55%	58%	61%	61%	62%	60%	62%
Very interested	19%	34%	20%	7%	22%	15%	21%	16%	17%	10%	32%	21%	11%	20%	22%	16%	25%	20%	18%
Somewhat interested	41%	47%	47%	31%	42%	40%	41%	39%	44%	39%	26%	42%	44%	38%	39%	45%	37%	40%	44%
BOTTOM 2 BOX [NET]	40%	19%	33%	62%	36%	45%	39%	44%	39%	51%	42%	37%	45%	42%	39%	39%	38%	40%	38%
Not very interested	25%	14%	24%	34%	24%	26%	23%	29%	26%	26%	23%	24%	26%	23%	25%	27%	22%	25%	24%
Not interested at all	15%	6%	9%	28%	12%	19%	16%	16%	13%	25%	19%	13%	19%	19%	14%	12%	16%	15%	14%
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q7 - Which one of the following would make you more comfortable considering alternative investment strategies like hedge funds and liquid alternatives as part of your portfolio?

		Age	Gender	Region	Education	Income
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[illegible]