



## FOR IMMEDIATE RELEASE

### **New Poll Shows Growing ETF Adoption Among Canadians — But Significant Knowledge Gaps Remain, New Data from The Canadian ETF Association (CETFA) & SAGO Shows**

**Toronto, ON** — A new national poll released today conducted by SAGO and commissioned by CETFA reveals that Exchange-Traded Funds (ETFs) continue to gain traction among Canadian investors, particularly younger Canadians. At the same time, the research highlights important gaps in investor awareness, particularly around the tax differences between Canadian and U.S.-listed ETFs.

The survey reveals a significant knowledge gap among investors. 65% of Canadians are not aware that Canadian and U.S.-listed ETFs are subject to different tax treatments. Even among ETF investors themselves, awareness remains limited: 36% of current ETF holders say they are unaware of these tax differences, while 45% of investors who own U.S.-listed ETFs are similarly unaware.

“ETFs are becoming an increasingly important tool for Canadian investors, particularly younger Canadians who are building their long-term financial plans,” said Eli Yufest, Executive Director of the Canadian ETF Association. “But the data also shows that many investors may not fully understand the implications of investing in different markets. Improving investor awareness around tax treatment and market structure is essential to ensuring Canadians can make fully informed investment decisions.”

According to the survey, one in five Canadians (21%) now own an ETF, but ownership is significantly higher among younger Canadians. In fact, one in four Canadians aged 35–54 (25%) report owning an ETF, making them far more likely than older Canadians to invest in ETFs. The findings suggest that younger investors are helping drive the growth of ETFs in Canada, increasingly using them as a core tool for building long-term savings and investment portfolios.

The research also highlights the fluidity of cross-border investing among Canadian investors. 21% percent of Canadians report owning both Canadian-listed and U.S.-listed ETFs, underscoring how easily capital now moves across borders and the extent to which Canadian investors are increasingly allocating investment dollars outside the domestic market.

Regional and demographic differences are also evident. Investors in Western Canada are the most likely to own both U.S. and Canadian ETFs, with 24% of investors in British



Columbia and 25% in Alberta reporting holdings in both markets. This compared with 19% in Ontario and 16% in Atlantic Canada. Ownership is also higher among more educated Canadians, with 28% of those holding a university degree reporting ownership of both U.S.- and Canadian-listed ETFs.

The survey also explored how geopolitical events may influence Canadians' investment behaviour, and the results show a clear generational divide.

Half of Canadians (50%) say the conflict in the Middle East has not affected their investment plans, suggesting that many investors are choosing to stay the course despite global uncertainty. However, younger Canadians are far more likely to react to global events. Among those aged 18–34, 13% (vs. 4% of those aged 55+) say they have already made changes to their investments, and 17% say they plan to review their portfolios, highlighting a younger generation that is actively monitoring global developments and adjusting accordingly.

ETF investors appear even more engaged. 15% of Canadians who own ETFs say they plan to adjust their investment strategies in response to global events, indicating that ETF users may be more responsive and actively managing their portfolios as conditions evolve.

At the same time, the data suggests that ETFs are increasingly viewed as tools for navigating volatility. While many Canadians remain cautious during turbulent markets, 10% say they are more likely to increase their ETF investments during periods of volatility, and 32% say they would stay invested without making changes. Among existing ETF investors, confidence is even stronger: 23% say they are more likely to buy ETFs during volatile periods, reinforcing the role ETFs are playing as a flexible investment vehicle in uncertain markets.

“These results support what we’ve seen globally — ETFs are increasingly viewed as resilient investment vehicles that investors turn to during uncertain times,” added Yufest.

As ETFs continue to grow in popularity, CETFA says the findings highlight the importance of investor education and policies that support a strong and competitive Canadian ETF ecosystem.



### **About the Research**

The research is based on a national survey of 4,608 Canadians from the SAGO Canadian Panel, conducted between March 1 and March 31 among a general population sample of Canadians. The results were weighted to reflect Canadian census demographics, ensuring the findings are representative of the broader population. The study captures the views and investment behaviours of Canadians across different age groups, regions, education levels, and income brackets. A sample size of n=4,608 has a margin of error of approximately  $\pm 1.4$  percentage points, 19 times out of 20.

### **About CETFA**

The Canadian ETF Association (CETFA) is the national voice of Canada's exchange-traded fund industry. CETFA works with investors, advisors, regulators and policymakers to promote the adoption and sustainability of ETFs in Canada. Our members collectively represent 96% of the \$808B ETF AUM in Canada as of February 28, 2025.

### **About SAGO**

SAGO is a leading global research partner that connects human answers to business questions. Combining our legacy of impact, global reach and innovative spirit, we enable our clients to solve business problems through extensive audience access and an adaptive range of qualitative, quantitative and consultative solutions. We help our clients understand what their customers want and demand, empowering them to make decisions with confidence. [www.sago.com](http://www.sago.com)

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