CETFA
Canadian ETF Association

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New CETFA Research Shows Strong Support for Policies That Encourage Canadians to Invest More at Home

On the heels of the Canada Investment Summit, national research finds Canadians support additional incentives to invest in Canadian-listed products

Toronto, ON — New national research conducted by SAGO and commissioned from Canadian ETF Association (CETFA) finds that ETF ownership remains strong across Canada, with younger investors continuing to lead adoption.

According to CETFA's latest monthly research, 60% of Canadians believe that Canada should do more to encourage Canadians to invest their savings in Canadian-listed investment products. Among ETF investors, support was even higher, with 74% agreeing.

Support was also strong for additional incentives to encourage Canadians to invest in Canadian-listed ETFs, mutual funds, stocks, or bonds. Overall, 58% of Canadians supported the idea, while 81% of ETF investors said they supported it.

The findings come on the heels of the Canada Investment Summit and reinforce the importance of policies that help Canadians save, invest, and keep more investment dollars working in Canada.

"These results show that Canadians understand the importance of investing in Canada," said Eli Yufest, Executive Director of CETFA. "There is a clear opportunity for policymakers to create practical incentives that help households build wealth while also strengthening Canadian capital markets, Canadian businesses, and the broader economy."

In addition, the survey asked Canadians how they would grade the federal government on how well it helps everyday Canadians save and invest for their future. A plurality of Canadians, 30%, gave the government a "B" — pretty good, but with room to improve. Among ETF investors, 43% also gave the federal government a "B."

CETFA also tested support for a special investment account designed to make it easier for Canadians to invest more of their money in Canadian businesses and Canadian investments. A majority of Canadians, 53%, said they would be more likely to use such an account. Among ETF investors, that number rose to 75%.

CETFA has been advocating for the creation of a Maple Investment TFSA, a made-in-Canada savings and investment tool designed to encourage Canadians to invest more of their savings at home.

“The Maple Investment TFSA is exactly the kind of practical policy that can respond to what Canadians are telling us,” said Yufest. “It would help Canadians save and invest for their future, while encouraging more Canadian capital to be invested in Canadian-listed products, Canadian businesses, and Canadian markets.”

As Canada looks for ways to strengthen productivity, support investment, and improve long-term economic growth, CETFA believes policies that help Canadians invest more at home should be part of the conversation.

“Canada has one of the most successful ETF industries in the world,” said Yufest. “The next step is to ensure Canadian investors have the tools, incentives, and information they need to confidently invest in Canada’s future.”

About the Research

The research is based on a national survey of 7,645 Canadians from the SAGO Canadian Panel, conducted in August 2026 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=7,645 has a margin of error of approximately ±1.1 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. cetfa.ca

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