

Watching for the signals: CIRO releases results of first investor survey

June 27, 2024

Early this month, the Office of the Investor at the Canadian Investment Regulatory Organization (CIRO) released the results of its [first investor survey](#) (together with the Innovative Research Group), which was intended to provide insights into trends and financial concerns impacting investors in Canada. The report is very robust and includes data relating to several themes, including financial goals and challenges, investment decision making and risk, the investor-advisor relationship, familiarity with complaint-handling procedures, and familiarity with fraud/scam attempts.

Perhaps unsurprisingly, investor confidence in achieving personal financial goals is being affected significantly by the rising cost of living, and thus only 21 per cent of Canadians surveyed said that they felt “very confident” about meeting financial objectives. Similarly worrying, 28 per cent of Canadians (and as high as 40 per cent of 18–34-year-olds) indicated they needed to borrow money to cover daily expenses. Of note, 30 per cent of investors surveyed held or hold cryptocurrency assets, even though 60 per cent of Canadians think the investments are extremely or very risky.

In our article above relating to the Investor Advisory Panel to the OSC, we noted the panel’s concerns about influencers. The concern appears to be backed up by findings of the survey, where approximately 28 per cent of Canadians surveyed look to financial influencers, forums and social media for guidance on financial matters. Of these individuals, 44 per cent indicated that the information received from these types of sources is “equally as valuable” as the information they would get from a traditional advisor. For respondents that used social media, 59 per cent received information and advice from YouTube videos.

Of the DIY investors surveyed, approximately 40 per cent said they would utilize tools or features relating to asset allocation or portfolio construction if those were made available.

With respect to questions relating to investor redress and complaint handling, investors were asked about the organizations that regulate investment advice in their home province, and 73 per cent of investors indicated they didn’t know, while 13 per cent indicated there was no such organization.

The report is a very interesting read and provides a snapshot of current investor sentiment in Canada.

By

[William Donegan](#)

Expertise

[AUM Law](#)

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

[blg.com](#)

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2026 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.