



83%

of young adults feel that financial stability is important and key to their happiness, yet...



67%

...of the young adults are expressing stress managing their finances.



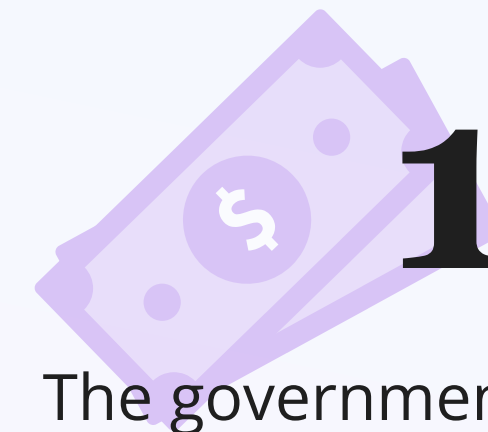
58%

of young adults worry about having large debts. The increase cost of living has added stress to many adults with 45% saying they are roughly \$200 from not being able to pay their bills.



80%

of Millennial and Gen Zs found financial tips on social media more approachable and 50% have earned money by following these tips.



1.8M

The government of Canada reported 1.8 million students had loans in 2020 - 2021 school year with the average loan balance of \$14,418 at the time of graduating.