

# Are you wondering if you're setting a good financial example for your kids?

2021 Financial Literacy Month



**1-in-3 Canadian parents surveyed<sup>1</sup> aren't confident they're setting a healthy financial example for their kids**



33% of parents surveyed aren't confident they're setting a healthy financial example for their children.



45% of parents surveyed say they do not set a family budget.



25% of the families surveyed that do have a household budget believe they take a thorough approach to their financial planning.



**Nearly a quarter of Canadian parents surveyed give their children an allowance for completing household chores**

**21%**

give their children an allowance for completing household chores

**5%**

give their children an allowance as a reward for good behaviour



**One quarter of Canadian parents surveyed don't regularly talk to their children about money**

