

# The shifting landscape of financial influence

Finfluencers, advisors, and digital trust



Canadian investors using finfluencers

**54.5%**  
aged 18-34

**13%**  
aged 55+

**24.5%**

have elementary or secondary schooling

**35%**

completed university or postgraduate education

**29%**

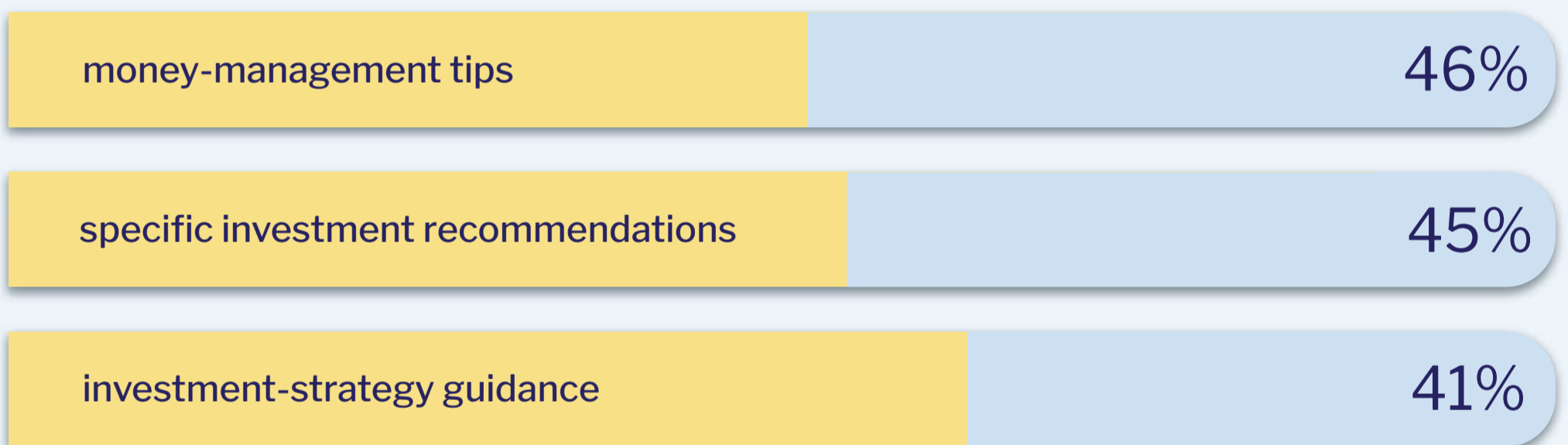
have a household income under \$150,000

**40%**

have a household income over \$150,000

**Most investors say affordability is their main reason for using finfluencers.**

Other help they look for:



**What advisors can take away:**

- reinforce financial literacy while maintaining appropriate safeguards
- adopt digital engagement strategies, including educational social media content, webinars, short-form videos, and interactive tools
- position themselves as education and verification guidance experts

