



# CIBC Ambitions Index

March 2025





# Table of contents

Background: Understanding ambitions	03
Executive summary	06
Evolving ambitions: Generational insights	11
Driving ambitions: Progress and importance	19
Exploring ambitions: A deep dive	26
Embracing ambitions: Attitudes and behaviours	38
Contact	43



# Background: Understanding ambitions

# Our commitment to ambitions

**At CIBC, Canadian ambitions – big or small – inspire us every day** and helping them achieve their ambitions is our purpose. That's why we commissioned a national survey to better understand Canadians' current goals and ambitions across all areas of life.

This first edition of the annual CIBC Ambitions Index uncovers:

- The areas where Canadians have goals and ambitions
- The progress Canadians have made towards achieving their ambitions
- The tools they are using to help them achieve their ambitions
- The key barriers holding Canadians back from achieving their ambitions
- The actions Canadians are taking in order to achieve their ambitions

At CIBC, our team is focused on helping to make your ambitions a reality, and the CIBC Ambitions Index explores these ambitions to build a clearer view of what matters to Canadians and where they are focused across various stages of life.

While money and finances play an important role in achieving ambition, this report explores all aspects of Canadians' ambitions.



# Research methodology

A quantitative, online research study was conducted via the Ipsos research panel, with the following criteria:



**Total sample**  
of n=2,500  
Canadians



**Fielded**  
October 10 to 17,  
2024



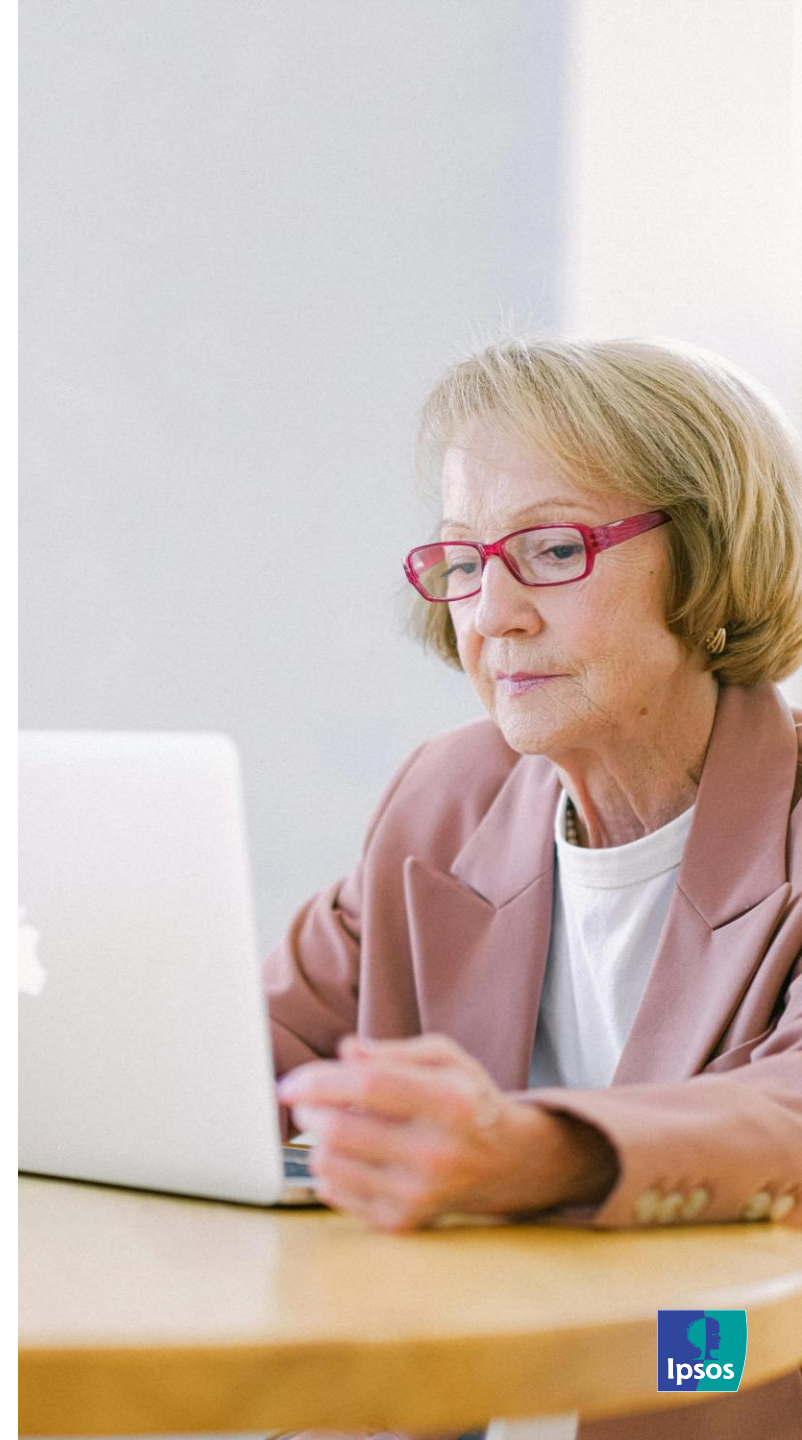
**National**  
(English  
and French),  
General  
Population 18+



**Data weighted**  
by age, gender,  
region, and  
education to reflect  
population of  
Canada

*The research is **accurate to within  $\pm 2.4$  percentage points**, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population.*

*Note: Ipsos conducted a validation poll in February 2025 for CIBC to verify the original study's findings amid recent economic and geopolitical shifts. The survey interviewed 1,000 Canadian adults (18+) between February 13-18, 2025, using a sample from the Ipsos panel. Demographic weighting was applied to ensure the sample accurately represents the adult population as per Census data.*



# Executive summary

# Key takeaways

## What Canadians say about their ambitions

**Common ground:** From coast to coast and across generations, **Canadians have many common ambitions** in the areas of health and wellness (57%), financial stability and growth (54%), and personal relationships with family and friends (49%). This demonstrates a balanced approach of blending practical ambitions with those more personal and meaningful.

**Progress with purpose:** Despite uncertainties, Canadians are making headway. **68% made progress towards their ambition in the last year** and three in four Canadians are happy with the progress they've made. But the quest for quicker results is palpable as 58% are only somewhat satisfied with the progress they've made. 61% are optimistic about unlocking more achievements next year.

**Canadians' view of wellness is evolving:** **Canadians are prioritizing their personal well-being and work-life balance** over a commitment to career advancement. 91% of Canadians state that a balanced work-life lifestyle is essential to happiness, while fewer than half (49%) express a commitment to career advancement. 91% also say maintaining a healthy lifestyle is crucial to their overall wellbeing, and 85% prioritize their physical health and regularly engage in fitness activities

**Celebrate your success:** Those who plan, review and celebrate their journey are more likely to advance their ambitions, yet the data indicate that **at least quarterly**, only 35% of Canadians set goals, 40% review their progress, and only 29% celebrate their milestones.



**91%**

A balanced work-life lifestyle is essential to happiness



**68%**

Of Canadians made progress towards their ambitions



**29%**

Celebrate their milestones

Canadians are united around common ambitions, with a collective **focus on health, finances and relationships**

The **top ambition areas** for Canadians – regardless of generation or region of the country – are in the areas of health and wellness, financial stability and growth, and personal relationships with family and friends.

**Top ambition areas of Canadians**



**57%**

Health and wellness



**54%**

Financial stability



**49%**

Personal relationships

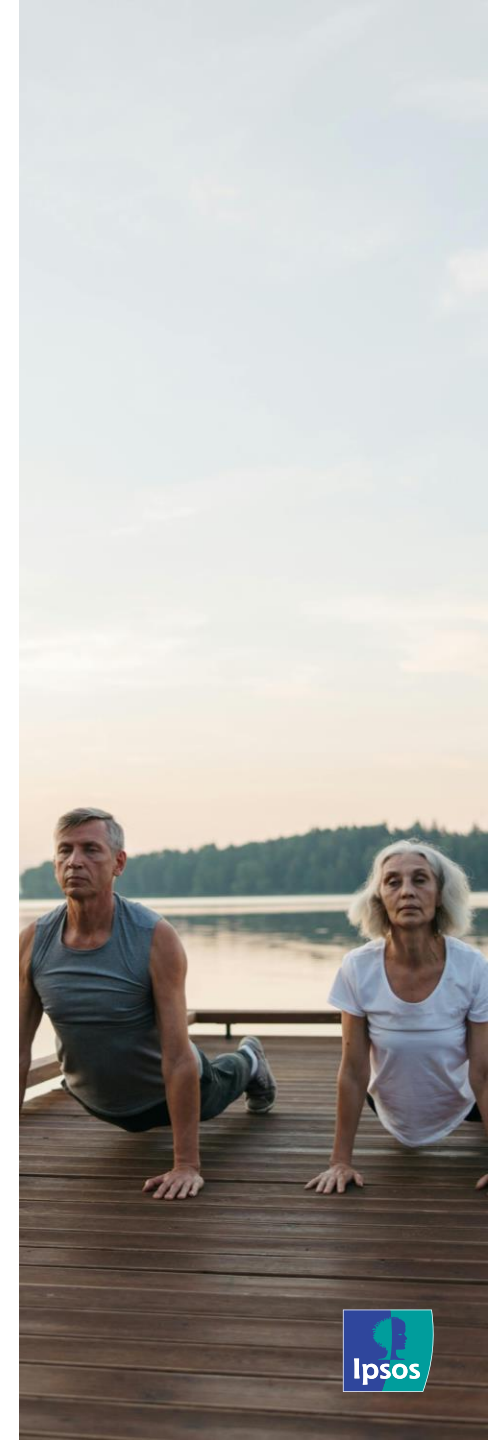
Examining the specific goals and ambitions within these areas provides insight into what Canadians are currently striving to achieve.

**Health** – 91% say maintaining a healthy lifestyle is crucial to their overall wellbeing, and 67% prioritize their physical health and regularly engage in fitness activities.

**Finances** – Most Canadians (85%) say achieving financial independence is one of their top priorities, and 70% actively save and invest to build their financial future. 84% agree that ensuring their family’s financial security is a primary ambition of theirs.

**Personal relationships** – 82% say building and maintaining strong personal relationships is a key focus.

Buoyed by a new generation that is bringing a fresh take to work-life balance, Canadians are generally prioritizing personal well-being with 91% stating that a balanced work-life lifestyle is essential to happiness, while fewer than half (49%) express a commitment to career advancement. They have a breadth of ambitions beyond the career path.





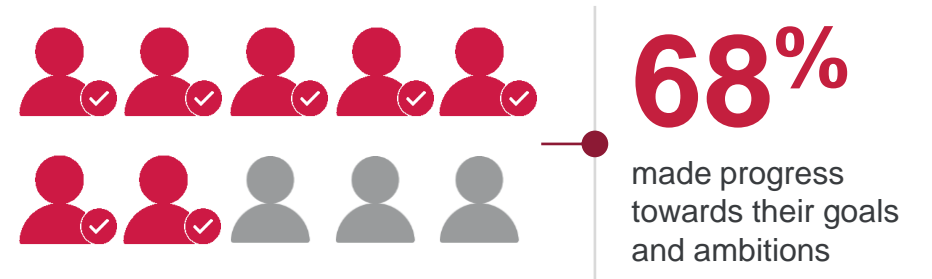
Despite continuing economic uncertainty, Canadians are **pushing forward with resilience toward their ambitions** and are satisfied with the progress they're making



A majority of Canadians (68%) say that, overall, they have **made progress towards their goals and ambitions**, while just 6% have moved further away.

In a year of financial and affordability challenges, more **made progress towards achieving financial stability** (61%) than have moved away from it (17%).

**Ambition never stops:** while three quarters (75%) are satisfied with their progress, 25% are not and continue to push forward.



# Ambitious Canadians possess key strategies that contribute to their success

Those who are satisfied with the progress they're making are more likely than those who aren't satisfied to **set new goals and ambitions** regularly, **review the progress they have made** on their goals regularly and **celebrate milestones or achievements** regularly.

Some tactics that successfully-ambitious Canadians are using more than others to make progress towards their ambitions are ...



***Fact:** Canadians who are successfully advancing their ambitions are more inclined to **utilize their bank as a resource for achieving their goals**, with a usage rate of 60% among those satisfied compared to 49% among those who are not.*



## Strategic planning

- Writing down goals and ambitions and adjusting as needed
- Creating detailed plans and timelines for their ambitions
- Prioritizing tasks and managing time



## Skills development

- Engaging in ongoing education and skill development
- Utilizing available resources such as tools and courses



## Leveraging networking and support systems

- Discussing goals and ambitions with friends, family and coworkers
- Asking friends, family, coworkers for help



## Seeking professional help

- Seeking professional financial assistance
- Seeking professional therapy assistance

# **Evolving ambitions: Generational insights**

# Ambition evolves through the generations, taking on new meaning

Younger Canadians prioritizing education and career – and a host of other ambitions – while older generations place a stronger emphasis on health and wellness.

Gen Z more likely than Boomers to say their ambitions include pursuing a passion (36% vs. 21%), accumulating assets like a home or car (44% vs. 13%), education and learning (47% vs. 14%), spiritual growth (29% vs. 21%) and social impact (32% vs. 18%).

Boomers (62%) are more likely than Gen X (58%), Millennials (54%) and Gen Z (50%) to cite health and wellness as an ambition.



**62%**

of Boomers cite health and wellness as an ambition

When asked to choose their top ambition, health and wellness was the clear priority for Boomers (37%), well above all other ambitions. Gen Z split their vote equally among health and wellness (13%), financial stability (13%) and personal relationships (13%), with no clear frontrunner.

Gen Z are more likely than Boomers to describe an ambitious person as a risk-taker (50% vs. 33%) or innovative (34% vs. 28%); Boomers are more likely to describe them as determined (75% vs. 66%) or goal-oriented (65% vs. 52%).



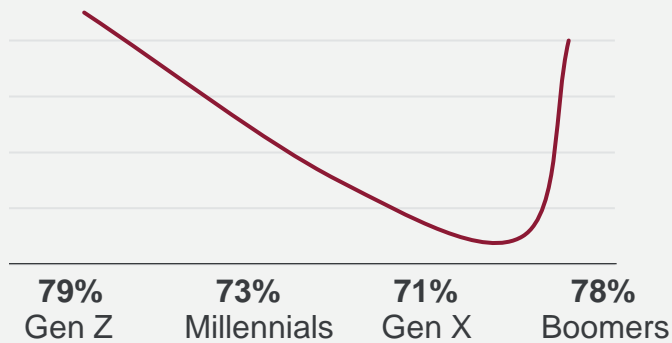
# Younger generations are making more progress towards their goals compared to older generations

Gen Z and Boomers express high satisfaction with their achievements, suggesting Boomers may be content with less progress. Conversely, Millennials and Gen X report lower satisfaction.

Younger generations have made more progress towards their ambitions (net scores: +74 Gen Z; +66 Millennial; +60 Gen X; +57 Boomer), with similar levels of optimism for the future.

Boomers (78%) and Gen Z (79%) most satisfied with their progress, showing that Boomers are okay with less progress; Millennials (73%) and Gen X (71%) are least satisfied.

Satisfaction with their progress



Gen Z are also much more likely than Boomers to: Set themselves very challenging goals and ambitions (70% vs. 34%); Be more focused on material possessions than experiences (52% vs. 22%); Achieve their ambitions in the short-term rather than long-term (71% vs. 52%); Place greater importance on bigger goals and ambitions than smaller, more practical ones (65% vs. 31%); Place greater importance on ambition than talent (70% vs. 43%); To say that money doesn't impact ambitions (44% vs. 33%); To say their ambition is about impressing others (55% vs. 10%).

Gen Z also cite being impacted by more barriers to achieving their ambitions than Boomers, including financial constraints (64% vs. 40%), personal/emotional barriers (45% vs. 29%), environmental factors such as the economy or competitive environment (42% vs. 31%), a lack of time (36% vs. 21%), knowledge/skills (40% vs. 13%) or lack of planning/vision (24% vs. 8%).



Gen Z prioritizes financial independence, career advancement, and social impact, driven by their entry into the workforce and pursuit of further education

**Z** Gen Z's ambitions are heavily influenced by their entry into the workforce and continued education. They prioritize financial stability, which is crucial as they begin to establish their economic independence. Additionally, advancing their education and career development is a central focus, reflecting their stage of life where building a foundation for future success is paramount. They report significant progress and express a high level of satisfaction with their achievements.

Gen Z is notably ambitious, with 70% setting very challenging goals and ambitions and 71% aiming to achieve these in the short-term rather than the long-term.

Over half of Gen Z (52%) are more focused on material possessions than experiences at this life stage, and 55% claim their ambitions are inspired by wanting to impress others. This highlights a potential influence of social perceptions and material success on their ambitions.

A substantial 79% of Gen Z are dedicated to career advancement and leadership roles, while 86% prioritize financial independence, highlighting their commitment to establishing a robust economic and professional future.



Millennials focus on achieving financial security and work-life balance, emphasizing experiences and personal growth amidst mid-career and family responsibilities

**M** As **Millennials** navigate the complexities of mid-career and family life, they emphasize ambitions such as saving money, spending quality time with family and friends, and reducing stress. These priorities reflect their desire for financial security and a balanced lifestyle amidst career and family responsibilities. Millennials show steady progress and moderate satisfaction in achieving these ambitions.

A strong majority of Millennials (89%) prioritize achieving financial independence, and 71% are committed to advancing in their careers and achieving leadership roles, showcasing their focus on economic stability and professional growth.

Millennials also prioritize a balanced work-life lifestyle, with 91% viewing it as crucial for happiness. Additionally, 73% focus on physical health through regular fitness activities, demonstrating a holistic approach to well-being.

Although 45% of Millennials are focused on material possessions, 80% express a strong desire to explore new places and cultures, indicating a greater emphasis on experiential growth.



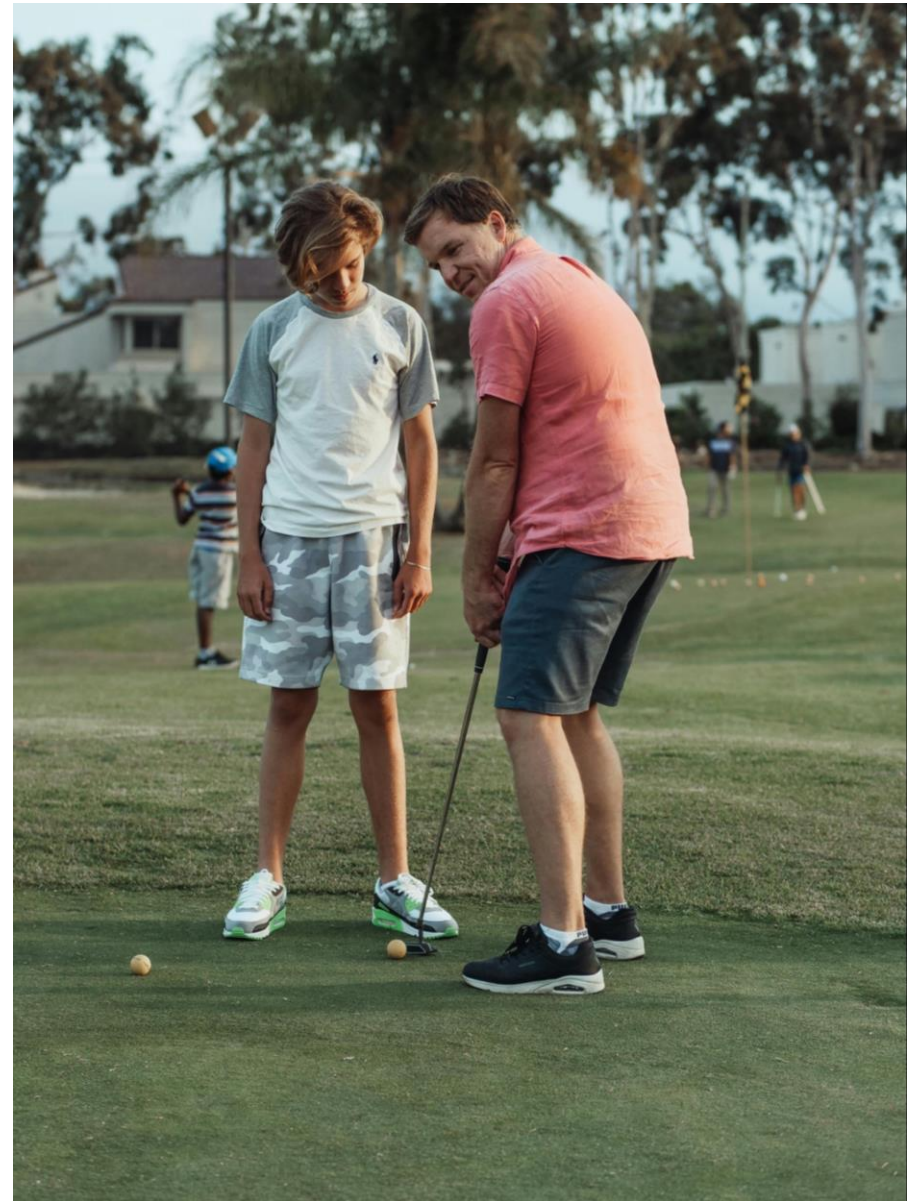
Gen X values stability and security, balancing family wellbeing and career advancement while engaging in lifelong learning and community building

**X** Gen X's ambitions are deeply rooted in their responsibilities toward family and career. Their focus on family wellbeing, financial planning, and improving health highlights the importance of stability and security during this life stage. They report moderate progress and satisfaction, especially in areas of health and financial stability, as they juggle career demands with family needs. This generation strives to maintain a balance between making progress on long-term ambitions and achieving short-term goals.

Gen X places significant importance on ensuring their family's financial security, with 85% emphasizing this as a primary ambition. This reflects their focus on balancing career responsibilities with family commitments.

Achieving a balanced work-life lifestyle is crucial for Gen X, with 87% considering it essential to their happiness.

Gen X also values continuous learning and personal development, with 78% recognizing it as an important aspect of their lives. This highlights their adaptability and commitment to personal and professional growth.





Boomers+ concentrate on health, wellness, and family support as they transition into retirement, valuing legacy and community contributions

**B+** As **Boomers+** transition into or navigate through retirement, they prioritize health, physical fitness, and supporting their family. Their ambitions reflect a shift towards sustaining health and enjoying quality time with loved ones. Although their progress may be slower compared to younger generations, they maintain high satisfaction levels, appreciating the value of consistent and steady progress. This generation focuses on maintaining a fulfilling lifestyle while supporting their families.

A significant majority of Boomers+ (93%) prioritize maintaining a healthy lifestyle, indicating a strong focus on health and wellness as they navigate through retirement or later career stages.

Boomers+ emphasize financial security, with 80% ensuring their family's financial security is a primary ambition, reflecting their desire to safeguard their economic well-being.

For Boomers+, building and maintaining strong personal relationships is paramount, with 82% emphasizing this as a key focus, reflecting their desire to be an integral part of their community.



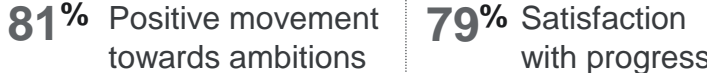
# Key insights: Generations



## Gen Z

Born 1997-2012

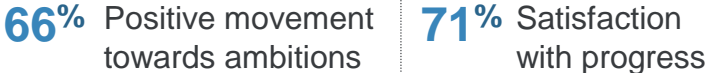
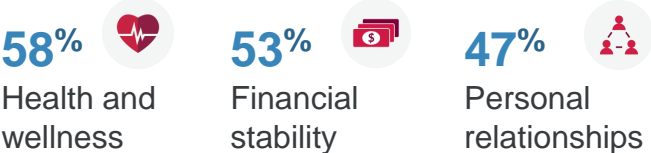
Top 3 life area ambitions



## Gen X

Born 1965-1980

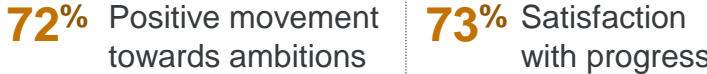
Top 3 life area ambitions



## Millennials

Born 1981-1996

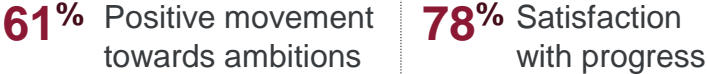
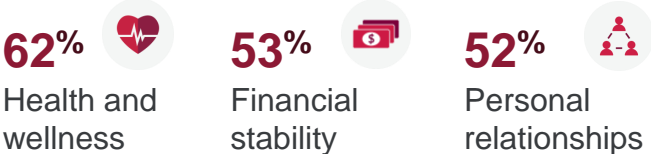
Top 3 life area ambitions



## Boomers+

Born 1946-1964

Top 3 life area ambitions



# Driving ambitions: Progress and importance

# Canadians have diverse life ambitions, with health and wellness and financial stability being most common categories



Four key areas of ambition rise to the top, which are commonly shared by all Canadians, regardless of their location or life stage: health and wellness, financial stability and growth, personal relationships and travel and leisure.

Other common ambitions include pursuing a passion project, building assets (a more common goal for those earlier in life stage), and pursuing more education and learning.

Most of the less-common ambitions near the bottom of the list are embraced more by younger generations.

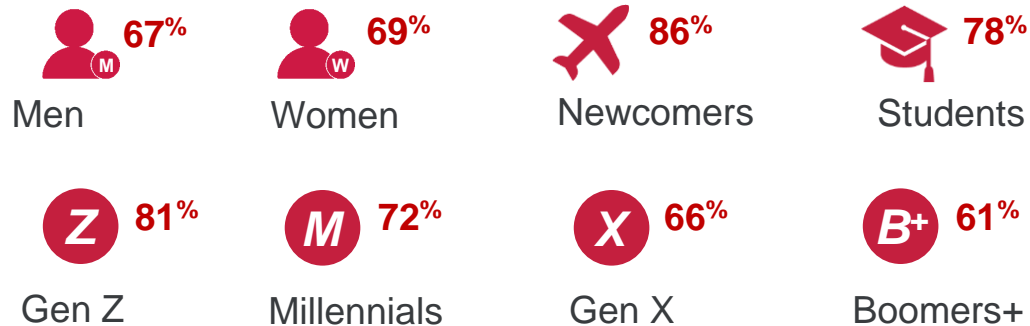
## % Of Canadians with ambitions within each life area



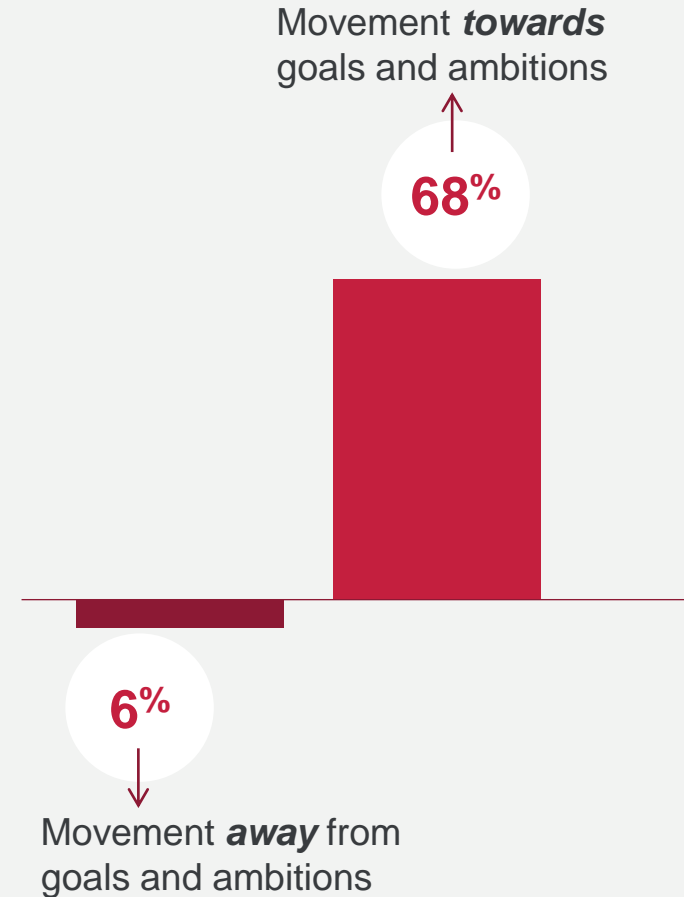
# Canadians are making strides, with over two-thirds (68%) reporting positive progress towards achieving their goals and ambitions over the past year

Conversely, a quarter Canadians report having made no movement towards their overall goals and ambitions (26%) in the past year and 6% have moved further away.

Some Canadians have made more progress towards achieving their ambitions than others, including Newcomers, Gen Z and Students.



## Past year progress towards overall goals and ambitions

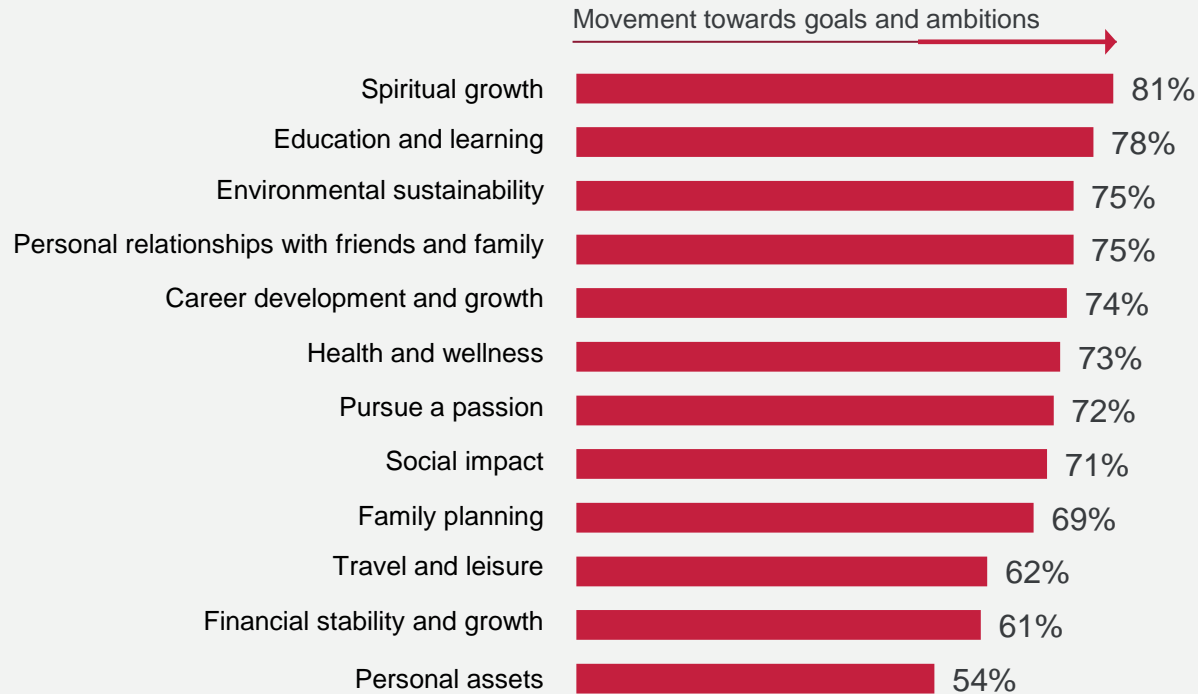


# Canadians are pursuing their personal goals with resilience, making progress ambitions in each life area

A majority of Canadians are making progress towards their goals and ambitions in each life area, even if progress is greater in some categories more than others.

More Canadians are reporting progress toward their goals related to spiritual growth and education/learning, but progress is slower on financial goals.

## Past year progress towards goals and ambitions





## Canadians outline their top 10 specific ambitions

**#1**



**Spend quality time with family and friends**

**2**



**Save more money**

**3**



**Improve physical fitness**

**4**



**Eat a healthier diet**

**5**



**Improve sleep quality**

**6**

**Reduce stress and anxiety**

**7**

**Lose weight**

**8**

**Pay off debts**

**9**

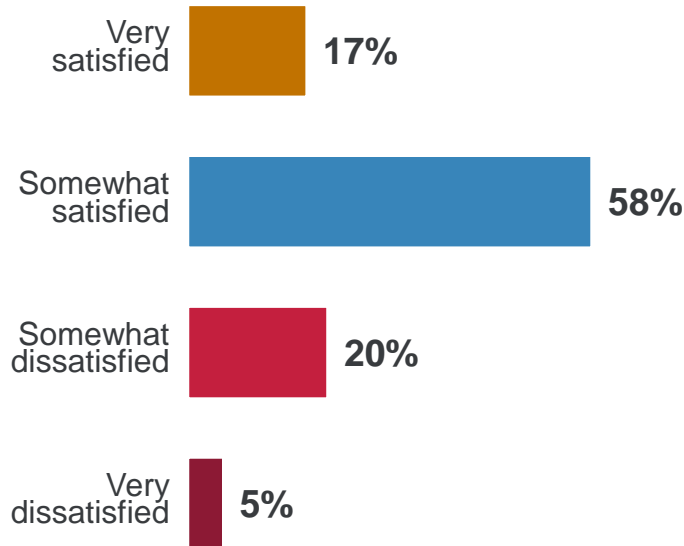
**Reduce personal carbon footprint**

**10**

**Visit new countries and cultures**

# Three in four (75%) express satisfaction with the progress they have made toward goals, yet a quarter remain dissatisfied

## Satisfaction with progress made on goals and ambitions in the past year



**75%**



**Total satisfied**

- 76% Men
- 74% Women
- 82% Newcomers
- 88% Students
- 79% Gen Z
- 73% Millennials
- 71% Gen X
- 78% Boomers+

Canadians are happy with the progress they've made towards achieving their ambitions. But with only 17% very satisfied, and one in four (25%) dissatisfied, there is ample room for improvement.

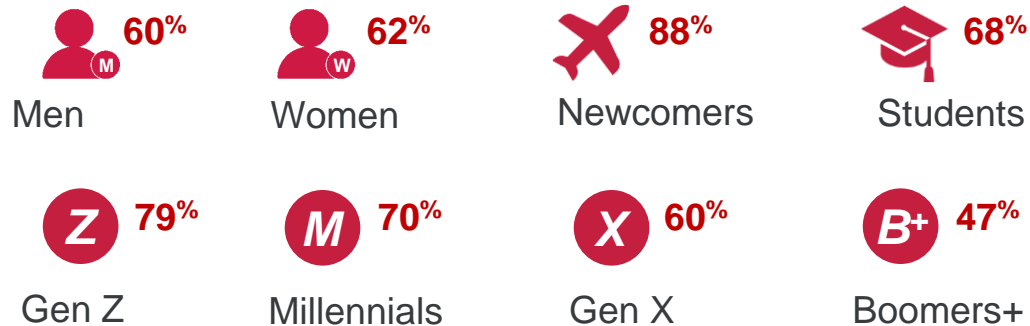
Gen Z and Boomers+ are more satisfied with the progress they have made towards their goals and ambitions, while satisfaction is lower for Gen X and Millennials.



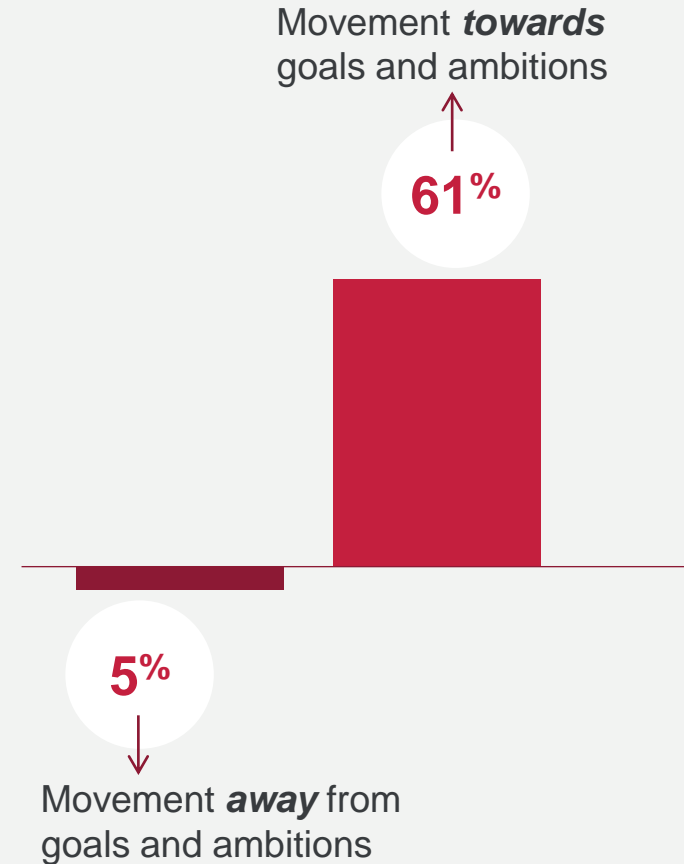
# Canadians express optimism regarding future progress, with 61% believing they will make even more progress next year

A further third of Canadians (34%) say they will make about the same progress they made this year. Just 5% believe they will make less progress than they did last year.

Optimism in the future is a powerful motivator, and some Canadians are more optimistic about their ability to make even greater progress in the future than others, such as Newcomers and Gen Z.



## Expectation for progress next year



# Exploring ambitions: A deep dive

# Ambition evolves through generations, taking on new meaning

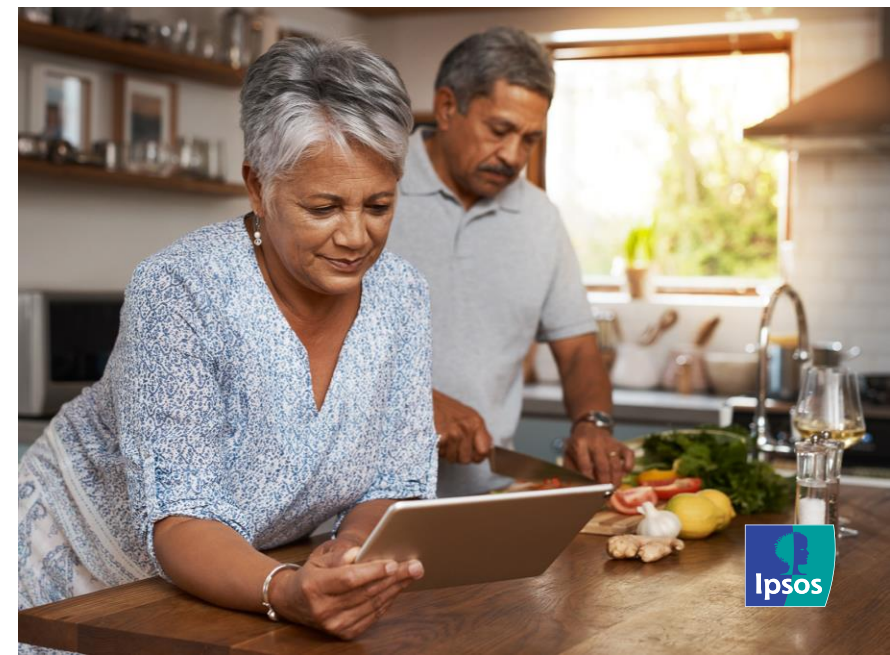
Younger Canadians prioritize education and career; older generations emphasize health and wellness.

While there are common ambitions that span across the generations, some are more common within certain generations. **Gen Z** is more focused on getting their financial footing, while **Millennials** are trying to save more, and spend more time with family and friends. **Gen Xers'** goals revolve around family, finances and eating better, and **Boomers** are laser-focused on time and physical fitness.

**Gen Z** say they've made the most progress of all the generations, and progress decreases with age. However, satisfaction doesn't decline with age, suggesting that for older generations, slow and steady progress towards one's goals is just the ticket.

**Men** and **women** share many of the same ambitions, although men prioritize finances and physical fitness, while women lean more towards health and wellness.

Encouragingly, of all groups studied, **students** say they've made the most progress towards achieving their ambitions, while **newcomers** are most satisfied with their progress in the last year.



# Top 10 goals and ambitions

## Gen Z

The top ambitions of Gen Z focus on getting their financial foothold by saving more money and increasing their income.

**81%** Positive movement towards ambitions

**79%**  Satisfaction with progress

Finding balance in their lives is also important, including spending more time with family and friends, finding ways to reduce stress and improving the quality of their sleep.

Also within the top 10 are expanding their knowledge, traveling and finding a job.



- 1 Save more money
- 2 Increase my income
- 3 Spend quality time with family and friends
- 4 Reduce stress and anxiety
- 5 Improve sleep quality
- 6 Improve physical fitness
- 7 Expand knowledge in a specific area of interest
- 8 Eat a healthier diet
- 9 Visit new countries and cultures
- 10 Get a new job

# Top 10 goals and ambitions

## Millennials

Millennials are prioritizing saving more money, spending time with loved ones and reducing stress and anxiety.

**72%** Positive movement towards ambitions

**73%**  Satisfaction with progress

They're also focused more on finding balance and improving their physical fitness than increasing their income.

Improving their diet and sleep also are among the top goals of Millennials, as is the desire to pay down debt, an ambition shared with Gen X.



- 1 Save more money
- 2 Spend quality time with family and friends
- 3 Reduce stress and anxiety
- 4 Improve physical fitness
- 5 Increase my income
- 6 Eat a healthier diet
- 7 Improve sleep quality
- 8 Visit new countries and cultures
- 9 Pay off debts
- 10 Lose weight

# Top 10 goals and ambitions

## Gen X

Gen Xers are prioritizing ambitions that improve their wellbeing, with 6 of the top 7 ambitions related to wellness.

**66%** Positive movement towards ambitions

**71%**  Satisfaction with progress

Wellbeing priorities include: spending time with family and friends, reducing stress, eating and sleeping better, and become more physically fit and healthy.

Financial ambitions are not being ignored, however, with saving more, debt payment and planning for retirement also appearing among the top 10 ambitions.



- 1 Spend quality time with family and friends
- 2 Save more money
- 3 Reduce stress and anxiety
- 4 Eat a healthier diet
- 5 Improve physical fitness
- 6 Lose weight
- 7 Improve sleep quality
- 8 Pay off debts
- 9 Plan for retirement
- 10 Dedicate more time to a hobby or interest

# Top 10 goals and ambitions

## Boomers+

Boomers' ambitions are focused on health and wellbeing, with the top 5 ambitions all related to improving their health and wellbeing.

**61%** Positive movement towards ambitions

**78%**  Satisfaction with progress

Unique ambitions for Boomers, that don't appear atop the list for other generations, include reducing their carbon footprint, supporting loved ones in their endeavors, and improving flexibility and balance.



- 1 Spend quality time with family and friends
- 2 Improve physical fitness
- 3 Eat a healthier diet
- 4 Improve sleep quality
- 5 Lose weight
- 6 Reduce personal carbon footprint
- 7 Save more money
- 8 Support loved ones in their endeavors
- 9 Reduce stress and anxiety
- 10 Improve flexibility and balance

# Top 10 goals and ambitions

## Men

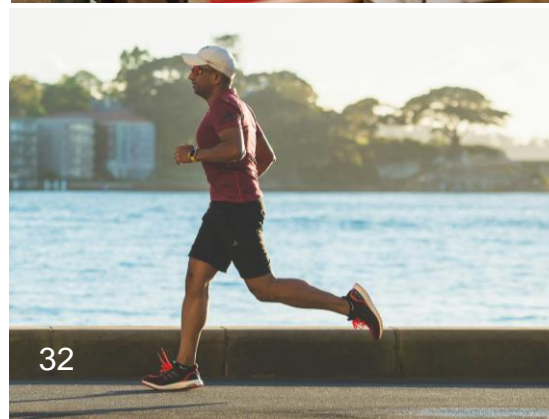
Men and women are aligned on top two goals, but men place greater emphasis on physical fitness and wellbeing.

**67%** Positive movement towards ambitions

**76%**  Satisfaction with progress

Men place greater priority on improving their physical fitness and their sleep quality, which they rank ahead of eating a healthier diet and reducing stress.

In general, men rank financial and physical-health goals and ambitions higher up on their list than women.



- 1 Spend quality time with family and friends
- 2 Save more money
- 3 Improve physical fitness
- 4 Improve sleep quality
- 5 Eat a healthier diet
- 6 Reduce stress and anxiety
- 7 Pay off debts
- 8 Lose weight
- 9 Increase physical strength & endurance
- 10 Increase my income



# Top 10 goals and ambitions

## Women

Women place more priority on ambitions related to diet and stress reduction, prioritizing personal wellbeing.

**69%** Positive movement towards ambitions

**74%**  Satisfaction with progress

While improving physical fitness is a priority, it's not as high as it is for men.

Women include more environmental and wellness goals among their top-ten ambitions, including reducing their carbon footprint, visiting new countries and cultures, and dedicating more time to a hobby or interest.



- 1 Spend quality time with family and friends
- 2 Save more money
- 3 Eat a healthier diet
- 4 Reduce stress and anxiety
- 5 Improve physical fitness
- 6 Improve sleep quality
- 7 Lose weight
- 8 Reduce personal carbon footprint
- 9 Visit new countries and cultures
- 10 Dedicate more time to a hobby or interest

# Top 10 goals and ambitions

## Students

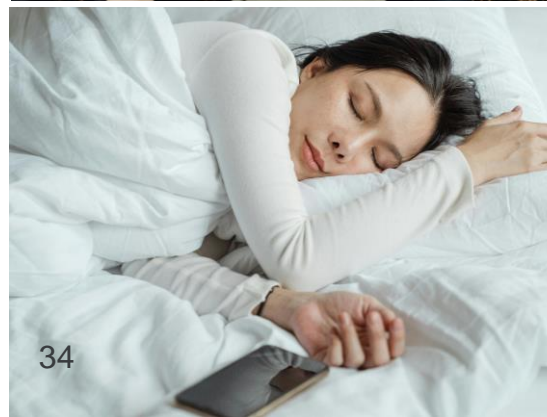
Students have a unique set of ambitions and have made the most progress towards achieving those ambitions.

**78%** Positive movement towards ambitions

**88%**  Satisfaction with progress

Saving more money is their principal goal, while completing their studies and improving their sleep – both key challenges for students – are among their top-three ambitions.

Getting a new job and visiting new countries and cultures rounds out the top ten.



- 1 Save more money
- 2 Complete a specific degree or certification program
- 3 Improve sleep quality
- 4 Reduce stress and anxiety
- 5 Improve physical fitness
- 6 Spend quality time with family and friends
- 7 Increase my income
- 8 Eat a healthier diet
- 9 Get a new job
- 10 Visit new countries and cultures

# Top 10 goals and ambitions

## Newcomers

Newcomers are the most satisfied with the progress they've made on their ambitions in the last year.

**86%** Positive movement towards ambitions

**82%**  Satisfaction with progress












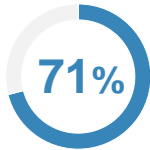








Newcomers have many of the same ambitions as other Canadians, but are more focused on financial stability, including increasing their income, saving more money and finding a new job.

Wellness is also a priority for new Canadians, who are in the process of establishing their new life here in Canada.























- 1 Increase my income
- 2 Save more money
- 3 Get a new job
- 4 Reduce stress and anxiety
- 5 Eat a healthier diet
- 6 Expand my knowledge in a specific area of interest
- 7 Improve sleep quality
- 8 Support loved ones in their endeavors
- 9 Spend quality time with family and friends
- 10 Visit new countries and cultures

# Key insights: Generation comparison

	Top 3 life area ambitions	Unique ambition (Segment over-indexes)	Positive movement towards ambitions	Satisfaction with progress	% Agree
<b>Z</b> <b>Gen Z</b> <i>Born 1997-2012</i>	<ol style="list-style-type: none"> <li>1 Financial stability and growth   <b>57%</b></li> <li>2 Health and wellness   <b>50%</b></li> <li>3 Personal relationships   <b>48%</b></li> </ol>	<b>47%</b>  Education and learning	<b>81%</b>	 <b>79%</b>	A  <b>70%</b> B  <b>55%</b> C  <b>52%</b>
<b>M</b> <b>Millennials</b> <i>Born 1981-1996</i>	<ol style="list-style-type: none"> <li>1 Financial stability and growth   <b>56%</b></li> <li>2 Health and wellness   <b>54%</b></li> <li>3 Personal relationships   <b>48%</b></li> </ol>	<b>39%</b>  Career development and growth	<b>72%</b>	 <b>73%</b>	A  <b>63%</b> B  <b>40%</b> C  <b>45%</b>
<b>X</b> <b>Gen X</b> <i>Born 1965-1980</i>	<ol style="list-style-type: none"> <li>1 Health and wellness   <b>58%</b></li> <li>2 Financial stability and growth   <b>53%</b></li> <li>3 Personal relationships   <b>47%</b></li> </ol>	<b>58%</b>  Health and wellness	<b>66%</b>	 <b>71%</b>	A  <b>46%</b> B  <b>25%</b> C  <b>33%</b>
<b>B+</b> <b>Boomers+</b> <i>Born 1946-1964</i>	<ol style="list-style-type: none"> <li>1 Health and wellness   <b>62%</b></li> <li>2 Financial stability and growth   <b>53%</b></li> <li>3 Personal relationships   <b>52%</b></li> </ol>	<b>62%</b>  Health and wellness	<b>61%</b>	 <b>78%</b>	A  <b>34%</b> B  <b>10%</b> C  <b>22%</b>

# Key insights: Gender, newcomers and students comparison

	Top 3 life area ambitions	Unique ambition (Segment over-indexes)	Positive movement towards ambitions	Satisfaction with progress	% Agree
 Men	<ol style="list-style-type: none"> <li>1 Financial stability and growth   <b>54%</b></li> <li>2 Health and wellness   <b>51%</b></li> <li>3 Personal relationships   <b>44%</b></li> </ol>	<b>22%</b> Social impact 	<b>67%</b>	<b>76%</b>	A  <b>54%</b> B  <b>34%</b> C  <b>40%</b>
 Women	<ol style="list-style-type: none"> <li>1 Financial stability and growth   <b>55%</b></li> <li>2 Health and wellness   <b>63%</b></li> <li>3 Personal relationships   <b>54%</b></li> </ol>	<b>63%</b> Health and wellness 	<b>69%</b>	<b>74%</b>	A  <b>46%</b> B  <b>22%</b> C  <b>29%</b>
 Newcomers	<ol style="list-style-type: none"> <li>1 Health and wellness   <b>52%</b></li> <li>2 Financial stability and growth   <b>57%</b></li> <li>3 Personal relationships   <b>42%</b></li> </ol>	<b>62%</b> Career development and growth 	<b>86%</b>	<b>82%</b>	A  <b>79%</b> B  <b>50%</b> C  <b>57%</b>
 Students	<ol style="list-style-type: none"> <li>1 Health and wellness   <b>52%</b></li> <li>2 Financial stability and growth   <b>61%</b></li> <li>3 Personal relationships   <b>57%</b></li> </ol>	<b>59%</b> Education and learning 	<b>78%</b>	<b>88%</b>	A  <b>75%</b> B  <b>58%</b> C  <b>42%</b>

# **Embracing ambitions: Attitudes and behaviours**

# Canadians review and set new goals sporadically, while those who do so more often make greater progress towards their ambitions

Many Canadians lack consistent monitoring of their goals and ambitions which could hinder their progress.

The absence of regularly-celebrated milestones could impact motivation and sustained effort toward their goals.

**Canadians who routinely\* set and review their goals demonstrate significantly greater progress towards achieving their ambitions (81% vs. 63%) and exhibit significantly more optimism about achieving further progress in the upcoming year (78% vs. 55%).**

\* At least quarterly

## Frequency of engaging in the following

At least quarterly...



**35%**

Set new goals and ambitions for themselves



**40%**

Review the progress they've made on their goals and ambitions



**29%**

Celebrate milestones or achievements related to their goals and ambitions



# Canadians' ambitions are more focused on the short-term than the long-term, and they acknowledge the role finances play in achieving their ambitions



## Level of agreement with statements

% Agree



**61%**

I am trying to achieve my primary goals and ambitions in the short-term rather than the long-term



**50%**

I set myself very challenging goals and ambitions



**35%**

Money doesn't impact ambitions

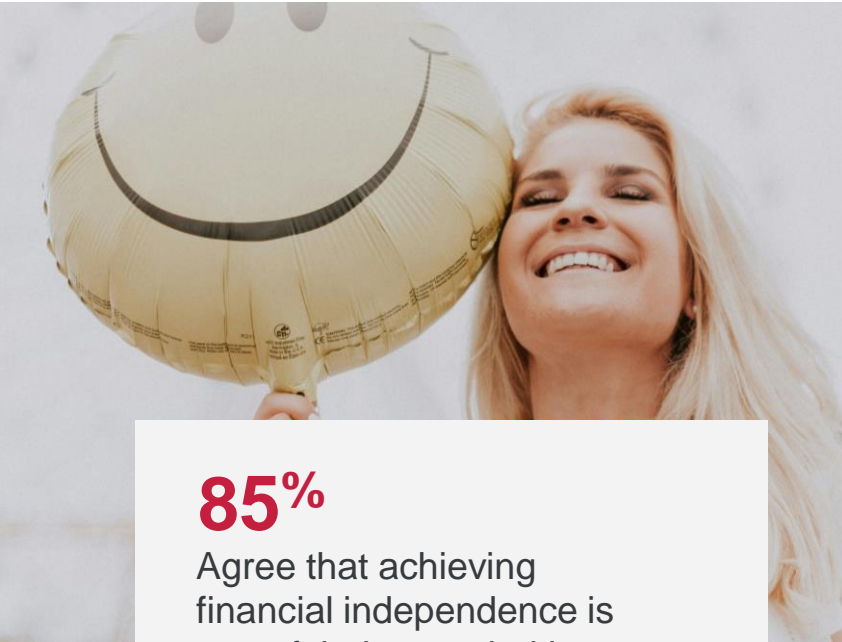
In balancing long-term and short-term priorities, Canadians lean more towards making progress towards their short-term priorities.

Canadians are equally split on whether they set themselves challenging goals and ambitions, with half preferring easier goals and half preferring more challenging goals.

Most acknowledge that money is an enabler of ambitions, reinforcing why financial priorities sit near the top of most Canadians' list of ambitions.



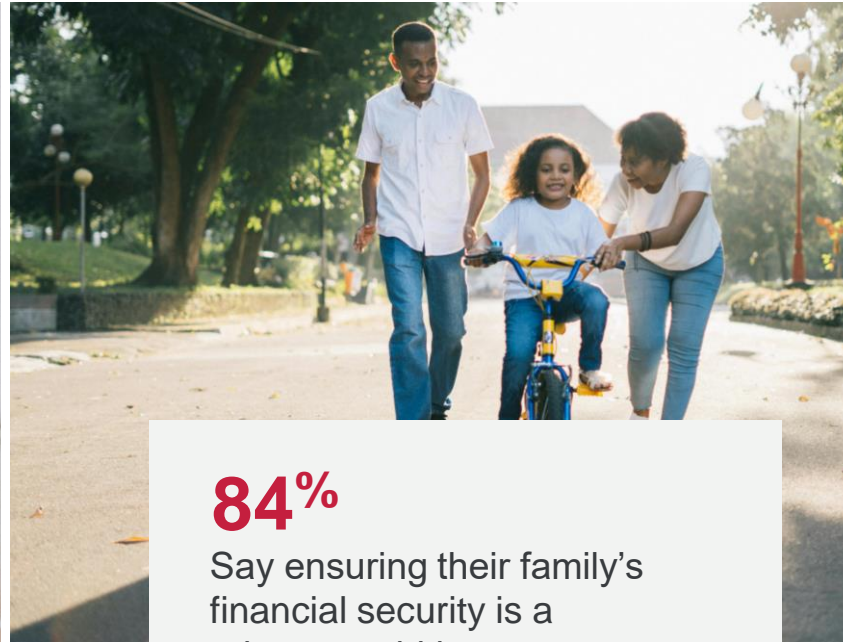
# Despite short-term focus of ambitions, financial goals aim to build long-term stability and independence



**85%**

Agree that achieving financial independence is one of their top priorities

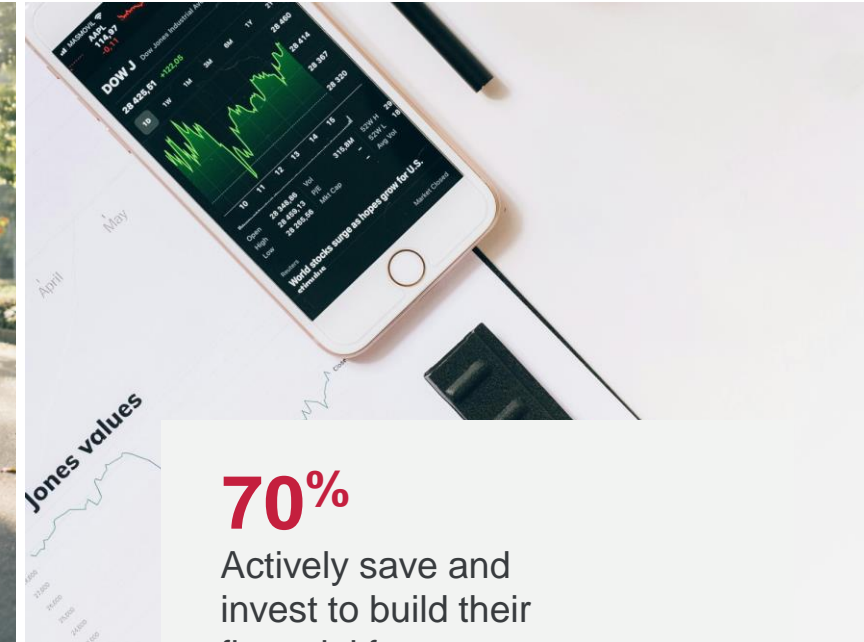
Given the role that finances play in unlocking many ambitions, Canadians' financial-related goals are longer term.



**84%**

Say ensuring their family's financial security is a primary ambition

Achieving both financial independence and ensuring their family's financial security is a top ambition for most Canadians.



**70%**

Actively save and invest to build their financial future

Despite a focus on achieving short-term ambitions, a majority say they actively save and invest to build their financial future, demonstrating a balance between making progress towards both short and long-term ambitions.

# Canadians outline their **top 10 actions** to achieve their goals and ambitions

- 1** Prioritize tasks and manage time
- 2** Utilize available resources
- 3** Discuss goals with family and friends
- 4** Engage in ongoing education/skills development
- 5** Seek feedback to improve performance
- 6** Build and maintain supportive networks
- 7** Create detailed plans and timelines
- 8** Ask friends and family for help
- 9** Write down goals and ambitions, and adjust as needed
- 10** Take calculated risks





# Contact

For more information, please contact:

## **Meredith Taylor**

Senior Consultant, Public Affairs

[Meredith.Taylor@cibc.com](mailto:Meredith.Taylor@cibc.com)

## **Deborah Rowe**

Senior Director, Public Affairs

[Deborah.Rowe@cibc.com](mailto:Deborah.Rowe@cibc.com)



# Thank you

CIBC Ambitions Index | March 2025

