



GLOBE INSIDERS

Finance Study

July 2023





Introduction

Objective and Methodology

We wanted to learn more about what our readers were planning in the 2nd half of 2023 regarding their discretionary spending and investing.

Some of the questions we asked our Globe Insiders considered:

- Categories they were planning on making purchases in
- Their satisfaction levels with their primary investing institution and how likely they may change it
- Actions they have taken after seeing or hearing a financial advertisement
- Their preferred sources of information for managing their finances
- Financial topics they want to learn more about

Survey Period:

July 7-10, 2023

Survey Participants:

1,529 respondents (43% response rate)





Finance Study Summary

Globe readers are planning to spend about the same in the 2nd half of 2023

- 51% anticipate spending the same on discretionary purchases
- 24% anticipate spending more on discretionary purchases
- Travel and related purchases (airline tickets, travel insurance, etc.) top the categories where this spending is planned
- 32% indicated concerts/theatre tickets in their planned discretionary spending
- Home related spending is also planned (25% home renovations, 16% home furnishings)

Globe readers are planning to invest about the same in the 2nd half of 2023

- 60% anticipate investing the same
- 15% anticipate investing more
- 13% are dissatisfied with the primary institution holding their investments
- 8% indicated some likelihood of changing who holds their investments

Globe readers prefer newspapers for information to manage their finances

- 79% prefer either a digital or printed newspaper
- Tax strategies is the top topic they want to read more about
- 1 in 3 have searched for more information about a financial product after seeing an ad online

Source: Globe Insiders panel, Finance Survey, July 7-10, 2023 (n=1,529)





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For more information on this study or
The Globe Insiders Panel, please contact:

Andrew Consky
Head of Research and Media Insights
aconsky@globeandmail.com

Larissa Styrsky-Ellwood
Research and Insights Lead
lstyrskyellwood@globeandmail.com

Jason Ainsworth
Research and Insights Analyst
jainsworth@globeandmail.com