



**GLOBE INSIDERS**

# Consumer Investing Study

July 2024







# Introduction

## Objective and Methodology

We wanted to learn more about how our readers were feeling about their investing in 2024.

Some of the questions we asked our Globe Insiders involved:

- Whether they planned to invest more, less or the same in the 2<sup>nd</sup> half of 2024
- If they thought Canada was in a recession
- Whether they planned to liquidate any of their portfolio
- If they worked with a financial advisor
- Their levels of satisfaction in their financial advisor
- How factors such as age, race or gender may influence their decision to hire a new financial advisor
- The services they would want a financial advisor to be able to provide if they hired a new one
- Where they went for information on managing their finances
- Financial topics they wanted to read more about

### Survey Period:

July 25-29, 2024

### Survey Participants:

1,141 respondents (34% response rate)





# Consumer Investing Study Summary

## Globe readers are maintaining their investing rate for the 2<sup>nd</sup> part of 2024

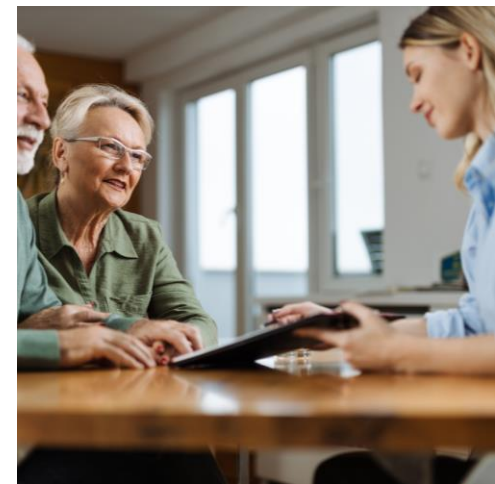
- 72% will invest in the 2<sup>nd</sup> half of 2024 at the same or at an increased level as they did January – June 2024
- 61% do not think Canada is in a recession
- 30% are moderately or extremely concerned that a recession or volatile economy would have a negative impact on their investments
- 79% are satisfied with the bank holding most of their investments; 88% are satisfied with the investment firm holding most of their investments

## Globe readers utilize financial advisors and are satisfied with them

- 63% use a financial advisor
- Of these, 93% think they are useful and 86% are satisfied or very satisfied with their FA

## Globe readers are seeking more information on tax strategies and look to newspapers for information

- About 1 in 3 have searched for more information online after seeing a financial ad for a brand, product or service
- The top sources of financial management advice are newspapers (digital and print) and websites
- More than half of Globe readers want to know more about tax strategies





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For more information on this study or  
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