

Investing: Traditional vs Digital - Canada - 2022

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This report looks at the following areas:

- This Report covers the attitudes and behaviours of investors through the lens of traditional (human advice) and digital investing (online brokerages, robo-advisors).
- The Report was written between October 16 to November 10, 2022.

Investors have more options than ever when it comes to investing channels, information and connectivity with other investors. While many investors prefer the human connection and advice offered by professional financial advisors, the rise of DIY investing has fuelled the growth of low-cost online brokerages. Meanwhile, robo-advisors offer another alternative to inexperienced investors by allowing them to select portfolios of exchange trade funds. Also, the explosion of social media has given rise to social investing platforms where communities of investors can interact and mimic trades of other users.



“Traditional channels of investing are equally popular among all age segments while digital company use trends higher among younger investors. Financial advisors are viewed positively with high awareness about performance expectations and fees, while willingness to use robo-advisors is still limited.”

– Sanjay Sharma, Senior Financial Services Analyst

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