

Financial Information & Advice - Canada - 2023

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This report looks at the following areas:

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 (Do-it-Yourself) investing has fuelled the growth of investment resources used by investors. Meanwhile, robo-advisors offer another alternative to inexperienced investors by allowing them to select portfolios of exchange-traded 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. While many investors have become more digitally engaged in the search for sources of information and advice, financial advisors remain a trusted resource.



"The majority of investors are overwhelmed by the amount of investment information available. While financial advisors are the preferred resource for investing information, many younger investors are also using a variety of online resources including social media, though there is scepticism about the credibility of social media investment advice."

– Sanjay Sharma, Senior Financial Services Analyst

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