



GLOBE INSIDERS

Consumer Finance Study

May 2024





Introduction

Objective and Methodology

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

Some of the questions we asked our Globe Insiders involved:

- Categories they made discretionary purchases in including luxury
- Categories they planned to make discretionary purchases in including luxury
- Their financial goals and if they had met them
- Whether they were using digital wallets or their bank's app
- Which points and rewards programs they used
- Their motivations for choosing to use credit cards or debit cards

Survey Period:

May 22-26, 2024

Survey Participants:

1,351 respondents (40% response rate)





Finance Study Summary

Almost all (86%) of Globe readers feel that their financial situation is as good or better than it was in 2023

- In 2024, half made discretionary purchases on clothing, books, travel, tickets and/or gardening supplies
- Clothing, books and travel are where they will make further discretionary purchases in the remainder of 2024
- 84% of Globe readers who made discretionary travel purchases in 2024 plan to do so again before the year is over
- 25% bought a luxury item – 47% of these buyers plan to make another before 2024 is over

81% of Globe readers have at least one financial goal they are working toward

- 52% - Investing/Wealth Creation
- 52% - Providing charitable giving or financially supporting important causes
- 29% - Saving for a comfortable retirement

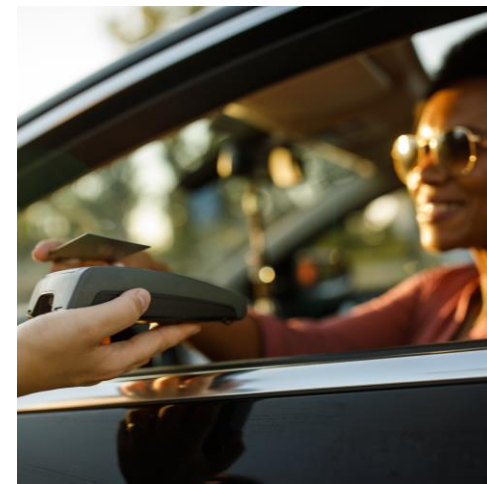
Globe readers have embraced some financial tech

- 34% use a digital wallet; 56% of them use it at least “sometimes”
- 63% have installed their bank’s app; 55% of them use it at least weekly

Almost all readers use loyalty or points programs

- PC Optimum is the leading points program; it is used among 73% of respondents
- 78% use 3+ points or rewards programs

Source: Globe Insiders panel, Consumer Finance Survey, May 22-26, 2024





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