Consumer Finances 2023

Dynata’s global Consumer Trends survey explores the attitudes and behaviors of 11,000 consumers across 11 countries toward a range of topics, including how they feel about the year ahead, what they’re most concerned about, how their personal finances have been impacted by the current economic situation – and more.

A DIVIDED PICTURE OF PERSONAL FINANCES

Around the world, an increasing proportion of consumers were struggling to make ends meet in January 2023 compared to August 2022.

In January 2023, over 4 in 10 Americans reported struggling with debt – compared to 3 in 10 in August 2022.

In January 2023, almost 4 in 10 Americans reported struggling with debt – compared to 3 in 10 in August 2022.

In Australia and Canada, the proportion of consumers saying they have too much debt has increased from a quarter in August 2022 to a third in January 2023.

IMPACT ON PEOPLE’S LIFESTYLE CHOICES

To manage rising costs, many people are adjusting their consumption behaviors.

For more information, including detailed findings by country, gender or age group, download the data tables or contact us.

Source: Dynata’s Global Consumer Trends survey conducted online between Jan. 9-20, 2023 among 11,000+ consumers in 11 countries: 1,000+ consumers age 16+ per country.

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