

INVESTMENT POLL

5246 SAMPLE SIZE

17%



**NO INVESTMENTS,
NO INTENT TO INVEST**

OWN INVESTMENTS OR INTEND TO INVEST
IN THE NEXT 6 MONTHS



83%

WHY DO YOU NOT INVEST?

54%



I HAVE NO
SPARE MONEY
TO INVEST

14%

of respondents **UNDER THE AGE OF 34**
agreed with the statement **"Investing is
intimidating - I don't know where to start"**

34%

of respondents **AGED between 20-34** said that they **WISHED THAT SOMEONE
COULD explain their investment options** to them in an **uncomplicated way**

ATTITUDES TOWARDS INVESTING & INVESTMENT COMPANIES

The fees charged by financial
institutions are very high

30%

FEES

I don't care how much my investment company
charges as long as my investments perform

11%

15%

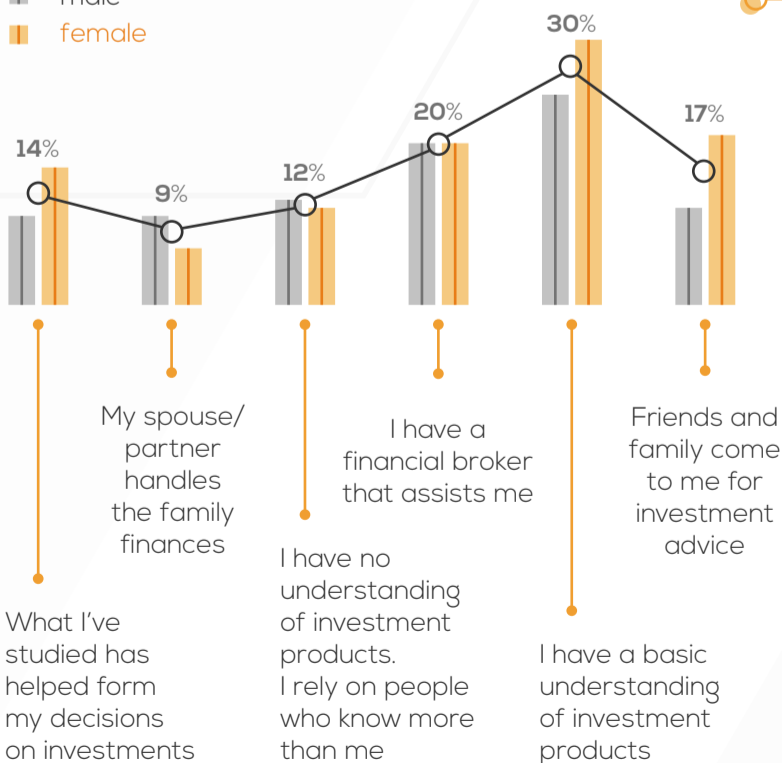
The fee structure of my investment
company is clear and transparent

28% feel that everyone is trying to sell them
their products **RATHER THAN OFFERING WHAT
IS BEST** for them



INVESTMENT KNOWLEDGE AND INFLUENCE

■ male
■ female



INVESTMENT PERFORMANCE

12% 15%



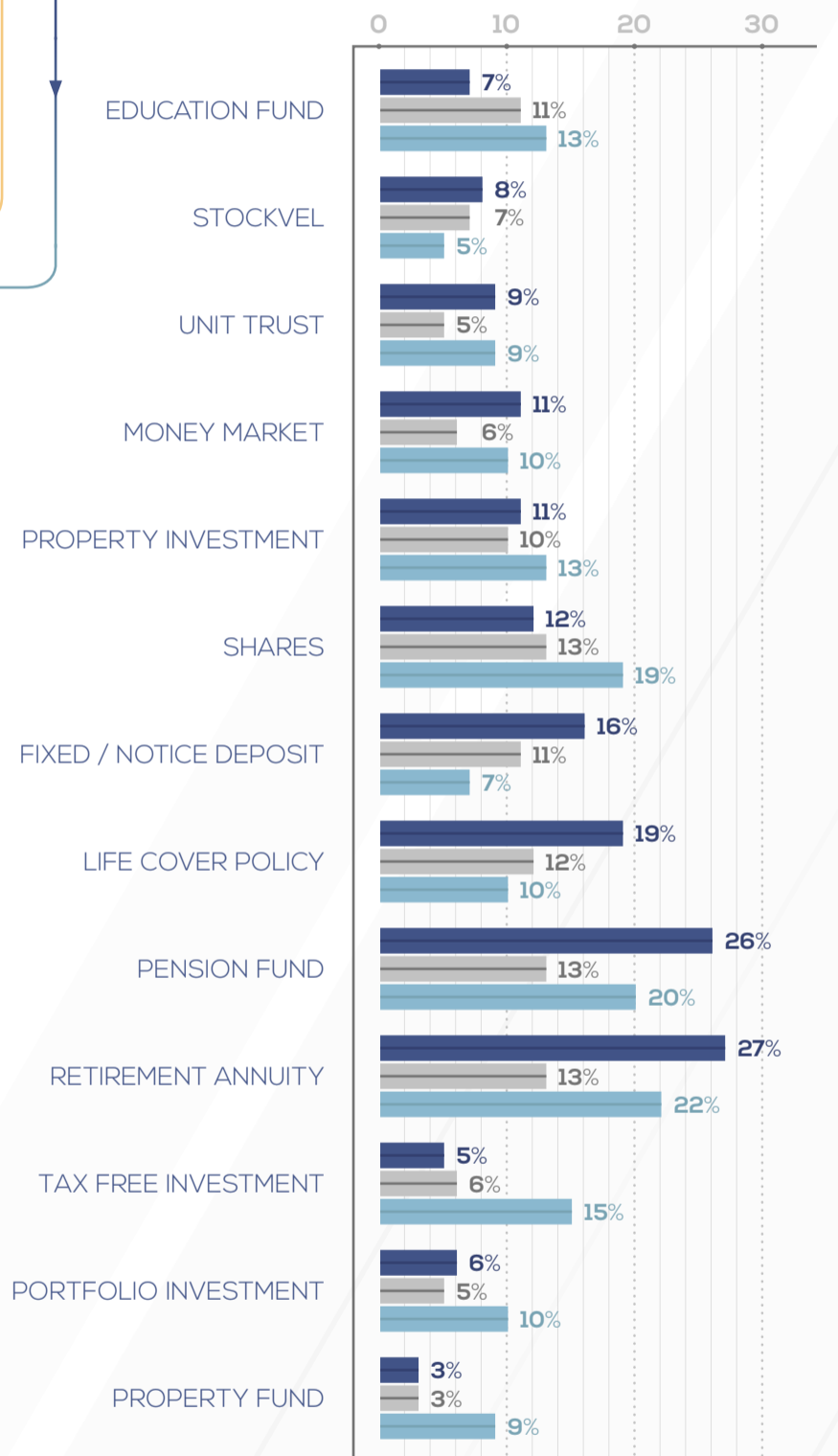
Find it **DIFFICULT
TO KEEP TRACK** of
their investment's
PERFORMANCE

14% 22%



Said that their
investments have
**ACHIEVED ABOVE
AVERAGE RETURNS**

■ CURRENT INVESTMENTS
■ INVESTMENT PLANS IN THE NEXT 6 MONTHS
■ WOULD LIKE MORE INFORMATION



33% of respondents said that they would like to find out more about:



Which investments would be **MOST BENEFICIAL** for me at this stage of life : **19%**



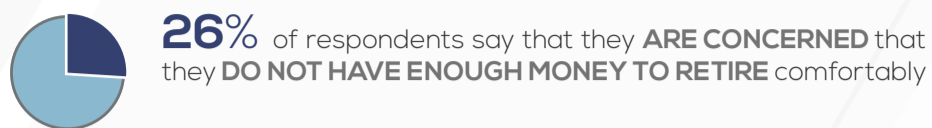
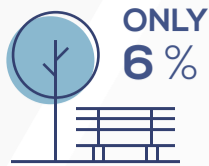
ADVANTAGES/DISADVANTAGES of different investment products : **16%**



Investment **PRODUCTS AVAILABLE** : **14%**

RETIREMENT

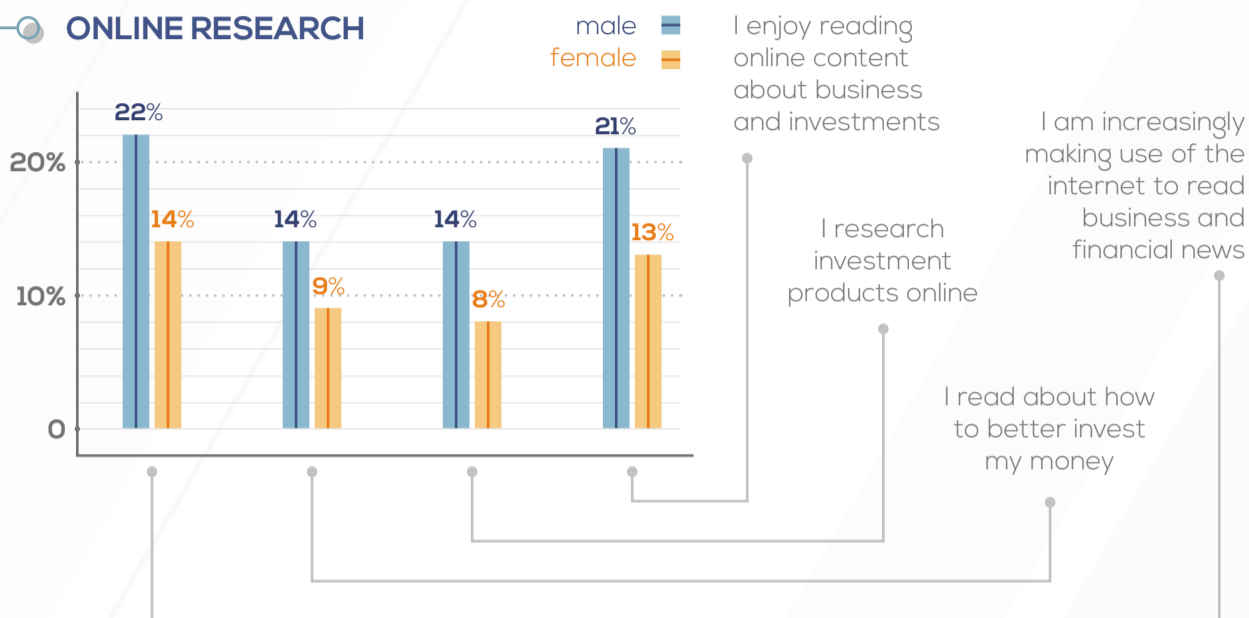
RESPONDENTS WITH RETIREMENT INVESTMENTS



SAVINGS

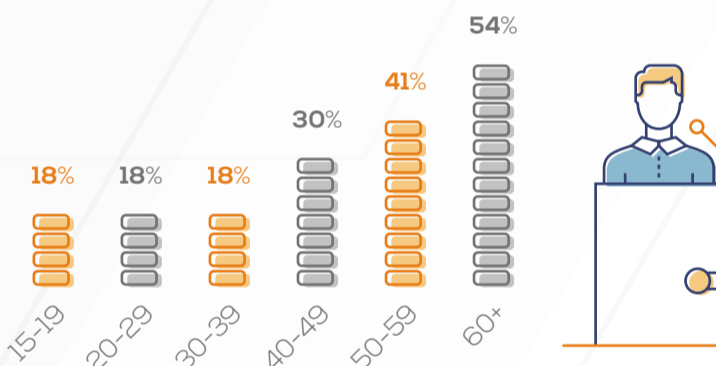
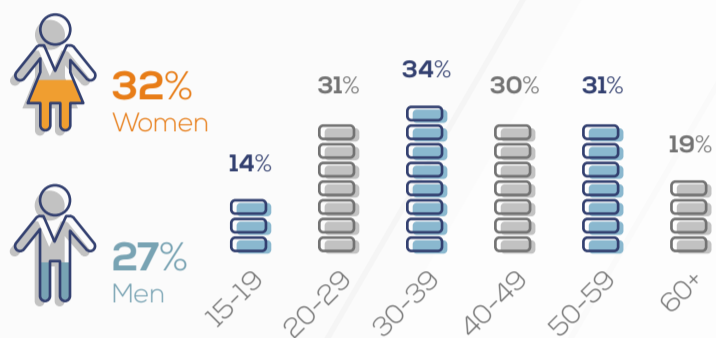


ONLINE RESEARCH



INVESTMENT ATTITUDES & CONFIDENCE

I AM HIGHLY STRESSED ABOUT MONEY



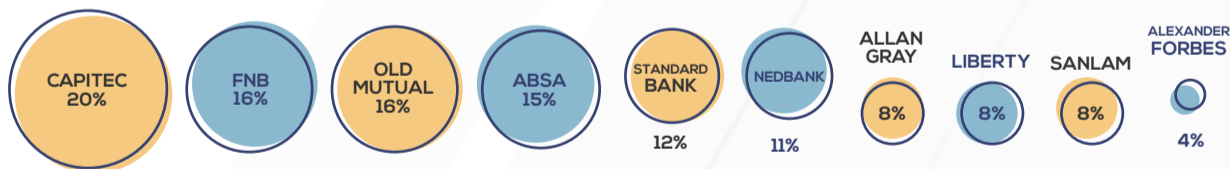
PROPERTY



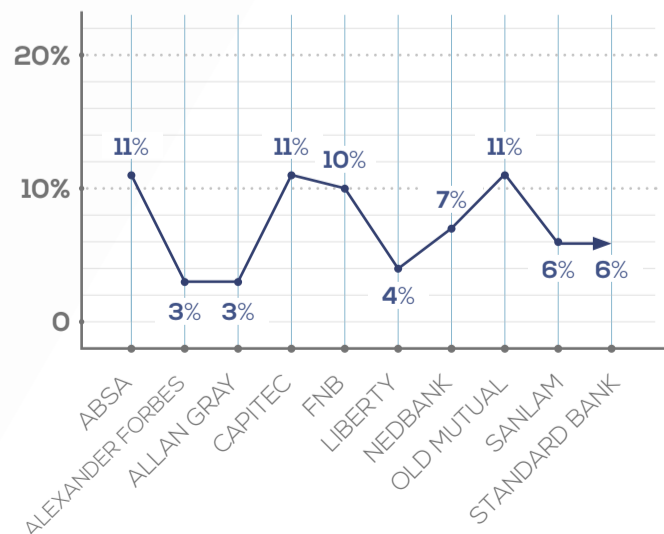
INVESTMENT COMPANIES



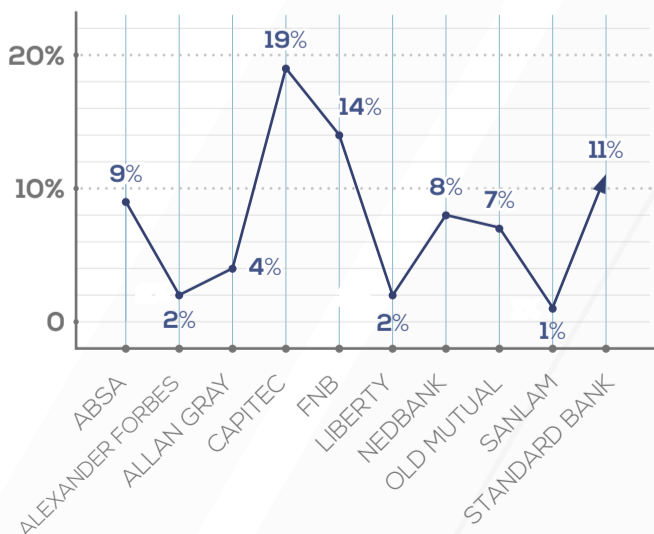
TOP 10 COMPANIES YOU INVEST MOST OF YOUR MONEY WITH



OTHER COMPANIES YOU HOLD INVESTMENTS WITH



MOST TRUSTED INVESTMENT COMPANIES



WHO DO YOU THINK IS THE TOP PERFORMER?

