

# CCPC INVESTMENTS RESEARCH

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Competition and  
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Ipsos MRBI  
GAME CHANGERS

# EXECUTIVE SUMMARY

- Just over 1 in 3 adults have an investment product with 1 in 6 planning to make an investment in the next 12 months.
- Half of investors say that the number of investment products they have has increased over the past five years. While stocks and shares remain the most commonly held asset class overall, those aged under 35 are more likely to hold crypto-currencies or other forms of crypto-assets.
- Age is a key determinant of sources of information and channels used to make investments, with online methods much more common among those aged under 35. This group are also more likely to feel that there is sufficient independent investment information available.
- Most investors feel that they understand the risks involved in investing, however many do not closely monitor the performance of their investments.

# OBJECTIVES & METHODOLOGY



1,002 interviews conducted with adults aged 18+



Survey conducted through Ipsos MRBI Omnipoll survey with fieldwork undertaken between 30 July & 15 August 2021.



Fieldwork conducted through Computer Assisted Telephone Interviewing (CATI) using random digit dialling.



Data is then weighted in line with the most up-to-date CSO estimates of the population.

## Objectives

To understand consumer activity across various investments markets, including:

- Types of investments held and being considered
- Sources of information used when making decisions around investments
- Channels used for investing
- Attitudes towards investments

Questionnaire was designed in consultation with CCPC.

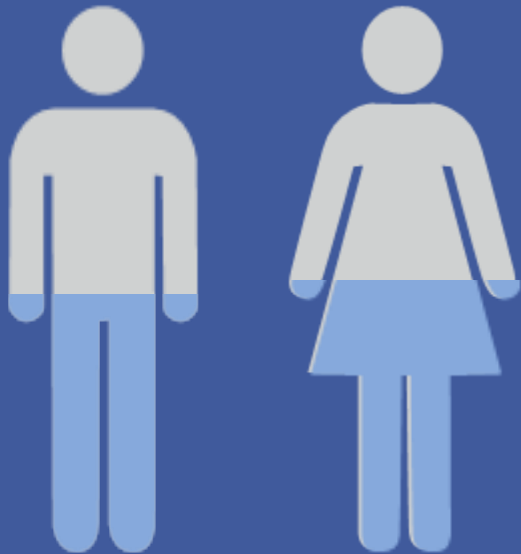


# SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

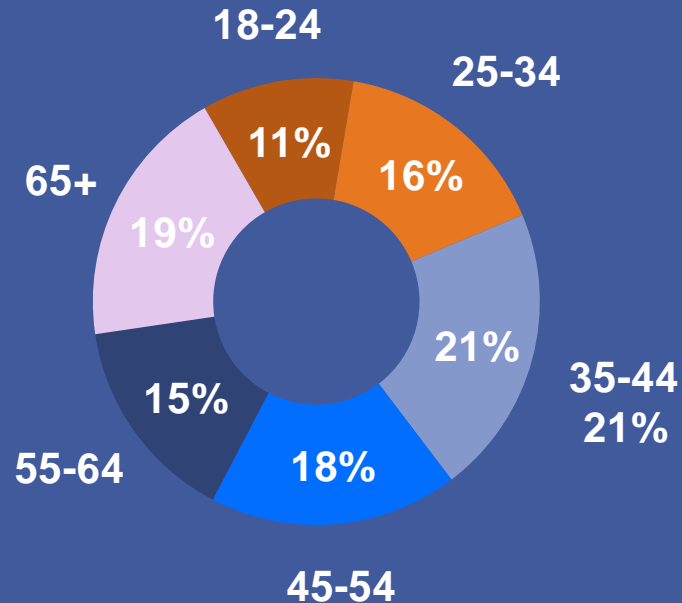
## Gender

49%

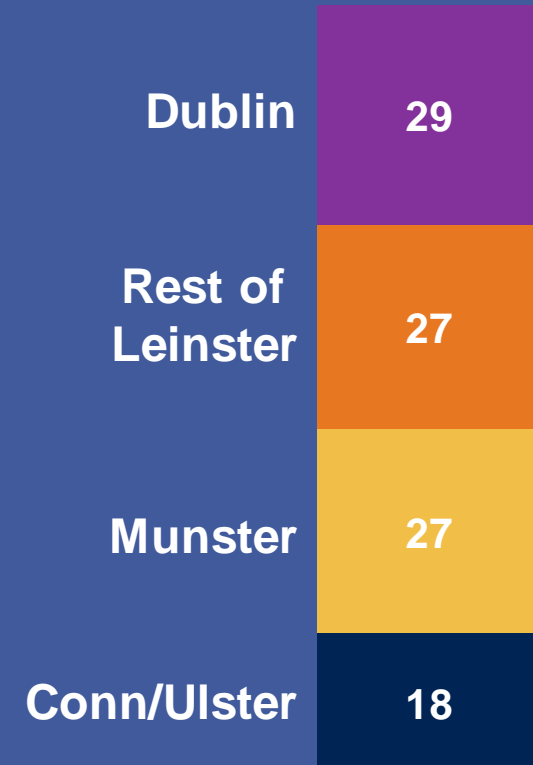
51%



## Age



## Region



Base: All Respondents: 1,002



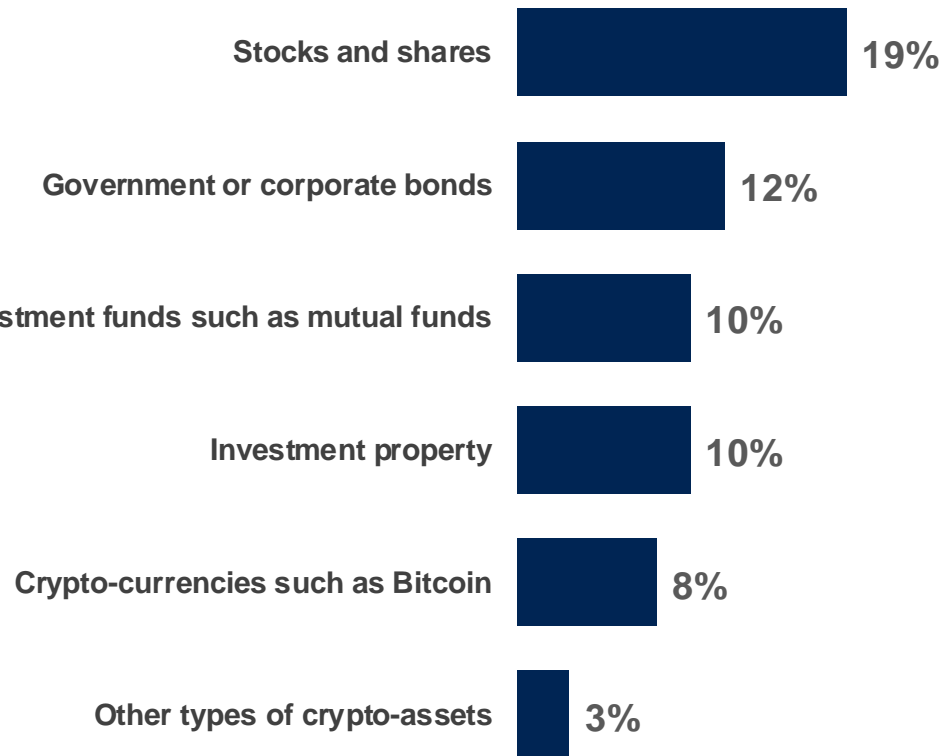
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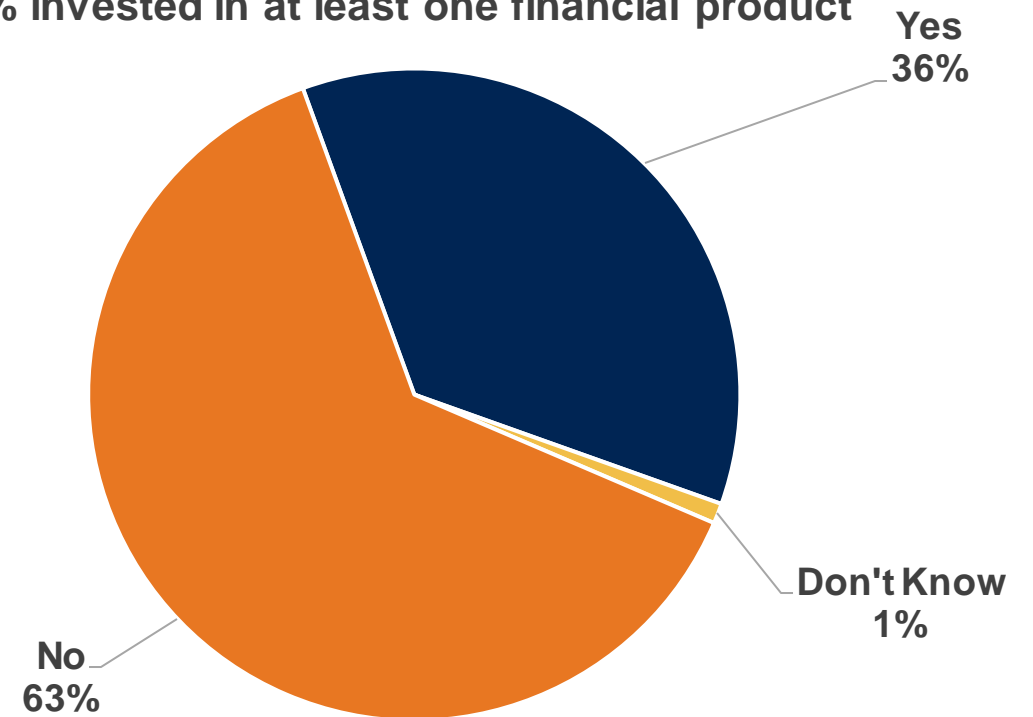
# JUST OVER 1 IN 3 RESPONDENTS REPORT HAVING AT LEAST ONE TYPE OF INVESTMENT

## Ownership of investment products

### Investment products held



### % invested in at least one financial product



Q.1 Do you currently have money invested in any of the following financial products?  
Base: All Respondents: 1,002



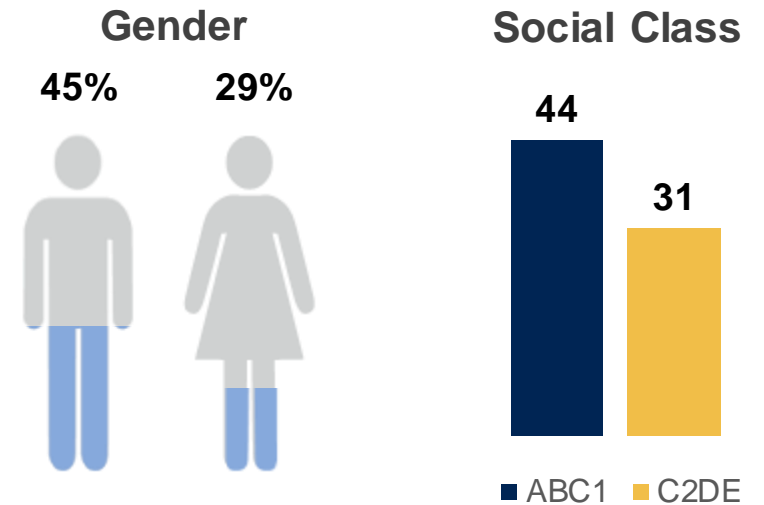
# OWNERSHIP OF 'TRADITIONAL' INVESTMENT PRODUCTS RISES WITH AGE. ALMOST 1 IN 5 25-34 YEAR OLDS ARE INVESTED IN CRYPTOCURRENCIES

## Ownership of investment products across population groups

	All	18-24	25-34	35-44	45-54	55-64	65+
Stocks & Shares	19%	13%	17%	19%	24%	21%	20%
Government or corporate bonds	12%	4%	7%	10%	12%	14%	21%
Investment funds	10%	3%	6%	10%	14%	13%	11%
Investment property	10%	4%	3%	7%	19%	12%	12%
Cryptocurrencies such as Bitcoin	8%	15%	18%	12%	6%	1%	1%
Other types of crypto-assets*	3%	3%	7%	5%	1%	0%	0%
<b>Any investment</b>	<b>37%</b>	<b>27%</b>	<b>32%</b>	<b>33%</b>	<b>42%</b>	<b>39%</b>	<b>44%</b>

Q.1 Do you currently have money invested in any of the following financial products?  
 Base: All Respondents: 1,002

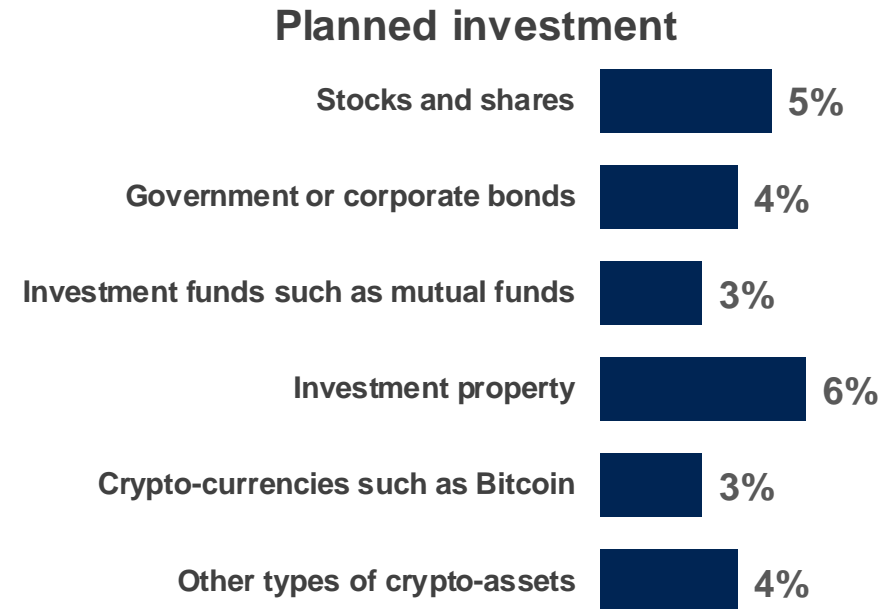
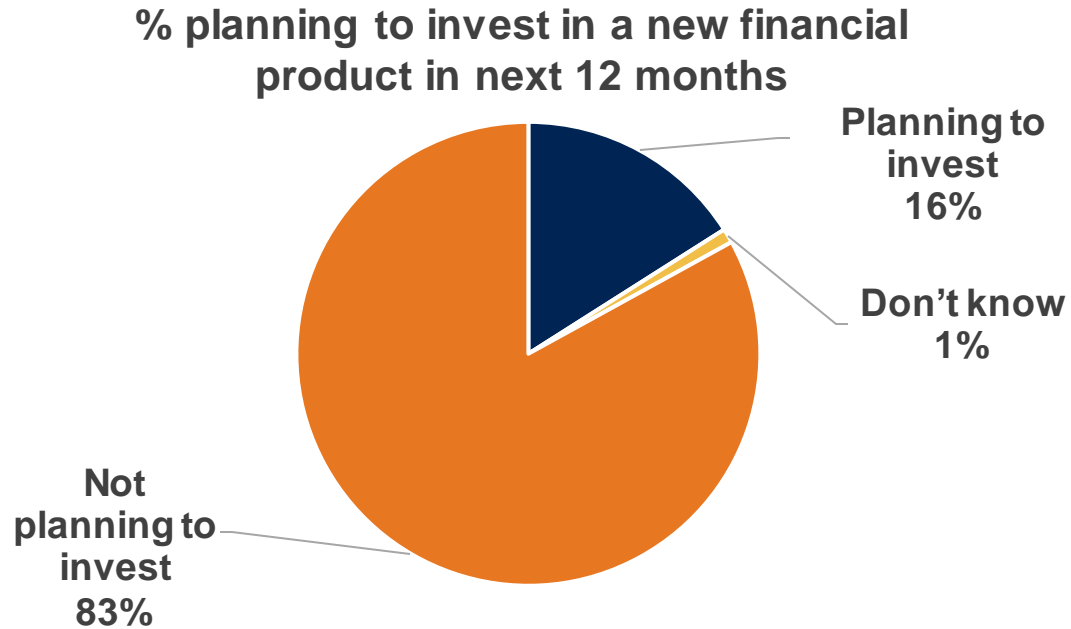
## Investment product ownership



- Men and ABC1s more likely to own an investment across all product types.
- The gender gap is widest for stocks & shares (24%-15%) cryptocurrencies (12%-5%) and other crypto-assets.

# AROUND 1 IN 6 RESPONDENTS PLAN TO INVEST IN A NEW FINANCIAL PRODUCT IN THE NEXT YEAR

Investment intentions during the next 12 months

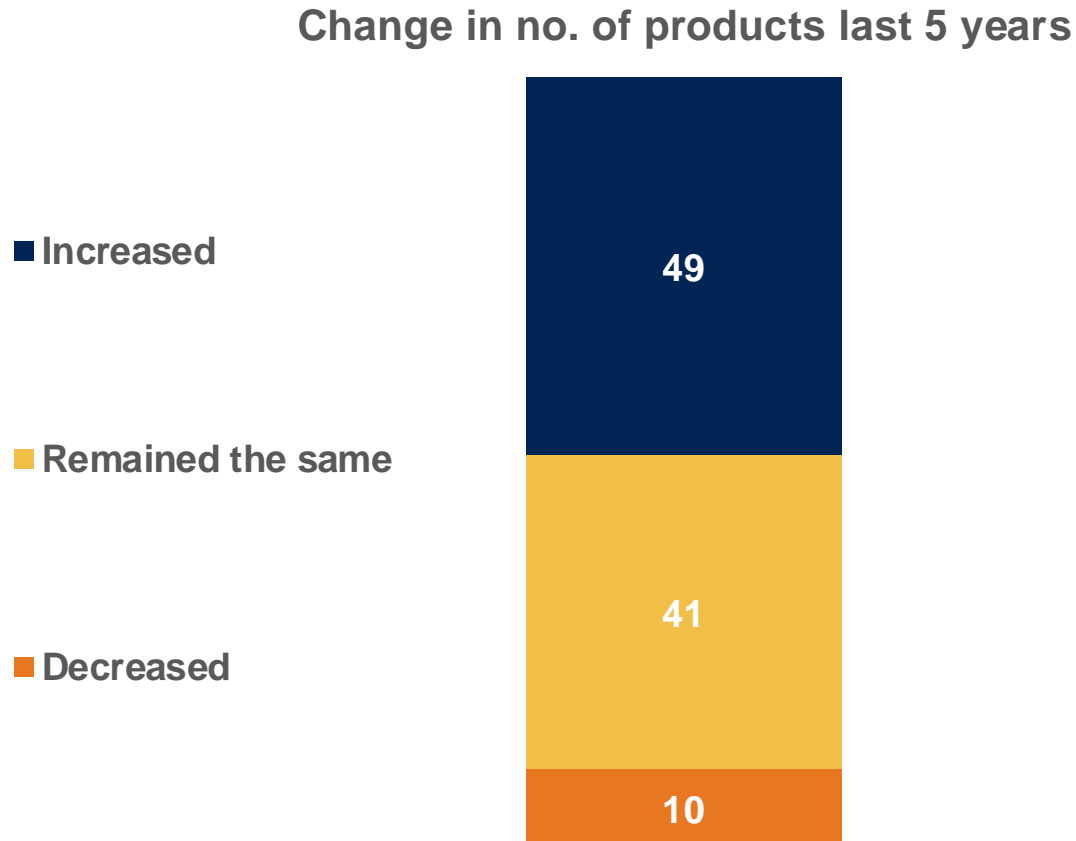


- Those planning a new investment also more likely to be male (20%), in social class ABC1 (23%) and live in Dublin (18%).
- Younger age groups more likely to be considering taking out an investment (18-24: 34%; 55+: 8%).

Q.2 Do you intend to make an investment in any of the following financial products during the next 12 months?  
Base: All Respondents: 1,002

# ALMOST HALF OF INVESTORS SAY THE NUMBER OF INVESTMENT PRODUCTS THEY OWN HAS INCREASED OVER PAST 5 YEARS

Change in number of investment products owned in last 5 years



Large differences exist by age: 69% of under 35s say the number of products they have invested in has increased in the last 5 years, compared to 34% of over 65s.

Older age groups are also more likely to say their number of products decreased (over 55s: 17%), as well as remained the same (52%) than younger investors (under 35s: 4% and 27%, respectively).

ABC1s are more likely to have increased their number of investment products held (55%) than C2DEs (41%).

Q.3 Thinking of the types of products you are invested in would you say that over the past five years the number of products you have has increased decreased or remained the same?

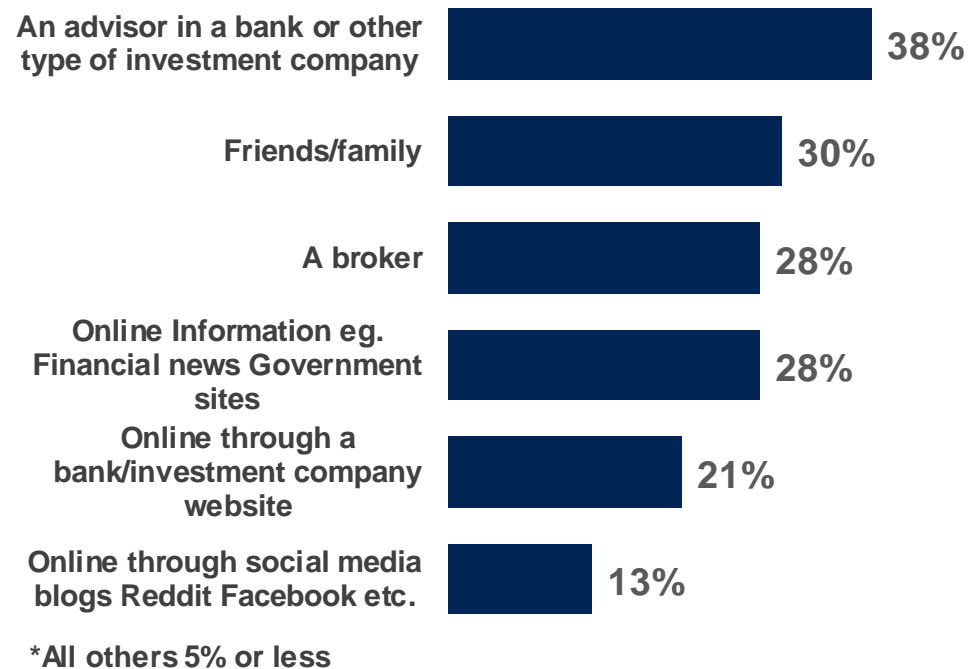
Base: All with a current investment (363)



# AGE IS A KEY DETERMINANT OF SOURCE OF INFORMATION WITH ONLINE

## Sources of information on investments

### Sources of information on investments



**Online sources** much more likely to be used by those **aged under 35** with 36% saying they would use online sources such as financial news or government sites, and 32% saying they would use social media. 28% say they would use a bank/investment company website.

In contrast, 29% of under-35s would consult an advisor in a bank/investment company, and 14% would consult a broker.

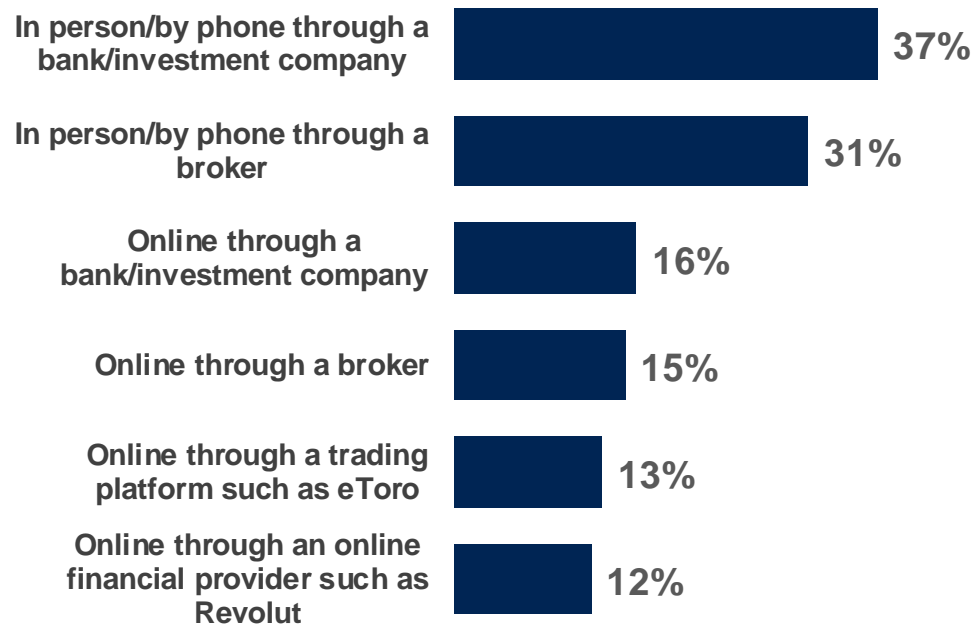
Advisors and brokers most likely to be used by those aged 45-64 (48% and 40% respectively).

Q.4 If you were looking for information on investments where would you go?  
Base: All with a current investment (363)

# IN-PERSON MOST POPULAR WAY TO MAKE INVESTMENTS, WITH SIGNIFICANT VARIATION BETWEEN AGE GROUPS

## Methods of making investments

### Methods of making investments



\*All others 5% or less

Age is again a key determinant for channel used to make an investment. 36% of under-35s say they would use a online trading platform such as eToro, and 29% would use an online financial services provider such as Revolut. In contrast, 22% would do so through a bank/investment company and 10% would use a broker.

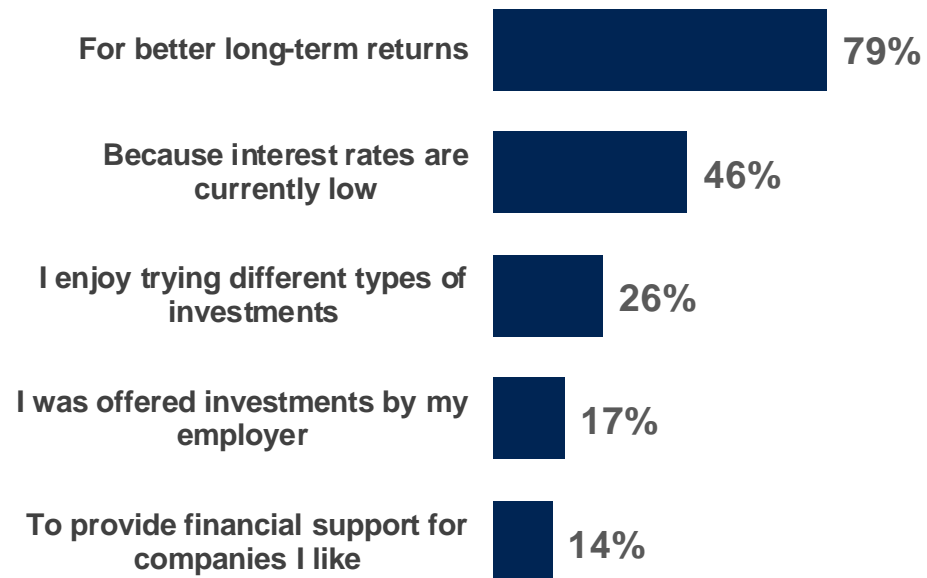
Traditional channels most commonly used by those aged 45-64 – bank/investment company (44%); broker (46%).

Q.5 When making a new investment how do you usually do it?  
Base: All with a current investment (363)

# MOST INVESTORS FOCUSSED ON BETTER LONG-TERM RETURNS WITH YOUNGER INVESTORS OPEN TO EXPERIMENTATION

## Reasons for investing

### Reasons for investing (prompted)



Better long-term returns is the key motivator across all age groups, although those aged under 35 are less likely than those aged 35-64 to give it as a reason (77% & 83% respectively).

Experimentation is a key motivator for those aged under 35 with 47% saying that the enjoyment of trying different types of investments is a reason for investing. Just over a fifth (22%) of this age group say that they invest to provide financial support for companies that they like.

Men more likely than women to say that they invest because interest rates are currently low (51% & 38% respectively).

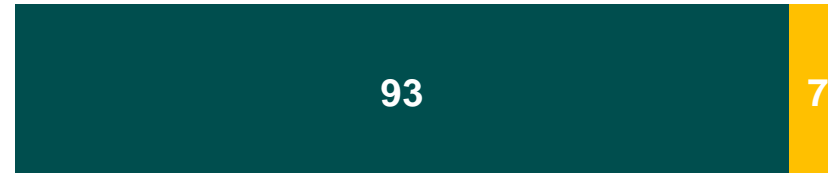
Q.6 People invest for a variety of reasons. Which if any of the following reasons are reasons that you invest?  
Base: All with a current/planned investment (452)

# HIGH LEVELS OF REPORTED UNDERSTANDING OF INVESTMENT RISKS, BUT MANY INVESTORS SAY THEY DON'T CLOSELY MONITOR INVESTMENT PERFORMANCE

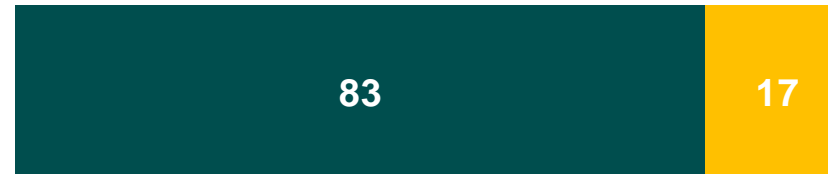
## Attitudes towards investing

■ Applies to me      ■ Does not apply to me

I understand the risks involved in investments, including the potential to lose a significant amount of my original investment



I understand what fees and taxes I need to pay on my investments



I closely monitor the performance of my investments



Few notable differences across consumer groups in terms of reported understanding of investments.

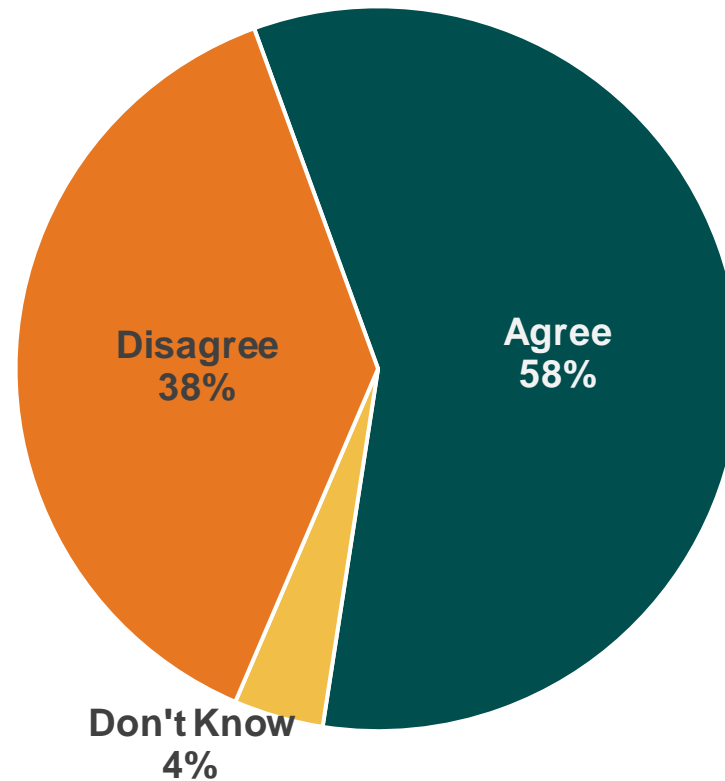
Those aged under 45 (70%) and men (64%) more likely to say that they closely monitor the performance of their investments.

Q.7 I am now going to read out a number of statements in relation to investing and I'd like you to tell me whether you think each applies to you or does not apply to you?:  
Base: All with a current investment (363)

# THE MAJORITY FEEL THAT THERE IS SUFFICIENT INDEPENDENT INVESTMENT INFORMATION AVAILABLE.

## Independent investment information

Q. Can you please tell me whether you agree or disagree with the following statement. There is enough independent information available to consumers to help them make an informed decision when investing.



Younger people more likely than older people to agree with this statement – 63% of under-35s vs. 52% of over-55s.

Q.8 Can you please tell me whether you agree or disagree with the following statement. There is enough independent information available to consumers to help them make an informed decision when investing

Base: All with a current/planned investment (452)



# CONTACTS

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